

Research Report



Future of Ham Close

Prepared for: The London Borough of
Richmond upon Thames and RHP

Prepared by: BMG Research

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1 Introduction

RHP and the London Borough of Richmond upon Thames are working with local residents and other stakeholders to develop a vision for the future of Ham Close. As the latest stage of consultation activity, BMG Research was commissioned to undertake a survey. The research aimed to establish residents' attitudes towards the principle of a redevelopment as well as specific aspects of the redevelopment proposals (e.g. parking arrangements, phasing of construction, etc.). It also aimed to establish which channels of consultation had seen the most engagement so far, and how residents would like to be involved going forwards.

1.1 Methodology

BMG sent a postal survey to all RHP customers, as well as all who own a residential property on Ham Close whilst living elsewhere. The postal survey included a copy of the latest consultation booklet. These residents were given the option to return the postal survey or to complete it online (having entered the ID delivered with the postal survey).

40 face-to-face interviews were also conducted with Ham Close residents who had not already completed the survey.

An 'open' online survey was also hosted on the Ham Close Uplift website, and publicised by RHP and the Council, for anyone from the wider community who wished to have a say on the proposals.

A pop-up exhibition was installed in a temporary building in Ham Youth Centre car park. The exhibition was open to all on 8 scheduled days and pre-bookable sessions were also made available for RHP customers on 5 different dates. Paper questionnaires were available at the pop-up exhibition for respondents to complete and return to BMG. Paper copies of the survey were also available in Ham Library. RHP and the Council also posted copies to properties neighbouring Ham Close. Those living in the wider Ham area received a flyer advertising the consultation.

The survey period was 19 October - 20 November 2016.

1.2 Checks and classification of responses

This report combines the results of all these survey methods. However, the report breaks down the findings by Ham Close RHP customers as well as the wider community, defined as follows:

- RHP tenants and RHP homeowners of Ham Close properties (whether or not they live in these properties). Some of these residents completed the open, online survey or a survey at one of the drop-in events, but have been classified as RHP tenants or RHP homeowners of Ham Close properties in this report;

- Wider community: All other responses, including residents of Ham Close who are not RHP customers (e.g. private renters). The vast majority of these responses come from TW10 7 postcodes.

The content of the surveys was identical apart from checks on the open online survey/pop-up exhibition surveys to establish respondents' names and addresses. It was made clear to respondents that one response per adult member of each household was permitted. On this basis several households completed two surveys, and one completed three. All such multiple responses are included in the findings detailed in this report. However, as discussed below (Section 1.3), most responding households, whether Ham Close RHP customers or the wider community, returned only one survey. One wider community response was removed from the final dataset because the respondent failed to provide their address. One individual also completed two wider community surveys; one of the completed surveys was selected at random and the other removed from the final dataset.

Figures and tables in this report are based either on 'Valid responses' or on 'All responses'. A valid response means that BMG Research has excluded those who left a question blank. This has been done for all closed questions. By contrast, on the open-ended questions (based on 'All responses') BMG has included those who have left the question blank, written 'no comment', etc. as there are a high proportion of these. Excluding these respondents could distort the figures at these questions. For example, if 150 out of 300 participants do not respond to a question and 100 of the others write a negative response, then an analysis based on 'Valid responses' would make it appear that 67% (based on 100 of the 150 giving a response) had responded negatively. By contrast, an analysis based on 'All responses' shows that 33% responded negatively (based on 100 of the 300 completing a survey, whether or not they answered the question).

1.3 Response

188 Ham Close RHP customer addresses were surveyed (by post or, if required, face to face). Four Ham Close addresses are let to the Council (there are 192 properties on Ham Close in total). These four addresses along with the private renters in the properties of non-resident RHP homeowners were also surveyed by post but their responses are included in the wider community findings.

115 surveys were completed by Ham Close RHP customers, consisting of 84 tenants and 31 homeowners (4 of whom were non-resident homeowners and 27 resident homeowners). For reference the findings for Ham Close RHP customers are presented both with and without multiple responses from a single household. The findings excluding multiple responses show no more than one response per Ham Close RHP customer household. All responses excluded on this analysis were received via the 'open', exhibition, or face to face surveys. With these exclusions taken into account, 107 of the 188 Ham Close RHP households completed a survey (79 tenants, 28 homeowners).

Details of the response rate from Ham Close RHP customers are provided in Appendix 2.

190 surveys were completed from the wider community, including private renters living on Ham Close and residents in the properties on Ham Close let to the Council. The 190 wider community surveys include 21 surveys that were completed from households that had already submitted one other survey.

2 Key findings

Respondents on balance agree that a redevelopment will benefit Ham Close residents, but disagree that a redevelopment will benefit them personally or the wider Ham community. The views of respondents vary significantly depending on which group they belong to, and it will therefore be important for RHP / the Council to acknowledge the concerns and requirements of each group individually. These are briefly summarised below:

2.1 Ham Close RHP tenants

Ham Close RHP tenants on balance agree that a redevelopment will benefit them personally, Ham Close residents, and Ham as a community. Specific references are made to the outdated nature of the current properties in relation to appearance, insulation and sound-proofing standards, and damp; with corresponding hopes that a redevelopment will deliver improvements. Responses from this group are on balance positive on all specific aspects of the proposals, although least positive in relation to the proposed height of the taller buildings.

2.2 Ham Close homeowners

The balance of opinion amongst Ham Close homeowners is negative in terms of the impact of a redevelopment on individual homeowners, Ham Close residents, and Ham as a community. Some concerns, especially in relation to building heights, are shared with Ham Close RHP tenants; however, there are a number of specific concerns expressed in relation to homeowners' financial situation and the shared equity scheme, summarised in Section 8. As discussed in Section 7.3, there are indications that Ham Close homeowners would like to be more actively involved in getting their concerns addressed as a result, for example in the form of meetings focussed specifically on homeowners' concerns.

2.3 Wider community

Whilst a number of wider community respondents see benefits from a redevelopment for Ham Close residents, this group is much more likely to disagree than agree that a redevelopment will benefit them personally, or Ham as a community. The key concern of this group is the increase in population caused by the proposed additional 233 homes. This is seen to have implications for local infrastructure and services, in particular increased traffic, parking issues, and pressure on schools, public transport and healthcare provision. Some wider community respondents are also concerned about a loss of green space and a change to a more 'urban' feel (although references to loss of green space do not specifically reference any loss of the Ham village green space, which would be retained under the proposals).

3 Views on the principle of a redevelopment

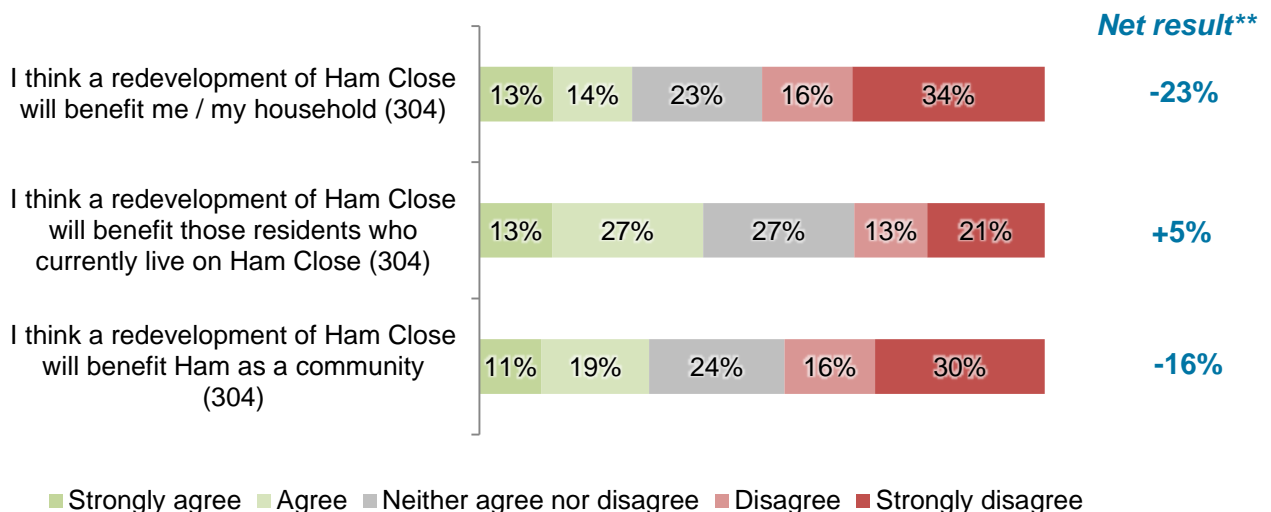
Respondents were first asked to consider the benefits of a redevelopment before moving on to specific aspects of the current proposal. Respondents were asked to agree or disagree about the benefits of a redevelopment on a scale from strongly agree to strongly disagree. The 'net result' figures shown throughout this report are defined as follows:

Net result = [% people who strongly agree or agree with statement] - [% people who strongly disagree or disagree with statement].

For example, a total of 27% strongly agree or agree that a redevelopment will benefit them / their household whilst a total of 50% strongly disagree / disagree with this proposition, producing a net result figure of -23%. In other words, respondents on balance disagree that a redevelopment will benefit them / their household personally, and also that a redevelopment will benefit Ham as a community (30% agree, 46% disagree). However, residents are slightly more likely to agree than disagree that a redevelopment will benefit residents who currently live on Ham Close (39% agree, 34% disagree), although even on this measure just over one in five strongly disagree. Only a minority strongly agree (13%), reflecting the potential concerns expressed by some of those who are broadly positive about the proposals (Section 3.5).

It should also be noted that a 'neither agree nor disagree' option was available, and respondents choosing this option are not included in the net result calculation.

Figure 1: Do you agree or disagree with the following statement? - All respondents (Valid responses*)



Number of respondents in brackets

* "Valid responses" means that those leaving the question blank are excluded from the findings for this question

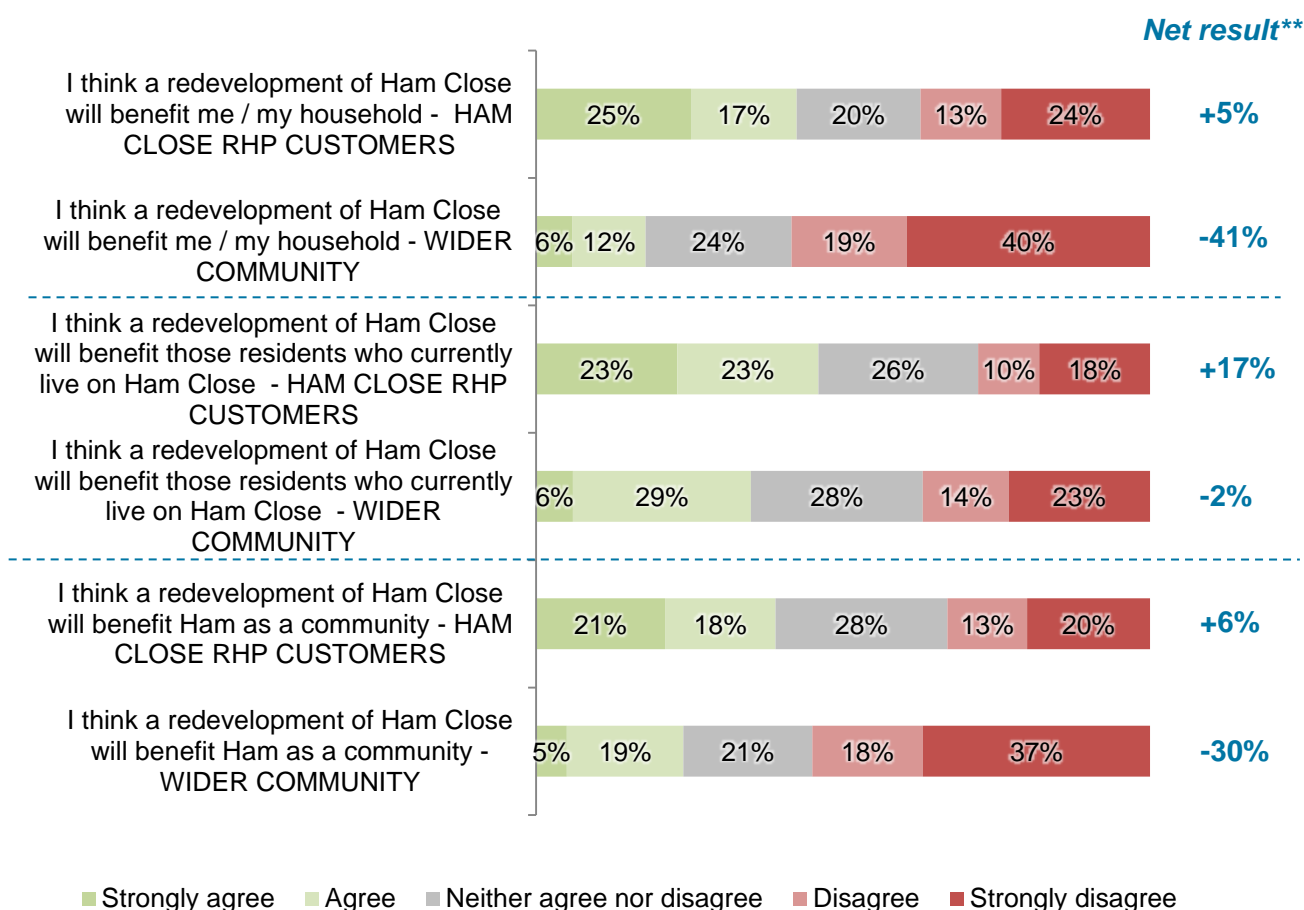
** Net result = [% who strongly agree or agree with statement] - [% who strongly disagree or disagree with statement]. Due to rounding, the net result figures may differ by +/-1% when carrying out this calculation using the strongly agree / agree / disagree / strongly disagree figures shown above

3.1 Views on the principle of a redevelopment - Ham Close RHP customers compared to wider community

These findings can then be broken down by Ham Close RHP customers compared to wider community. As discussed in the introductory section of this report, the Ham Close RHP customers’ group comprises RHP tenants and RHP homeowners living in Ham Close, and a small number of non-resident homeowners.

The responses from Ham Close RHP customers are more positive, with this group more likely to agree than disagree that a redevelopment would have a positive impact at the different levels shown. Conversely, the wider community group on balance disagrees that a redevelopment would have a positive impact. The wider community is particularly likely to strongly disagree that a redevelopment will benefit them personally or Ham as a community, reflecting concerns that are discussed in more detail later in this section over the impact on local services and infrastructure.

