



in Lancashire

Life in Lancashire Wave 13

Fieldwork 02 March – 08 April

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1 Executive Summary

This wave of the Life in Lancashire panel focuses on countryside services, minerals and waste planning and highway and winter maintenance. All 2094 members of the panel were mailed one mailing and a reminder was sent to the panel members who did not respond to the initial mailing. In total 1656 replies were received at a response of 79%.

1.1 Countryside services

- Nine in ten panel members consider Lancashire's countryside to be important to them for leisure (89%), with three in five saying it is **very important** to them (60%). This is significantly lower however amongst black and ethnic minority respondents and those who don't own their own homes.
- **Walking and rambling** is the top reason for visiting Lancashire's countryside (73%), followed by the countryside scenery and visiting attractions (51%).
- Over half of the panel use the countryside of Lancashire at least once a week (54%), with 12% saying they use it **daily**.
- **Parkland and picnic sites** (56%), **canal-side paths** (52%) and **fields and meadows** (47%) are the most used types of countryside.
- Most respondents use their **cars** to reach the countryside (76%), so road access and parking need to be considered.
- Three-quarters of respondents don't make as much use of the countryside as they would like (75%, increasing to 87% in Preston).
- **Not having enough time** is the most common barrier to use (33%), followed by **litter or dog fouling** (28%) and **not having enough information** (25%).
- Only 4% of respondents consider themselves **very informed** about countryside facilities and events, half are either **not very well informed** or **not informed at all** (52%), (especially younger panel members and BME respondents). This means communications are a key area for countryside services, with leaflets through the door the most preferred method of receiving information.
- Half of respondents did not know that Beacon Fell Park is run by Lancashire County Council, so making sure the Council logo is prominent on signs and leaflets is also a priority.

1.2 Minerals and Waste Planning

- Three in five respondents thought an **exhibition or open day** was the best way for them to get involved in the Minerals and Waste Development Framework (62%).
- More than three-quarters of respondents thought a **printed copy sent through the post** would be the best way to receive the draft framework (78%).
- Either a **questionnaire** (57%) or a **response form** (56%), are the most popular ways to tell the Council about the framework.
- Holding **events during the day** (60%) would make things easiest for the over 60s, while **events during the evening** were more popular for the under 60s (65%).
- **Local libraries** (84%) and **council offices or town halls** (66%) are seen as the best places to make the final framework available.
- One in seven (14%) of the panel say they are **very interested** in being involved in the development of the MWDF, two in five (41%) are **fairly interested** and 41% are either **not very** or **not at all interested**.

1.3 Highway and Winter Maintenance Services

- **Patching** (68%) is considered the most important highway maintenance service followed by **footway maintenance** (60% overall, rising to 73% among non-car users).
- One in six respondents is **very satisfied** with the winter service, with two thirds satisfied overall (66%). Burnley panel members are significantly less likely to be satisfied however.
- Most respondents think that the amount of the network that is salted is **about right** (57%), though a sizeable minority think that it is **not enough** (38%). There are no significant differences by location though.
- In addition to 'A' and 'B' roads, panel members are most likely to consider roads **servicing hospitals, ambulances and fire stations** to be most important to treat during the winter (66%).
- **Routes for large population centres, more roads generally, commuter routes and important footways** all are mentioned by over a third of respondents as among the most important to treat.

- In very severe weather, **town centre and main pedestrian routes** are seen as the most important to treat (61%), followed by **hospitals and doctors surgeries** (57%).

2 Introduction

Lancashire County Council has used Life in Lancashire regularly since August 2001. A panel of willing participants is recruited and is approached on a regular basis to seek their views on a range of topics and themes. Panel members are voluntary participants in the research they complete and no incentives are given for completion.

The panel has been designed to be a representative cross-section of the county's population. The results for each survey are weighted in order to reflect the demographic profile of the county's population.

The panel provides access to a sufficiently large sample of the population so that reliable results can be reported at a county wide level. It also provides data at a number of sub-area and sub-group levels.

Each Life in Lancashire wave is themed. Firstly, it enables sufficient coverage on a particular topic to be able to provide insight into that topic. And secondly, it comes across better to the residents completing the questionnaires if there is a clear theme (or 2-3 clear themes) within each survey.

The panel is refreshed periodically. New members are recruited to the panel and some current members are retired on a random basis. This means that the panel remains fresh and is not subject to conditioning i.e. the views of panel members become too informed with County Council services to be unrepresentative of the population as a whole. The current panel was recruited in September 2003 with a top-up recruitment undertaken in June 2004, so this effect should still be small.

3 Research Objectives

The research objectives for wave 13 focus on the topics of countryside services, minerals and waste planning and highway and winter maintenance services. The main questions areas looked at:

- Current leisure use of the Lancashire countryside.
- Information sources of and awareness of Lancashire countryside.
- Preparations for the Minerals and Waste Development Framework and public involvement in it.
- Priorities for highway maintenance.
- Satisfaction with and priorities for the winter maintenance service.

4 Methodology

Wave 13 of Life in Lancashire was sent to 2094 members of the panel on 2 March. A reminder was sent to non-respondents on 29 March. The fieldwork ended on 8 April 2005.

No incentive for respondents to complete the questionnaire was given. In total 1656 questionnaires were returned, giving an overall response rate of 79%.

All data are weighted by gender, age, ethnicity and district to reflect the Lancashire overall population, and figures are based on all respondents unless otherwise stated. The weighted responses have been scaled down to match the effective response of 1356, which is the equivalent size of the data if it had not been weighted and was a perfect random sample.

4.1 Limitations

The table below shows the sample tolerances that apply to the results in this survey. Sampling tolerances vary with the size of the sample as well as the percentage results.

Number of respondents	50/50 + / -	30/70 + / -	10/90 + / -
50	14%	13%	8%
100	10%	9%	6%
200	7%	6%	4%
500	4%	4%	3%
1000	3%	3%	2%
2000	2%	2%	1%

On a question where 50% of the people in a sample of 1000 respond with a particular answer, the chance are 95 out of 100 that the answer would be between 47% and 53% (ie +/- 3%), versus a complete coverage of the entire Lancashire population using the same procedure.

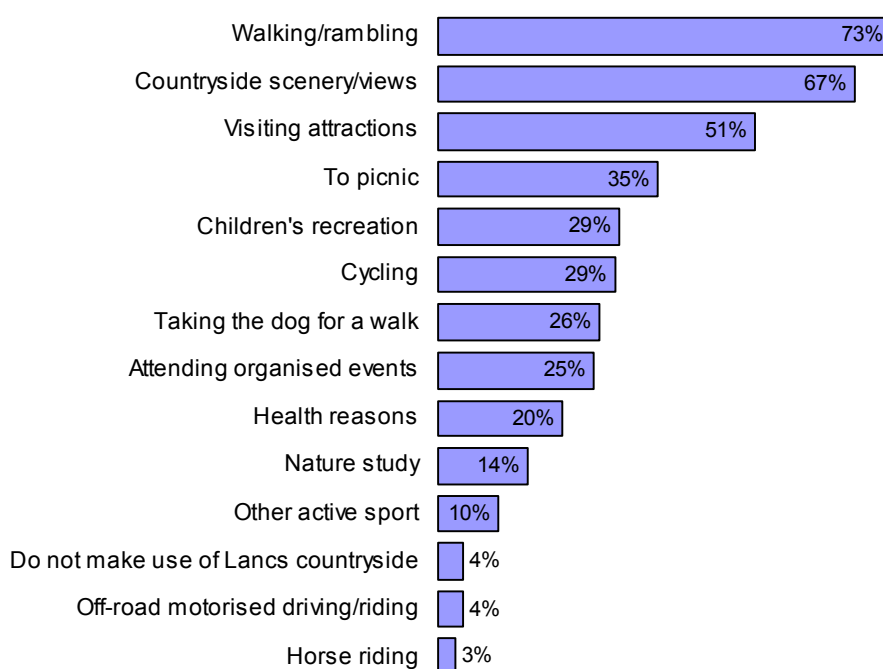
5 Main Research Findings

A marked up questionnaire can be found in Appendix 8.2.

