

Richmond's Cultural Review 2021

Consultation analysis report



1. Introduction

Richmond Council is developing a new ten-year vision for culture in the borough, aiming to create an innovative and diverse offer to enable and inspire residents to access culture through its arts, parks, sports and libraries.

Between January and February 2021 the Council ran a culture review survey for borough residents, visitors and organisations. The purpose of the exercise was to gather views about perceptions of culture and satisfaction with current service provision as well as to capture ideas about potential barriers and opportunities.

This report by the Council's Consultation Team provides a summary of the findings from the survey, which will feed into the development of the vision and action plan for culture in the borough over the next ten years.

2. Methodology

The consultation was hosted on the Richmond Council website from 19th January to 23rd February 2021. The consultation was open to all and consisted of two online surveys: one for individuals and one for organisations. Respondents were asked to state the capacity in which they were responding and their postcode, to allow detailed analysis of responses across the borough and beyond.

Paper copies of the questionnaire were also available to ensure the consultation was accessible to all.

The consultation was promoted in the following ways:

- Emails to local organisations
 - Over 500 cultural organisations contacted either directly or via partners
- Emails to voluntary sector partners and community organisations
 - Including Richmond CVS, local charities and their members
- Social media
 - Including paid for targeted campaigns to reach communities of interest, Facebook groups in each ward and Twitter
- Business newsletter to over 6,000 contacts and Business & Retail Forum
- Schools e-newsletter and teachers' forum
- Sports facilities, arts, parks and libraries mailing lists
- Council e-newsletter
- Council website
- Press release
- Sports app
- Via communication with:
 - Higher education and further education institutions
 - Children's centres
 - Young people in care, Foster forum, young people with SEND (via Achieving for Children)

The consultation materials are included in appendices C and D of this report.

3. Response

The Council received a total of 860 responses to the online consultation: 761 from individuals and an additional 99 on behalf of organisations.

The demographic profile of respondents to the individuals' survey is included in Appendix A of this report.

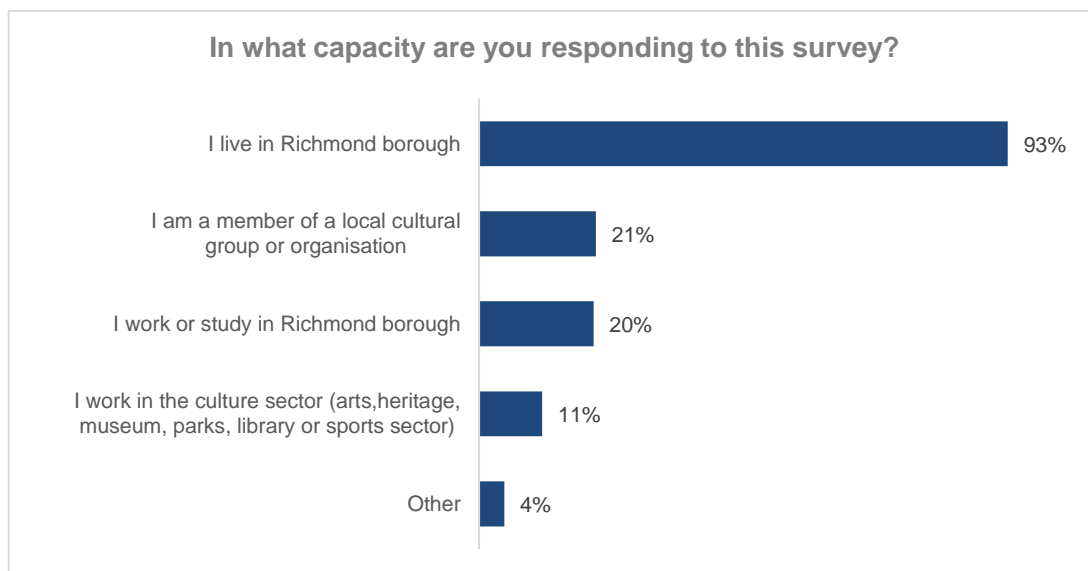
4. Results

This report provides the feedback from the two surveys separately – firstly the individuals survey and then the survey for organisations.

a. Survey for individuals

Question 1. In what capacity are you completing this survey?

All 761 respondents provided an answer to this question and over nine in ten respondents (93%) said that they were local residents.



NB Respondents could select more than one option, so percentages may add up to more than 100

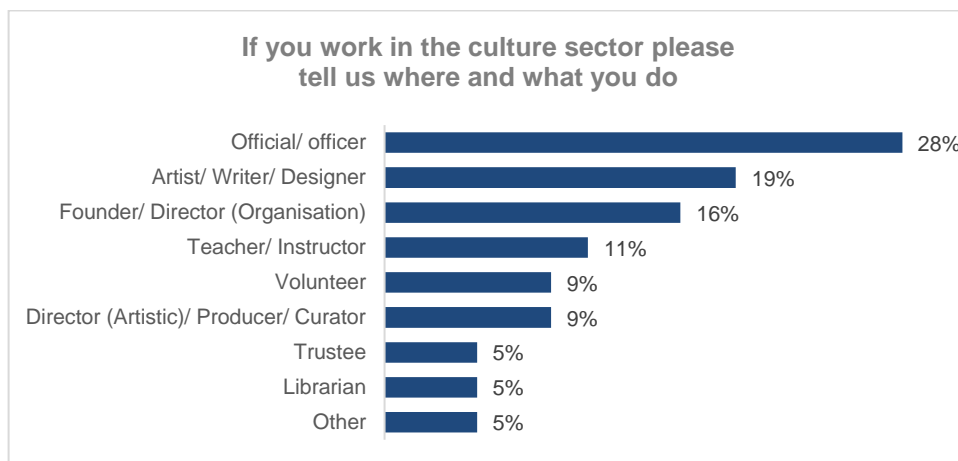
Those who answered 'I work in the culture sector' or 'other' were provided with an open text box to provide more detail. 167 respondents provided an answer and the key themes are shown in the table below:

I am a member of a local group or organisation/ Other (please specify below):		
Open response (free text) question (167 responses)	Number of respondents	Percentage of total sample
Local sports club (rugby/ swimming/ running/ football)/ local gym/ pool/ fitness group	22	3%
Area group eg Richmond Society/ Kew Society	20	3%
Arts Richmond/ Richmond Arts Society	19	2%
Amateur theatre/ theatre interest group	16	2%
Richmond Orchestra/ concert society/ music group	15	2%
Historic site, eg Turner's House/ Strawberry Hill House/ Marble Hill House/ Orleans House Gallery	13	2%
Local history society	12	2%

NB Respondents could select more than one option, so percentages may add up to more than 100.

Question 2. If you work in the culture sector please tell us where and what you do

A total of 129 respondents provided details of their role in the culture sector. These are illustrated in the chart below.



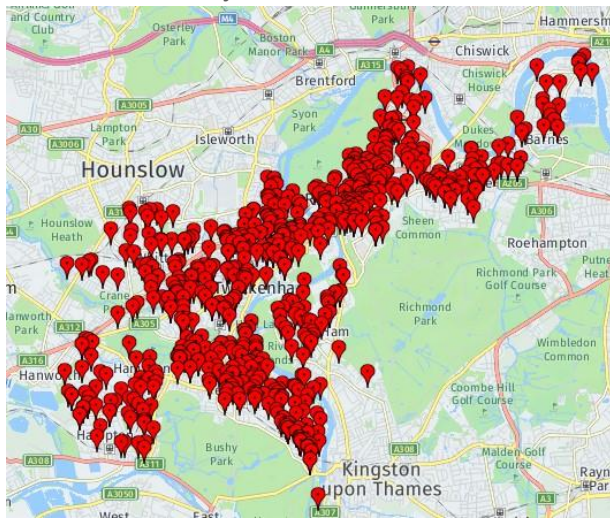
NB Some respondents carry out more than one role, so percentages add to more than 100

Question 3. Please tell us your postcode

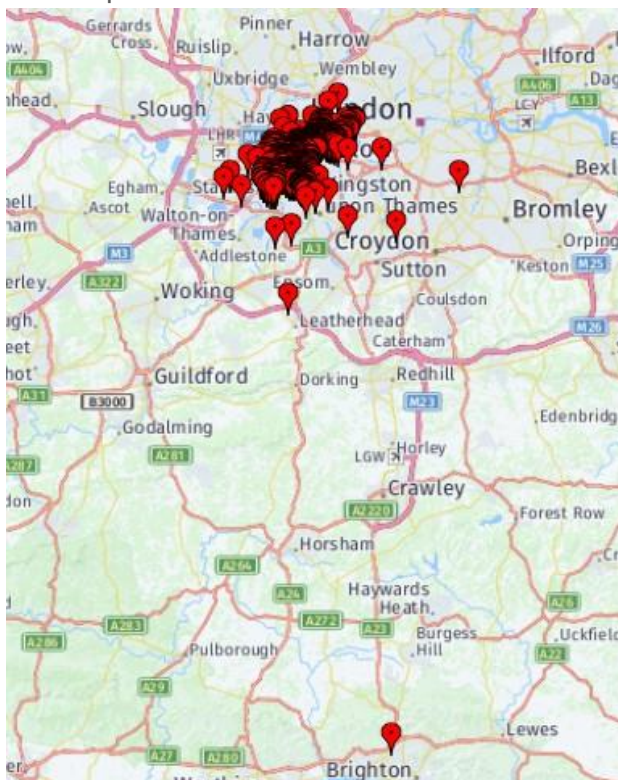
This question was answered by 750 respondents. The postcodes provided were used to create maps illustrating where people were responding from.

