

Life in Lancashire Panel Wave 6
Report from panel research
carried out on behalf of
LANCASHIRE COUNTY COUNCIL
November 2002



INVESTOR IN PEOPLE

british market research association

bmra

member



RBA Research Ltd
Royal House
28 Sovereign Street
LEEDS LS1 4BA

Tel: 0113 285 6300
Fax: 0113 285 6308

Email: service@rba-research.co.uk
Website: www.rba-research.co.uk

TABLE OF CONTENTS

Page Number

1. INTRODUCTION	2
1.1 BACKGROUND AND OBJECTIVES.....	2
1.2 METHODOLOGY.....	2
1.3 INTERPRETATION OF THE DATA.....	3
2. MAIN FINDINGS	4
<i>DESCRIPTION OF LANCASHIRE</i>	
2.1 DESCRIPTION OF LANCASHIRE.....	4
<i>LEISURE ACTIVITIES</i>	
2.2 ATTENDANCE OR PARTICIPATION OF RESPONDENT OR HOUSEHOLD IN LEISURE ACTIVITIES.....	5
2.3 ACTIVE PARTICIPATION OF RESPONDENT IN LEISURE ACTIVITIES.....	7
2.4 ACTIVITIES WOULD LIKE TO SPEND MORE TIME ON.....	7
<i>ARTS AND CULTURE</i>	
2.5 UNDERSTANDING OF ARTS AND CULTURE.....	9
2.6 PERCEPTIONS OF ARTS AND CULTURE IN LANCASHIRE.....	10
2.7 EXAMPLES OF ARTS AND CULTURE.....	12
<i>IMPORTANCE OF LOCAL AVAILABILITY OF FACILITIES AND ACTIVITIES</i>	
2.8 IMPORTANCE OF LOCAL AVAILABILITY.....	14
<i>USE OF PUBLIC BUILDINGS AND FACILITIES</i>	
2.9 BUILDINGS AND FACILITIES USED.....	16
2.10 OPINION OF FACILITIES USED.....	18
2.11 A GOOD PUBLIC BUILDING.....	20
2.12 PREFERENCE FOR INDIVIDUAL OR MULTI-FUNCTION PUBLIC BUILDINGS.....	22
2.13 LIKELIHOOD OF USING PUBLIC BUILDINGS FOR COMMUNITY ACTIVITIES.....	23
2.14 NOTIFICATION OF BUILDING WORK.....	25
<i>ACCESSING COUNTY COUNCIL SERVICES</i>	
2.15 ALTERNATIVE LOCATIONS FOR ACCESSING COUNTY COUNCIL SERVICES.....	25
2.16 ALTERNATIVE METHODS OF ACCESSING COUNTY COUNCIL SERVICES.....	27
3. SUMMARY	28
APPENDICES	33

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.

This is the sixth time that the main Lancashire Panel has been surveyed.

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 culture / leisure, the provision of public buildings and alternative methods of accessing County Council services.

1.2 Methodology

Postal questionnaires were sent out to all those on the Lancashire panel database (1589 residents) on 16th September 2002. A reminder was sent out on 10th October. The cut off date was slightly extended to enable the final response to reach the required 1,000 questionnaires.

The final return represents a response rate of 63%.

The results of the survey have been weighted by district size, age, gender and housing tenure.

1.3 Interpretation of the Data

This report contains several tables and charts 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

DESCRIPTION OF LANCASHIRE

2. Description of Lancashire

The words most commonly used to describe Lancashire by panel members are 'down-to-earth' (67%) and 'traditional' (65%). These are more likely to be younger panel members (under 25), and this group are also more likely to describe the area as 'living in the past' and / or 'quiet' – 18% and 17% respectively compared to 5% each amongst those aged 65+. Significantly fewer panel members in South Ribble say they would describe Lancashire as 'traditional' – 49%, compared to 65% overall.

A quarter of panel members, however, would describe Lancashire as 'lively' (27%) and 'forward-looking' (26%). It is the older panel members who are most likely to consider the area 'forward-looking': 36% of those aged 65+ and 31% of those aged 44-65 would use this phrase compared to just 15% of those aged under 25. Significantly fewer panel members in Rossendale would describe Lancashire as 'forward-looking' (16%). Those in Wyre are more likely to say Lancashire is 'lively' (40%), whereas those in Hyndburn are least likely to do so (17%).

One in eight would say that Lancashire is 'modern' (12%), an adjective used by more panel members in Preston (17%), and significantly fewer panel members in Hyndburn (6%) and Ribble Valley (4%).

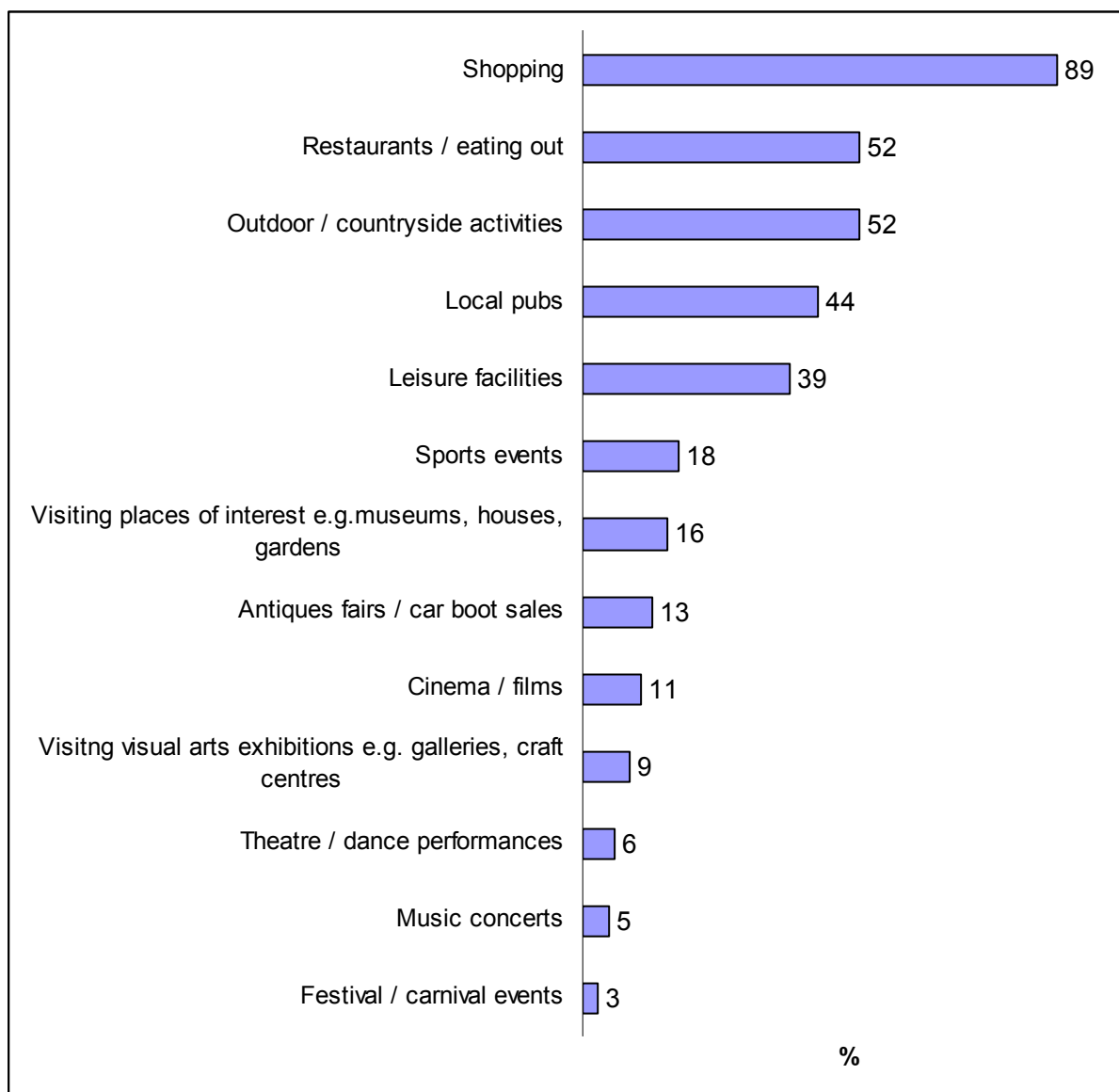
Only 2% would describe the area as 'sophisticated'.

LEISURE ACTIVITIES

2.2 Attendance or Participation of Respondent or Household in Leisure Activities

Panel members were asked to indicate how often, if at all, they had attended or taken part in each of a range of possible activities, ranging from shopping to attending concerts. Chart 1 below, indicates the proportion who say they attended or took part at least once a month in each activity.

Chart 1: Attend / Take Part at Least Once a Month
Base = Weighted 1177; Unweighted 1000



As might be expected, the most common activity is **shopping**, with nine out of ten (89%) saying they go shopping at least once a month. This proportion increases to 96% of those living in Hyndburn. The next most common activity is **eating out**, with half saying they do so at least once a month (52%), and another third saying they do so at least three times a year (33%). Panellists living in Fylde say they eat out most frequently, with two-thirds saying they do so at least once a month (67%).

Only slightly less popular is **outdoor / countryside activities**, with half saying they do something like walking at least once a month (52%), and a further fifth saying they do something at least three times a year (21%). However, twice as many people say they *never* take part in outdoor activities, as say they never go to restaurants or eat out (13% compared to 6% respectively), which suggests that this is an activity undertaken by a smaller proportion of panellists, but relatively often by those who do. Panellists living in Burnley are *least* likely to undertake outdoor activities (29% say they have not done so in the past 12 months), whereas three-quarters (74%) of those residing in the Ribble Valley say they take part in outdoor or countryside activities at least once a month

Going to **local pubs** or making use of **leisure facilities** are the next most popular activities. More than two-fifths (44%) say they go to the local pub at least once a month, although a fifth say they have *not* been to the local pub in the past twelve months (20%). This proportion falls to just one in ten (10%) of panellists living in the Ribble Valley area. Those living in Fylde are the most frequent pub visitors – 55% say they go at least once a month. Just under two-fifths overall say they attend leisure facilities at least once a month (39%), and significantly more say they never go to leisure centres (24%). Again, this suggests that this is an activity undertaken by a smaller proportion of the population but regularly by those who do so. Interestingly, panellists living in Fylde again feature as those using leisure facilities most frequently – half say they do so at least once a month (50%). Panellists living in Fylde are also the group most likely to have **visited places of interest** in the last year – nine out of ten say they have done so compared to just over eight out of ten overall (90% compared to 83%).