5.1 Countryside services

The first section of the wave 13 questionnaire dealt with the countryside in Lancashire, looking at its actual use, importance and barriers to use. The first question asked in what ways panel members make use of the countryside.

Chart 1 - How do you make use of the countryside in Lancashire for leisure?



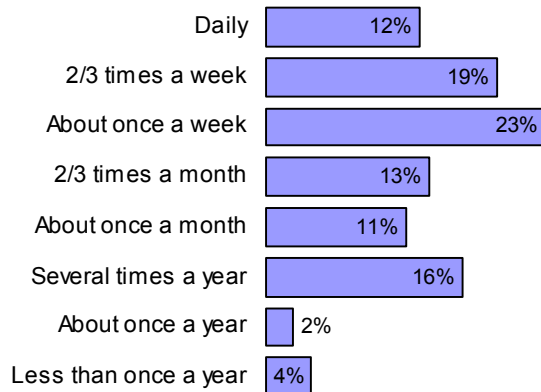
Base: All respondents (Unweighted 1656, Weighted 1336)

Walking and rambling (73%) is the highest answer with nearly three-quarters of the panel saying they take part in it. This is highest amongst respondents from the highest socio-economic groups* AB (82%), people from a rural area (80%) and Chorley residents (85%). It is lowest amongst panel members from an ethnic minority (60%), Preston residents (59%) and people in council or housing association accommodation (45%). **Countryside scenery** (67%) and **visiting attractions** (51%) also have large proportions of the panel using the countryside for them.

The next question followed on from this by asking how often respondents use the countryside.

* For definitions of socio-economic groups, see Appendix 8.1

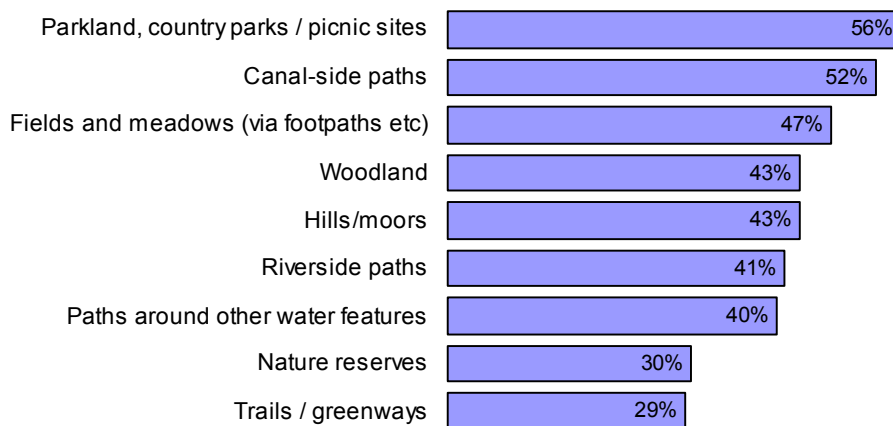
Chart 2 - How often do you make use of the countryside in Lancashire for leisure?



Base: All respondents (Unweighted 1656, Weighted 1336)

More than half of the panel say they use Lancashire’s countryside once a week or more (54%). This is significantly lower however, amongst BME panel members (33% once a week or more), urban residents (43%), and Fylde (34%) and Preston (39%) residents.

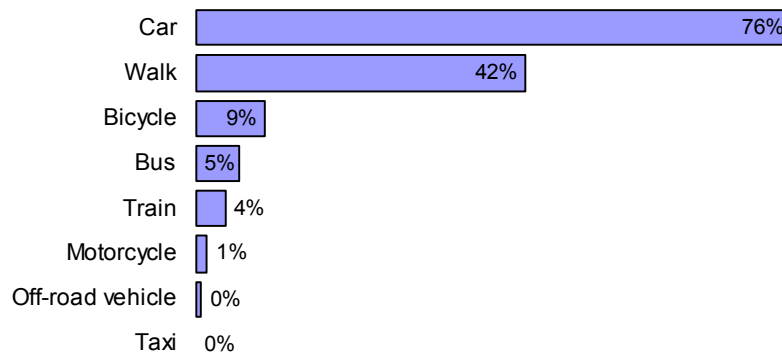
Chart 3 - Which of the following types of Lancashire’s countryside do you normally use for leisure?



Base: All respondents (Unweighted 1656, Weighted 1336)

Formal parkland, country parks or picnic sites are the most used (56%), particularly by female respondents (61%), 16-24 year olds (64%), BME panel members (65%) and South Ribble residents (70%). No other types of countryside are used by more than a quarter of panel members from an ethnic minority.

Chart 4 - How do you usually get to the countryside in Lancashire for leisure?



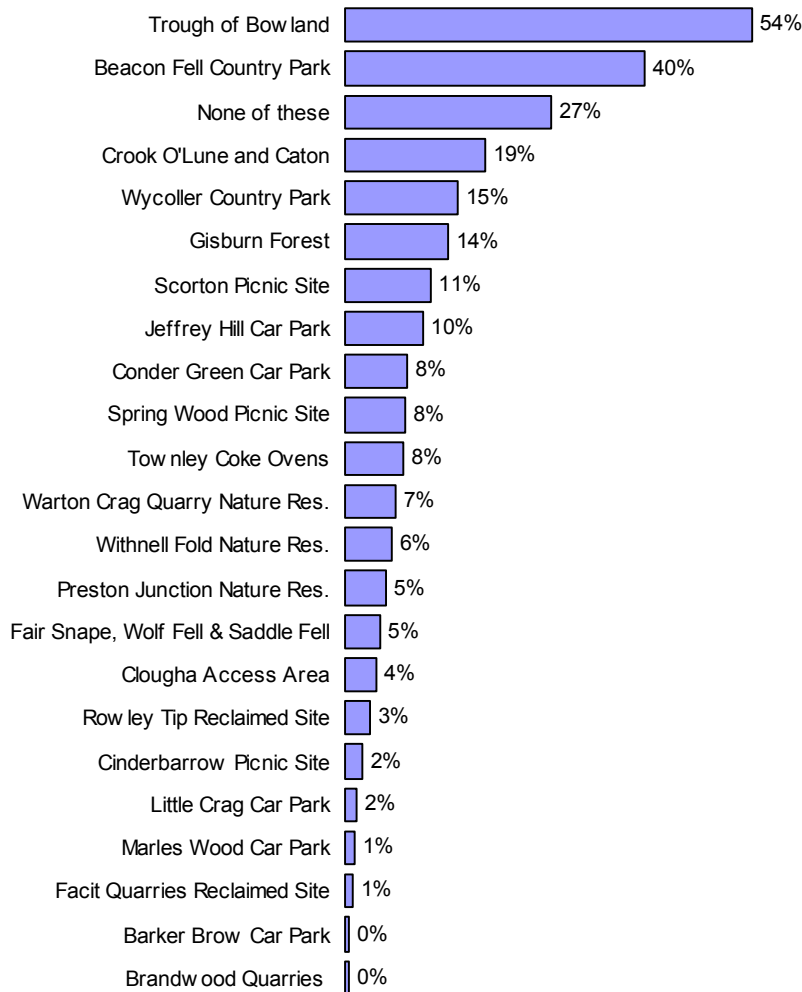
Base: All respondents (Unweighted 1656, Weighted 1336)

The majority of respondents use the **car** (76%) to reach the countryside and a similar proportion is found for all subgroups. Two in five respondents **walk** to the countryside and as would be expected, this is higher in rural areas (53%) than urban (33%). Few respondents use public transport, perhaps reflecting lower levels of service in the countryside. Also the promotion of countryside public transport routes needs to be investigated. Are they being promoted and is this both transport information provided for the parks and countryside details on the timetables of the routes?