94% of respondents providing a postcode were located within Richmond borough.

The map below shows the distribution of Richmond borough responses to the individuals' survey:



The map below shows the distribution of ALL responses to the individuals' survey:



How would you describe Richmond borough in THREE words?		
Open response (free text) question (755 responses)	Number of respondents	Percentage of total sample
Green	382	50%
Beautiful	122	16%
Safe	90	12%
Leafy	84	11%
Affluent	65	9%
Historic	60	8%
Friendly	56	7%
Expensive	50	7%
Pleasant	44	6%
Cultured	34	5%
Wealthy	31	4%
Privileged	30	4%
Cultural	29	4%
River	28	4%
Interesting	26	3%
Vibrant	26	3%
Attractive	25	3%
Busy	25	3%
Historical	21	3%
Community	18	2%
Home	18	2%
Parks	18	2%
Clean	17	2%
Posh	16	2%
Comfortable	15	2%
Diverse	15	2%
Pretty	15	2%
Spacious	15	2%
Lively	13	2%
Open	13	2%
Picturesque	13	2%
Quiet	13	2%
Thames	13	2%
Healthy	12	2%
Middle class	12	2%
Riverside	12	2%

NB Respondents were each able to provide three words, so percentages will add up to more than 100

Question 5. What does the term ‘culture’ mean to you personally?

In response to this question ‘The Arts’ generally and theatre/plays/drama were the terms mentioned by the highest number of respondents (37% and 31% respectively). The next most common themes were around music/ concerts/ music venues (25%) and art/ painting/ public art/ sculpture/ photographic/ graphic art (19%).

However, the word ‘culture’ evoked a very wide range of responses, from physical places such as theatres and cinemas, through experiences such as sport, education, dance and events, to values, inspiration, expression and entertainment.

744 respondents provided an answer to this question, and the key themes are shown in the table below:

What does the term ‘culture’ mean to you personally?		
Open response (free text) question	Number of respondents	Percentage of total sample
Places		
Theatre/ plays/ drama	233	31%
Film/ cinema	84	11%
Nature/ environment/ open spaces/ outdoors/ parks/ green spaces/ landscapes	73	10%
Libraries	49	6%
Galleries	44	6%
Museums	44	6%
Experiences		
Mention of ‘The Arts’ as an overarching term	279	37%
Music/ concerts/ music venues	187	25%
Art/ painting/ public art/ sculpture/ photographic/ graphic art	146	19%
Literature/ reading/ books/ book shops	129	17%
History/ historic places/ archaeology	108	14%
Education/ learning activities/ lectures/ broadens horizons/ view the world differently	100	13%
Sport/ exercise/ physical well-being	72	9%
Customs / traditions/ heritage	60	8%
Events/ festivals/ exhibitions	55	7%
Dance, including ballet	39	5%
Experiences/ activities	39	5%
Performance arts – general (including opera and comedy)	37	5%
Food/ cuisine/ restaurants/ cafes	35	5%
Architecture	28	4%
Spoken word/ language/ poetry	21	3%
Values		
Common sense of what’s important/ shared values/ community/ place	140	18%
Enriches/challenges/ stimulates inspires lives/ minds/ the soul/ wellbeing	124	16%
Life beyond the routine/ recreation/ entertainment/ amusement/ leisure	101	13%
Variety/ diversity/ different ways of seeing and living life	52	7%

Things people enjoy communally/ do together/ share	38	5%
For all ages/ for everybody/ inclusivity	24	3%
Understanding/ expression		
Sharing/ transfer of ideas/ view of the world through some medium/ self-expression	46	6%
Understanding of the world/ others/ ourselves	45	6%
Expression of ideas through creative things	38	5%

NB Respondents may make comments on more than one theme so percentages may add up to more than 100

Responses to this question were relatively consistent by age and gender of the respondent, although younger respondents were more likely to mention ideas such as ‘a common sense of what’s important’, shared values, community, education, learning and ‘broadens horizons’. Older respondents were more likely to mention places such as the theatre or cinema, or ideas connected with music.

What does the term "culture" mean to you personally?	All Answering %	Under 45 %	Under 55 %	Aged 55+ %
Theatre/ plays/ drama	31%	22%	26%	37%
Film/ cinema	11%	5%	7%	15%
Music/ concerts/ music venues	25%	20%	20%	31%
Education/ learning activities/ lectures/ broadens horizons/ view the world differently	13%	16%	15%	11%
Common sense of what's important/ shared values/ community/ place	19%	33%	26%	13%

Question 6. How do you think culture benefits you as an individual?

742 respondents provided an answer to this question, and the key themes are shown in the table below.

How do you think culture benefits you as an individual?		
Open response (free text) question	Number of respondents	Percentage of total sample
Enriches / enhances my live/ my mental wellbeing	271	36%
Gives pleasure/fulfilling/ makes me happy/ entertains me/ makes life interesting	219	29%
Broadens my outlook/ gives me a different perspective on the world/ understanding of who we are	176	23%
Educates me/ drives personal development/ makes me a better person	162	21%
Connection to other people/ personal friendships	111	15%
Things to think about/ challenges/ stimulates/ keeps my brain working	94	12%
Sense of belonging/ community/ better connection with where I live	75	10%
Improves fitness/ keeps me healthy/ physical well-being	56	7%
Relaxing / reduces stress/ anxiety	49	6%
Gives me an escape/ away from work/ life/ routine/ keeps me going	45	6%
Gives me appreciation of others' attitudes/ cultures/ points of view	44	6%
Inspires me/ gives me ideas	40	5%
Makes life worth living/ gives meaning/ purpose to life	35	5%
Gives me new experiences/ variety	34	4%
Allows me to express myself/ to be creative/ to share ideas	25	3%
Gives me something to do/ allows me to follow my interests / hobbies	25	3%
Gives me an identity/ defines me	14	2%

NB Respondents may make comments on more than one theme so percentages may add up to more than 100

The most mentioned benefit was 'enriching my life/ enhancing my life/ my mental wellbeing' with over one third of respondents (36%) mentioning something around this theme. Older respondents were more likely to mention this theme, with 41% of respondents aged 55+ commenting, compared to 30% of those under 45.

Older respondents were also more likely to say culture stimulates them or keeps their brain working, while younger respondents were more likely to mention education or personal development.