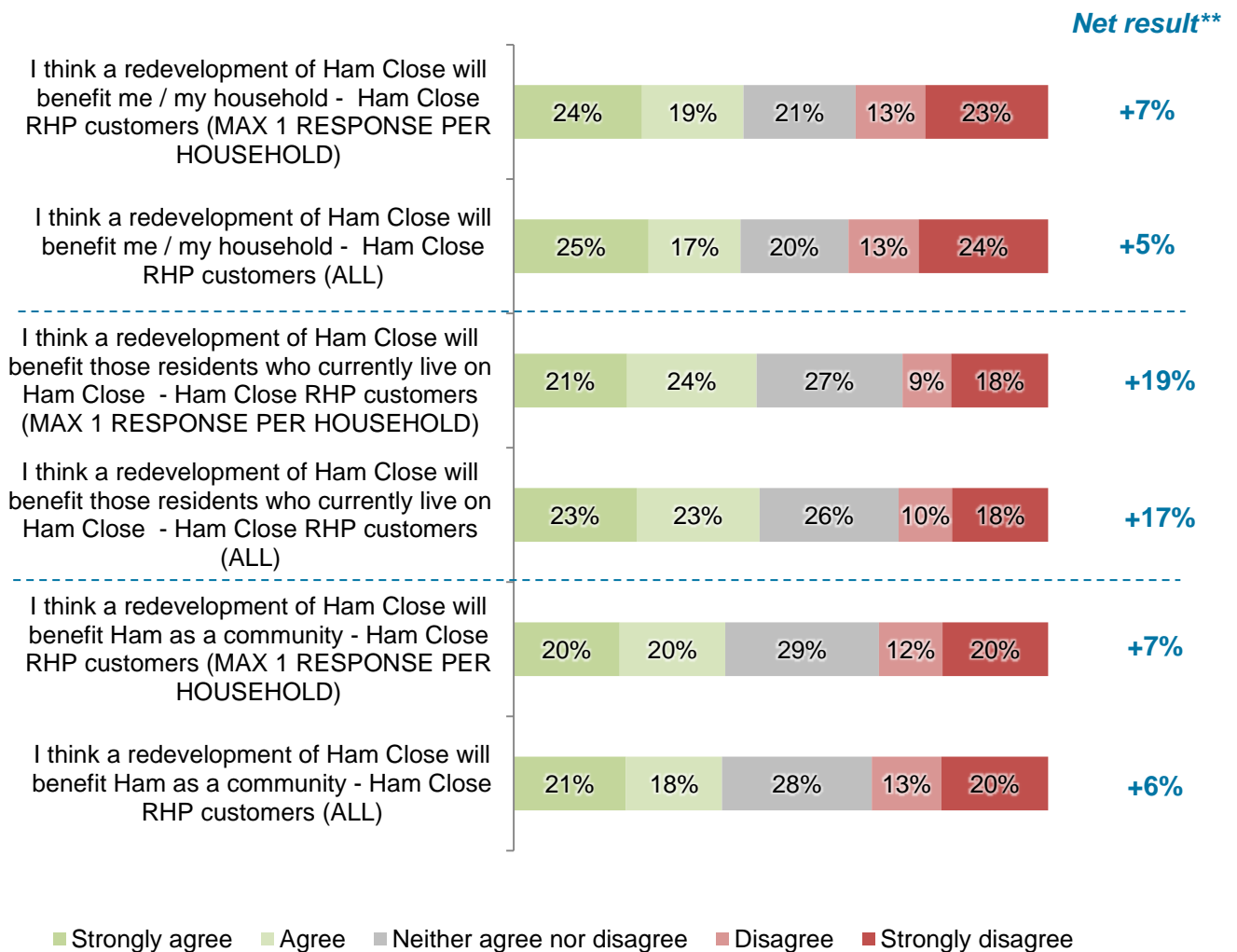
Figure 2: Do you agree or disagree with the following statement? - Ham Close RHP customers vs. wider community (Valid responses*)



Number of respondents: Ham Close RHP customers: 115, Wider community: 189
 * "Valid responses" means that those leaving the question blank are excluded from the findings for this question
 ** Net result = [% who strongly agree or agree with statement] – [% who strongly disagree or disagree with statement]. Due to rounding, the net result figures may differ by +/-1% when carrying out this calculation using the strongly agree / agree / disagree / strongly disagree figures shown above

As discussed in the Introduction to this report, there are a small number of RHP customer households where two or more responses were submitted. The figure below shows the findings for RHP customers with these additional responses from another member of the household excluded (i.e. no more than one response per household), compared with the findings for RHP customers reported on the previous page. As this indicates, removal of these additional submissions has little impact on the findings, with respondents more likely to agree than disagree on all statements on both RHP customer datasets.

Figure 3: Do you agree or disagree with the following statement? - Ham Close RHP customers (All) vs. Ham Close RHP customers (Max 1 response per household) (Valid responses*)



Number of respondents: Ham Close RHP customers (All): 115, Ham Close RHP customers (Max 1 response per household): 107

* "Valid responses" means that those leaving the question blank are excluded from the findings for this question

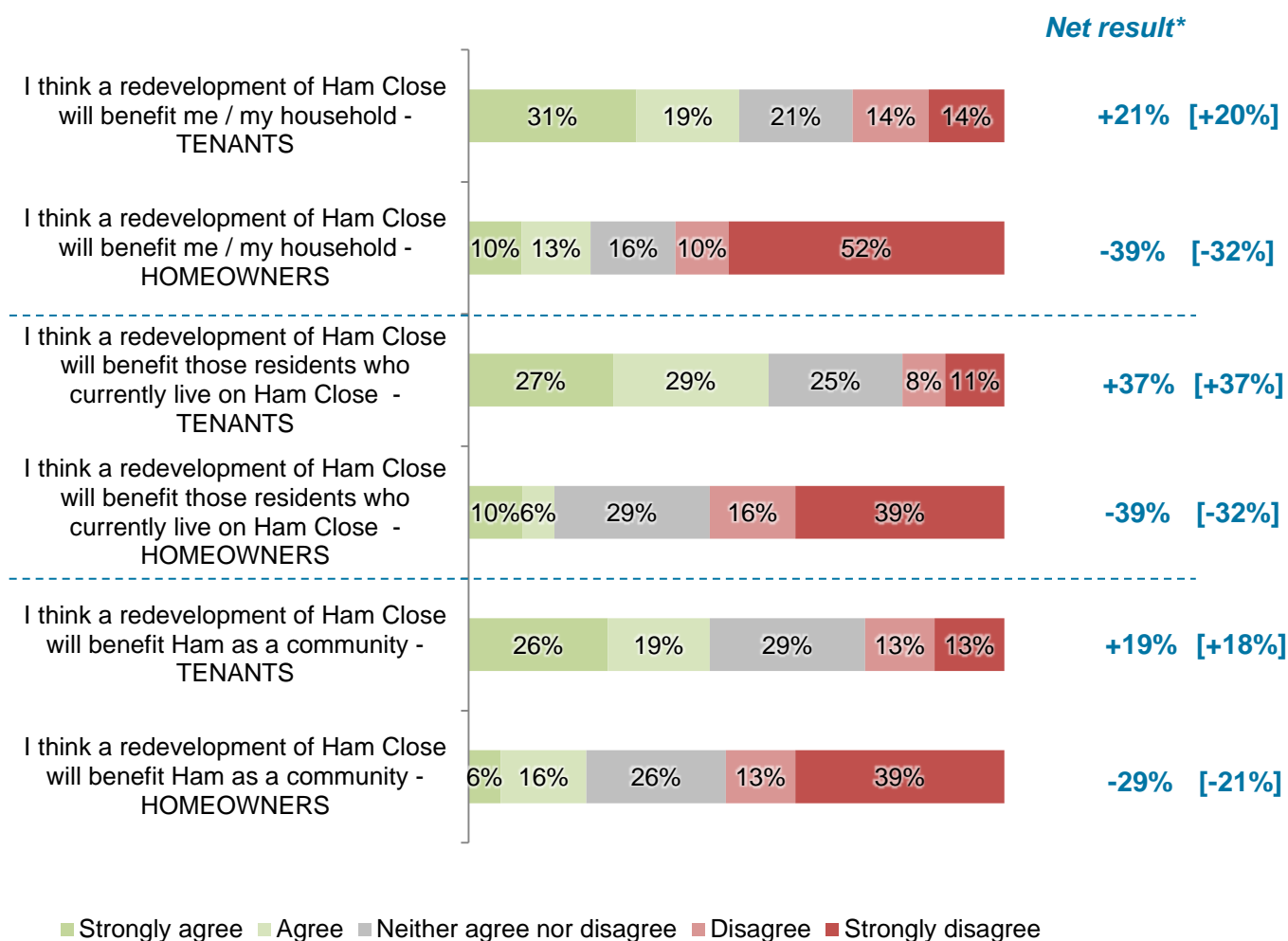
** Net result = [% who strongly agree or agree with statement] – [% who strongly disagree or disagree with statement]. Due to rounding, the net result figures may differ by +/-1% when carrying out this calculation using the strongly agree / agree / disagree / strongly disagree figures shown above

3.2 Views on the principle of a redevelopment - Ham Close RHP tenants compared to homeowners

The findings discussed above can in turn be broken down by tenure - RHP tenants compared to RHP homeowners. The balance of opinion on the impact of a redevelopment is positive amongst tenants but negative amongst homeowners, as the figure below demonstrates. It should be noted that homeowner responses are driven largely by the views of resident homeowners, as just 4 of the 31 homeowner responses are from non-resident homeowners.

Net result is also shown in brackets below for data excluding additional responses from another member of the household (i.e. no more than one response per household). Again, this does not alter the overall pattern of responses.

Figure 4: Do you agree or disagree with the following statement? - Ham Close tenants and homeowners (Valid responses)**



Number of respondents: Tenants: 84, Homeowners: 31

* Figures in brackets exclude additional responses from another member of the household, i.e. no more than one response per household. Net result = [% who strongly agree or agree with statement] – [% who strongly disagree or disagree with statement]. Due to rounding, the net result figures may differ by +/-1% when carrying out this calculation using the strongly agree / agree / disagree / strongly disagree figures shown above** "Valid responses" means that those leaving the question blank are excluded from the findings for this question

3.3 Views on the principle of a redevelopment - private tenants of Ham Close RHP properties / Community organisations

Other key groups include private tenants living in Ham Close RHP properties, and those identifying their response as being on behalf of a local group or organisation. As discussed in the Introduction, the responses from private tenants are a subgroup of the wider community responses. The single response from a local group or organisation has also been classified as a wider community response.

3.3.1 Private tenants

Of the eight private tenants completing a survey, the responses were as follows:

- One agreed that a redevelopment would benefit them / their household while three disagreed. Four stated that they neither agree nor disagree;
- Two agreed that a redevelopment would benefit Ham Close residents while two disagreed. Four stated that they neither agree nor disagree;
- Two agreed that a redevelopment would benefit Ham as a community while one disagreed. Five stated that they neither agree nor disagree.

3.3.2 Community groups / organisations

The single response on behalf of a community group / organisation disagrees that redevelopment would benefit them / their household. The verbatim explanation of this response suggests that the answer is based on the perceived impact on the group / organisation. A response of 'neither agree nor disagree' is given in terms of benefits for Ham Close residents / benefit for Ham as a community.

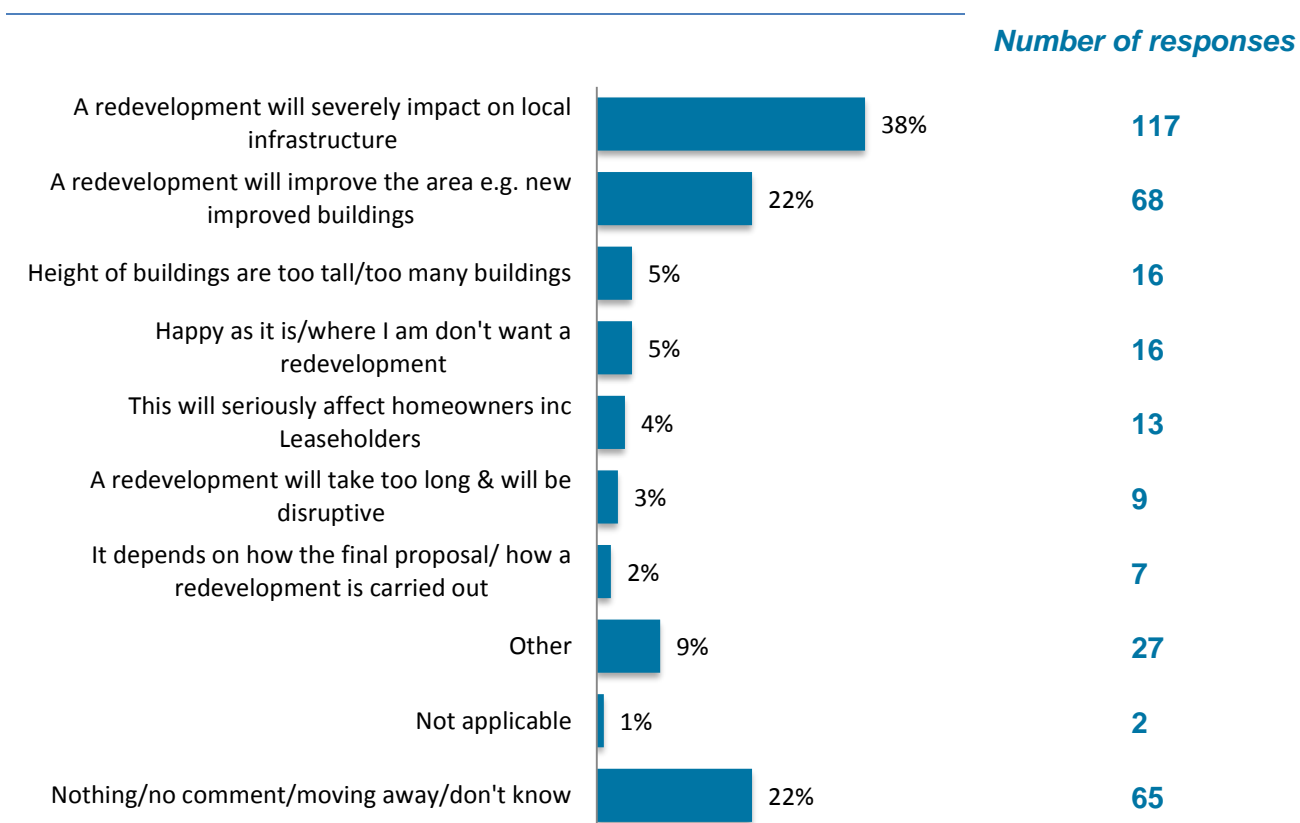
3.4 Views on whether a redevelopment will benefit respondents personally

Respondents were then asked, as open-ended questions, to give reasons for their responses on whether a redevelopment will benefit them / Ham Close residents / the wider community.

As discussed, respondents are more likely to disagree than agree that a redevelopment will benefit them personally, or their households. In line with this, approaching four in ten give comments on the theme that a redevelopment will severely impact on local infrastructure (38%), including 57% of wider community respondents compared to just 8% of RHP Ham Close customers. However, 22% believe a redevelopment will improve the area, with RHP Ham Close customers significantly more likely to believe this than the wider community (29% compared to 18%).

Amongst those who disagree that a redevelopment will benefit them, almost two-thirds (64%) believe that a redevelopment will severely impact on local infrastructure; this is much the most common reason given by this group, with the next-most common response being that the height of the buildings is too tall (9%).