Panel members were then given a list of countryside sites and asked which they had been to in the last year. The results are shown in chart 5.

The Trough of Bowland is the most visited area; with about half saying they have visited it in the last year (54%), (though the Trough is often mistaken for the larger Forest of Bowland it sits within). Beacon Fell has been visited by two in five of the panel, but a quarter say they have not been to any of the many countryside areas listed.

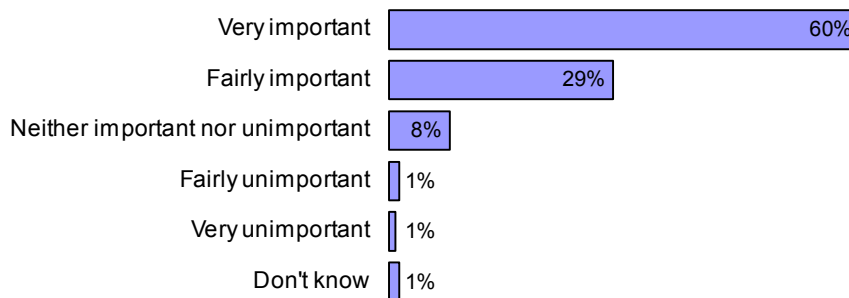
Chart 5 - Which of the following sites or facilities in Lancashire, if any, have you visited in the last 12 months?



Base: All respondents (Unweighted 1656, Weighted 1336)

The next question asked respondents to rate the importance of access to Lancashire's countryside.

Chart 6 - How important or unimportant to you is access to Lancashire's countryside for leisure?



Base: All respondents (Unweighted 1656, Weighted 1336)

Three in five of the panel consider Lancashire’s countryside to be very important to them. This is significantly lower amongst BME panel members (21%) and social groups DE (53%). It is significantly higher amongst heavy service users (71%).

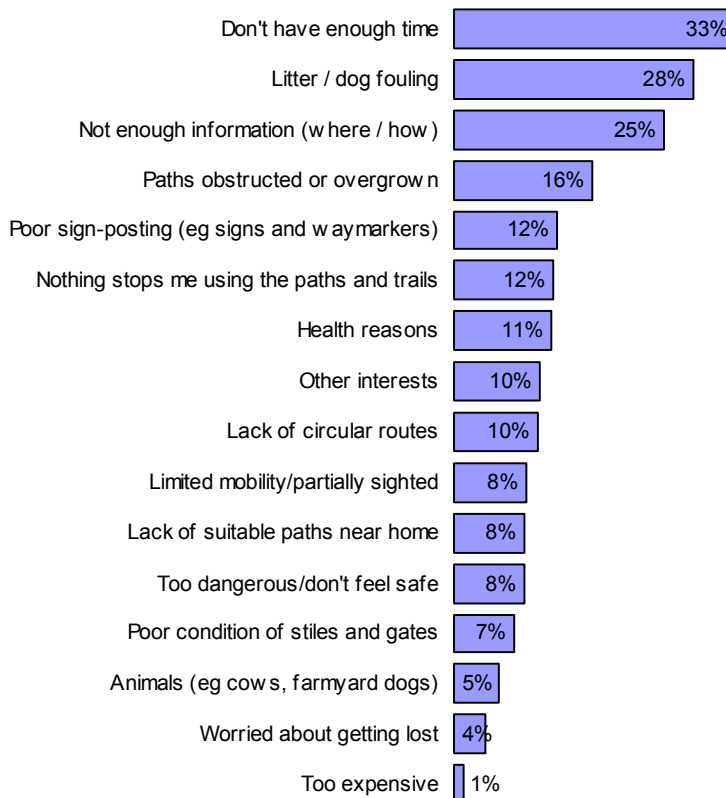
Chart 7 - Do you make as much use of Lancashire’s countryside for leisure as you would like?



Base: All respondents (Unweighted 1656, Weighted 1336)

Three-quarters of respondents do not make use of the countryside as much as they would like. This is particularly high in Preston (87% saying no) and lower in Ribble Valley (59%).

Chart 8 - What, if anything, stops you or puts you off walking, riding or otherwise using Lancashire’s countryside for leisure?

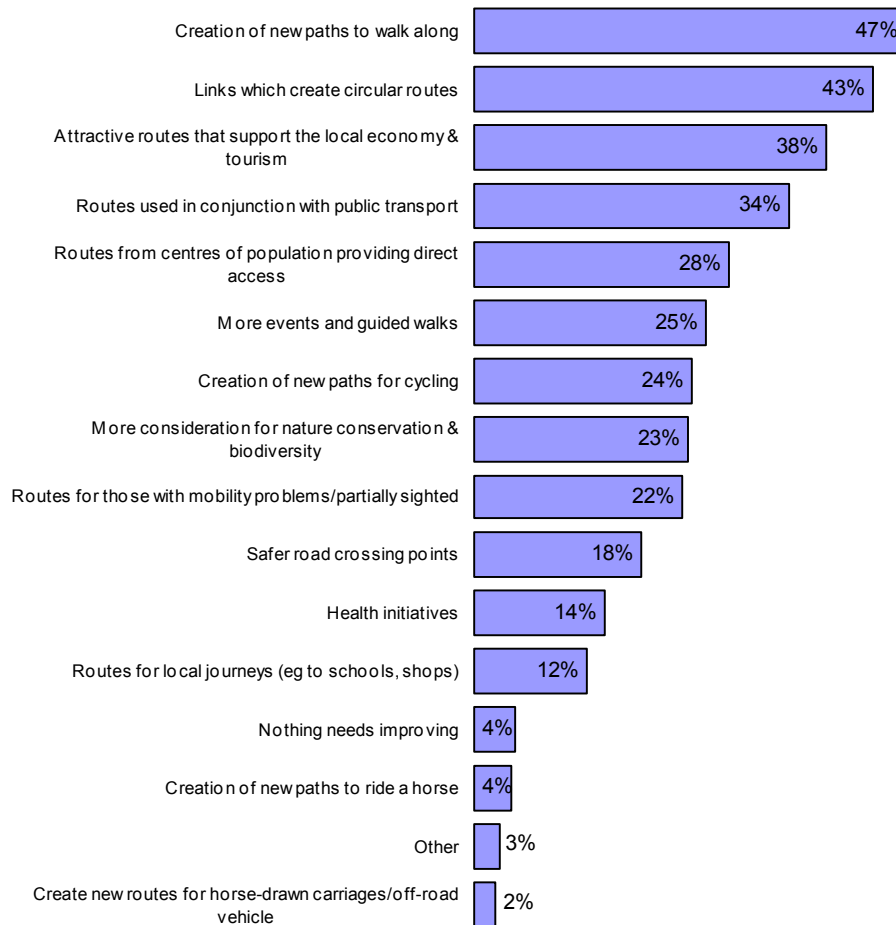


Base: All respondents (Unweighted 1656, Weighted 1336)

A lack of **time** is the most common reason for people not using the countryside (33%), especially by 25-44 year olds (43%), social groups AB (45%) and respondents using the countryside less than weekly (41%). **Litter** or **dog fouling** is mentioned by two in five respondents; while a

quarter of the panel answered they did not have **enough information on where to go** (25%). This was particularly high amongst the youngest 16-24 age group (38%) and ethnic minority respondents (35%), but low amongst the oldest group, those over 60 years (15%). Communications to younger people and ethnic minorities could be a priority for the countryside service.

