

Life in Lancashire 2007

Research study for Lancashire County Council
Conducted by MORI

Fieldwork September to December 2007

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Introduction

Background and objectives

This report represents findings of a research project carried out by the Ipsos MORI Social Research Institute for Lancashire county council. The document reports on the latest views of Lancashire residents about the County Council, the services it provides and the quality of life in Lancashire. It also examines how views have changed since 2003. The research project constituted a face-to-face survey of residents, conducted in the Lancashire County Council area.

Specifically, the research covered:

- quality of life;
- community cohesion;
- satisfaction with the county council generally;
- levels of use and satisfaction with specific county council services;
- county council communications; and
- local democracy, including the role of councillors.

Methodology

Ipsos MORI interviewed a representative sample of 2,451 residents (aged 16+) across the Lancashire County Council area. Interviews were carried out face-to-face between 15 September and 16 December 2007 using a randomly selected sample of 468 output areas (the smallest unit by which census data can be recorded).

In each output area, quotas were set by gender, age, working status and council district. The data were subsequently weighted by these factors, plus ethnicity, to match the mid-2006 estimates Census profile of the area. The survey averaged 30 minutes in length.

All responses have been analysed by a range of demographic, geographical and attitudinal variables. Computer tabulations giving a detailed breakdown have been provided in a separate volume.

Presentation and interpretation of data

It should be noted that in this study a sample and not the entire population of the Lancashire County Council area has been interviewed. All results are therefore subject to sampling tolerances, meaning not all differences are statistically significant. A guide to statistical reliability is appended to this report.

Where percentages do not sum to 100, this may be due to computer rounding, the exclusion of “don’t know” categories, or multiple answers. An asterisk (*) denotes any value less than half a per cent but greater than zero.

The report also includes “combination” scores. These are combined responses to two or more response categories on the same side of a scale, for example, “very/fairly satisfied” and “very/fairly dissatisfied”. Please note that the aggregate percentage may vary slightly from the sum of the two smaller percentages due to computer rounding.

Where reference is made to “net” figures this represents the balance of opinion on attitudinal questions, and provides a particularly useful means of comparing the results for a number of variables. For example, if a statement records 40% agree and 25% disagree, the ‘net agree’ figure is +15 points.

It is also worth emphasising that the survey deals with residents’ *perceptions* of the local area and the county council at the time the survey was conducted rather than *facts* about these.

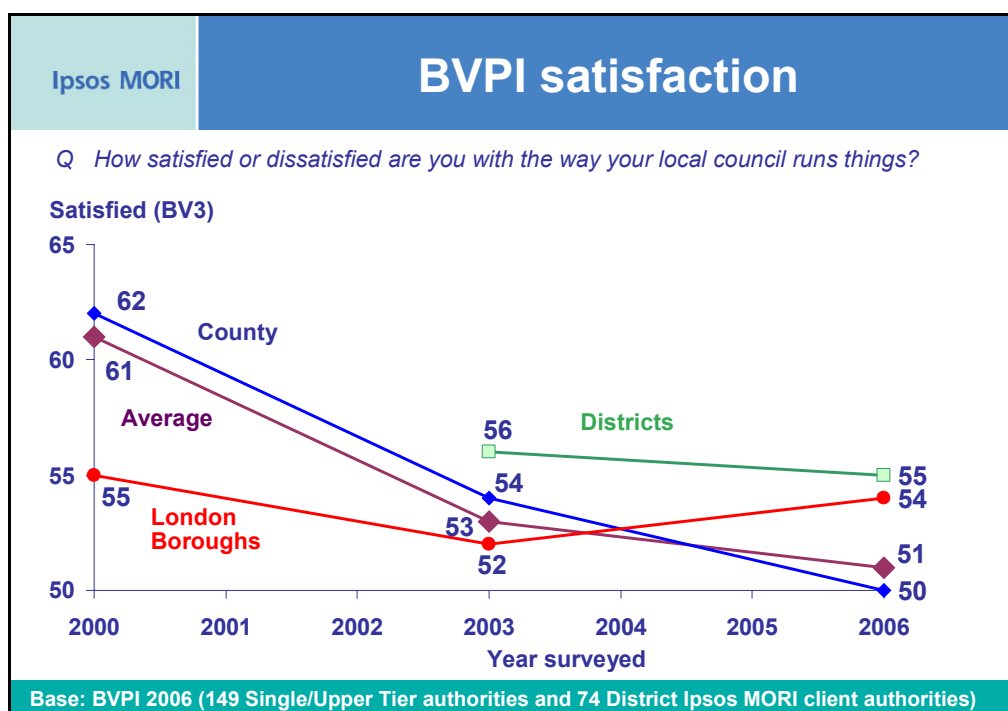
Publication of the data

As Lancashire County Council has engaged Ipsos MORI to provide an objective and representative programme of research, it is important to protect the council’s interests by ensuring that it is accurately reflected in any press release or publication of the findings. As part of our standard terms and conditions, the publication of the data in this volume is therefore subject to the advance approval of Ipsos MORI. This would only be refused on the grounds of inaccuracy or misinterpretation of the findings.

Recommendations

This research provides some key messages which should be taken on board by Lancashire County Council.

On a corporate level, the results from this survey are encouraging. Overall satisfaction with Lancashire County Council has increased at a time when the wider trend for upper tier authorities (as recorded through BVPIs) is still a downward one (see chart below).



Education and cultural services have seen improvements in resident satisfaction. Since 2000, the authority has become a more effective communicator. For two specific image measures – agreement that the quality of council services is good overall and *disagreement* that the county council is *not* relevant to me – positive opinion outweighs negative opinion.

There is still room for progress though. For other image measures, such as value for money, there is either ambiguity, or negative perceptions outweigh positive ones. And while communications have improved and are proven to have an impact on how residents view the authority, those who consider themselves informed are fewer in number than those who say they are uninformed.

The fact that council tax is such an obvious and, for many, an unpopular tax means that doing all within the authority’s power to drive

positive perceptions about the council needs to remain a priority the council. With the local government financial settlement for 2008-9 already featuring in the national media, communicating the county council's (provisional) rise of 2.95%, as well as emphasising a commitment to delivering quality in front line services, as effectively as possible will be important.

Of course, the performance management regime is changing direction. The new Comprehensive Area Assessment, and the place-based survey which will support it, both focus on outcomes for residents and the (most disadvantaged) communities, with less energy directed towards monitoring perceptions of institutions and individual services. However, if the county council is to really adopt the community leadership role allotted to it, deliver on the Local Area Agreement, as well as on the increasingly ambitious agenda being set through mechanisms like the Central-Local Concordat, it still needs to be sure that perceptions around corporate image are strong enough to allow it to articulate any changes to its role that the public needs to know about.

This exercise has shown that when asked to consider the work of the council in terms of place or outcomes, the county council needs to do more to convince residents that communities are heading in the right direction. For the majority of objectives we asked about, there is a low awareness about the impact Lancashire County Council is having on communities.

In one particular case, there is a perceived need for the authority to improve. While only two in five express a view, nearly three-quarters of this group say that the county council's contribution to tackling crime has got worse in the last three years. Key here though is understanding, and accounting for, how the wider national mood is projected onto Lancashire. While crime has been a major focus for the government in the last decade - there are more police and sentencing is tougher, for example - and the official statistics say that crime has fallen, there are still significant gaps between measurable facts and public perception. The public still think crime rates are rising, but consider the national situation to be worse than their own 'local' experience. In our August 2007 Political Monitor, crime headed the list of the most important issues facing Britain today by some 20 percentage points. The jump that supported this will in large part be due to the extensive media coverage given to the murder of 11 year old Rhys Jones. While the public blame the government in the main, local agencies do not escape altogether in these instances. Understanding the role the media plays in driving perceptions around the whole host of public services - from public safety, to health services, to education, and then back to the council tax issue - is important.

Finally, the difference in satisfaction with area, from the most positive in the Ribble Valley to the least positive in Burnley, and the differences in priorities for improving quality of life across areas, again point to the need for tailored local partnership working, underneath the county-wide LAA. The Better Burnley programme, which forms part of the local strategic partnership, is sound local recognition that work towards achieving outcomes needs to be supported by a publicity campaign. It is in more deprived areas such as Burnley, where the real gritty issues of public safety and cleanliness are most keenly felt by local residents, where the good will towards local agencies we talk about above is in shortest supply. Presented in demographic terms, it is the young who feel least positive about the county council. It is therefore exactly these audiences that Lancashire County Council will find hardest to convince about progress on the new place-based agenda.

Summary of Findings

Quality of life

The majority (83%) of Lancashire residents are satisfied with their local area as a place to live. This is a slight improvement on the result in 2003. It is less though than the overall satisfaction with Lancashire as a place to live (90%).

There have been significant changes in the net satisfaction of individual districts since the 2003. In Ribble Valley, net satisfaction has risen eight percentage points since 2003 to +94 percentage points, the highest of the 12 districts. This is followed by Lancaster (+83 points) which has also seen a rise over the same period of 20 points. However, the biggest improvement has been in Burnley (up 24 points to +53 points net satisfied), although it still posts the lowest score of the districts. The biggest fall has been in Chorley, which has dropped ten points since 2003 to +75 points.

Friendly neighbours/people and peace and quiet (38% and 36% respectively) are most likely to be mentioned by residents as positive aspects of life in the area, consistent with the 2003 survey. Just over one-fifth (22%) of residents say that there are 'no bad things' about their local area, including 39% of residents in Ribble Valley and 36% of those in South Ribble. As in 2003, the most frequently cited negative perceptions relate to reducing the impact of traffic and facilities for young people, namely:

- Too much traffic (14%)
- Speed of traffic (10%)
- Poor facilities for young people (9%)

The need to tackle these negative aspects differs significantly between districts:

- In Rossendale, residents are most likely to complain about the poor facilities for young people (21%) or shopping (14% compared to 4% overall), plus the speed of traffic (14%);
- In Burnley, the most cited problems are that its an unsafe area with a high crime rate (14%) and that the streets are not clean enough (14%);
- Residents in Lancaster and West Lancashire are significantly more likely to mention too much traffic (21%)

in both areas), while 17% of residents in West Lancashire mention poor public transport compared to eight percent overall.

Asked what is most likely to improve their quality of life, the choices most commonly made by residents are reducing crime and disorder (37%), activities for young people (34%), and reducing traffic/transport problems (29%). This is consistent with previous surveys. Reflecting the national trends shown in our Omnibus data, concerns about protecting the environment (20%) and affordable housing (18%) has risen considerably, and are seen as more urgent than reducing the harm caused by alcohol/drug abuse (17%).

Community cohesion

The most common situations in which residents meet and talk with people from a different ethnic origin are at the local shops (35%) and at work (34%), while just over a quarter (28%) report they do not meet anyone from a different ethnic origin.

Just over half (53%) of residents agree that their local area is a place where people from different backgrounds get on well together. This is seven percentage points less than in 2003, although, importantly, there has been no overall increase in the proportion of people who disagree. There are significant differences of opinion on this issue between areas, with residents more likely to disagree that people get on well together in Burnley (28% compared to 13% overall), Hyndburn (24%) and Pendle (22%).

Perceptions of the county council

Just over three-fifths (62%) of residents say they are satisfied with Lancashire County Council, of which seven percent are very satisfied. This is a significant improvement on 2000 and 2003, when satisfaction was 58% and 57% respectively, and the position of the county council relative to similar authorities studied by Ipsos MORI has risen. Perceptions of the council, with regards to factors such as value for money and trust, have also improved although the scores for some key measures remain quite low.

Service satisfaction and priorities

There have been several significant improvements in satisfaction with key services, notably local train and bus services, which have seen their net satisfaction increase by 24 and 14 percentage points respectively. Museums have also seen a significant improvement and are now have the highest net satisfaction score (+94 points) of any service provided by Lancashire County Council.

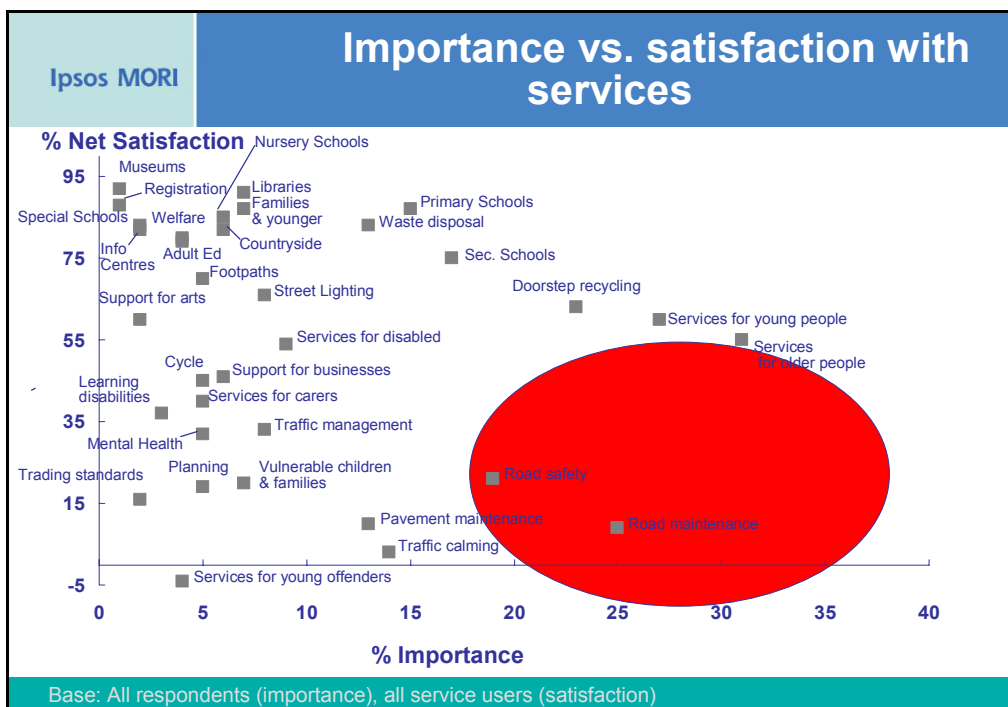
Performance on public satisfaction with individual services translates into some positive comparisons with other authorities studied by Ipsos MORI. Services areas which continue to be relative strengths include:

- nursery and primary schools;
- libraries; and
- local bus services.

Services that have improved compared to other authorities since 2003 include:

- secondary schools (this was identified as a service improvement priority in the 2003 survey); and
- museums.

An examination of service improvement priorities points to key service action areas for the county council. As in 2003, residents are most likely to focus on care services, such as services for the older people and young people, as those which are most important, although road maintenance and road safety (with their relatively high importance but low net satisfaction) should also be seen as priorities.



Communicating with residents

As was the case in 2003, the county council continues to be seen to be doing a better job in its efforts to communicate with residents, with the positive impact of communications again evident. The net agree rating for the statement “the council is too remote and impersonal” has fallen from +18 points in 2003 to +11 points in 2007. This follows a fall from +24 points in the 2000 baseline survey.

This finding is supported by the increase since 2003 in the proportion of residents saying they are very or fairly well informed about the county council. Two-fifths (41%) say they are *at least* fairly well informed compared to 37% in 2003 and 28% in 2000. This is an important influence on satisfaction as three-quarters (77%) of residents who are very or fairly well informed about the county council are satisfied, compared to 51% of those who are not well informed.

Similarly, as highlighted in 2003, readers of the county council’s Vision newspaper are more likely to be favourable to the authority. For example, readers are more likely than non-readers to be satisfied with the council (64% versus 57% respectively) and to agree that the council gives residents good value for money (37% versus 30%).

Participation

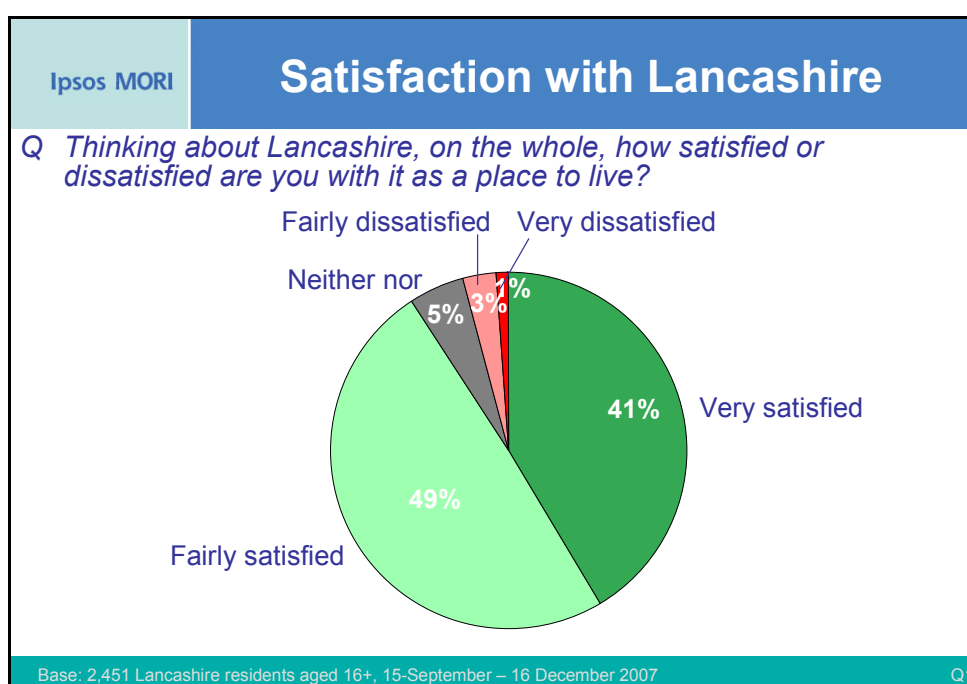
Just under one-third of residents agree that they are able to influence decisions affecting the local area (31%), while almost two-thirds (63%) disagree. As in 2003, there has been no significant change in the proportion of residents who say they would like to participate in local government. In 2007, only 17% of residents say they would like to have more of a say in what the county council does. The majority (58%) of residents say they like to know what the county council is doing, but they are happy to let it get on with the job, while 18% say they are not interested in what the county council does as long as it does its job.

Listening to people and/or dealing with their complaints/problems are considered by residents the most important things for a local councillor to do (75% and 50% respectively). However, two-fifths of residents (41%) are unaware of any of the initiatives that Lancashire County Council has introduced to involve people with their county councillor. The most commonly known are county councillor surgeries (36%) and Lancashire local committees (22%). Of the methods suggested, 45% of residents are interested in county council surgeries and around a third in the mobile unit (36%).

Quality of Life

Satisfaction with Lancashire

The majority of residents report that they are happy to be living in Lancashire. Nine in ten (90%) are satisfied overall with Lancashire as a place to live, with two in five who are very satisfied (41%). These findings remain in line with 2003, where just under nine in ten were satisfied (88%).



Satisfaction with Lancashire: sub-group analysis

- Pendle residents (83%) are the least satisfied with Lancashire as a place to live, while those living in Ribble Valley are the most satisfied (95% compared with 90% overall). Positively, satisfaction levels for Burnley residents (who were the least satisfied in 2003) have seen an increase of eight percentage points since 2003. However, they are still significantly less satisfied than Lancashire residents on the whole (84% compared to 90% overall);
- In line with findings from 2003, younger residents are least likely to say they are satisfied with Lancashire as a place to live (87% of residents aged 16-24). The most satisfied age group is the over 65s (93%). This finding echoes both the 2003 and the 2000 baseline survey;

Residents in social classes D and E are significantly less likely (87%) than average to be satisfied with the county as a place to

live. The highest satisfaction levels are reported by those in social classes A and B (92%).

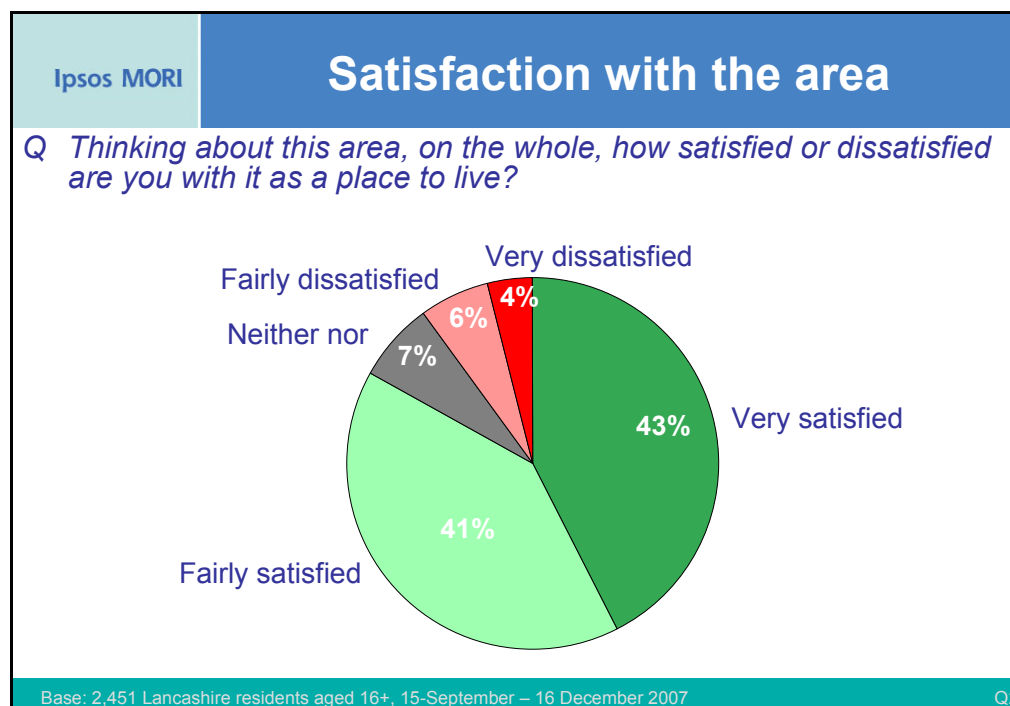
Q Thinking about Lancashire as a whole, how satisfied or dissatisfied are you with it as a place to live?