Figure 5: Reasons given for responses on whether a redevelopment will benefit me/my household (All responses)



Number of respondents: 305. Note: number of responses adds up to more than 305 as some respondents give more than one comment.

Drilling down further into the comments provided, comments relating to negative impact on local infrastructure refer specifically to schools provision, parking, traffic, public transport, and local healthcare provision. These concerns arise from the higher density of the proposed redevelopment. Comments along these lines from the wider community include:

The proposed increase in units is simply unsustainable in the area. The infrastructure is overwhelmed as it is, the schools are oversubscribed and the increase in population will impact greatly on the quality of services and life for every resident in Ham. There has not been enough provision for traffic management which is going to increase dramatically and congestion will occur with no solution. Ham is in effect an island, and traffic is already a HUGE problem, with cars or buses struggling at peak times.

Roads are already packed, going to work and coming home either with car or bus takes already a large amount of time out of our life. I don't see how you can improve the traffic towards Richmond, reaching m4 or Kingston, reaching m3. It is a nice, quiet residential area, I would not like to see this area changed, recently bought property here, and the main reason was the atmosphere and the feel of the area, community, this plan would significantly change it.

As with previous feedback, the increased density involved in the redevelopment proposals is also linked by some wider community respondents to a change to a more 'urban' feel and loss of green space, for example:

All of the submitted plans end up building rectangular chunks of buildings akin to a lump of inner city Brixton on the previously open green and pleasant area around Ham Green.

The development will generate additional traffic on inadequate roads, such as Petersham Road. Further, the proposed height and mass of the inappropriate development will be a further step in converting an open environment into an urban one.

The proposals refer to an additional 233 homes as well as the replacement of existing homes. There are indications that some respondents have over-estimated the increase in population/traffic this would bring; two comments refer to an additional 500 cars, whilst three other comments refer respectively to a population increase of 'more than 1,000', 'up to 1,400', and '1,200-1,500'. Whilst the proposals would clearly mean an increase in local population, RHP and the Council may wish to consider communicating further the scale of the increase and the extent of impact on local services and infrastructure.

Those who believe that a redevelopment will benefit them frequently refer to the outdated nature of the current properties in relation to appearance, insulation and sound-proofing standards, and damp; with corresponding hopes that a redevelopment

will deliver improvements. The following are example comments from Ham Close RHP tenants:

A flat with better insulation would be better.

My home has damp and if the re-development goes ahead I won't have this awful problem.

The estate is old and my flat suffers from black mould a lot.

Other RHP Ham Close tenants also hope for improvements in the size of their properties, for example:

We are very overcrowded (4 people living in a tiny studio flat), so we are desperate for the redevelopment to go ahead A.S.A.P.

It will be seen from the nature of the positive comments that these mostly refer to improvements in Ham Close properties. This explains why wider community respondents, who generally do not live in Ham Close, mostly disagree that the proposals will benefit them personally (Section 3.1), whilst still feeling that the changes will impact on the local infrastructure and services on which they rely.

3.5 Views on whether a redevelopment will benefit Ham Close residents

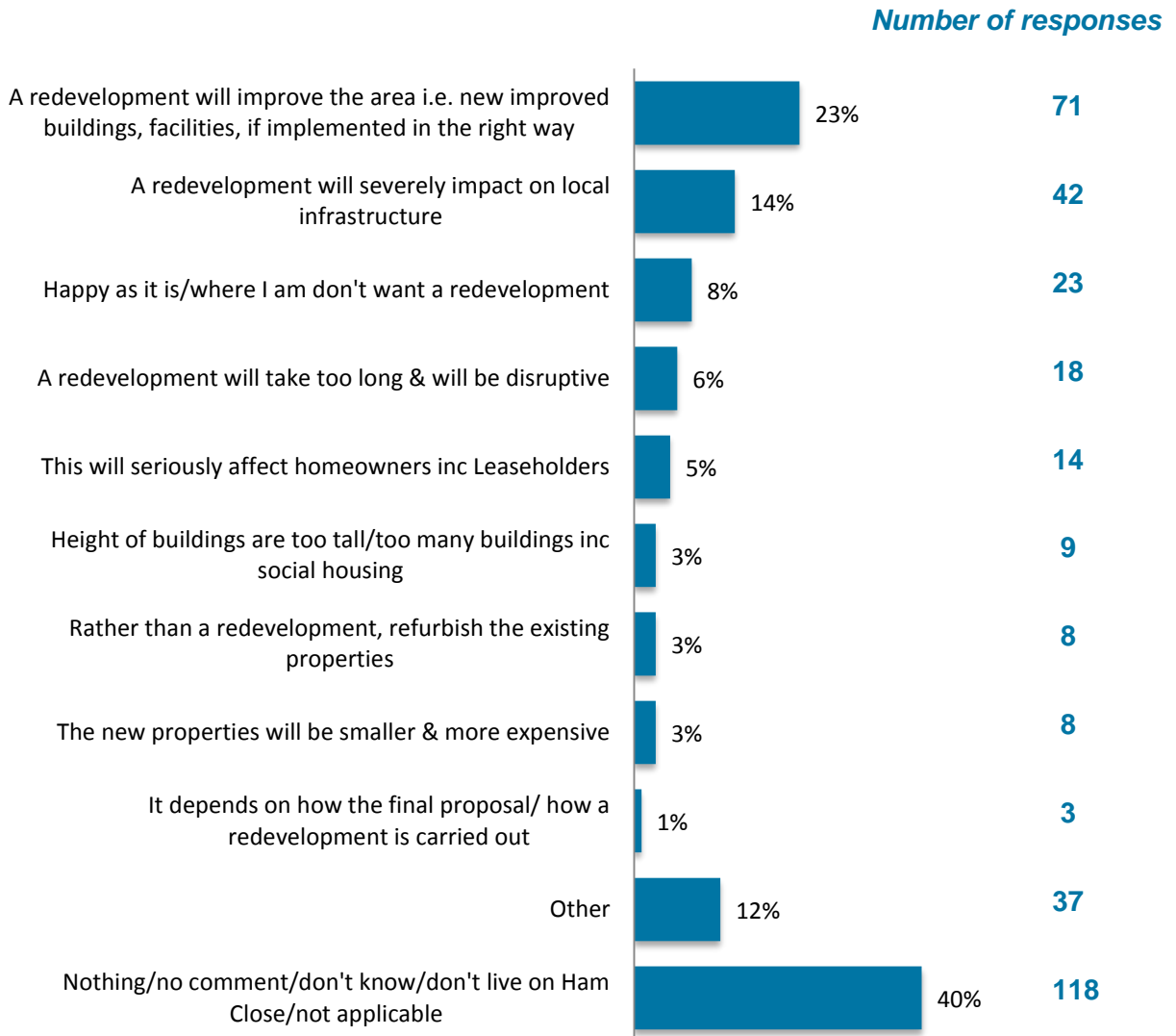
Given that respondents are more likely to agree than disagree that a redevelopment will benefit Ham Close residents, open-ended comments in relation to this question are correspondingly more positive, as the figure overleaf indicates. However, the more positive comments, especially those from the wider community, indicate that these respondents will nonetheless wish to monitor how any redevelopment is implemented, as the wider community example comments below indicate. This suggests that many respondents recognise that there is scope for improvement in the existing estate, but still have concerns over the impact on infrastructure, disruption in the course of a redevelopment, height of buildings, size and cost of the redeveloped properties, etc. Amongst those who disagree that a redevelopment will benefit Ham Close residents, the main concern is, again, impact on local infrastructure (31% of this group), followed by comments along the lines of 'happy as it is' (19%).

As long as the existing residents are properly protected and given genuine choices, the development on the surface appears to be an improvement.

I feel a rejuvenation of the existing tired Ham Close estate can benefit the residents if implemented in the right way.

Provided that the needs of current residents are catered for and they are not segregated from new residents.

Figure 6: Reasons given for responses on whether a redevelopment will benefit Ham Close residents (All responses)



Number of respondents: 305. Note: number of responses adds up to more than 305 as some respondents give more than one comment.

3.6 Views on whether a redevelopment will benefit the community

As discussed, there is net disagreement that a redevelopment will benefit Ham as a community. The chief concerns expressed are the impact on local services and environment, similar to the concerns discussed earlier in this section. This is mentioned by 22% of all respondents / 42% of those who disagree that a redevelopment will benefit the community. Comments along these lines are most frequently made by wider community respondents and RHP Ham Close homeowners, for example:

Buildings too tall. Too many new homes and new people. Infrastructure will not cope. Disturbance for many years and too much noise. Traffic is already too crowded along roads leaving Ham [Wider community]

The development will increase population density and place a burden on public services - unless those services (schools, transport, community facilities, etc.) are extended and improved [Wider community]

More traffic, additional stress on public transport and services [Ham Close RHP homeowner]

A number of respondents also stated that they are happy with the current state of affairs (16% of all respondents / 33% of those who disagree that a redevelopment will benefit the community) - wider community respondents are most likely to give comments along these lines, for example:

The community is happy with its current state and does NOT wish such oversized development.

It's lovely as it is.

Conversely, 15% give comments stating that a redevelopment will benefit the area, with several respondents (particularly RHP Ham Close tenants) stating that the extra homes will be beneficial in terms of increasing housing provision and boosting the local economy / shopping. Positive comments from RHP Ham Close tenants include, for example:

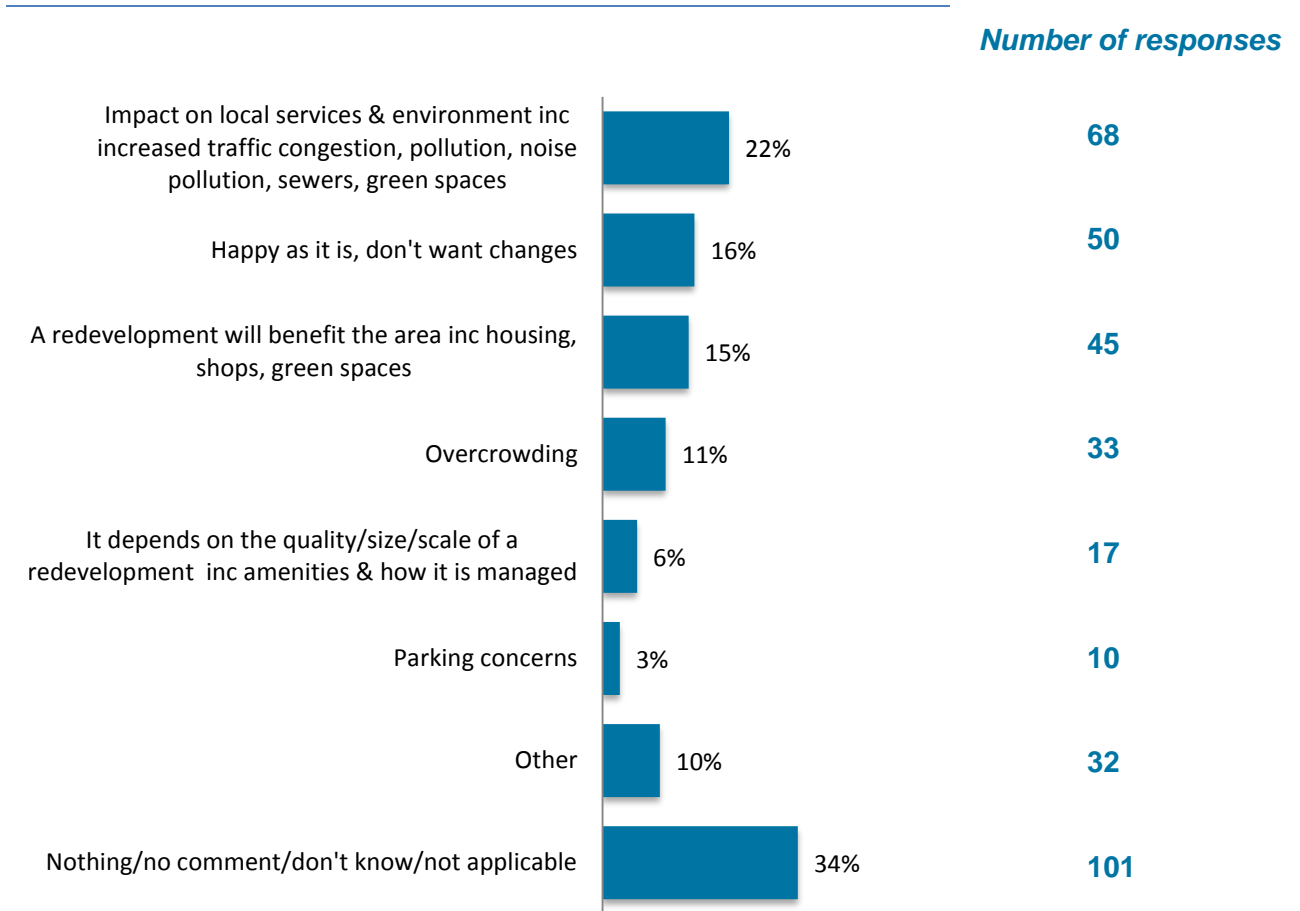
Yes, it will benefit the wider community because the new development will be nice to look at and will bring more housing.

More residents so better local economy. More chance for local families to be housed in the area.

All the local shops would benefit from increased number of customers.

One in ten (11%) refer to overcrowding; this is mostly cited in terms of overcrowding of the area, or in unspecified terms ("Overcrowding here"). There are no explicit mentions at this question of overcrowding within redeveloped properties.

Figure 7: Reasons given for responses on whether a redevelopment will benefit Ham as a community (All responses)



Number of respondents: 305. Note: number of responses adds up to more than 305 as some respondents give more than one comment.