Visiting **visual arts exhibitions** or the **cinema** are popular, but they are activities carried out less frequently than those mentioned previously. Three out of ten say they go to the cinema at least three times a year (31%), and one in nine (11%) at least once a month. A third (32%) say they have not been at all in the last 12 months. Similarly, a quarter (26%) say they have visited a visual arts exhibition such as a gallery or craft centre at least three times in the past 12 months, and a further one in eleven (9%) have done so at least once a month. Just over a quarter (27%) say they have not visited at all.

Theatre / dance performances have been attended at least once by 64% overall. A fifth (21%) say they have been at least three times in the past year.

The least frequently attended are **music concerts** and **festivals or carnivals**, presumably due to their seasonal or infrequent occurrence. One in six say they have been to a festival or carnival just once in the past 12 months (16%), and just over a fifth (23%) have been less frequently than three times a year. Proportions are similar for music concerts, with one in nine saying they have been just once in the past year (11%), and a fifth less than three times in the same period (21%). Frequency of attending music concerts is highest amongst panellists in Hyndburn where one in six (16%) say they go at least once a month, but the proportion of those ever attending is highest amongst those in Lancaster – seven out of ten say they have been to at least one music concert in the past 12 months (70%). It is likely that the student population in Lancaster may help to explain the high attendance in that area. Attendance at festivals and carnivals is also higher amongst this group, and amongst panellists living in the Ribble Valley area. In both cases, seven out of ten say they have been to a festival or carnival at least once in the past year (70%). In contrast, those living in Chorley are least likely to have either attended a music concert or a festival or carnival (67% and 54% respectively have *not* done so).

Overall, more than half (55%) say they have attended or taken part in a **sporting event** in the past year. This proportion falls to just over two-fifths (42%) of those living in Pendle. In contrast, three out of ten panellists living in Preston (30%) say they or a member of their household has taken part in or attended a sporting event at least once a month over the past year – which compares to just 18% overall.

Antique fairs or car boot sales are attended more frequently by older panellist – 17% of those aged 45+ say they go at least once a month, compared to just 9% of those aged under 45. It is also an activity more prevalent amongst those living in Council or housing association accommodation. A quarter of this group say they attend some such activity at least once a month (24%). Panellists living in Burnley are the most likely to have attended at least one such activity, with seven out of ten having done so in the past year (71%).

2.3 Active Participation in Leisure Activities

Almost two-fifths of panel members (38%) say they have *not* actively participated in any activities in Lancashire in the past 12 months. Of those who have, the most common is participation in sport - over two-fifths say they have taken part in some form of sport (44%). Participation does appear to be related to age, with almost three-fifths of those aged under 45 saying they have taken part in sporting events (57% aged <25 and 58% of those aged 25-44).

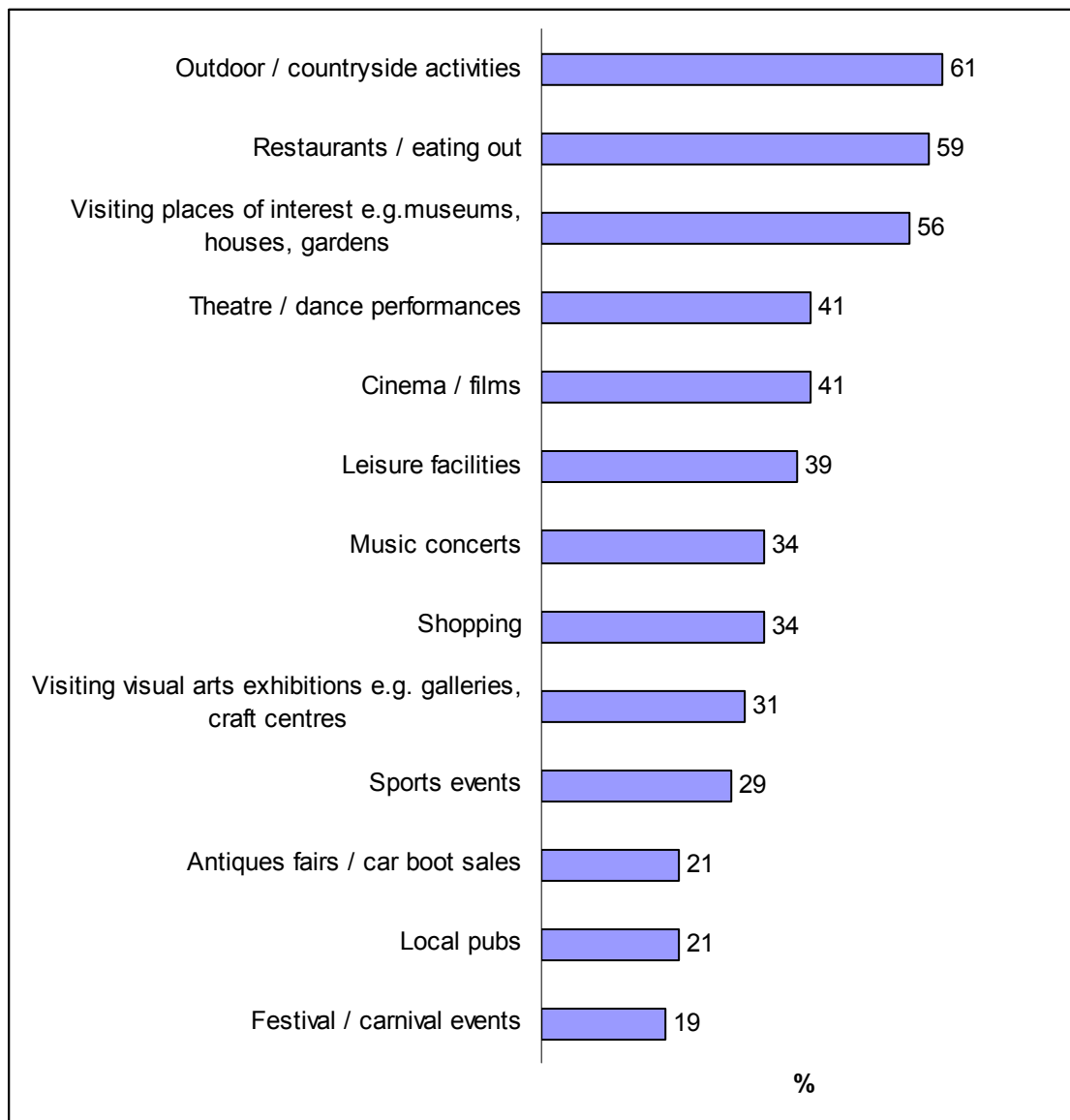
One in seven overall say they have done some form of arts activity (15%). This proportion increases to a fifth of those aged 65+ (21%).

In the case of both sports and arts activities, participation is higher amongst men than women: 47% of men say they have taken part in sport compared to 40% of women; and 19% of men say they have taken part in arts activities compared to 11% of women.

2.4 Activities Would Like to Spend More Time On

When asked what activities they would ideally like to spend more of their leisure time on, some interesting patterns appear, as shown in Chart 2 shown overleaf:

Chart 2: Activities Would Like to Spend More Leisure Time On
Base = Weighted 1177; Unweighted 1000



Six out of ten panellists would like to spend more time in the countryside (61%) or visiting restaurants (59%) – already two of the most popular forms of leisure activity. However, only slightly fewer (56%) say that if time and money were no object, they would like to spend more time visiting places of interest – an activity undertaken at least once a month by just 16% of panellists in the past 12 months.

Two-fifths of panellists say they would ideally like to spend more time attending theatre performances or the cinema (41% each), or making use of leisure facilities (39%).

A third say they would like to spend more time either at music concerts or shopping (34% each), and three out of ten visiting visual arts exhibitions (31%) or attending sporting events (29%).

There are some notable variances in desire according to demographics and location. Gender is a key differentiator, with men more likely than women to say they would like to spend more of their leisure time on outdoor activities (64%), sports events (38%), or at the local pubs (27%). In comparison, women are more likely than men to say that if time and money were no object, they would like to spend more time at the theatre (46%), visiting visual arts exhibitions (38%), shopping (41%), or at antiques fairs or car boot sales (24%). Age is another factor linked to preferences. Theatre has greater appeal to panellists aged over 25, whereas outdoor activities, eating out, local pubs, cinema, music concerts, and festivals or carnivals have more appeal to those aged under 65.

Differences by area include:

- Panellists in Chorley being more likely to say they would spend more time eating out, at leisure facilities, or at antique fairs and car boot sales;
- Those in Fylde are more likely than average to say they would spend more time visiting visual arts exhibitions, as do those in Lancaster;
- In Burnley, panellists are more likely to say they would spend more time at leisure facilities;
- In Pendle, a greater proportion of panellists say they would spend more time at antique fairs or car boot sales.

ARTS AND CULTURE

2.5 Understanding of Arts And Culture

There is a wide range of interpretation by panellists about what is understood to be 'arts and culture'. More than seven out of ten panellists say they think of historic buildings and architecture (72%). Alternatively, they might think about theatre (52%), libraries (50%), dance performances (41%), artefacts and archives (40%), and / or local tourist attractions (40%).

Around a third or less think about parks and open spaces (34%), the countryside (32%), reading (30%), cinema (21%), ethnic food, art and entertainment (21%), jazz, pop, rock or folk concerts (21%), and / or food and cooking (19%).

There are some interesting gender differences in interpretation. Women are more likely than men to think of dance performances, ethnic food, art and entertainment, and / or reading, whereas men are more likely than women to think of local pubs!