	Satisfied	Dissatisfied	Net Satisfied
Base: All respondents (2,451)	90%	4%	86%
Gender			
Male	89	5	+84
Female	91	4	+87
Age			
16-24	87	4	+83
25-44	88	5	+83
45-64	91	4	+87
65+	93	4	+88
Social Class			
AB	92	4	+88
C1	91	4	+87
C2	91	4	+87
DE	87	5	+82
Ethnicity			
White	90	4	+86
BME	90	5	+85
District			
Burnley	84	9	+74
Chorley	92	5	+87
Fylde	92	2	+90
Hyndburn	87	8	+79
Lancaster	92	3	+89
Pendle	83	8	+74
Preston	92	2	+91
Ribble Valley	95	1	+94
Rosendale	87	7	+80
South Ribble	94	2	+92
West Lancs	89	4	+85
Wyre	91	4	+87

Source: Ipsos MORI

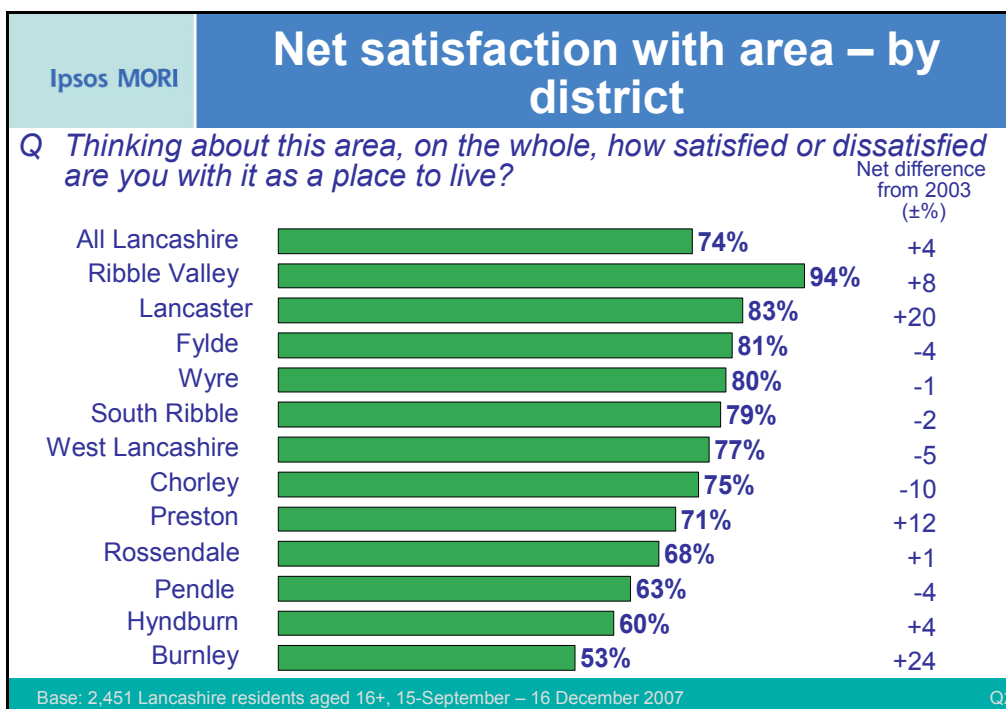
Satisfaction with the area

Residents were also asked to rate their satisfaction with *their area* as a place to live. Overall, Lancashire residents are less satisfied with their own area (83%) than they are with Lancashire as a whole (90%). However, satisfaction with area remains consistent with 2003, when 81% residents said they were satisfied.



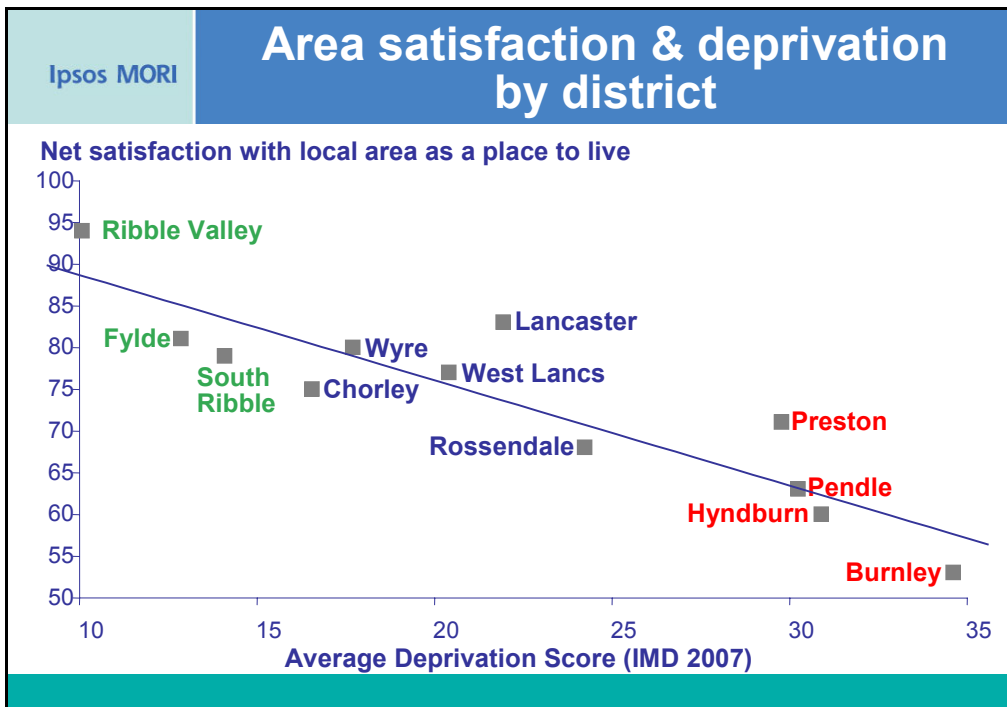
Satisfaction with the area as a place to live varies by district. Satisfaction is highest in Ribble Valley (95%), reflecting the findings from previous surveys conducted in 2000 and 2003. Those living in Lancaster, Fylde, Wyre, South Ribble, West Lancashire and Chorley report higher than average satisfaction levels. Less positively, those living in Pendle, Preston, Hyndburn and, in particular, Burnley are less satisfied with their area as a place to live. As in 2003, Burnley residents are the least satisfied (71%). However, they are now more satisfied with Burnley, with overall satisfaction up 11 percentage points from 60% in 2003.

As can be seen from the chart below, Burnley and Lancaster residents show the highest positive increase since 2003 in net satisfaction with their area as a whole (+24 points and +20 points respectively), while Chorley residents show the largest decrease in net satisfaction since 2003 (-10 points).



Satisfaction with area by deprivation score

A relationship is often seen between satisfaction with an area and its level of deprivation. The chart below shows that districts with above-average satisfaction – such as the Ribble Valley and Fylde – are also the least deprived, and districts with lowest satisfaction – such as Burnley and Hyndburn – are the most deprived parts of Lancashire. However, it should be noted that deprivation alone cannot account for satisfaction, as there are areas, such as Preston and Hyndburn, with similar levels of deprivation but where satisfaction is considerably different.



Satisfaction with area: normative data

The chart below shows that, among Lancashire residents, rating of the area as a place to live has changed little compared with other authorities surveyed by Ipsos MORI.

Q How satisfied or dissatisfied are you with this area as a place to live?

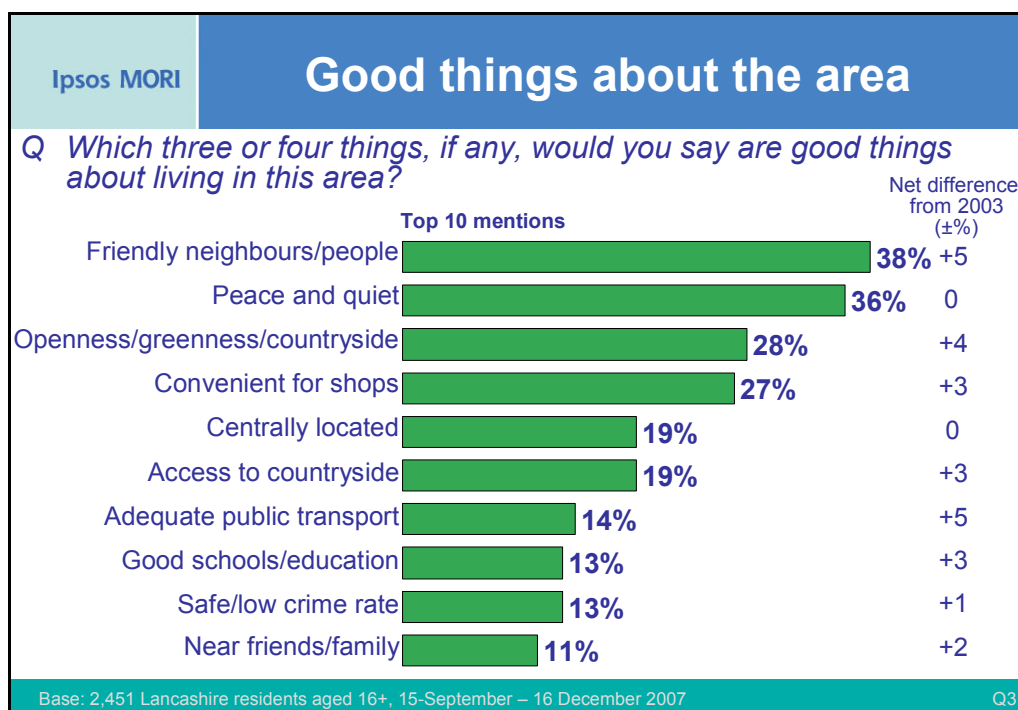
	Type	Year	Satisfied	Dissatisfied	Net
			%	%	%
<i>Base: All</i>					
Comparisons					
Cumbria (Boundary Committee)	CC	2004	93	4	+89
North Yorkshire (Boundary Committee)	CC	2004	93	4	+89
Leicestershire	CC	2001	92	6	+86
Worcestershire	CC	2005	91	5	+86
Oxfordshire	CC	2005	90	5	+85
Shropshire	CC	2006	90	5	+85
Dorset	CC	2005	90	6	+84
Hampshire	CC	2005	89	5	+84
Surrey	CC	2003	89	5	+84
Cheshire (Boundary Committee)	CC	2004	89	6	+83
Essex	CC	2003	89	6	+83
Derbyshire	CC	2005	89	7	+82
Northumberland (Boundary Committee)	CC	2004	88	8	+80
Kent	CC	2001	87	8	+79
Bedfordshire (3)	CC	2006	86	8	+78
Hampshire	CC	2006	86	8	+78
Lancashire (Boundary Committee)	CC	2004	85	8	+77
Northamptonshire	CC	2002	85	10	+75
Lancashire	CC	2007	83	9	+74
Northumberland	CC	2003	84	10	+74
County Durham (Boundary Committee)	CC	2004	83	11	+72
Lancashire	CC	2003	81	11	+70
Lancashire	CC	2000	81	12	+69
Wording:					
(1) Neighbourhood					
(2) Recruitment of hard panel					
(3) Local area					
(4) within 10 minute walk from home					

Source: Ipsos MORI

Positive aspects of life in Lancashire

Lancashire residents were asked to provide reasons why they are happy to be living in the area. In line with 2003, very few (3%) say that there are 'no good things' about the area.

Remaining consistent with 2003, residents cite **friendly neighbours/people; peace and quiet, openness/greenery/countryside and convenience for shops** as the most positive aspects of the area. Positively, none of the aspects shown on the chart below have seen a decrease since 2003, with the majority having seen an increase over the past four years. The proportion citing **friendly neighbours/people** and **adequate public transport** as good things about living in the area has increased by five percent. Percentages of those mentioning **convenience of shops, access to the countryside** and **good schools/education** have also risen by three percent since 2003.



Positive aspects of life in Lancashire: area analysis

Different positive aspects were cited for different areas.

- **Friendly neighbours/people** are mentioned most frequently by people in Fylde and Ribble Valley (both 46%), where around half see it as a positive aspect of life in the area
- **Peace and quiet** is most frequently mentioned by residents in Rossendale (41%), Chorley (40%) and Preston (40%). This contrasts with 2003, where peace and quiet are most likely to be

mentioned by people living in West Lancashire (46%), Ribble Valley (45%) and Wyre (45%)

- Residents of Rossendale (57%) and Ribble Valley (44%) are significantly more likely to rate **openness and greenery or countryside** as a positive aspect of living in the area, remaining broadly in line with the 2003 findings

- Again consistent with the 2003 survey, **convenience for shops** is most commonly cited by residents in Preston (35%) and Burnley (32%), where around a third see it as a good thing about their surrounding area as a place to live

Q3 Which three or four things, if any, would you say are good things about living in this area?

	1	2	3
Lancashire	Friendly neighbours/people	Peace and quiet	Openness/greenery/countryside
Burnley	Friendly neighbours/people (40%)	Peace and quiet (33%)	Convenient for shops (32%)
Chorley	Peace and quiet (40%)	Friendly neighbours/people (39%)	Openness/greenery / countryside (38%)
Fylde	Friendly neighbours/people (46%)	Peace and quiet (39%)	Access to the countryside/coast (34%)
Hyndburn	Friendly neighbours/people (34%)	Peace and quiet (32%)	Convenient for shops (26%)
Lancaster	Peace and quiet (36%)	Friendly neighbours/people (35%)	Openness/greenery / countryside (35%)
Pendle	Friendly neighbours/people (31%)	Openness/greenery / countryside (31%)	Peace and quiet (30%)
Preston	Peace and quiet (40%)	Friendly neighbours/people (38%)	Convenient for shops (35%)
Ribble Valley	Friendly neighbours/people (46%)	Openness/greenery / countryside (44%)	Peace and quiet (37%)
Rosendale	Openness/greenery / countryside (57%)	Friendly neighbours/people (43%)	Peace and quiet (41%)
South Ribble	Peace and quiet (39%)	Friendly neighbours/people (35%)	Access to other places/centrally located (31%)
West Lancs.	Friendly neighbours/people/ good community spirit (41%)	Peace and quiet (36%)	Openness/greenery / countryside (34%)
Wyre	Access to the countryside/coast (41%)	Friendly neighbours/people spirit (36%)	Peace and quiet (31%)

Source: Ipsos MORI

Positive aspects of life in Lancashire: sub-group analysis

- Women are the more likely to cite **convenience for shops** (29%) and **good schools/education** (17%) as positive aspects of living in the area compared to their male counterparts (24% and 10% respectively);
- In line with the 2003 survey, older residents are most likely to cite **friendly neighbours or people** (44%), **peace and quiet** (40%) and **openness, greenery and countryside** (29%) as positive things about the area. Younger people (6%) are more likely than residents over the age of 65 (2%) to rate **leisure and recreation facilities** highly. A quarter of those aged 25-44 (24%) rate **education** a positive aspect of living in the area, perhaps reflecting the relative importance among this age group;
- In terms of ethnicity (and reflecting of BME residents across the country), white residents are significantly more likely than BME residents to cite **access to the countryside** and **openness, greenery and countryside** as positive aspects (19% versus 6% and 29% versus 20%). Findings from the 2003 survey show that BME residents were significantly more likely than White residents to rate **good education** as a positive aspect (20% versus 10%). However, there has been a notable change as BME residents are now significantly less likely than White residents to rate good education as a positive aspect of life in Lancashire (6% versus 14% in 2007).

Negative aspects of life in Lancashire

Just over one in five (22%) of residents say there are 'no bad things' about living in the area.

At the aggregate level, the most commonly cited negative aspects are **too much traffic** (14%), **speed of traffic** (10%), **poor facilities for young people** (9%), **poor public transport** (8%) and **unclean streets** (8%). This is largely similar to both the 2000 and 2003 surveys. However, reflecting the growing concern about anti-social behaviour for which young people can be frequently blamed, poor facilities for young people was not mentioned as a key negative aspect in the 2000 survey.



Negative aspects of life in Lancashire: area analysis

Again, residents in different districts highlight different negative aspects around quality of life.

- Residents in Ribble valley (39%) and South Ribble (36%) are most likely to say that there are no negative aspects of living in the area.
- **Unclean streets** are seen as a problem for residents living in Wyre (16%) and Burnley (14%), while **vandalism and graffiti** are cited as negative aspects of living in Lancashire by Rossendale and Burnley residents (12% and 11% respectively).
- In line with 2003, Burnley residents are more likely than average to cite **drugs misuse** (11% compared to 18% in 2003) and the **general run-down** state of the area as negative aspects (12% compared to 23% in 2003). Positively, both have seen a decrease since the 2003 survey. **Crime** is the top issue for residents in Burnley (14%) and is significantly higher than the average district score (7%).
- Nearly one in five (17%) West Lancashire residents cite **poor public transport** as a negative aspect of living in the area. This is in comparison to eight percent of Lancashire residents in general and is a finding that largely corresponds to the 2000 and 2003 surveys.

Q4 Which three or four things, if any, would you say are bad things about living in this area?

	1	2	3
Lancashire	Too much traffic	Speed of traffic	Poor facilities for young people
Burnley	Unsafe area/high crime rate (14%)	Streets not clean enough (14%)	Generally run-down (12%)
Chorley	Too much traffic (13%)	Speed of traffic (12%)	Poor facilities for young people (11%)
Fylde	Poor facilities for young people (17%)	Too much traffic (16%)	Speed of traffic (15%)
Hyndburn	Streets not clean enough (9%)	Too much vandalism/graffiti (9%)	Too much traffic & Speed of traffic (both 8%)
Lancaster	Too much traffic (21%)	Poor public transport (9%)	Poor parking & Speed of traffic (both 8%)
Pendle	Streets not clean enough (12%)	Unsafe area/high crime rate (10%)	Too much traffic & Neighbours/people/comm cohesion/racial intolerance (both 9%)
Preston	Too much traffic (16%)	Unsafe area/high crime rate (11%)	Drugs misuse (10%)
Ribble Valley	Expensive housing (11%)	Poor public transport (9%)	Too much traffic & Speed of traffic (both 6%)
Rosendale	Poor facilities for young people (21%)	Too much traffic (16%)	Speed of traffic & Poor shopping facilities (both 14%)
South Ribble	Too much traffic (16%)	Speed of traffic (9%)	Poor facilities for young people & Poor roads & Drug misuse (all 5%)
West Lancs.	Too much traffic (21%)	Poor public transport (17%)	Speed of traffic (14%)
Wyre	Streets not clean enough (16%)	Too much traffic (15%)	Speed of traffic (13%)

Source: Ipsos MORI

- **Both traffic and roads** are key concerns for most Lancashire residents. The volume of traffic is a major concern for those living in West Lancashire (21%), while residents in Rossendale (13%) are the most concerned with the **poor condition of roads**.
- **Facilities for young people** are a key worry for nearly one in ten Lancashire residents (9%) and is considered particularly poor by Rossendale (21%) and Fylde (17%) residents.

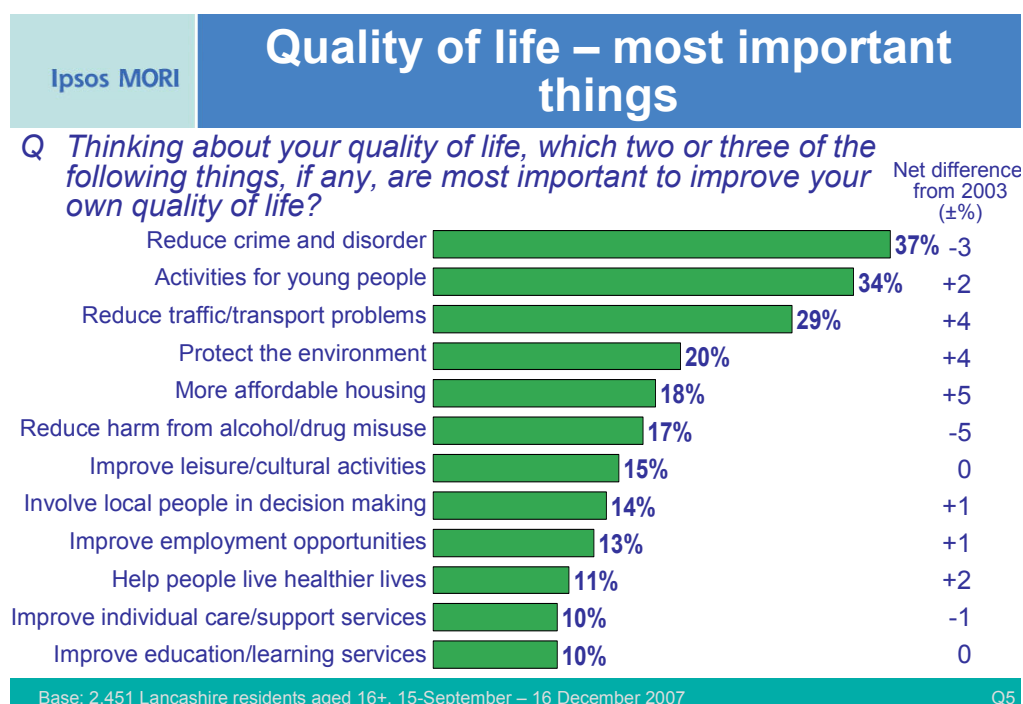
Negative aspects of life in Lancashire: sub-group analysis

- Older residents (11% of those aged 65 or over) are the most likely to cite **unclean streets** as a bad thing about the area, but the under 25s (10%) are the most likely to mention the **high crime rate** as a negative factor. It should be noted that younger residents also rated *low crime rate* as a positive thing about the local area, which could indicate high salience of, or exposure to, this issue for the under 25s. These findings remain consistent to 2003, where nine percent of those over the age of 65 cited unclean streets and ten percent of residents under the age of 25 cited the high crime rate as a negative aspect of the area.
- Social class D and E residents are more likely to mention **unclean streets** (11%), **high crime rate** (9%) and **drugs misuse** (8%) as negative aspects of living in the area, while those belonging to social classes A and B are most likely to cite **poor public transport** (11%).
- White residents are more likely than BME residents to cite **poor public transport** as a concern (8% and 3% respectively), while BME residents are more likely than average to cite **lack of peace and quiet** (12%), **neighbours/people** (11%) and **drug misuse** (11%) as negative aspects about living in the area. Again, these findings remain broadly in line with those found in 2003.

Improving Quality of Life

Priorities for improving local quality of life

In line with the 2003 survey, over a third of residents cite **reducing crime and disorder** (37%) and **providing activities for young people** (34%) as factors that would most improve quality of life. **Reducing traffic and congestion** is also cited by over one in four (29% compared to 25% in 2003) residents, with one in five (20%) mentioning **protecting the environment**.



Quality of life: sub-group analysis of broad themes

The table below shows some differences in quality of life priorities by area.