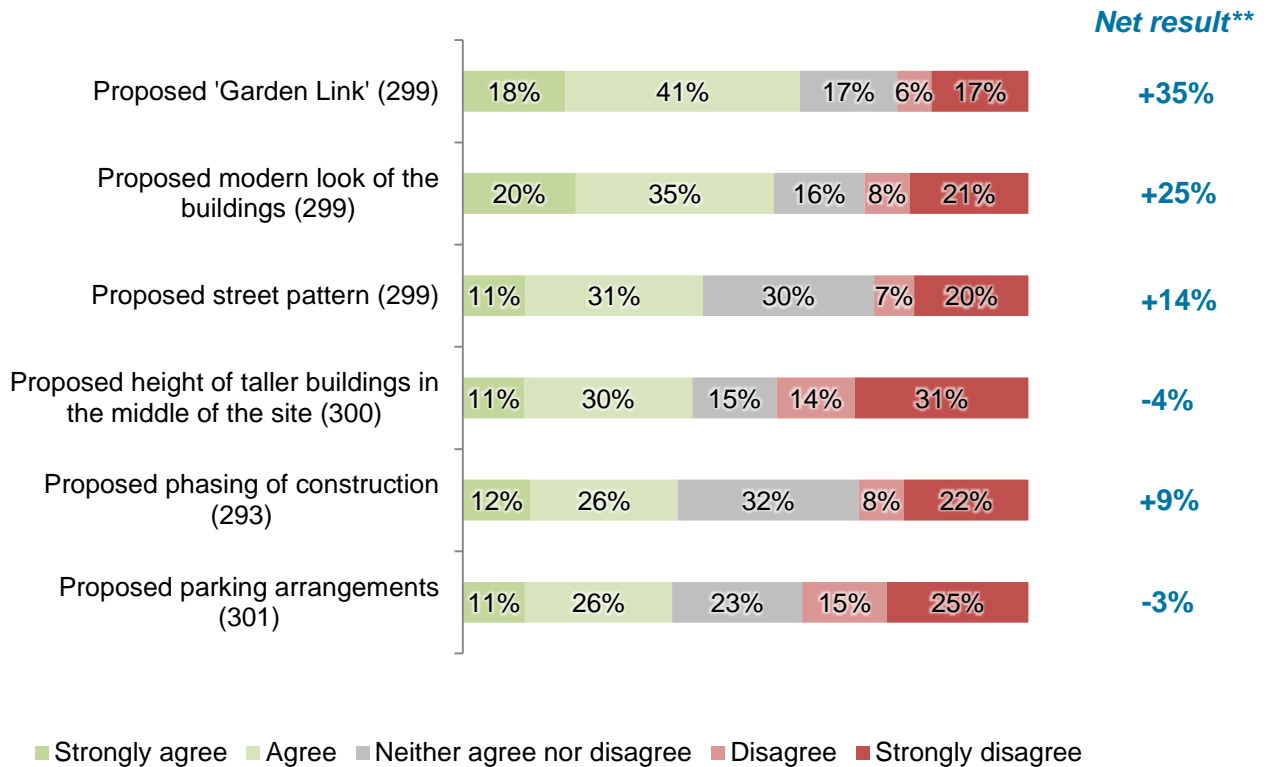
4 Perceptions on aspects of the proposed design solution

Respondents were then asked to consider specific aspects of the current redevelopment proposals. Respondents are more likely to agree than disagree with each named aspect of the solution apart from the proposed parking arrangements and proposed height of taller buildings. Net result is highest for the proposed 'Garden Link' (59% agree), followed by the modern look of the buildings (55%).

As with other questions of this kind throughout the report, the net result figures overleaf are based on the proportion who strongly agree or agree, minus those who strongly disagree or disagree. However, analysis of the *strongly* agree or *strongly* disagree figures in isolation can also indicate the likely strength of feeling for or against each aspect of the proposed design solution. On this basis, apart from the "Garden Link" and modern look of the buildings, around twice as many respondents strongly disagree as strongly agree with each aspect of the proposed design solution.

It should also be noted that approaching one in three respondents stated that they neither agree nor disagree with the proposed street pattern (30%) or proposed phasing of construction (32%), and that such responses (neither agree nor disagree) are not included in the net result calculation.

Figure 8: Do you agree or disagree with the following elements of the proposed design solution? (Valid responses*)



Number of respondents in brackets

* "Valid responses" means that those leaving the question blank are excluded from the findings for this question

** Net result = [% who strongly agree or agree with statement] – [% who strongly disagree or disagree with statement]. Due to rounding, the net result figures may differ by +/-1% when carrying out this calculation using the strongly agree / agree / disagree / strongly disagree figures shown above

4.1 Perceptions of aspects of the proposed design solution - Ham Close tenants and homeowners compared to wider community

Breaking these findings down further, both Ham Close RHP customers overall and Ham Close RHP tenants are more likely to agree than disagree with all the listed aspects of the proposals.

The 'Garden Link' and the modern look of the buildings also attract net support from Ham Close RHP homeowners and from the wider community. Perceptions amongst these groups on the other aspects of the proposals are more mixed, as the table overleaf indicates.

All the comments above also apply where the small number of additional responses from Ham Close RHP customer households are excluded (i.e. where no more than one response per RHP customer household is allowed). On this data, Ham Close RHP customers as a whole, and Ham Close RHP tenants, are also more likely to agree than disagree with all aspects of the design solution. Similarly, Ham Close RHP homeowners record net result on the 'Garden link' and modern look of the buildings, and net disagreement with the other aspects of the design solution.

Responses are also briefly summarised below for local groups / organisations and private tenants:

- The single local group / organisation response was 'neither agree nor disagree' to each aspect of the design proposals, apart from the modern look of the buildings (disagree) and the parking arrangements (strongly disagree);
- At least one private tenant disagreed with each aspect of the design proposals, however this group were more likely to agree than disagree (apart from the proposed height of taller buildings, with which three agreed and three disagreed).

**Table 1: Agreement / disagreement with aspects of the proposed design solution
(Valid responses)**

		Ham Close RHP customers	Ham Close RHP customers - Tenants	Ham Close RHP customers - Homeowners	Wider community
Proposed 'Garden Link'	Agree or strongly agree	64%	70%	48%	56%
	Disagree or strongly disagree	21%	17%	32%	25%
	Net result	+43%	+53%	+16%	+30%
Proposed modern look of the buildings	Agree or strongly agree	62%	67%	48%	50%
	Disagree or strongly disagree	23%	18%	35%	34%
	Net result	+39%	+49%	+13%	+17%
Proposed street pattern	Agree or strongly agree	48%	55%	27%	39%
	Disagree or strongly disagree	24%	19%	37%	30%
	Net result	+24%	+36%	-10%	+9%
Proposed height of taller buildings in the middle of the site	Agree or strongly agree	45%	53%	23%	38%
	Disagree or strongly disagree	35%	28%	55%	51%
	Net result	+10%	+25%	-32%	-13%
Proposed phasing of construction	Agree or strongly agree	46%	52%	27%	34%
	Disagree or strongly disagree	25%	21%	37%	33%
	Net result	+21%	+32%	-10%	+2%
Proposed parking arrangements	Agree or strongly agree	46%	53%	27%	31%
	Disagree or strongly disagree	25%	20%	37%	49%
	Net result	+21%	+33%	-10%	-18%
Minimum unweighted sample base		112	82	30	181

4.2 Feedback on 'Garden Link'

Given the relatively positive response to the 'Garden Link', open-ended feedback on this aspect of the proposals is, unsurprisingly, also mostly positive, particularly from RHP Ham Close tenants and the wider community, with typical comments as follows. It should be noted that some comments also raised the question of how the 'Garden Link' would be maintained once established.

Will make it look pretty [RHP Ham Close tenant]

Looks civilised and nice [RHP Ham Close tenant]

Will give more of a 'village' feel. Children play area and Bowls [RHP Ham Close tenant]

Looks great. Really ensures common is linked to the development [Wider community]

The small number of negative comments (or comments expressing potential reservations) mainly focus on the merits of the existing green spaces/gardens, and lack of functionality as a route, for example:

This is horribly small [RHP Ham Close tenant]

Less space for gardens [RHP Ham Close tenant]

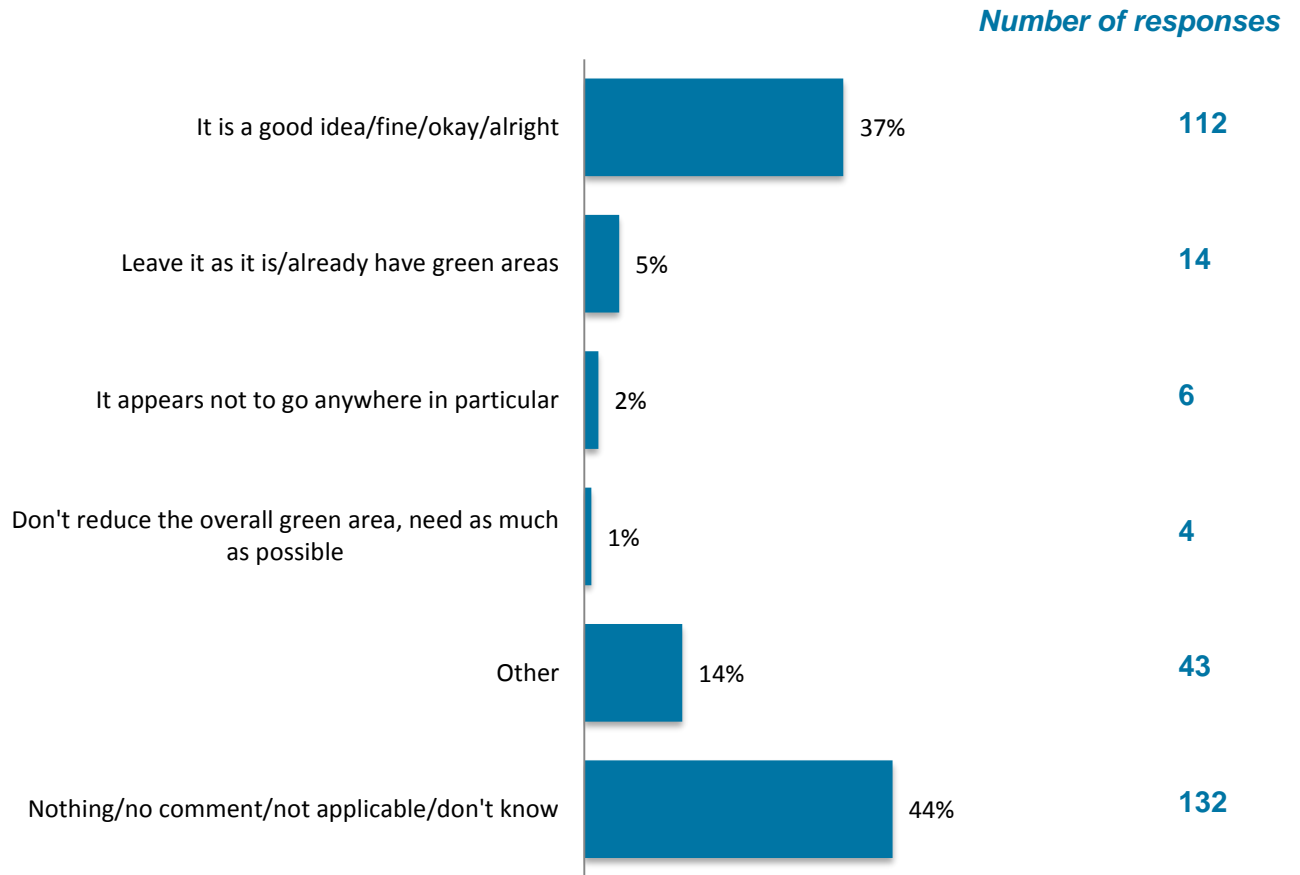
We have already got big green space [RHP Ham Close tenant]

Other comments are partly positive but with potential reservations, for example:

A 'garden link' through the centre of the estate is a good idea but only providing it does not mean the new buildings encroaching into the existing green space margins along the north of the estate alongside Woodville Road or the south of the estate alongside Ashburnham Road. I think it is vital to retain these margins and the trees within them to preserve the spacious open feel of the area [Wider community]

It would provide a pleasant feature, setting and route, but it doesn't really go anywhere and seems unlikely to function as a central core of passage/activity/community focus [Wider community]

Figure 9: Reasons given for responses on 'Garden Link' (All responses)



Number of respondents: 305. Note: number of responses adds up to more than 305 as some respondents give more than one comment.

4.3 Feedback on modern look of the buildings

As discussed, responses to the modern look of the buildings are on balance positive from both Ham Close RHP customers and the wider community, although in some cases respondents are conscious that the final execution will be key in how the new estate would look:

If development goes ahead I agree with the modern look if the buildings and brick elevations. As long as they are built well [RHP Ham Close homeowner]

I think that the modern look is nice as it looks more up to date [RHP Ham Close tenant]

The building looks fresh, any new brick colour is good [RHP Ham Close tenant]

Generally happy with the design illustrations, although much will be dependent on the finished quality of the materials and construction [Wider community]

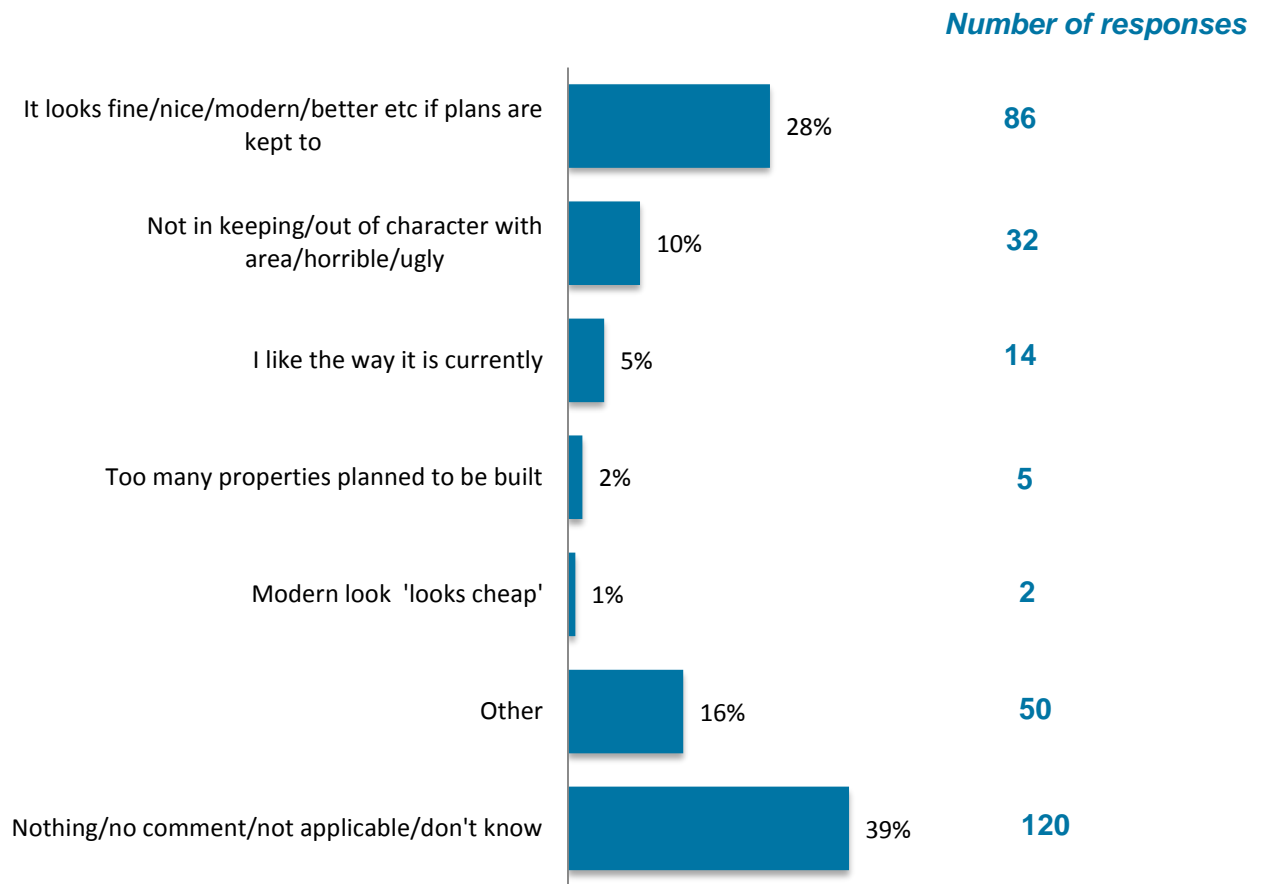
Those less positive about the look of the proposed redevelopment in several cases express the view that the style of the proposal is too 'urban' for Ham, for example:

They aren't congruent with the housing style of the area. Ham is a village, not a town [Wider community]

Makes it look inner city [Ham Close RHP tenant]

The new brick dominated 'London vernacular' is a welcome relief from the ghastly glass-and-chrome of the last two decades in central urban areas. Unfortunately, the style is wholly unsuited to the semi-rural setting of Ham Close. This proposal is dominated by the desire to cram as many properties onto the site as feasibly possible and not by any aesthetic harmony with the local area [Wider community]

Figure 10: Reasons given for responses on modern look of the buildings (All responses)



Number of respondents: 305. Note: number of responses adds up to more than 305 as some respondents give more than one comment.

