



Life in Lancashire Wave 10

Fieldwork 7 November - 5 December 2003

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1 Executive Summary

This wave of the Life in Lancashire panel is concerned with economic development and the environment. All 2930 member of the panel were mailed one mailing and one reminder and 1608 replies were received at a response of 55%.

1.1 Economic Development

Economic findings for Lancashire residents include:

- encouraging more jobs is the most important economic priority and third most important for life in general
- manufacturing and transport and communications are considered the key economic sectors to grow
- Stable jobs for employees, good future prospects for employees and training and development are considered most important to create the right kind of employment opportunities in Lancashire
- the most popular ways to improve the economy for business are the opening of new transport links and the opening of new business parks
- Lancashire County Council is seen as the most important organisation for improving Lancashire's economy.

Different sectors of the population do have different priorities however. People from ethnic minorities, for example, are especially keen on the employment area of banking, finance and insurance compared to the population at large and young people (16-24) are most likely to consider the areas of public administration, health and education should be allowed to grow. Burnley residents rate manufacturing and construction especially highly, while Rossendale residents are most likely to say that hotels and distribution should be encouraged.

Training and development is particularly important, since not only is it given as the third most important economic factor, it is given as the best way to achieve Lancashire's economic priorities and a lack of skills in the local workforce is considered most restricting to job creation in the county. Lancashire residents clearly consider this needs to be supported.

Communication is highly important as one quarter of respondents say they do not know what the County Council does in economic development, and the less than one in six thought it provides financial support for business. It is key therefore to consider what information on economic issues is to be

communicated, to whom and in which way as nearly a third of people say there is not enough information on economic development for their needs.

1.2 Environment

Environmental findings for Lancashire residents include:

- the protection and improvement of the environment is residents joint most important general local issue, as important as the reduction of crime
- the greatest environmental concern for Lancashire residents is the level of traffic congestion and pollution - 62% say they are somewhat concerned by this and 64% say it has got worse in the last five years
- the single most important environmental issue is to reduce greenfield building closely followed by reducing vehicle pollution
- three out of four people say they recycle cans, bottles, paper or plastic regularly, and three in five people say the amount recycled has got better in the last five years.

These concerns and priorities do vary by subgroup and geographically however, for example East Lancashire residents are particularly concerned about derelict buildings, Lancaster residents about traffic and people from ethnic minorities are more likely to be concerned about air quality.

High concern over derelict and contaminated buildings ties in with the greatest environmental concern overall, reducing building on greenfield land, meaning the regeneration of brownfield sites is a key issue for Lancashire residents and needs to be encouraged.

Traffic congestion and pollution cause the most worry to people over the whole county and nearly two thirds say it is getting worse but only half of respondents say they have deliberately used public transport. Therefore strategies need to line in with transport policies to reduce private car usage and a wide culture change is needed

There is a need for targeted information to be published. How the information is sent, particularly people from ethnic minorities, the under 25s and council or housing association tenants, who all recycle less, is important. Newspapers and leaflets through the door as seen as the best media for all subgroups, including the above

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, so this effect should be small.

3 Research Objectives

The research objectives for wave 10 focus on the topics of economic development and protecting Lancashire's environment. The main questions areas were:

- Assessing the priorities for developing Lancashire's economy and how these should be encouraged.
- Finding how residents find out about economic development activity in the county and the role of Lancashire County Council in those activities.
- Prioritising the main factors for improving the local area for residents in the county.

- Gauging the level of concern that panel members have with the current environmental factors in Lancashire and which are the most important to improve.
- Understanding the number of activities undertaken by panel members to protect the environment.
- Gaining insight into out how residents find out about environmental issues and their future information needs.

4 Methodology

Wave 10 of Life in Lancashire was sent to 2930 members of the panel on 7th November. A reminder was sent to non-respondents on 28th November. The fieldwork ended on 5 December 2003.

No incentive for respondents to complete the questionnaire was given. In total 1608 questionnaires were returned, giving an overall response rate of 55%.

All data are weighted by gender, age, ethnicity and district and figures are based on all respondents unless otherwise stated. The weighted responses have been scaled down to reflect the effective response of 1296, which is the equivalent size of the data if it had not been weighted and was a perfect random sample.

5 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%
1296	3%	3%	2%

On a question where 50% of the people in a sample of 1296 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.

6 Main Research Findings

A marked up questionnaire can be found in Appendix 1.

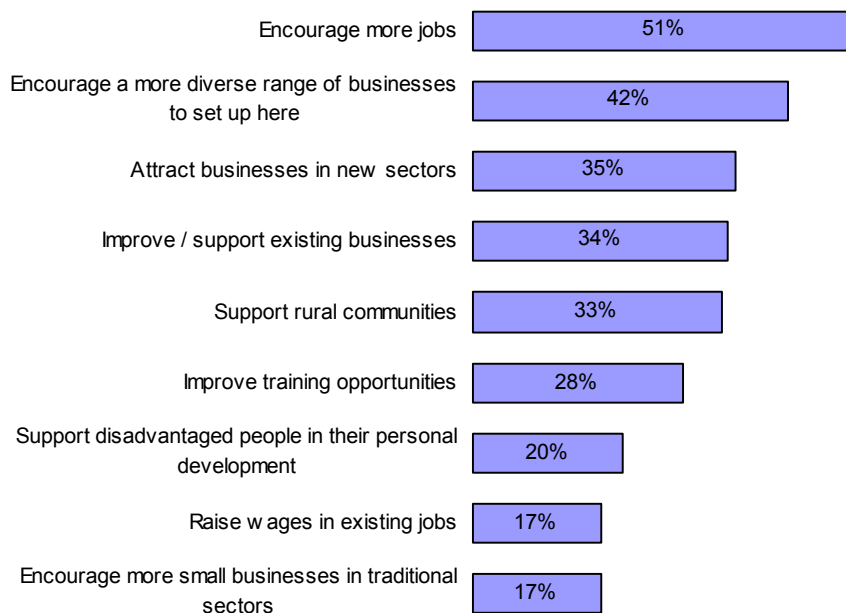
6.1 Developing Lancashire’s Economy

6.1.1 Lancashire’s Economic Priorities

Panel members were asked to indicate from a list of priorities what they thought were the most important for Lancashire County Council to undertake. Chart 1 summarises the results.

The most important priority panel members indicated for Lancashire County Council was to encourage more jobs. Over half of respondents cited this as an important factor (51%). The next most frequently mentioned was to encourage a more diverse range of businesses to set up in Lancashire (42%), followed by attracting businesses in new sectors (35%).

Chart 1 - Which TWO or THREE, if any, of these possible priorities for Lancashire’s economy do you think are the MOST important for Lancashire County Council to do?



Base: All respondents (1296)

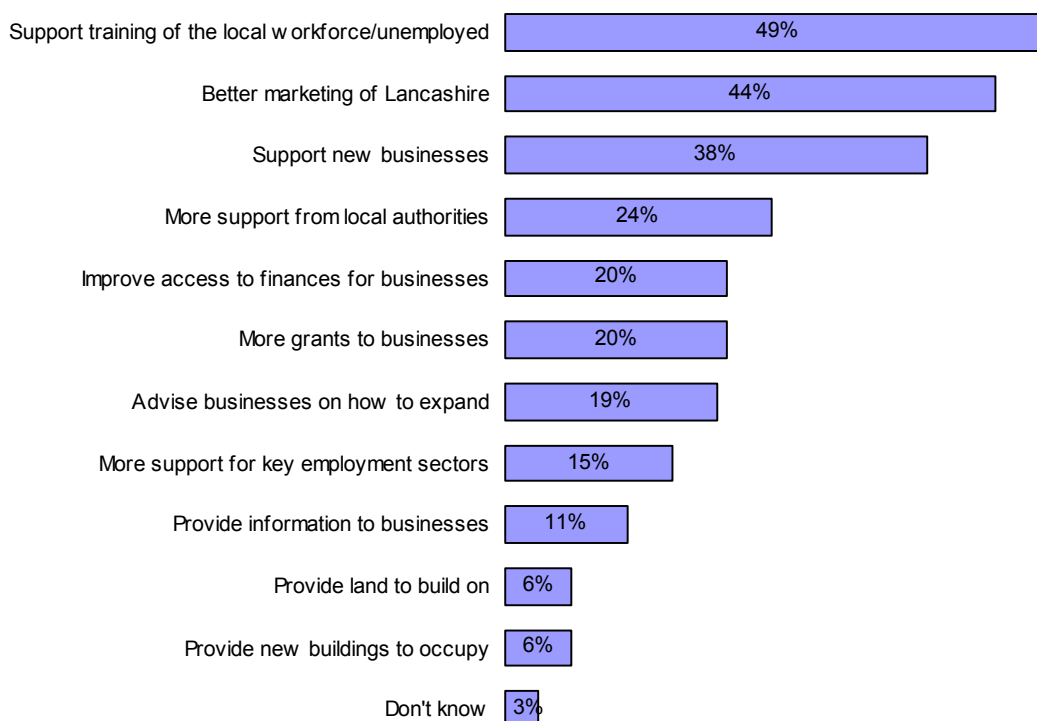
Particularly high responses were given to encouraging more jobs by people from ethnic minorities (78%) and residents of Hyndburn (63%) and Burnley (61%). Unsurprisingly, people from a rural area (48%), consider supporting rural communities to be a priority, while council or housing association

tenants rate improving training facilities particularly highly (46%). Other priorities show broad similarity across all areas.

The next question asked panellists how they thought these priorities should be achieved. Chart 2 shows the results.

Almost half of respondents thought that support should be given to the training of the local workforce and the unemployed. This was followed by 44% who thought that the marketing of Lancashire should be better and 38% who thought support should be given to new businesses.

Chart 2 - Which TWO or THREE, if any, of the following do you think would be the best way for these priorities to be achieved?