- Similar to the 2003 survey, **reducing crime and disorder** is of highest priority to Hyndburn (46%), Burnley (45%) and Preston (45%) residents.
- Unlike in 2003 when **the provision of activities for young people** was of highest priority to Preston and Chorley residents, Rossendale and Fylde residents (42% and 41% respectively) are now the most likely to cite this as a key priority.

Q5 Thinking about your quality of life, which two or three of the following things, if any, are the most important to improve your own quality of life?

	1	2	3
Lancashire	Reduce crime and disorder	Provide activities for young people	Reduce traffic and transport problems
Burnley	Reduce crime and disorder (45%)	Provide activities for young people (29%)	Reduce the harm from alcohol and drug misuse (26%)
Chorley	Reduce crime and disorder (40%)	Reduce traffic and transport problems (32%)	Provide activities for young people (31%)
Fylde	Provide activities for young people (41%)	Reduce crime and disorder (39%)	Reduce traffic and transport problems (22%)
Hyndburn	Reduce crime and disorder (46%)	Provide activities for young people (33%)	Reduce traffic and transport problems (25%)
Lancaster	Traffic and transport problems (43%)	Provide activities for young people (37%)	Reduce crime and disorder (31%)
Pendle	Reduce crime and disorder (40%)	Provide activities for young people (31%)	Reduce traffic and transport problems (21%)
Preston	Reduce crime and disorder (45%)	Provide activities for young people (34%)	Reduce traffic and transport problems (30%)
Ribble Valley	Reduce crime and disorder (33%)	Provide activities for young people & Provide affordable housing (both 31%)	Reduce traffic and transport problems (30%)
Rosendale	Provide activities for young people (42%)	Reduce traffic and transport problems (29%)	Reduce crime and disorder (27%)
South Ribble	Provide activities for young people (31%)	Reduce crime and disorder (28%)	Traffic and transport problems (27%)
West Lancs.	Traffic and transport problems (31%)	Reduce crime and disorder & Provide activities for young people (both 28%)	Protect the environment (27%)
Wyre	Reduce crime and disorder & activities for young people (both 36%)	Reduce traffic and transport problems (31%)	Protect the environment (24%)

Source: Ipsos MORI

- Reflecting congestion caused by the ring road, **reduction of traffic and transport problems** is most important in Lancaster (43%).
- Ribble Valley residents (31% compared to 18% overall) are significantly more likely than other Lancashire residents to cite the provision of **more affordable** housing as the most important factor.

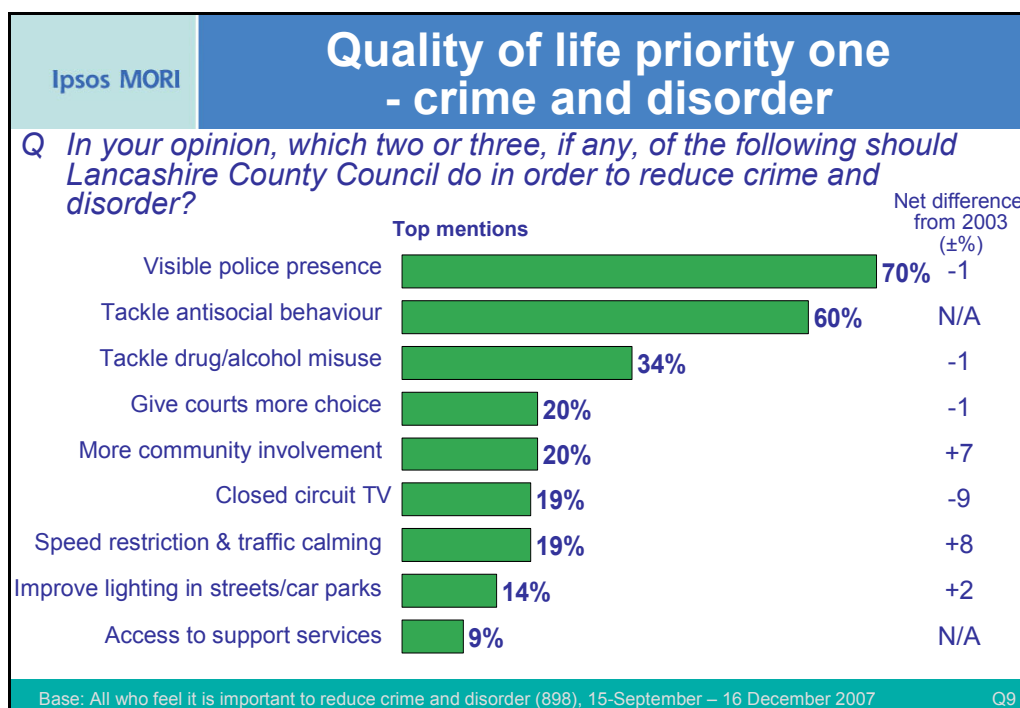
Other differences by sub-group are as follows.

- Women are significantly more likely than their male counterparts to cite **activities for young people** as a key priority for improving quality of life (38% versus 29%).
- Perhaps unsurprisingly, younger residents (under the age of 25) are most likely to cite the importance of providing more **activities for young people** (45%). They are also more likely than average to cite the **importance of providing more affordable housing** (28%) and **improving employment opportunities** (21%).
- Social class A and B residents are most likely to cite the **reduction of traffic and transport problems** as a key priority for improving quality of life (33%), while C2 residents are most likely to prioritise the **reduction of crime and disorder** (42%).
- BME residents are significantly more likely than their white counterparts to cite **improving employment opportunities** (22% versus 13%) and the **provision of more affordable housing** (25% versus 17%), while white residents are significantly more likely to prioritise the **provision of activities for young people** and the **reduction of traffic and transport problems** (34% and 29% respectively).

Detail on priorities for improving quality of life

Reducing crime and disorder

As in 2003, when presented with a list of possible ways in which to reduce crime and disorder, the most commonly cited action is to **provide a more visible police presence** (70%). Other key actions cited include **tackling anti-social behaviour** (60%) and **tackling drugs and alcohol misuse** (34%).



Addressing crime and disorder: sub-group differences

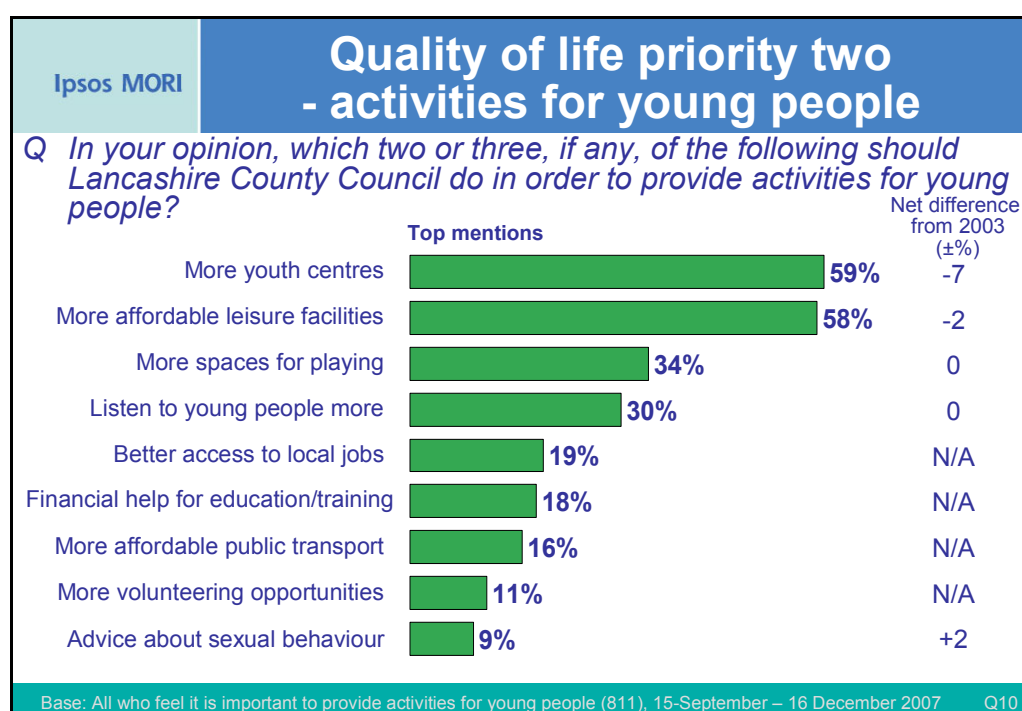
Among residents who say that addressing crime and disorder is a key priority for improving quality of life there are some differences between sub-groups.

- Those aged 65 and over (76%) are significantly more likely to cite the importance of a **more visible police presence** than those under the age of 24 (52%). A **more visible police presence** is also given highest priority in Rossendale, with nine in ten (89% compared to 70% overall) residents citing this as a possible way to reduce crime and disorder.
- Reflecting the 2003 findings, Burnley (50%) and Pendle (45%) residents are most likely to cite **tackling drug and alcohol misuse** as key to reducing crime in the area.

- **Tackling anti-social behaviour** is a key priority for residents in Rossendale and Burnley (72% and 71% respectively), whilst it is given the least priority by those aged 65 and over (53% compared to 60% overall).

Providing activities for young people

Residents were asked what the County Council should do to provide activities for young people and the most commonly cited actions are to **provide more youth centres for meeting people of their own age** (59%) and **more leisure facilities that are affordable for young people** (58%). Over a third (34%) of Lancashire residents also cite **providing more spaces for playing** as a key priority. These findings remain consistent with the 2003 survey.



Improving facilities for young people: sub-group differences

Other differences by sub-group are as follows.

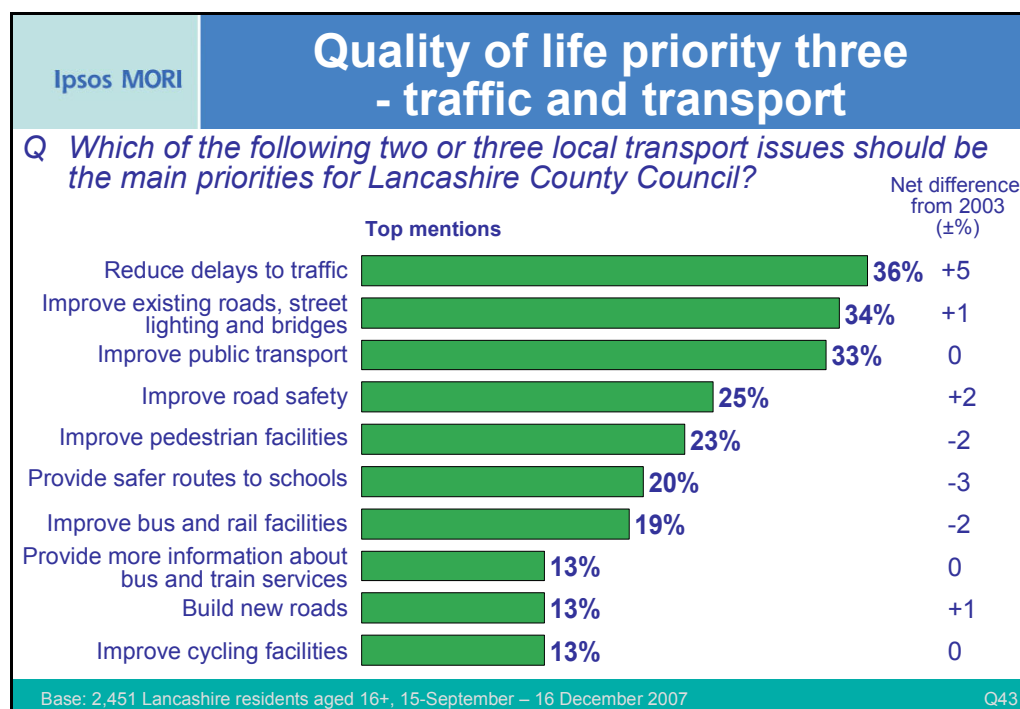
- The **provision of more youth centres** for young people to meet people of their own age is seen as most important in Rossendale (73%) and Fylde (67%). Interestingly, there has been a notable decrease in the number of Burnley residents citing this as a key priority (down 14 percentage points, from 74% in 2003 to 60% in 2007). Social class D and E residents are significantly more likely than average to cite **the provision**

of youth centres as a way of improving activities for young people (65% compared to 59% overall).

- **More affordable leisure facilities** are given priority by residents of Ribble Valley (71%), Pendle (70%), Rossendale (68%) and Preston (65%), while those aged between 25 and 44 are also significantly more likely than average to prioritise this as a suggested improvement (65% compared to 58% overall).
- **More spaces for playing** remains a key priority for over a third (34%) of residents, in particular those living in Lancaster (45%). Again, those aged between 25 and 44 are significantly more likely than those under the age of 24 to cite this as way of improving facilities for young people (42% versus 29%).
- Those under the age of 24 (37%) and residents in Rossendale (46%) and Pendle (44%) are more likely than other Lancashire residents to cite **listening to young people** as a way to improve activities for young people in the area.

Improving traffic and transport

In regard to transport issues, residents are most likely to want Lancashire County Council to prioritise **reducing delays to traffic** (36%) and **improving existing roads, street lighting and bridges** (34%). As in 2003, a third (33%) would like to see an improvement in travelling by **public transport** and a quarter (25%) would like improvements to **road safety** to be prioritised. Remaining consistent with the 2003 findings, residents are least likely to favour building new roads.

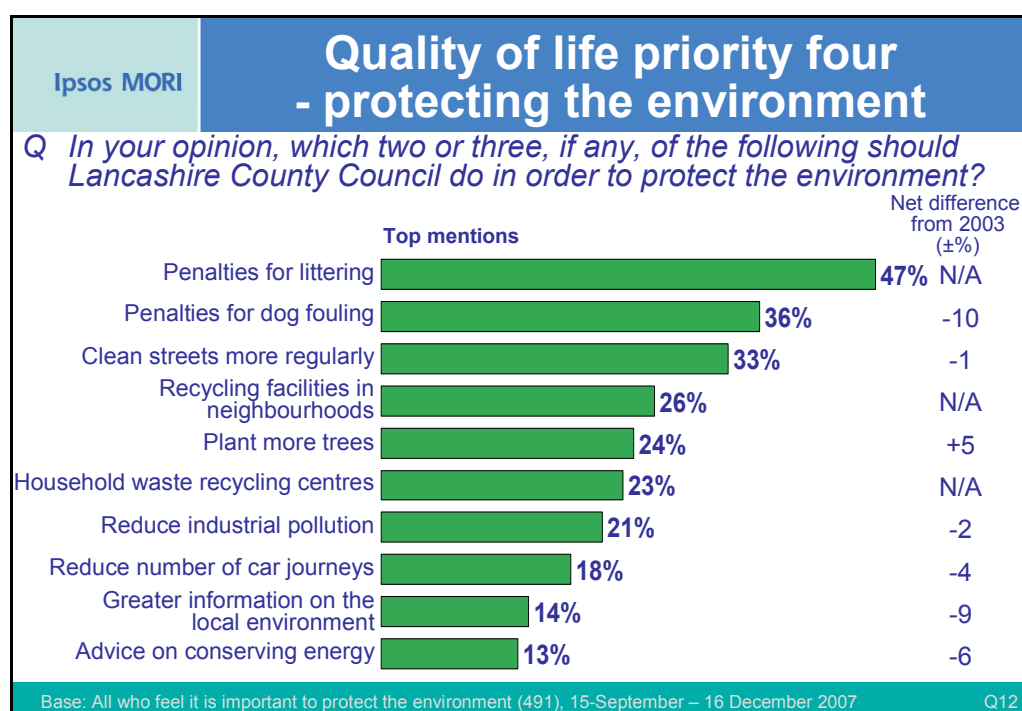


Improving traffic and transport: sub-group differences

- As was the case in 2003, residents in Lancaster are most likely to prioritise **reducing delays to transport** (57%) and, unlike residents in the rest of the county, would like to see more priority given to **building new roads** (35% compared to 13% overall).
- Burnley residents (50%) and those in social classes A and B (38%) are now the most likely to say that the county council should prioritise **improving existing roads, street lighting and bridges**. Rossendale residents were the most likely to cite improving **existing roads, street lighting and bridges** in 2003 (54%) but the results from 2007 show a fall of 22 points to just less than one third (32%).
- Residents in social classes A and B (41%) and those aged between 45 and 64 (38%) are more likely than average to prioritise improving **travelling by public transport**.

Protecting the environment

The most frequently mentioned courses of action for protecting the environment are implementing **stricter enforcement of penalties for littering** (47%) and **stricter enforcement of penalties for dog fouling** (36%). Echoing the 2003 findings, a third of Lancashire residents would like the **streets to be cleaned more regularly** (33%). They are least likely to require **advice on conserving energy** (13%).



Protecting the environment: sub-group differences

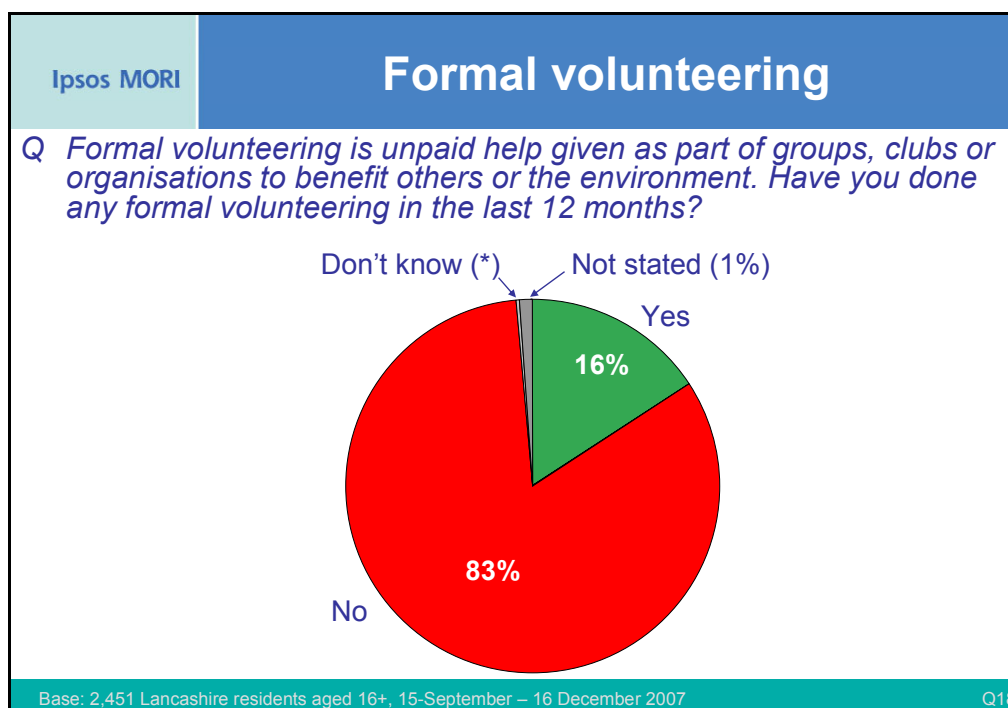
- Residents in Burnley (63%), Fylde (62%) and Chorley (61%) are more likely than residents in other Lancashire districts to **prioritise the enforcement of penalties for littering**. Those over the age of 65 and the youngest age group (16-24) give above-average priority to this aspect as a potential way of protecting the environment (56% compared to 47% overall).
- Those aged 65 and over are most likely to prioritise **stricter enforcement of penalties for dog fouling**, although less so than previously (down from 61% in 2003 to 43% in 2007). Fylde residents (62%) are significantly more likely than average to cite enforcing **penalties for dog fouling** as a course of action for protecting the environment.
- As in 2003, social class D and E residents (43%, compared to 33% overall) are significantly more likely than average to want the **streets to be cleaned more regularly**. Residents aged

between 45 and 64 (41%) are the most likely to want to see the implementation of **regular street cleaning**. This contrasts with 2003, where this measure was most likely to be mentioned by people under the age of 24 (51%).

Community Cohesion

Participation in formal volunteering

Only 16% of residents have undertaken some kind of formal volunteering in the last 12 months – the overwhelming majority (83%) have not.

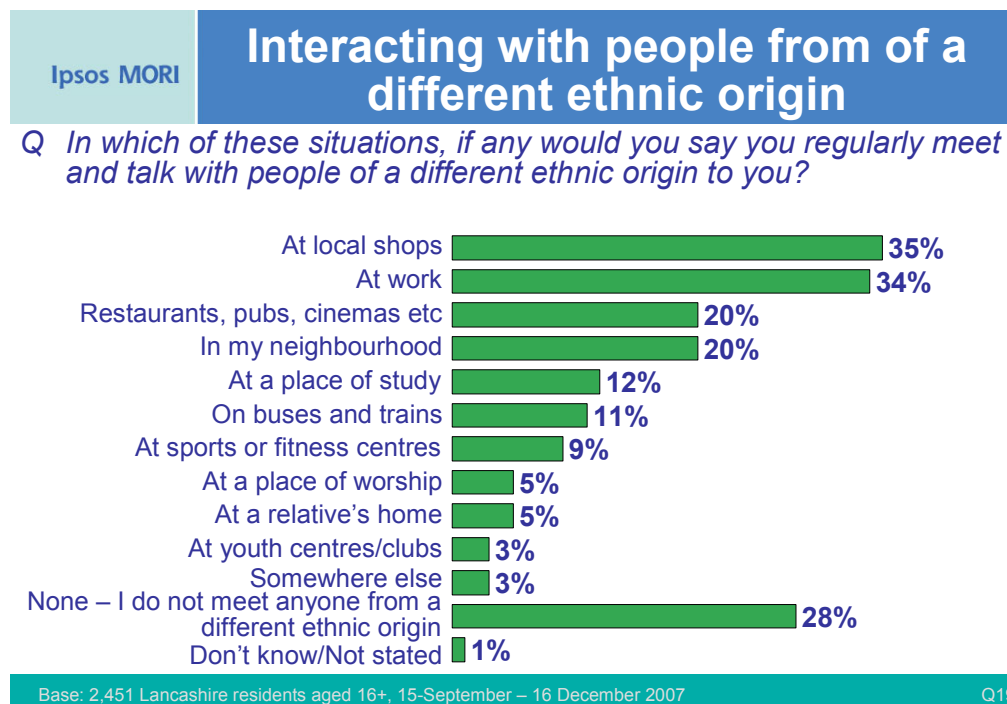


Residents living in Lancaster are more likely than any other area of the county to undertake formal volunteering (22% compared to 16% overall), and ABs are much more likely than other social classes to volunteer (27% compared to 16%).