How do you think culture benefits you as an individual?	All Answering %	Under 45 %	Under 55 %	55+ %
Enriches / enhances my live/ my mental well-being	37%	30%	35%	41%
Educates me/ drives personal development/ makes me a better person	22%	26%	26%	21%
Things to think about/ challenges/ stimulates/ keeps my brain working	13%	6%	10%	16%

Which THREE words would you use to describe the London Borough of Richmond upon Thames' cultural offer?		
Open response (free text) question.	Number of respondents	Percentage of total sample
Varied	147	19%
Accessible	61	8%
Interesting	59	8%
Limited	52	7%
Diverse	50	7%
Theatre	47	6%
Good	44	6%
Expensive	40	5%
Rich	38	5%
Safe	23	3%
History	22	3%
Quality	22	3%
Traditional	22	3%
Inclusive	21	3%
Libraries	17	2%
Local	16	2%
Parks	16	2%
Variety	16	2%
Exciting	14	2%
Historic	14	2%
Available	13	2%
Narrow	13	2%
Broad	12	2%
Lacking	12	2%
White	12	2%

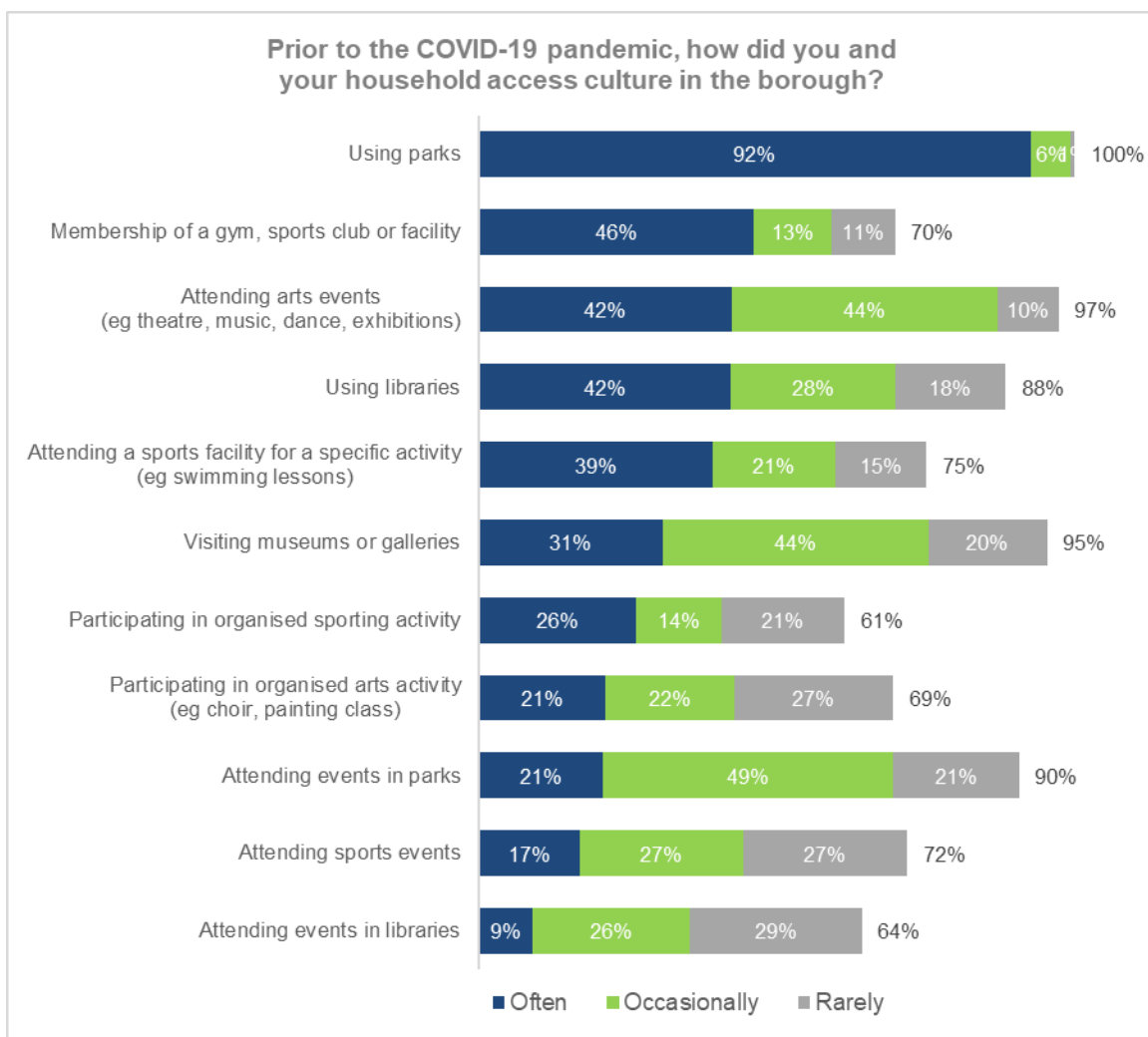
NB Respondents may make comments on more than one theme so percentages may add up to more than 100

Question 8 - Prior to the COVID-19 pandemic, how did you and your household access culture in the borough?

Respondents were asked how frequently they and members of their household attend various cultural venues and activities in the borough.

By far the most popular response was ‘using parks’ – all respondents (100%) said they visit parks, even before the Covid-19 pandemic. The next most common responses were ‘attending arts events’ (97%), ‘visiting museums or galleries’ (95%) and ‘attending events in parks’ (90%).

As shown in the chart below, using parks is also the most frequently accessed activity – 92% of respondents do this often. Membership of a gym or sports club is also a more frequent habit, with 46% of respondents attending often.



When the data is analysed further by respondent age, some clear differences emerge. While all age groups are likely to visit parks throughout their lives, other activities become more or less frequent with respondent age.

Membership of a gym, participating in organised sport and attending sports events are all more common in the younger age groups and decrease after age 65, although at least four in ten respondents over 65 do still access these activities. Older respondents are much more likely to say they attend arts events, visit museums or galleries or participate in organised arts activity 'often'.

A chart illustrating the pattern of attendance for each type of activity, by respondent age is included in Appendix B of this report.

Respondents were also invited to specify any OTHER ways they access culture in the borough, and 139 respondents provided answers to this question. The most common response was sporting activity or exercise, mentioned by 52 respondents (7%). 18 people (2%) mentioned parks, open spaces or the riverside.

Question 9 - Has your view of any of the above changed as a result of the COVID-19 pandemic?

683 respondents provided answers to this question and the key themes are shown in the table below:

Has your view of any of the above changed as a result of the COVID-19 pandemic?		
Open response (free text) question		
	Number of respondents	Percentage of total sample
No change	204	27%
Greater appreciation of how much there is to do in the borough/ cultural offerings have become more important	145	19%
There is nothing to do/ nothing on/ nothing open/ everything's closed/ can't do anything	93	12%
Miss everything/ anything/ miss attending places/ events	90	12%
Parks are much busier/ have used parks more	28	4%
Think more funding/ options/ activities are needed	23	3%
Inspired me to do more when things reopen	21	3%
Parks have become unbearable/ worse	18	2%
No longer confident to attend events due to COVID/ wary of events in enclosed spaces	17	2%
Appreciate the library click and collect service	14	2%

NB Respondents may make comments on more than one theme so percentages may add up to more than 100

Over a quarter of respondents (27%) felt that their views were unchanged as a result of the COVID-19 pandemic. This was more likely to be stated by male respondents and by those aged under 45.

A fifth (19%) said they felt they had a greater appreciation of how much there is to do in the borough as a result of the COVID-19 pandemic.

Question 10 - What, if any, are the main barriers to you attending or participating in cultural activity in Richmond borough?

701 respondents provided an answer to this question and the key themes are shown in the table below:

What, if any, are the main barriers to you attending or participating in cultural activity in Richmond borough?		
Open response (free text) question		
	Number of respondents	Percentage of total sample
Money/ cost of event	134	18%
None	132	17%
Lack of time	121	16%
Lack of awareness of opportunities/ not enough publicity/ don't find out in time	115	15%
Not enough variety in events/ activities/ not enough I'm interested in	108	14%
COVID-19/ lockdown closures	84	11%
Transport to events/ road access/ car parking	49	6%
Activities not at convenient times/ opening times/ not aimed at people who work	41	5%
Offering not as good as other areas eg Central London/ Kingston / competition from other events	30	4%
Activities too focused on different age group/ demographic/ children	29	4%
Insufficient venues/ facilities eg music venues, climbing wall, swimming pool	21	3%
Childcare issues/ children/ cost of baby-sitter/ lack of child friendly options	18	2%
Not enough tickets/ places available/ I am not quick enough to get tickets	17	2%

NB Respondents may make comments on more than one theme so percentages may add up to more than 100

The most commonly mentioned barrier to accessing cultural activity was money/cost of the event, mentioned by almost a fifth of respondents (18%). Cost was more likely to be mentioned amongst those aged under 55.

17% said that there were no barriers for them, however those aged 55 or above were much more likely than younger respondents to perceive no barriers to participation (29% versus 8%).

Younger respondents were more likely to report a lack of awareness, not enough variety in events, or say that activities are too focused on a different age group or different demographic.