Base: All respondents (1206)

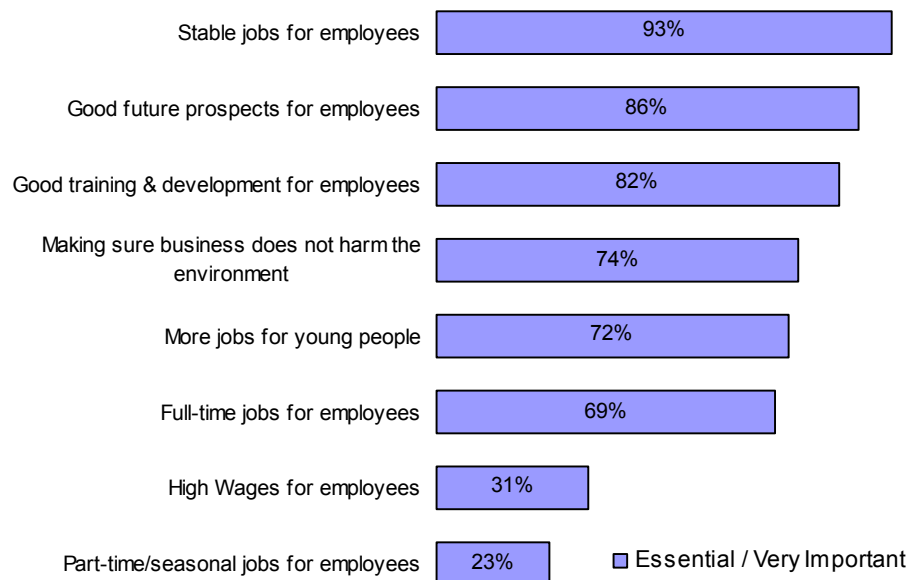
As in the above chart, support and training of the local workforce / unemployed is the greatest response, with people of ethnic minorities (67%) the highest subgroup identifying this as a priority. Marketing of Lancashire is less of a concern for the under-25s (27%), while other priorities show consistent agreement across subgroups.

6.1.2 Creating Employment in Lancashire

Respondents were asked what factors they thought would influence the creation of jobs in Lancashire and how important each of these factors was. The results are shown in chart 3 below.

Panel members felt that the most important (ie either essential or very important) factors were to give employees stable jobs (93%), for there to be good future prospects (86%) and for good training and development to be given to employees (82%). The factors that were the least important, as perceived by respondents, were for employees to be given high wages (31%) and for part-time/seasonal jobs to be available (23%).

Chart 3 - How important or unimportant do you think the following economic factors are in creating the right kind of employment opportunities in Lancashire?



Base: All respondents (1157)

Stable jobs for employees is rated most important, especially by people living in council or housing association accommodation (61% rating as essential). There is no dissimilarity by location however.

Good future prospects for employees is again of high importance to council and housing association residents, whilst people from social group AB have the lowest rating, though this is still rated as important (21% essential).

Making sure business does not harm the environment shows more variation, with West Lancashire (58% essential) and Preston (only 30% rating as essential) significantly high and low respectively. There is however only a small difference between people living in urban and rural

areas overall. The youngest panel members, (aged 16-24), also had gave least importance to this issue, with only 23% rating as essential.

Surprisingly, more jobs for young people is not a particularly high concern for the youngest age group, with the fraction rating as essential or very important, close to the overall average at 71%. It is a significantly high concern for the over 60s and a significantly low concern for the 25-44 age group.

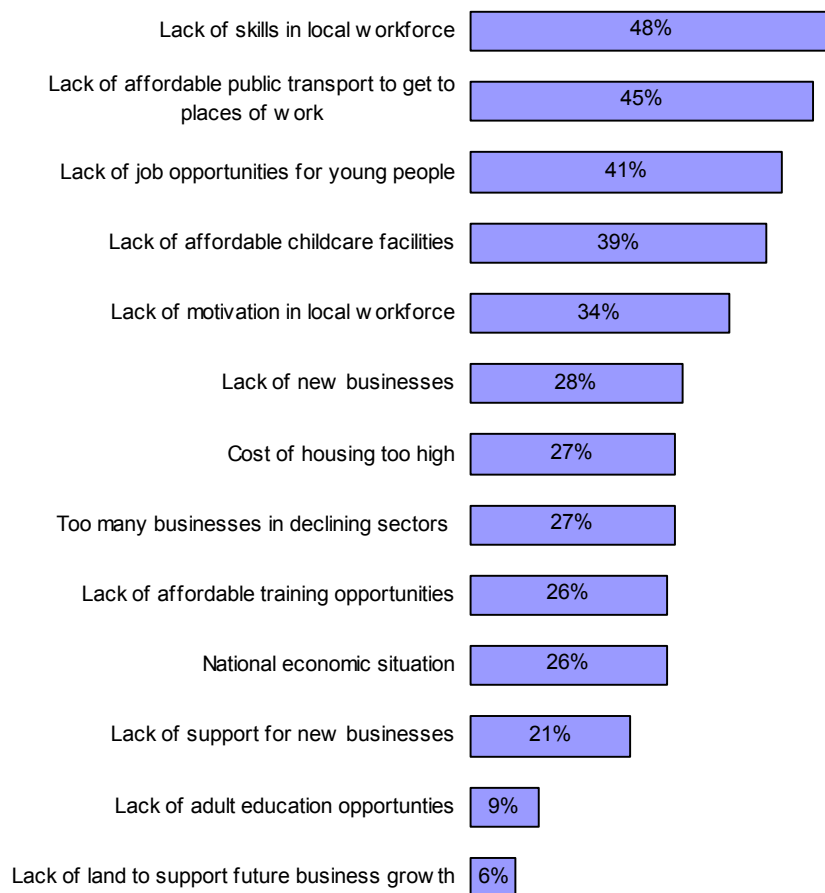
Full time jobs for employees is rated significantly highly by the over 60s and significantly low by members under 25 and those in part time work. Again there is no significant difference by district.

High wages for employees and part-time/seasonal jobs for employees received the least importance, with both showing a significant difference between men and women, each having men rating them as unimportant and women the opposite. People from ethnic minorities and those living in council or housing association accommodation also rated high wages significantly more important. Members in social group AB rated both these options significantly unimportant.

The next question asked what factors the panel members thought were restricting job growth in Lancashire. These are shown in chart 4.

There was a broad range of factors indicated by panel members that they felt restricted job creation. The most commonly mentioned reason was the lack of skills in the workforce. This supports the need to improve training and development cited in the answers to the two previous questions. The next most mentioned reason was the lack of affordable public transport followed by the lack of job opportunities for young people.

Chart 4 - Which, if any, of the following do you feel restrict new job creation in Lancashire?



Base: All respondents (1209)

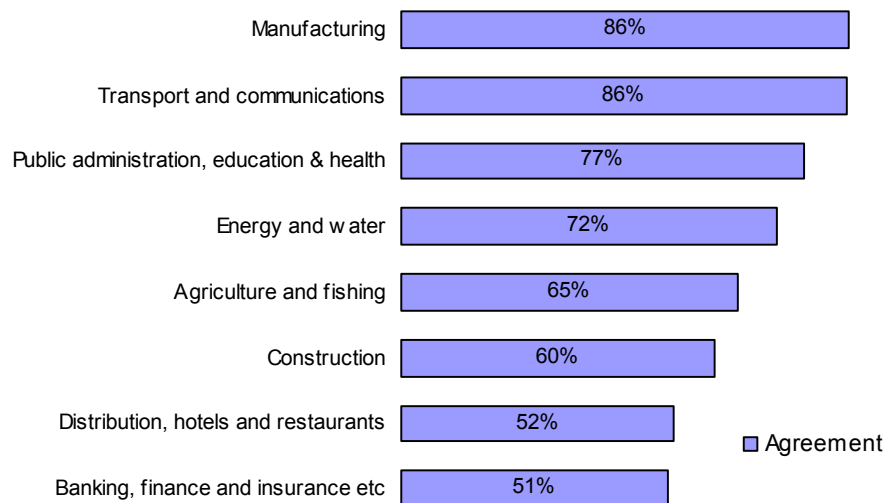
The response for this question was broadly similar across all sectors, with a few notable exceptions. Panel members from ethnic minorities were more concerned than the average for lack of job opportunities (66%) and cost of housing too high (42%). Lack of skills in local workforce varied from Burnley (59%) and Hyndburn (58%) to Ribble Valley at 36%. Lack of job opportunities for young people again was highest in Burnley (60%) and lowest in Ribble Valley (30%), but the opposite was true of concern over cost of housing being too high, with Ribble Valley at 42% and Burnley only 12%.

Respondents then detailed which economic sectors they thought should be encouraged to grow in Lancashire. Chart 5 shows the results.

Over four in five respondents agreed that manufacturing should be the economic sector that is encouraged to grow. The same proportion agreed that transport and communications was a sector that should be encouraged to grow. The sectors with the lowest agreement from respondents for

encouraging them to grow were the distribution, hotels and restaurants sector and the banking, finance and insurance sector.

Chart 5 - To what extent do you agree or disagree that the following economic sectors should be encouraged to grow?



Base: All respondents (1140)

Manufacturing is the joint most popular industry for being encouraged to grow, though this does show some variation across subgroups; a significant difference occurs above and below the age of forty-five, with residents generally rating it as more important the older they are. For 16-24 year olds 17% agree strongly, for 25-44 year olds 37%, 45-59 year olds at 50% and 53% of the over 60s strongly agreeing. There are also significantly more men (52% strongly) rating this highly than women (35% strongly), and social group C1 (36% strongly) rates this significantly lower than the overall mean. Burnley shows a significantly high proportion above the overall mean (57% strongly).

Transport and communications also shows a bias with age, though less than manufacturing, with the over 60s significantly higher than the average and 16-24s significantly lower. People living in council or housing association accommodation rate transport and communication very highly, with 59% agreeing strongly compared with only 42% overall.

Public administration, education and health shows a significant difference between men and women, with 86% of women agreeing these should be allowed to grow, but only 69% of men. People in council or housing association tenure agree significantly strongly (88% agreeing), while people from social group AB agree significantly less (only 67%).

Energy and water is the next most popular area, with people over 60 again rating it significantly high, but this time people in full time work rating it

lowly. Burnley rates this significantly highly (86%). Agriculture and fishing has the over 60s again rating it particularly highly (75% agreeing), with all other groups broadly agreeing.

Construction is rated significantly highly by Burnley residents (79% compared to 60% overall). Encouragement for distribution, hotels and restaurants to grow is significantly high in Rossendale, (64% compared to 52% average). Banking, finance and insurance receives a high agreement from people from ethnic minorities at 75% compared with 51% overall.

In addition to these given answers, space was left for an open answer of another sector to be encouraged to grow. Only 39 members filled this in, but the areas of leisure and tourism, training and development, retail, electronics and small local businesses were all mentioned.