Suggesting the lack of distinction between formal and informal volunteering, those who say they care for, or help to care for, a friend who has a long-term limiting illness or disability, including problems due to old age, are more likely to have volunteered than those who do not (25% versus 15%).

Interaction with people of a different ethnic origin

The most popular situations in which residents from different ethnic backgrounds mix together are at the local shops and at work (35% and 34% respectively), whilst over a quarter (28%) of residents say they do not meet anyone from a different ethnic origin.

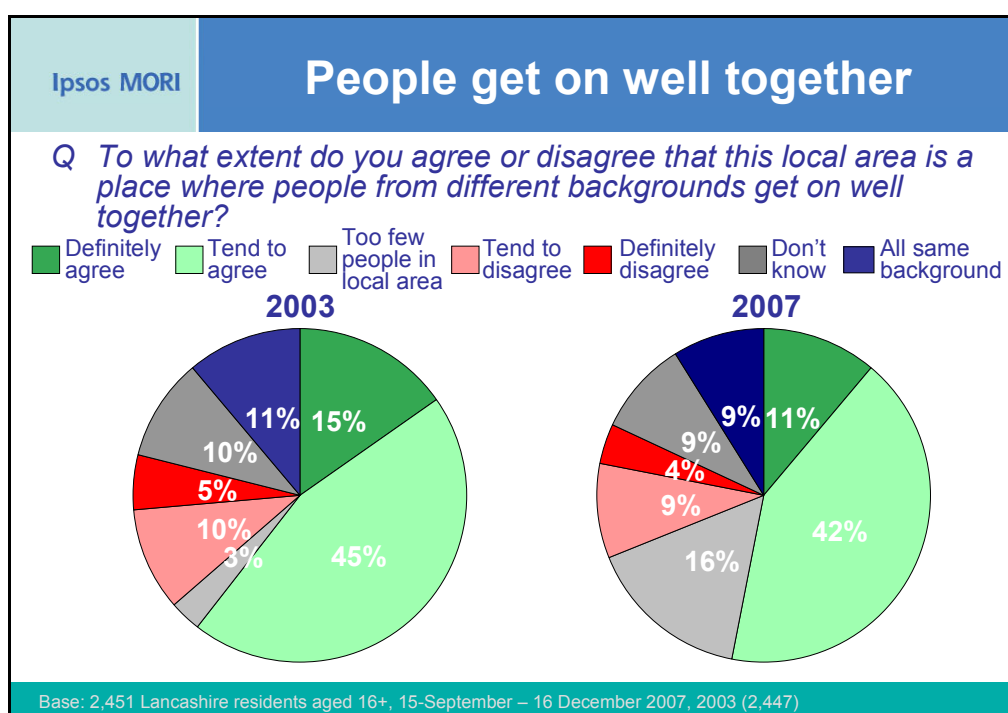


Residents from classes AB and C1 are more likely to mix regularly with people from a different background (76% and 74% respectively, compared to 70% overall), and younger people aged 16-44 are more likely to mix than the over 65 age group (82% compared to 45%). People from BME backgrounds are also more likely to regularly meet with people from a different ethnic origin, compared to those from White backgrounds (91% compared to 69%).

Unsurprisingly, those respondents who live in areas of the county where the concentrations of people from BME backgrounds are highest are much more likely to say they regularly meet and talk with people of a different ethnic background. Burnley (81% of respondents living here meet with people from a different background); Hyndburn (83%); Pendle (84%); and Preston (86%), compared to 70% overall. And, in these areas, the local shops appear to be the main situation in which residents meet and talk – around half of residents living in these areas cite this.

People from different backgrounds

Over half of residents (53%) agree that their local area is a place where people from different backgrounds get on well together. This is a decrease of seven percentage points from the figure recorded in the 2003 survey. However, this decrease is most likely accounted for by the increase in the proportion of people who say there are too few people in the area to make a judgement (up 13 points to 16% since 2003). Importantly, there has been no overall increase in the proportion of people who *disagree* that people in the local area get on well together.

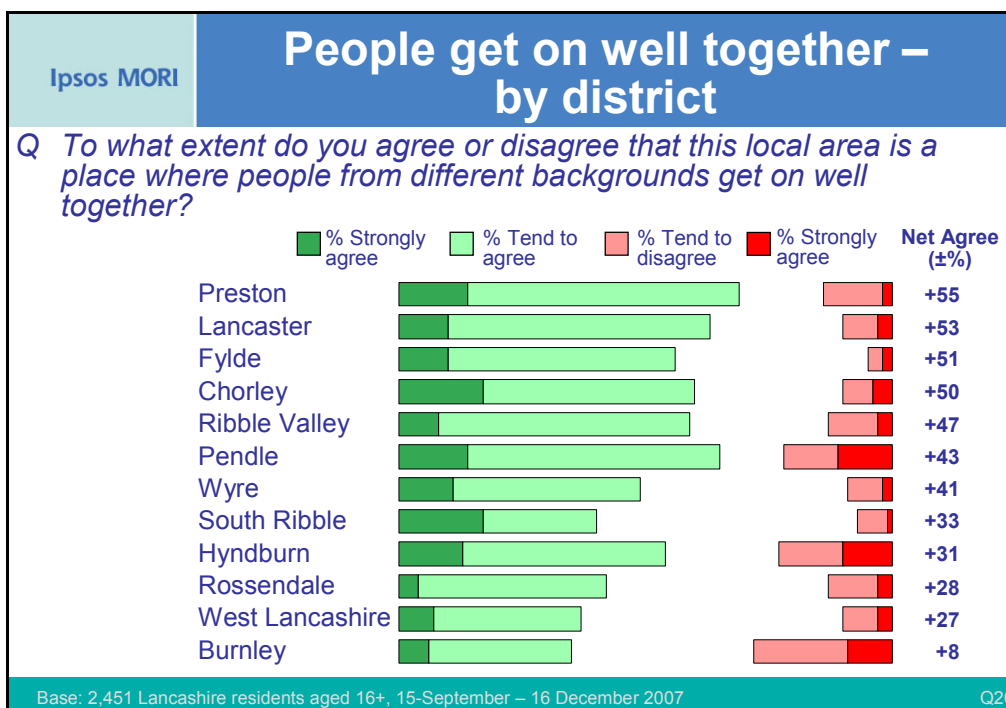


If we look at the breakdown of residents who *disagree* that their local area is a place where people from different backgrounds get on well together, we can see that the younger age-groups (16-44) are more likely to disagree than residents overall (17% compared to 13% overall).

BME residents are significantly more likely than White residents to agree that their local area is a place where people from different backgrounds get on well together (71% versus 52%), although there is no significant difference in the proportions disagreeing with this. White residents are, however, more likely to say that people in their area are from all the same backgrounds (9% versus 4%) and that there are too few people in the local area (16% versus 4%).

There is a significant contrast of opinion when we analyse results by area. Those areas where people are more likely to disagree that

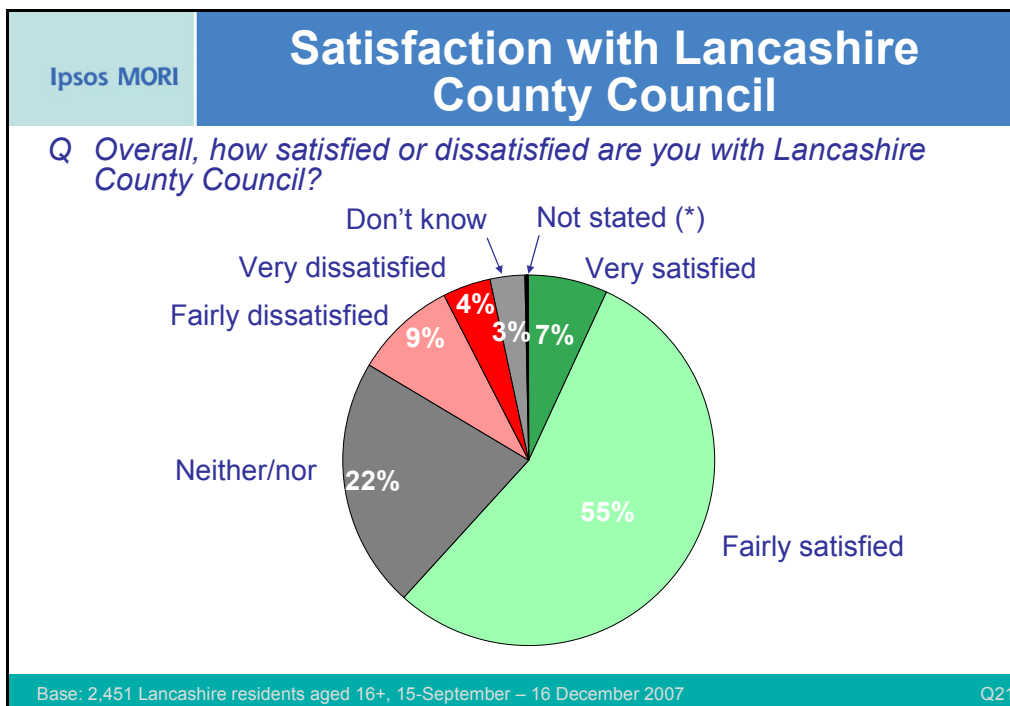
people get on well together are: Burnley (28% compared to 13% overall), Hyndburn (24%) and Pendle (22%). These are areas with relatively high concentrations of BME residents compared to the rest of the county (Burnley 8%, Hyndburn 8% and Pendle 15% compared to 5% overall).

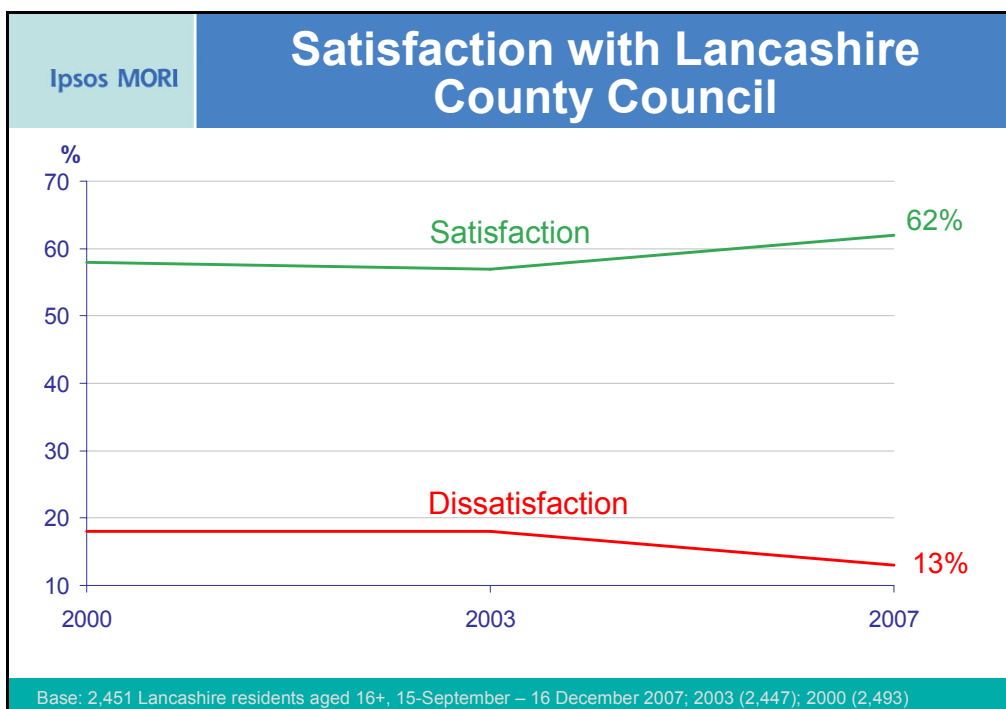


Satisfaction with the County Council

Satisfaction with Lancashire County Council

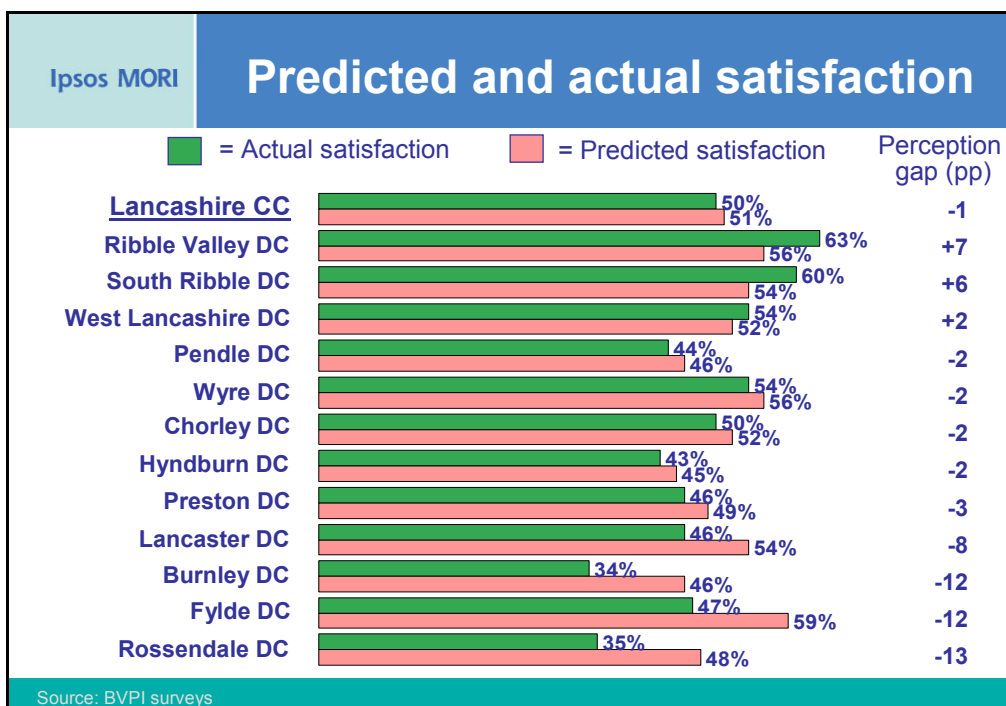
62% of residents say they are satisfied with Lancashire County Council, of which 7% are very satisfied. This is a significant improvement on 2000 and 2003 levels where satisfaction was 58% and 57% respectively.





Our recent Frontiers of Performance in Local Government report has shown that the level of satisfaction with Lancashire County Council recorded in the 2006 BVPI General survey is in line with its predicted level of satisfaction¹, while as the chart below shows, several of the district councils appear to be underperforming with strong showings in other authorities such as Ribble Valley and South Ribble. It is important to look at satisfaction with district authorities so we are then able to judge more generally the performance of the agencies who are involved in delivering the place agenda through local strategic partnerships.

¹ The predicted satisfaction score is based on a number of key demographic and economic factors that we know have an effect on satisfaction. These include rurality, economic deprivation, ethnic fractionalisation, social grade, age, health, qualifications, work status, migration and income. We then develop a model which enables us to predict the satisfaction levels we might expect to see in an authority, given the prevailing local conditions.

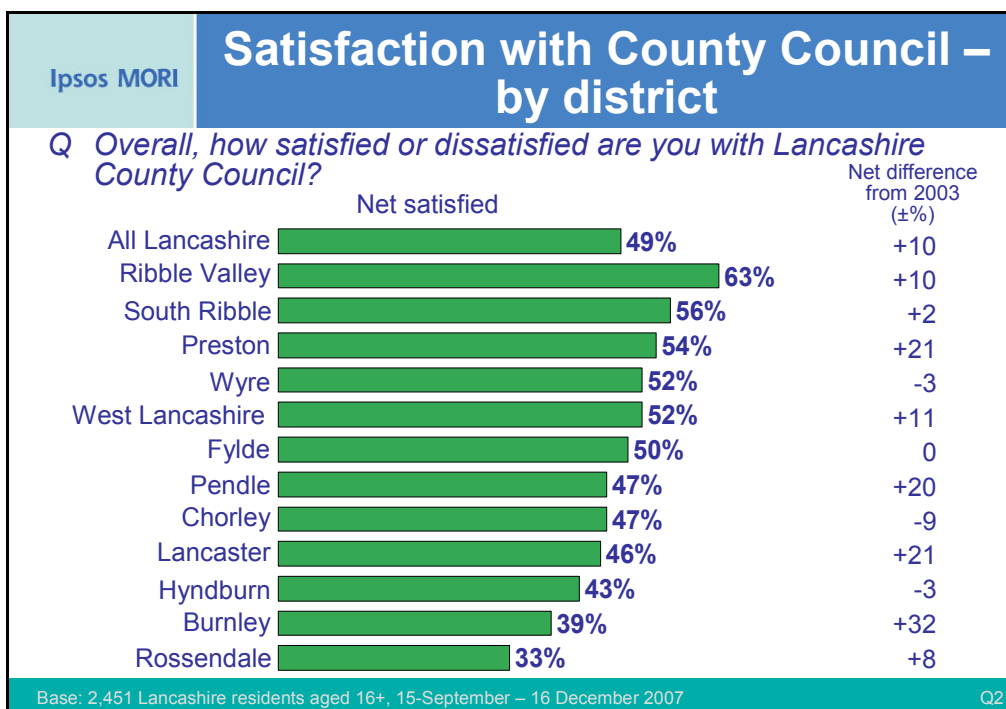


Satisfaction with the county council: sub-group analysis

Satisfaction with the council is lowest amongst residents living in Rossendale and Burnley where around one in five residents are dissatisfied (21% and 19% respectively). Net satisfaction² is significantly higher in the Ribble Valley and South Ribble than for the county as a whole (+63% and +56% net satisfied respectively, compared to +49%).

Despite the comparatively low levels of satisfaction in some areas, these figures in the most part represent a significant improvement on 2003 levels. Preston, Pendle, Lancaster and Burnley have all seen overall net satisfaction improve by 20 percentage points or more since 2003. Most other areas have also improved their overall satisfaction levels, with the exception of Chorley which has shown a fall in net satisfaction since 2003, from +56% to +47%.

² Net satisfaction is the percentage satisfied on a particular issue or service, less the percentage dissatisfied. For example, if a service records 40% satisfied and 25% dissatisfied, the "net satisfaction" figure is +15 points.



Older residents in the 65+ age group are more satisfied with the council than other age groups (67% compared to 62%), which is consistent with the 2000 and 2003 surveys.

The results reinforce the general held view that the more informed residents feel, the more satisfied they are with the council overall. Of those residents who say the council keeps them well informed, 77% are satisfied with the council overall, compared to 51% of residents who are do not think the council keeps them well informed.

Q Overall, how satisfied or dissatisfied are you with Lancashire County Council?

	Satisfied	Dissatisfied	Net Satisfied
Base: All respondents (2,451)	62 %	13%	+49%
Gender			
Male	61	13	+48
Female	62	13	+50
Age			
16-24	57	10	+47
25-44	62	12	+50
45-64	60	15	+45
65+	67	13	+54
Social Class			
AB	62	11	+51
C1	61	13	+48
C2	64	13	+51
DE	61	14	+47
Ethnicity			
White	62	13	+48
BME	64	9	+55
District			
Burnley	58	19	+39
Chorley	63	16	+47
Fylde	65	15	+50
Hyndburn	59	16	+43
Lancaster	60	15	+46
Pendle	60	13	+47
Preston	62	8	+54
Ribble Valley	70	7	+63
Rossendale	54	21	+33
South Ribble	64	7	+56
West Lancs	62	10	+52
Wyre	65	13	+52

Source: Ipsos MORI

Following the question about overall satisfaction with the council, respondents were asked a series of questions relating to specific services. After these questions were answered, respondents were then asked again for their overall satisfaction with the council, to see how opinions many have changed. The results show a small improvement in overall net satisfaction from repeating the question later in the survey, from +49% to +56% (satisfaction increases from 62% to 67%).

Satisfaction with county council: comparisons with norms

Q How satisfied or dissatisfied are you with the way the council is running the area?

