

**Life in Lancashire Panel Wave 5**  
Report from panel research  
carried out on behalf of  
**LANCASHIRE COUNTY COUNCIL &  
LANCASHIRE POLICE AUTHORITY**  
July 2002



INVESTOR IN PEOPLE

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# **TABLE OF CONTENTS**

*Page Number*

<b>1. INTRODUCTION.....</b>	<b>2</b>
1.1 BACKGROUND AND OBJECTIVES.....	2
1.2 METHODOLOGY.....	3
1.3 INTERPRETATION OF THE DATA .....	3
<b>2. MAIN FINDINGS.....</b>	<b>4</b>
<b>LANCASHIRE POLICE AUTHORITY.....</b>	<b>4</b>
2.1 CONFIDENCE IN LANCASHIRE CONSTABULARY.....	4
2.2 PERCEPTIONS OF SAFETY.....	5
2.3 CHANGES IN PERCEIVED SAFETY AND EFFECT ON BEHAVIOUR.....	9
2.4 IMAGE OF LANCASHIRE CONSTABULARY.....	11
<b>LANCASHIRE COUNTY COUNCIL - CRIME AND SAFETY.....</b>	<b>12</b>
2.5 PERCEPTIONS OF EFFORT AND EFFECTIVENESS AGAINST CRIME.....	12
2.6 PERCEPTIONS OF THE RELATIVE IMPORTANCE AND EFFECTIVENESS OF MEASURES AGAINST CRIME.....	13
2.7 PERCEPTIONS OF YOUNG PEOPLE.....	17
INFORMATION.....	18
2.8 EXPERIENCE OF OBTAINING INFORMATION.....	18
2.9 PERCEPTIONS OF AVAILABLE INFORMATION.....	21
2.10 INFORMATION REQUIRED AND PREFERRED ACCESS MODE.....	22
2.11 SUGGESTIONS TO IMPROVE EFFECTIVENESS OF INFORMATION PROVISION.....	29
<b>3 SUMMARY.....</b>	<b>30</b>
LANCASHIRE CONSTABULARY.....	30
3.1 CONFIDENCE IN LANCASHIRE CONSTABULARY.....	30
3.2 PERCEPTIONS OF SAFETY.....	30
3.3 IMAGE OF LANCASHIRE CONSTABULARY.....	31
CRIME & SAFETY.....	31
3.4 PERCEPTIONS OF EFFORT AND EFFECTIVENESS AGAINST CRIME.....	31
3.6 PERCEPTIONS OF YOUNG PEOPLE.....	33
INFORMATION.....	34
3.7 EXPERIENCE OF OBTAINING INFORMATION.....	34
3.8 PERCEPTIONS OF AVAILABLE INFORMATION.....	34
3.9 INFORMATION REQUIRED AND PREFERRED ACCESS MODE.....	34
<b>APPENDICES.....</b>	<b>36</b>

# **1. Introduction**

This report contains the main findings to emerge from a survey of members of the Life in Lancashire citizens' panel. RBA Research recruited a panel covering the 12 districts within Lancashire County Council in June 2001. Additional Satellite panels for Blackburn and Blackpool were also recruited in September 2001 and are managed by the Lancashire Police Authority.

This is the fifth time that the main Lancashire Panel has been surveyed, and the third time that residents in the Blackburn and Blackpool panel have been surveyed since they were recruited.

## **1.1 Background and Objectives**

The Life in Lancashire panel provides an opportunity to approach willing participants on a regular basis to seek their views on a range of topics. Panel members are all volunteers. The panel has been designed to be a demographic cross-section of the population of the County, and the results of each survey are weighted in order to reflect the demographic profile of the County's population.

The panel provides ready access to this broad cross section of the population. It also provides access to a sufficiently large sample of the population that reliable results can be reported at County-wide level and at a number of sub-area or sub-group levels.

Each activation of the Panel is 'themed' for two key reasons. Firstly, it enables us to have sufficient coverage on a particular topic to be able to provide insight into that topic. Secondly, it comes across better to the residents completing the questionnaires if there is a clear theme (or two clear themes) within each survey.

For Lancashire County Council, this latest survey focuses on issues relating to crime and safety and about the provision of local information. For the Lancashire Police Authority this survey examines confidence in the Lancashire Constabulary, the image of the Constabulary and effects on that image, and perceptions of crime and safety in the local area. These latter topics were also examined with the Blackpool and Blackburn satellite panels, in addition to the core Lancashire panel.

## **1.2 Methodology**

Postal questionnaires were sent out to all those on the main Lancashire panel database (1589 residents), the Blackpool Satellite panel (490 residents) and the Blackburn Satellite panel database (494 residents) on the 13<sup>th</sup> June 2002. A reminder was sent out on the 27<sup>th</sup> June. By 15<sup>th</sup> July, 1001 questionnaires were returned from the main panel, 350 from Blackpool and 298 from Blackburn.

The final return represents a response rate of 64% for the main panel, 71% for Blackpool and 60% in Blackburn.

The results of the survey have been weighted by district size, age, gender and housing tenure. The main effect of this is to reduce the weighted base in Blackpool and Blackburn so that the results are in proportion to the population of each district in Lancashire.

## **1.3 Interpretation of the Data**

This report contains several tables that show the survey results. In some instances, the responses may not add up to 100%. There are several reasons why this might happen: the question may have allowed each respondent to give more than one answer; only the most common responses may be shown on the table; or individual percentages may have been rounded to the nearest whole number such that the total comes to 99% or 101%.

All of the figures given in this report are taken from the weighted dataset.

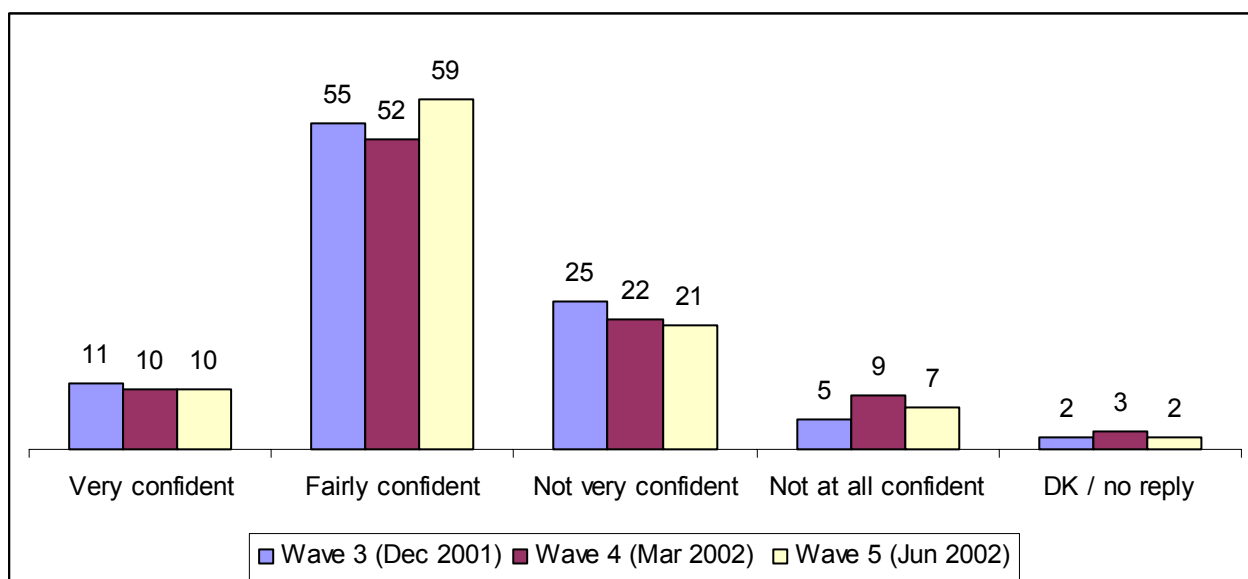
## 2. MAIN FINDINGS

### LANCASHIRE POLICE AUTHORITY

#### 2.1 Confidence in Lancashire Constabulary

Panel members were asked how confident they are in the Lancashire Constabulary. This question was also asked in the wave 3 and 4 of the survey and therefore Chart 1 shows the latest results compared with the previous waves.

**Chart 1: Confidence in Lancashire Constabulary**  
Weighted base – 1394, Unweighted base – 1649



One in ten panel members (10%) say they are very confident in the Lancashire Constabulary and a further three fifths (59%) are fairly confident. The results in this latest phase show an increase in the proportion that are fairly confident – an improvement on last time when decrease in confidence was noted.

Panel members living in Blackpool are more likely to say they are *very* confident in the Lancashire Constabulary (14%), whereas those in Pendle are more likely to say they are not at all confident (15%). In general terms, women are more likely to say they are confident (very / fairly) in the Lancashire Police than are men (74% compared with 63% respectively).

Panel members were asked to indicate whether anything has happened in the last three months to increase or reduce their confidence in the Lancashire Constabulary.

Most say that nothing has happened to change their confidence level either way in the last three months. Almost nine out of ten (88%) say that nothing has happened to *increase* their confidence, and eight out of ten (80%) say that nothing has happened to *decrease* their confidence. However, it is worth noting that one in eleven men (9%) say that something has happened to them to decrease confidence in the past three months, compared to one in twenty women (5%) – and it is men who are more likely to say they are not confident in the Lancashire Constabulary.

The main factors increasing confidence appear to be the manner of police officers, arrests and convictions, quick response time and number of police on the beat. Decreases in confidence appear to be related to the perceived increases in crime and slow response.