6.1.3 Communicating Economic Development

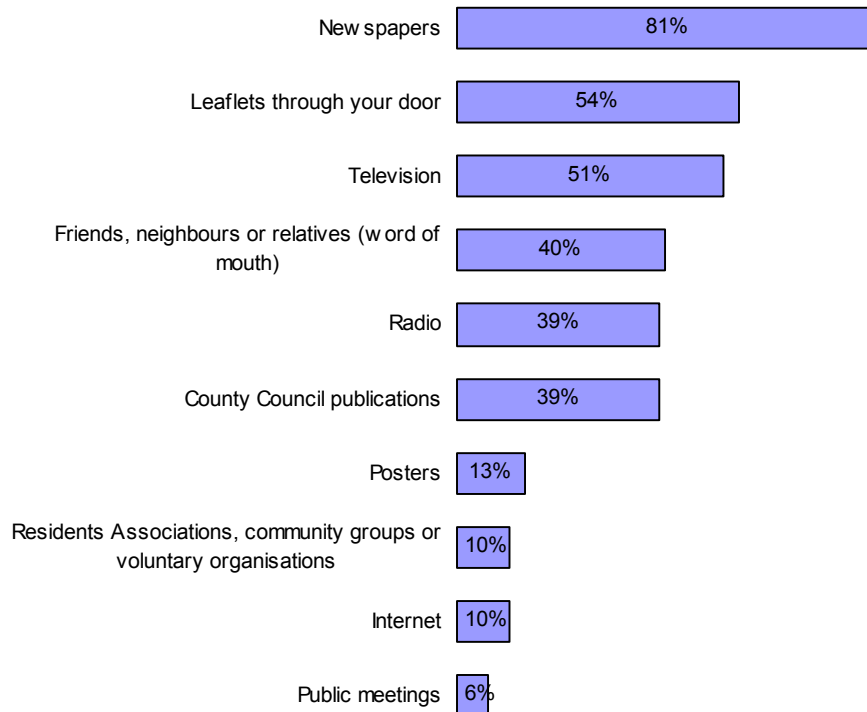
The next questions looked at the level of information people received about economic development in Lancashire, if it was enough for their needs and how they found out the information.

Too much for my needs	About right for my needs	Not enough for my needs
7%	62%	31%

The over 60's were significantly more likely to say that there was too much information for their needs (11%), while 25-44 year olds were significantly likely to say there was not enough (41%).

Chart 6 below describes the methods people found out information about economic development in Lancashire. The vast majority (81%) of respondents find this out in newspapers. This is significantly higher than any other media. Leaflets and television are other channels used to gain information. Respondents were least likely to find out economic development information from public meetings or groups of which they are members. Therefore any communications, promotions or marketing to local people should be done through the top three media mentioned here to gain maximum impact and exposure.

Chart 6 - How do you find out about economic development issues in Lancashire?



Base: All respondents (1256)

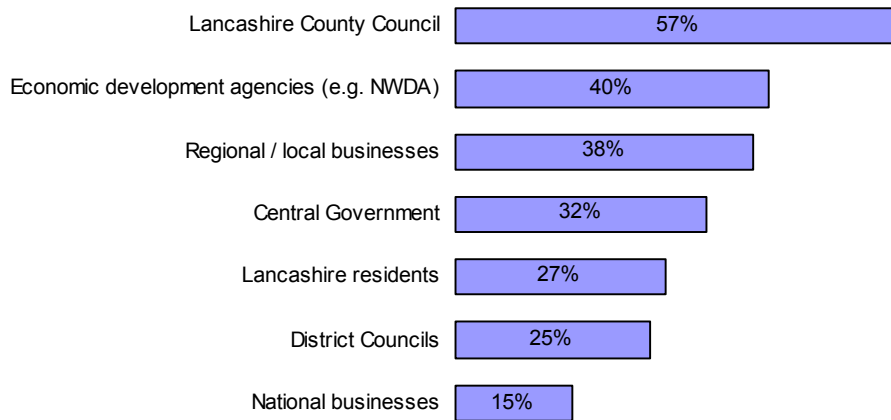
This question was quite similarly answered across all subgroups, with the exception of people from ethnic minorities being nearly three times as likely as the panel overall to get their information from posters (35%).

6.1.4 Lancashire County Council's Role in Economic Development

Firstly panel members were asked which agencies they thought were the most responsible for improving the economy in Lancashire. Chart 7 summarises the results.

Lancashire County Council is seen by almost three in five respondents as the agency most responsible for improving the economy of Lancashire. This is in comparison to only one quarter of think that district councils have the most responsibility. Therefore the County Council is in the position that it is seen as the lead agency in the county. But, this responsibility also means that it must act and be seen to act to improve the economy of the county. However the fact that the respondents are members of a panel from Lancashire County Council means this answer may be artificially inflated compared to the population as a whole.

Chart 7 - Which TWO or THREE, if any, of the following do you think are the most responsible for improving the economy in Lancashire?



Base: All respondents (1252)

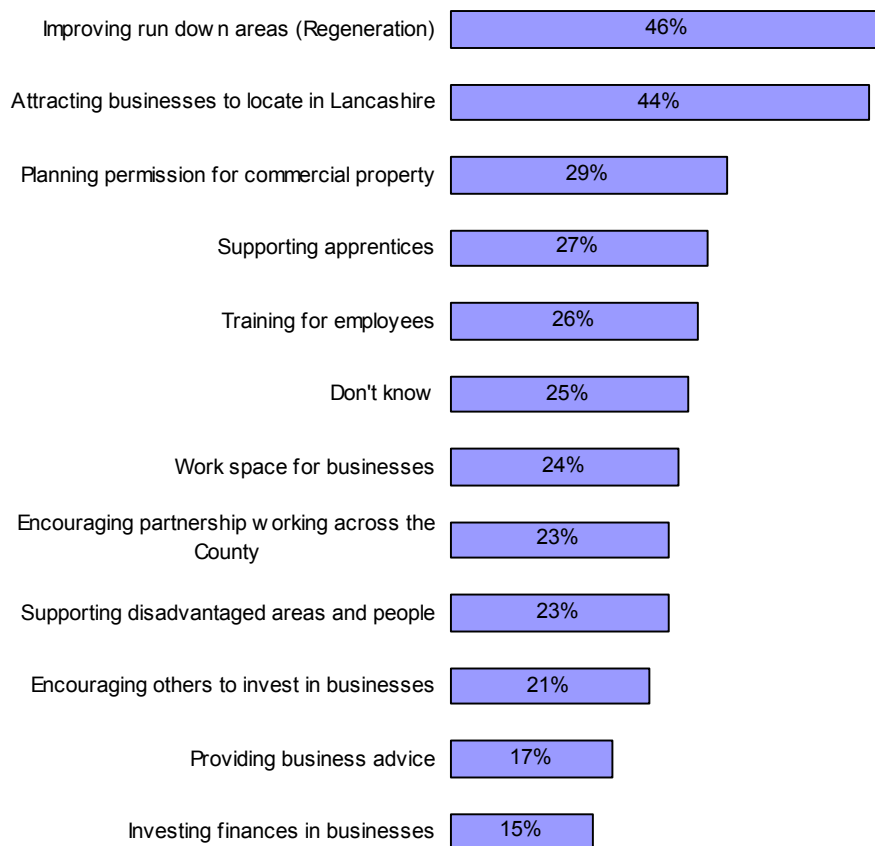
No notable variations were seen by subgroup.

Secondly respondents were asked what role they thought Lancashire County Council has in developing Lancashire’s economy. Chart 8 gives the results.

The two main provisions that respondents see Lancashire County Council delivering are improving run down areas (46%) and attracting businesses to locate in the county (44%). Both of these are very action orientated and have very visible results: areas are improved and businesses locate in them. They are also inextricably linked in that a regenerated area should be a more attractive proposition for a business to locate into.

The financial support is least likely to be seen as provided by the County Council. This could be an opportunity to advertise this fact, to show residents what the Council is providing.

Chart 8 - Which, if any, of the following do you think Lancashire County Council provide to improve economic development in Lancashire?



Base: All respondents (1232)

Some variation was seen on the question of regeneration, with an average of 46% but varying from 59% (Burnley) to 36% (West Lancashire). Also it should be noted that a quarter of respondents answered “Don’t know”.

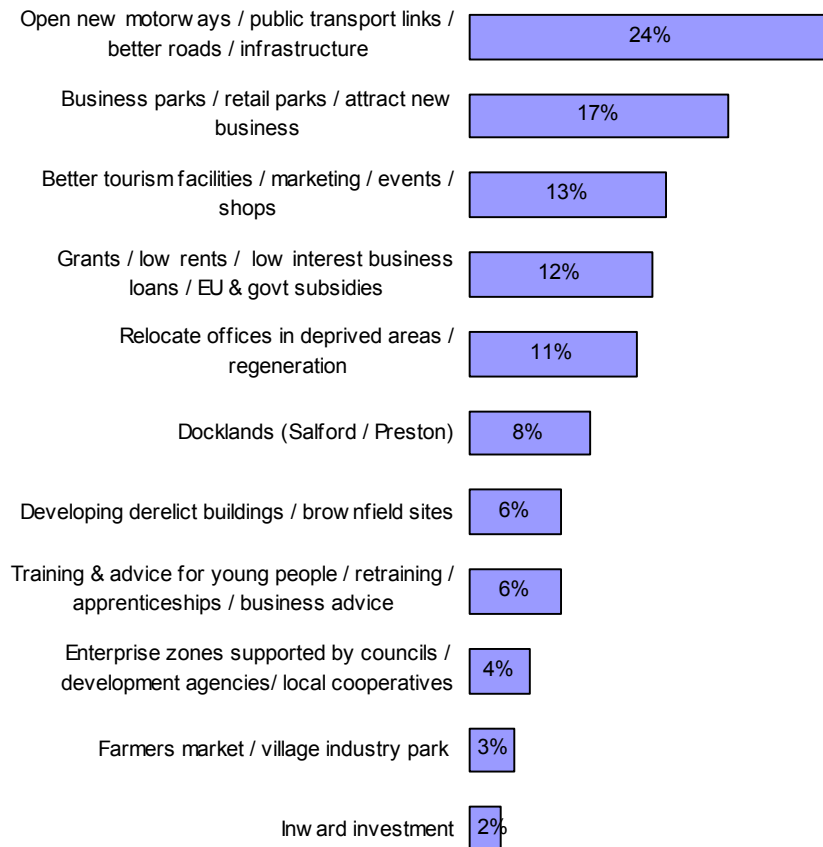
6.1.5 Examples of Economic Development

Respondents were asked to give examples of good ideas they have seen either in Lancashire, the UK or abroad to develop an areas economy for both businesses and residents. There was a range of different answers to this open question. The most cited comments of examples to develop an area’s economy for business are listed in chart 9.

The answers to this question support the finding elsewhere in this report. Access to and from any economic area was the most commonly cited factor to improve the economy of an area. Secondly, there should be business and retail parks to attract new businesses. There should be improved tourist services and events to attract people to an area with marketing support. Grants and financial incentives should be in place to encourage businesses

to locate in an area. Regeneration should take place in areas or businesses should be supported to locate in areas that are deprived.

Chart 9 - The best thing I have seen to improve the economy of an area for business is...