	Year	Satisfied	Dissatisfied	Net
<i>Base: All</i>		%	%	%
Leicestershire	2001	71	9	+62
Dorset	2005	67	11	+56
Hampshire	2006	68	12	+56
North Yorkshire (Boundary Committee)	2004	66	12	+54
Cheshire (Boundary Committee)	2004	65	12	+53
Dorset	2000	67	14	+53
County Durham (Boundary Committee)	2004	66	14	+52
Derbyshire (1)	2005	65	15	+50
Hertfordshire (2)	2006	63	13	+50
Lancashire	2007	62	13	+49
Derbyshire (1)	2002	63	16	+47
Northumberland (Boundary Committee)	2004	63	17	+46
Lancashire (Boundary Committee)	2004	57	13	+44
Buckinghamshire (3)	2002	56	13	+43
Worcestershire	2005	60	17	+43
Oxfordshire (3)	2002	56	14	+42
Cumbria (Boundary Committee)	2004	60	19	+41
Lancashire	2000	58	18	+40
Lancashire	2003	57	18	+39
Shropshire	2006	58	19	+39
Surrey	2003	51	16	+35
Oxfordshire	2005	45	12	+33
Bedfordshire (2)	2006	52	20	+32
BV Pilots	2000	53	21	+32
Kent	2001	53	21	+32
Northamptonshire	2002	54	26	+28

Wording:

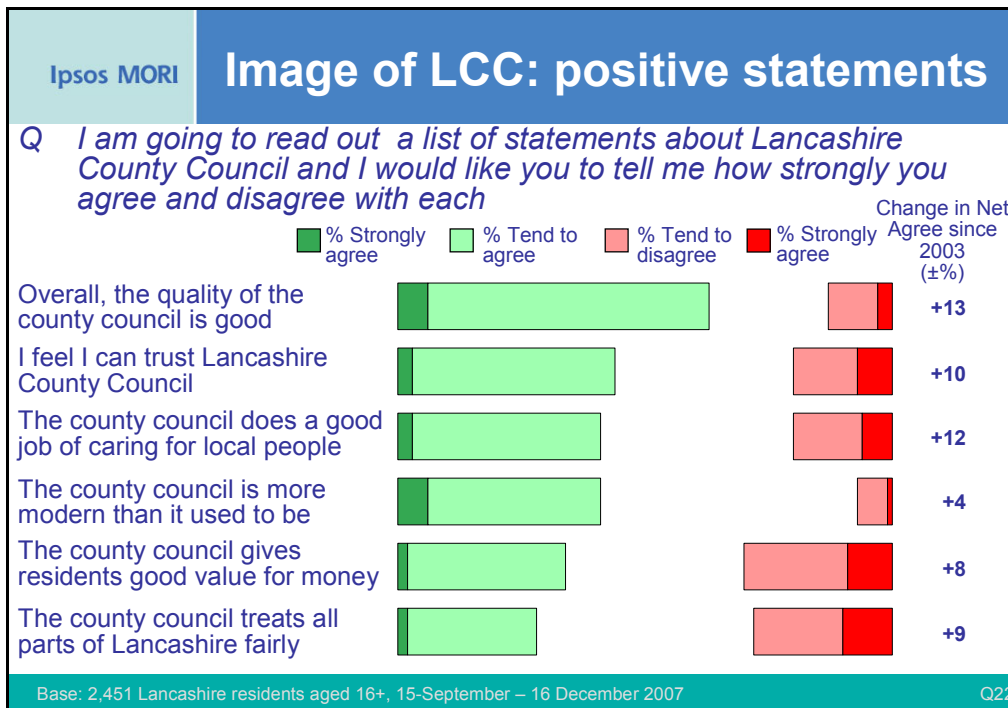
- (1) ...the way .provides its services
- (2) ...runs things
- (3) ...the county

Source: Ipsos MORI

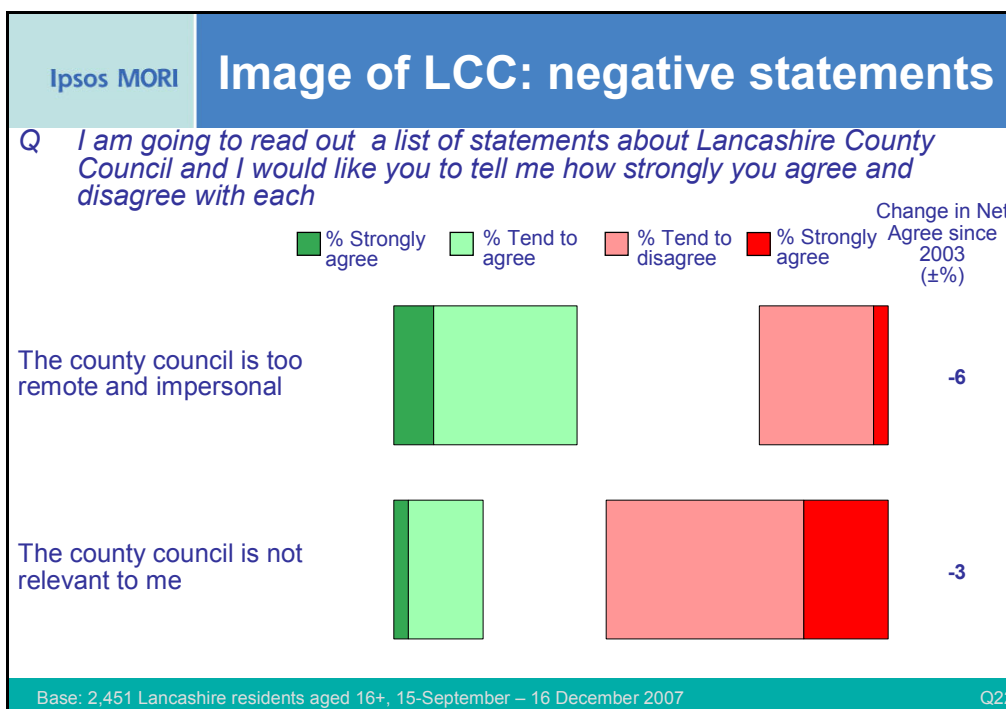
Detailed Perceptions of the County Council

The majority of residents agree that the overall quality of the services provided by the council is good (63%), an improvement on the 2003 level of 58%.

Overall, there has been an improvement on 2003 levels in terms of the net agree score for all the positive statements about the county council, such as that **‘the quality of the county council is good’** and that **‘does a good job caring for local people’**. That said, the overall net satisfaction levels for some key measures remain quite low, for example, value for money.



Of all the statements shown to respondents about the council, respondents are least likely to agree with the statement that **‘The county council is not relevant to me’** (57% disagree) and **‘The county council is too remote and impersonal’** (26% disagree). Again, this represents an improvement on 2003 levels, with less people overall agreeing that these statements are true.



Perceptions of the county council: sub-group analysis

The quality of services is good

There appears to be little difference in perceptions of the overall quality of Lancashire County Council's services across the various age and social class groups, but there are some significant differences across some of the other sub-groups.

- Residents from BME backgrounds are more likely to agree that the quality of services is good compared to those with White backgrounds (71% agree compared to 62%).
- Residents with a disability or long-term illness are more likely to *disagree* with this statement (20% compared to 13% overall).
- Residents who say the council keeps them informed are much more likely to agree that the quality of services is good than those who say the council keeps them less well or uninformed (78% compared to 52%).
- Residents living in Rossendale are least likely to agree the quality of services is good (53% compared to 63% for all respondents).

Q22a *I am going to read out a list of statements about Lancashire County Council and I would like you to tell me, from this card, how strongly you agree or disagree with each.*

Overall the quality of county council services is good

	Agree %	Disagree %	Net Agree ±%
Base: All (2,451)	63%	13%	+50%
Gender			
Male	61	14	+47
Female	64	12	+52
Age			
16-24	62	10	+53
25-44	64	14	+50
45-64	60	13	+47
65+	66	14	+52
Social Class			
AB	63	14	+49
C1	62	13	+49
C2	62	13	+49
DE	64	12	+52
Ethnicity			
White	62	13	+49
BME	71	11	+60
District			
Burnley	57	19	+39
Chorley	66	14	+52
Fylde	66	14	+52
Hyndburn	62	16	+46
Lancaster	63	14	+48
Pendle	60	11	+49
Preston	66	12	+54
Ribble Valley	66	10	+56
Rossendale	53	23	+30
South Ribble	65	7	+58
West Lancs	61	12	+49
Wyre	65	9	+56

Source: Ipsos MORI

Overall quality of service: comparisons with norms

In comparison to 2000 and 2003 levels, Lancashire County Council has improved its overall net agree score for the overall quality of its services. It has also improved its rankings amongst other county councils.

Q To what extent do you agree or disagree with the statement "the quality of council services is good overall . . . "?

	Year	Agree	Disagree	Net
<i>Base: All</i>		%	%	%
Dorset	2005	69	10	+59
Shropshire	2006	67	13	+54
BV Pilots	2000	66	13	+53
Hampshire	2006	62	11	+51
Lancashire	2007	63	13	+50
Oxfordshire	2005	59	11	+48
Derbyshire	2005	61	16	+45
Oxfordshire	2002	60	15	+45
Lancashire	2000	60	18	+42
Lancashire	2003	58	19	+39
Northamptonshire	2002	57	22	+35
Bedfordshire	2006	52	18	+34
Kent	2001	51	21	+30

Source: Ipsos MORI

The county council is too remote and impersonal

Sub-group differences in perceptions of whether the county council is **too remote and impersonal**.

- Older residents over 45 are more likely to agree that the council is **too remote and impersonal** (40% compared to 37% for all age groups), and White residents are more likely to agree than those from BME backgrounds (38% compared to 26%).
- Around half of residents living in Burnley, Hyndburn and Rossendale agree that the council is **too remote and impersonal** – significantly higher than for the county overall (37%). For Hyndburn, the proportion of respondents agreeing has actually grown larger since 2003.
- In contrast, those residents living in South Ribble, West Lancashire, Ribble Valley and Preston are less likely to agree with the statement suggesting these residents feel more engaged with the council.

Q22b *I am going to read out a list of statements about Lancashire County Council and I would like you to tell me, from this card, how strongly you agree or disagree with each.*

The county council is too remote and impersonal

	Agree %	Disagree %	Net Agree ±%
Base: All (2,451)	37%	26%	+11%
Gender			
Male	38	26	+11
Female	36	26	+11
Age			
16-24	30	23	+6
25-44	35	26	+9
45-64	40	28	+12
65+	40	25	+15
Social Class			
AB	40	25	+15
C1	37	27	+10
C2	39	25	+14
DE	33	27	+7
Ethnicity			
White	38	26	+12
BME	26	32	-6
District			
Burnley	50	19	+31
Chorley	37	25	+12
Fylde	35	33	+2
Hyndburn	56	18	+38
Lancaster	40	26	+14
Pendle	34	22	+13
Preston	31	34	-3
Ribble Valley	30	25	+5
Rossendale	45	24	+21
South Ribble	22	33	-11
West Lancs	28	25	+3
Wyre	41	21	+20

Source: Ipsos MORI

Too remote and impersonal: Comparisons with norms

When we compare Lancashire County Council to other county councils surveyed, and to previous surveys conducted in 2000 and 2003, we can see an improvement as the net agree score that the council is too remote and impersonal has fallen.

Q To what extent do you agree or disagree with the statement "the Council is too remote and impersonal"?

	Year	Agree	Disagree	Net
<i>Base: All</i>		%	%	%
Kent	2001	54	23	+31
Bedfordshire	2006	48	19	+29
Hampshire	2006	46	22	+24
Lancashire	2000	46	22	+24
Northamptonshire	2002	44	22	+22
Buckinghamshire	2002	44	24	+20
Lancashire	2003	43	25	+18
Derbyshire	2005	42	26	+16
Dorset	2005	43	27	+16
Shropshire	2006	41	25	+16
BV Pilots	2000	44	30	+14
Oxfordshire	2005	38	26	+12
Lancashire	2007	37	26	+11

Source: Ipsos MORI

The county council gives good value for money

Sub-group differences in perceptions of whether the county council gives **good value for money**.

- Older residents (65+) are most likely to agree that the council provides **good value for money** (42%).
- Residents living in Pendle are much more likely to agree that the council provides good value for money (43% agree) whereas residents living in Rossendale and West Lancs are least likely to agree (both 28% agree).
- There is a significant contrast between residents who say they are satisfied with Lancashire County Council overall, and those who are dissatisfied. Almost half (47%) of residents who are satisfied with the council agree it provides value for money, compared to 6% of those who are dissatisfied.

Q22c I am going to read out a list of statements about Lancashire County Council and I would like you to tell me, from this card, how strongly you agree or disagree with each.

The county council gives residents good value for money

	Agree %	Disagree %	Net Agree ±%
Base: All (2,451)	34%	30%	+4%
Gender			
Male	35	30	+4
Female	34	29	+4
Age			
16-24	33	19	+14
25-44	31	35	-4
45-64	33	33	*
65+	42	26	+16
Social Class			
AB	31	33	-2
C1	33	29	+4
C2	33	34	*
DE	39	25	+14
Ethnicity			
White	34	31	+3
BME	36	19	+17
District			
Burnley	32	42	-10
Chorley	36	30	+6
Fylde	38	29	+9
Hyndburn	32	30	+2
Lancaster	34	37	-3
Pendle	43	20	+22
Preston	37	22	+14
Ribble Valley	38	25	+13
Rossendale	28	39	-10
South Ribble	32	30	+2
West Lancs	28	25	+3
Wyre	34	30	+4

Source: Ipsos MORI

Value for money: comparisons with norms

Lancashire County Council seems to have improved perceptions about value for money amongst its residents, compared to 2000 and 2003 levels. It also compares very favourably with other county councils for whom Ipsos MORI have conducted similar surveys, with one of the highest net scores.

Q To what extent do you agree or disagree with the statement "the Council gives residents good value for money"?

	Year	Agree	Disagree	Net
<i>Base: All</i>		%	%	%
Lancashire	2007	34	30	+4
Hampshire	2006	32	28	+4
Derbyshire	2005	37	34	+3
BV Pilots	2000	38	36	+2
Lancashire	2000	35	33	+2
Shropshire	2006	35	33	+2
Dorset	2005	32	31	+1
Hertfordshire	2006	31	30	+1
Kent	2001	33	35	-2
Lancashire	2003	32	37	-5
Bedfordshire	2001	28	34	-6
Northamptonshire	2002	32	38	-6
Oxfordshire	2005	26	32	-6
Buckinghamshire	2002	25	34	-9
Bedfordshire	2006	25	44	-19

Source: Ipsos MORI

The county council does a good job of caring for people

Significant sub-group differences in perceptions of whether the county council does a good job of caring for local people.

- Younger residents (16-24) are more likely to agree that the council does a good job of caring for people (47% agree with this statement compared to 42% overall), as are residents from social class DE (46%).
- Residents from BME backgrounds (58%) are also more likely to agree with this statement, compared to those from White backgrounds (41%).
- Those residents who state they care for a relative or friend are less likely to agree with this statement (+12% net agree compared to +22% overall).

- Residents living in the Ribble Valley and South Ribble are most likely to agree that the council does a good job of caring for people (50% and 47% respectively), compared to Burnley and Rossendale net agree levels are lowest.

Q22d *I am going to read out a list of statements about Lancashire County Council and I would like you to tell me, from this card, how strongly you agree or disagree with each.*

The county council does a good job of caring for local people

	Agree %	Disagree %	Net Agree ±%
Base: All (2,451)	42%	19%	+22%
Gender			
Male	41	19	+22
Female	42	20	+22
Age			
16-24	47	12	+35
25-44	40	20	+20
45-64	40	22	+17
65+	43	20	+23
Social Class			
AB	39	20	+19
C1	39	21	+18
C2	41	18	+23
DE	46	19	+27
Ethnicity			
White	41	20	+21
BME	58	14	+44
District			
Burnley	38	29	+9
Chorley	45	16	+29
Fylde	41	21	+20
Hyndburn	40	24	+15
Lancaster	37	21	+16
Pendle	43	15	+27
Preston	44	18	+26
Ribble Valley	50	11	+39
Rossendale	38	27	+11
South Ribble	47	16	+31
West Lancs	39	13	+26
Wyre	39	23	+16

Source: Ipsos MORI

Caring council: comparison with norms

Lancashire County Council again appears to be improving resident perceptions about how well it cares for people, when compared to previous surveys in 2000 and 2003, and to other county councils.

Q To what extent do you agree or disagree with the statement "the council does a good job of caring for people like me/local people"?

	Year	Agree	Disagree	Net
<i>Base: All</i>		%	%	%
Shropshire	2006	43	20	+23
Lancashire	2007	42	19	+22
Oxfordshire	2002	40	20	+20
Derbyshire	2005	42	26	+16
Lancashire	2000	41	25	+16
Buckinghamshire	2002	32	19	+13
Lancashire	2003	38	28	+10
Kent (1)	2001	29	26	+3

Wording:

(1) good job of caring for people in the community

Source: Ipsos MORI

The county council treats all parts of Lancashire fairly

Sub-group differences in perceptions of whether the county council treats all parts of Lancashire fairly.

- Again, younger residents (16-24) and those from BME backgrounds are more likely to agree that the council treats all parts of Lancashire fairly (respectively, 37% and 40% agree compared to 28% overall).
- In terms of area, residents living in Preston are most likely to agree that the council treats all parts of Lancashire fairly (41% agree). Residents from Burnley are most likely to *disagree* with this statement (44% disagree compared to 28% overall).

Q22e *I am going to read out a list of statements about Lancashire County Council and I would like you to tell me, from this card, how strongly you agree or disagree with each.*

The county council treats all parts of Lancashire fairly

	Agree %	Disagree %	Net Agree ±%
Base: All (2,451)	28%	28%	*%
Gender			
Male	29	28	+2
Female	26	29	-3
Age			
16-24	37	20	+17
25-44	30	30	-1
45-64	22	33	-11
65+	26	24	+3
Social Class			
AB	28	27	+1
C1	28	30	-2
C2	26	29	-3
DE	29	26	+4
Ethnicity			
White	27	29	-2
BME	40	12	+28
District			
Burnley	23	44	-21
Chorley	33	21	+12
Fylde	29	30	-1
Hyndburn	31	31	*
Lancaster	24	35	-11
Pendle	29	27	+2
Preston	41	15	+25
Ribble Valley	38	26	+12
Rossendale	14	25	-11
South Ribble	25	25	*
West Lancs	19	25	-6
Wyre	24	34	-10

Source: Ipsos MORI

Trust

Sub-group differences in perceptions of whether respondents feel **they can trust Lancashire County Council** include:

- Residents aged 16-24 or 65+ are more likely to **trust the council** (+34% and +27% net agree with this statement compared to +23% overall), as are residents from BME backgrounds (+50%).
- Residents living in Preston are the most trusting (55% agree they can trust the council compared to 44% overall). In contrast over a quarter of residents living in Rossendale and Wyre *disagree* they **can trust the council** (31% and 25% respectively).
- It is interesting to note that residents who are overall more satisfied with the council, and who feel the council keeps them well informed, are more likely to say they trust the council (61% of those satisfied with the council overall agree they can trust the council compared to 9% who are dissatisfied, and 59% who feel well informed agree they can trust the council, compared to 32% who do not).

Q22f I am going to read out a list of statements about Lancashire County Council and I would like you to tell me, from this card, how strongly you agree or disagree with each.

I feel I can trust Lancashire County Council

	Agree %	Disagree %	Net Agree ±%
Total (2,451)	44	21	+23
Gender			
Male	44	22	+22
Female	43	19	+24
Age			
16-24	46	12	+34
25-44	43	22	+21
45-64	41	24	+17
65+	47	20	+27
Social Class			
AB	42	21	+20
C1	43	22	+21
C2	43	21	+23
DE	47	19	+28
Ethnicity			
White	43	21	+21
BME	58	8	+50
District			
Burnley	42	24	+18
Chorley	42	18	+24
Fylde	45	20	+25
Hyndburn	44	21	+23
Lancaster	45	23	+22
Pendle	44	20	+24
Preston	55	14	+42
Ribble Valley	45	16	+29
Rossendale	38	31	+7
South Ribble	40	21	+19
West Lancs	41	20	+21
Wyre	39	25	+14

Source: Ipsos MORI

The county council is not relevant to me

Sub-group differences in perceptions of whether respondents agree Lancashire County Council is not relevant to them include:

- Out of all the age groups, younger people (16-24) are more likely to agree that **the council is not relevant** to them (24% compared to 18% for all respondents).

- Residents living in Fylde and South Ribble are most likely to feel that the **council is relevant** to them (71% and 65% respectively compared to 57% overall).

Q22g *I am going to read out a list of statements about Lancashire County Council and I would like you to tell me, from this card, how strongly you agree or disagree with each.*

The county council is not relevant to me

	Agree %	Disagree %	Net Agree ±%
Total (2,451)	18	57	-39
Gender			
Male	19	55	-36
Female	16	59	-42
Age			
16-24	24	41	-17
25-44	12	63	-51
45-64	19	61	-42
65+	21	52	-32
Social Class			
AB	16	65	-49
C1	17	59	-42
C2	19	57	-39
DE	20	49	-29
Ethnicity			
White	18	58	-39
BME	10	48	-38
District			
Burnley	24	53	-30
Chorley	21	51	-30
Fylde	15	71	-56
Hyndburn	21	55	-33
Lancaster	21	59	-38
Pendle	17	45	-28
Preston	21	58	-37
Ribble Valley	23	46	-23
Rossendale	15	54	-39
South Ribble	9	65	-56
West Lancs	14	60	-46
Wyre	16	60	-44

Source: Ipsos MORI

The county council is more modern than it used to be

Agreement with the statement 'The county council is more modern than it used to be' is fairly consistent across age groups, social classes and ethnicity, although there are some differences according to area:

- Residents living in Fylde (54%), Hyndburn (53%) and Preston (49%) are more likely to agree that the council is more modern, whereas those in Rossendale are least likely to agree (27%).

Q22h *I am going to read out a list of statements about Lancashire County Council and I would like you to tell me, from this card, how strongly you agree or disagree with each.*

The county council is more modern than it used to be

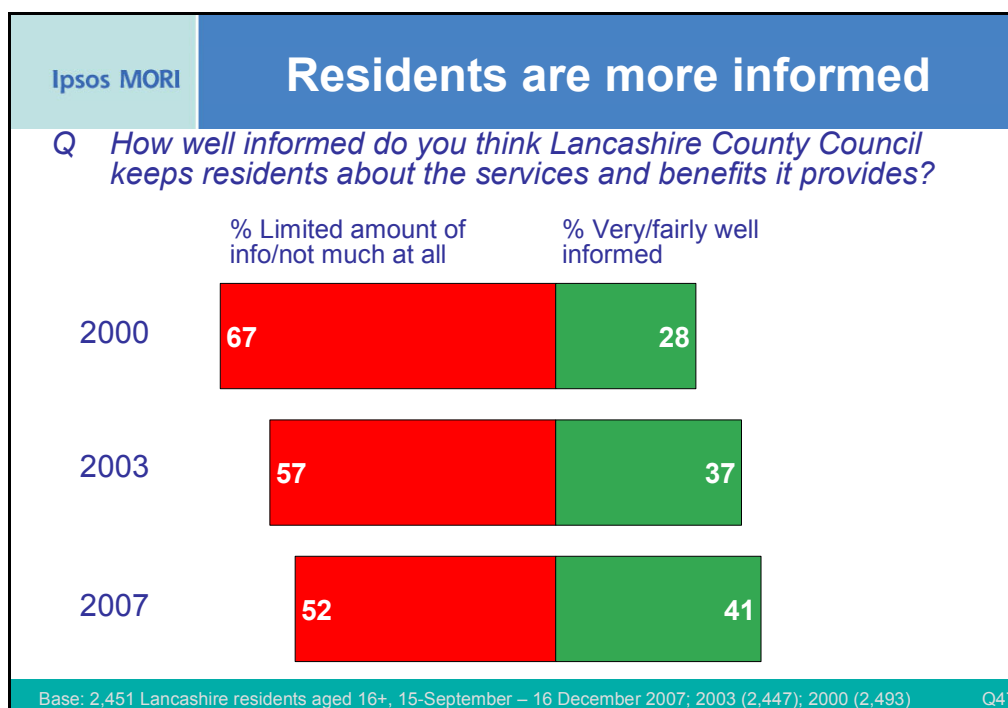
	Agree %	Disagree %	Net Agree ±%
Total (2,451)	41	6	+34
Gender			
Male	42	6	+35
Female	40	7	+33
Age			
16-24	40	2	+38
25-44	41	7	+35
45-64	38	9	+29
65+	44	5	+38
Social Class			
AB	43	7	+36
C1	38	6	+32
C2	42	6	+35
DE	41	7	+34
Ethnicity			
White	41	7	+34
BME	35	3	+32
District			
Burnley	43	8	+35
Chorley	44	7	+37
Fylde	54	9	+44
Hyndburn	53	7	+46
Lancaster	43	11	+32
Pendle	34	7	+27
Preston	49	4	+45
Ribble Valley	32	4	+28
Rossendale	27	8	+19
South Ribble	32	4	+29
West Lancs	31	1	+30
Wyre	39	5	+33

Source: Ipsos MORI

Communication

Level of information

As with the previous waves of Life in Lancashire, residents are more likely to say they feel uninformed (52%) than informed about council services and benefits. However, the position in 2007 represents a significant improvement (four percentage points) on the 2003 survey, which itself was a significant improvement (11 percentage points) on the baseline survey in 2000.