2.6 Perceptions of Arts and Culture in Lancashire

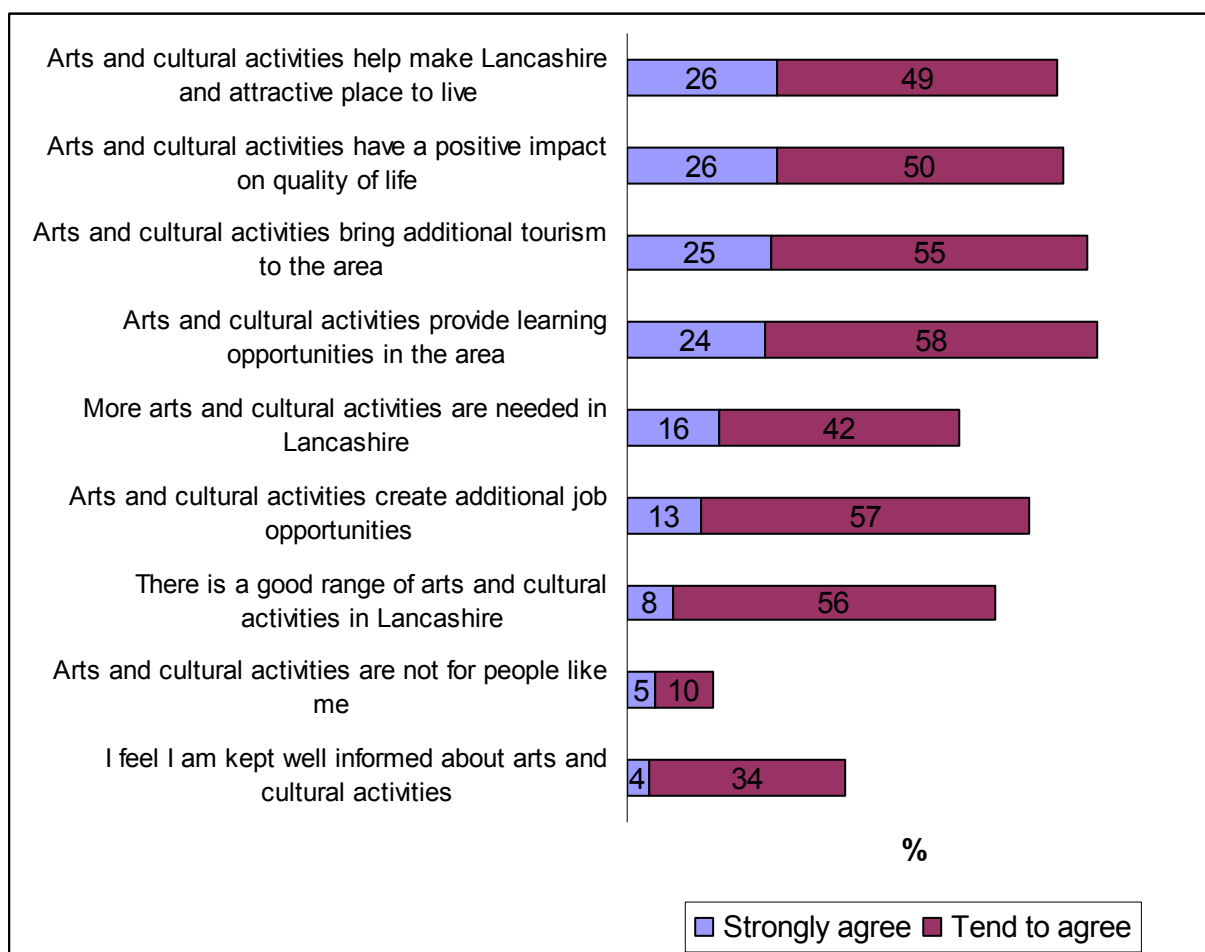
Chart 3, overleaf, shows how panellists view the role of arts and culture within the Lancashire area. Generally, there is a positive view of this role, with around a quarter of panellists agreeing strongly that arts and culture help to make Lancashire an **attractive place to live** (26%), that it has a **positive impact on the quality of life** (26%), that it **brings additional tourism** to the area (25%), and that it provides **learning opportunities** (24%). In each of these cases, between a half and three-fifths tend to agree with each of those statements.

Panellists from socio-economic group AB are more likely to agree with all of these positive aspects, and younger respondents are more likely than older are to agree that they bring in additional tourism and provide learning opportunities. Those living in Lancaster are more likely to agree that such activities have a positive impact on the quality of life (87%) and on bringing in tourism (86%). Those living in Hyndburn are more likely to feel they provide learning opportunities (91%) than those living in other areas.

The view that arts and cultural activities in Lancashire **help to create additional job opportunities** was less strongly held. Almost three-fifths (57%) tend to agree they do, but just one in eight (13%) feel strongly that this is the case. ABs, once again, are more likely to hold this view (77%), as are those living in Hyndburn (79%). Panellists living in Rossendale are *less* likely to feel this is the case (52% agree).

In terms of **provision of art and cultural facilities**, views were similarly more guarded. Overall, almost two-thirds agree that there is a good range of such facilities in Lancashire (64%), but only 8% agree strongly that this is the case. One in six (17%) *disagree*, and a similar proportion (15%) say they don't know. Those living in Rossendale and younger panellists are less likely to agree there is a good range of art and cultural facilities (respectively 52% and 39% of those aged under 25). Three-fifths (59%) overall agree that **more such activities are needed** in Lancashire, with one in six (16%) agreeing strongly that this is the case. Panellists aged under 44 are more likely to agree (65%), as are ABs and C1s (66% and 63% respectively), and those living in Lancaster (68%) more so than those living in Preston (49%).

Chart 3: Perceptions of Arts and Crafts in Lancashire – Agreement with Statements
Base = Weighted 1177; Unweighted 1000



There is also less agreement that people are **kept informed about arts and cultural activities**. Overall, almost two-fifths (38%) agree that they are kept well informed, with just one in twenty-five agreeing strongly (4%). Half (50%) *disagree* that they are kept well-informed. Agreement tends to increase with age up to half of those aged 65+ (51%), and those in owner-occupied accommodation are more likely to say they feel well-informed than those in council or housing association accommodation (39% and 27% respectively). There are also differences in opinion evident by area: panellists living in Hyndburn, Pendle or Lancaster are more likely to say they feel well-informed than those living in Chorley, Preston and Rossendale.

On a more positive note, more than seven out of ten panellists (73%) *disagree* that arts and cultural activities are **not for people like them**, implying that they are in fact open to such activities. Men are more likely than women to feel that arts and culture is not for them – a fifth of men agree with this statement (20%), compared to just 9% of women. Those in socio-economic group DE are also more likely to feel such activities are not for them (19% - compared to 8% of ABs), or to say they don't know (12%). By area, a fifth (21%) of panellists in Rossendale say arts and culture is not for them, which compares to just 9% in Preston.

2.7 Examples of Arts and Culture

Almost half the sample (47%) could cite a good example of arts and culture that make visiting or living in areas an enjoyable experience. Of these, half (51% or 24% overall) gave an example in Lancashire, a third gave an example from elsewhere in the UK (32% or 15% overall), and one in eight gave an example from abroad (13% or 6% overall).

The listing below shows the main examples that were given for both Lancashire and elsewhere in the UK. It comprises a good mix of historical interest / museums, festivals, concerts and outdoor entertainment.

Lancashire Examples

Lowry Centre [14]
Townley Hall / Park / festivals [14]
Preston library / dock / opera / Harris art gallery / museum [13]
Open air concerts / proms in the park / Thornton Hill, Blackburn, Accrington, Leighton Hall [9]
Lancaster heritage weekend / castles / theatre / festivals [9]
Agricultural shows / Royal Lancashire / Great Eccleston [8]
Wigan Pier [6]
Dukes Theatre [6]
Beacon Fell [6]
Blackpool / Grand theatre / tower circus [6]
Ribble Valley / Ribble Link [5]
Jazz festival, Lancaster [5]
Arts in the park, Blackburn [4]
Heritage centre, Borrowford [4]
Colne Blues Festival [4]
Clitheroe castle / torchlight procession [4]
Morecombe promenade / seafront / dome and platform [4]
Whittaker park / museum [3]
Clitheroe Platform Gallery [3]
Lytham Heritage Centre [3]
Howarth art gallery [3]
Garstang Air festival [3]
Pendle Heritage Centre [2]
Haigh Hall [2]
Gawthorpe Hall [2]
Football museum [2]
Whalley Abbey [2]
Trough of Bowland [2]
Stoneyhurst college / concerts [2]
Science and industry museum [2]
Rossendale museum [2]
Ribchester museum / music festival [2]
Steam railway [2]