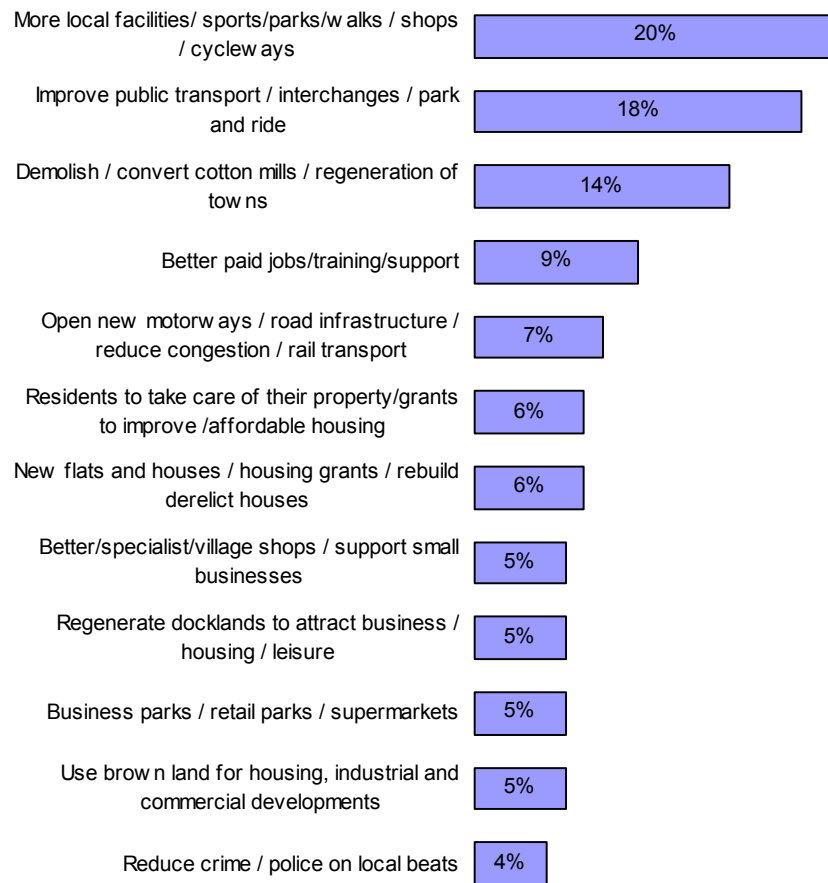
Base: All respondents (261)

For where the respondents had seen the improvements, 49% had seen the improvement in Lancashire, 47% elsewhere in the UK and 18% abroad.

The most cited comments for examples of improving the economy of an area for its residents are listed in chart 10.

The results to this question have some broadly similar themes to the answers given above. Facilities for shopping and recreation were the top mentions. This was followed by improvements in public transport and thirdly regeneration.

Chart 10 - *The best thing I have seen to improve the economy of an area for its residents is...*



Base: All respondents (206)

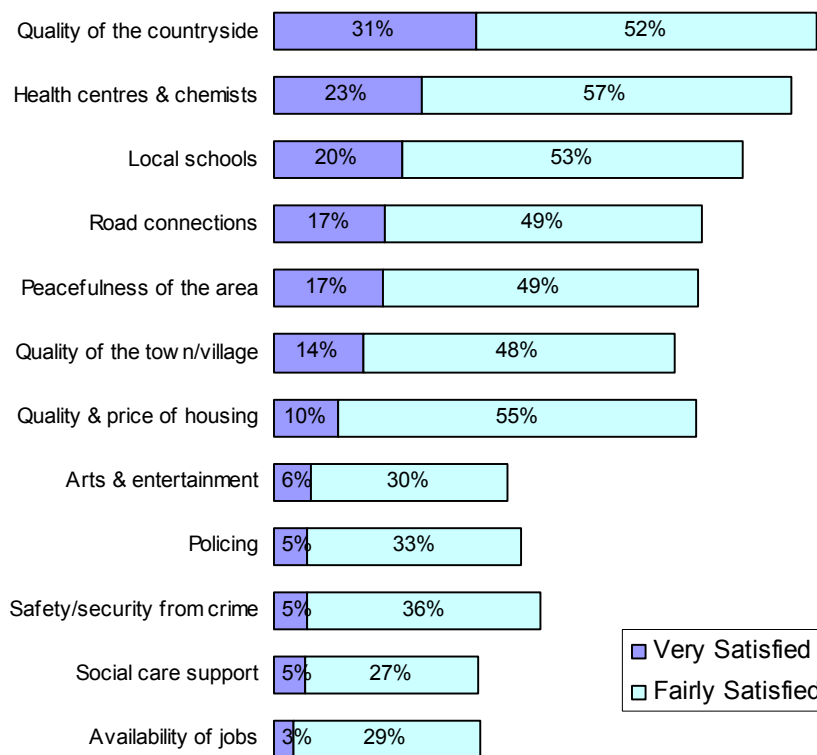
54% of the improvements were seen in Lancashire, 42% elsewhere in the UK and 17% abroad.

6.2 Improving the Local Area

Respondents were asked overall how satisfied they were with a number of aspects of their local area. The results are outlined in chart 11.

There tended to be most satisfaction from respondents with the quality of the countryside (83%), health centres (80%) and local schools (73%). The lowest satisfaction scores were in the availability of arts and entertainment (36%), social care (32%) and availability of jobs (32%).

Chart 11 - Thinking about your local area, please indicate how satisfied or dissatisfied you are with each of the following factors that could affect how you feel about your local area.



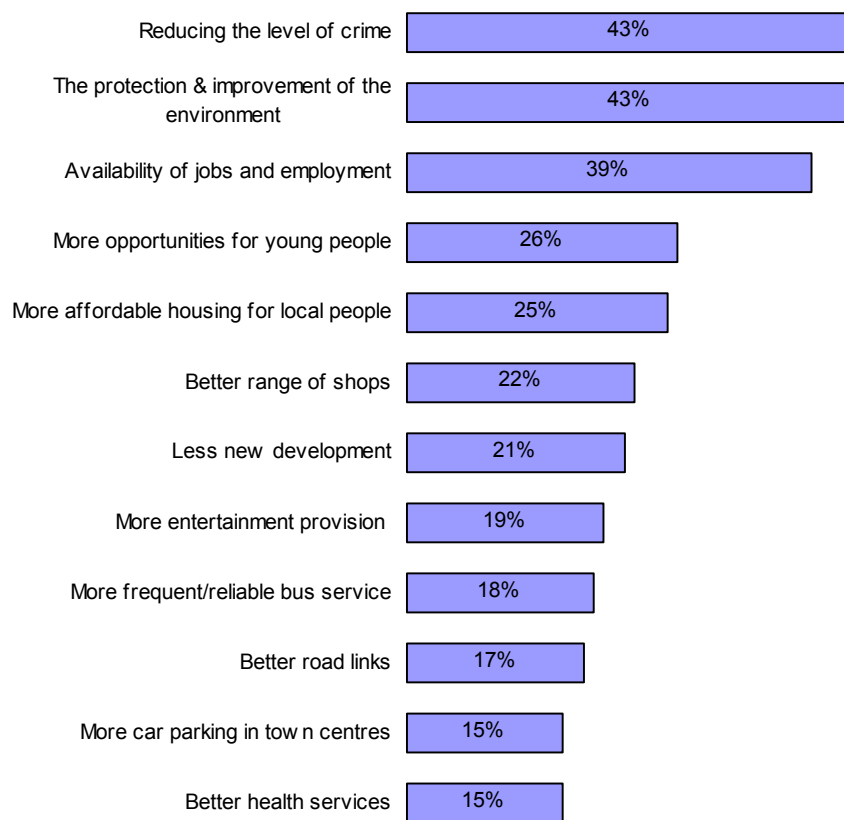
Base: All respondents (1233)

Local schools are considered least well in Burnley (21% dissatisfied compared with just 8% overall). Satisfaction over road connections is significantly low for Lancaster residents (46% satisfied compared to 66% overall). Policing is rated least highly in Rossendale (21%). Social care support is rated significantly highly by the over 60s (50%). Satisfaction over job availability is particularly low amongst people from ethnic minorities (only 20% satisfied) and Burnley residents (24%) but significantly high for Ribble Valley residents (48%).

Panel members were then asked from a list of possibly important factors, which they thought were the most important. These are shown in chart 12.

Reducing crime (43%), the protection and improvement of the environment (43%) and the availability of jobs (39%) stand out as most important for Lancashire residents. Better road links (17%), car parking (15%) and a better health service (15%) are the least popular, with the exception of Lancaster residents who rate road links as the most important issue (43%).

Chart 12 - *And, which TWO or THREE, if any, of the following issues do you think are the most important for the future of your local area?*



Base: All respondents (1287)

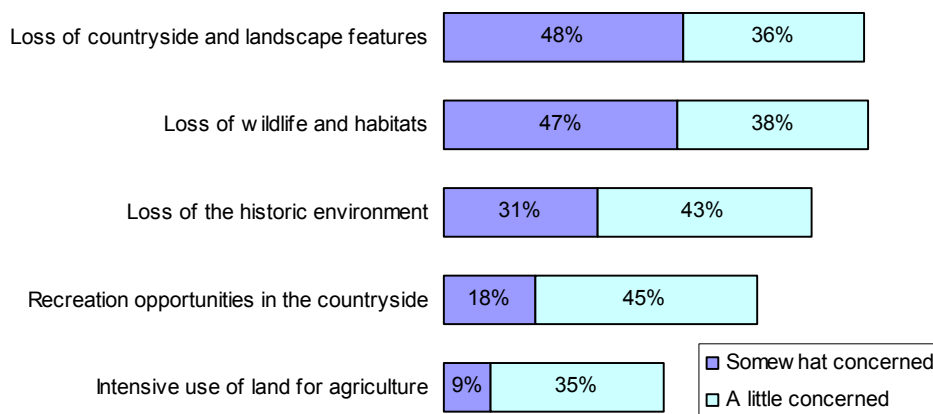
6.3 Protecting the Local Environment

The next section of the questionnaire asked for views on protecting Lancashire’s environment. The first series of questions sought views on what concerns residents saw for their local environment.

6.3.1 Environmental Concerns

Chart 13 shows the concern that residents have for a number of environmental factors. Loss of wildlife and habitats (85% concerned) and loss of countryside and landscape features (84% concerned) worried residents the most, while intensive agricultural use of land (44%) causes the least.