**Table 1: Experiences which increased/decreased confidence in the Constabulary**

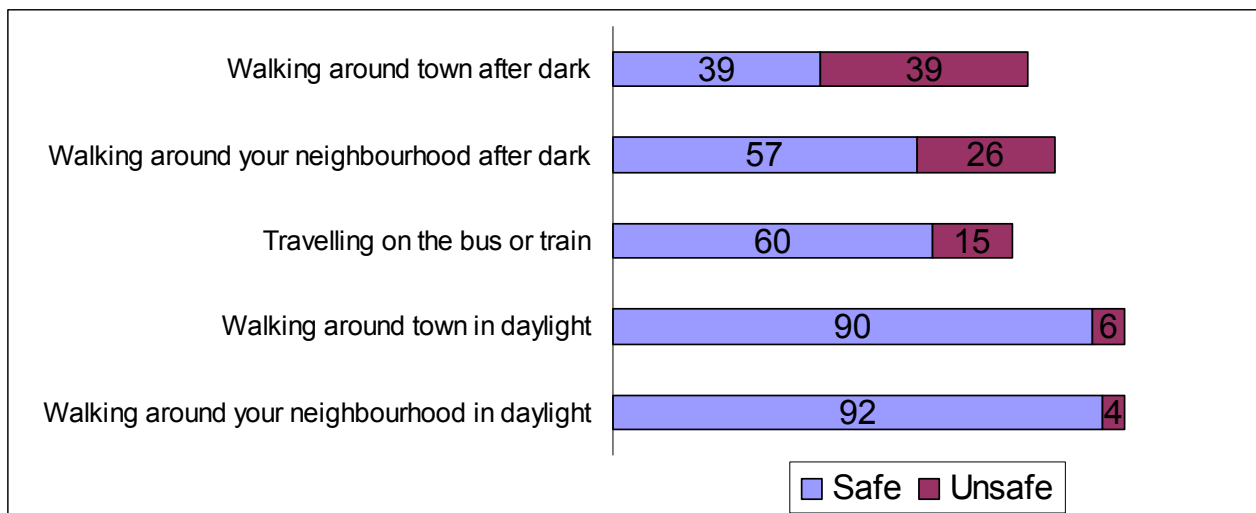
Increased Confidence Weighted base 278, Unweighted 346		Decreased Confidence Weighted base 278, Unweighted 346	
	%		%
Police helpful / informative / professional	26	Police slow to respond / no follow up / not interested	13
Quick response times	12		
Drug raids / arrests / convictions	19	Increase in muggings / violence / assaults	32
		Increase in car crime	4
		Thefts from home / garden / garage	4
		Vandalism / youth crime / gangs	4
More police on the streets	13	Not enough police / closure of police stations / unmanned	6
		Poor prioritisation	8

## 2.2 Perceptions of Safety

Panel members were asked if anything had happened to them in the previous three months that made them feel unsafe. One in eight (13%) say that something has happened, although *fewer* of those in Ribble Valley (6%) say that something has happened to them to make them feel unsafe. Gangs roaming the streets or hanging around appear to be a key factor making panel members feel unsafe (24%), followed by burglaries (13%), drunks in the streets (6%), and car crime (5%).

In terms of how safe panellists feel personally, Chart 2 shows the relative feelings of safety according to location and time of day.

**Chart 2: How Safe Do You Personally Feel When ...**  
**Weighted base – 1394 Unweighted base – 1649**



Almost all panellists (nine out of ten) feel safe walking around during daylight hours. They feel safer in their own neighbourhood than in town - half say they feel 'very safe' walking around their neighbourhood during daylight hours compared to a third in town (49% compared with 34%). The perceived level of safety drops considerably after dark, particularly in town where only one in 25 say they feel 'very safe' (4%). Interestingly, six out of ten say they feel safe travelling on public transport, but only one in nine (11%) say they feel 'very safe' doing so, perhaps indicating a slight feeling of insecurity or vulnerability.

There are notable differences by area:

- Panel members in Ribble Valley are more likely than panellists in other areas to say they feel 'very safe' walking around at any time, both in town (58% during daylight; 15% after dark), and in their own neighbourhood (70% during daylight; 33% after dark)
- Panel members in Chorley are more likely to say they feel 'very safe' walking around during daylight hours both in town and locally (48% and 62% respectively), while those in West Lancashire are more likely to say they feel 'very safe' at night in either location (11% and 29% respectively).
- In contrast, greater proportions of those living in Burnley and Blackpool say they feel *unsafe* walking around after dark in either location – in Burnley, 57% say they feel unsafe in town and 44% in their own neighbourhood; in Blackpool, 45% say they feel unsafe in town, and 33% in their own neighbourhood.
- Panellists in Blackburn are also more likely to say they feel unsafe walking around their neighbourhood after dark (33%).

Women generally feel less safe than men at night (44% in town; 31% in their own neighbourhood), and on public transport (18% say they feel unsafe).

Panellists were also asked what specific concerns they have about the area in which they live. Table 2 below summarises those concerns, where a positive net concern figure (in bold) indicates concern, and a negative figure indicates lack of concern.

**Table 2: Concern About Specific Issues in the Local Area**

Weighted Base – 1394; Unweighted Base - 1649

Issue	Concerned	Not Concerned	Net Concern (% concerned minus % not concerned)
Security of your home while you are out or away	75	23	<b>+52</b>
Anti-social behaviour	66	32	<b>+34</b>
Being the victim of a robbery	62	35	<b>+27</b>
Theft from a vehicle	57	36	<b>+21</b>
Vandalism to your vehicle	57	36	<b>+21</b>
Intimidation by groups of young people	58	40	<b>+18</b>
Theft of a vehicle	51	41	<b>+10</b>
Drug usage	53	43	<b>+10</b>
Drug dealing	52	44	<b>+8</b>
Security of your home whilst you are at home	42	56	-14
Your personal safety whilst at home	35	62	-27
Being the victim of car jacking	27	65	-38
Racial harassment	20	74	-54

There is net concern about many issues to varying degrees, but an overall *lack* of concern is evident about security of the home whilst at home, personal safety whilst at home, being the victim of car jacking, and racial harassment – all showing net unconcerned figures amongst panellists.

The greatest cause for concern overall is security of the home whilst the person is out or away – three-quarters say this is a concern (75%), with that proportion rising to nine out of ten panellists in Burnley (89%) and more than eight out ten panellists in Preston (84%).

There are other differences in the concerns that panellists have according to the area in which they live.

- Panel members living in Burnley are significantly more likely than those living in other areas to be concerned (either overall or level of concern) about most issues *apart from* car crime, car jacking, intimidation by young people and racial harassment (see Table 3 overleaf)



**Table 3: Concern About Specific Issues in the Local Area – Total Panel Compared to Burnley**

Issue	Total Panel (1394) % Concerned	Burnley (80) % Concerned	Difference In Concern (Burnley – Total)
Security of your home while you are out or away	75	89	<b>+14</b>
Anti-social behaviour	66	79	<b>+13</b>
Being the victim of a robbery	62	78	<b>+16</b>
Theft from a vehicle	57	47	-10
Vandalism to your vehicle	57	52	-5
Intimidation by groups of young people	58 (25 very)	70 (44 very)	<b>+18</b> <b>(+19)</b>
Theft of a vehicle	51	46	-5
Drug usage	53 (27 very)	66 (44 very)	+13 <b>(+17)</b>
Drug dealing	52	71	<b>+19</b>
Security of your home whilst you are at home	42	57	+15
Your personal safety whilst at home	35	54	<b>+19</b>
Being the victim of car jacking	27	21	-6
Racial harassment	20	32	+12
<b>NB Figures in bold denote significantly greater concern</b>			

- Greater numbers of those living in Hyndburn say they are concerned about anti-social behaviour (79%), intimidation from groups of young people (69%), and vehicle crime
  - Theft from a vehicle (72% concerned and 16% very concerned)
  - Car vandalism (65% concerned and 35% very concerned)
  - Theft of a vehicle (64% concerned and 25% very concerned)
- Panellists in Blackburn are more likely to say they are concerned about theft of a vehicle or car jacking (22% and 14% respectively very concerned), personal safety when at home (44% concerned) and racial harassment (31%).
- As in Blackburn, panel members in Pendle are more likely to say they are concerned about racial harassment (37%).
- Those in West Lancashire are more likely to say they are concerned about theft *from* a vehicle (69%), while those in Rossendale are more likely to be worried about theft *of* a vehicle (61%).
- Panel members in Blackpool are more likely to say they are very concerned about vandalism to their vehicles (29% very concerned).
- There are no differences between panellists in different areas according to how concerned they are about security of their home while at home.

It is also worthy of note that panel members in socio-economic group DE tend to be more likely to say they are concerned about all issues apart from security of home while away, intimidation from groups of young people, and car crime.

## 2.3 Changes in Perceived Safety and Effect on Behaviour

Panellists were asked to indicate from a list in which ways they feel their local area has changed in the last year, and whether these changes affect how often they go out or the level of safety precautions they take.

A third say their local area has not changed in the last year (32%), but in all other respects, panel members feel there has been a worsening of conditions, particularly in the number of young people hanging around. Attitudes towards young people are explored later in this report in more detail.

On the positive side, it is worth noting that one in seven overall say their area has been cleaned up and looks well kept (14%). That proportion increases to a quarter of panel members in Fylde (24%).

**Table 4 : Perceived Changes in Local Area in Last Year**

Weighted Base -1394; Unweighted Base - 1649

Change	Changed for the Worse	Changed for the Better	Net Change for the Better / Worse
Young people hanging about	58	6	+52 worse
Appears to be more / less crime	33	8	+25 worse
Area has become more / less vandalised	30	9	+21 worse
Area has become more run down / cleaned up & well kept	26	14	+12 worse
Appears to be more / less drug dealing	26	5	+21 worse

There are differences in the perceived changes according to the area.

- Overall, the proportion of panellists saying that things have deteriorated in Blackpool is more than in Blackburn -73% give at least one negative change in Blackpool compared to 61% in Blackburn. Two-thirds of those in Blackpool (65%) say there are more young people hanging around, which is the biggest issue.
- Panel members in Rossendale and Pendle are more likely to say there appears to be more drug dealing – 38% and 43% respectively.
- Those in Hyndburn and Pendle are more likely to say the area has become run down – 39% in each area.
- Panel members in Burnley are significantly more likely to say that things have worsened in every respect:

**Table 5 : Perceived Changes in Local Area in Last Year: Total vs Burnley**

<b>Change</b>	<b>Total Panel (1394) %</b>	<b>Burnley (80) %</b>
More young people hanging about	58	74
Appears to be more crime	33	57
Area has become more vandalised	30	65
Area has become more run down	26	77
Appears to be more drug dealing	26	53

Despite the fact that a large proportion of panel members feel things have worsened in the previous year, it appears to have relatively little effect on behaviour.

Three-quarters of panel members say they go out about the same (74%), with just one in seven saying they go out less often as a result of the changes (14%). This proportion does increase however amongst panel members living in Burnley (31%), where as seen earlier in this report, there is greater concern about crime and safety. Panel members from socio-economic group DE and those without access to a car are also apparently more likely to feel they go out less as a result of the changes they see around them (respectively 20% and 25%).

A fifth of panel members overall take no safety precautions when they go out (19%), and that number increases to three out of ten of those in socio-economic group AB and those who live in Fylde (29% and 30% respectively). Both of these groups are less likely to say they are concerned about crime and safety.