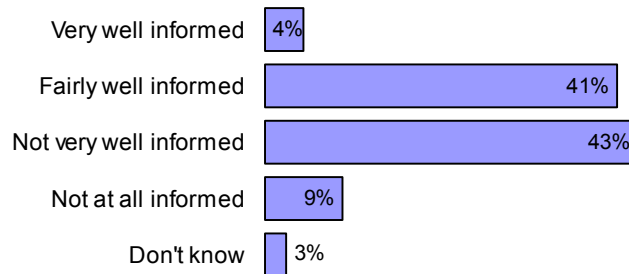
Chart 9 - Which of the following priorities, if any, do you think are the most important for improving access to Lancashire's countryside for leisure?



Base: All respondents (Unweighted 1656, Weighted 1336)

New paths to walk along (47%), is the highest priority, followed by **links that create circular routes** (43%). However, in the previous question only one in ten mentioned this actively kept them from accessing the countryside. It is possible that this is the second most preferred option on this list, but cleaning, maintenance and communication are the most needed improvements, as seen in Chart 8. **Attractive routes that support the local economy** (38%) and **routes used in conjunction with public transport** (34%) also have more than a third of panel members rating it as a priority.

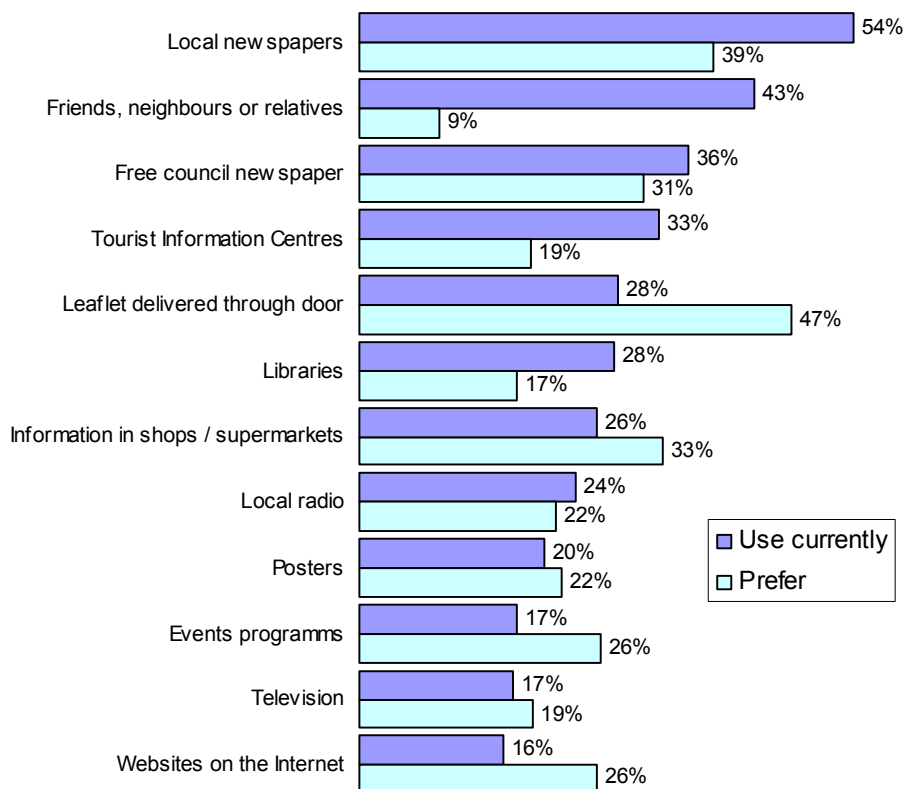
Chart 10 - How well informed do you feel about the countryside facilities and events in Lancashire?



Base: All respondents (Unweighted 1656, Weighted 1336)

Nearly half of the panel consider themselves either **very** or **fairly well informed** (45%), but a similar proportion is either **not very well informed** or **not at all informed** (52%). The proportion feeling informed is significantly lower amongst the under 25s and BME respondents (both 24% informed).

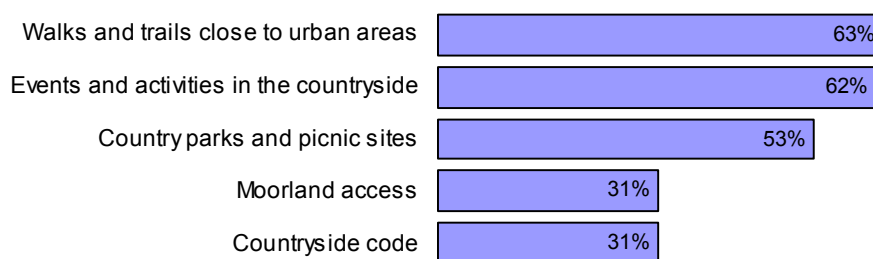
Chart 11 - a) How do you currently find out about the countryside activities and events in Lancashire? (Top 12 answers)
b) And, how would you prefer to find out about the countryside activities and events in Lancashire?



Base: All respondents (Unweighted 1656, Weighted 1336)

Having asked how informed residents considered themselves, they were given a list of information sources and asked which they use and which they would prefer to use. **Local newspapers** (54%) and word of mouth from **friends, neighbours or relatives** (43%) are the most widely used methods. Residents who consider themselves informed about the countryside are more likely to use local newspapers (64%), than the uninformed (45%). A **leaflet delivered through the door** is the most preferred option however (47%), even ahead of **local newspapers** (39%). A leaflet through the door is the top choice of all subgroups, with the exception of 16-24 year olds (50% preferring newspapers) and social group C2, skilled manual workers (44% preferring information in shops and supermarkets).

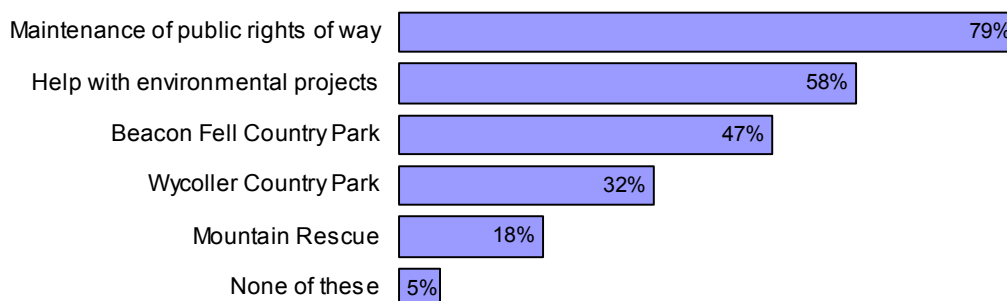
Chart 12 - Which, if any, of the following countryside activities and events do you think Lancashire County Council should be providing more information about?