Chart 13 - In your local area how concerned are you about each of the following? - Landscape and Wildlife



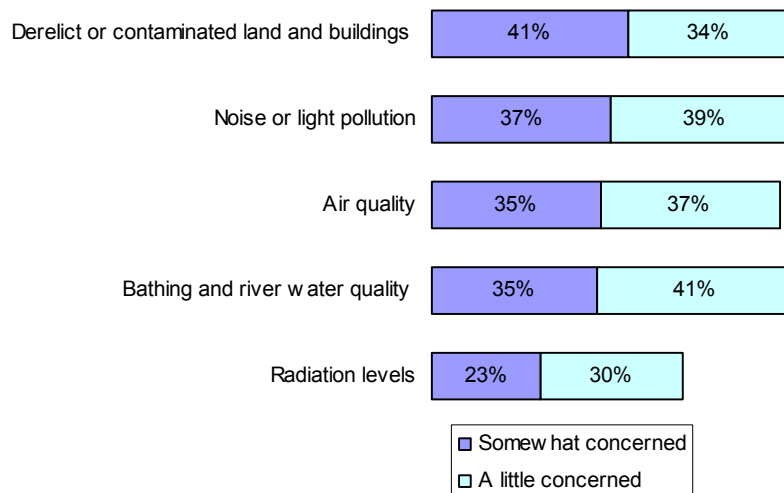
Base: All respondents (1260)

The loss of countryside and landscape features has the highest numbers declaring themselves “somewhat concerned”, though this is significantly lower amongst panel members from ethnic minorities (only 17% somewhat concerned). Geographically, significantly high concern comes from Chorley and West Lancs residents (64% and 58% somewhat concerned respectively), whilst the districts of Lancaster (38%) and Ribble Valley (31%) show the least.

Loss of wildlife and habitats follows a similar path, with Chorley and West Lancs significantly above the overall mean and Lancaster significantly low. The other Landscape and wildlife concerns show no significant differences amongst subgroups with the exception of recreation in the countryside, which causes special concern amongst the under 25s, with 32% somewhat concerned compared with an average overall of just 18%.

The health of the environment was next for respondents to answer on which have similar levels of concern across all factors, as shown in Chart 14.

Chart 14 - In your local area how concerned are you about each of the following? – Healthy Environment



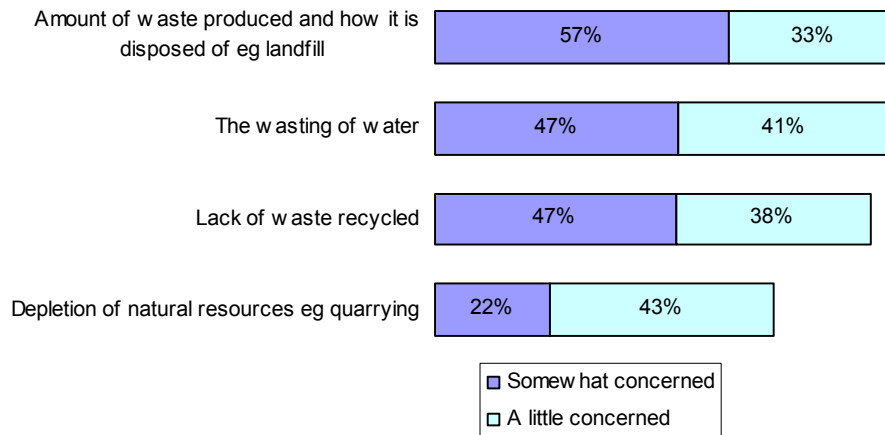
Base: All respondents (1235)

At 41% overall, the greatest healthy environment concern is of derelict or contaminated land and buildings, which is of greatest concern to Burnley residents in particular and East Lancashire panel members in general, (Burnley 65% somewhat concerned, Rossendale 56%, Pendle 54% and Hyndburn 52%). This contrasts with Ribble Valley (21%), South Ribble (33%) and West Lancs (32%). People with a disability (49%), and particularly those living in council or housing association accommodation (57%) rate this significantly high, and there is also a significant difference between people in urban (49%) and rural (32%) areas.

Other significant differences include Burnley residents being most concerned about air quality (50% somewhat concerned). Radiation causes a significant difference between men (19%) and women (27%), while people from ethnic minorities are more than twice as likely to be somewhat concerned by this at 49%, and are also significantly concerned by air quality (58%).

Natural resources and waste concerns varied from 90% concerned about waste production and disposal down to 65% for depletion of natural resources. This is shown in chart 15.

Chart 15 - In your local area how concerned are you about each of the following? – Natural Resources and Waste

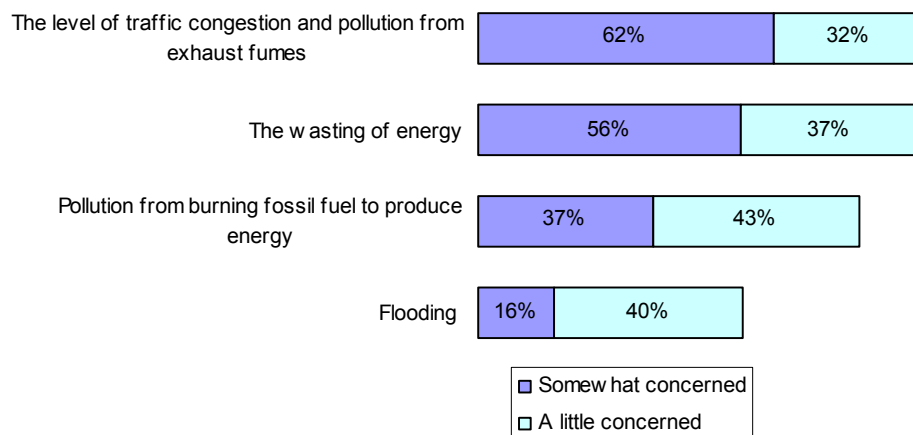


Base: All respondents (1247)

The amount of waste produced and how it is disposed of is of some concern for all panel members, though this is significantly lower amongst the under 25s (43% somewhat). Concern over the wasting of water is significantly high for people with a disability (57%) and low for people in social group AB (36%). The lack of waste recycled is of significantly high concern for 25-44 year olds (54%), but low for the over 60s (39%). All of these factors are broadly similar by district however.

Concern about climate change issues is shown in chart 16. Traffic congestion and the pollution from it (94%) is the greatest concern of all the factors respondents were asked about, while the wasting of energy is of next highest concern (93%).

Chart 16 - In your local area how concerned are you about each of the following? – Climate Change



Base: All respondents (1225)

Only one significant difference occurs by subgroup for traffic pollution with Fylde residents significantly less concerned (45% somewhat concerned compared with an average of 62%). Flooding causes the greatest variation in concern with significantly high subgroups being people with a disability (23%), people from ethnic minorities (38%), and residents of Wyre (28%).

The overall ranking of concern is shown in the table below.

	Somewhat concerned	A little concerned
The level of traffic congestion and pollution from exhaust fumes	62%	32%
Amount of waste produced and how it is disposed of eg landfill	57%	33%
The wasting of energy	56%	37%
Loss of countryside and landscape features	48%	36%
The wasting of water	47%	41%
Loss of wildlife and habitats	47%	38%
Lack of waste recycled	47%	38%
Derelict or contaminated land and buildings	41%	34%
Noise or light pollution	37%	39%
Pollution from burning fossil fuel to produce energy	37%	43%
Air quality	35%	37%
Bathing and river water quality	35%	41%
Loss of the historic environment	31%	43%
Radiation levels	23%	30%
Depletion of natural resources eg quarrying	22%	43%
Recreation opportunities in the countryside	18%	45%
Flooding	16%	40%
Intensive use of land for agriculture	9%	35%

Base: All respondents (1225)

The table below shows how panel members think those environmental factors have changed over the last 5 years in their local area. The proportion of waste recycled is seen as easily the area that has shown the most improvement, 61% rating it as having got better. The worst rated factor is that of traffic congestion, which nearly two thirds of respondents say has got worse (64%). Noise and light pollution also have got worse according to nearly half (45%).

	Got better	Stayed the same	Got worse
Proportion of waste recycled	61%	19%	11%
The amount of waste produced and how it is disposed of	33%	27%	27%
Bathing and river water quality	20%	39%	17%
Energy conservation	19%	45%	12%
Recreation opportunities in the countryside	13%	57%	14%
Water conservation	13%	46%	18%
Quality of the countryside and landscape	12%	58%	25%
Pollution from burning fossil fuel to produce energy	12%	45%	16%
The level of traffic congestion and pollution from exhaust fumes	9%	20%	64%
Derelict or contaminated land and buildings	9%	39%	29%
Quality of the wildlife and habitats	9%	50%	31%
Flooding	7%	45%	17%
Air quality	6%	53%	31%
Quality of the historic environment	6%	57%	17%
Depletion of natural resources eg quarrying	3%	45%	14%
Noise or light pollution	3%	43%	45%
Intensive use of land for agriculture	3%	61%	11%
Radiation levels	2%	36%	11%

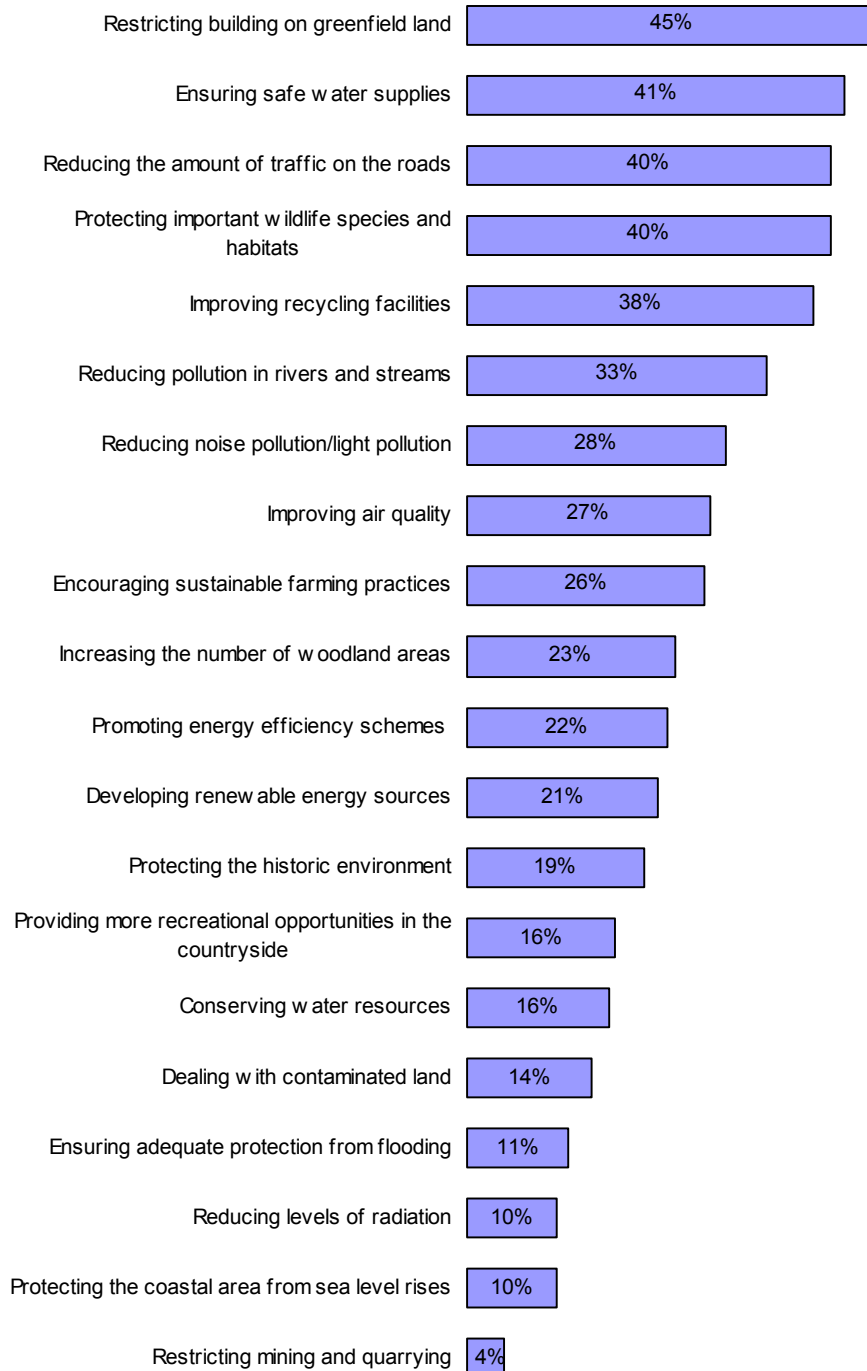
Base: All respondents (1236)