What, if any, are the main barriers to you attending or participating in cultural activity in Richmond borough?	All Answering %	Under 45 %	Under 55 %	55+ %
Money/ cost of event	19%	24%	25%	14%
None	19%	4%	8%	29%
Lack of awareness of opportunities/ not enough publicity/ don't find out in time	16%	26%	23%	11%
Not enough variety in events/ activities/ not enough I'm interested in	15%	20%	19%	12%
Activities too focused on different age group/ demographic/ children	4%	9%	8%	1%
Childcare issues/ children/ cost of baby-sitter/ lack of child friendly options	3%	9%	6%	0%

Question 11 - What, if any, cultural activities or facilities do you use or take part in outside of the borough?

713 respondents provided an answer to this question and the key themes are shown in the table below. Respondents most commonly mentioned theatres, art galleries, museums and concerts as the activities they access outside of Richmond borough.

What, if any, cultural activities or facilities do you use or take part in outside of the borough?		
Open response (free text) question		
	Number of respondents	Percentage of total sample
Theatre (including musicals)	402	53%
Art galleries/ art exhibitions	320	42%
Museums	295	39%
Concerts/ music events/ gigs	220	29%
Cinema	87	11%
National Trust/ English Heritage sites/ stately homes/ palaces/ churches	69	9%
Exhibitions (general)	67	9%
Other stage shows/ comedy/ ballet/ opera/ dance events	61	8%
Parks/ green spaces	55	7%
Outdoor activities/ hiking/ walking/ cycling/ countryside/ nature/ markets etc	53	7%
Sport events	51	7%
Sports clubs/ facilities eg climbing wall/ gym/ golf course	44	6%
Lectures/ talks	41	5%
Festivals / fairs	35	5%
Gardens/ flower show	27	4%
Adult education/ art classes/ dance or ballet classes	26	3%
Restaurants	26	3%
Libraries	25	3%
Swimming pool	19	2%
Historic tours/ city tours/ architectural walk	18	2%
Choir/ singing workshops/ singing classes/ orchestra/ music group (participation)	17	2%

NB Respondents may make comments on more than one theme so percentages may add up to more than 100

Older respondents were more likely to say they visit the theatre outside of the borough - almost two thirds of people aged 55+ say they do this, compared with under half of those under 45. Younger respondents were more likely than those over 55 to travel to parks and green spaces or attend sports events outside of the borough.

Female respondents were also more likely to say they visit art galleries and exhibitions outside the borough while male respondents were more likely to say they go to the cinema outside the borough or travel to attend sports events.

What, if any, cultural activities or facilities do you use or take part in outside of the borough?	Under 45 %	Under 55 %	55+ %	Male %	Female %
Theatre (including musicals)	47%	51%	64%	56%	60%
Art galleries/ art exhibitions	40%	41%	51%	38%	49%
Museums	46%	44%	43%	45%	43%
Concerts/ music events/ gigs	27%	30%	33%	29%	32%
Cinema	11%	10%	14%	18%	11%
National Trust/ English Heritage sites/ stately homes/ palaces/ churches	7%	7%	12%	8%	10%
Exhibitions (general)	8%	9%	10%	6%	11%
Other stage shows/ comedy/ ballet/ opera/ dance events	4%	7%	10%	6%	10%
Parks/ green spaces	12%	10%	6%	6%	9%
Outdoor activities/ hiking/ walking/ cycling/ countryside/ nature/ markets etc	6%	8%	8%	11%	7%
Sport events	13%	9%	6%	13%	5%

Question 11 - What, if any, cultural activities or facilities do you use or take part in outside of the borough? - Please tell us why?

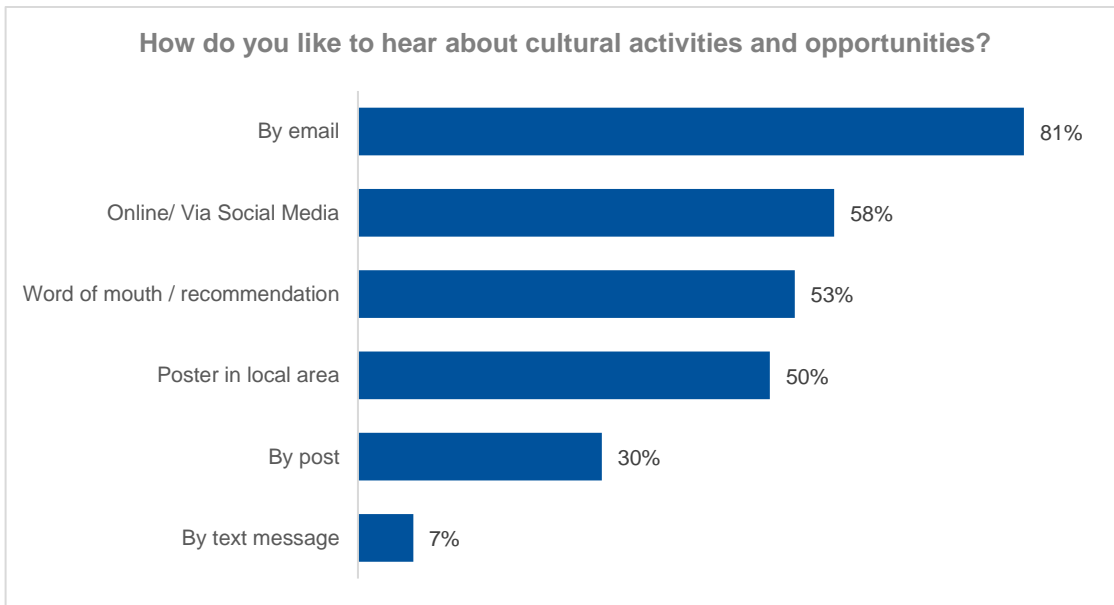
Respondents were asked to give more detail about why they access activities or facilities outside of Richmond borough. 601 respondents provided an answer to this question and the key themes are shown in the table below.

The most common reason, given by three in ten respondents (30%), was that the activities were not available in Richmond or that a wider range of options was available outside of the borough. 16% travel further afield for variety, to see more things and enjoy new experiences.

What, if any, cultural activities or facilities do you use or take part in outside of the borough? - please tell us why:		
Open response (free text) question		
	Number of respondents	Percentage of total sample
Richmond doesn't have them/ not enough places/ wider range of things available/ not the things I like in Richmond	228	30%
Interest/variety/ for a change/ to see more things/ broaden my perspective/ for new experiences	121	16%
They are better than Richmond	110	14%
Because I can/ I like to/ it's fun/ I enjoy it	92	12%
Convenient travel/ easy access/ easier to meet friends/ closer to my home	65	9%
Cost/ money	21	3%

NB Respondents may make comments on more than one theme so percentages may add up to more than 100

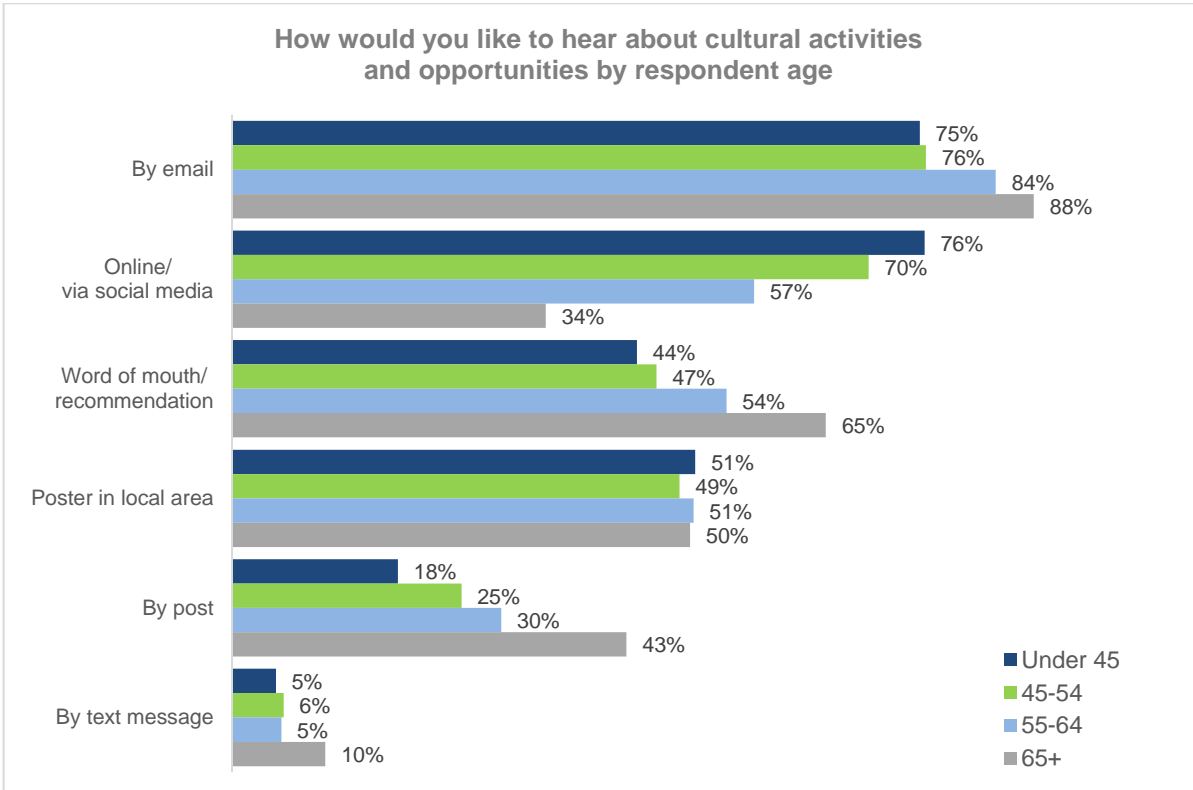
Question 12 - How do you like to hear about cultural activities and opportunities?