Base: All respondents (Unweighted 1656, Weighted 1336)

Three in five of the panel would like more information about **walks and trails close to urban areas** (63%), while a similar proportion were interested in **events and activities in the countryside** (62%). Surprisingly, there is no difference between urban and rural residents for these options. The youngest group of respondents are particularly interested in information on **country parks and picnic sites** (87%). This interest in more formal sites is backed up in Chart 3.

Chart 13 - Which, if any, of the following countryside services do you think Lancashire County Council provides?



Base: All respondents (Unweighted 1656, Weighted 1336)

The majority of the panel correctly thought that Lancashire County Council is responsible for maintaining public rights of way (79%) and that it helps

with environmental projects (58%). Half thought the Council responsible for Beacon Fell Country Park (47%) and a third for Wycoller Country Park (32%). One in six wrongly thought the Council provides the mountain rescue service. Conversely, one in five members of the panel did not know that the County Council maintained rights of way, and half did not know that it provided the country parks. This lack of knowledge could be an area to action on, with so many people not associating the parks with the Council. Do visitors to the parks see Lancashire County Council logos, (as opposed to just those for the Countryside Service)? If not, then signs and leaflets need to be redesigned to include the County Council logo in a prominent position, to show people where their council tax is being used.

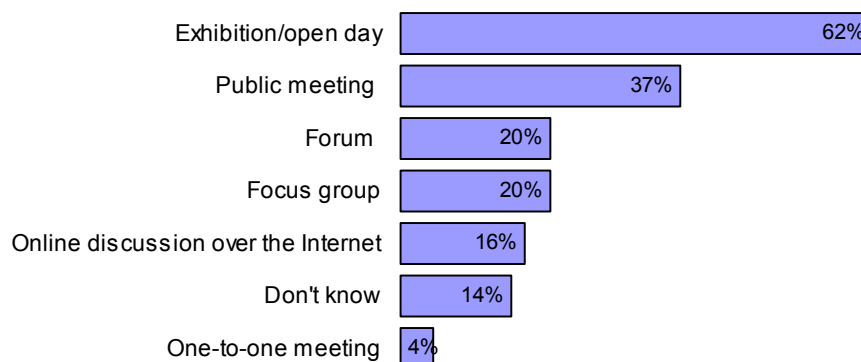
5.2 Minerals and waste planning

The second main section of the questionnaire was specifically on the development of a plan setting out policies for mineral working and waste development. This plan is being produced by Lancashire County Council with Blackburn with Darwen and Blackpool borough councils and known as the Minerals and Waste Development Framework (MWDF). Panel members were given some background about the plan, explaining the focus of it being on:

- mineral extraction;
- waste disposal and recycling;
- protection of mineral resources; and
- restoration of minerals and waste sites.

Panel members were asked their opinions on different possible preparations for consultation. The first question asked respondents how they would prefer to get involved in preparing the framework.

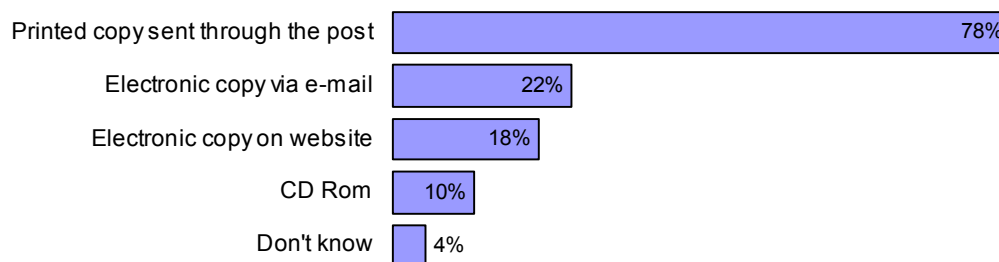
Chart 14 - Which of the following, if any, would be the best ways for you to get involved in preparing the framework?



Base: All respondents (Unweighted 1656, Weighted 1336)

An exhibition or open day is by far the most popular option with three in five mentioning this as one of the best ways for them to get involved in the framework. This is the least formal and most passive option available to respondents and is easiest for them to participate in. There were no large differences by subgroup, with the same order of preference for all groups. The youngest 16-24 and second youngest, 25-44 year old groups were more likely than older panel members to mention **online discussion groups** however (24%), though this is still only a minority.

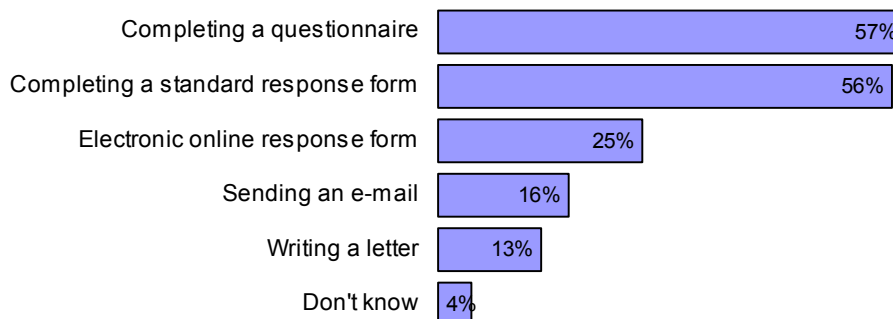
Chart 15 - Which of these, if any, are the best ways for you to receive copies of the draft framework?



Base: All respondents (Unweighted 1656, Weighted 1336)

A **postal** draft framework is the most popular way to receive it, especially amongst the lowest DE* social groups (87%), whereas the two higher social groups were more likely than average to choose **email**, AB (33%) and C1 (30%). This is likely to be due to higher computer ownership and literacy amongst these groups. The same difference is found between older panel members preferring a hard copy and younger members more likely to choose an electronic one. All groups still rate a printed copy most often though. (It should be noted however that panel members do not know how big the framework is and its style of writing. If it is a large document an easy to read summary might be preferable).

Chart 16 - And, which of these, if any, are your preferred ways of telling the County Council what you think of the draft framework?



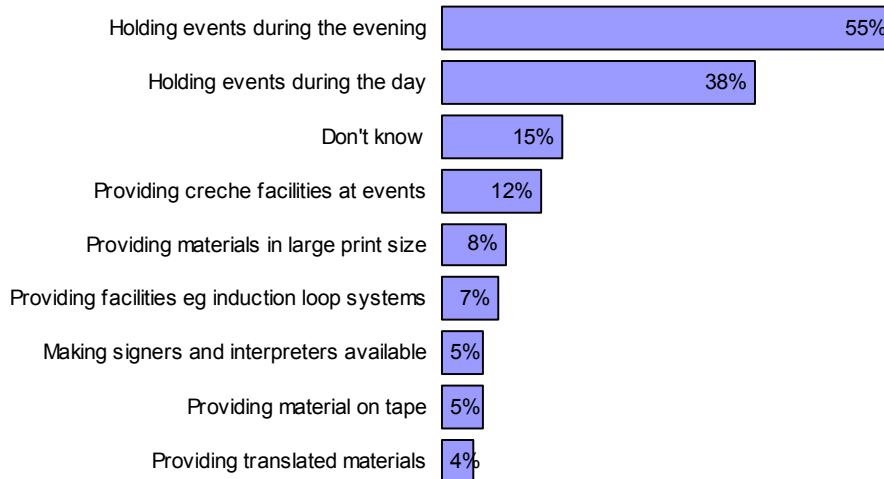
Base: All respondents (Unweighted 1656, Weighted 1336)

A **questionnaire** or **standard response** form is the most popular means of telling the Council about the framework. Again, younger and higher social class respondents are more likely to choose **online** methods, though over half of all groups choose a **questionnaire** and **standard response** form. While this would be expected as the respondents fill in questionnaires as part of a panel, again it is the easiest means to reply and structured for them.