UK, Outside Lancashire

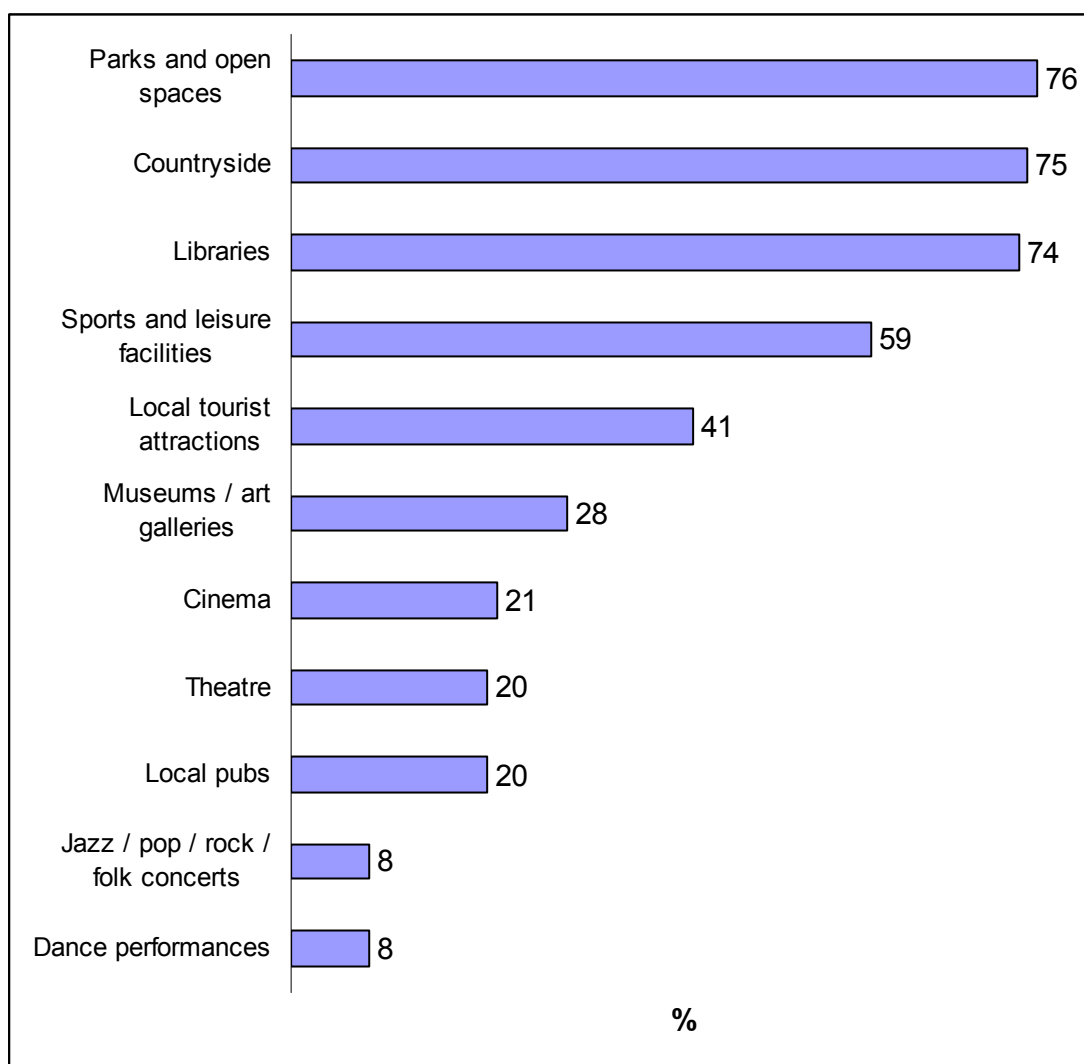
Beamish museum [8]
Eden project / Gardens of Heligan [8]
Albert dock, Liverpool [5]
York / Jorvik museum [5]
Sculptures / sculpture park [5]
Grizedale Forest [4]
Tate gallery, Liverpool [3]
Eureka, Halifax [3]
Burrell collection, Glasgow [3]
Tatton Park [3]
Imperial War museum [2]
Angel of the North, Newcastle [2]
Photographic museum, Bradford [2]
Port Sunlight [2]
Ryedale Folk Museum [2]
Staveley festival [2]
Westonbirt arboretum, Gloucester

IMPORTANCE OF LOCAL AVAILABILITY OF FACILITIES AND ACTIVITIES

2.8 Importance of Local Availability

Panellists were given a list of facilities and activities and, for each, were asked to indicate how important they feel it is for those facilities to be available in their local area. Chart 4 shows the proportions who consider each to be essential.

Chart 4: Facilities and Activities Essential to be Available in the Local Area
Base = Weighted 1177; Unweighted 1000



The most imperative facilities are considered to be parks and open spaces, countryside and libraries, each considered essential in a local area by around three-quarters of panellists. This proportion increases to over nine out of ten who consider it to be important. Sports and leisure facilities are thought to be essential by six out of ten – increasing to almost eight out of ten of those aged under 25 (77%).

Local tourist attractions are thought to be essential by four out of ten (41%). Again, those aged under 25 are more likely to consider tourist attractions essential (52%), as are those living in Lancaster (57%). In contrast, panellists in Preston are less likely to consider this essential (30%).

Libraries are considered equally essential across all areas and types of respondent. Parks and open spaces are more likely to be considered essential by panellists living in the Burnley area (91% consider essential), but are less likely to be felt essential by those living in Fylde (65%) and older respondents (64% of those aged 65+). Similarly, countryside is *less* likely to be considered essential by panellists in Fylde (59%) and in Wyre (61%).

Almost three out of ten, overall, say that local museums and art galleries are essential (28%), more so those aged over 45 (32% of those aged 45-64 and 31% of those aged 65+). Those living in Hyndburn (41%), Rossendale (38%), and Lancaster (39%) are similarly more likely to say these facilities are essential than panellists in other areas.

Around a fifth say that the local provision of cinema, theatre and pubs is essential. Each of these has different appeal to different age groups: the youngest age group are most likely to consider local pubs essential (29%), the 45-64 age group most likely to consider local theatre essential (26%), and the over 65s *least* likely to consider local cinema essential (12%). By region:

- panellists in Burnley are significantly less likely to say that a local theatre or cinema is essential (8% and 7% respectively);
- those in South Ribble and Lancaster are significantly more likely to say a local cinema is essential (33% and 31% respectively);
- those in Rossendale more likely to say a local pub is essential (33%);
- and those in Preston are significantly *less* likely to say a local cinema is essential (13%).

Those with a disability are more likely than average to consider local provision of theatres, museums and art galleries essential (25% and 32% respectively). Women are also significantly more likely than men to say these facilities and cinemas are essential (23% compared to 17% for theatres, and 31% compared to 25% for museums and art galleries, and 24% compared to 18% for cinemas).

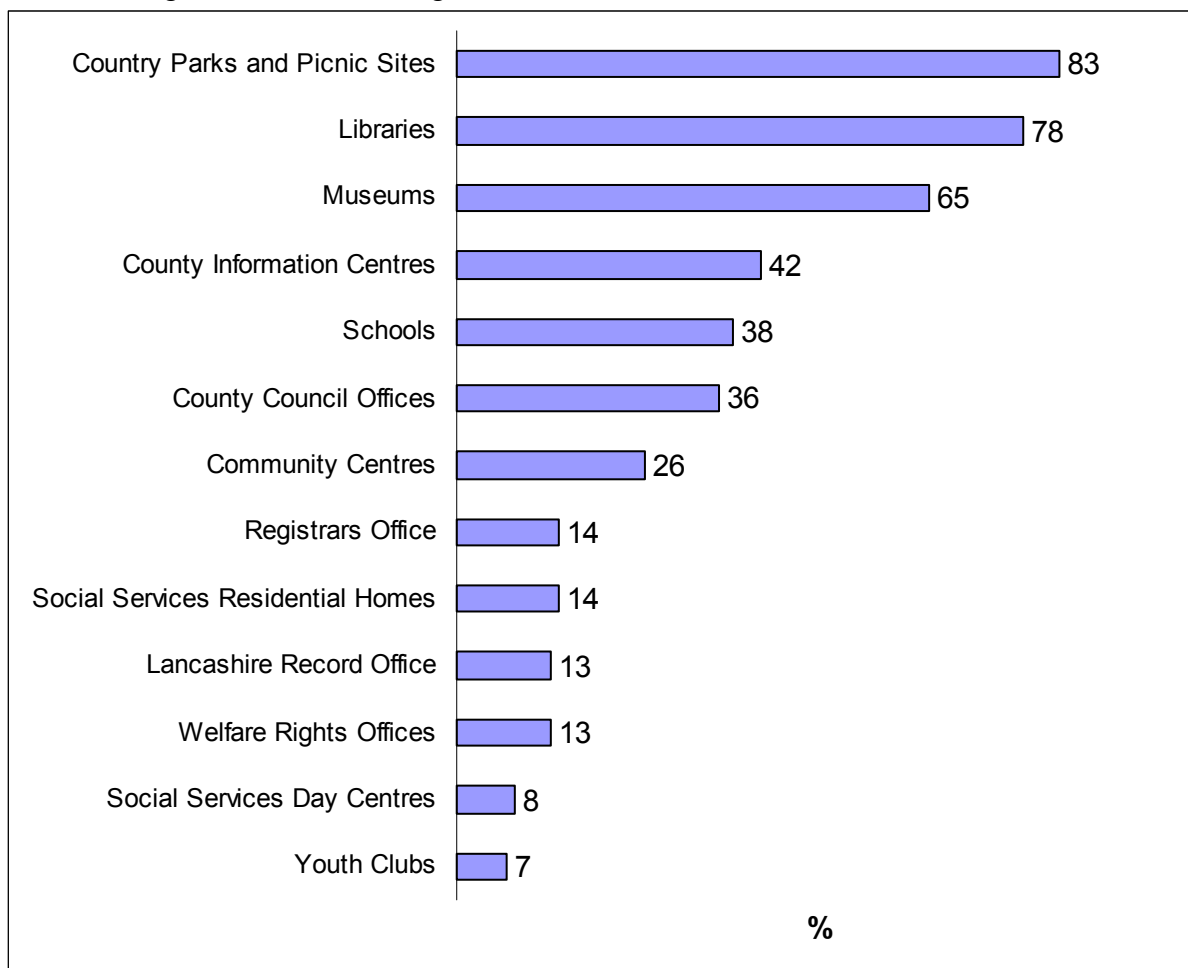
Just one in thirteen (8%) say that either music concerts or dance performances are essential locally. Older panellists are less likely to consider music concerts essential than younger (4% of those aged 65+), but there are no significant differences in views about dance performances.

USE OF PUBLIC BUILDINGS AND FACILITIES

2.9 Buildings and Facilities Used

Panellists were asked what buildings / facilities they have visited or used in the past 12 months. Chart 7 below shows the proportions who have done so at least once in the past year.

Chart 7: Have Visited / Used in past 12 Months
Base = Weighted 1177; Unweighted 1000



The most commonly used facilities are **country parks and picnic sites**. Overall, 83% have visited them in the past year, with four out of ten visiting at least three times (37%). Those aged 25-44 are more likely to have used these facilities (91%), and notably those with children – 93% have used them with eight out of ten using them at least three times in the past year (80%).

Libraries are the second most commonly used facility, with almost eight out of ten having used a library at least once in the past year (78%), and two-thirds having used them at least three times. Women are more likely than men to have used the library (81% compared to 75%), as are those with children (84%). The youngest age group (under 25) are less likely to have done so (69%) than older panellists.

Around seven out of ten panellists have visited a **museum** in the past 12 months (65%), but on a less frequent basis. Just a third have visited at least three times in the past year (32%). Use is also significantly higher amongst panellists living in Burnley and Lancaster. More than eight out of ten of those in Burnley (81%) say they have visited a museum in the past year, and almost three-fifths of those (58%) say they have been at least three times. In Lancaster, 74% say they have visited, with over a third (36%) saying they have been at least three times.