NB Respondents could select more than one option, so percentages may add up to more than 100

Asked how they like to hear about cultural activities and opportunities in Richmond borough, over eight in ten (81%) said they prefer to receive emails. Over half also rely on social media and word of mouth, and 50% like to see posters in the local area. Almost a third like to hear about opportunities by post but only 7% of respondents want to hear by text message.

Whereas email and posters are more likely to appeal to all age groups, there are clear differences by respondent age for other forms of communication. Younger respondents are much more likely to use online methods and social media – three quarters of under 45’s like this method, compared with around a third of those aged 65+. In contrast, older respondents are more likely than those under 45 to rely on word of mouth and to say they like being communicated to by post.



Question 13 - What would you like to see from cultural services in Richmond borough over the next ten years?

713 respondents provided an answer to this question and the key themes are shown in the table below.

What would you like to see from cultural services in Richmond borough over the next ten years?		
Open response (free text) question	Number of respondents	Percentage of total sample
More investment in current offer/ help for organisations	166	22%
New / different things/ more variety/ more events	119	16%
More music events/ live music	92	12%
Sustained/ more investment in libraries	88	12%
More outdoor events (music, theatre, cinema etc)	80	11%
Maintain/ more investment in sports and leisure facilities	71	9%
Better / joined up promotion of current offer/ what's on	59	8%
Cheaper/ subsidised/ more affordable events	56	7%
Promotion to/ involvement of more under-represented communities/ diversity/ inclusivity of all ages/ disabled	54	7%
Family events/ children's facilities	42	6%
Protect/ invest in park and green spaces	39	5%
More support to venues	38	5%
Festivals/ carnivals/ food festivals	32	4%
Facilities/ activities for youth/ teenagers	32	4%
More art exhibitions / pop-up galleries	29	4%
More reflection of local history in events	29	4%
More/cohesive community events	28	4%
A more ambitious/ bolder plan / more contemporary arts	26	3%
Subsidising access for disadvantaged groups	24	3%
Art events for young or local artists/ entertainers/ more open (less curated) / art fairs	24	3%
More cultural adult education/ art classes	23	3%
Another theatre/ more theatre	21	3%
Libraries to become cultural hubs/ more events in libraries	21	3%
Longer/ more convenient opening hours for facilities/ easier online booking access	18	2%
More promotion of nature/ environmental issues/ investment, eg tree planting	17	2%
Bigger/ more markets	15	2%
Bigger event venue/ stage/ music venue/ art centre	14	2%
Better involvement of schools	13	2%

NB Respondents may make comments on more than one theme so percentages may add up to more than 100

There are some differences in what people are looking for from cultural services over the next ten years by age of the respondent and by gender. The key differences are highlighted in the table below.

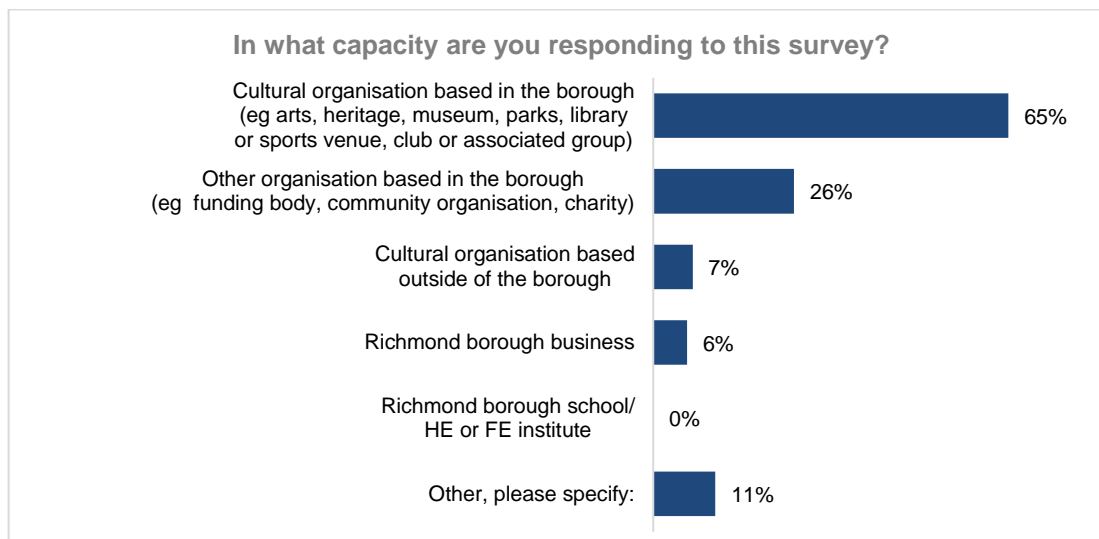
Those aged over 55 were more likely to call for further investment in the current offer while younger respondents were more likely to be looking for new, different things, more outdoor events or more investment in sports and leisure facilities. Female respondents are more likely to say they would like to see more family events and facilities for children.

What would you like to see from cultural services in Richmond borough over the next ten years?	UNDER 45 %	UNDER 55 %	55+ %	MALE %	FEMALE %
More investment in current offer/ commitment to current/ help for other organisations	12%	14%	34%	26%	24%
New / Different things/ more variety/ more events	17%	20%	15%	13%	19%
More music events/ live music	14%	15%	12%	9%	15%
Sustained/ more investment in libraries (General)	9%	11%	14%	11%	13%
More outdoor events (music, theatre, cinema etc.)	13%	15%	8%	13%	11%
Maintain/ More investment in sports and leisure facilities	15%	13%	8%	11%	10%
Better / joined up promotion of current offer/ what's on	8%	9%	8%	12%	8%
Cheaper/ subsidised/ more affordable events	9%	10%	7%	5%	9%
Promotion of/ involvement of more under-represented communities/ diversity/ inclusivity of all ages/ disabled	7%	9%	7%	4%	9%
Family events/ children's facilities	15%	9%	3%	1%	8%

b. Survey for organisations

Question 1 – In what capacity are you responding to this survey?

97 of the 99 organisations answering the survey provided details about the capacity in which they were responding. Two thirds (65%) of responses came from cultural organisations based in the borough and a quarter (26%) from other borough organisations.



Respondents were able to select more than one answer to this question, so percentages may not add up to 100%

Question 2 - If you are a cultural organisation please tell us a bit more about your organisation:

Survey respondents were invited to provide further details about their organisation. 84 respondents gave an answer to this question and the key themes are shown in the table below.