The results are in line with Lancashire’s figure for the 2006 BVPI survey in which 40% of residents said they felt the council keeps residents very or fairly well informed about the services and benefits it provides, although this was based on a postal survey.

Level of information: sub-group analysis

- As in 2003, those aged 65 and over are more likely to feel informed (48%) than other age groups.
- Residents in Ribble Valley (25%, down from 52% in 2003) and Burnley (33%) are the least informed, whereas those in Lancaster (48%) are the most informed.

Q How well informed do you think Lancashire County Council keeps residents about the services and benefits it provides?

	Very/Fairly Well informed	Limited information/ doesn't tell us much	Net informed
Base: All respondents (2,451)	41%	52%	-11%
Gender			
Male	41	50	-9
Female	41	53	-12
Age			
16-24	37	47	-10
25-44	38	56	-18
45-64	41	55	-14
65+	48	45	+3
Social Class			
AB	44	51	-7
C1	42	52	-10
C2	39	54	-15
DE	39	50	-11
Ethnicity			
White	41	52	-12
BME	45	41	+4
District			
Burnley	33	64	-31
Chorley	41	55	-14
Fylde	46	48	-2
Hyndburn	43	54	-11
Lancaster	48	50	-2
Pendle	44	52	-8
Preston	47	45	+2
Ribble Valley	25	65	-39
Rosendale	40	58	-18
South Ribble	35	47	-11
West Lancs	42	40	+2
Wyre	35	58	-23

Source: Ipsos MORI

Level of information: comparisons with norms

As shown in the table below, despite significant improvements Lancashire County Council continues to perform below some other areas surveyed by Ipsos MORI.

Q How well informed do you think the Council keeps you about the services and benefits it provides?

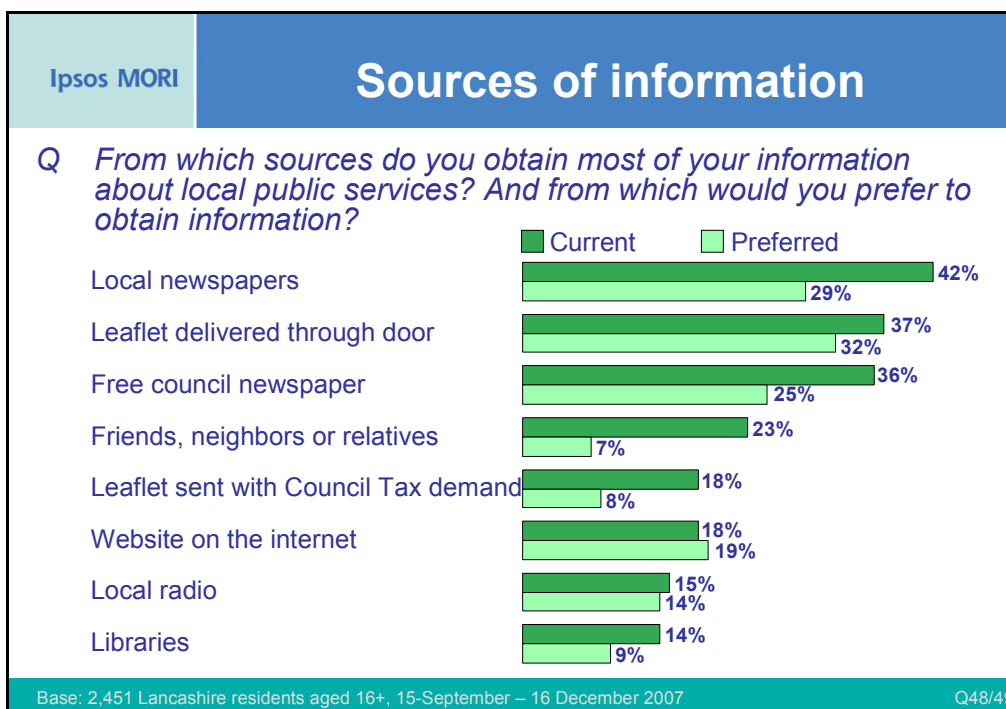
	Year	Very/ Fairly well informed	Limited/ not much at all	Net
<i>Base: All</i>		%	%	%
Hertfordshire	2006	57	38	+19
Bedfordshire	2006	56	41	+15
Essex	2003	55	42	+13
Dorset	2005	53	43	+10
Oxfordshire	2000	54	44	+10
Hampshire	2006	51	43	+8
Oxfordshire	2005	51	43	+8
Worcestershire	2005	49	46	+3
Leicestershire	2001	48	49	-1
Derbyshire	2005	44	52	-8
BV Pilots	2000	44	54	-10
Lancashire	2007	41	52	-11
Buckinghamshire	2002	42	56	-14
Shropshire	2006	41	57	-16
Kent	2001	39	58	-19
Lancashire	2003	37	57	-20
Surrey	2003	37	61	-24
Northamptonshire	2002	33	63	-30
Lancashire	2000	28	67	-39

Source: Ipsos MORI

Sources of information

Two-fifths (42%) of residents receive most of their information about public services through **local newspapers** (down nine percentage points since 2003). This is followed by **leaflets delivered through their door** (37%, up five points since 2003) and the **free council newspaper** (36%).

The most preferred sources of information are **leaflets delivered through the door** (32%), followed by **local newspapers** (29%).



Sources of information: sub-group analysis

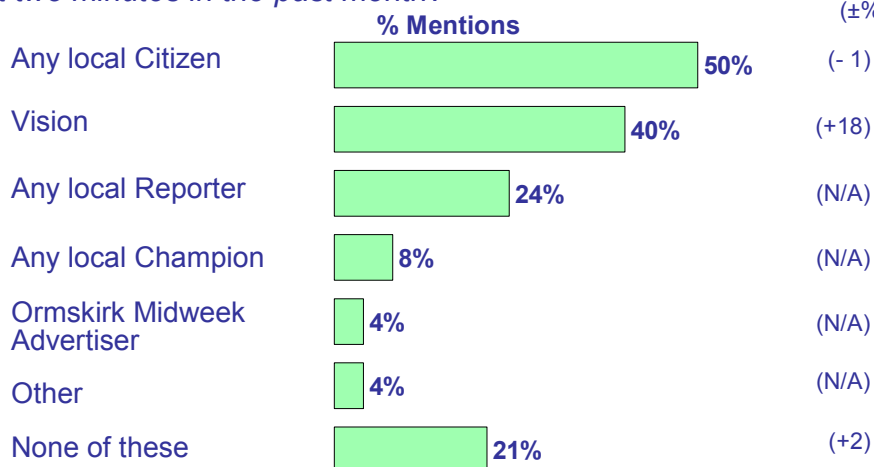
- Younger residents (24% of those aged 16-24) are more likely than average to get information from **website on the Internet**, although **local newspapers** are the most common source of information for all age groups (especially those aged 45-64, 49%).
- **Local newspapers** are most commonly used by residents in Lancaster (62%), while the **free council newspaper** is most commonly used in Fylde (53%) and Wyre (52%).

Readership of Local Newspapers and Magazines

As with the 2003 survey, the most commonly read local newspaper in Lancashire remains the local version of *The Citizen*, which half of residents say they have read or looked at in the past month. Readership of Lancashire County Council's free newspaper *Vision* has risen 18 percentage points since 2003 to 40% of residents.

Ipsos MORI **Newspaper readership**

Q Which, if any, of these have you read or looked at for at least two minutes in the past month? Net difference from 2003 (±%)



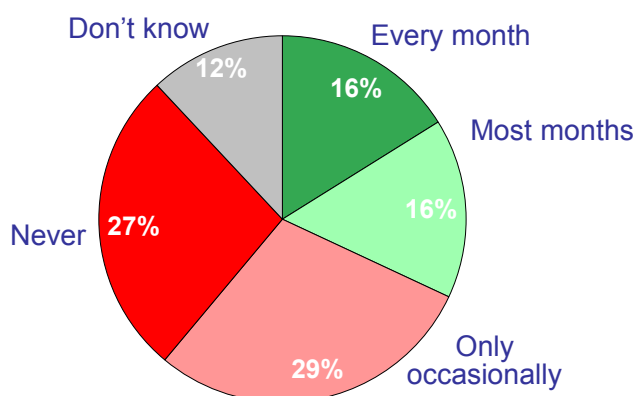
Base: 2,451 Lancashire residents aged 16+, 15-September – 16 December 2007 Q50

Receipt of Vision

Three-fifths (61%) of residents recall having received Vision (a rise of seven percentage points since 2003) while just over a quarter (27%) say that they have *never* received it (down nine points since 2003).

Ipsos MORI **Recall receiving Vision**

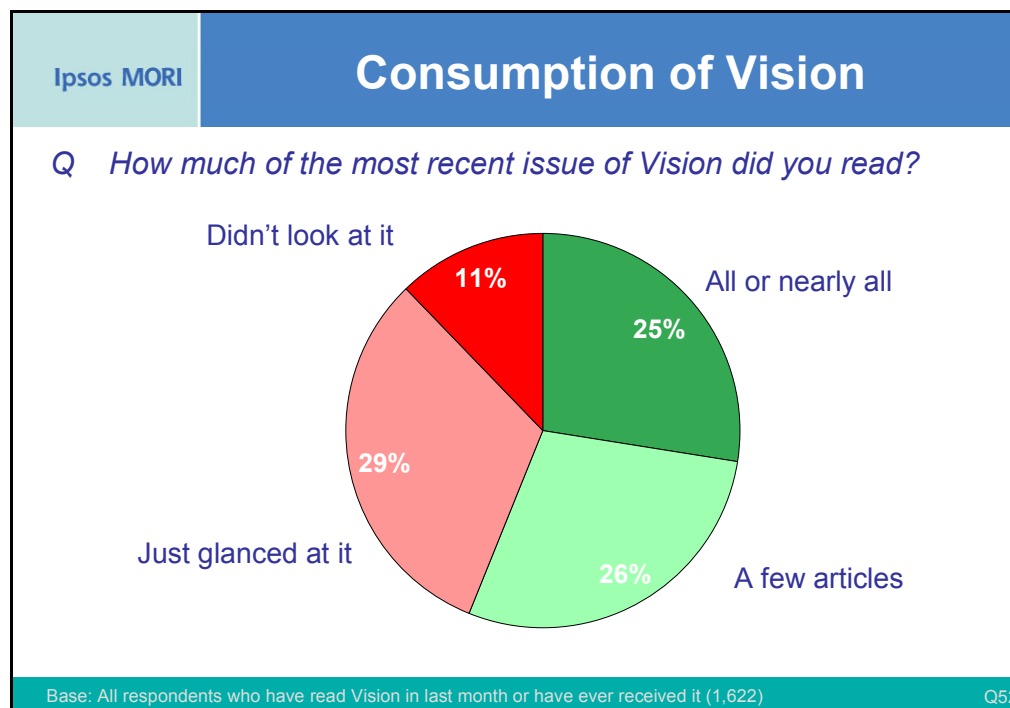
Q There is a free newspaper published by Lancashire County Council called Vision that is delivered in your area. How often does Vision arrive through your door?



Base: 2,451 Lancashire residents aged 16+, 15-September – 16 December 2007 Q51

Consumption of Vision

Of those residents who have read Vision in the last month or have ever received it, 25% have **read all or nearly all** of it, while 26% have just read a **few articles**. A further 29% **just glanced at it** and 11% **didn't look at it**.



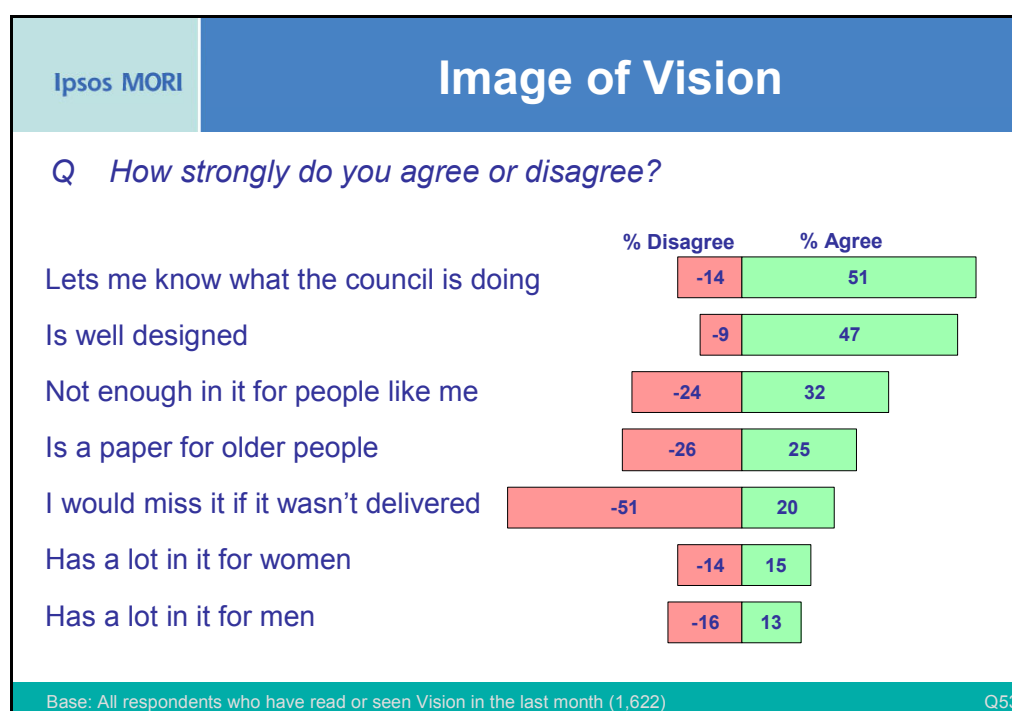
Receipt and consumption of Vision: sub-group analysis

Differences in readership and consumption of Vision are as follows.

- Older residents (70% of those aged 65+) are more likely to say that they receive Vision, while younger residents (45% of those aged 16-24) say they never receive it. Of those who have read or received Vision, those over the age of 65 are significantly more likely than average to have read all, or nearly all of it (38% compared to 25% overall). Those under the age of 25 are more likely to say that they didn't look at it (24% compared to 11% overall).
- In line with 2003, residents of Burnley and Preston are most likely to say they never receive Vision (40% and 35% respectively), while those living in Rossendale (24%), Lancaster and Pendle (both 22%) are most likely to say that they receive Vision every month.
- Of those who have received Vision, Preston residents (19%) are the most likely to say that they didn't look at it, while those living in Wyre are most likely to have read all, or nearly all of it (33% compared to 25% overall).

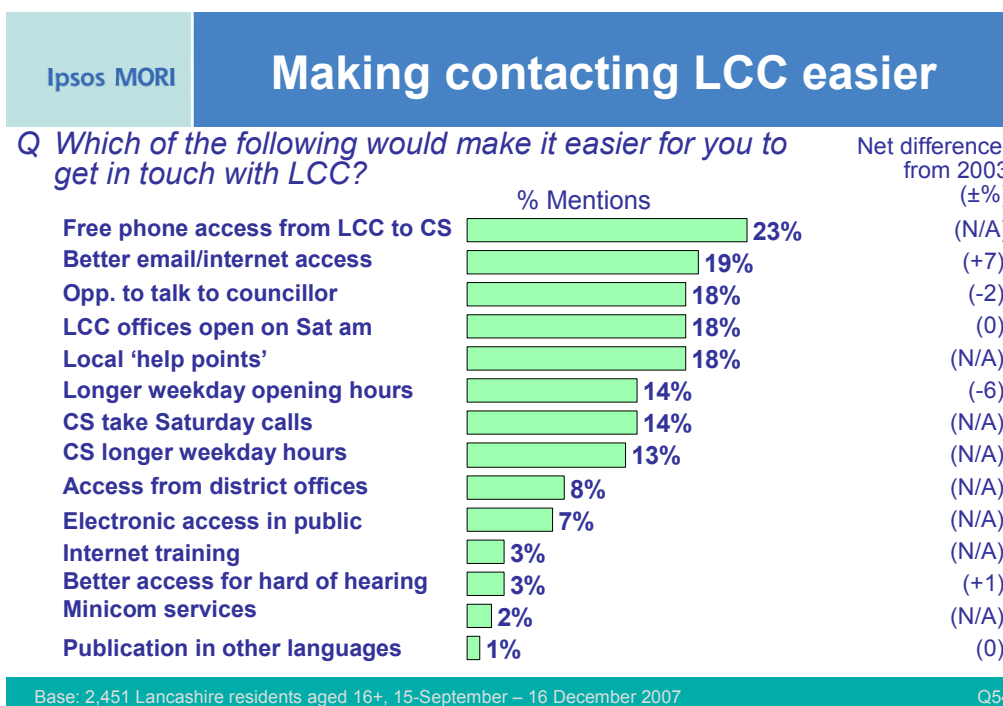
Image of Vision

Over half (51%) of Vision readers say that Vision lets them know what the council is doing in the local area, with a similar proportion (47%) agreeing that Vision is well designed. Less encouragingly, a third (32%) state that Vision doesn't have enough in it for people like them and a quarter feel that it is a paper for older people. As in 2003, half (51%) say that they would not miss it if it wasn't delivered.



Making contacting Lancashire County Council Easier

When asked what would make it easier for residents to get in contact with Lancashire County Council, the most popular course of action is providing free telephone access from council offices to the customer service centre (23%). Other popular suggestions are better access by email or the internet (19%), opening county council offices on Saturday mornings (18%), local neighbourhood help points (18%) and more opportunities to talk to local councillors (18%). Interest in better email/internet access has increased by seven percent (up from 12% in 2003 to 19% in 2007), while interest in longer opening hours has declined six percentage points since 2003 (from 20% to 14% in 2007).



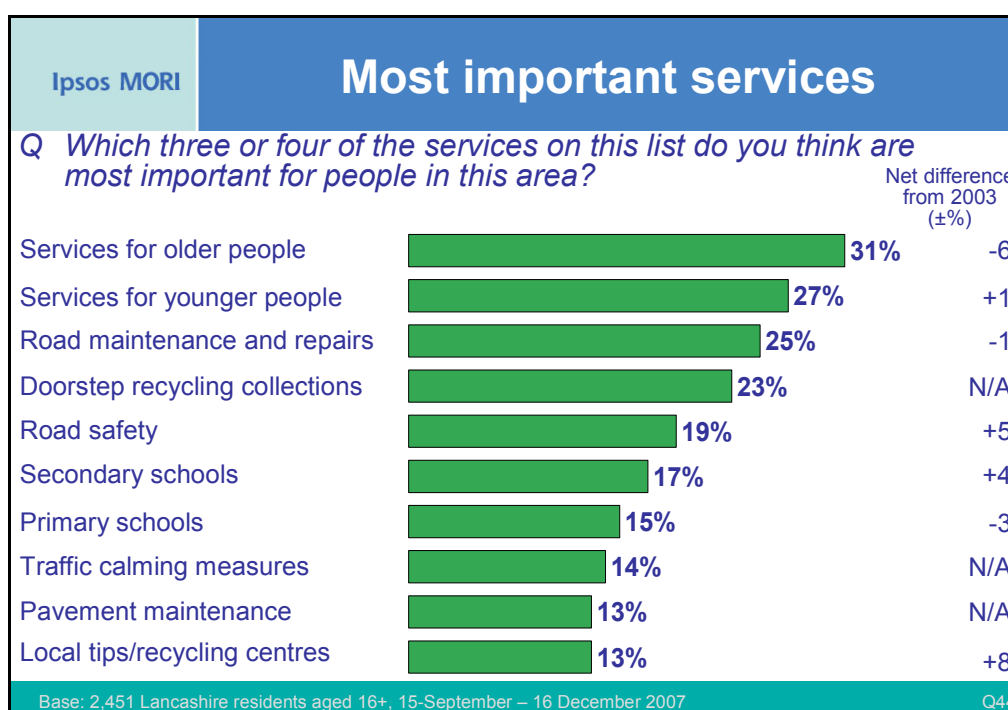
Making contacting LCC easier: sub-group analysis

- In line with 2003, residents under the age of 25 are significantly more likely to prioritise better email/internet access than average (31% compared to 19% overall) and electronic access points in public places (12% compared to 7% overall).
- Those aged 65 and over (20%) are more likely to say that more opportunities to talk to their local councillor would make it easier to get in touch with Lancashire County Council, as are residents living in Rossendale and Burnley (28% and 26% respectively).

County Council Services

Importance of services

Caring services dominate when we consider the importance of council services. **Services for older people** (31%) continue to be considered by residents in Lancashire as the most important county council services, followed by **services for younger people** (27%) and **road maintenance and repairs** (25%). This is consistent with services considered important in 2000 and 2003. Significant changes include **road safety** (19%) overtaking **secondary schools** (17%) and **primary schools** (15%), whilst the introduction of **doorstep recycling collections** (23%) in this survey has seen it placed fourth.



As with the 2003 survey, some of the most significant differences in importance attributed to services are by age and tend to reflect service usage.

- Older residents (aged 65+) remain more likely than average to say that **services for older people** (43%), **Council run services and facilities for disabled people** (15%) and **library services** (9% compared to 7% overall) are important.
- Residents aged 25-44 are the most likely to give priority to education for children (26% **primary schools**, 23% **secondary schools**, 9% **nursery schools**). Related to

this, higher importance is given to **services for young people** (31%) and **services for families and younger children** (12% compared to seven percent overall).

- Similarly, those aged 16-24 are more likely than average to place importance on **services for young people** (30%) and **services for families and younger children** (10%).
- Those aged 45 and over are more likely than younger residents to give priority to either **road maintenance and repairs** (e.g. 31% of those aged 65+ versus 14% of those aged 16-24) or **pavement maintenance** (e.g. 23% of those aged 65+ versus eight percent of those aged 16-24).

District of residence also appears to have a significant impact on priorities.