Similar proportions say they have visited the **County Information Centre** (42%) and **schools** other than taking a child to school (38%). A fifth (21%) say they have visited the County Information Centre at least three times in the past 12 months, and a quarter (24%) have visited schools as frequently. The proportion visiting schools (other than for taking a child to school) is higher amongst households with children, where six out of ten (61%) say they have visited at least once in the past 12 months, and 19% say they go at least once a month. Also panellists in Hyndburn are more likely to have visited a school than those in other areas – 49% in Hyndburn. Use of the County Information Centre is apparently higher amongst those classified as C2, with 52% saying they have visited in the past 12 months. In contrast, use is lower amongst the under 25 age group (26% have visited) and those living in West Lancashire (30% have visited).

Four out of ten say they have visited the **County Council Offices** (36%), although relatively infrequently. One in ten (10%) say they have visited just once in the past year, and a further 11% less than three times in the same period. Use is apparently higher amongst those with a disability (42% have visited), DE's (45% have visited), and those living in Burnley (66% have visited). Conversely, it is lower amongst the under 25s (26% have visited) and those living in Rossendale (18% have visited).

Three out of ten say they have used **Community Centres** in the past year (26%), with 16% saying they have done so at least three times. Usage is higher amongst the older respondents (25% of those aged 65+ having visited), and lower than average amongst those living in Preston (13% have used).

Around one in eight say they have used the **Registrar's Office** (14%), the **County Record Office** (13%), **Social Services Residential Homes** (14%), and **Welfare Rights Offices** (17%).

Use of the **Registrar's Office** is very infrequent, with just 2% saying they have been at least three times a year. Use at all appears significantly lower amongst those living in Rossendale, where just one in ten (10%) say they have visited in the past 12 months. Usage of the **Welfare Rights Office** is also lower amongst this group of panellists, where just 4% say they have visited or used in the past year. Significantly higher use of this service is noticeable amongst those living in Council rented or housing association accommodation (21% have used).

Use of the **County Record Office** is similarly infrequent, with just 3% saying they have visited at least three times in the past year. Use is lower amongst those living in Chorley (5%) and Pendle (3%).

One in thirteen (8%) say they have visited or used **Social Services Residential Homes** at least three times in the past 12 months.

One in twelve (8%) say they have visited or used the **Social Services Day Care Centres**, and again this use is very infrequent. Just 3% say they visited at least three times in the past year. Panellists living in Burnley appear to be higher users of this facility, with a third having visited or used it in the past year (22%), and 12% saying they have done so at least three times. Conversely, panellists in Chorley and Wyre are significantly less likely to have used this facility (3% and 4% respectively).

One in eight (12%) say they have used **Youth Clubs** in the past year, but infrequently with just 3% using three times or more. ABs and panellists living in Chorley are less likely to have used these facilities (3% and 10% respectively).

2.10 Opinions of Facilities Used

Respondents were asked which facility they had used most recently, and then were asked a series of questions about that facility. The table below summarises the opinions of those facilities where the samples obtained are big enough to do so.

Table1: Opinions of Facilities Used - % Satisfied

	Libraries	County Parks & Picnic Sites	Schools	Museums	County Council Offices	Community Centres
Unweighted Base	380	258	111	47	39	23
Weighted Base	436	307	128	54	51	29
	%	%	%	%	%	%
Being easy to find	94	81	88	97	87	90
Feeling safe	91	73	89	87	80	87
Being pleasurable to visit	88	82	88	93	63	83
Feeling welcome	87	69	87	84	72	79
The standard of repair	87	61	81	85	73	79
The range of facilities provided	87	59	86	93	60	72
Making a good first impression	86	71	86	84	71	69
Being well decorated	85	48	78	84	63	93
Being easy to get to on foot	83	63	71	73	75	78
Having a good design	81	57	69	80	60	70
Liked by local people	80	74	81	83	48	86
Being built to last	79	51	75	93	81	61
Being easy to get to by car	78	82	79	77	73	80
Meeting the needs of people with a pram or in a wheelchair	70	55	62	55	63	75
Being environmentally friendly	68	68	68	74	53	64
Being easy to get to by bus	63	29	67	45	68	65
Being easy to get to by bicycle	62	58	64	47	44	46
Being easy to get to by train	32	9	23	28	40	13

Libraries

Almost two-fifths (37%) say that the most recent facility they visited was a library. Opinions of the 'feel' and standard of the building are generally good, as are accessibility on foot or by car. Accessibility by bus, bicycle or particularly train are less good, with only a third (32%) saying that their library is easy to get to by train.

Country Parks & Picnic Sites

A quarter of panellists say that the most recent facility they have visited is a Country Park or picnic site. Opinions of those sites are again good overall, although tending to be lower than the satisfaction expressed about libraries – presumably due to the different nature of the facilities in question. They are considered easy to find, easy to get to by car, liked by local people and pleasurable to visit, but panellists are less likely to say they feel safe than in libraries (73% compared to 91%), less likely to say they feel welcome (69%), or satisfied with the standard of repair (61%) and range of facilities (59%). They are also less likely to feel that these parks make a good first impression, have a good design or are built to last.

Accessibility is also less satisfactory than for libraries. Fewer believe the sites are easy to get to on foot (63%), by bicycle (58%, by bus (29%) or by train (9%), although again this is likely to be largely driven by the nature of the facility. Meeting the needs of people with prams and in wheelchairs is also less satisfactory – just over half (55%) say they are satisfied with the provisions in the parks.

Schools

Opinions of schools are very similar to those of libraries. Generally panellists are satisfied with the facilities in all aspects, although fewer agree the buildings have a good design (69% compared to 81% of those referring to libraries).

Museums

Satisfaction with museums is very good, with more than eight out of ten panellists saying they are satisfied with aspects relating to being easy to find, pleasurable to visit, feeling safe and the general 'feel' and repair of the building. They score highest of all for satisfaction on the range of facilities provided (93% saying they are satisfied), and for being environmentally friendly (74% satisfied). Accessibility is again something of an issue, with less than half saying it is easy to get to museums by bus (45%), by bicycle (47%), or by train (28%). Fewer panellists are also satisfied with the provision for people with prams or in wheelchairs – just over half (55%) say they are satisfied with this aspect of the buildings.

County Council Offices

Satisfaction with the County Council Offices is somewhat lower on some aspects than for other facilities, notably on being pleasurable to visit (63% satisfied), being well decorated (63%), feeling welcome (72%), the standard of repair (73%), and the range of facilities provided (60%). There was also less conviction that the building was liked by local people (48% agree compared to around eight out of ten for the other facilities rated). Fewer are also satisfied that the building is environmentally friendly - around half (53%) are satisfied on this subject compared to more than six out of ten being satisfied with other buildings. The County Council Offices do compare relatively well however in terms of being easy to access by bus (68%) or train (40%).

Community Centres

Community centres generally score comparatively well on most aspects, with the exception being first impressions – with 69% being satisfied, they rank alongside County Council Offices and County Parks and picnic sites (at 71% each). They are also less likely to be considered accessible by train – just 13% say they are satisfied that the community centre they last used is easy to get to that way.

Very few panellists made any comments about things they didn't like relating to the building they most recently visited. The most common grievance was the appearance being dirty or apparently poorly maintained, mentioned by one in fourteen (7%). Other criticisms made were poor stock facilities (4%), poor opening hours (3%), poor car parking (2%), difficult access due to stairs (2%), poor access to toilets (2%) and lack of space (2%).

2.11 A Good Public Building

Panel members were asked to 'design' a good public building, by indicating which of the factors they have previously rated are essential or important. These are shown in Chart 8 overleaf.

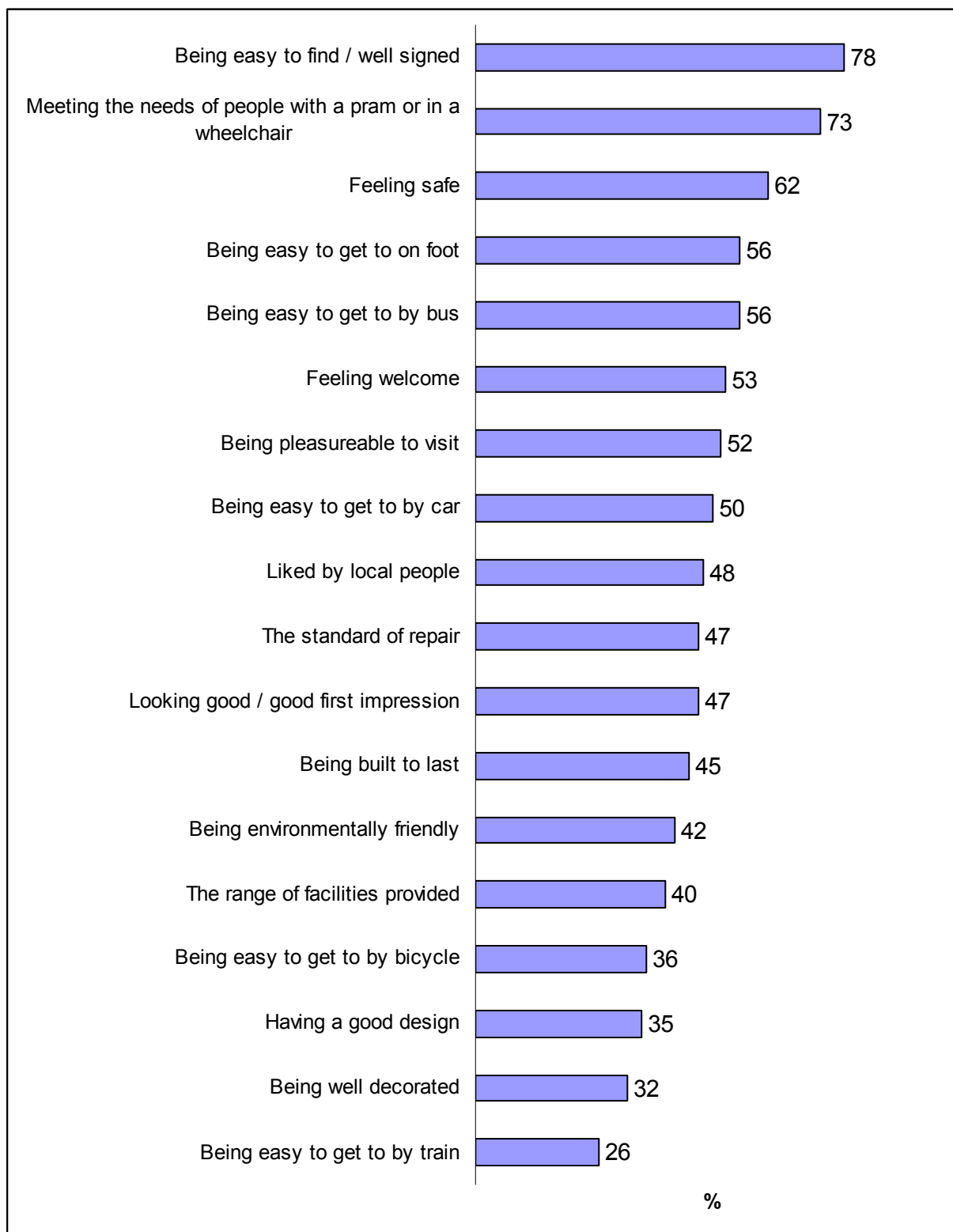
The most important aspect is considered to be a building that is **easy to find and well sign-posted**. More than three-quarters of panellists rated this as essential (78%), and it is encouraging to compare the figures from the previous section where respondents rated their most recently visited building on each of these aspects. In all cases, at least eight out of ten panellists say they are satisfied with how easy it is to find the building. Women are more likely to consider this an essential aspect of a public building than are men (83% compared to 73% of men), as are those residing in Lancaster (87%).