4.4 Feedback on proposed street pattern

The majority of comments on the proposed street pattern are also on balance positive, in keeping with the overall majority agreement on this aspect of the proposals. Half (51%) either left this question blank or gave responses indicating that they had nothing to say or didn't know, indicating a lower engagement with this aspect of the proposals.

In particular, there are a number of positive comments from those who believe the proposals will discourage use of the estate as a 'rat run' for non-residents. In most cases, respondents appear to believe that the emphasis on pedestrian access will consequently outweigh any inconvenience to residents in relation to their own cars. As discussed, opinion on the proposed street pattern is most positive amongst Ham Close RHP tenants and the wider community, for example:

It will be inconvenient to lose the roads through the estate and it will increase traffic on the outer roads. However, it will be nicer for Ham Close residents to have no traffic going through [Wider community]

The street plan should stop the boy racers that use Ham Close as a short cut. Make it safer for children and young families [Ham Close RHP tenant]

Street pattern seems to lack direct cut-through roads so unlikely to have fast or heavy traffic inside the estate [Wider community]

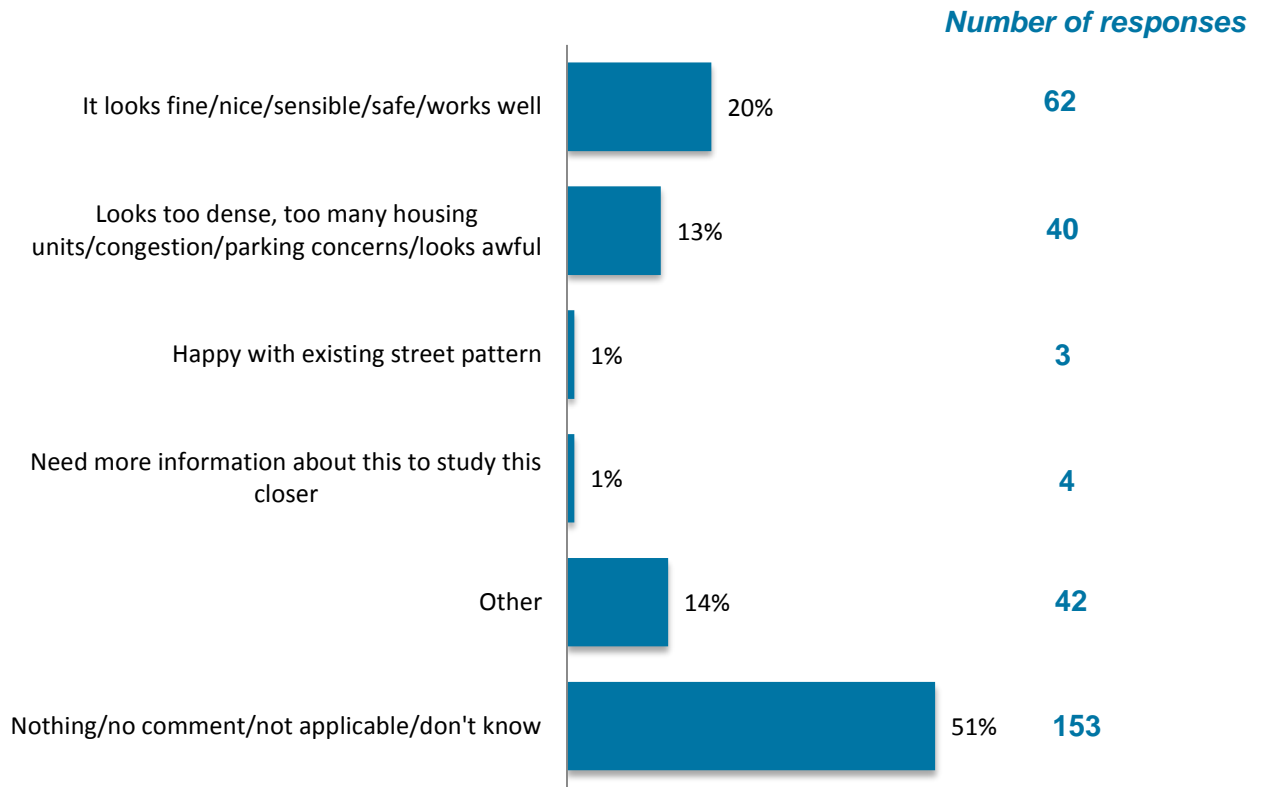
The negative, or partially negative, comments mainly focus on issues already discussed around the increase in density / population, for example. This breaks down into comments relating to a 'crowded' or 'cramped' feel, and comments relating to an increase in traffic:

Looks crowded [Ham Close RHP tenant]

May be cramped, better than first design [Ham Close RHP tenant]

I don't like the development plans for reasons given. It is too high density for the area and will negatively impact traffic congestion. But I know based on past experience you will almost certainly go ahead regardless of local opposition. Given this reality, your plans for street layout are as good as they can be and save Ham Green [Wider community]

Figure 11: Reasons given for responses on proposed street pattern (All responses)



Number of respondents: 305

4.5 Feedback on proposed height of taller buildings in the middle of the site

As discussed, respondents are narrowly more likely to agree than disagree with the proposed height of the taller buildings, particularly Ham Close RHP tenants. Accordingly there are a number of both positive and negative comments, although with 31% strongly disagreeing with this aspect of the proposals there are a number of strongly-voiced objections. A number of comments convey agreement that taller buildings are best placed in the middle of the site as proposed, even amongst those who would prefer there to be no higher buildings at all. Some respondents also comment favourably on the setting back of the top storey of the highest blocks.

The tall building will not look so tall if they are placed all in the middle, also underground parking will be possible [Ham Close RHP tenant]

It is a good approach that houses adjacent to existing two storey dwelling houses will be similar in bulk and massing. I acknowledge the need for taller buildings and appreciate that they are shifted away from dwelling houses [Wider community]

5 or 6 is not too bad [Ham Close RHP tenant]

Having the higher levels set back reduces their impact on sight lines and would allow the developer to sell them at a higher premium as penthouse apartments thereby funding more affordable housing [Wider community]

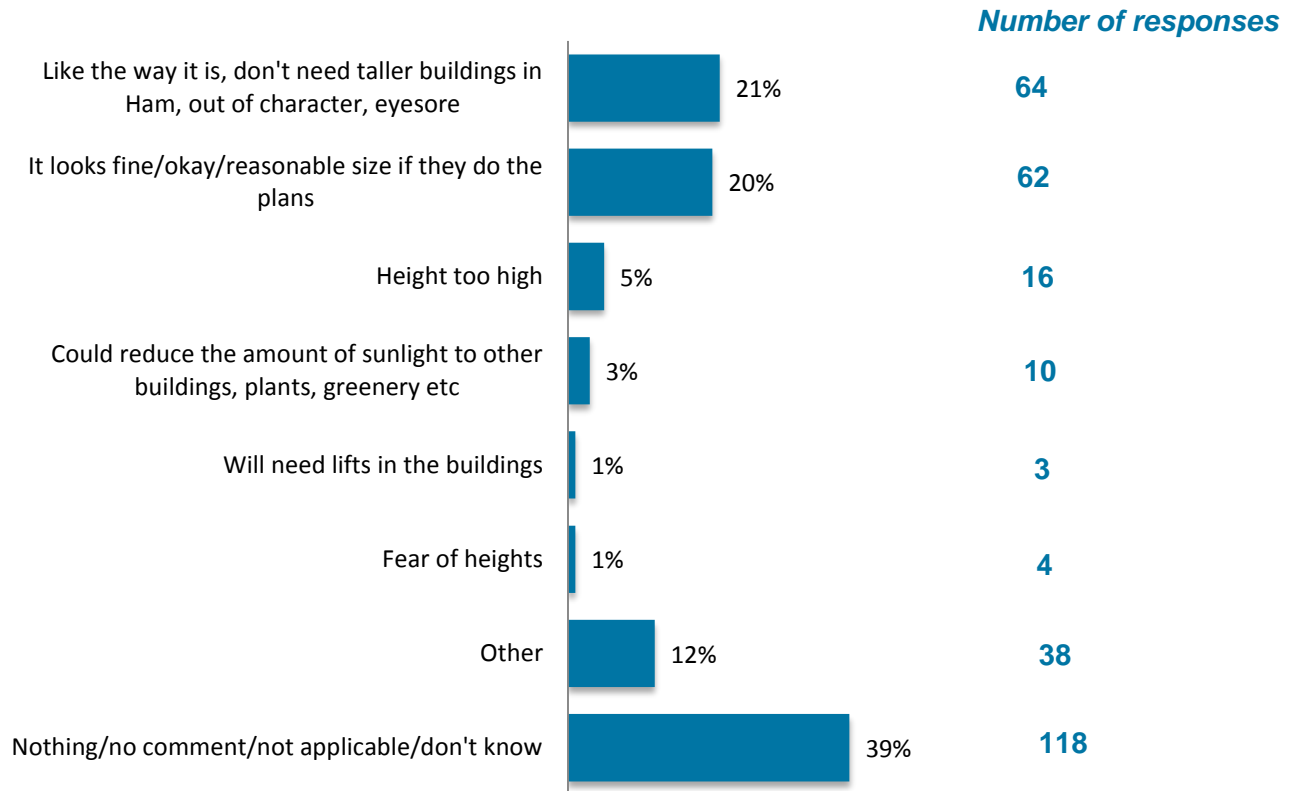
Amongst negative comments, many refer to the proposed building heights as out of keeping with the character of Ham and more appropriate for more 'urban' areas of London, for example:

Taller buildings feel out of place with the rest of Ham. This is an area with a much loved 'village feel' and introducing a more urban feel in the heart of it feels like an anomaly [Wider community]

A smaller number of respondents express specific concerns in relation to the new buildings blocking sunlight, for example:

Necessary evil of having to densify as much as you are planning to. I think it is far too much. Would be better to put taller blocks on North side of sections (along Woodville Road and along South side of garden route) to minimise light being blocked [Ham Close RHP homeowner]

Figure 12: Reasons given for responses on proposed height of taller buildings (All responses)



Number of respondents: 305. Note: number of responses adds up to more than 305 as some respondents give more than one comment.

4.6 Feedback on proposed phasing of construction

Respondents are narrowly more likely to agree than disagree with the phasing of construction, and accordingly there are a number of both positive and negative comments. Several of the more positive comments express approval of the plan because it would involve residents only having to move once. As discussed, perceptions of construction phasing are most positive amongst Ham Close RHP tenants, with comments from this group including:

If the construction is phased, then hopefully we would only need to move once (from current property to new property)

One move better for the elderly residents.

The more negative comments focus on the length of time involved to complete the work. A number of comments refer unfavourably to a construction period of six or more years; whilst no timescales were given in the latest consultation document (enclosed with the survey), this period was specified in previous consultation documents. A number of the less specific 'too long' comments may be driven by this kind of timescale, although a smaller number refer specifically to the part played by phasing in lengthening timescales.

Traffic increase causing congestion, prolonged exposed risk of accidents for the vulnerable- children and elderly, health issues arising from noise pollution and dust, construction materials, etc. Also the impact on the wildlife [Wider community]

The redevelopment will take years and that will be noise, pollution and disruption for neighbouring properties which will not benefit in any way [Wider community]

Keeping residents on site will mean that the building work extends over a long period of time (6-8 years quoted at workshops) which will mean that the whole community will be affected by a building site in its midst for a long period of time never mind the ongoing disruption for the residents [Wider community]

Not ideal. I would rather move out for a bit so construction quicker [Ham Close RHP tenant]

Away from the principle of phasing, there are relatively few comments suggesting alterations or additions to the detail of the proposed phasing, although three respondents state that they would like to see as little disruption to community facilities as possible. All these comments are from the wider community:

New community facilities need to be built before closing existing facilities.

The proposed phasing seems a sensible arrangement for what will be a disruptive time for both residents and the community at large. Although it

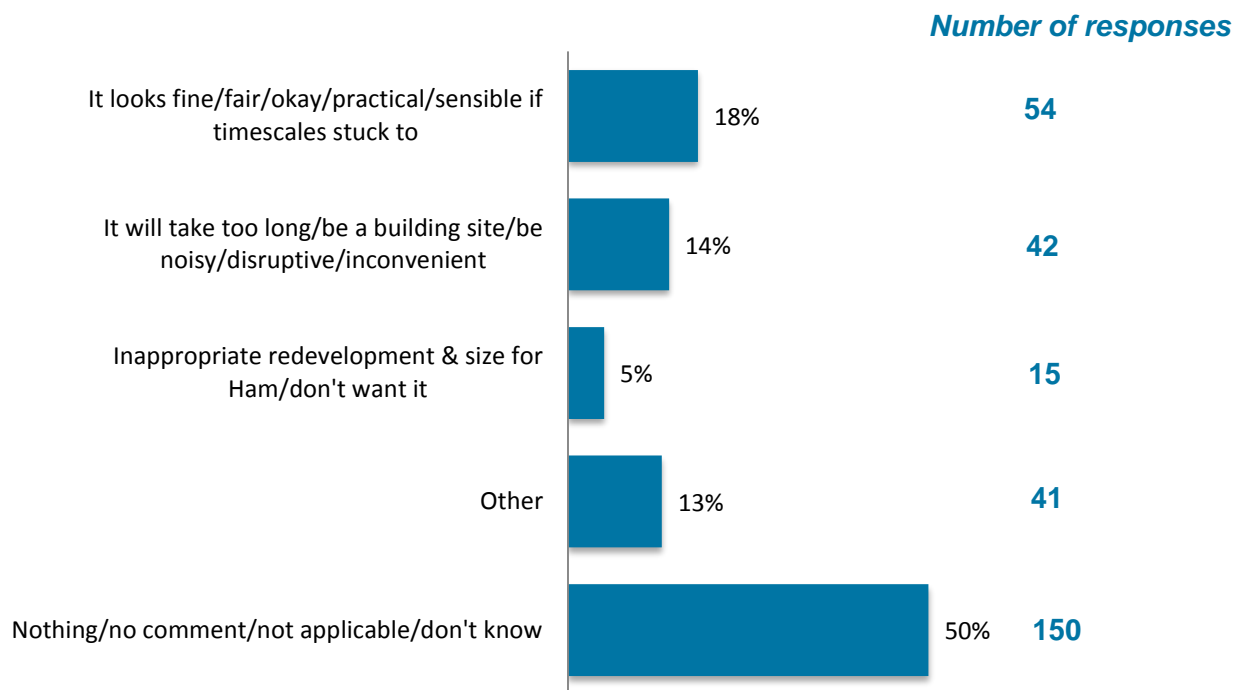
might involve a double move, some existing residents may prefer to have an option on Phase 3 units.