* For definitions of socio-economic groups, see Appendix 8.1

Panel members were next asked about what would make the framework easier for them.

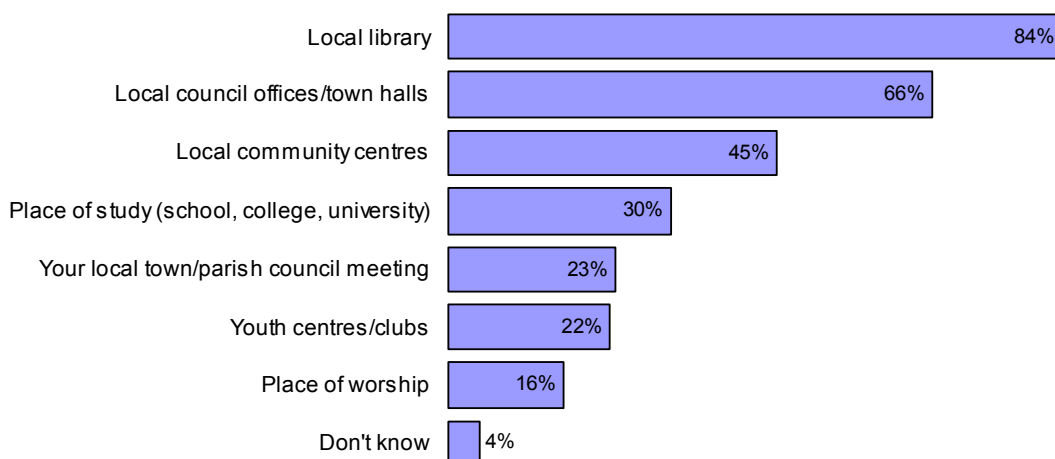
Chart 17 - Still thinking about telling the County Council what you think about the framework, which of these, if any, would make it easier for you?



Base: All respondents (Unweighted 1656, Weighted 1336)

There was a marked difference by the age of respondents, with the over 60s most likely to prefer events **during the day** (60%), and the under 60s twice as likely to prefer events in the **evening**, reflecting work commitments. Three in ten panel members from ethnic minorities suggest **providing translated materials**, though only two specifically mention a language, Urdu.

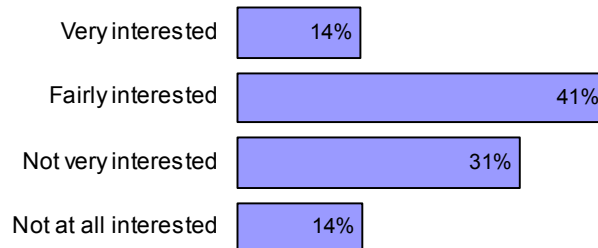
Chart 18 - Once completed, where should copies of the final framework documents be made available?



Base: All respondents (Unweighted 1656, Weighted 1336)

Libraries are seen as the most relevant places to make the final document available. Panel members from an ethnic minority are more likely to suggest **community centres** (68%) and the youngest panel members (16-24 year olds) are more likely to suggest **places of study** (68%).

Chart 19 - And, how interested, if at all, are you in being involved in the development of the Minerals and Waste Development Framework?



Base: All respondents (Unweighted 1656, Weighted 1336)

Just over half (54%) of the panel are either very or fairly interested in being involved in the development of the MWDF. Men (59%) are significantly more interested than women (52%) and BME panel members (69%) than white (53%). There are no significant differences by location.

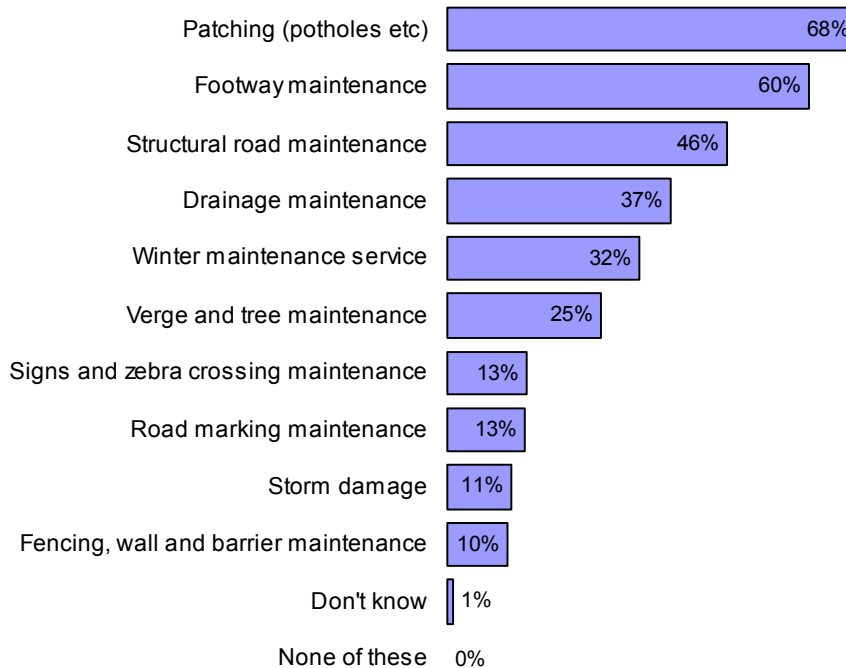
Interested panel members are more likely to prefer an exhibition or open day (68%) to the uninterested (55%). There are no differences between those interested and uninterested for how to receive the framework and to give the Council their opinions.

5.3 Highway and Winter Maintenance Services

The last section of the questionnaire dealt with general highway and specifically winter maintenance, investigating importance, satisfaction and priority areas for treatment. It is important to put these results in the context of how heavy the winter was before gauging the effectiveness of winter maintenance.

The first and only question on general highway maintenance asked how important respondents considered a list of services.

Chart 20 - Which of the following highway maintenance services, if any, do you think are the most important for your local area?

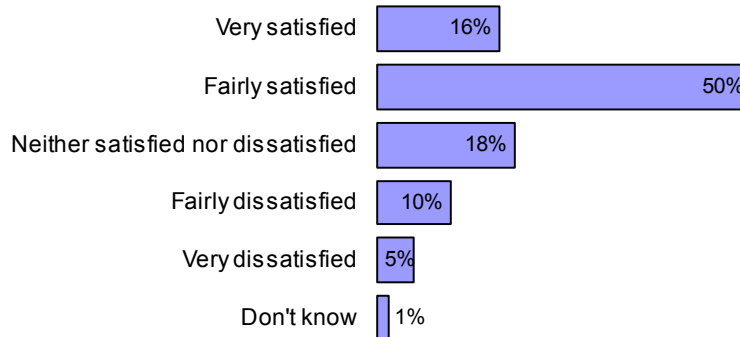


Base: All respondents (Unweighted 1656, Weighted 1336)

Patching and **footway maintenance** are seen as the most important, with a noticeable difference by car ownership as might be expected. **Patching** is seen as more important amongst car owners (69% versus 55%) and **footway maintenance** more important by people who don't have access to a car (73% versus 58%).