Almost as essential is the provision of facilities to meet the needs of **people with a pram or in a wheelchair**. Almost three-quarters (73%) say that this is an essential aspect of a public building, and in the opinion of panellists, this is an area that could be improved – particularly in the case of museums (54% satisfied) and county parks and picnic sites (55% satisfied). As with many other aspects, women are more likely than men to consider this an essential part of a public building (78% compared to 68% of men), and as might be expected, those with a disability are more likely to consider it an essential aspect (81%).

Feeling safe is considered essential by more than six out of ten panellists (62%). It is reassuring that high proportions of respondents said they were satisfied with this aspect of the building they have most recently visited. This aspect is considered particularly essential by those aged under 25 (72%), women (66%), those living in urban areas (66%), and those in the Hyndburn area (75%).

Accessibility by foot and / or bus are the two modes of transport considered essential by most panellists. In each case, 56% say this is an essential aspect of a good public building. A reasonable level of satisfaction was reported for accessibility on foot (more than seven out of ten), although less so for county parks and picnic areas (63% satisfied); but satisfaction was rather less good for accessibility by bus, particularly to county parks and picnic sites (29% satisfied) and to museums (45% satisfied). Women and those with a disability are again significantly more likely to consider accessibility on foot essential (61% and 60% respectively), while women (59%), DEs (60%), and those living in urban areas (59%) are more likely to say that accessibility by bus is essential.

Chart 8: The Essential Components of a Good Public Building
Base = Weighted 1177; Unweighted 1000



Accessibility by car is thought to be essential by half the panel members (50%). This is another area where Lancashire's buildings score reasonably well in terms of satisfaction. Accessibility by bicycle or by train is considered rather less essential in the overall scheme of things. Just over a third (36%) say it essential for public buildings to be easily reached by bicycle, and just a quarter say the same about access by train (26%). Women are again more likely than men to consider these options essential (40% for bicycles, 29% for trains), and ABs are less likely to be of this opinion (28% for bicycles, 19% for trains).

Around half of panel members rate as essential the 'softer' factors such as **feeling welcome and being pleasurable to visit** as being essential, as is being **liked by local people**. These proportions are again significantly higher amongst women.

Maintenance and appearance of the building is also thought to be essential by only slightly fewer. First impressions, standard of repair and being built to last are all factors taken into account as essential – more especially women (first impressions 51%), younger people (good standard of repair, 69% of those aged under 25), and those living in Council rented or housing association accommodation (built to last 60%, well decorated 44%, good design 45%).

A building that is **environmentally friendly** is considered essential by around two-fifths of panel members (42%), and to be important by a further 46% meaning that more than nine out of ten say this is an important factor - and one which could do with improvement in the County Council offices. Those in urban areas are significantly more likely to consider it an essential factor (46%), and this group are also more likely to consider a good range of additional facilities essential (45%).

Some differences in views are apparent between panel members in different areas:

- Those in Fylde are less likely to say that accessibility by car or bus is essential;
- Those in Rossendale are less likely to say that accessibility by train or bike is essential, and are less likely to say the same about access for people with prams or in wheelchairs. They are however *more* likely to consider a welcome feel and good first impressions essential ingredients.
- Panel members in Burnley are less likely to consider accessibility on foot to be essential, but are more likely to say that access for people with prams and wheelchairs is essential. The aesthetics are also more essential to this group in terms of being in a good state of repair, a good design, pleasurable to visit, and offering a good range of additional facilities.
- Panel members in Chorley are more likely to say that accessibility by bicycle is essential, as is access by people with prams and wheelchairs.

2.12 Preference for Individual or Multi-Function Public Buildings

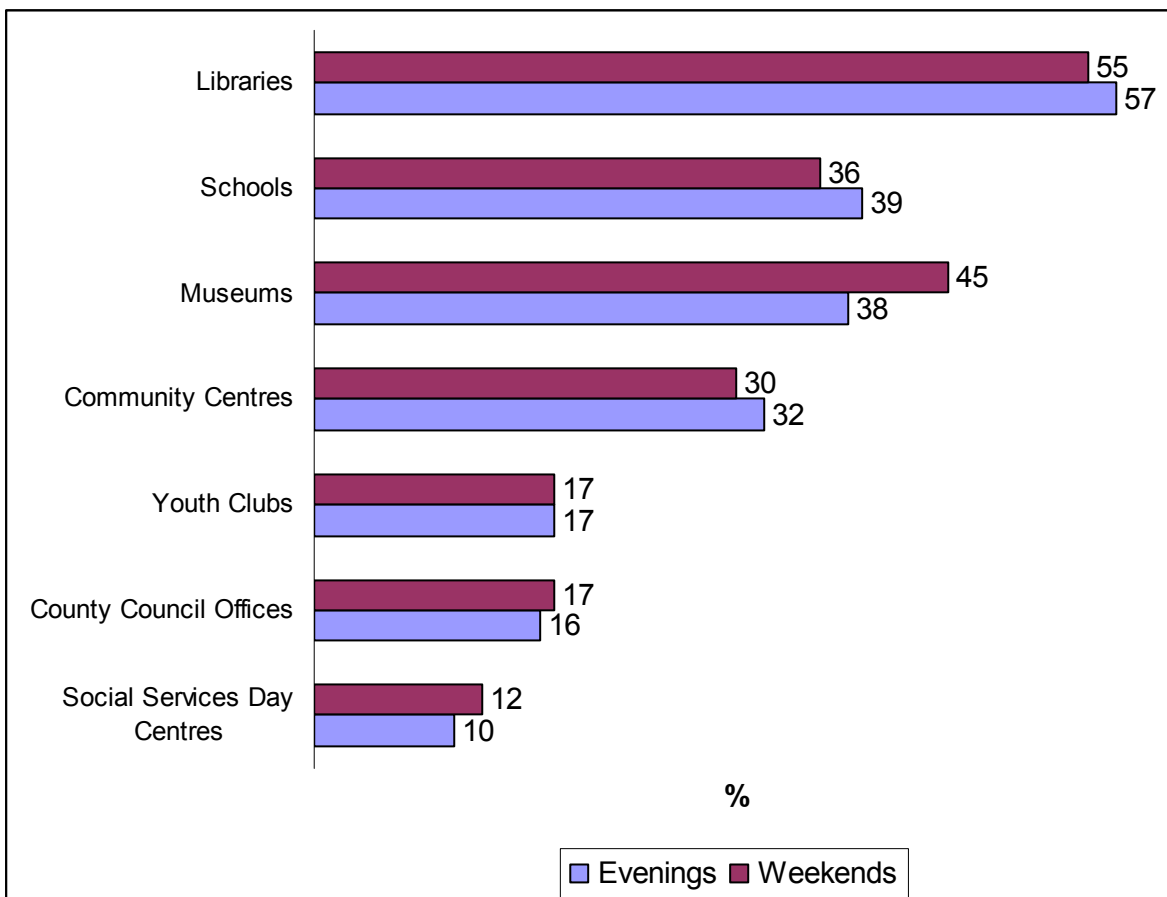
When given the option of having large buildings in three or four locations across Lancashire from which a range of services could be accessed, or a number of smaller buildings each containing separate services, on balance the preference is for the smaller, single function buildings (42%). However, a third say they would prefer multi-purpose sites (34%), and a fifth say they have no preference (21%).

Preferences do differ according to area. Those in Chorley and West Lancashire are more likely to say they prefer the multi-function approach (50% and 46% respectively), whereas those in Wyre and Pendle are more likely to opt for the greater number of single function sites (57% and 60% respectively). An alternative way to look at this data is to look at the net differences between options i.e. the proportion opting for fewer, multi-function sites minus the proportion opting for more, single function sites. On this basis, eight areas on balance opt for the larger number of single sites (Fylde, South Ribble, Hyndburn, Wyre, Preston, Rossendale, Pendle and Lancaster), while three on balance prefer the fewer, multi-function sites (Chorley, Burnley and West Lancashire). Ribble Valley has exactly the same proportion of panel members choosing each option.

2.13 Likelihood of Using Public Buildings for Community Use

Panel members were given a list of public buildings and were asked which they would be likely to use for local groups or clubs on evenings or weekends if these buildings were made available. The results are shown in Chart 9 below:

Chart 9: Potential Use of Public Buildings (% Probably / Definitely Would Use)
Base = Weighted 1177; Unweighted 1000



Libraries appear to be potentially the most popular venue for such community activities, either on evenings or during weekends. A fifth in both cases say they would definitely use such buildings (19% on evenings, 20% at weekends). Women are more likely than men to say they definitely would use libraries for such activities on both evenings (23%) and weekends (22%), as are panel members in households with children (66% would on evenings, 65% would over the weekend). Seven out of ten of those in Fylde say they would use the library on a weekend if it were available, which is a significantly greater proportion than in any other area.