What is proposed seems sensible as long as it is adhered to and the community facilities are provided early on.

The phasing will further split the existing community, give those in phase two the advantage over those in phase three in terms of properties but also subject them to living on a building site.

The community space is vital for the local community and needs to be high on the build priority so that the community is disrupted as little as possible.

Figure 13: Reasons given for responses on proposed phasing of construction (All responses)



Number of respondents: 305

4.7 Feedback on proposed parking arrangements

As discussed, there is - narrowly - net disagreement with the proposed parking arrangements. Of the negative comments, a number refer to insufficient parking spaces; this is cited both in the light of inadequate provision for Ham Close residents and also the knock-on effect on the wider community from Ham Close residents having to park elsewhere. The latter issue is important given the fact that respondents in the wider community are more likely to disagree than agree with this aspect of the proposals.

Parking is insufficient at approximately one space per household. Surrounding areas will be negatively impacted as many households will have more than one car [Wider community]

The proposed 'average of one car space per property' seems like an unrealistic proposal at best. Additional cars will be parked in already busy streets leading to obstruction & congestion. Traffic at peak times is already a challenge and this proposal will make congestion much, much worse [Wider community]

There is also concern over whether the underground parking facilities would be fully utilised due to security issues, exacerbating issues of under provision, for example:

Underground car parks on social estates do not work [Wider community]

Underground parking may not get used. Roads are already congested [Wider community]

A large number of comments, especially from Ham Close RHP tenants, express approval for the underground parking arrangements, although this approval is again frequently conditional on the facilities being secure, for example:

Secure under cover parking a good idea [RHP Ham Close tenant]

Great to keep most of the parking underground to avoid street level congestion. I understand these basements would have gated, key fob access - very important to prevent them becoming a 'hangout' [Wider community]

I like the idea of basement parking as long as it does not become a hang out for trouble makers [RHP Ham Close tenant]

I like the underground parking, as it's secure and helps the look of the environment [RHP Ham Close homeowner]

The underground parking will need to be secure if residents are to be persuaded to use it rather than parking in Woodville/Ashburnham Roads, which may need to have parking restrictions imposed [Wider community]

Private off-street and underground parking is good, provided that there is enough of it and it is secure [Wider community]

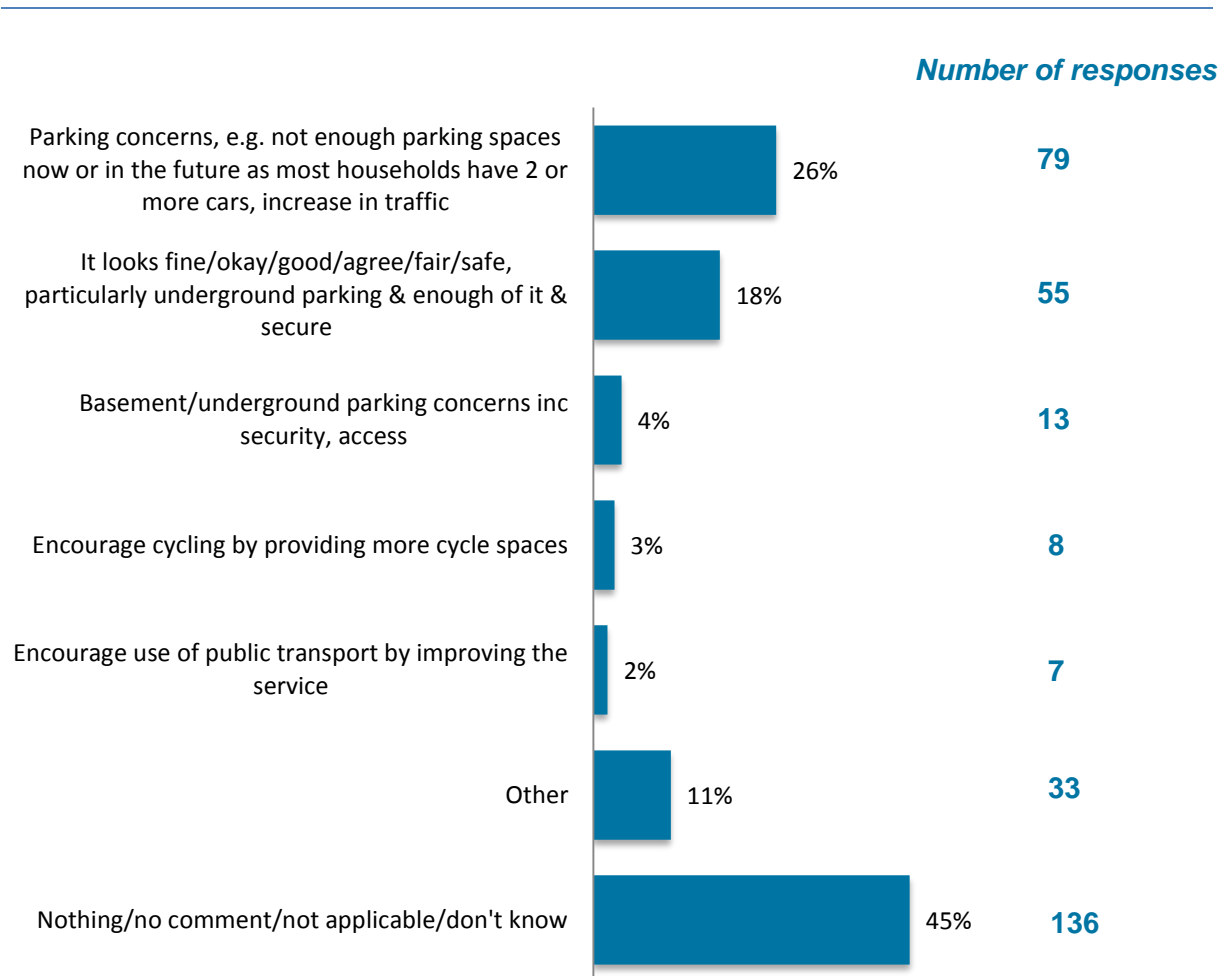
A smaller number of comments refer to there being too much emphasis on car parking in the proposals, rather than too little; whilst this is a minority view, there are some specific suggestions made in relation to enhancing cycling storage:

There should be more cycle parking considered at an early stage. The proposals allow for one cycle box per unit - which is not enough, and also it will restrict what bikes will fit if the bike has to be stored upright - bikes with kids seats or large panniers won't fit. Also, there should be well placed sheffield stands planned in the space at an early stage [Wider community]

Parking is one of the most serious issues here. One way to reduce the problem would be to have ample, really practical and secure cycle storage to encourage as many people as possible to cycle. Allowing for one cycle per resident [Wider community]

Needs car pool. Secure cycle parking. Charging points for electric cars [RHP Ham Close homeowner]

Figure 14: Reasons given for responses on proposed parking arrangements (All responses)



Number of respondents: 305. Note: number of responses adds up to more than 305 as some respondents give more than one comment.

5 Location of community facilities

Respondents were asked to refer to the consultation booklet, which identifies alternative possible locations for community facilities on the new site. Support is highest for location 1 - behind the shops (39% agree). It should be noted that at least 32% neither agree nor disagree on each of the locations; the comments relating to this question indicate that many of this group did not engage with the question on the grounds that they were not prepared to countenance change to the existing arrangements or had no preference between the three alternative locations.

There is no justification for their demolition [Wider community]

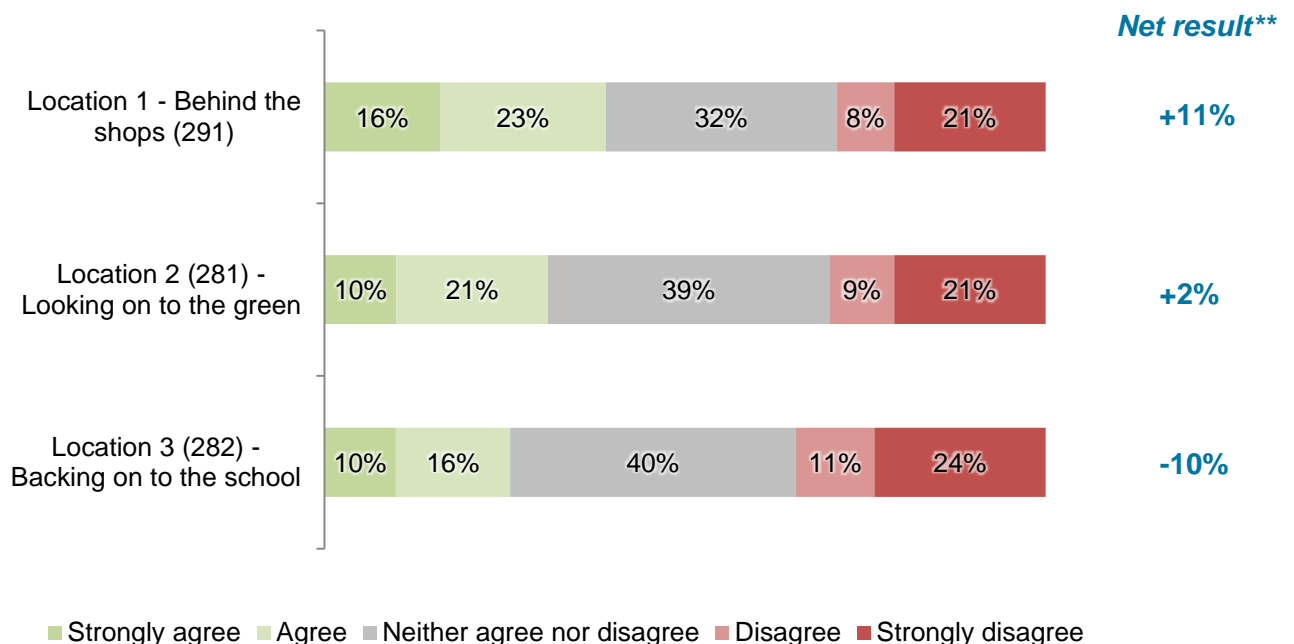
Any of these would be fine [Wider community]

The location is good for all of these [Ham Close RHP tenant]

I like the way they are [Ham Close RHP tenant]

No need to change a perfectly functioning community [Wider community]

Figure 15: Do you agree or disagree with the proposed possible locations of the re-provided community facilities? (Valid responses*)



Number of respondents in brackets

* "Valid responses" means that those leaving the question blank are excluded from the findings for this question

** Net result = [% who strongly agree or agree with statement] - [% who strongly disagree or disagree with statement]. Due to rounding, the net result figures may differ by +/-1% when carrying out this calculation using the strongly agree / agree / disagree / strongly disagree figures shown above

Future of Ham Close

Asked to explain their choice of location, no consistent theme emerges from the responses. Location 1's position further away from the main residential area attracts both approval (especially on the grounds of noise), and disapproval (on the grounds of inaccessibility and not providing a community hub):

It's away from everything like estate and noise here [Ham Close RHP homeowner]

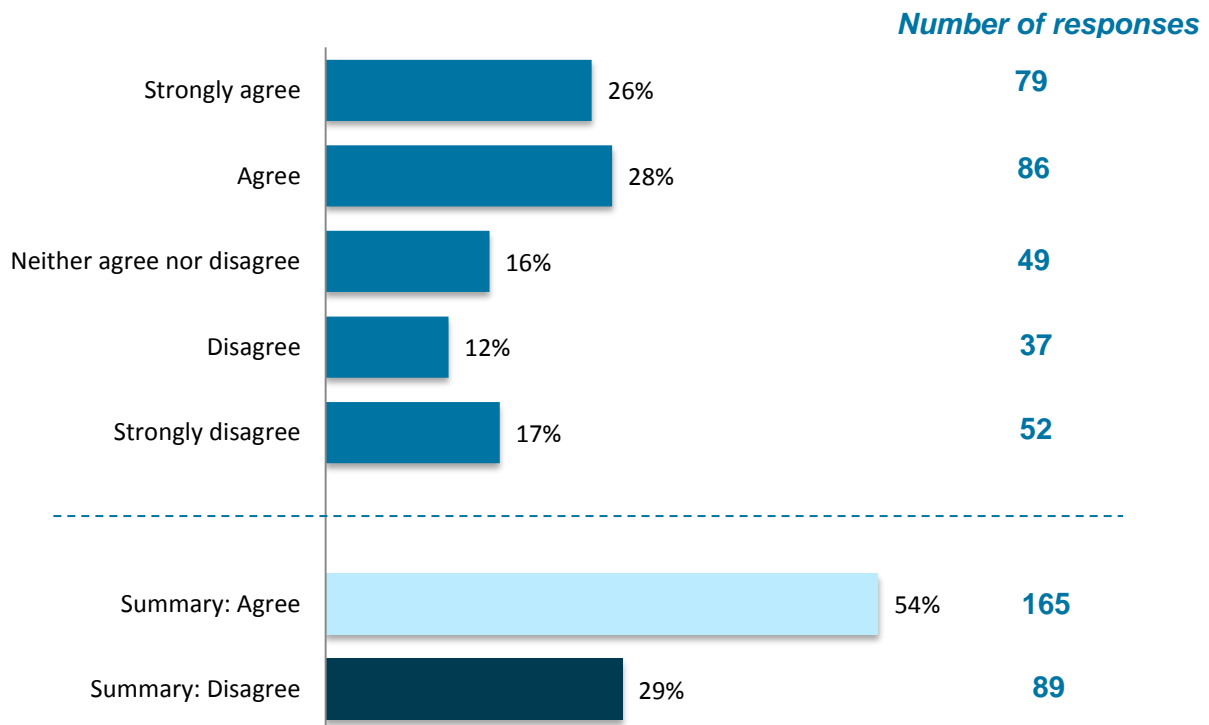
Away from area. Less noise at night [Ham Close RHP tenant]

Loc 1 looks too small & does not have room for parking (not all people using services will come from walking distance). Loc 2 is near the shops, library & bus stops [Wider community]

6 Views on affordable housing provision in the Ham area

A majority agree that more affordable housing is needed in the Ham area (54%), although almost one in five strongly disagree with this proposition (17%). All the following groups are more likely to agree than disagree that more affordable housing is needed in the Ham area: Ham Close RHP tenants, Ham Close RHP homeowners, wider community respondents, local groups / organisations, and the eight private tenants completing a survey. All age groups also on balance agree with the proposition, although respondents aged 65+ record significantly higher levels of agreement compared to the average.