Residents of West Lancashire are particularly concerned about the countryside, with 36% saying the quality of the countryside has got worse and 19% saying recreation opportunities in the countryside are worse now. Waste production and disposal is of significantly higher concern to Rossendale residents; 43% say it has got worse compared to 27% overall. The proportion of waste recycling is seen as having a high improvement in the district of Hyndburn, with 80% saying it has got better. Bathing and river quality shows a significant difference between men (26% saying it has got better) and women (only 13%). Opinion of air quality shows a wide variation, with 25-44 year olds significantly more likely to say it has got worse (39%). People from ethnic minorities and the over 60s have significantly higher opinions of improvement, though the over 60s still see the situation as now being worse overall. Burnley and Rossendale residents particularly think that derelict buildings have got worse (50% and 46% respectively) and every district has an overall negative opinion on this issue.

6.3.2 Environmental Priorities

Respondents were then asked which environmental priorities they thought were the most important for the future of their local area. Chart 17 shows the results, with reducing greenfield building (45%), ensuring safe water supplies (41%), reducing traffic (40%), protecting wildlife (40%) and improving recycling facilities (38%) were all highlighted by residents as important.

Chart 17 - Which FOUR or FIVE, if any, of the following environmental issues do you think are the most important priorities for the future of your local area?



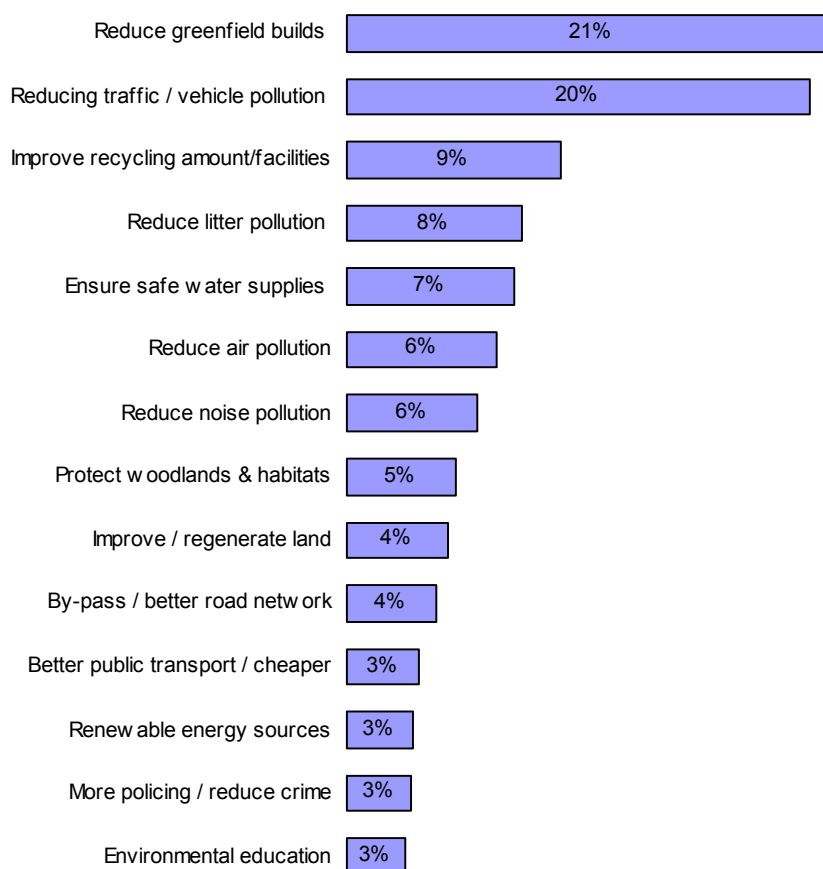
Base: All respondents (1255)

Notable results included that for restrict building on greenfield land, which Chorley residents (64%) were more than twice as likely to prioritise as people from Preston (29%). People from ethnic minorities were much more likely to identify safe water (68%) and air quality (57%) as priorities. Ribble

Valley panel members particularly mentioned improving recycling (55%) and encouraging sustainable farming practices (40%) as key for them.

Having thought about their priorities, panel members were then asked what the most important for their area. As an open question, many different answers were returned, the most popular being shown in Chart 18. Reducing green fields builds (21%) and traffic pollution (20%) emerge as the two most important priorities. Traffic and pollution is clearly the highest priority in Lancaster (27%).

Chart 18 - *And, what do you think is the single most important environmental priority for your local area?*



Base: All respondents (877)

6.3.3 Action to Protect the Environment

Panellists indicated which activities they had done in the last 12 months to conserve or protect the local environment. The frequency of these activities is shown in the table below. (Percentages in brackets are for the proportion answering “Regularly”).

	Regularly	Occasionally	Never
Made sure that your noise did not disturb others	89%	9%	2%
Recycled cans, bottles, paper or plastic	75%	18%	7%
Cut down on the use of water, eg have a shower instead of a bath	67%	25%	8%
Done things to encourage wildlife in your garden	61%	25%	14%
Cut down on the amount of electricity/gas your household uses	51%	42%	7%
Deliberately used public transport, walked or cycled instead of using a car	47%	37%	16%
Made compost out of kitchen waste	33%	17%	49%
Bought environmentally friendly goods	32%	62%	6%

Base: All respondents (1231)

The most regular activity answered was for making sure your noise did not disturb others, which 89% of members replied they did regularly, this was significantly lower for under 25 year olds (though still 71% regularly). This was also true for recycling by recycling cans, bottle, paper or plastic, which only 55% of 16-24 year olds say they do regularly. People from ethnic minorities (again 55%) people in council, housing association (48%) and other tenure (54%) and light service users (60%) gave significantly low responses. Hyndburn residents gave a significantly high use; 87% said they recycled regularly. This ties in with the significantly high number from the district that said recycling facilities have got better in the last five years.

Other notable results for this question included significantly low results for the under 25s (55%) and council or housing association tenants (55%) saying they have regularly cut down on the amount of water they use, compared with 67% overall. Women are significantly more likely to buy environmentally friendly goods than men, (38% compared to 27%). People from rural areas (60%), social group AB (69%) and the over 60s (69%) all say they more likely to encourage wildlife in their gardens than the average, both perhaps more likely to have gardens and free time than other groups. The under 25s (35%), people from ethnic minorities (10%) and 'other' tenure types (eg renting from a private landlord) (36%), are significantly less likely to do this.

People from social group AB are both significantly less likely to have cut down on the amount of gas and electricity they use (41%) and to have

deliberately used public transport (33%). Use of public transport gives a significant difference between urban (55%) and rural (35%) residents while full time employees (38%) and Ribble Valley residents (33%) are both significantly low.

Leading on from this panel members were asked if they had taken any specific actions in the last 12 months as a result of environmental concerns. The frequency of these activities is shown in the table below.

	Regularly	Occasionally	Never
Reduced sunbathing or taken greater care when in the sun because of increased ultra-violet rays	60%	25%	16%
Walked or cycled short journeys to reduce pollution	46%	34%	19%
Avoided bathing in the sea, rivers or lakes because of pollution	45%	19%	36%
Used bottled water or filtered tap water because of poor water quality or taste	32%	28%	40%
Shut windows or kept them closed because of noise from outside	27%	44%	29%
Avoided using a park or open space because of dog fouling or litter	27%	36%	37%
Bought organic food or non GM food	23%	42%	35%

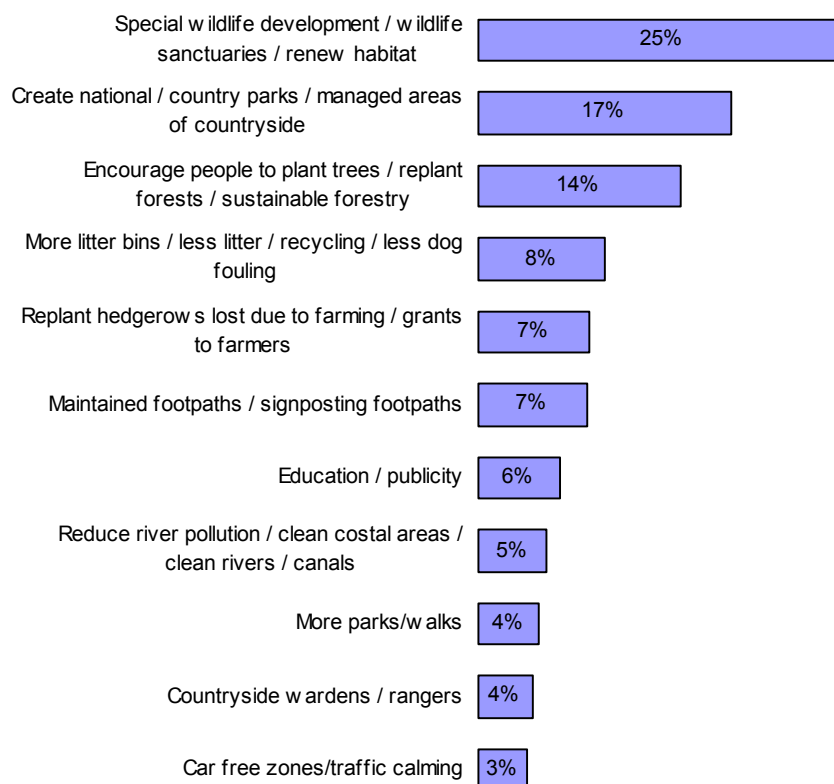
Base: All respondents (1256)

Reducing sunbathing is the most regularly taken activity, with a significant difference between men (51%) and women (68%). Walking and cycling is significantly high amongst “other” tenure groups (71%), 16-24 year olds (61%) and heavy service users (51%). Rural residents and light service users (both 40%) are significantly below the mean. Men and women show significant differences on avoiding bathing because of pollution with women (51%) and men (39%), purchase of organic / non GM food (women at 28%, men at 17%) and use of bottle water (women at 38%, men at 25%). Use of bottled water is also significantly above the overall mean for 25-44 year olds (36%) but low for residents of Burnley (21%). Noise from outside is of particular concern for council or housing association residents (41%) and people from Hyndburn (39%). Avoidance of parks and open spaces because of dog fouling and litter is highest in Preston (36%) and lowest in South Ribble (15%).