- **Services for older people** are significantly more likely to be mentioned in Pendle (39%) and Hyndburn (38%) and least likely in Fylde (23%), which is one of the few districts in which it is not considered the most important county council service.
- Residents in Burnley and Ribble Valley are significantly more likely to give priority to **services for young people** (33%). Those in Burnley are also more likely to mention **secondary schools** (22%), **services for vulnerable children and families** (13%), **services for young offenders** (8%) and **services for children with additional needs** (8%), while those in Ribble Valley are more likely to mention **services for families and younger children** (15%).
- Residents in West Lancashire are the most likely to mention **road maintenance and repairs** (38%), **doorstep recycling collections** (32%), and **local tips or household waste recycling centres** (21%).

Satisfaction with Services

Universal services

Net satisfaction with most universal services – particularly street lighting and road maintenance and repairs – has improved since 2003 and those that have not have only declined by a percentage point.

Residents remain most satisfied with street lighting, with four-fifths (79%) of residents saying they are at least 'fairly satisfied'.

The level of dissatisfaction is greatest with road maintenance (38%), pavement maintenance (36%) and traffic calming measures (35%). This is consistent with the previous Life in Lancashire surveys, and indeed our experience with surveys conducted for other county councils. As with 2003 though, residents are once again *less dissatisfied* with these services than the previous survey.

Q *How satisfied or dissatisfied are you with the way each of these services is provided in your local area?*

	Satisfied	Dissatisfied	Net Satisfied	Change since 2003
Base: All (2,451)	%	%	+/-	+/-
Street Lighting	79	13	+66	+6
Traffic Management	55	22	+33	-1
Road safety	48	27	+21	-1
Pavement Maintenance	46	36	+10	+2
Road Maintenance & Repairs	46	38	+9	+4
Traffic calming measures	38	35	+3	+3

Source: Ipsos MORI

Other services

Among service users, there is highest overall satisfaction with libraries (94%) and museums (94%). Satisfaction with museums is particularly impressive as net satisfaction has risen ten points since 2003.

Other services recording high satisfaction levels include **registrations of births, deaths and marriages** (91%), **primary schools** (91%) and **nursery schools** (90%). This is consistent with the results of the 2003 survey.

Q How satisfied or dissatisfied are you with the way each of the following are provided in your local area?

	Satisfied	Dissatisfied	Net Satisfied	Change since 2003
Base: Users	%	%	+/-	+/-
Museums	94	2	92	+10
Libraries	94	3	91	+1
Registration of births, deaths and marriages	91	3	88	+2
Primary schools	91	4	87	+2
Services for families & younger children	89	2	87	N/A
Nursery schools	90	5	85	+1
Local tips/household waste disposal sites	89	6	83	+5
Special schools*	86	4	83	N/A
Countryside recreation	87	5	82	+10
County Information Centres	85	4	82	+8
Welfare rights	87	7	80	+21
Adult education	87	7	79	0
Local taxis	82	5	77	+3
Secondary schools	84	9	75	+5
Footpaths, bridle paths & rights of way	79	9	70	+3
Local train services	79	11	68	+24
Trading standards	72	6	67	-6
Local bus services	78	14	64	+14
Doorstep recycling	79	16	63	N/A
Support for the arts	77	16	60	-3
Services for older people	70	15	55	+11
Services for people with a disability	72	18	54	+3
Support for local businesses	60	14	46	18
Cycle facilities	66	21	45	+10
Services for carers	62	21	40	N/A
Local road system	58	20	38	+4
Services for people with learning disabilities*	56	20	37	-10
Services for people with mental health problems	60	28	32	+4
Services for vulnerable children and families*	52	32	20	-2
Planning services	45	26	19	-16
Services for young offenders*	37	41	-4	+1

*Base size <100

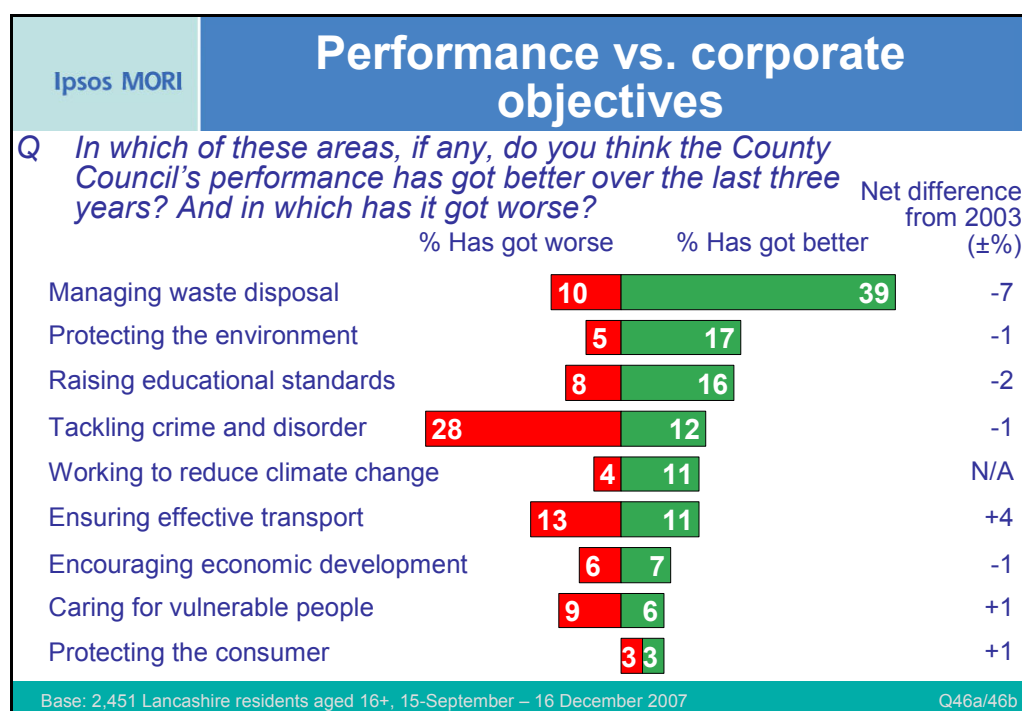
Source: Ipsos MORI

How does Lancashire perform against priorities?

Lancashire residents are most likely to identify the county council's performance on **managing waste disposal** (39%) as having got better over the last three years, although this represents a fall of seven percentage points since 2003.

In contrast, the area in which residents are most likely to think that performance has got worse is **tackling crime and disorder (28%)**, although this is six percentage points less than in 2003.

This is clearly a partnership issue, but an area of activity in which it is acknowledged that councils have a stronger role to play. Here though, we must consider the national situation, which shows that while the perception of crime and lower level of anti-social behaviour, when viewed individually, has improved, when asked generally about how well the institutions are performing in tackling crime and disorder, the media-driven perception is one of a worsening situation.



Trends

The table below shows which services' user satisfaction scores are significantly better or worse than in 2003.

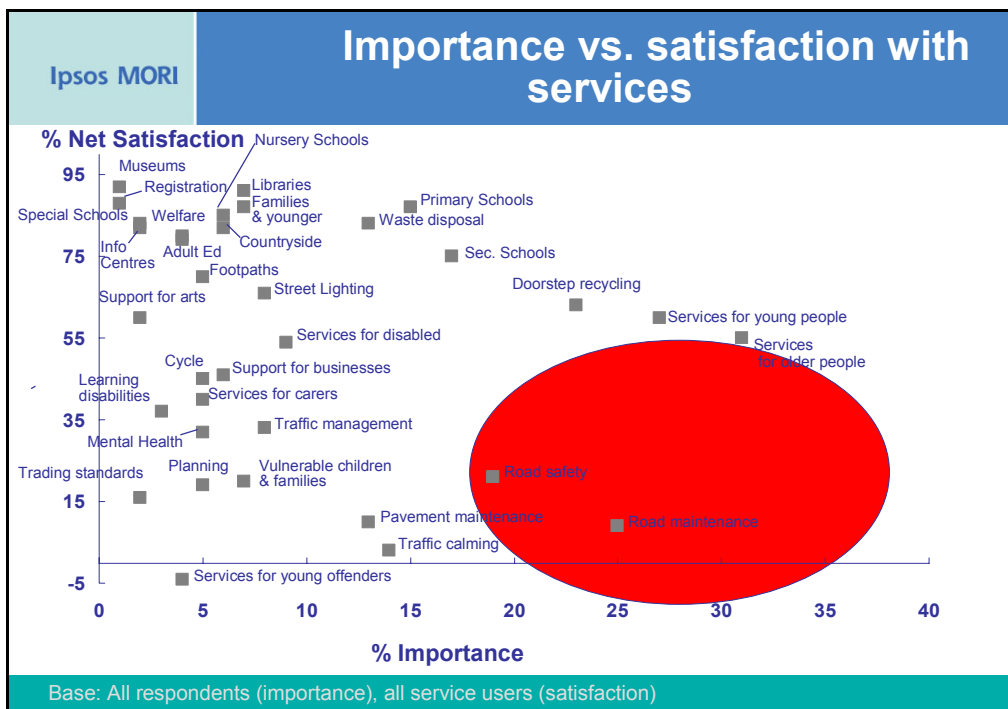
Satisfaction with Lancashire County Council services in 2007 Versus 2003	
Got Better	Got worse
Services for young people	Doorstep recycling collections
Special schools	Planning services
Museums	
Welfare rights	
Countryside recreation	
Household waste disposal sites	
Local bus service	
Local train service	

Source: Ipsos MORI

Service Improvement Priorities

The chart below plots satisfaction with services against the importance given to that service by residents. The further to the right a service is, the more important it is to residents, and the further up, the higher the net level of satisfaction with the service. Services to focus on are in the bottom right hand quadrant; they are seen as important, but are currently poorly rated.

The services that are priorities for improvement are: **road maintenance** and **road safety**.



Service Usage

Doorstep recycling collections (83%) are by far the most widely used Lancashire County Council service, followed by **household waste disposal sites** (67%). Once again there has been a slight fall in the proportion of residents using **libraries**, although they are still used by nearly three-fifths of residents (58%).

Q Which of these services have you or your family benefited from in the last 12 months?

	% Using the service	Change since 2003 (+/-%)
Doorstep recycling collections	83	N/A
Local tips or household waste disposal	67	+5
Local bus services	60	+3
Libraries	58	-3
Local taxis	53	+3
Footpaths, bridleways and rights of way	47	+2
Countryside recreation	45	+2
Local train services	41	+11
Other recycling facilities	32	N/A
Primary schools	27	+2
Secondary schools	23	+2
Cycle facilities	22	+1
Museums	19	-1
Adult education	17	0
Registration of births, deaths and	17	+2
Services for older people	14	+5
County Information Centres	14	+6
Nursery schools	14	+2
Services for young people	13	N/A
Services for people with a disability	12	N/A
Welfare rights	9	+2
Planning services	7	+3
Support for the arts	6	-1
Services for adults with mental health	6	+2
Services for carer	6	N/A
Services for families and younger children	5	N/A
Trading standards	5	+1
Services for children with additional	5	N/A
Support for local businesses	5	+2
Special schools	2	N/A
Services for people with learning	2	-2
Services for vulnerable children and	2	0
Services for young offenders	1	0

Base: All residents (2,451)

Source: Ipsos MORI

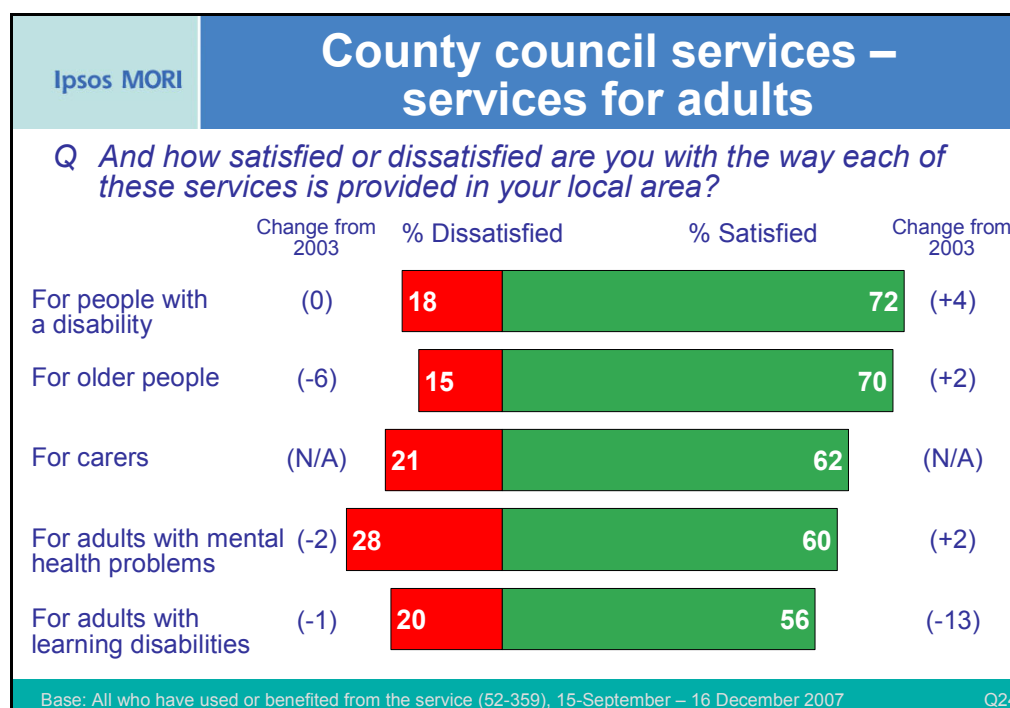
Services for Adults

Introduction

This section looks at satisfaction with services for adults in Lancashire. Satisfaction figures are based on *user perceptions* of each of the service areas, unless otherwise stated. If base sizes allow, comparisons are made between the perceptions of different sub-groups and areas. Where satisfaction scores for like authorities are available, these are used to contextualise Lancashire's results. Services for adults with learning disabilities have a small number of users, so satisfaction scores must be interpreted with caution.

Overview

Services for people with a disability (72%) post the highest level of satisfaction among users, followed closely services for older people (70%). Satisfaction among users of services for adults with learning disabilities (56%) has dropped by 13 percentage points since 2003, although the small base size means that this finding is not statistically significant.



One-quarter (26%) of those residents who have used one or more of these adult services believe that the ones that the services they have used have got better over the last two years, while 45% think that they have stayed the same. Twelve percent think that they have got worse.

Services for people with a disability

Among services for adults those for people with a disability have the highest level of satisfaction among users in Lancashire, and also compare very favourably with those in other county councils. Net satisfaction has risen by three percentage points since 2003.

Services for older people

Services for older people also have a high level of satisfaction among users with net satisfaction up two percentage points in 2003.

Q How satisfied or dissatisfied are you with the care of the elderly?

	Year	Satisfied	Dissatisfied	Net
		%	%	%
<i>Base: Users</i>				
Oxfordshire	2000	80	9	+71
Surrey (1)	2003	76	10	+66
Dorset (2)	2002	71	16	+55
Lancashire	2007	70	15	+55
Lancashire	2003	77	24	+53
Hampshire (3)	2006	57	14	+43
Shropshire	2006	63	20	+43
Hampshire	2003	59	19	+40
Buckinghamshire	2002	61	26	+35
Derbyshire (4)	2002	60	26	+34
Bedfordshire	2001	57	24	+33
Oxfordshire	2002	58	25	+33
Essex	2003	55	25	+30
Oxfordshire	2005	52	22	+30

Wording:

- (1) Services for elderly people
- (2) Social Services for older people
- (3) services for elderly people (e.g. day care, meals on wheels)
- (4) care for elderly people in their own homes

Source: Ipsos MORI

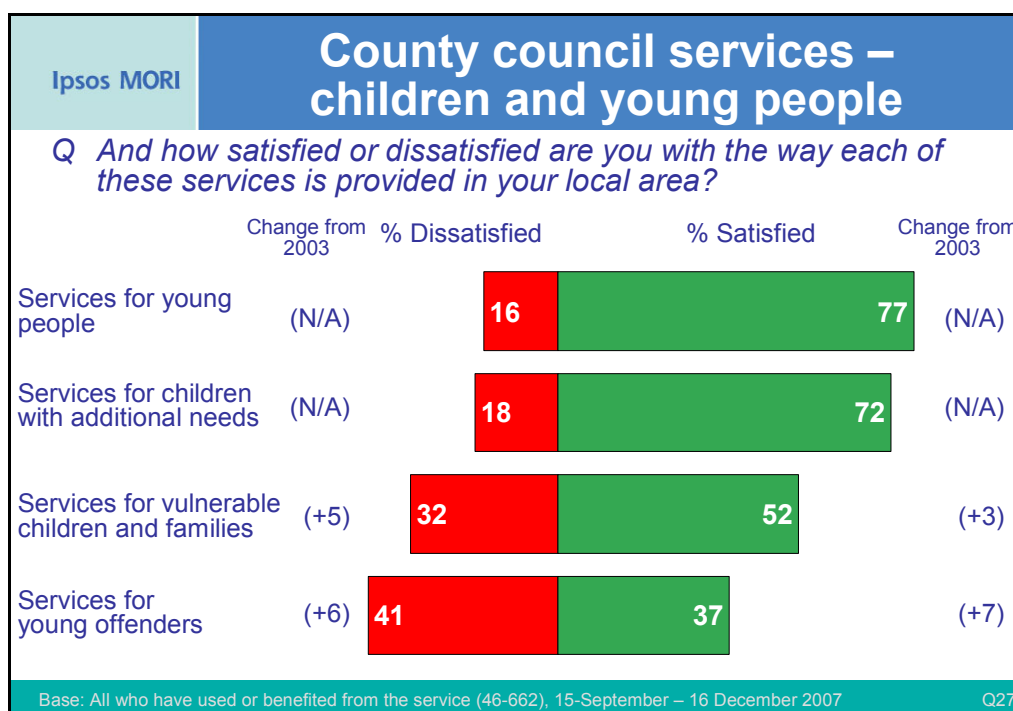
Services for Children and Young People

Introduction

This section looks at satisfaction with services for children and young people in Lancashire. Satisfaction figures are based on *user perceptions* of each of the service areas, unless otherwise stated. If base sizes allow, comparisons are made between the perceptions of different sub-groups and areas. Where satisfaction scores for like authorities are available, these are used to contextualise Lancashire's results. Services for vulnerable children and families and services for young offenders have a very small number of users (41 and 22 respectively), so satisfaction scores must be interpreted with caution.

Overview

Three-quarters (77%) of those who have used services for young people (such as youth clubs, youth projects, Connexions service) are satisfied with the way they are provided in their local area. The majority (72%) of users of services for children with additional needs are also satisfied. Services for young offenders are the only ones for which users are more likely to be dissatisfied than satisfied, (although this is based on a very small base size).



One-third (33%) of those residents who have used or benefited from a service for children and young people in the last 12 months think that they have got better over the last two years or so. Two fifths (40%) think that they have stayed the same, while nine percent think that they have got worse.

Services for Young People

Introduction

This section looks at satisfaction with education services in Lancashire. Satisfaction figures are based on *user perceptions* of each of the service areas, unless otherwise stated. If base sizes allow, comparisons are made between the perceptions of different sub-groups and areas. Where satisfaction scores for like Special schools have a small number of users, so satisfaction scores must be interpreted with caution.

Overview

Residents in Lancashire are most satisfied with the primary and nursery schools in the local area (91% and 90% respectively), a finding broadly in line with 2003. Although users of secondary schools (84%) are slightly less satisfied than users of other education services in the area, satisfaction levels have increased since 2003 (with net satisfaction increasing from +70 points to +75 points in 2007). Positively, satisfaction levels for all services are high and are particularly well regarded among users in Lancashire in comparison to those in many other similar authorities.



Of those who have used or benefited from at least one young people's service, over two in five (43%) think that education services have *got better* over the last two years or so, up five percentage points since

2003. With over a third (36%) thinking it has *stayed the same* and only eight percent suggesting that it has *got worse* over the years.

Nursery schools

As in 2003, the majority of users of nursery schools are satisfied with the service provided in their local area (90%). Only five percent express dissatisfaction, giving a net satisfaction score of +85 points. This score remains in line with 2003 (also +85 points) and is a significant increase on the 2000 net satisfaction score, when net satisfaction was +74 points.

Positively, in comparison to other authorities Lancashire's nursery school facilities are well regarded.

Q How satisfied or dissatisfied are you with nursery schools?

	Year	Satisfied	Dissatisfied	Net
<i>Base: Users</i>		%	%	%
Lancashire	2007	90	5	+85
Lancashire	2003	90	5	+85
Dorset	2005	84	5	+79
Surrey	2003	85	6	+79
Essex	2003	85	7	+78
BV Pilots	2000	82	8	+74
Lancashire	2000	86	12	+74
Oxfordshire	2005	80	6	+74
Buckinghamshire (1)	2002	76	12	+64
Dorset	2002	75	11	+64
Bedfordshire (2)	2006	71	12	+59

Wording :

(1) nursery schools and classes

(2) nursery education

Source: Ipsos MORI

Primary schools

Nine out of ten (91%) primary schools users are satisfied with the service. Only 4% express dissatisfaction, giving a net satisfaction score of +87 points. Net satisfaction scores for this service have gradually increased from 2000, when the net satisfaction score was +84 points and satisfaction with Lancashire's primary school facilities remains high in comparison to other authorities.

Q How satisfied or dissatisfied are you with primary schools?

	Year	Satisfied	Dissatisfied	Net
<i>Base: Users</i>		%	%	%
Surrey	2003	92	4	+88
Lancashire	2007	91	4	+87
Lancashire	2003	90	5	+85
Lancashire	2000	90	6	+84
Shropshire	2006	92	9	+83
Dorset	2005	87	5	+82
Derbyshire	2005	87	6	+81
Oxfordshire (1)	2002	85	6	+79
Dorset	2002	85	7	+78
Essex	2003	85	7	+78
BV Pilots	2000	86	9	+77
Oxfordshire	2005	83	6	+77
Hampshire	2003	84	8	+76
Northamptonshire	2002	83	8	+75
Bedfordshire	2001	83	9	+74
Buckinghamshire	2002	81	9	+72
Hampshire	2006	47	6	+41

Wording:

(1) Primary school education (up to 11 years)

Source: Ipsos MORI

Secondary schools

Those who have used or benefited from secondary schools services are the least satisfied users overall. However, it is still a very positive picture, with 84% satisfied (up from 81% in 2003) and nine percent dissatisfied, giving a net satisfaction score of +75 points. Encouragingly, this is an increase from 2003, when the net satisfaction score was +70 points.

Q How satisfied or dissatisfied are you with secondary schools?