If you are a cultural organisation please tell us a bit more about your organisation:		
Open response (free text) question		
	Number of respondents	Percentage of total sample
Sports club	28	28%
Theatre/ performance/ dance group	14	14%
Green space / environmental protection group	13	13%
Music/singing related	11	11%
Support for disadvantaged	6	6%
Historic building or site	5	5%
Support local arts people	4	4%
Youth/ children's group	2	2%

How would you describe Richmond borough in THREE words?		
Open response (free text) question		
	Number of respondents	Percentage of total sample
Green	39	39%
Affluent	16	16%
Beautiful	14	14%
Historic	12	12%
Wealthy	8	8%
Pleasant	7	7%
Privileged	7	7%
Active	6	6%
Open	6	6%
Community	5	5%
River	5	5%
Safe	5	5%
Cultured	4	4%
Friendly	4	4%
Prosperous	4	4%
Busy	3	3%
Caring	3	3%
Creative	3	3%
Diverse	3	3%
Expensive	3	3%
Home	3	3%
Inclusive	3	3%
Interesting	3	3%
Leafy	3	3%
Rich	3	3%
Vibrant	3	3%
Attractive	2	2%
Conventional	2	2%
Cultural	2	2%
Heritage	2	2%
Historical	2	2%
Middle class	2	2%
Open spaces	2	2%
Parks	2	2%
Scenic	2	2%
Spacious	2	2%
Suburban	2	2%
Unique	2	2%

NB Respondents were each able to provide three words, so percentages will add up to more than 100

Question 5 - What does the term 'culture' mean to you/ your organisation?

95 organisations answered this question and the key themes are shown in the table below.

Responses were less focused around places and venues than they were for the individuals' survey and more likely to be centred around values and community. The two most common themes were 'How we do things/ a group's behaviours, customs and values' and 'Community spirit/ bringing people together to enjoy an activity/ entertainment'.

What does the term 'culture' mean to you/ your organisation?		
Open response (free text) question		
	Number of respondents	Percentage of total sample
Experiences		
Mention of 'The Arts' as an overarching term	21	21%
Appreciation of objects/ art	11	11%
Singing/ music	11	11%
Performance	7	7%
Activities beyond work/ home life/ entertainment/ leisure	6	6%
History/ heritage	6	6%
Sports/ sporting activities	5	5%
Values		
How we do things/ a group's behaviours, customs and values	26	26%
Community spirit/ bringing people together to enjoy an activity/ entertainment	26	26%
Inclusivity	16	16%
Respect for other communities/ people	7	7%
Appreciation for the environment	6	6%
Friendship/ social interaction	4	4%
Understanding/ idea transfer		
Education/ broad education (beyond academic)/ personal development	15	15%
Creativity/ creating things	7	7%
Self-expression	5	5%
Seeing/ hearing/ telling stories	2	2%

NB Respondents may make comments on more than one theme so percentages may add up to more than 100

Which THREE words would you use to describe Richmond borough's cultural offer?

Open response (free text) question.

	Number of respondents	Percentage of total sample
Varied	24	24%
Diverse	16	16%
Inclusive	12	12%
Active	7	7%
Traditional	5	5%
Accessible	4	4%
Good	4	4%
Plentiful	4	4%
Quality	4	4%
Broad	3	3%
Disjointed	3	3%
Eclectic	3	3%
Engaging	3	3%
Historic	3	3%
Open	3	3%
Rich	3	3%
Theatre	3	3%
Valuable	3	3%
Established	2	2%
Excellent	2	2%
Exclusive	2	2%
Expensive	2	2%
Green	2	2%
Interesting	2	2%
Supportive	2	2%
Unknown	2	2%
Valued	2	2%
Welcoming	2	2%

NB Respondents were each able to provide three words, so percentages will add up to more than 100

Question 7 - What do you think are Richmond Borough's greatest strengths/opportunities in relation to culture?

95 organisations answered this question and the key themes are shown in the table below. The most common themes were around the environment and natural beauty of the area (38% of respondents mentioned this) and the borough's population being interested and engaged with cultural activities in the borough (37%).

What do you think are Richmond Borough's greatest strengths/opportunities in relation to culture?		
Open response (free text) question		
	Number of respondents	Percentage of total sample
The environment/ natural beauty of the area/ open spaces	38	38%
Established population/ interested/ engaged in area's cultural life/ wellbeing/ strong community	37	37%
Variety and choice of cultural offer/ diversity/ organisations	22	22%
Historic roots/ historic buildings/ heritage sites	20	20%
A range of good, accessible venues/ theatres/ museums/ galleries	15	15%
Established high standard cultural scene	12	12%
Inclusiveness/ diversity management	7	7%
The river	7	7%
Wealth/ affluent area	7	7%
Local authority interested in/ supportive to culture/ council listens to community	7	7%
Encouraging involvement of young people/ children	2	2%

NB Respondents may make comments on more than one theme so percentages may add up to more than 100

Question 8 - What would you like to see from a new approach to culture in Richmond borough?

92 organisations answered this question and the key themes are shown in the table below. The most common thing respondents would like to see is a more diverse arts and culture scene and encouragement of diverse participation, mentioned by a fifth (20%). 18 organisations (18%) said they would like to see a more proactive or supportive role for the Council, or less bureaucracy.

What would you like to see from a new approach to culture in Richmond borough?		
Open response (free text) question		
	Number of respondents	Percentage of total sample
More diverse arts/ cultural scene/ encouraging more diverse participation/ invest in less affluent areas	20	20%
More proactive/ supportive role from council/ less bureaucracy	18	18%
Making more open space/ facilities / venues available	17	17%
More funding support	16	16%
More community driven focus / engagement with stakeholders/ local organisations	9	9%
More promotion/ outreach to engage new audiences	9	9%
Continued support	9	9%
More subsidised/ free events/ discounts/ affordable events	7	7%
More risk taking/ innovation	7	7%
More activities/ events/ provision for youth/ children/ engagement with schools	5	5%

NB Respondents may make comments on more than one theme so percentages may add up to more than 100

Question 9 - From your organisation’s perspective, what are the main barriers to people taking part / attending cultural activities in Richmond borough?

93 organisations answered this question and the key themes are shown in the table below. Insufficient publicity and communication around events is seen as the key barrier to participation, mentioned by four in ten respondents (41%).

In addition, around a quarter of respondents mentioned cost (24%) or made comments around access to venues and facilities 21%.

From your organisation’s perspective, what are the main barriers to people taking part / attending cultural activities in Richmond borough?		
Open response (free text) question		
	Number of respondents	Percentage of total sample
Insufficient publicity/ communication of events/ activities	41	41%
Cost of participation (for residents)	24	24%
Access to venues/ facilities (including floodlights)	21	21%
Lack of inclusivity/ groups feel elitist/ perception of elitism	15	15%
Insufficient transport links/ car parking	11	11%
Cost of venue hire etc (for organisations)	9	9%
Access for those less able (physically and mentally)	7	7%
Lack of diverse offering/ insufficiently diverse offering	5	5%
Lack of places/ activities oversubscribed	5	5%
Insufficient funds	5	5%

NB Respondents may make comments on more than one theme so percentages may add up to more than 100

Question 10 - How would a new vision for culture in Richmond borough benefit your organisation / business?

92 organisations provided an answer to this question. Three in ten respondents (31%) felt that a new vision for culture in the borough would help their organisation grow or reach a wider audience.

How would a new vision for culture in Richmond Borough benefit your organisation / business?		
Open response (free text) question		
	Number of respondents	Percentage of total sample
Help organisation grow/ bigger audience/ visitor numbers/ greater participation	31	31%
More publicity	20	20%
Make our organisation more accessible/ more diverse participation	10	10%
Closer collaboration between different (but related) groups	8	8%
Improve/ increase our facilities	5	5%
Improve lives/ physical/mental wellbeing of residents	5	5%
Increase offer/ wider range of activities	4	4%
Residents to feel more engaged with their community	3	3%

NB Respondents may make comments on more than one theme so percentages may add up to more than 100

Question 11 - What are the biggest challenges your organisation faces in the coming decade?

88 organisations answered this question and their comments can be grouped into the main themes shown in the table below. By far the biggest challenge respondents felt their organisation would be facing in the coming years is a financial one, mentioned by over half (53%). Access to space or venues was raised by a fifth (21%) and 18% were concerned about the challenge of attracting more diverse or younger participants.