Figure 16: Do you agree or disagree with the following statement? I think more affordable housing is needed in the Ham area (Valid responses*)



Number of respondents: 303

* "Valid responses" means that those leaving the question blank are excluded from the findings for this question

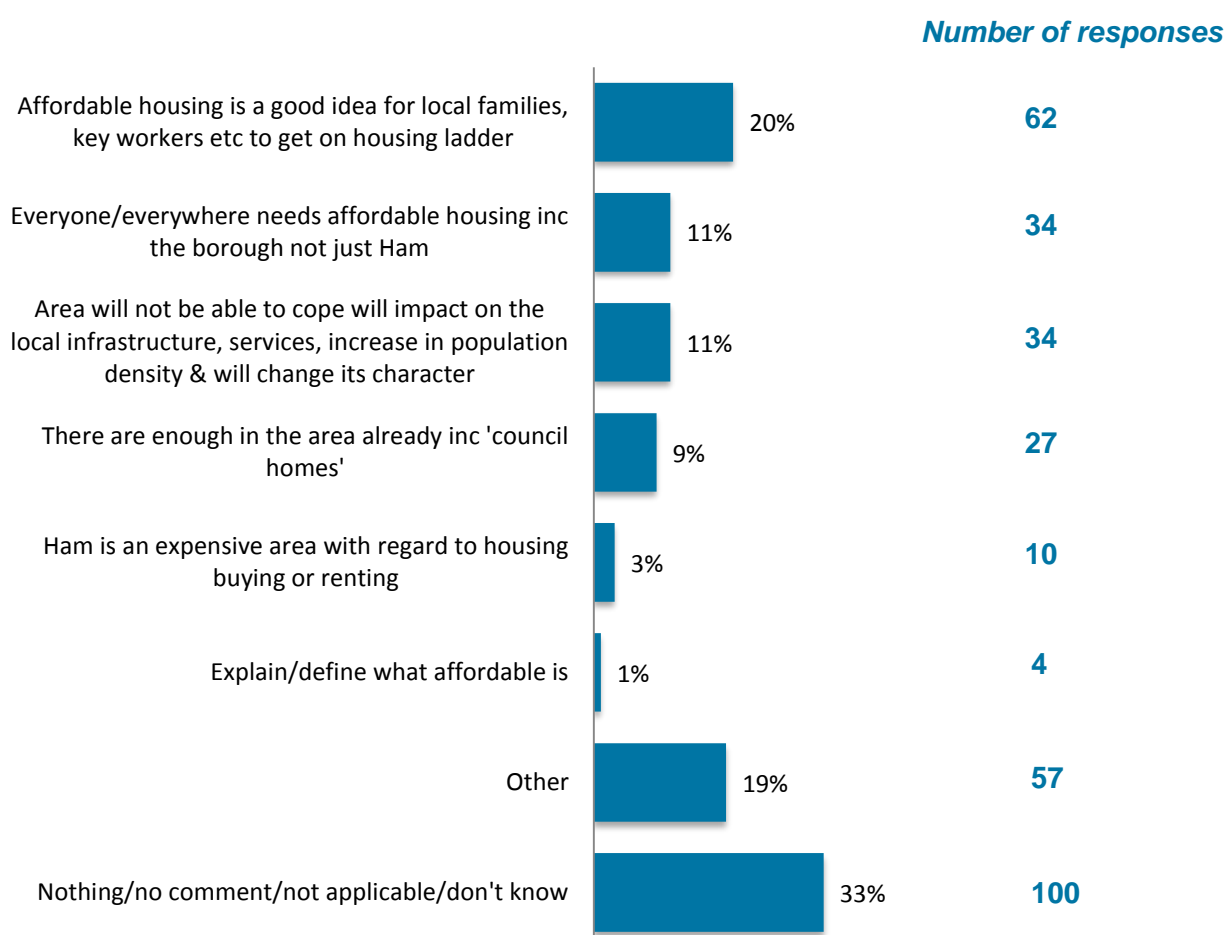
Respondents were then asked, as an open-ended question, to give reasons for their response. There is widespread acceptance of the need for more affordable housing; however, some query the need for Ham as a location for such housing. In a number of cases this is linked to the concerns already discussed about how local infrastructure and services will cope with an increased population.

A chance for the people to get on the property ladder [Ham Close RHP tenant]

Everywhere needs affordable housing. But put a massive build somewhere like Ham is silly [Wider community]

I agree highly with this. With working in the education field it's good to help those whom are giving back, and with me being on a low wage affordable housing would help me [Anonymised]

Figure 17: Reasons given for responses on affordable housing (All responses)



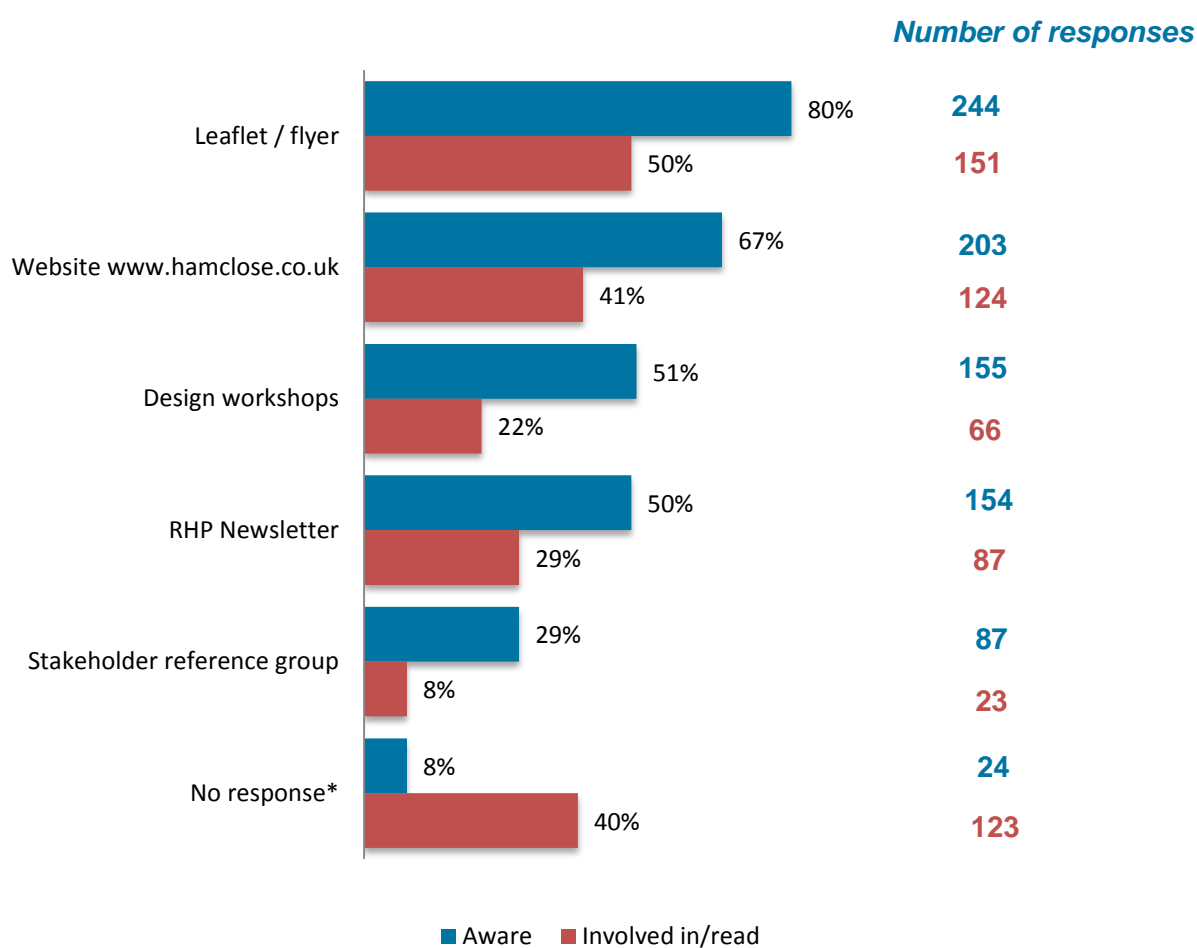
Number of respondents: 305. Note: number of responses adds up to more than 305 as some respondents give more than one comment.

7 Engagement activities

7.1 Awareness and participation in engagement activities

A number of options were provided during the summer of 2016 to enable residents and the wider community to find out more about the proposals and to contribute ideas to shape the proposals. The main opportunities were listed in the consultation questionnaire and respondents asked to state if they were aware of such activities in June / July 2016, and whether they were involved in these activities or read the materials. The responses to this question will be used to inform future engagement activities. Awareness and participation (in the sense of reading) were both highest in relation to the leaflet/flyer, and the Ham Close website, as the figure below indicates. In total, 60% state that they were involved in/read at least one of the activities shown, whilst 40% did not select any of these activities. It is clear therefore that this most recent consultation has engaged a number of respondents who have not previously provided any input.

Figure 18: Awareness and involvement in engagement activities (All responses)



Number of respondents: 305. Note: number of responses adds up to more than 305 as some respondents selected more than one answer.

* None of the engagement activities shown selected

No more than one in ten failed to indicate they were aware of any of the options shown¹, suggesting that most respondents were already aware of the proposals for redevelopment and that there were opportunities to find out more.

However, there are marked differences in participation between these groups. The table below highlights where participation is significantly higher than the average (green) or significantly lower (red). It will be seen from this that whilst previous participation from Ham Close RHP homeowners and wider community respondents is relatively high, over half (56%) of Ham Close RHP tenants completing this survey had not previously been involved in or read any of the engagement activities shown.

Of the specific consultation materials and activities, leaflets/flyers have received the highest / second-highest level of involvement for each group; this and the Ham Close website have been particularly successful in engaging the wider community (54% / 49% respectively).

Four of the eight private tenants completing a survey left this question blank, suggesting that they had not been involved in the engagement activities, while the remainder had participated in at least one of the activities.

Table 2: Proportion involved in/read engagement activities (All responses)

	Ham Close RHP customers	Ham Close RHP tenants	Ham Close RHP homeowners	Wider community
Leaflet / flyer	42%	40%	45%	54%
Website www.hamclose.co.uk	27%	23%	39%	49%
Stakeholder reference group	10%	6%	19%	6%
RHP Newsletter	39%	36%	48%	22%
Design workshops	17%	13%	26%	25%
No response (question left blank)	51%	56%	39%	34%
Number of respondents	115	84	31	190

¹ 8% Ham Close RHP customers, 10% Ham Close RHP homeowners, 7% Ham Close RHP tenants, 8% wider community, 18% members of local groups / organisations, 13% private tenants did not state they were aware of any of the activities shown

When the small number of additional responses from Ham Close RHP customer households are excluded (i.e. no more than one response per household is allowed), there is a similar pattern of responses albeit with slightly lower levels of stated involvement once these responses are excluded. As a result of the removals, the number of homeowner responses falls below 30, meaning that this group is not large enough to enable significance testing compared to the average or against other groups.

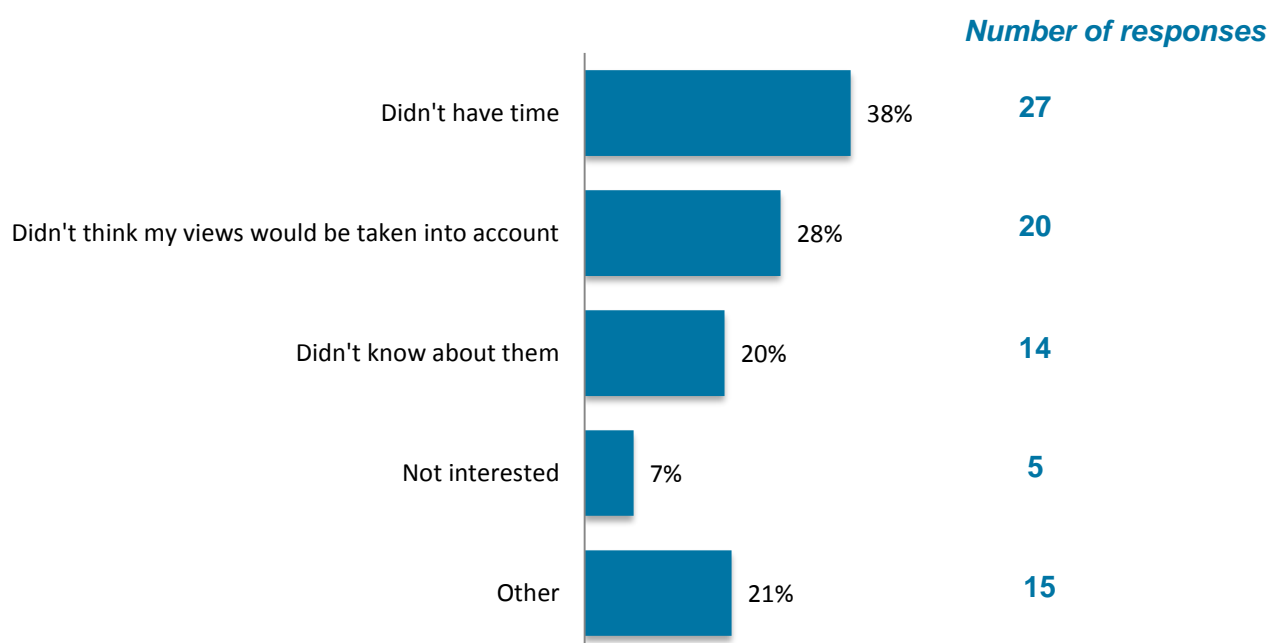
Table 3: Proportion involved in/read engagement activities (All responses excluding additional responses from Ham Close RHP households)

	Ham Close RHP customers	Ham Close RHP tenants	Ham Close RHP homeowners	Wider community
Leaflet / flyer	39%	37%	46%	54%
Website www.hamclose.co.uk	23%	19%	36%	49%
Stakeholder reference group	8%	5%	18%	6%
RHP Newsletter	37%	33%	50%	22%
Design workshops	16%	13%	25%	25%
No response (question left blank)	55%	59%	43%	34%
Number of respondents	107	79	28	190

7.2 Reasons for not participating in engagement activities

Those not reading or taking part in any of the engagement activities shown were then asked to give their reasons why, from a given list of reasons. Just a fifth (20%) of this group indicated that this was because they were not aware of the activities, supporting the finding of high awareness discussed earlier in this section. The main reason given is lack of time (38%). The smaller sample size at this question does not enable meaningful analysis by key sub-groups.

Figure 19: If you have not read or taken part in any communications or consultation activities referred to, is there any particular reason why? (Valid responses*)



Number of respondents: 71. Note: number of responses adds up to more than 71 as some respondents give more than one comment.

* "Valid responses" means that those leaving the question blank are excluded from the findings for this question

7.3 Preferred means of involvement going forwards

All respondents were then asked as an open-ended question how they would like to be involved going forwards. Much the largest category of responses is from those who would like to be kept informed/updated with what is happening (33%) - this preference for being kept informed rather than for active involvement reflects the fact that the activities receiving the highest level of engagement so far have been reading leaflets/flyers or going on the Ham Close website (Section 7.1). However, Ham Close RHP homeowners are just as likely to state that they would like to attend public/community meetings as to be kept informed (both 29%). This may reflect the higher levels of previous involvement amongst this group compared to Ham Close RHP tenants (Section 7.1), and homeowners' concerns about the proposals; and suggests that homeowners will continue to wish to be involved in shaping the proposals. Four of the 31 homeowner responses (13%) specifically state that they would like special meetings focussed on addressing homeowner concerns, and another respondent mentions a lack of homeowner-specific meetings elsewhere in the survey.