Safety precautions that are taken include carrying a mobile phone (for safety reasons) (42%), avoiding certain areas (41%), and telling somebody where you are going (41%). A third say they travel everywhere by car (32%), and a quarter say they plan their route (23%). One in eleven ensure they are always accompanied (9%), and just 3% carry a safety alarm. Women are more likely than men to take precautions of varying types, as are panel members in Burnley and Hyndburn – sections of the sample who have previously expressed greater levels of concern.

In conclusion, it would appear that where concerns about crime and safety are greatest, it does prevent people from going out and it does encourage them to take safety precautions when they do so.

## 2.4 Image of Lancashire Constabulary

The image of the police can be driven by many things, but two key areas are potentially any contact the public have with the police, and any press coverage the Constabulary receives.

A quarter of panel members say they have spoken to a police officer in Lancashire in the previous month (25%), and another 2% to an officer outside Lancashire. A quarter of those who have had contact say they were giving information to the force, a further fifth (21%) say it was 'just to talk', and one in eleven asked for advice (9%) – so around two-thirds of the contact with the police has been for positive reasons. One in seven say their contact was reporting crime as a victim, and one in seventeen reporting a crime as a witness (6%). One in twenty-five say they have been stopped by police while driving.

Older panel members (60+) are less likely to have spoken to a police officer than younger people (80% have not), but there are no differences in areas.

Overall, three-quarters of panel members who have had contact with a police officer describe that experience as pleasant (75%). Only 4% are negative and say that contact was unpleasant. This positive finding is reflected in the contributory effect on the image of the police – two-fifths say their contact with the police has had a positive effect on their views (42%), and a further two-fifths say it has had no effect (42%). One in seven say their contact had made them feel negative about Lancashire Constabulary (13%).

A third of panel members say they have either read or seen news stories about the Lancashire Constabulary in the previous week (32%). The effect of these stories is similar to the effect of direct contact with the police – two-fifths say it has made them feel more positive (42%), and the same proportion say it has had no effect (41%). One in seven say it has made them feel more negative (14%). In conclusion, it can be said that in general terms, news coverage or direct contact with the police on balance has had a net positive effect on perceptions of the Lancashire Constabulary.

Panel members in Blackpool are significantly more likely to say that they have read or seen news stories about the police than those in Blackburn (37% compared to 23%), and to say that information has made them feel positive about the Lancashire Constabulary (43% in Blackpool compared to 34% in Blackburn).

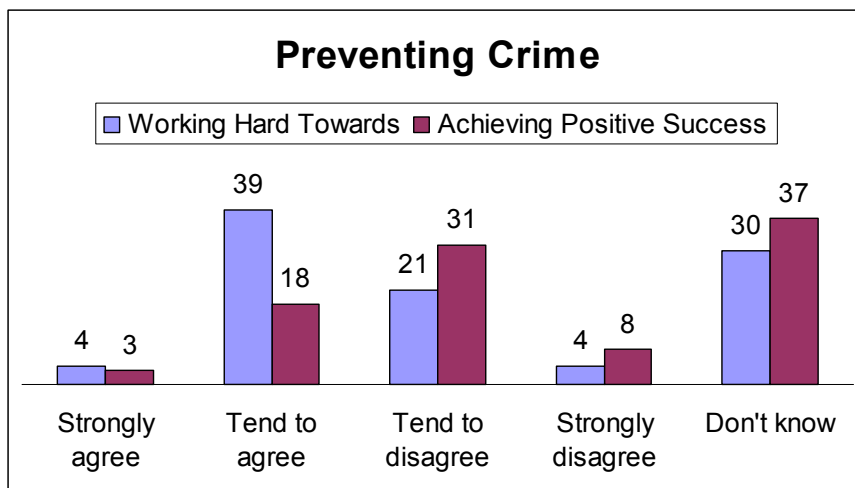
# LANCASHIRE COUNTY COUNCIL - CRIME AND SAFETY

## 2.5 Perceptions of Effort and Effectiveness Against Crime

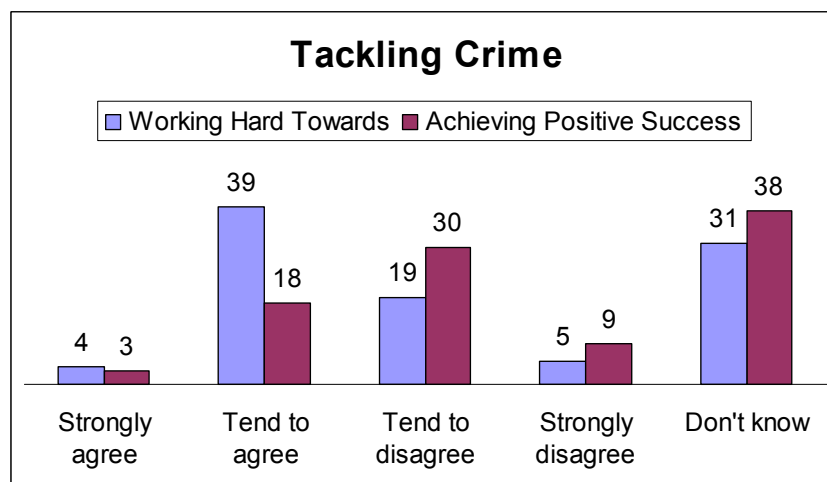
Panel members were asked in general terms whether they feel that the Council is working hard with the police and other agencies to both prevent and tackle crime, and also if they feel those actions are achieving positive results.

Panel members tend to agree that the Council are working hard with other agencies to both prevent and tackle crime, but they tend to feel that positive results are not being achieved (see Chart 3a and b). This reflects the earlier finding that panel members feel there has been a worsening of conditions in the last year. It is also worth noting that between three and four in ten answered 'don't know' at these questions, perhaps intimating a lack of information on this subject.

**Chart 3a: Perceptions of Effort and Success in Preventing Crime**  
Weighted base – 1112; Unweighted base – 1001



**Chart 3b: Perceptions of Effort and Success in Tackling Crime**  
Weighted base – 1112; Unweighted base – 1001



This perception is common across all areas to a greater or lesser extent, as shown in Table 6 below.

- Panel members in Hyndburn stand out as being more strongly in agreement that efforts are being made to prevent crime, but they also feel more strongly the efforts to tackle crime are not being effective. Hyndburn is an area where a greater level of concern is evident about anti-social behaviour, intimidation from groups of young people, and vehicle crime (vandalism and theft of / from the vehicle).
- Panel members in Wyre, Ribble Valley and Pendle appear on balance to be more negative about the success of efforts to both prevent and tackle crime.
- Panel members in Rossendale stand out as the only area to be in net *disagreement* that efforts are being made to prevent crime, and they are also more negative about the achievements in both preventing and tackling crime. A particular area of concern for this group of panel members is vehicle theft.

**Table 6: Net Agreement with Action Against Crime by Area**

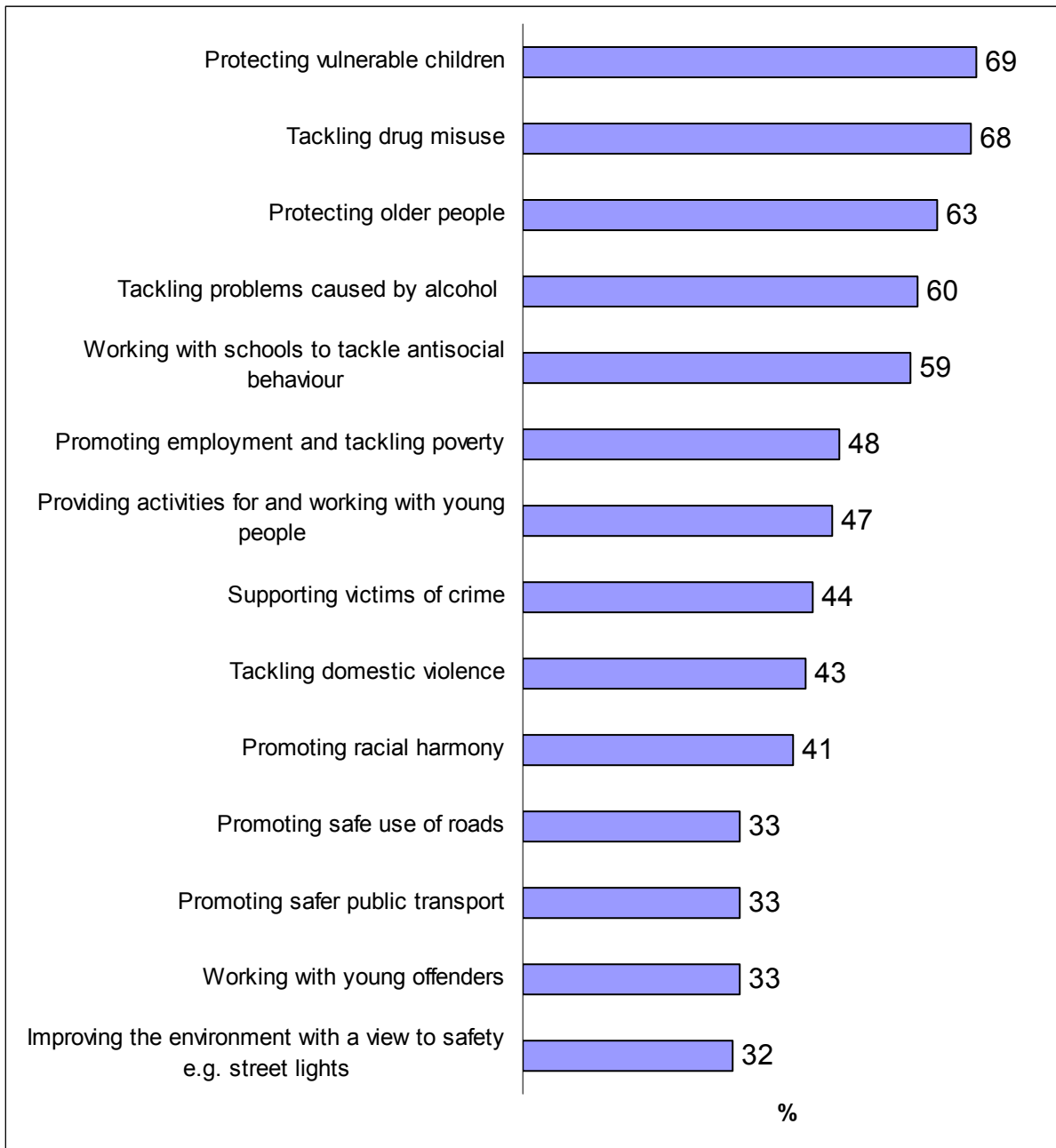
Net Agreement (% Agree - % Disagree)	Preventing Crime		Tackling Crime	
	Working Hard	Achieving Positive Results	Working Hard	Achieving Positive Results
Chorley	+26	<b>-12</b>	+24	<b>-18</b>
Fylde	+26	<b>0</b>	+22	<b>-3</b>
South Ribble	+21	<b>-13</b>	+18	<b>-15</b>
Hyndburn	+35	<b>-33</b>	+34	<b>-27</b>
Burnley	+29	<b>-15</b>	+20	<b>-9</b>
Wyre	+9	<b>-29</b>	+13	<b>-27</b>
West Lancashire	+19	<b>-10</b>	+20	<b>-11</b>
Preston	+13	<b>-21</b>	+15	<b>-24</b>
Rossendale	<b>-7</b>	<b>-26</b>	+2	<b>-25</b>
Ribble Valley	+7	<b>-32</b>	+5	<b>-33</b>
Pendle	+9	<b>-34</b>	+10	<b>-31</b>
Lancaster	+22	<b>-6</b>	+28	<b>-10</b>