6.3.4 Examples of Protecting the Environment

Respondents were asked to give examples of good ideas they have seen either in Lancashire, the UK or abroad to protect an area’s environment. These were divided into preserving the countryside and wildlife, improving energy efficiency, reducing emissions and pollution and reducing waste and improving recycling. However, as with all the open questions on the survey a low response was received, in this case varying from a 21% response up to 39%, meaning the results should be taken as indicative rather than statistically significant. Firstly looking at preserving the countryside and wildlife, the most commonly cited examples are shown in chart 19. The highest response was for special wildlife developments with a quarter of all responses, country parks was second with a sixth of all answers given.

Chart 19 - The best thing I have seen to preserve the countryside and conserve wildlife is:



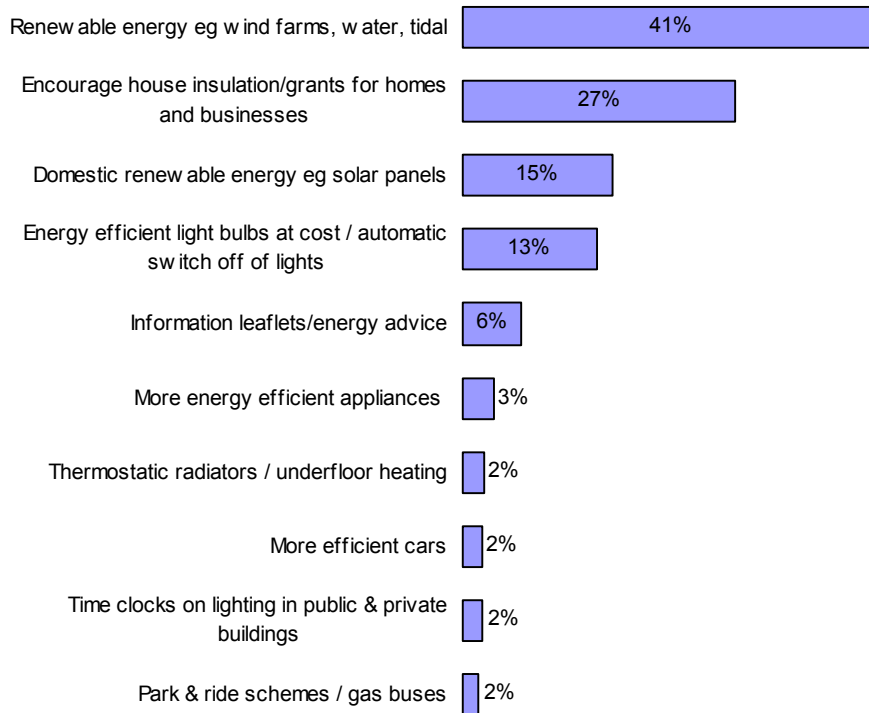
Base: All respondents (270)

When asked where the respondents had seen the improvements, 64% said they had seen the improvement in Lancashire, 41% elsewhere in the UK and 13% abroad.

Chart 20 below shows the best things panel members have seen to improve energy efficiency, renewable energy the clear favourite response with four tenths of suggestions. House insulation is given by over a quarter

of respondents, with solar panels (15%) and efficient lighting systems (13%) also mentioned.

Chart 20 - The best thing I have seen to improve energy efficiency is:

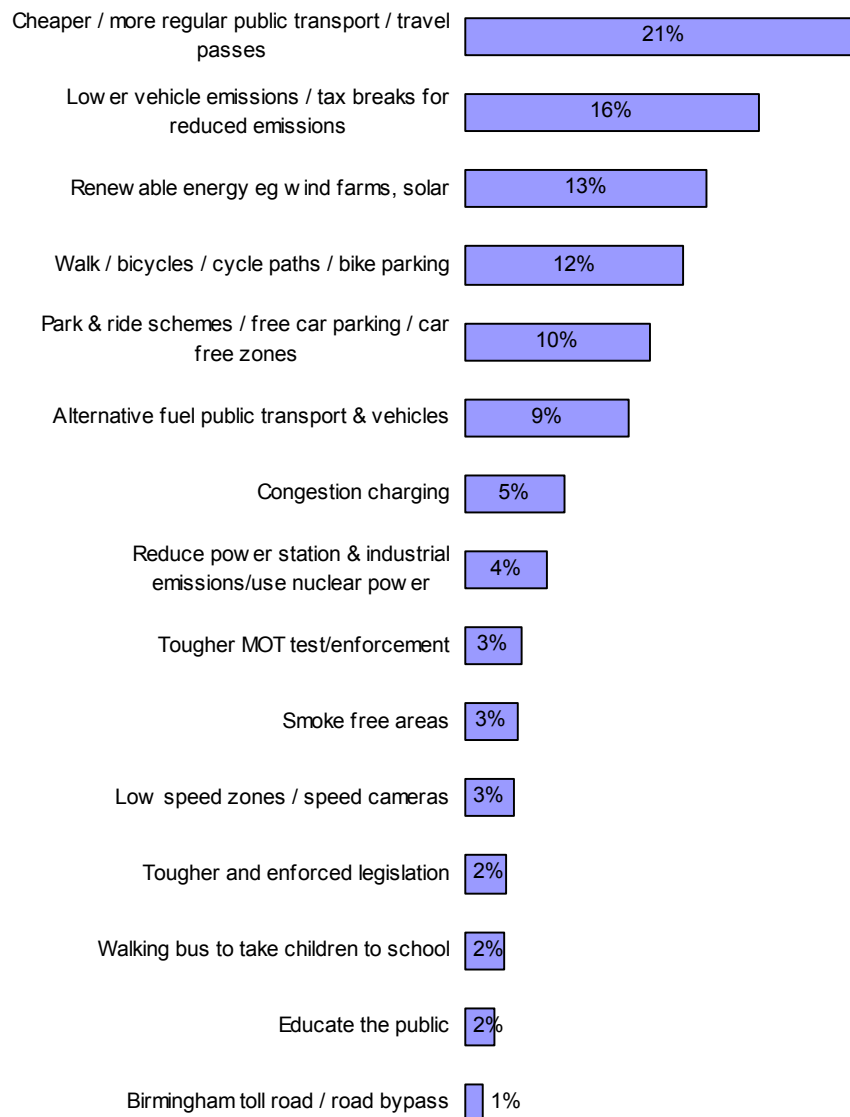


Base: All contacting taxi or bus firm in the last 12 months (313)

The locations of the improvements were 45% saying they had seen the improvement in Lancashire, 51% elsewhere in the UK and 29% abroad.

Chart 21 gives the best ideas respondents have seen to reduce emissions and pollution, with improved public transport the greatest response (21%). Lower vehicle emissions (16%), renewable energy (13%) and alternative fuels (9%) are all mentioned.

Chart 21 - The best thing I have seen to reduce emissions and pollution is:

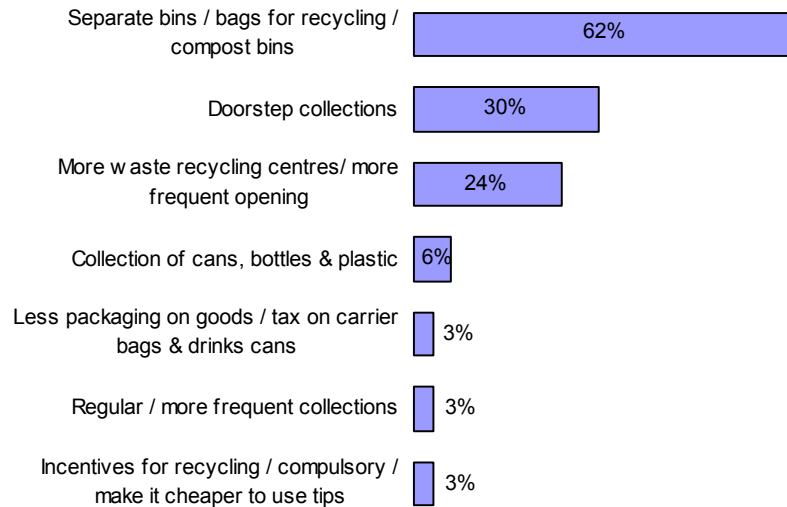


Base: All respondents (314)

Lancashire was the location of 35% of these improvements, 54% elsewhere in the UK and 35% outside the UK.

The best ways to reduce waste and improve recycling is given in chart 22, with separate bins for different types of waste, as by far the highest response with 62% of responses. Doorstep collections (30%) and improved recycling centres also received good responses (24%).

Chart 22 - The best thing I have seen to reduce waste and improve recycling is:



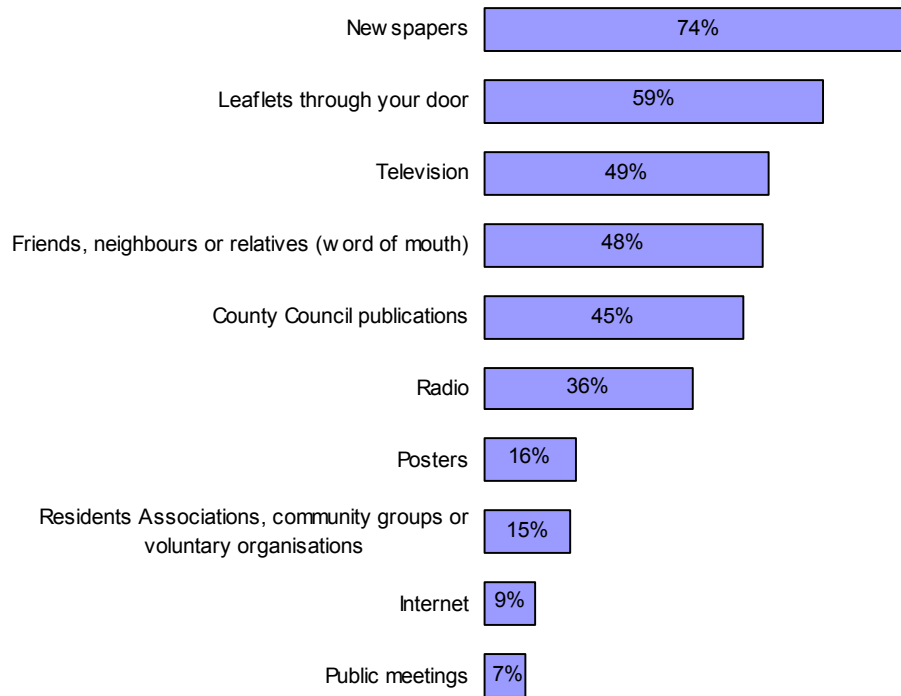
Base: All respondents (554)

Recycling showed the greatest Lancashire response with 71% of respondents saying the improvement they have seen is in the county, and both elsewhere in the UK and abroad being mentioned 19% of the time.