What are the biggest challenges your organisation faces in the coming decade?		
Open response (free text) question		
	Number of respondents	Percentage of total sample
Funding/ costs/ finance	52	53%
Access to space/ venue	21	21%
Attracting more diverse members/ youth members/ participants/ ageing user base	18	18%
Floodlighting/ facilities	16	16%
COVID-19	15	15%
Attracting greater number of participants/ audience	13	13%
Meeting demand for offer	11	11%
Volunteers	10	10%
Staff/ human resource	9	9%
Marketing/ promotion	8	8%
Preserving open spaces	6	6%
Sustainability/ climate change	5	5%
Lack of council engagement or resource	4	4%
Technology	3	3%
Changes due to Brexit	3	3%

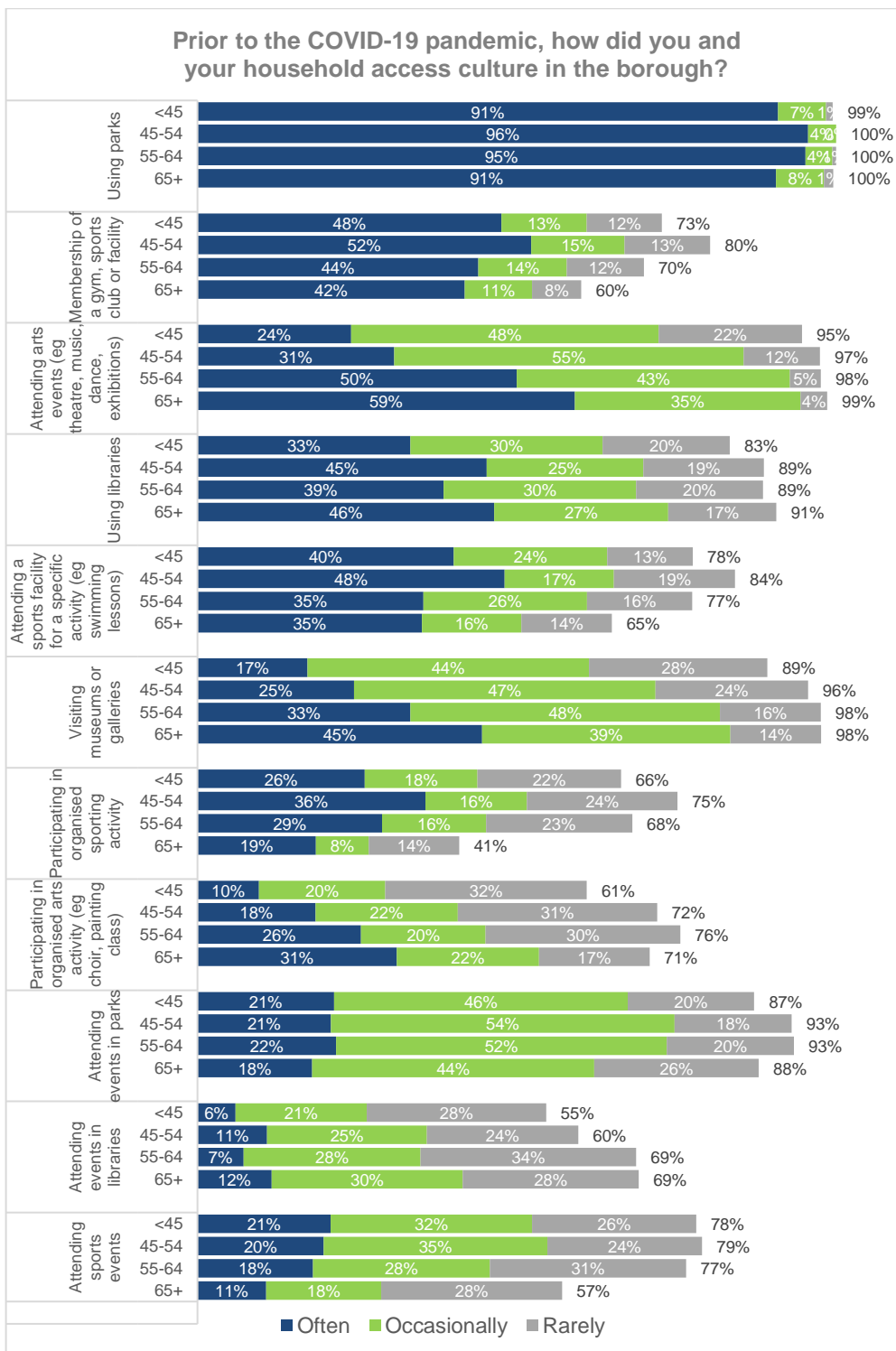
NB Respondents were each able to name three challenges, so percentages will add up to more than 100

Appendix A - Demographic profile of respondents (individuals' survey only)

Demographic	Sample base (Unweighted)	Proportion (Unweighted %)
Gender		
Female	539	71%
Male	197	26%
Prefer not to say	14	2%
Prefer to self-describe:	4	1%
<i>Base: 754 respondents</i>		
What was your age last birthday?		
19 and under	3	0%
20-24	10	1%
25-34	52	7%
35-44	122	16%
45-54	159	21%
55-64	166	22%
65-74	151	20%
75+	64	8%
Prefer not to say	29	4%
<i>Base: 756 respondents</i>		
Do you consider yourself to have a disability?		
Yes	58	8%
No	668	88%
Prefer not to say	30	4%
<i>Base: 756 respondents</i>		
How would you describe your ethnic group?		
White	658	88%
Mixed/multiple ethnic groups	17	2%
Asian or Asian British	17	2%
Black/African/Caribbean/Black British	7	1%
Other ethnic group	6	1%
Prefer not to say	43	6%
<i>Base: 748 respondents</i>		
Please indicate your sexual orientation		
Heterosexual / straight	626	84%
Gay man	13	2%
Bisexual	7	1%
Gay woman / lesbian	5	1%
Prefer to self-describe:	5	1%
Prefer not to say	87	12%
<i>Base: 743 respondents</i>		
Do you belong to a religion or faith group?		
No	412	55%
Yes, Christian	257	34%
Yes, Hindu	6	1%
Yes, Buddhist	5	1%
Yes, Jewish	5	1%
Yes, Muslim	2	0%
Yes, Sikh	0	0%
Yes, other	7	1%
Prefer not to say	57	8%
<i>Base: 751 respondents</i>		

Appendix B - Prior to the COVID-19 pandemic, how did you and your household access culture in the borough?

The chart below illustrates the pattern of attendance for each type of activity, by respondent age (individuals' survey only)



Appendix C – Consultation Material (Individuals' Survey)



Richmond's Culture Review



Closed 23 Feb 2021

Opened 19 Jan 2021

Contact

Any queries please contact:

consultation@richmond.gov.uk

Richmond Council are developing a new vision for culture for the London Borough of Richmond upon Thames and we want to hear from you!

Now more than ever we recognise the value of arts, parks, sports and libraries in enriching and improving the lives of residents and visitors and the opportunities these services present in supporting us to manage some of the current and future challenges the borough faces.

Our aim is to develop a ten-year vision and set of priorities for arts, parks, sports and libraries (currently known as the 'cultural services') in Richmond and we would like your input in helping inform and guide this process.

Whether you work in the culture sector; use a local library or park, are a member of a local fitness centre or sports club, attend local theatre, arts centres, museums or galleries, have a child enrolled in swimming lessons, OR are someone who does not currently take part in any of the above, we are keen to hear your thoughts.

We are particularly interested in:

- Hearing what you think / understand 'culture' to be
- How and why you currently use or participate in arts, parks, sports and library services
- Reasons why you may not currently use or participate in these services

Your responses will help us understand what is important to residents over the coming decade so that we can identify how cultural services can support this and create an innovative and diverse cultural offer which aims to empower, enable and inspire **all** residents.

Have your say

Please click on the Online Survey link below to give us your views.

If you require the questionnaire as a paper copy or in another format please contact consultation@richmond.gov.uk

What happens next?

After the survey closes the information will be used to inform a new vision and set of priorities for culture in the borough.

There may be further opportunities to be involved further in this process. If you would like to be invited to participate in any further conversations, please ensure you include your contact details at the end of the survey.

Consultation Questionnaire - Individuals

Confidentiality

All the information you provide will be treated in strict confidence, will not be passed on to anyone else and will only be used for the purposes of this survey, unless you give us your consent to recontact you. The analysis is done on an anonymous basis under the guidelines of the Data Protection Act. Anonymised data may be published, including publishing comments on the Council's website or related materials.