Figures in bold denote net disagreement

## 2.6 Perceptions of the Relative Importance and Effectiveness of Measures Against Crime

The Council and partners work in a number of ways to prevent and tackle crime. Panel members were given a list of possible ways of improving crime and safety, and all of the issues suggested are perceived to be important by at least eight out of ten panellists. Most important are projects to prevent and tackle crime, with the priority given to protecting vulnerable children and tackling drug misuse. Six out of ten panel members also consider protection for older people, tackling alcohol related problems, and working with schools to tackle anti-social behaviour to be essential.

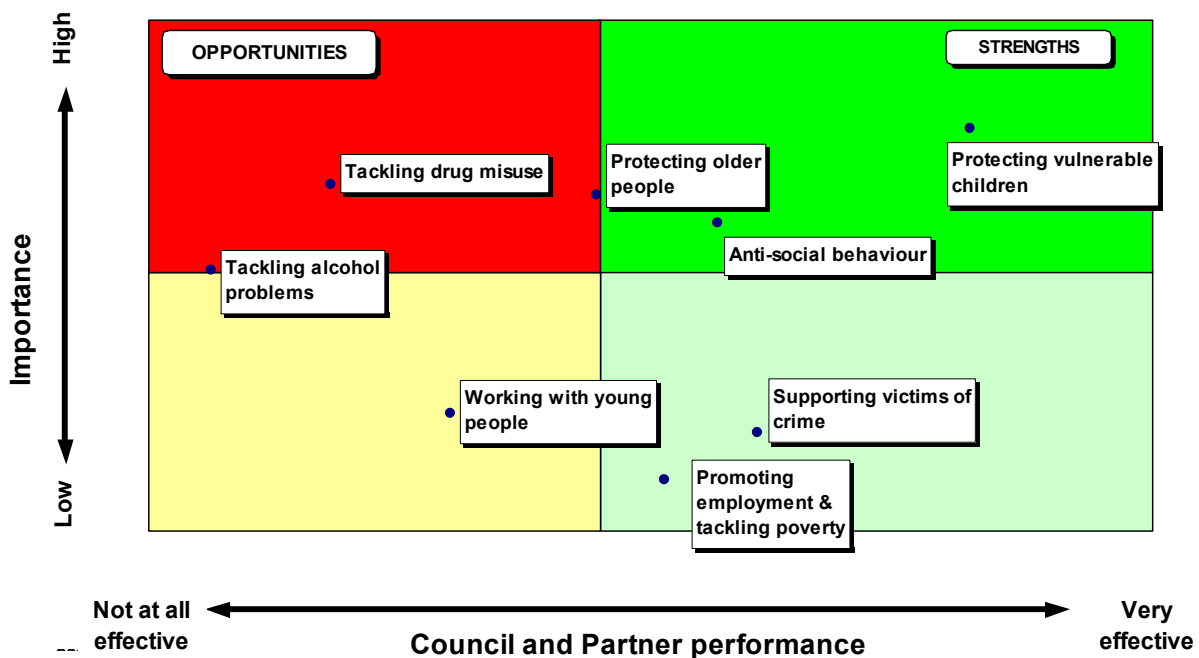
**Chart 4: Essential Moves to Prevent and Tackle Crime**  
**Weighted base – 1112; Unweighted base – 1001**



By mapping the relative importance of each of these projects against the perceived effectiveness of the Council and partners in taking action, it is possible to identify areas of strength and weakness and therefore which initiatives represent the greatest opportunity to make a real impact on crime and safety.

Chart 5 looks at the eight projects considered to be most important in preventing and tackling crime. This shows that panel members say the Council are being effective in the essential area of protecting vulnerable children, and are doing well in terms of protecting older people and working with schools to tackle anti-social behaviour. The Council are also considered to be reasonably effective in supporting victims of crime, and promoting employment and tackling poverty – areas which are relatively lower in perceived importance.

**Chart 5: Perceived Relative Importance vs Council and partner Effectiveness: Eight Most Important Aspects**  
**Weighted base – 1112; Unweighted base – 1001**

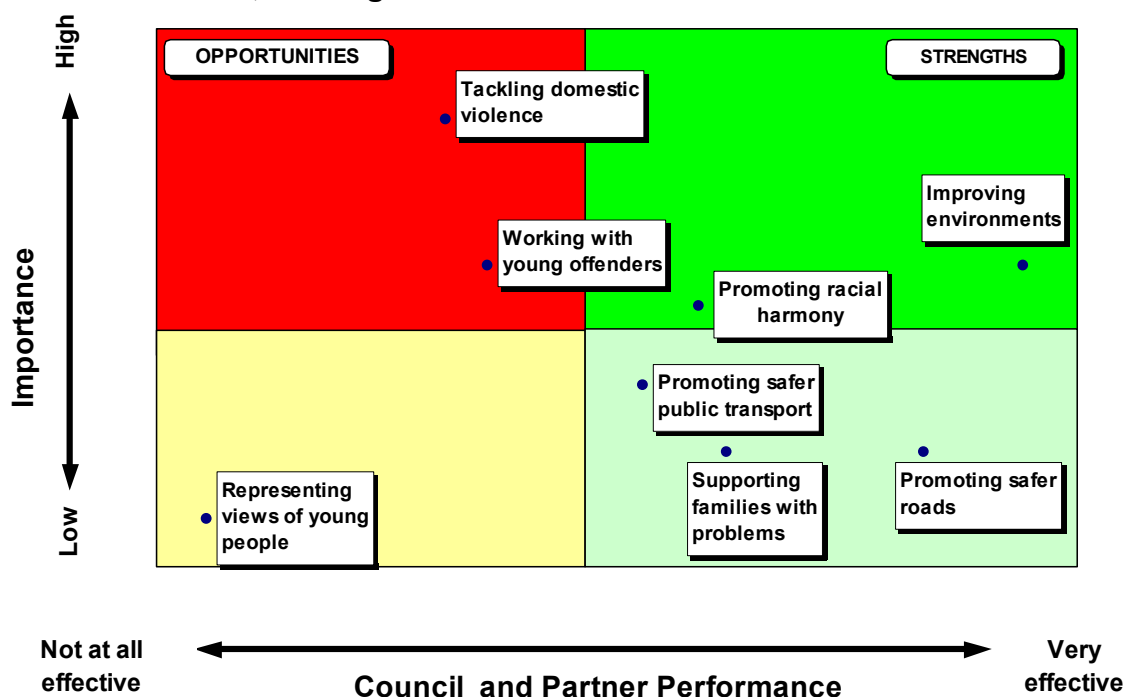


Key opportunities to improve effectiveness are in the most important areas of tackling drug misuse and problems related to alcohol.



Chart 6 represents those areas which are considered relatively less important in preventing and tackling crime, notably promoting safer roads, supporting families with problems and promoting safer public transport. The Council and partners are perceived to be quite effective in these areas, and as such, investment might be more beneficially directed into the more important, low effectiveness projects which represent an opportunity to make a much bigger impact.

**Chart 6: Perceived Relative Importance –vs- Council Effectiveness:  
Less Important Aspects**  
Weighted base – 1112; Unweighted base – 1001



There are some differences in the perceived priority for attention and the effectiveness of Council and partners action to date according to district.

- Panel members in Chorley are more likely to say it is essential to tackle domestic violence (58%), support victims of crime (57%), and protect vulnerable children (83%). This group are also more likely say that the Council and partners have been effective in supporting victims of crime (48%).
- Those in West Lancashire are also more likely to consider it essential to support victims of crime (56%).
- Panel members in Burnley are more likely to say it is essential to improve things like street lighting (48%).
- A greater proportion of those in Pendle say it is essential to support families with problems (38%).
- More panel members in South Ribble say it is essential to provide activities for and work with young people (60%).

- Panel members in Rossendale tend to feel the Council has been less effective in several areas, including promoting and tackling poverty (70% say not effective), working with schools to tackle antisocial behaviour (62%), providing activities for and working with young people (69%), and improving the environment with things like street lighting (51% say not effective).
- A greater proportion of those in Hyndburn say the Council and partners have not been effective in either promoting and tackling poverty (70%) or improving the environment with a view to safety (52%).
- A larger number of panellists in West Lancashire say the Council and partners have not been effective in tackling drug abuse (71%).
- On a more positive note, more panel members in Ribble Valley say the Council and partners have been effective in promoting employment and tackling poverty (46%).

## 2.7 Perceptions of Young People

Young people are highlighted in several areas as being linked to perceived crime and safety. A series of statements about young people aims to show how positively or negatively they are viewed by panel members.

Views about young people are positive on balance, with particularly strong levels of agreement that most young people are law abiding and responsible (76%) and that young people 'treat me with respect' (66%). Seven out of ten panel members also feel that efforts should be made to listen more to young people (69%), and three-fifths agree that young people are sometimes unfairly treated as a nuisance (63%).

**Table 7: Attitudes Towards Young People**

Weighted base = 1112; Unweighted Base - 1001

	Agree	Disagree	Net Agreement
Most young people are law abiding and responsible	76	14	+62
We should listen more to young people	69	19	+50
Young people generally treat me with respect	66	25	+41
Young people are sometimes unfairly treated as a nuisance	63	24	+39
Young people are more vulnerable to crime than adults	56	27	+29
Young people are responsible for at least half of all crimes	41	29	+12

Four out of ten panel members do however agree that young people are responsible for at least half of all crimes (41%). This 'number' tends to be higher amongst older panellists (48% of those aged 60+), men (47%), and those people in households without children (44%). Most panel members believe it is teenagers who are mostly responsible for youth nuisance and crime (68%), although one in seven say younger children aged 8-12 are mostly responsible (14%).