Museums appear to hold a greater attraction for weekend rather than evening use (45% compared to 38%). Again it is women who are more likely to say they would use the facility than men (38%, 13% definitely in the evening; 47%, 19% definitely over the weekend). Panel members in Pendle are significantly less likely to say they would use the facility in the evenings (26%).

Schools and community centres are the other attractive options for either evening or weekend use. Women again are more likely to say they would be likely to use schools on either evenings (47%) or at weekends (43%). Other groups for whom this is an attractive location include those with children in the household (51% on an evening; 52% on a weekend), and those in rural areas (41% on an evening; 38% at weekends). DEs are less likely to say they would use a school for community activities (31% for evening use); while those in the 'middle' age groups are more likely to say they would use a school at the weekend (44% aged 25-44 and 36% aged 45-64).

Community centres hold greater appeal again for women (35% would use on an evening; 32% at the weekend), and for households with children (37% would use on an evening; 41% at the weekend). There is also a significantly larger proportion of those living in Council rented or housing association accommodation who say they would use community centres for both evening (53%) and weekend (48%) activities. Similarly, more panel members in West Lancashire than in any other area say they would use such a location – 44% for evening activities and 49% for weekend activities. This venue has less appeal however for younger panel members – only 17% of those aged under 25 say they would use community centres for evening activities.

Youth clubs and **County Council offices** have appeal to less than a fifth of panel members for either evening or weekend activities, although they do have greater appeal to certain sectors of the population. Panel members in Council rented or housing association accommodation are more likely to say they would use the County Council offices (27% for evening use; 24% at weekends), as are those in the West Lancashire area (27% for evening use; 29% at weekends). Younger panel members (under 45) are more positive about using youth clubs - 21% of under 25s and 23% of those aged 25-44 say they would use a youth club on an evening; 19% of under 25s and 24% of those aged 25-44 on a weekend. Again, women and those with children in the household are more enthusiastic (21% of women would use on an evening, or a weekend; 30% of households with children would use on an evening or on a weekend). Those living in Council rented or housing association accommodation are also more likely to say they would use Youth Clubs as a venue (24% on an evening; 26% at the weekend).

The least attractive venues are **Social Services Day Centres**, with only around one in eight (at weekends) and one in ten (in the evening) saying they would use such premises. Panel members in Council rented or housing association accommodation are more positive than others (20% would use in the evening; 26% would use at a weekend), as are those with a disability (14% would use in the evening or at weekends).

2.14 Notification of Building Work

Three out of ten panellists (31%) say it is essential for the County Council to notify them in advance of any building works to any buildings in their local area, and a further 43% say it is important to do so. It is women (81%) and DEs (80%) who are more inclined to say this communication is important, with around four out of ten in each case saying it is essential to notify residents (36% of women and 41% of DEs).

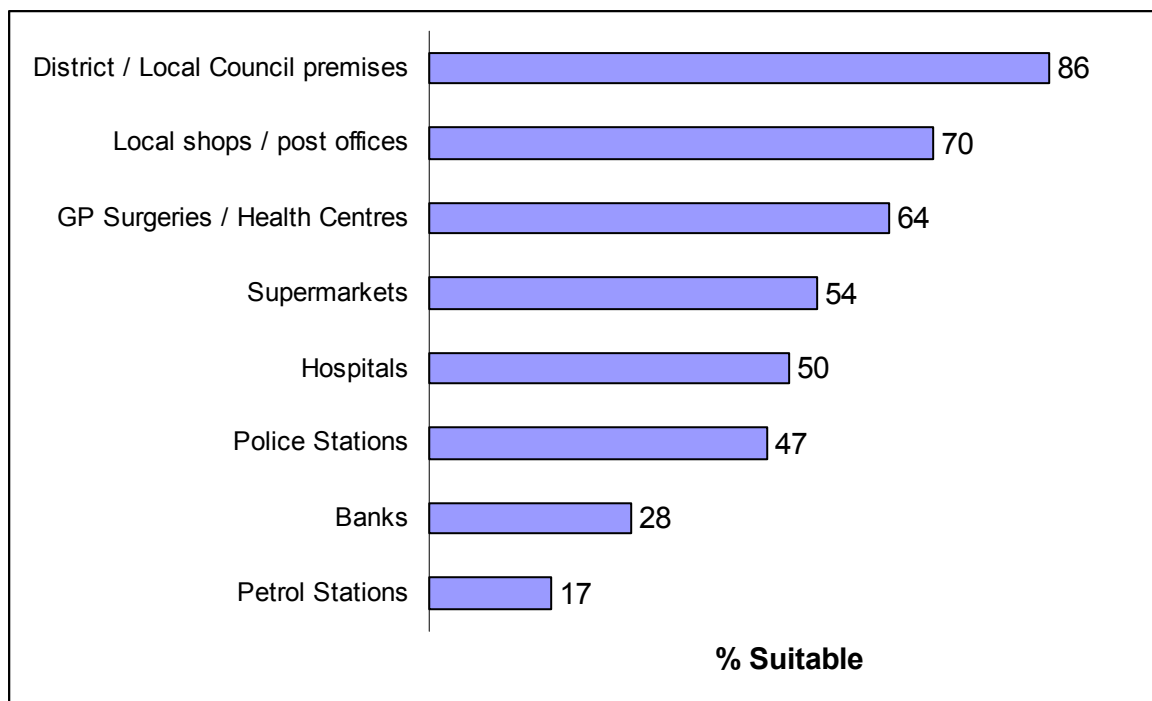
ACCESSING COUNTY COUNCIL SERVICES

2.15 Alternative Locations for Accessing County Council Services

Panel members were asked from a list which locations they feel would be suitable to access County Council services. The results are summarised in Chart 10 below:

Chart 10: Suitable Locations for Accessing County Council Services (% Definitely / Probably Suitable)

Base = Weighted 1177; Unweighted 1000



The most suitable premises are deemed to be those belonging to the District or Local Council (86%), with almost three-fifths (58%) saying they are 'definitely suitable'. Alternatives might be local shops / post offices (70%) or GP surgeries / health centres (64%), where in each case just under three out of ten (28%) say they are definitely suitable for accessing County Council services.

Panel members aged under 25 are less likely to say that GP surgeries are suitable – just half (51%) say so; as do those panellists living in Rossendale (46%) and Ribble Valley (52%). Those in Rossendale are also *more* likely to say that shops / post offices are suitable (80%), or indeed District or Local Council premises (95%).

Younger panel members are in addition more wary about alternative locations for accessing County Council services. Notably these include hospitals (43% consider suitable), supermarkets (41% consider suitable), and banks (20% consider suitable).

Panel members living in rural areas appear to be significantly less open to alternatively accessing information from petrol stations (12% consider suitable compared to 22% of those in urban areas), or from hospitals (43% consider suitable compared to 54% in urban areas).

Areas where there are significantly more panel members who consider alternative sites suitable include:

- Rossendale via District or Local Council offices (95%), or shops / post offices (80%);
- Burnley (68%) and Preston (64%) via hospitals;
- Fylde via supermarkets (39%);
- and Hyndburn via petrol stations (31%).

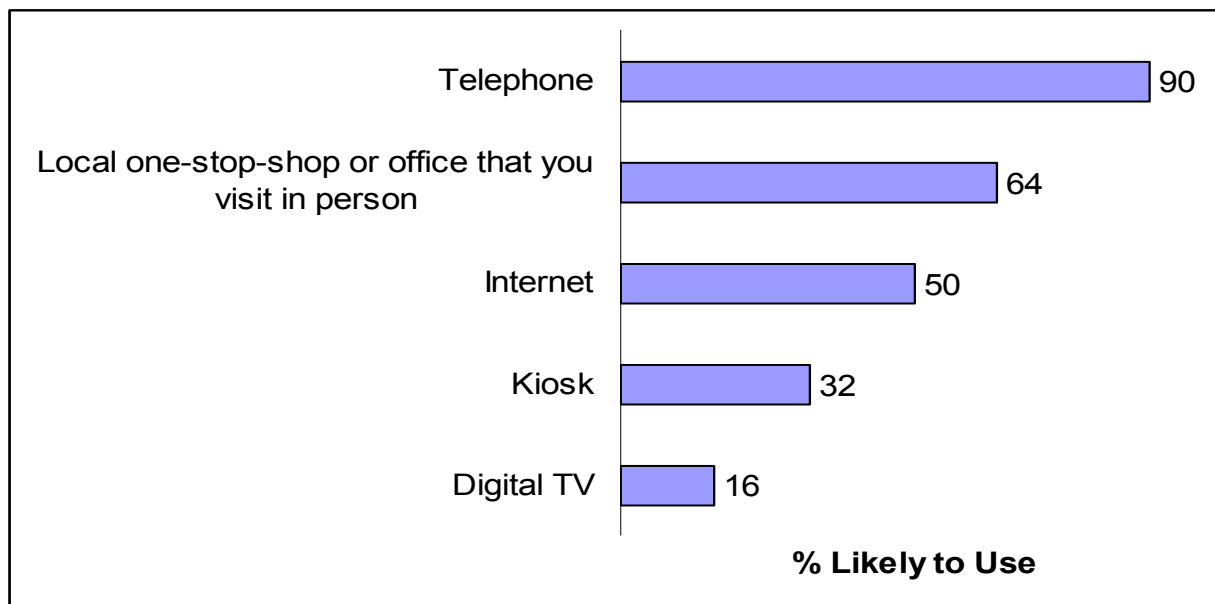
Alternative locations suggested are few, but include the library (6%), community halls (5%), schools or colleges (3%), and train or bus stations (2%). 1% each suggested the internet, leisure or sports centres, tourist information centres, and shopping centres.

2.16 Alternative Methods of Accessing County Council Services

Chart 13 shows the willingness of panel members to use alternative methods to access County Council Services.

Chart 13: Likely to Use Alternative Methods to Access County Council Services (% Definitely / Probably Would Use)

Base = Weighted 1177; Unweighted 1000



Nine out of ten (90%) would happily use the telephone to access County Council services, with more than half of them (56%) saying they would definitely do so. Older panel members, DEs and those in Council rented or housing association accommodation are all less likely to do so, but even so, around eight out of ten in each case would still probably use the telephone.