Your details

1 In what capacity are you responding to this survey?

Tick all that apply

Please select all that apply

- I live in Richmond borough
- I work or study in Richmond borough
- I work in the culture sector (arts, heritage, museum, parks, library or sports sector)
- I am a member of a local cultural group or organisation, please specify below
- Other, please specify below

2 If you work in the culture sector please tell us where and what you do:

Organisation/company:

Your role:

3 What is your postcode?

Please give us your home postcode (this doesn't have to be a Richmond borough postcode)

Richmond borough

4 How would you describe Richmond borough in THREE words?

Word 1:

Word 2:

Word 3:

Culture in Richmond borough

5 What does the term 'culture' mean to you personally?

6 How do you think culture benefits you as an individual?

7 Which THREE words would you use to describe the London Borough of Richmond upon Thames' cultural offer?

Please comment on the usual pre Covid-19 cultural offer, not the current Covid-19 situation

Word 1:

Word 2:

Word 3:

8 Prior to the COVID-19 pandemic, how did you and your household access culture in the borough?

	Often	Occasionally	Rarely	Never
Attending arts events (eg theatre, music, dance, exhibitions) <i>Please select only one item</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participating in organised arts activity (eg choir, painting class) <i>Please select only one item</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visiting museums or galleries <i>Please select only one item</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using parks <i>Please select only one item</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attending events in parks <i>Please select only one item</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using libraries <i>Please select only one item</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attending events in libraries <i>Please select only one item</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attending sports events <i>Please select only one item</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participating in organised sporting activity <i>Please select only one item</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Membership of a gym, sports club or facility <i>Please select only one item</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attending a sports facility for a specific activity (eg swimming lessons) <i>Please select only one item</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other, please tell us:	<input type="text"/>			

9 Has your view of any of the above changed as a result of the COVID-19 pandemic?

Cultural activities

10 What, if any, are the main barriers to you attending or participating in cultural activity in Richmond borough?

11 What, if any, cultural activities or facilities do you use or take part in outside of the borough?

Please tell us why:

Communication

12 How do you like to hear about cultural activities and opportunities?

Tick all that apply

Please select all that apply

- By post
- By email
- Online/via social media
- By text message
- Poster in local area
- Word of mouth/recommendation

13 What would you like to see from cultural services in Richmond borough over the next ten years?

Involvement

14 Would you like to be contacted about taking part in further engagement related to Richmond's Cultural Strategy?

Please select only one item

- Yes
 No

15 Would you like to receive further information by email about arts and culture events in Richmond borough?

Please select only one item

- Yes
 No

16 If you have answered 'yes' to either of the previous two questions, please provide your contact details:

Name:

Email address:

The contact details you provide will not be passed onto any third parties and will only be used by Richmond Council to contact you regarding arts and cultural events, news and opportunities. You can choose to unsubscribe at any time. Your personal data will be treated in accordance with data protection legislation. Read our privacy notice [here](#).

About you

The following questions will help the Council to improve its services and be fair to everyone who lives in the borough. The information you provide will be used for statistical and research

purposes only and will be stored securely. If there are any questions you do not wish to answer, please move on to the next question.

Why do we ask the 'About you' questions?

The Council asks Equality Monitoring questions at the end of all our public consultations.

It might not seem obvious why they're relevant to each individual consultation, but we need to be sure that we're being fair, and considering the impacts of any possible changes on any groups with protected characteristics. The Council is required to do this under Equalities legislation.

The questions help us to:

- identify residents' needs and whether the services we provide are right for them
- be better positioned to know whether we are providing fair and equal access to all groups of people who need our services
- identify how we can improve services to make them more accessible and inclusive
- understand who is or is not responding to our consultations

The questions are optional – if respondents don't feel comfortable providing this information they are under no obligation to do so. All monitoring data is classed as personal data and is treated as confidential, in line with Data Protection requirements.

There is a helpful guide by Stonewall on this issue called 'What's it got to do with you?' which you can read by clicking [here](#).

17 Are you:

Please select only one item

Male

Female

Prefer not to say

Prefer to self describe:

18 What was your age last birthday?

Please select only one item

- 19 and under
- 20-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+
- Prefer not to say

19 Do you consider yourself to have a disability?

Please select only one item

- Yes
- No
- Prefer not to say

20 How would you describe your ethnic group?

Please select only one item

- White
- Mixed/multiple ethnic groups
- Asian or Asian British
- Black/African/Caribbean/Black British
- Prefer not to say
- Other ethnic group, please specify:

21 Please indicate your sexual orientation:

Please select only one item

- Heterosexual / straight
- Gay man
- Gay woman / lesbian
- Bisexual
- Prefer not to say
- Prefer to self-describe:

22 Do you belong to a religion or faith group?

Please select only one item

- No
- Yes, Christian
- Yes, Buddhist
- Yes, Hindu
- Yes, Jewish
- Yes, Muslim
- Yes, Sikh
- Prefer not to say
- Yes, other (please specify):

Appendix D – Consultation Material – Survey for Organisations



Richmond's Culture Review - survey for organisations



Closed 23 Feb 2021

Opened 19 Jan 2021

Contact

Any queries please contact:

consultation@richmond.gov.uk

Richmond Council are developing a new vision for culture for the London Borough of Richmond upon Thames and we want to hear from you!

Now more than ever we recognise the value of arts, parks, sports and libraries in enriching and improving the lives of residents and visitors and the opportunities these services present in supporting us to manage some of the current and future challenges the borough faces.

Our aim is to develop a ten-year vision and set of priorities for arts, parks, sports and libraries (currently known as the 'cultural services') in Richmond and we would like your input in helping inform and guide this process.

We are particularly interested in:

- Hearing what you think / understand 'culture' to be
- Current engagement with arts, parks, sports and library services in the borough
- Barriers which prevent people from using these services
- Successes and challenges for borough organisations
- Opportunities for cultural services to support current challenges, eg public health, climate emergency
- The role of the cultural services in place-making and the London Borough of Richmond's identity

Your responses will help us understand what is important to residents, organisations and businesses over the coming decade so that we can identify how cultural services can support this and create an innovative and diverse cultural offer which aims to empower, enable and inspire **all** residents.

Have your say

Please click on the Online Survey link below to give us your views.

If you require the questionnaire as a paper copy or in another format please contact consultation@richmond.gov.uk

What happens next?

After the survey closes the information will be used to inform a new vision and set of priorities for culture in the borough.

There may be further opportunities to be involved further in this process. If you would like to be invited to participate in any further conversations, please ensure you include your contact details at the end of the survey.

Consultation Questionnaire - Organisations

Confidentiality

All the information you provide will be treated in strict confidence, will not be passed on to anyone else and will only be used for the purposes of this survey, unless you give us your consent to recontact you. The analysis is done on an anonymous basis under the guidelines of the Data Protection Act. Anonymised data may be published, including publishing comments on the Council's website or related materials.

Your details

1 In what capacity are you responding to this survey?

Tick all that apply

Please select all that apply

- Richmond borough business
- Richmond borough school/HE or FE institute
- Cultural organisation based in the borough (eg arts, heritage, museum, parks, library or sports venue, club or associated group)
- Other organisation based in the borough (eg funding body, community organisation, charity)
- Cultural organisation based outside of the borough
- Other, please specify:

2 If you are a cultural organisation please tell us a bit more about your organisation / business:

You can also include a link to your website or social media

3 What is your organisation / business postcode?

Richmond borough

4 How would you describe Richmond borough in THREE words?

Word 1:

Word 2:

Word 3:

5 What does the term 'culture' mean to you/your organisation?

Culture in Richmond borough

6 Which THREE words would you use to describe Richmond borough's cultural offer?

Please comment on the usual pre Covid-19 cultural offer, not the current Covid-19 situation

Word 1:

Word 2:

Word 3:

7 What do you think are Richmond Borough's greatest strengths/opportunities in relation to culture?

8 What would you like to see from a new approach to culture in Richmond Borough?

Your organisation

9 From your organisation's perspective, what are the main barriers to people taking part / attending cultural activities in Richmond Borough?

10 How would a new vision for culture in Richmond Borough benefit your organisation / business?

11 What are the biggest challenges your organisation faces in the coming decade?

1:

2:

3:

Involvement

12 Would you like to be contacted about taking part in further engagement related to Richmond's Cultural Strategy?

Please select only one item

Yes

No

13 If you have answered 'yes' to the previous question, please provide your contact details. (They will only be used to contact you about any further consultation re the new Cultural Strategy)

Name:

Email address:

The contact details you provide will not be passed onto any third parties and will only be used by Richmond Council to contact you regarding arts and culture consultation. Your personal data will be treated in accordance with data protection legislation. Read our privacy notice [here](#).