There is little difference in views according to area, although attitudes are more positive in Chorley, Fylde and Wyre. There is stronger agreement amongst panel members in Chorley and Fylde that most young people are law abiding and responsible (87% and 85% agree respectively), and panellists in Wyre are more likely to *disagree* that young people are responsible for at least half of all crimes (43%). In West Lancashire, significantly more panel members agree that young people are more vulnerable to crime than adults (68%).

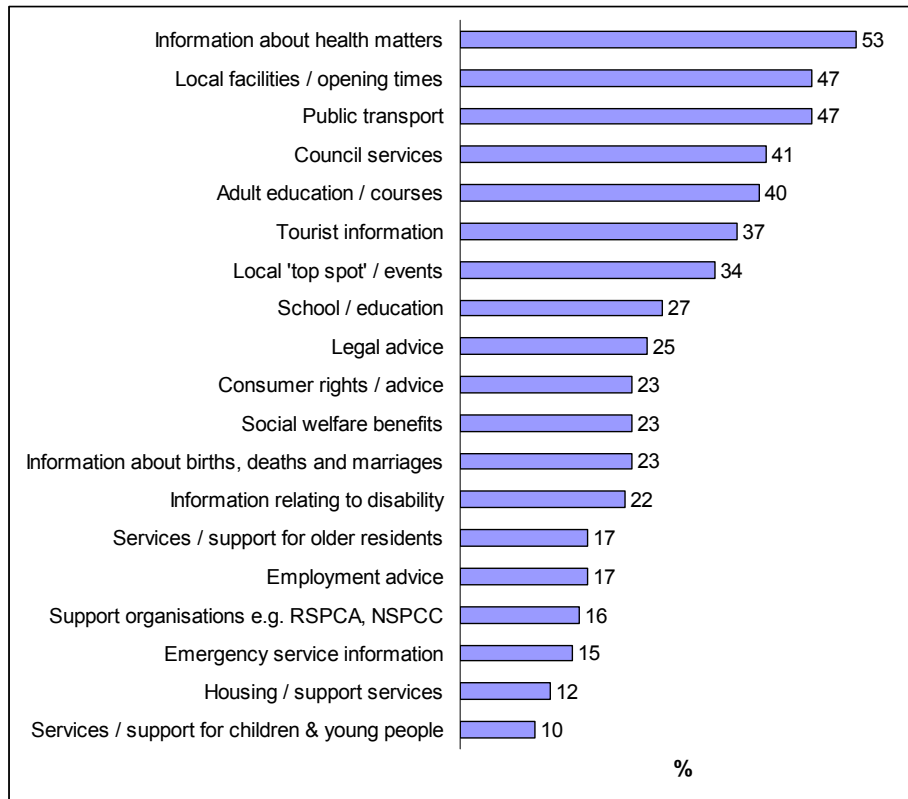
This lack of difference by area suggests that attitudes towards young people in general are relatively unrelated to the concern expressed about intimidation from groups of young people.

## **INFORMATION**

### **2.8 Experience of Obtaining Information**

Nine out of ten panel members have accessed some form of information in the past year (90%). The most common subjects, each accessed by around a half of panellists, are information about health (53%), public transport (47%), and local facilities and opening times (47%). The level of information accessed in other subjects is shown in Chart 7 below:

**Chart 7: Information Accessed in the Past Year**  
**Weighted base = 1112; Unweighted Base - 1001**



Differences in the information accessed are evident according to district:

- Panel members in Burnley are more likely to say they have accessed information on social welfare benefits (40%) and employment advice (34%);
- Panel members in Pendle are twice as likely as the panel overall to have accessed information on services for children and young people (20%);
- Those in Hyndburn are more likely to have accessed information on local facilities (63%), and those in Chorley on Council services (53%).
- Panellists in Burnley and Wyre are more likely to have sought legal advice (38% and 36% respectively).
- Those in Lancaster are more likely to have sought information on adult education (61%) and schooling / education (40%); while those in the Ribble Valley are more likely to have accessed tourist information (49%).

The telephone is the most popular method of accessing most forms of information as shown overleaf in Table 8. Face-to-face contact by visiting is popular for information on health, local facilities and opening times, schooling / education, legal and employment advice, and housing / support services. Newspapers are common sources of information for information on adult and other education, consumer advice, employment advice, and births, death and marriages. Leaflets and posters are also common sources of information for a range of subjects, and it is fair to assume that perhaps these are used for initial information before more details are sought via some other means.

The internet or e-mail was used by a fifth of panel members to access tourist and / or health information (respectively 18% and 20%). It was also used by around one in ten for information on education, public transport, local 'top spots' and events, and employment advice. Use is more common amongst younger panel members and ABC1s as might be expected.

**Table 8: Method of Accessing Information - Experience**

INFORMATION	Method of Accessing Information (% of responses)					
	Visiting	News-paper	Phone	Writing	Leaflets or posters	Internet / e-mail
[Weighted base shown]						
Health [592]	30	18	16	1	30	18
Public transport [517]	15	7	44	1	32	13
Local facilities & opening times [523]	40	12	39	1	20	2
Council services [460]	4	19	41	2	34	0
Adult education / courses [444]	20	45	19	6	22	12
Tourist information [412]	36	22	22	5	25	20
Local 'top spots' / events [380]	14	55	19	1	18	12
Schooling / education [295]	33	11	28	11	24	14
Legal advice [280]	34	13	32	4	9	6
Births, deaths, marriages [253]	23	43	20	3	5	6
Consumer rights / advice [253]	13	24	34	4	12	9
Social welfare benefits [250]	15	7	31	14	32	3
Disability [242]	14	7	26	12	31	8
Employment advice [187]	38	26	23	10	15	10
Services / support for older people [193]	28	12	42	9	22	2
Support organisations e.g. RSPCA, NSPCC [178]	12	21	28	9	25	8
Emergency services [168]	7	17	43	1	24	2
Housing / support services [135]	24	11	37	8	16	2
Services / support for children & young people [113]	20	13	35	6	23	11

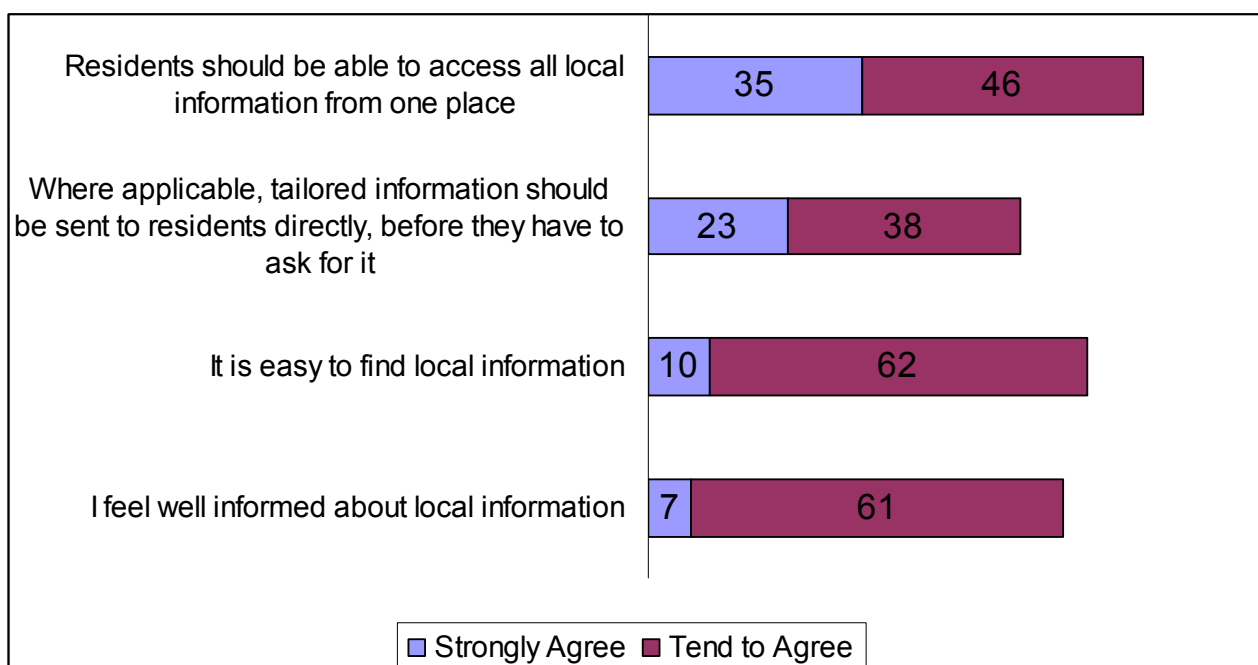
Shaded cells indicate the most frequently used means of access

Overall, nine out of ten panellists who accessed information say it at least partly met their needs (91%), with half saying it met their needs fully (52%). A similar proportion say they found the information easy to access (86%) – a quarter saying it was very easy (26%). One in ten overall say they found it difficult to access information, more so panel members with a disability (15%) and men (13%).

## 2.9 Perceptions of Available Information

Seven out of ten panel members agree that they feel well-informed about local facilities (68%) and that it is easy to find out local information (72%), although most of those *tend* to agree rather than agree strongly (61% and 62% respectively). Young people (under 25) are more inclined to say they feel well-informed about local facilities (81%). In contrast, panel members in Chorley are more likely to *disagree* that they are well informed (39%), and those in Rossendale disagree that it is easy to find out local information (30%).