Almost two-thirds (64%) of panel members say they would use a local one-stop-shop. Women are most likely than men to do so (69% compared to 60%), and ABs are less likely to say they would use this method of access (55%).

Half (50%) say they would use the internet – over a fifth (23%) definitely so. Those more inclined to use this method include those aged under 45 (62% of those aged under 25 and 72% of those aged 25-44), men (56%), ABs (68%), and those in rural areas (54%). Panel members living in the Ribble Valley are more likely to say they would use the internet (62%), whereas those in Preston are less likely to do so (39%).

A third (32%) say they would use a kiosk, although only 6% say they definitely would do so. Those with children in the household appear most inclined to do so, with four out of ten saying they would use such a facility (40%). Older panel members are most cautious about this method – just 20% say they would use a kiosk.

The least popular method of accessing County Council services is via digital TV, with just one in twenty (5%) saying they would definitely use this method. Those most likely to include men (21%) and those aged 25-44 (24%).

3 MANAGEMENT SUMMARY

DESCRIPTION OF LANCASHIRE

- 3.1 The words most commonly used to describe Lancashire are 'traditional' (65%) and 'down-to-earth' (67%) – more especially used by younger panel members who also describe the area as 'living in the past' and / or 'quiet'.
- 3.2 A quarter of panel members however would describe Lancashire as 'lively' (27%) and 'forward-looking' (26%).
- 3.3 Just one in eight (12%) say that Lancashire is 'modern'.

ATTENDANCE / PARTICIPATION IN LEISURE ACTIVITIES

- 3.4 Three-fifths (62%) of respondents say they have actively participated in activities in Lancashire in the past 12 months – primarily in sport of some kind (44%) or arts activities (15%). There is greater participation amongst men than women.
- 3.5 The most common activity of respondents or other household members is shopping. 96% say they have been shopping at least once, and nine out of ten (89%) have been at least once a month.
- 3.6 Eating out is the second most popular activity – 92% have done so, 52% at least once a month.
- 3.7 Outdoor / countryside activities have been undertaken by almost nine out of ten panel members (84%), 52% at least once a month. This is a significantly smaller proportion who undertake such activities but amongst those that do, regular participation is a feature.
- 3.8 Eight out of ten (77%) have used the local pub, with just over two-fifths (44%) doing so at least once a month.
- 3.9 Three-quarters (73%) say they have used leisure facilities, with two-fifths (39%) doing so at least once a month.
- 3.10 More than eight out of ten (81%) say they have visited places of interest, but this tends to be less frequent.
- 3.11 Other activities are less popular and done on a less frequent basis, with a tendency to be three times a year or less frequently:
- 70% have visited a visual arts exhibition;
 - 65% have visited the cinema at least once;
 - 55% say they have been to a festival or carnival;
 - 52% say they have attended music concerts at least once;
 - 51% say they have attended sporting events;
 - 50% say they have attended antique fairs or car boot sales.

With sporting events and antique fairs / car boot sales there are however 'pockets' of more frequent usage e.g. 30% of panel members in Preston say they attend a sporting event at least once a month.

ARTS AND CULTURE

- 3.12 There is a wide range of interpretation in terms of what is understood by 'arts and culture'. The most popular is 'historic buildings and architecture' (72%), or alternatively theatre (52%) or libraries (50%).
- 3.13 There is generally a positive view of the role of arts and culture in Lancashire – three-quarters or more agree that it makes Lancashire an attractive place to live, that it has a positive impact on the quality of life, that it brings in additional tourism and provides learning opportunities. ABs are more likely to agree with all these positive aspects.
- 3.14 There is a less strongly held view that arts and culture help to create additional job opportunities – around three fifths (57%) tend to agree, and just 13% agree strongly.
- 3.15 There is also less conviction about the provision of arts and culture in Lancashire – almost two-thirds (64%) agree there is a good range available but only 8% strongly so. Almost three-fifths (59%) agree more such activities are needed, especially ABC1s and those aged under 45.
- 3.16 Opinions are divided about how well informed panel members are kept about art and cultural activities – half (50%) say they are not. Those notable as feeling less well informed include those in Council rented or housing association accommodation, younger respondents, and those residing in Chorley, Preston and Rossendale.

IMPORTANCE OF LOCAL AVAILABILITY OF FACILITIES AND ACTIVITIES

- 3.17 Facilities most likely to be considered essential in a local area include parks and open space, countryside and libraries – three-quarters say each of these facilities are essential and nine out of ten say they are important.
- 3.18 Sports and leisure facilities are considered to be essential by six out of ten (59%), more so amongst under 25s (77%).
- 3.19 Four out of ten (41%) say that local tourist attractions are essential, with 85% saying they are important. Again, it is more so the under 25s who feel this way - 52% say they are essential.
- 3.20 Less essential are thought to be museums and art galleries (28%), cinema (21%), theatre (20%), local pubs (20%), and least of all music concerts and dance performances (8% each). However, those with a disability are more likely to say that theatre, museums and art galleries are essential.

PUBLIC BUILDINGS AND FACILITIES

Facilities Used

- 3.21 Country parks and picnic sites are the most commonly used facilities – 83% say they have visited in the past 12 months, more so those with children in the household (93%).
- 3.22 Eight out of ten (78%) say they use libraries – more so women, older respondents and those with children in the household.
- 3.23 Almost two thirds (65%) say they have visited a museum, but less frequently – just one-third (32%) say they visited three times or more in the past 12 months. Those aged over 65 and those living in Burnley and Lancaster are more frequent users of museums.
- 3.24 Similar proportions say they have visited schools (38%) and / or the County Information Centre (42%).
- 3.25 Almost four out of ten (36%) say they visited the County Council Offices although relatively infrequently. Use is higher amongst those with a disability and DEs, and amongst those living in Burnley.
- 3.26 Almost three out of ten (26%) say they have used a Community Centre
- 3.27 Use of the following is more infrequent:
- Registrar's Office;
 - County Record Office (although higher amongst older panel members);
 - Social Services Residential Homes (higher amongst older respondents, women and DEs).
 - Welfare Rights Offices (higher amongst those living in Council rented or housing association properties);
 - Social Services Day Care Centres (higher amongst older respondents, DEs and those living in Burnley);
 - Youth Clubs.

Opinion of Buildings / Facilities Used

- 3.28 Museums, libraries, schools and community centres generally score well in terms of satisfaction with all aspects relating to 'feel', repair and decoration of the building, signposting and range of facilities. Lower levels of satisfaction are evident about access by public transport (bus and train) or bicycle, and provisions for people with prams or in wheelchairs. Community centres also score less well on first impressions.
- 3.29 Satisfaction with country parks and picnic sites tends to be lower on many aspects, but may well be driven by the different nature of these facilities. Perceived safety and accessibility are two issues to note.

- 3.30 County Council offices score comparatively well on accessibility by public transport, but less well on 'feel', repair, range of facilities, and perception of being environmentally friendly.

A 'Good' Public Building

- 3.31 When asked what components are necessary for a public building to be described as 'good', the most essential aspects are being easy to find and accessible for those with prams or wheelchairs. Lancashire's facilities score well on the former aspect but less well on the latter, especially in museums and country parks and picnic sites.
- 3.32 Feeling safe is an essential aspect for six out of ten (62%) – particularly to under 25s and those in urban areas. It is reassuring to see that for most facilities used this aspect scores well, although less so for country parks and picnic sites.
- 3.33 Accessibility by bus or on foot and to a lesser extent by car is considered essential. Accessibility by bus is an issue for some Lancashire facilities. Accessibility by train and bicycle is less important in the overall scheme of things.
- 3.34 Around half consider the 'soft' elements essential, such as feeling welcome, being pleasurable to visit, being liked by the local people, in good repair, and making a good first impression. Women in particular are likely to consider these factors essential.
- 3.35 Being environmentally friendly is essential to just over two-fifths (42%), but important to an additional 46%. Perceptions of the County Council offices could be improved on this aspect.
- 3.36 Opinions are divided in terms of preference for fewer, multi-function public buildings, or more, single function buildings. On balance, the latter option has the vote (42% compared to 34%), although a fifth (21%) have no opinion on the subject. Preferences also vary by area.

Use of Public Buildings for Community Activities

- 3.37 Women and households with children are generally more likely to say they would like to use public buildings for community activities.
- 3.38 The most popular option is libraries – for either evening (57%) or weekend activities (55%).
- 3.39 Alternatives might be schools or to a lesser extent, community centres, again for either evening or weekend functions. Just under four out of ten (39%) say they would be likely to use schools, and a third (32%) say the same of community centres.
- 3.40 Museums are another alternative, more so for weekend than evening use (45% compared to 38% would use).
- 3.41 Youth clubs and the County Council offices have less appeal. The least attractive venues are Social Services Day Centres. Panel members living in Council rented or housing association properties are however more likely than others to consider using these venues.

Notification of Building Work

3.42 Three out of ten (31%) say it is essential to notify local residents in advance of building works on public buildings, and an additional four out of ten (43%) say it is important. Women and DEs are more likely to say it is important.

ACCESSING COUNTY COUNCIL SERVICES

Alternative Locations

3.43 The most suitable alternative location for accessing County Council services is deemed to be District or Local Council offices (86%). An alternative might be local shops or post offices (70%), or GP surgeries or health centres (64%).

3.44 Just over half agree that supermarkets might be suitable (54%), and a similar proportion say hospitals (50%) or police stations (47%).

3.45 Banks and petrol stations are deemed the least suitable (28% and 17% respectively).

Alternative Methods

3.46 Nine out of ten (90%) would be likely to use the telephone to access County Council services – by far the most popular method suggested.

3.47 Almost two-thirds (64%) say they would use a local one-stop-shop – more so women.

3.48 Half (50%) say they would use the internet – 23% definitely so - especially men, those aged under 45, ABs and those living in rural areas.

3.49 A third (32%) say they would use a kiosk, although only 6% say they definitely would. The least popular method is digital TV – just one in twenty (5%) say they would definitely use this method.

2.17 APPENDICES

APPENDIX A – Marked Up Questionnaire

APPENDIX B – Main Panel Questionnaire.Doc