The first question on winter maintenance asked for an overall level of satisfaction with this year's winter maintenance service.

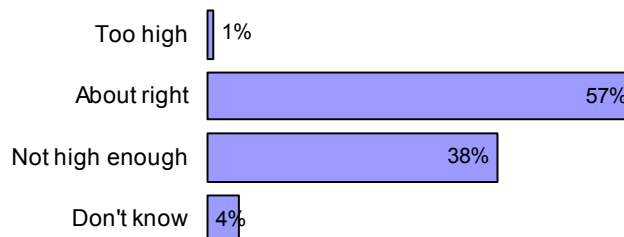
Chart 21 - Thinking about your local area, overall, how satisfied or dissatisfied are you with the quality of winter maintenance services during this winter?



Base: All respondents (Unweighted 1656, Weighted 1336)

Most people are satisfied with the service, (66% either very or fairly satisfied), though about one in six is dissatisfied. People with access to a car are significantly more likely to be satisfied (67%) than those without (56%). Burnley residents are significantly more likely to feel dissatisfied with the service (37% dissatisfied), more than double the overall average.

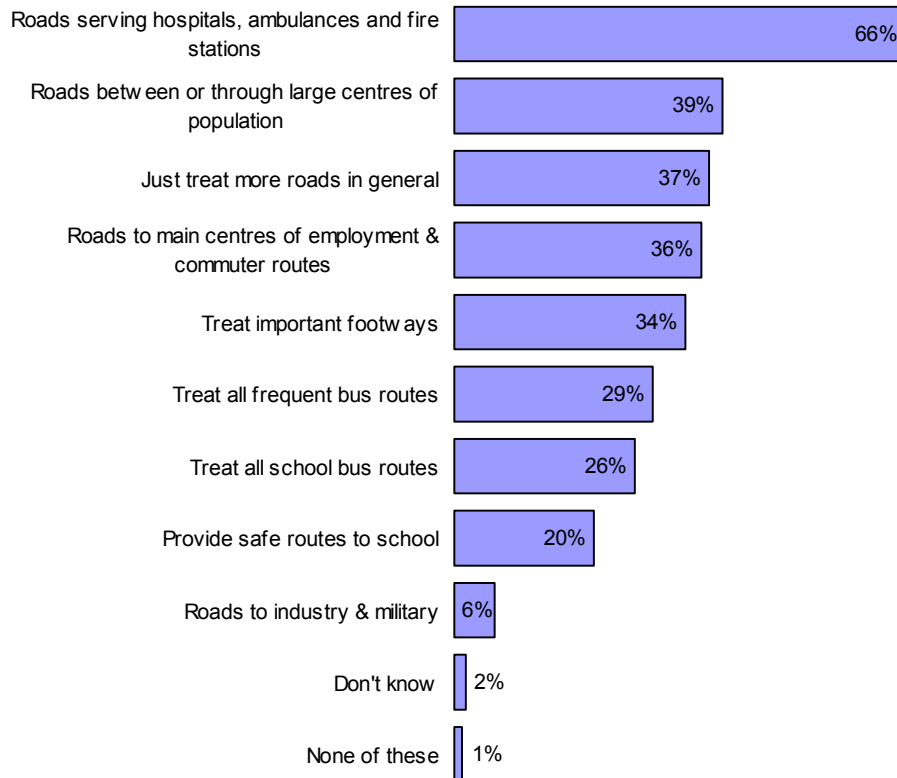
Chart 22 - And would you say that the amount of the road network that is salted during frosty and icy conditions in your local area is...?



Base: All respondents (Unweighted 1656, Weighted 1336)

Over half of the panel say the amount of the road network that is salted is **about right**, but almost two in five say that it is **not high enough**. This is higher amongst female panel members (45%) than male (31%). There were no differences by district.

Chart 23 - Lancashire County Council already salts all principal ‘A’ roads, all ‘B’ roads and Lancashire’s motorways. Which of the following type of other roads and routes, if any, do you think are the most important to treat during the winter?

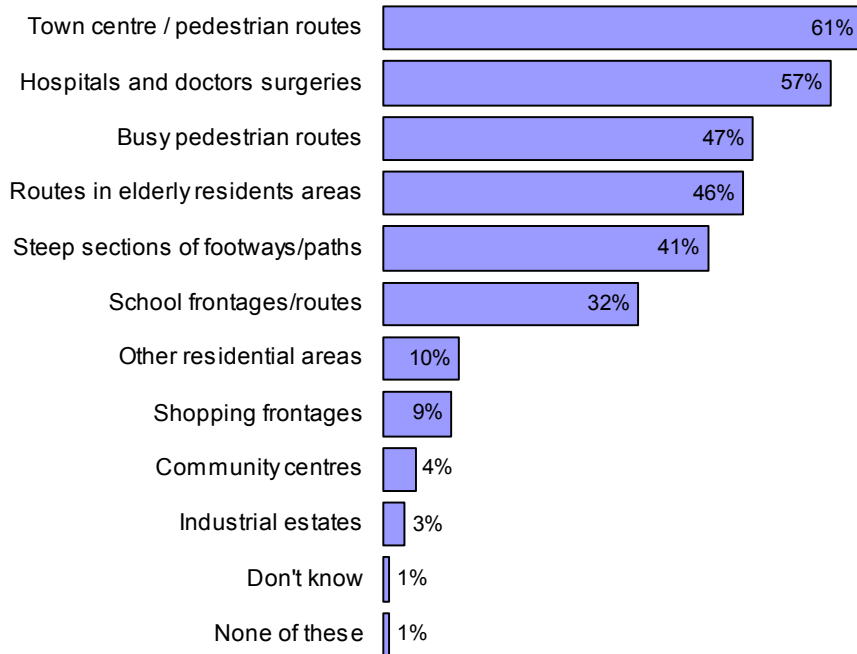


Base: All respondents (Unweighted 1656, Weighted 1336)

Roads serving hospitals, ambulances and fire stations are seen as by far the most important to treat, with two thirds of the panel mentioning them. **Routes for large population centres, more roads generally, commuter routes** and **important footways** all are mentioned by between a third and two fifths of respondents. Only one in five give **routes to school** as a priority, though this is nearly three times as likely to be mentioned by people with children in their household (33%) than those without (13%).

The final question on the survey asked which are the most important areas and routes to treat in very severe weather. **Town centre and main pedestrian routes** are seen as the most important (61%) followed by **hospitals and doctors surgeries** (57%).

Chart 24 - And, in very severe weather which of the following areas and routes, if any, do you think are the most important to treat during winter?