**Chart 8: Attitudes Towards the Provision of Local Information**  
**Weighted base – 1112; Unweighted base – 1001**



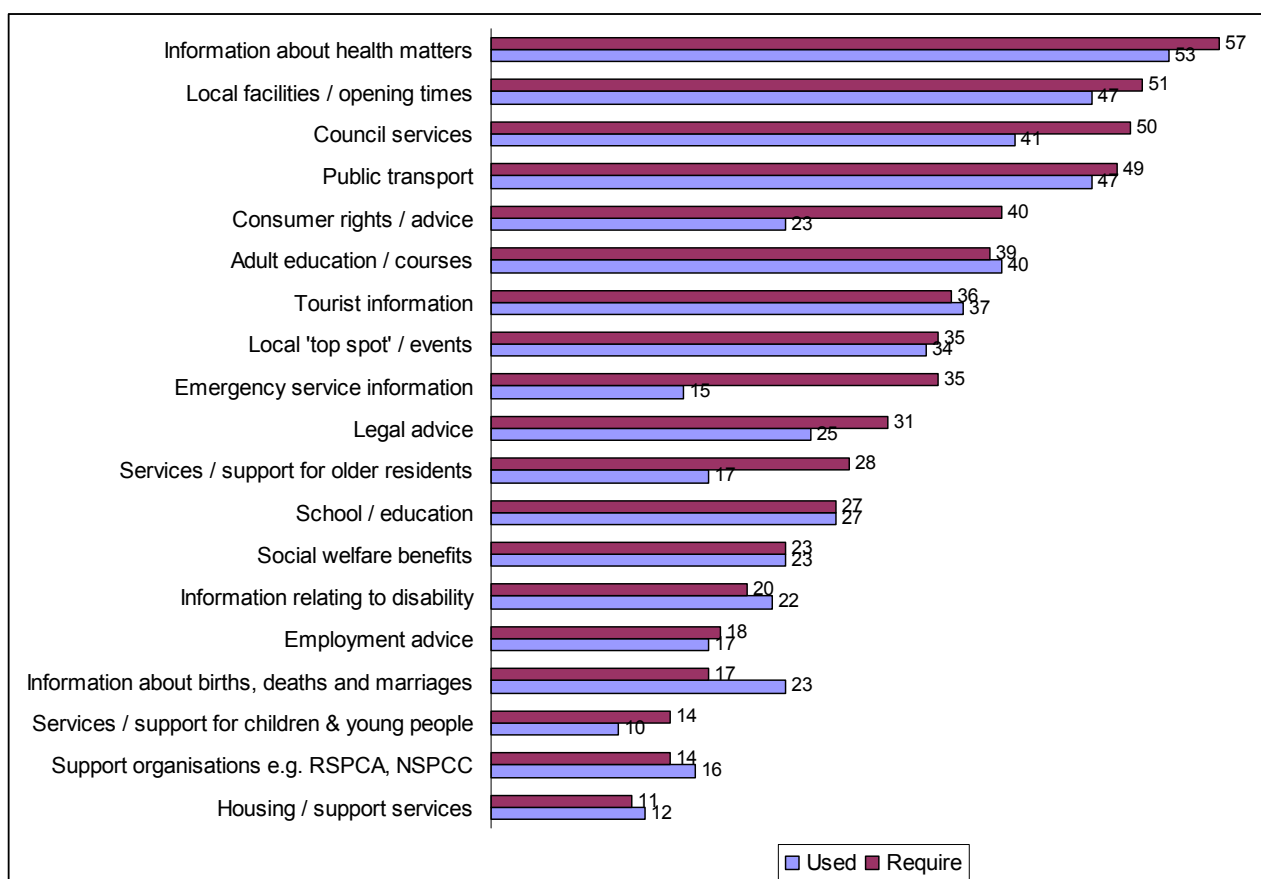
There are much stronger views about whether all local information should be available in one place – eight out of ten say this should be the case (81%) with a third agreeing strongly (35%). If one organisation was responsible for all the information requirements, a third believe that the organisation should be Lancashire County Council (31%). Alternatively, a fifth say the library would be best (19%), and one in nine say Citizen’s Advice (11%). One in seventeen say that this should be a commercial organisation (6%).

Views on whether tailored information should be sent to residents directly before being asked for are more mixed. Six out of ten agree this should happen (61%), but three out of ten say it should not (29%). This proportion increases to four out of ten younger panel members (42% aged under 25). Those who are more likely to think this proactive approach is a good idea include panel members aged 60+ (71%), women (67%), and those with a disability (70%). This last group are also keen on being able to access all local information in one place (86%).

## 2.10 Information Required and Preferred Access Mode

Panel members were asked what information they actually require, and Chart 9 below compares those responses to the information panel members say they have used in past year.

**Chart 9: Information Required Compared to Information Accessed – Potential Shortfall in Information**  
**Unweighted – 1001; Weighted - 1112**



In broad terms the future requirements, closely match the current information requirements. However, comparing the two patterns does show some perceived gaps in information, notably that on Council services, consumer rights / advice, emergency services information, legal advice, and services / support for older residents as well as children and young people.

Panel members in Burnley are significantly more likely to say they require a range of information, specifically on legal advice (48%), social welfare / benefits (39%), and emergency service information (50%). Other areas where more panel members than average say they require information include:

- Consumer rights and advice in Chorley (53%);
- Disability in Hyndburn (32%);
- Schooling / education in Rossendale (37%);
- Local facilities and opening times in Ribble Valley (62%);
- Adult education / courses in Lancaster (53%).

Table 9 (below) shows the preferred method of accessing information for the different types of service.

**Table 9: Preferred Method of Accessing Information**

% Who Say they Prefer that Method

INFORMATION	Preferred Method of Accessing Information					
	Visiting	News- paper	Phone	Writing	Leaflets or posters	Internet / e-mail
[Weighted Base]						
Health [629]	20	8	26	5	32	22
Public transport [498]	7	12	38	3	35	18
Local facilities & opening times [563]	11	19	30	4	32	18
Council services [554]	6	20	27	4	37	18
Adult education / courses [431]	13	32	22	6	30	24
Tourist information [401]	21	20	20	3	32	26
Local 'top spots' / events [391]	7	40	16	3	27	27
Schooling / education [300]	22	7	30	8	28	26
Legal advice [346]	24	6	36	5	21	19
Births, deaths, marriages [187]	15	28	31	5	15	18
Consumer rights / advice [441]	14	8	37	4	28	21
Social welfare benefits [260]	13	4	28	12	37	15
Disability [273]	15	6	31	9	32	15
Employment advice [202]	20	13	28	7	26	27
Services / support for older people [309]	15	11	28	9	38	9
Support organisations e.g. RSPCA, NSPCC [158]	5	14	32	9	36	19
Emergency service [395]	4	9	42	4	39	11
Housing / support services [121]	12	9	38	10	27	17
Services / support for children & young people [153]	16	12	33	10	31	27



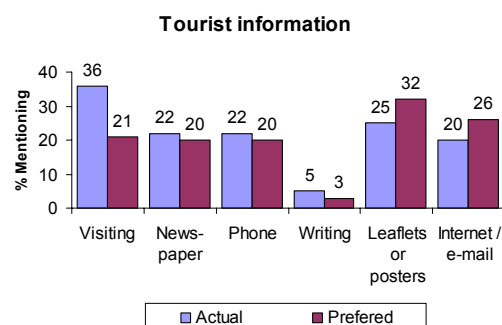
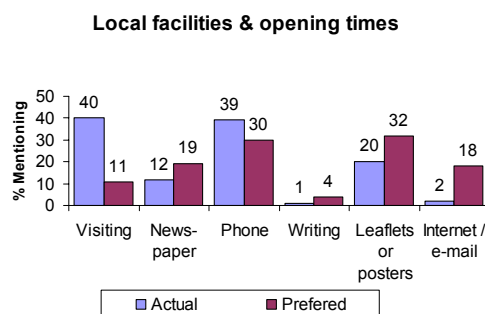
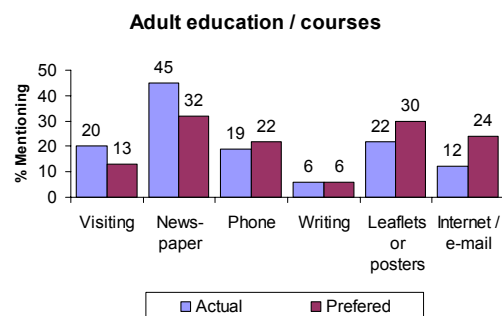
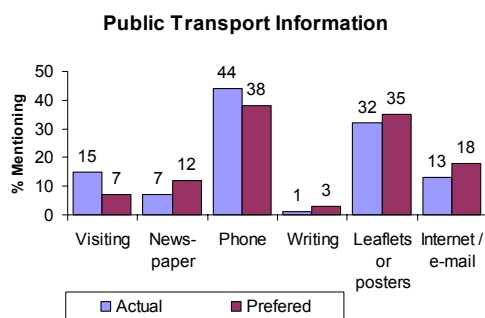
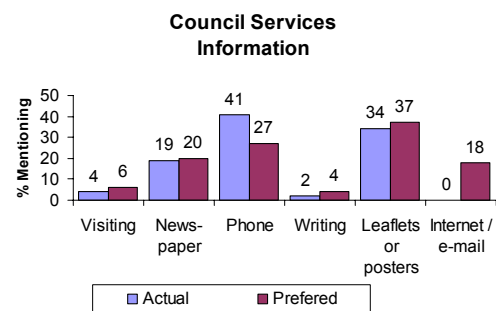
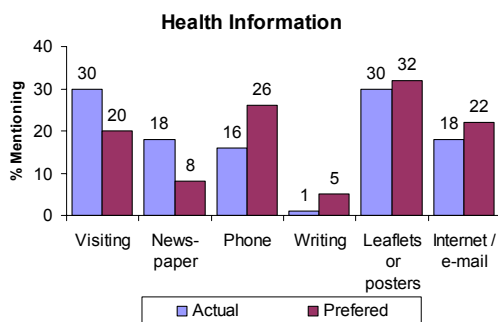
Across almost all information areas asked about, there are strong preferences for accessing information via the telephone and via information leaflets and posters. The exceptions to this are seen with residents frequently mentioning:

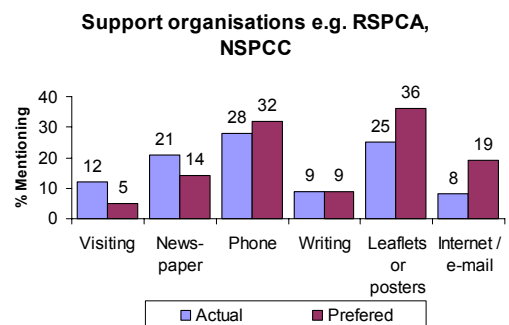
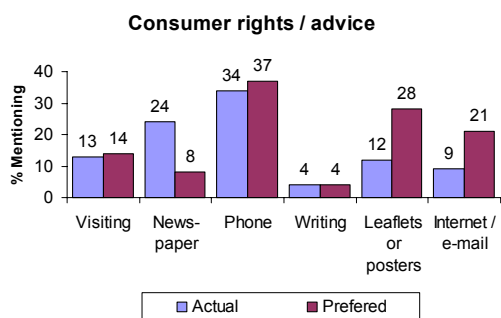
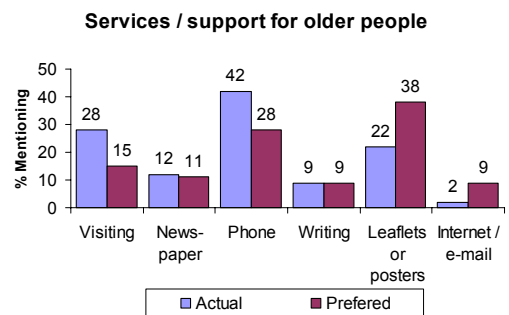
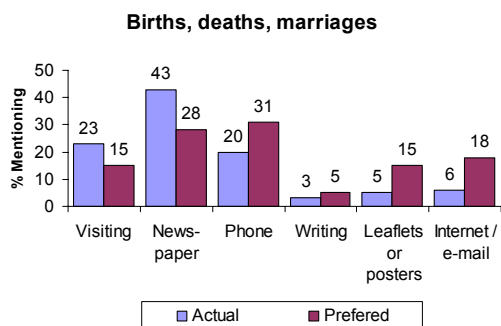
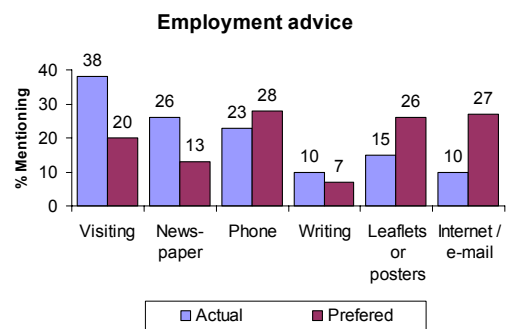
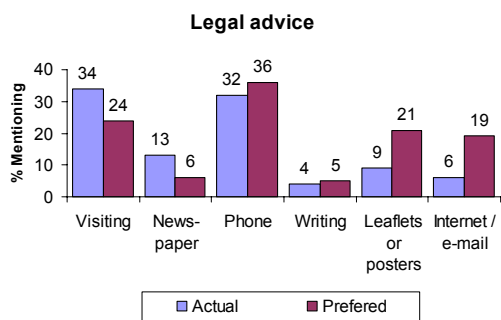
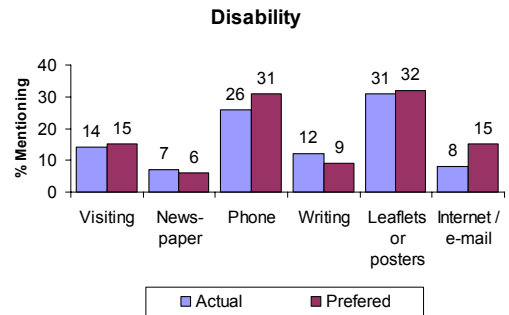
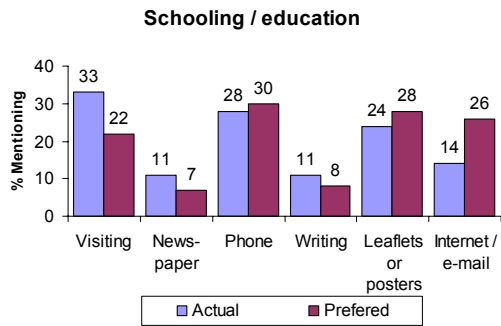
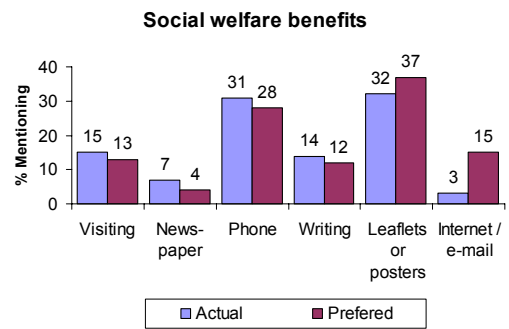
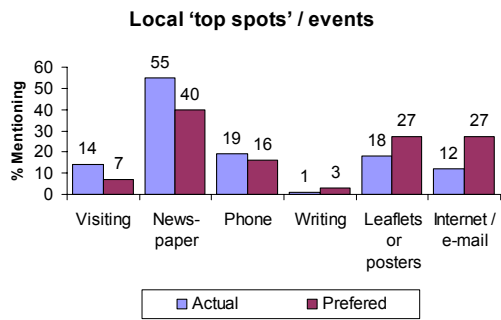
- Information about 'Adult education / courses' via the newspaper (32%)
- Use of the Internet / email for Tourist information (26%)
- Local 'top spots' / events' information is accessed through newspaper (40%) and Internet / email (27%)
- Visiting for 'Legal advice' (24%)
- Newspaper for information about 'Births, deaths, marriages' (28%)
- Use of the Internet / email for 'Employment advice' (27%)

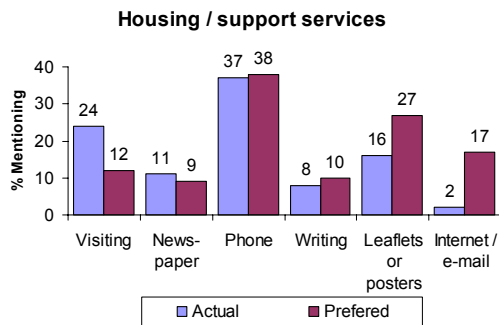
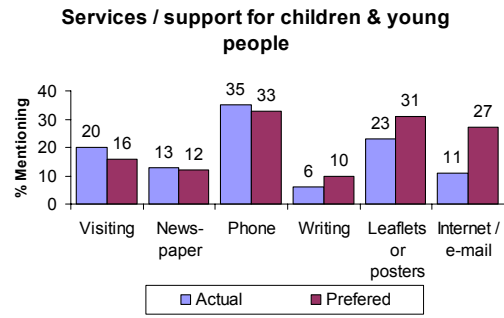
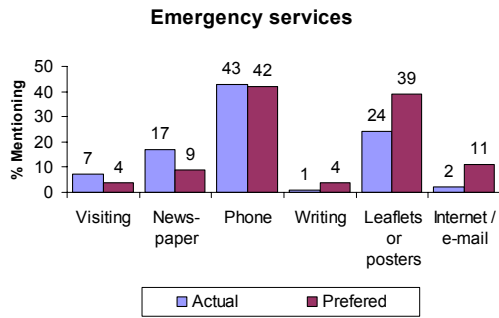
Whilst not the most frequently mentioned method, the use of the Internet is increasingly mentioned. This difference between actual method used and residents preferred methods are compared in detail.

When we look at the pattern of responses of current behaviour versus residents' preferences for accessing information, clear opportunities for tailoring the services to the needs of residents can be identified.

Each of the information areas are compared below:







The key points to note from this are:

- That overall, the telephone is generally the preferred method of access for a wide range of information;
- There is a general *decrease* in the desire to actually visit to obtain information;
- That there is an *increase* in desire to use the internet or e-mail;
- That there is an *increase* in preference for the using leaflets or posters.

The following table compares residents' preferences with the current method used for obtaining information.

- Positive figures indicate areas where customer preferences are not currently being met and are opportunity areas for delivering information in the way residents would prefer.
- Similarly negative figures indicate areas where demand is likely to fall with the improvement of other preferred methods

The table presents the opportunity to focus information provision based on the expressed preferences of residents.

**Table 10: Changes in the Preferred Method of Accessing Information**

Preferred method minus actual method used. Table excludes 'writing' where very little change is noted. Bold figures indicate main differences

INFORMATION	Preferred Method of Accessing Information				
	Visiting	News-paper	Phone	Leaflets or Posters	Internet / e-mail
Health	-10	-10	+10	+2	+4
Public transport	-8	+5	-6	+3	+5
Local facilities & opening times	-29	+7	-9	+12	+16
Council services	+2	+1	-14	+3	+18
Adult education / courses	-7	-13	+3	+8	+12
Tourist information	-15	-2	-2	+7	+6
Local 'top spots' / events	-7	-15	-3	+9	+15
Schooling / education	-11	-4	+2	+4	+12
Legal advice	-10	-7	+4	+12	+13
Births, deaths, marriages	-8	-15	+11	+10	+12
Consumer rights / advice	+1	-16	+3	+16	+12
Social welfare benefits	-2	-3	-3	+5	+12
Disability	+1	-1	+5	+1	+7
Employment advice	-18	-13	+5	+11	+17
Services / support for older people	-13	-1	-14	+16	+7
Support organisations e.g. RSPCA, NSPCC	-7	-7	+4	+11	+11
Emergency service	-3	-8	-1	+15	+9
Housing / support services	-12	-2	+1	+11	+15
Services / support for children & young people	-4	-1	-2	+8	+16

According to the subject of information being sought, it is possible to define the requirements of panel members more closely:

- *Health* – preferably obtained through either leaflets / posters and telephone, less through visiting and newspapers;
- *Public transport* – much as currently obtained though telephone and leaflets / posters, but an increased requirement for internet / e-mail and newspapers;
- *Local facilities and opening times* – preferably obtained through phone and leaflets / posters, and more so internet / e-mail and newspapers, far less would prefer to visit;
- *Council services* – less through telephone and an increased amount through internet / e-mail, leaflets / posters, visiting and also via newspapers;
- *Adult education* – through newspaper and leaflets / posters, supported equally by telephone and internet / e-mail, less via visiting;
- *Tourist information* – preferably from leaflets / posters and internet / e-mail and less through visiting;
- *Local 'top spots' / events* – still mainly newspapers, but more so leaflets / posters and internet / e-mail;
- *Schooling / education* – via phoning, leaflets / posters and internet / e-mail, and less by visiting;
- *Legal advice* – mostly through phoning, and more so via leaflets / posters and internet / e-mail. Visiting is frequently mentioned although less so when looking at preferences.
- *Births, deaths and marriages* – primarily via phoning and newspapers, and more so internet / e-mail and leaflets or posters;
- *Consumer rights / advice* – mostly by phoning and more from leaflets / posters and internet / e-mail, much less via newspapers;
- *Social welfare / benefits* – mostly via leaflets / posters, plus telephone and increasingly internet / e-mail;
- *Information relating to disability* – mostly prefer leaflets / posters and telephone;
- *Employment advice* – combination of telephone, internet / e-mail and leaflets / posters, and far less via visiting and newspapers;
- *Services / support for older people* – primarily from leaflets / posters, plus telephone, less via visiting;
- *Support organisations* – from leaflets / posters and telephoning, and increasingly internet / e-mail;

- *Emergency service information* – mostly from phoning, and from leaflets / posters (increased preference);
- *Housing / support services* – primarily from telephoning, and more so from leaflets / posters and internet / e-mail, less from visiting;
- *Services / support for children and young people* – from a combination of phoning, leaflets / posters, and internet / e-mail.