6.3.5 Communicating Environmental Protection

Respondents were asked to indicate how they found out about environmental issues affecting their area. The methods are shown in chart 23 and newspapers (74%) are given as the preferred media with leaflets (59%) and television (49%) also highly rated. County council publications (45%) also do well for this topic, being more highly rated than radio (36%).

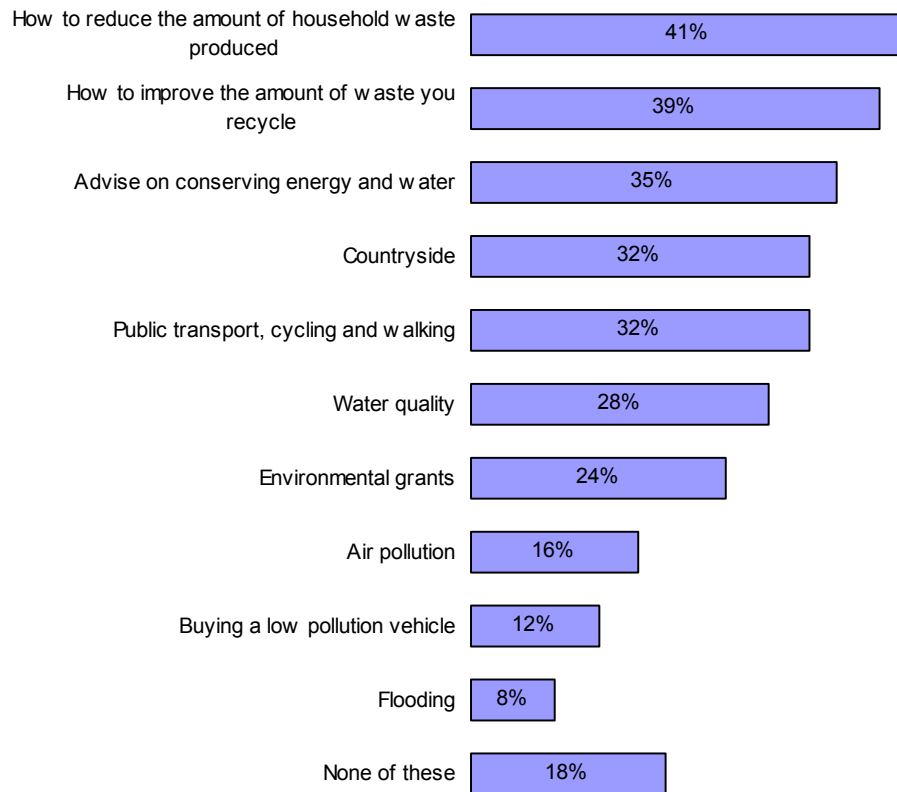
Chart 23 - How do you find out about environmental issues affecting your local area?



Base: All respondents (1274)

The next communications question asked on which environmental subjects would people like to receive more information. The information needs are shown in chart 24. Household waste disposal (41%), recycling (39%) and conservation of energy and water (35%) were all requested by over a third of respondents.

Chart 24 - Which, if any, of the following environmental subjects would you like to receive more information on?



Base: All respondents (1222)

7 Summary

7.1 Economic Priorities

- Respondents gave encouraging more jobs as the most important economic priority (51%). The next most frequently mentioned was to encourage a more diverse range of businesses to set up in Lancashire (42%), followed by attracting businesses in new sectors (35%).
- The three most popular means to achieve the above priorities are through support and training (49%), better marketing of Lancashire (44%) and support for new businesses (38%).
- Stable jobs for employees (93% rating essential / very important), good future prospects for employees (86%) and training and development (82%) are considered most important to create the right kind of employment opportunities in Lancashire.
- Manufacturing and transport and communications are the key economic sectors to be encouraged to grow (both with 86% agreement).

7.2 Economic Information

- The vast majority (81%) of respondents find out information about economic development in Lancashire through newspapers. This is significantly higher than any other media. Leaflets (54%) and television (51%) are other channels used to gain information. Respondents were least likely to find out economic development information from public meetings (6%) or groups of which they are members (10%).
- Lancashire County Council is seen as the most important organisation for improving Lancashire's economy.
- Respondents are most likely to consider that Lancashire County Council improve run down areas and attract businesses to set up in Lancashire.
- Nearly a quarter of respondents said they best thing they have seen to improve the economy of an area for business is the opening of new motorways and transport links, while the second most given answer is for the opening of business or retail parks (17%).

7.3 Improving the Local Area

- Respondents indicated their satisfaction with a range of local factors, the quality of the countryside (84% satisfied), health centres (80%) and local schools (73%). The availability of jobs caused least satisfaction (only 32%).
- When asked for the two or three most important issues for their local area, reducing the level of crime (43%), protection and improvement of the environment (43%) and the availability of jobs and employment (39%) are the key future issues. Lancaster residents consider better road links to be their key priority however.

7.4 Environmental Concerns

- The greatest environmental concern for Lancashire residents is the level of traffic congestion and pollution 62% say they are somewhat concerned by this and 64% say it has got worse in the last five years.
- The most improved environmental issue is the proportion of waste recycled, which 61% of the panel consider to have got better in the last five years.
- The single most important environmental issue is to reduce greenfield building (21%) closely followed by reducing vehicle pollution (20%).
- Three-quarters of people say they recycle cans, bottles, paper or plastic regularly, 87% in Hyndburn.
- Six in ten people said that they regularly reduced sunbathing or used protection because of increased ultraviolet radiation, while 45% regularly avoided bathing in rivers, lakes or the sea because of pollution.

7.5 Environmental Information

- The most popular way to preserve the countryside is the creation of special wildlife developments and areas of outstanding natural beauty. The most mentioned answer for improving energy efficiency is renewable energy such as wind power, followed by housing insulation grants. The best way to reduce emissions and pollution is cheaper and more regular public transport, while the best way to improve recycling was seen as separate bin collection for recyclable materials.
- Respondents were most likely to find out about environmental issues from newspapers (74%), with leaflets through the door (59%) and television

(49%) also highly rated. County council publications (45%) also do well for this topic, being more highly rated than radio (36%).

- Further information on household waste disposal (41%), recycling (39%) and conservation of energy and water (35%) were all requested by over a third of respondents.

8 Recommendations

8.1 Economic Development

Economic development is unlikely to be a familiar concept to the majority of the population, so the findings of this report are likely to be perceptions rather than indicative of the true state of this area. Some clear themes do emerge though.

Stable jobs, future prospects and good training and development are considered the key priorities for Lancashire residents and these should be areas for Lancashire County Council to concentrate on. Manufacturing, transport and communications are the most important industries to be encouraged to grow. The availability of jobs and employment is given as the third most important issue for local life generally.

In the later environmental questions, traffic congestion and derelict buildings were two of the highest concerns, meaning improvement of the transport infrastructure and regeneration of brownfield sites are key for Lancashire residents.

Just as important is that the Council is seen to be acting on these issues as one quarter of respondents say they do not know what the County Council does in economic development. However it is most likely to be seen as the leading agency for economic development in Lancashire. The most effective media for communications for residents are newspapers, leaflets through the door and television as nearly a third of people say there is not enough information on economic development for their needs.

Only 15% said that Lancashire County Council provides financial support for business. While this is a survey of residents rather than businesses, it may well be that businesses are also unaware of this support and communication of this may need to be looked into.

Different sectors of the population will respond to different information from different sources and any groups for targeting need to be considered. People from ethnic minorities, for example, are especially keen on the employment area of banking, finance and insurance compared to the population at large and are more likely than average to get their information from posters, more than television even. Young people (16-24) are most likely to consider the areas of public administration, health and education should be allowed to grow, and while their media of preference for information are the same as the average, two in five still consider not enough is available for their needs.

Most important is that there is a clear idea of what Lancashire County Council is trying to communicate about its economic development services

8.2 Environment

Respondents do seem to be familiar with environmental issues and some actions, particularly recycling, are taken by most of the panel. Some clear issues remain however, often varying geographically. This means that it is not a broad-brush county solution that is necessary, improvements need to be tailored to the particular concerns of that area.

Traffic congestion and pollution cause the most worry to people over the whole county and nearly two thirds say it is getting worse. Lancaster residents put it as the single most important issue both environmentally and in general. Only half of respondents say they have deliberately used public transport, less for social group AB and rural residents. Therefore strategies need to line in with transport policies to reduce private car usage, a wide culture change is needed. There is definite awareness reducing car use and using public transport reduces emissions, however.

The next most pressing issue is the concern over derelict land and buildings, particularly in East Lancashire and amongst council or housing association tenants. This ties in with the greatest environmental concern overall, reducing building on greenfield land, meaning the regeneration of brownfield sites is a key issue for Lancashire residents and needs to be encouraged. This will require collaboration with the Planning Services and district councils.

Other subgroup issues include the concern over the loss of the countryside in West Lancashire which is particularly high and the significantly high number who say that it has got worse in the last five years. People from ethnic minorities are particularly concerned about safe water and air quality.

Good news environmentally is that people consider recycling to have improved, but waste production is still a concern, therefore focus needs to be about minimising waste production as well as its disposal. Also people from ethnic minorities, the under 25s and council or housing association tenants all recycle less and need to be targeted. This could mean a need for improved communications, with newspapers and leaflets through the door as best media for all subgroups, including the above. The virtues of recycling need to be extolled to these groups and possibly made easier; for example the lower use could be because of a lack of transport to recycling centres.

Overall environmental services seem to be doing well, with the 75% saying they recycle regularly particularly impressive. In a similar question three

years ago, on the Lancashire 2000 Baseline Survey, only 51% of respondents said they had used recycling facilities in the previous twelve months.

9 Appendix

9.1.1 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

9.1.2 Marked Up Questionnaire