Base: All respondents (Unweighted 1656, Weighted 1336)

6 Summary

6.1 Countryside services

- **Walking and rambling** is the top reason for visiting Lancashire's countryside (73%), followed by the countryside scenery and visiting attractions (51%).
- Over half of the panel use the countryside of Lancashire at least once a week (54%), with 12% saying they use it **daily**.
- **Parkland and picnic sites** (56%), **canal-side paths** (52%) and **fields and meadows** (47%) are the most used types of countryside.
- Most respondents use their **cars** to reach the countryside (76%), so road access and parking need to be considered.
- Three-quarters of respondents don't make as much use of the countryside as they would like (75%, increasing to 87% in Preston).
- **Not having enough time** is the most common barrier to use (33%), followed by **litter or dog fouling** (28%) and **not having enough information** (25%).
- **New paths** (47%) and **links to create circular routes** (43%) are seen as the most important ways to improve Lancashire's countryside.
- Only 4% of respondents consider themselves **very informed** about countryside facilities and events, half are either **not very well informed** or **not informed at all** (52%).
- The countryside of Lancashire is very important to two in five of the citizens panel (60%) and only 2% rate it as unimportant to them.
- One in five respondents (21%) did not know Lancashire County Council maintained public rights of way and half did not know the Council runs Beacon Fell Country Park (53%).

6.2 Minerals and Waste Planning

- Three in five respondents thought an **exhibition or open day** was the best way for them to get involved in the Minerals and Waste Development Framework (62%).
- More than three-quarters of respondents thought a **printed copy sent through the post** would be the best way to receive the draft framework (78%).
- Either a **questionnaire** (57%) or a **response form** (56%), are the most popular ways to tell the Council about the framework.
- Holding **events during the day** (60%) would be the easiest way for the over 60s to let the Council know about the framework, while **events during the evening** were more popular for the under 60s (65%).
- **Local libraries** (84%) and **council offices or town halls** (66%) are seen as the best places to make the final framework available.
- One in seven (14%) of the panel say they are **very interested** in being involved in the development of the MWDF, two in five (41%) are **fairly interested** and 54% are either **not very interested** or **not at all interested**.

6.3 Highway and Winter Maintenance Services

- **Patching** (68%) is considered the most important highway maintenance service followed by **footway maintenance** (60% overall, rising to 73% among non-car users).
- One in six respondents is **very satisfied** with the winter service, with two thirds satisfied overall (66%). Burnley residents are more than twice as likely to be dissatisfied (38%).
- Most respondents think that the amount of the network that is salted is **about right** (57%), though a sizeable minority think that it is **not enough** (38%).
- In addition to 'A' and 'B' roads, panel members are most likely to consider roads **servicing hospitals, ambulances and fire stations** to be most important to treat during the winter (66%).

- **Routes for large population centres, more roads generally, commuter routes and important footways** all are mentioned by over a third of respondents to be most important to treat.
- In very severe weather, **town centre and main pedestrian routes** are seen as the most important to treat (61%), followed by **hospitals and doctors surgeries** (57%).

7 Conclusions

7.1 Countryside services

Nine in ten panel members consider Lancashire's countryside to be important to them for leisure, with three in five saying it is very important to them. This is significantly lower however amongst black and ethnic minority respondents and those who don't own their own homes.

More than half of the panel make use of the countryside once a week or more, with one in eight using it every day. One in five respondents uses it less than once a month. Three in four of the panel do not make as much use of Lancashire's countryside as they would like; nine in ten in Preston. Two of the top three reasons for this are not having enough time and not having enough information. The other is too much litter or dog fouling. These answers suggest that either providing more information on the service or providing it in a more suitable way should be a priority, as should be the provision of litter and dog bins.

Parkland, country parks and picnic sites are the most used types of countryside, followed by canal-side paths and fields and meadows. Specifically, the Trough of Bowland is the site that the most respondents say they have used in the last year (54%), followed by Beacon Fell Country Park (40%). One quarter of the panel said they had used none of the options given though. As formal parks are visited most, especially by black and ethnic minority respondents and the young, these could be the sites to introduce people to the country parks and other less formal areas. Provide information in formal parks on the less formal sites and hold events in the less formal sites, giving more reason for people to go there and encouraging first time visits.

Similar numbers feel very or fairly well informed about countryside services (45%) as not very informed or not at all informed (52%). The youngest 16-24 year old age group feel least informed (76% uninformed) along with black and ethnic minority respondents (68%). Communications and information provision needs to be a priority for countryside services, particularly to these groups. Respondents are most likely to find out about the Lancashire countryside by reading local newspapers or hearing from friends, neighbours and relatives. A third of the panel use the County Council newspaper Vision. The most preferred method to find out about countryside events and activities is by a leaflet delivered through the door, chosen by half of respondents. Local newspapers and information in shops and supermarkets are also preferred options. These three options are also the most preferred by people who consider themselves uninformed.

Three-quarters of the panel use their cars to reach the countryside, meaning that road access and adequate parking needs to be considered for

sites. Cross-promotion at other sites, maps giving clear road directions and signposting are also important.

Ensuring paths are cleaner, better maintained and people have more access to information on the countryside are the key priorities. Also, since half of respondents did not know the Council ran Beacon Fell Country Park it is important to make sure the sites are clearly branded as being run by Lancashire County Council, so Lancashire residents know where their council tax is being spent.

7.2 Minerals and Waste Planning

An exhibition or open day is seen as the best way for respondents to get involved in the framework. Posting a printed copy through the post is seen as the best way to send the draft framework, particularly for lower social group respondents. Completing a questionnaire or standard response form are the most popular ways to tell the council about the framework.

Events during the evening are most suitable for people aged less than 60 and events during the day are most suitable for people over 60. It would be preferable to have a mixture of day and evening events if possible to maximise the possible audience.

The completed framework would be best placed in libraries and council offices or town halls.

Overall one in seven of the panel would be very interested in being involved in the development of the framework and over half are either very or fairly interested.

7.3 Highway and Winter Maintenance Services

Patching is the highest highway priority for car owners, while footway maintenance is the highest priority for non car users. Structural road maintenance and drainage maintenance both have over a third of the panel rating it as a priority.

Two thirds of respondents are satisfied with the quality of winter maintenance services, with one in six very satisfied. Burnley residents are more than twice as likely to be dissatisfied, so service in this district needs to be investigated further.

Over a third of respondents don't consider the amount of the road network to be treated is high enough, with women more likely to think so than men. Roads serving hospitals, ambulances and fire stations are thought most important to be treated in the winter, (in addition to 'A' and 'B' roads), with two thirds agreeing. In very severe weather, town centre and pedestrian routes and hospitals and doctors surgeries are the most important to treat.

8 Appendix

8.1 Socio-Economic Group Definitions

These groups are based on Market Research Society definitions and on the respondent. They are graded as A, B, C1, C2, D and E.

Group A

- Professional people, very senior managers in business or commerce or top-level civil servants.
- Retired people, previously grade A, and their widows

Group B

- Middle management executives in large organisations, with appropriate qualifications
- Principle officers in local government and civil service
- Top management or owners of small business concerns, educational and service establishments
- Retired people previously grade B, and their widows

Group C1

- Junior management, owners of small establishments, and all others in non-manual positions
- Jobs in this group have very varied responsibilities and educational requirements
- Retired people, previously grade C1, and their widows

Group C2

- All skilled manual workers, and those manual workers for responsibility for other people
- Retired people, previously grade C2, with pensions from their job
- Widows, if receiving pensions from their late partner's job

Group D

- All semi skilled and unskilled manual workers, and apprentices and trainees to skilled workers
- Retired people, previously grade D, with pensions from their late job
- Widows, if receiving pensions from their late partner's job

Group E

- All those entirely dependant on the state long term, through sickness, unemployment, old age or other reasons
- Those unemployed for a period exceeding six months (otherwise classified on previous occupation)
- Casual workers and those without a regular income

8.2 Marked Up Questionnaire