## **2.11 Suggestions to Improve Effectiveness of Information Provision**

A range of suggestions were made to improve the effectiveness of information provision, but the most common (mentioned by one in ten) is for free newspapers, newsletters, leaflets or information packs. This is particularly evident in South Ribble (20%). Other suggestions made include:

- Greater use of internet / easy to navigate website (6%)
- Dedicated contact telephone number (staffed) (5%)
- More Citizen's Advice centres / community centres (with better opening hours) (4%)
- Information points in public places (libraries / supermarkets) (3%)
- Use of local media (radio, newspapers) (3%)
- Easy to understand / clear information (2%)
- More friendly, knowledgeable staff (2%)
- One stop shop / mobile information units (1%).

## **3 SUMMARY**

### **LANCASHIRE CONSTABULARY**

#### **3.1 Confidence in Lancashire Constabulary**

- 3.1.1 There is an improved confidence in the police since the last wave of the survey, with seven out of ten saying they are fairly or very confident in Lancashire Constabulary. There is greater confidence evident amongst panel members in Blackpool and amongst women, and lower confidence amongst those in Pendle.
- 3.1.2 Most say that nothing has happened to them in the last three months to change their confidence in the police, but one in eleven men say that something has happened – and confidence amongst men is lower.
- 3.1.3 Overall confidence is driven by the manner of officers, the number of police on the streets, response times to incidents and tangible evidence of success in tackling crime. Confidence appears supported by the manner of police officers and the number on the streets, but is reduced by the perceived increase in crime levels.

#### **3.2 Perceptions of Safety**

- 3.2.1 One in eight say something has happened in the previous three months to make them feel unsafe – mostly the presence of gangs on the street, burglaries, drunks in the street and car crime.
- 3.2.2 Nine out of ten say they feel safe walking around during daylight hours – more so in their own neighbourhood than in town. There is a tendency to feel less safe after dark, but particularly in Blackpool, Blackburn and Burnley. Women are less likely to feel safe after dark and on public transport.
- 3.2.3 The greatest level of concern is about home security when unoccupied, especially amongst panel members in Burnley and Preston. Panellists in Burnley generally appear to have greater levels of concern, as do those in socio-economic group DE on many issues.
- Panel members in Hyndburn have greater concerns about anti-social behaviour, intimidation from groups of young people, and vehicle crime.
  - Those in Blackburn are more concerned about car crime (including car jacking), personal safety whilst at home, and racial harassment.
  - In Pendle, there is greater concern about racial harassment.
  - In Blackpool, panellists are very concerned about vandalism to vehicles.

- 3.2.4 Overall, although perceptions are that crime and safety aspects have worsened, there is little evidence of this affecting behaviour – just one in seven say they go out less often as a consequence of the changes they note (14%). Exceptions to this are amongst panel members in Burnley, where three out of ten (31%) say they go out less often. Those in socio-economic group DE and panellists without access to a car also say they go out less often.
- 3.2.5 One fifth of panellists take no safety precautions when they go out. The percentage of who do take precautions is higher amongst panellists who have more concerns about crime and safety – namely women and those living in Burnley and Hyndburn. It would appear therefore that where levels of concern are significantly higher than average, it *does* affect propensity to go out and encourages people to take safety precautions when doing so.

### **3.3 Image of Lancashire Constabulary**

- 3.3.1 A quarter of panel members say they have spoken to a police officer in Lancashire in the previous month. Three-quarters of these describe that experience as pleasant. This good experience is reflected in the image of the police – two-fifths say it has had a positive effect on their views of the police, and two-fifths say it has made no difference.
- 3.3.2 Panel members in Blackpool are significantly more likely than those in Blackburn to say they have read or seen news about Lancashire Constabulary, and to say it has made them feel more positive about the police.

## **LANCASHIRE COUNTY COUNCIL**

### **CRIME & SAFETY**

#### **3.4 Perceptions of Effort and Effectiveness Against Crime**

- 3.4.1 Panel members do agree that the Council are working hard with the police and other agencies to prevent and tackle crime, but on balance, they do *not* feel that positive success is being achieved. This reflects findings elsewhere that conditions are felt to be worsening in many respects.
- 3.4.2 However, between three and four out of ten panel members say they do not know if the Council and partners are working hard or achieving results – which perhaps reflects a lack of information.
- 3.4.3 Panel members in Hyndburn, Wyre, Ribble Valley, Pendle and Rossendale are more positive than the panel as a whole about the achievements in both preventing and tackling crime. Those in Rossendale are the only district where on balance, they say the Council and partners are not working hard to *prevent* crime.



### **3.5 Perceptions of the Relative Importance and Effectiveness of Measures Against Crime**

3.5.1 All possible measures listed in the survey are considered important by panel members in preventing and tackling crime. The most essential however are considered to be (in order of priority):

- protection for vulnerable children;
- tackling drug misuse;
- protection for older people;
- tackling alcohol-related problems;
- working with schools to tackle anti-social behaviour.

3.5.2 Mapping the relative importance of each possible measure against the perceived effectiveness of the Council and partners in each area identifies areas of strength and those which may represent opportunities to make the most significant impact on crime and safety.

3.5.3 The Council and partners are seen to be more effective in the essential areas of:

- protecting vulnerable children;
- protecting older people;
- working with schools to tackle anti-social behaviour.

3.5.4 Opportunities to improve effectiveness exist in the essential areas of:

- tackling drug misuse;
- tackling alcohol-related problems;

and in areas considered less essential which include tackling domestic violence and working with young offenders.

3.5.5 The Council and partners are also seen to be more effective in the relatively low importance areas of:

- promoting safer roads;
- supporting families with problems;
- promoting safer public transport.

As these areas are considered to be less essential in the fight against crime, future initiatives might be more effectively directed into the aforementioned 'essential' projects such as tackling drug misuse and alcohol-related problems.

3.5.6 There is variance in the perceived relative importance of measures against crime by area:

- tackling domestic violence, supporting victims of crime, and protecting vulnerable children are considered more essential by panel members in Chorley;
- those in West Lancashire place more emphasis on supporting victims of crime;
- those in Burnley place more emphasis on improving the environment with things like street lighting;
- those in Pendle are more likely to consider it essential to support families with problems;
- and panel members in South Ribble place more emphasis on providing activities and working with young people.

3.5.7 There is also variability in the perceived effectiveness of initiatives by district:

- panel members in Rossendale are less likely to consider action has been effective in several areas, notably in promoting employment and tackling poverty, and providing activities and working with young people;
- perceived lack of success in improving poverty is also more prevalent amongst panel members in Hyndburn, as is improving the environment with a view to safety;
- those in West Lancashire are more likely to say action has not been effective against drug abuse;
- those in the Ribble Valley are more likely to say the Council is effective in promoting employment and tackling poverty.

## **3.6 Perceptions of Young People**

3.6.1 On balance, the views of young people are positive, with most panel members considering young people to be law abiding, responsible and respectful.

3.6.2 Four out of ten do however agree that young people are responsible for at least half of all crimes – more especially older panel members, men and those who do not have children in the household. Mostly it is believed to be teenagers responsible for youth nuisance and crime, although one in seven say it is younger children (aged 8-12).

3.6.3 Attitudes amongst panel members in Chorley, Wylde and Wyre appear more positive than the panel overall, but otherwise there is little difference in attitude by district.

## **INFORMATION**

### **3.7 Experience of Obtaining Information**

- 3.7.1 Nine out of ten panellists accessed some form of information in the past year, most commonly information on health, public transport and / or local facilities and opening times.
- 3.7.2 Telephone was the most popular method, along with visits and newspapers for certain types of information. Leaflets and posters also featured significantly and it would be fair to assume that these methods are used in conjunction with other means of obtaining perhaps more detailed information.
- 3.7.3 Internet / e-mail was used by a fifth of panel members for health and / or tourist information. It was also used by one in ten for information on education, local 'top spots' and events, and for employment advice. It was more commonly used by younger panel members and those in socio-economic groups ABC1.
- 3.7.4 Nine out of ten of those who accessed information say it met their needs, and a similar proportion say it was easy to access. Panel members with a disability and men are less likely to say it was easy to access.

### **3.8 Perceptions of Available Information**

- 3.8.1 Seven out of ten panel members agree that they feel well informed about local facilities, and that it is easy to find out local information, particularly younger panellists.
- 3.8.2 Eight out of ten agree that all local information should be available in one place, more especially those with a disability. A third say that if one organisation was responsible for all information, it should be Lancashire County Council. Alternatively, a fifth say the library, and one in nine say Citizen's Advice.
- 3.8.3 Views are more mixed as to whether information should be sent proactively to residents. Six out of ten say it should happen, more so older panel members, women and those with a disability. Three out of ten do not agree with this idea, particularly younger panellists.

### **3.9 Information Required and Preferred Access Mode**

- 3.9.1 Comparing the information that panel members say they require with that accessed in the past year identifies some possible gaps, namely information on Council services, consumer rights / advice, emergency service information, legal advice and information on service and support for both older people and children.
- 3.9.2 Panel members in Burnley are more likely than the panel as a whole to indicate a requirement for a range of information, most notably on legal advice, emergency service information and social welfare / benefit information.

3.9.3 The telephone is the preferred mode of access for a wide range of information. Other trends identifiable include:

- an increase in the proportion who would like to use the internet or e-mail;
- an increase in the number who would prefer to use leaflets / posters;
- a decrease in the number who want to visit to obtain information.

3.9.4 Within these general trends, different preferred access modes are identifiable for different types of information. For many, a combination of leaflets and posters supported by telephone and / or internet and e-mail links is required. Newspapers also feature increasingly for information on public transport and local facilities, and are still a significant preferred source of information on local 'top spots' and events, adult education, and births, deaths and marriages.

3.9.5 The most common suggestion for improving the effectiveness of information provision is for free newspapers, newsletters, leaflets or information packs, suggested by one in ten panel members.

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## **APPENDICES**

APPENDIX A – Marked Up Questionnaire

APPENDIX B – Main Panel Questionnaire.Doc