Where specific information channels are mentioned, most state that email would be acceptable or even preferable; with this in mind it will be important to raise awareness / take-up of the email mailing list.

A small number of comments are classified as 'negative comments', for example:

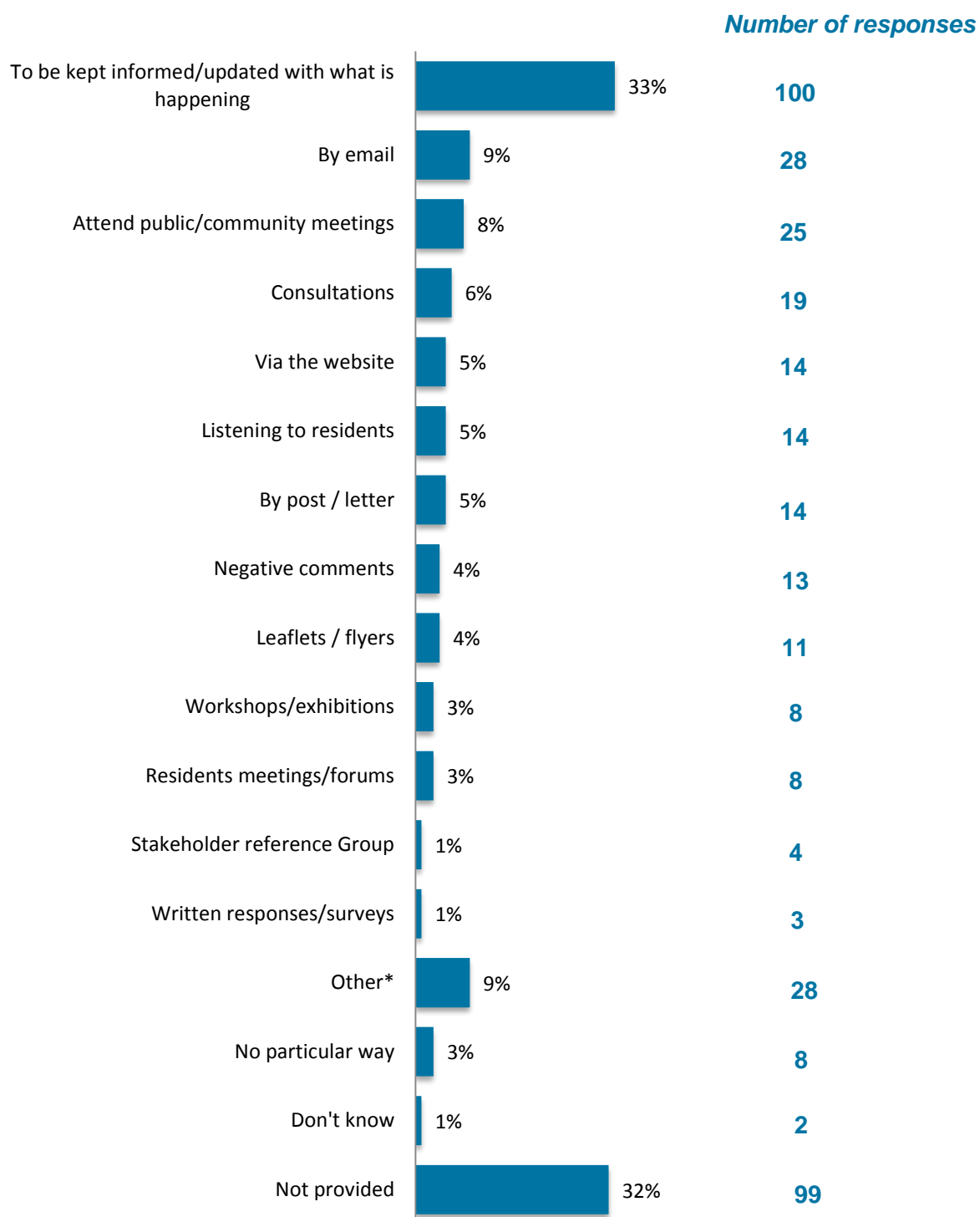
I don't feel involved [Ham Close RHP tenant]

Since RHP/LBRnT have been "consulting" on a single option since July 2015, is there a point? [Wider community]

I do not agree for this proposal to go forward full stop [Wider community]

Ham re-development will happen - no matter what the people say. Our involvement is only really so that you can say we have been consulted. No matter how much objection you receive [Wider community]

Figure 20: This is the first phase of consultation on this proposal. How would you like to be involved going forward? (All responses)

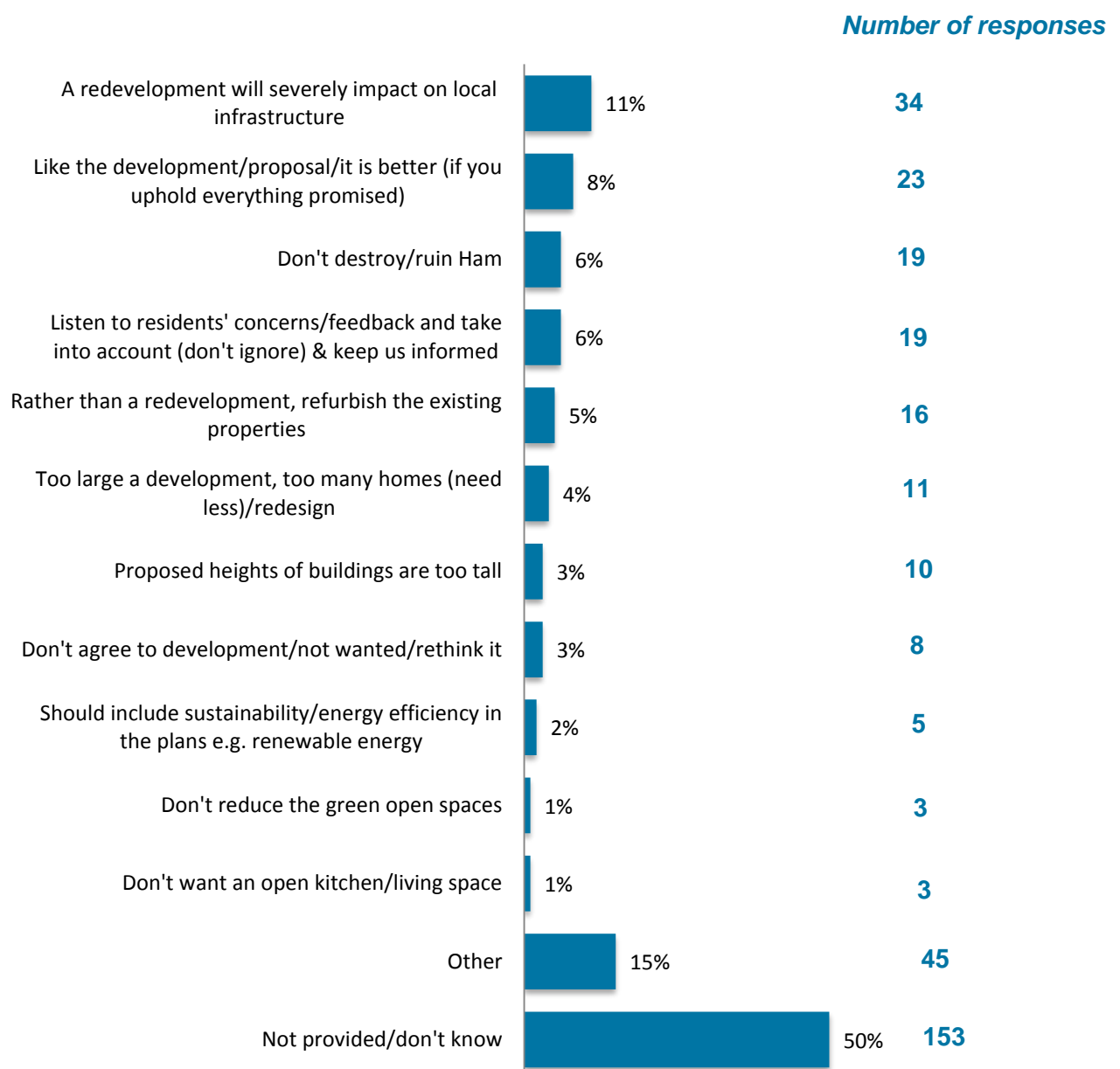


Number of respondents: 305. Note: number of responses adds up to more than 305 as some respondents give more than one comment. * Disparate reasons not fitting into other categories shown

7.4 Other comments/suggestions

Finally, residents were asked as an open-ended question whether they had any further comments/suggestions. Half (50%) made a comment: the most common category of comment related to impact on local infrastructure, with reference to the impact of increased population on traffic volume, parking, public transport, local health care, schools, and shops. Almost one in five (18%) of wider community respondents made such comments, compared to none of the RHP customer respondents.

Figure 21: And do you have any further comments or suggestions? (All responses)



Number of respondents: 305. Note: number of responses adds up to more than 305 as some respondents give more than one comment.

8 Financial / tenure concerns

A number of respondents, chiefly Ham Close RHP homeowners, expressed concern about the financial implications of a redevelopment for them personally. The purpose of this section is to summarise these concerns.

Comments on this theme from the 31 Ham Close RHP homeowners responding to this survey include:

Current homeowners of Ham Close have no security that they will be able to afford to live in the new flats.

This is mainly about building more flats and we homeowners will have a weak position against business people who will certainly get the lowest possible valuations for our old flats and the highest for the new ones.

If what RHP and the Council doing with Ham Close is "providing more affordable housing" please be informed that most of the current homeowners will not be able to afford to live on Ham. It is a social cleansing.

Important but not making it unaffordable to current RHP homeowners.

As Leaseholder, am projecting massive losses financially. Loss of rights from customer offer. Costings not provided by RHP. Lack of information provided. Possible poor build quality. Major disruption for 10 years. Poor consultation. Poor trust of RHP and Council. Many outstanding issues. No negotiations or consultation agreement with RHP. Possible CPO's. No Leaseholder meetings. RHP using aggressive tactics. We do not have enough info for any vote/survey. Too many new homes, people pressure on infrastructure.

I currently own 100% of my property and have a reasonable mortgage. According to your proposal, last time I checked, the percentage I own will change. This unfair because to own 100% again I'd have to remortgage, talk to a solicitor about this and meet with RHP.

The redevelopment will make me fall off the property ladder as I won't be able to get a mortgage [...] Even if I manage to get a small percentage of the shared equity on the new flat, I look on that as RHP is robbing me of my flat for their own benefit.

By contrast, few Ham Close RHP tenants express concerns about the level of rent they personally would need to pay after a redevelopment. Comments along these lines include:

Although hesitant on a possible rent increase a new build will be beneficial to energy savings if the new build takes on the up to date building standards. Triple glaze & sound proofing.

Will the rent go up after the development?

It will have costs and benefits. Costs include significant disruption and increased rents

A number of homeowners also refer unfavourably to the proposed shared equity scheme for those unable to afford a new home:

I have parking now. I have a garage. I have a home. RHP wants to take away everything. Like for like is the only option for us. No shared equity, 100% ownership.

Due to mortgage and age I will be forced to allow RHP to have part share in my home. I have no choice but to accept an unhappy situation to continue living in this area.

The current offer to the homeowners is absolutely not acceptable to me. I have a long lease on my flat and if RHP looking for a change they should compensate us accordingly. A new flat owned by me 100% with no financial punishment is the only way to compensate us fairly.

In terms of solutions to homeowners' financial concerns, as discussed in Section 7.3 five homeowners state that they would like meetings specifically to discuss homeowner concerns. Such meetings if they occur and publications relating to leaseholder concerns would need to provide clarity and reassurance where possible, on the issues of affordability and shared equity arrangements discussed above.

9 Disabled respondents

Respondents were also asked whether they consider themselves to have a disability. 43 respondents stated that this is the case; responses from this group are included in the findings elsewhere in this report, but may also be analysed separately. It should be noted that 77% of disabled respondents are Ham Close RHP tenants, compared to 28% of all respondents who are Ham Close RHP tenants. As discussed the responses from Ham Close RHP tenants are in general more positive towards a redevelopment compared to other groups; this is likely to have influenced the responses from disabled respondents, which are in general more positive than the overall (all respondents) findings.

The net result figures from disabled respondents can be briefly summarised as follows:

- I think a redevelopment of Ham Close will benefit me / my household: +9% (compared to -23% for all respondents);
- I think a redevelopment of Ham Close will benefit those residents who currently live on Ham Close: +28% (compared to +5% for all respondents);
- I think a redevelopment of Ham Close will benefit Ham as a community: +7% (compared to -16% for all respondents).

The net result is also higher amongst disabled respondents, compared to all respondents, on all aspects of the proposed design solution.

Comments specifically referring to disability issues are as follows:

For people on low incomes, so called "affordable" rents are not affordable. Those with disabilities would have particular problems.

I am disabled and tall buildings are not good for me.

Envisage problems getting to public transport, taking longer routes with my [disabled] sister [...].

Hopefully easier access in wheelchair.

10 Appendix 1: Profile of responses

Group	Number	Percentage
Ham Close RHP customers (total)	115	38%
Ham Close RHP tenants	84	28%
Ham Close RHP homeowners	31	10%
Wider community	190	62%
Role in community	Number	Percentage
I work in the Ham Close area	16	5%
I own a business in the Ham Close area	9	3%
I study in the Ham Close area	11	4%
I am a member of a local group or organisation	57	19%
Other	81	27%
None of these	160	52%
Age		Total
16 - 24	10	3%
25 - 34	34	11%
35 - 44	81	27%
45 - 54	63	21%
55 - 64	43	14%
65-74	35	11%
75+	10	3%
Prefer not to say	20	7%
Not provided	9	3%
Gender		Total
Male	142	47%
Female	141	46%
Other	1	<0.5%
Prefer not to say	11	4%
Not provided	10	3%
Disability		Total
Yes	43	14%
No	214	70%
Prefer not to say	23	8%
Not provided	25	8%
Ethnic group		Total
White	226	74%
Asian or Asian British	8	3%
Mixed Multiple Ethnic Groups	8	3%
Black African/Caribbean or Black British	5	2%
Other	19	6%
Prefer not to say	30	10%
Not provided	9	3%

11 Appendix 2: Response rate

The table below summarises the proportion of RHP Ham Close households (split by tenants and homeowners) who completed a survey. As discussed in Section 1.3, a small number of such households completed more than one survey; the table below excludes multiple responses (i.e. no more than one survey per household).

Group	Number of households surveyed	Number of households completing a survey	Response rate
Ham Close RHP customers (total)	188	107	56.9%
Ham Close RHP tenants	139	79	56.8%
Ham Close RHP homeowners	49	28	57.1%

12 Appendix 3: 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.