	Year	Satisfied	Dissatisfied	Net
<i>Base: Users</i>		%	%	%
Surrey	2003	86	7	+79
Shropshire	2006	86	9	+77
Lancashire (1)	2000	85	9	+76
Lancashire (3)	2007	84	9	+75
Bedfordshire	2001	83	11	+72
Hampshire	2006	81	9	+72
Derbyshire	2005	81	10	+71
Dorset	2005	80	9	+71
Lancashire (2)	2003	81	11	+70
Essex	2003	79	12	+67
Oxfordshire	2005	74	11	+63
BV Pilots	2000	78	17	+61
Northamptonshire	2002	72	16	+56
Buckinghamshire (4)	2002	63	23	+40

Wording:

- (1) Secondary Education
- (2) High schools
- (3) Local secondary schools
- (4) Upper/Secondary schools

Source: Ipsos MORI

Support for children with special needs

Of the 46 users of support for children with special needs, over four out of five respondents (86%) are satisfied overall with the service provided. Only four percent of those who have used or benefited from the service are dissatisfied, giving a net satisfaction score of +83 points.

Community Services

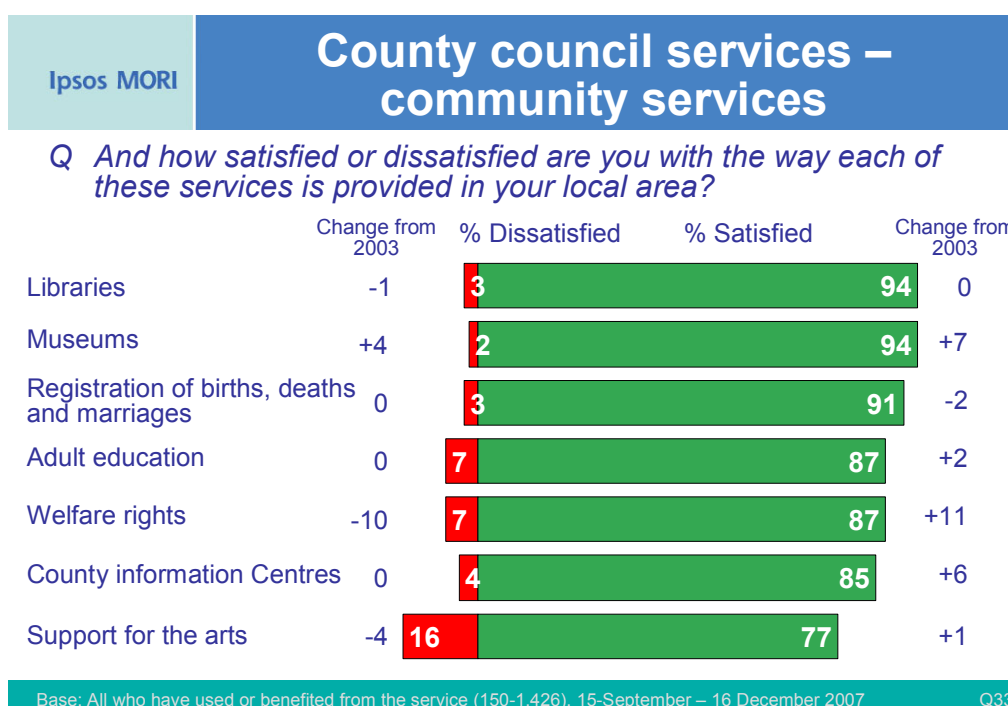
Introduction

This section looks at satisfaction with community services in Lancashire. Satisfaction figures are based on *user perceptions* of each of the service areas, unless otherwise stated. If base sizes allow, comparisons are made between the perceptions of different sub-groups and areas. Where satisfaction scores for like authorities are available, these are used to contextualise Lancashire's results.

Overview

Satisfaction among users of community services is generally higher than for other services provided by Lancashire County Council. Indeed libraries (94%) and museums (94% - up seven points since 2003) have the highest levels of satisfaction of any service mentioned in the survey.

The most significant changes since 2003 are that satisfaction with support for the arts has risen 20 percentage points to 77%, while there has been 11 point rise in the level of satisfaction with welfare rights.



Nearly one-third (31%) of those who have used at least one community service in the last two years or so think that the service has got better in the last two years or so. Half (49%) think that it has stayed the same, while only five percent think it has got worse.

Museums

Satisfaction with museums (94%) has risen seven percentage points since 2003 and is three points higher than the baseline survey in 2000. Net satisfaction is 92% (only two percent are dissatisfied), the highest score of any service provided by Lancashire County Council. As with library services, satisfaction with museums compares very favourably with other county councils.

Q How satisfied or dissatisfied are you with museums?

	Year	Satisfied	Dissatisfied	Net
<i>Base: Users</i>		%	%	%
Lancashire	2007	94	2	+92
Oxfordshire	2005	93	1	+92
Lancashire	2000	91	3	+88
BV Pilots	2000	87	5	+82
Shropshire (1)	2006	87	5	+82
Lancashire	2003	87	6	+81
Hampshire (1)	2006	82	5	+77
Dorset	2005	79	4	+75

Wording :

(1) Museum and heritage service

Source: Ipsos MORI

Libraries

As in 2003, libraries have one of the highest net satisfaction scores (91%) of any of the Lancashire County Council services mentioned in the survey. Lancashire continues to have higher levels of satisfaction for its libraries than any of the other county councils for which Ipsos MORI has completed similar surveys.

Q How satisfied or dissatisfied are you with libraries?

	Year	Satisfied	Dissatisfied	Net
<i>Base: Users</i>		%	%	%
Lancashire	2007	94	3	+91
Lancashire	2003	93	4	+89
Essex	2003	91	4	+87
Surrey	2003	91	4	+87
Bedfordshire	2001	90	4	+86
Lancashire	2000	92	6	+86
Northamptonshire	2002	90	4	+86
Dorset	2005	89	4	+85
Oxfordshire	2005	88	3	+85
BV Pilots	2000	89	7	+82
Hampshire	2003	87	5	+82
Hertfordshire	2006	87	8	+79
Derbyshire (1)	2002	83	6	+77
Buckinghamshire	2002	82	9	+73

Wording :
(1) library services

Source: Ipsos MORI

Registrations of births, deaths and marriages

The net satisfaction score among residents who have used registrations of birth, deaths and marriages service is 88%, with 91% of users satisfied with the service and only three percent dissatisfied.

Adult education

The majority (87%) of those residents who have used the adult education provided in Lancashire are satisfied with the service they received, while seven percent are dissatisfied. The net satisfaction score is 79%.

Welfare rights

The net satisfaction score among users of welfare rights has risen by 21 percentage points since 2003 to 80%, with 87% of users satisfied with the service and seven percent dissatisfied.

County Information Centres

The majority (85%) of users are satisfied with County Information Centres, and the net satisfaction score is 82% as only four percent are dissatisfied.

Support for the arts

Just over three-quarters (77%) of users are satisfied with support for the arts in Lancashire and 16% are dissatisfied, giving a net satisfaction of 60%. This is not a significant increase on 2003.

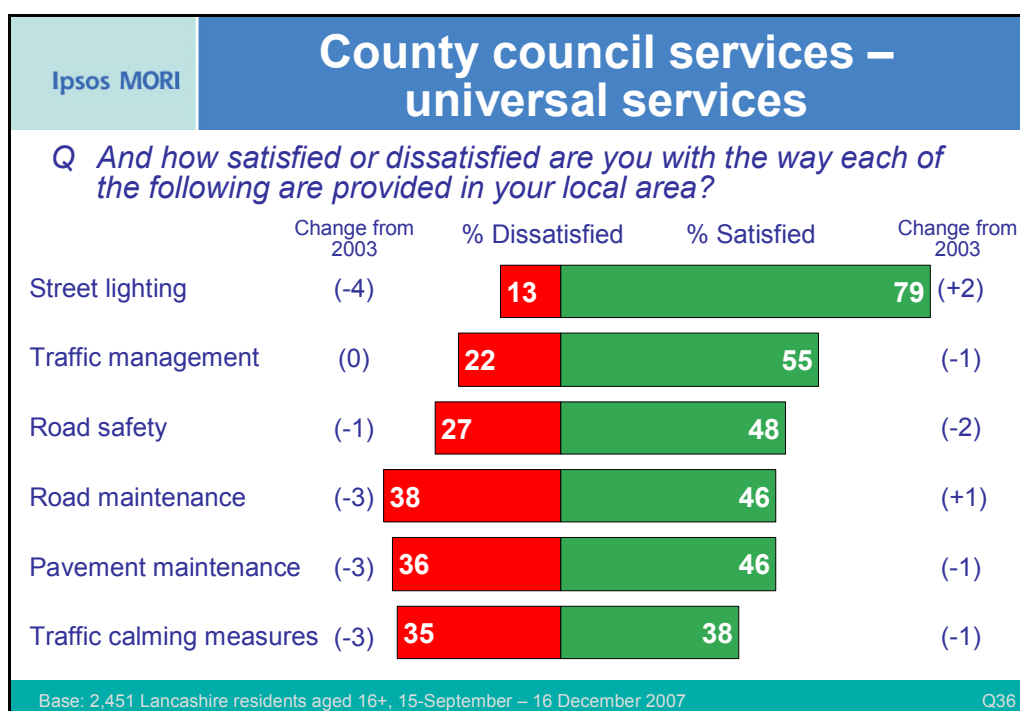
Environmental Services

Introduction

This section looks at satisfaction with environmental services in Lancashire. Satisfaction figures are based on *user perceptions* of each of the service areas, unless otherwise stated. If base sizes allow, comparisons are made between the perceptions of different sub-groups and areas. In addition, this section covers a number of universal services. Where satisfaction scores for like authorities are available, these are used to contextualise Lancashire's results.

Overview – universal services

Among universal services, street lighting (79%) remains the service with the highest level of satisfaction. Traffic management (55%), road safety (48%), road maintenance (46%), pavement maintenance (46%), the latter two of which are traditionally poorly regarded everywhere, are all somewhat lower but at levels of satisfaction consistent with the 2003 survey.



Street lighting

Four-fifths (79%) of residents are satisfied with street lighting and 13% are dissatisfied, giving a net satisfaction score of +66 points. This represents an improvement on previous surveys and compares well with other county council's in Ipsos MORI's experience.

Residents in Fylde (86%) and those aged 65 and over (85%) are the most likely to be satisfied by street lighting, while residents in Burnley (22%) are once again the most likely to be dissatisfied although this is 14 percentage points less than in 2003.

Q How satisfied or dissatisfied are you with street lighting?

	Year	Satisfied	Dissatisfied	Net
<i>Base: All</i>		%	%	%
Leicestershire	2001	88	7	+81
Oxfordshire	2005	80	7	+73
Lancashire	2007	79	13	+66
Lancashire	2000	77	18	+59
Lancashire	2003	77	18	+59
Dorset	2005	71	13	+58
Bedfordshire	2006	74	17	+57
Hampshire	2006	71	14	+57
BV Pilots	2000	71	16	+55
Northamptonshire	2002	72	19	+53
Kent	2001	52	32	+20

Source: Ipsos MORI

Road maintenance and repairs

Overall, more residents are satisfied (46%) than dissatisfied (38%) with road maintenance and repairs, giving a net satisfaction of nine percent. As with 2003, the net satisfaction has increased since the previous survey.

In contrast to street lighting satisfaction, road maintenance and repairs is highest among residents aged 16-24 (57%) and residents in Burnley (56%) and Chorley (55%). Residents of Rossendale (50%) remain the most likely to be dissatisfied.

Q How satisfied or dissatisfied are you with road maintenance?

	Year	Satisfied	Dissatisfied	Net
		%	%	%
<i>Base: All</i>				
Leicestershire	2001	56	34	+22
BV Pilots (1)	2000	47	37	+10
Lancashire	2007	46	38	+9
Lancashire	2003	46	41	+5
Hampshire	2006	43	40	+3
Lancashire	2000	43	44	-1
Dorset	2002	40	44	-4
Shropshire	2006	41	46	-5
Derbyshire	2005	39	45	-6
Buckinghamshire	2002	29	57	-28
Northamptonshire	2002	29	59	-30
Bedfordshire	2006	27	62	-35
Kent	2001	23	64	-41
Essex	2003	0	50	-50

Wording:

(1) road maintenance and repairs

Source: Ipsos MORI

Pavement maintenance

As with previous surveys, pavement maintenance has a similarly low level of satisfaction as road maintenance, with 46% of residents satisfied and 36% dissatisfied, giving a net score of +10 points.

As with road maintenance, residents aged 16-24 (60%) and those living in Chorley (57%) are the most likely to be satisfied. Those aged 65+ (46%) are the most likely to be dissatisfied, while residents in Wyre (44%) are once again significantly more likely to be dissatisfied (although this is an improvement upon the 2003 survey).

Q How satisfied or dissatisfied are you with pavement maintenance?

	Year	Satisfied	Dissatisfied	Net
		%	%	%
<i>Base: All</i>				
Leicestershire	2001	60	31	+29
BV Pilots	2000	50	34	+16
Lancashire	2007	46	36	+10
Lancashire	2003	47	38	+9
Hampshire	2006	44	37	+7
Dorset	2005	42	37	+5
Derbyshire	2005	41	43	-2
Lancashire	2000	42	46	-4
Derbyshire	2002	39	45	-6
Buckinghamshire (1)	2002	34	45	-11
Bedfordshire	2006	31	56	-25
Kent	2001	25	59	-34

Wording :

(1) condition of pavements

Source: Ipsos MORI

Traffic management

Just over half (55%) of residents are satisfied with traffic management (such as signs and signalling), while 22% are dissatisfied, giving a net satisfaction score of 33%. This in line with the 2003 survey results.

Residents in West Lancashire (70%) and Ribble Valley (62%) are the most likely to be satisfied with traffic management, while, as with the maintenance of road and pavements, residents aged 16-24 (61%) are also more likely to be satisfied. Residents in Fylde (30%) are the most likely to be dissatisfied.

Traffic calming measures

Traffic calming measures (38%) have the lowest level of satisfaction among the universal services. Just over one-third (35%) are dissatisfied, giving a net score of only +3 points.

Satisfaction is greatest among those aged 16-24 (48%) and residents in Burnley (48%), while dissatisfaction is highest among residents in South Ribble (44%) and Fylde (42%).

Q How satisfied or dissatisfied are you with traffic control?

	Year	Satisfied	Dissatisfied	Net
<i>Base: All</i>		%	%	%
Lancashire	2000	44	27	+17
Derbyshire	2005	46	35	+11
Lancashire (1)	2007	38	35	+3
Lancashire (1)	2003	39	38	*
Oxfordshire	2005	25	38	-13
Dorset	2000	31	50	-19
Kent (2)	2001	22	58	-36

Wording:

(1) Traffic calming

(2) Road safety and traffic calming

Source: Ipsos MORI

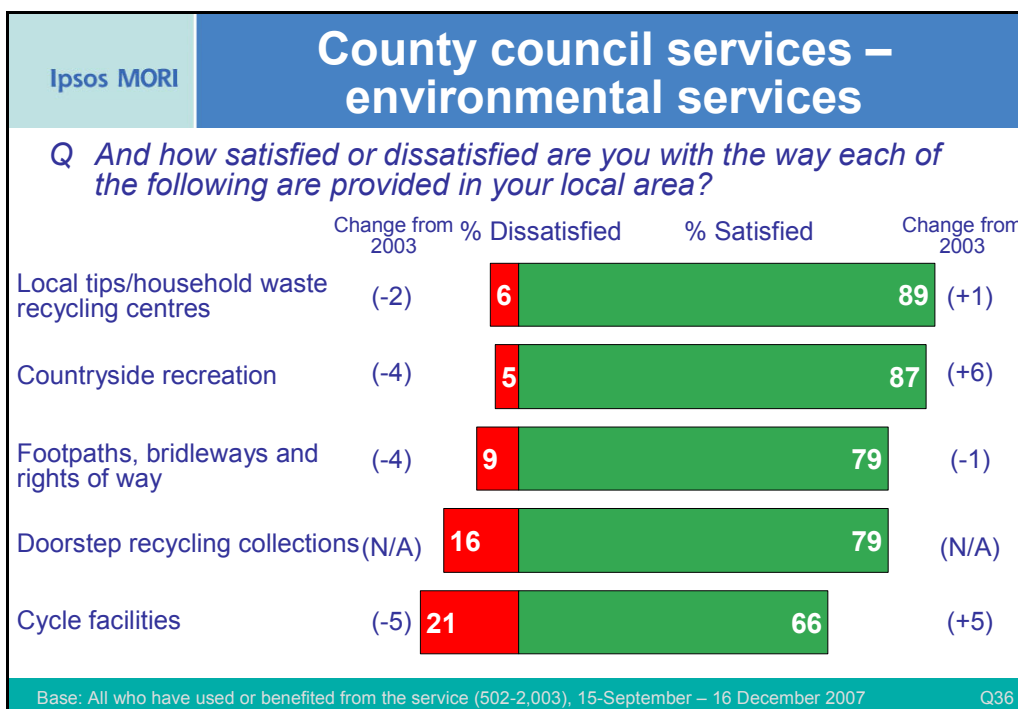
Road safety

Around half (48%) of residents are satisfied with road safety, while around one quarter (27%) are dissatisfied, giving a net score of +21 points.

Satisfaction with road safety is once again highest among those aged 16-24 (61%), while residents in Lancaster (57%) are also significantly more likely to be satisfied. Dissatisfaction is greatest among residents in Fylde (39%) and Wyre (36%).

Overview – user services

Among users, satisfaction with local tips or household waste recycling centres (89%) and countryside recreation (87%) is particularly high. As in 2003, satisfaction with cycle facilities (66%) is lower than for other environmental services, but there has been an improvement.



Local tips or household waste recycling centres

The great majority (89%) of those who have used or benefited from local tips or household waste recycling centres are satisfied, while only six percent are dissatisfied, giving a net score of +83 points. This compares well with the small number of other county councils in which Ipsos MORI have asked this question.

Q How satisfied or dissatisfied are you with recycling?

	Year	Satisfied	Dissatisfied	Net
<i>Base: Users</i>		%	%	%
Lancashire (3)	2007	89	6	+83
Lancashire	2003	87	9	+78
Hertfordshire (1)	2006	82	6	+76
Hampshire (2)	2006	69	21	+48

Wording:

- (1) recycling facilities
- (2) waste disposal sites and recycling centres
- (3) local tips or household waste recycling centres

Source: Ipsos MORI

Countryside recreation

Countryside recreation (such as country parks, picnic sites etc) is another service with a very high level of satisfaction (87% satisfied versus only five percent dissatisfied) among users, and a net score of +82 points

Satisfaction with countryside recreation is greatest among residents in Lancaster (95%), while dissatisfaction is highest among those in Rossendale (14%).

Footpaths, bridleways and rights of way

Four-fifths (79%) of users are satisfied with footpaths, bridleways and rights of way, with nine percent dissatisfied, giving a net score of +70 points.

As with countryside recreation, satisfaction is greatest in Lancaster (86%), plus Chorley (86%), while dissatisfaction is highest among users in Rossendale (17%).

Doorstep recycling collections

Four in five (79%) users are satisfied with doorstep recycling collections, while 16% are dissatisfied. Net satisfaction is therefore +63 points.

Satisfaction is greatest among users in Hyndburn (87%) and Pendle (86%), and older users (eg 86% of those aged 65+). In contrast, dissatisfaction is (once again) greatest in Rossendale (32%), and also significantly higher among those aged 25-44 (22%).

Cycle facilities

Two-thirds (66%) of users are satisfied, while one-fifth (21%) are dissatisfied, giving a net score of +45 points. Although largely positive, satisfaction levels among users are below those for other environmental services and in line with the 2003 results for this service.

Users aged 16-24 (83%) and those living in Chorley (83%) have the highest level of satisfaction, whilst dissatisfaction is greatest in West Lancashire (38%).

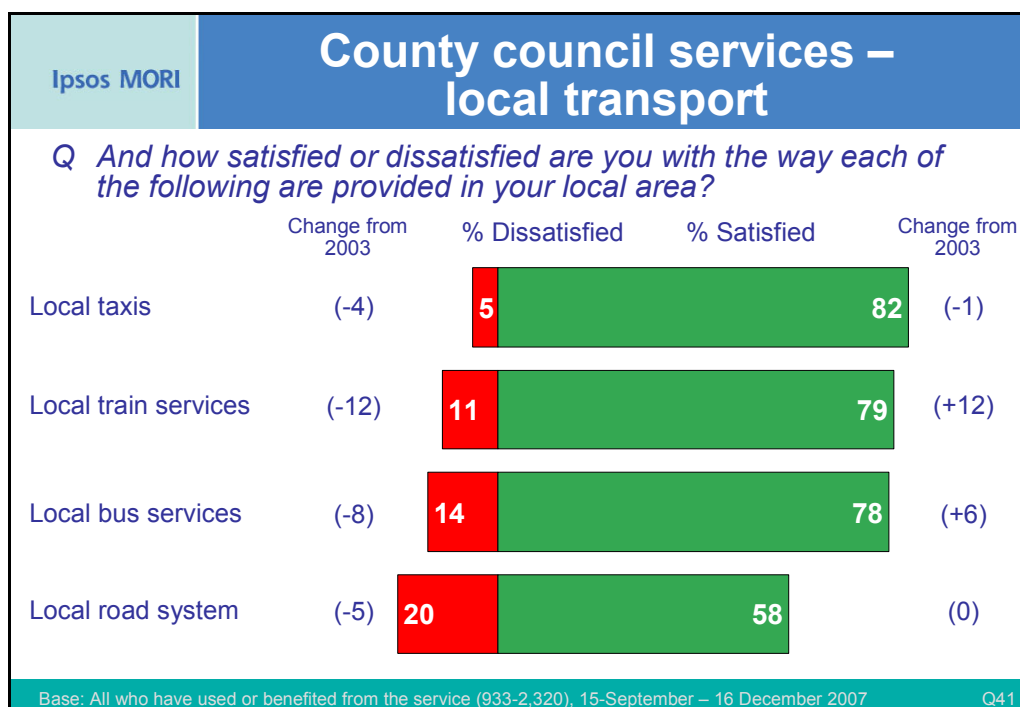
Local Transport

Introduction

This section looks at satisfaction with local transport services in Lancashire. Satisfaction figures are based on all who have used or benefited from each of the service areas. If base sizes allow, comparisons are made between the perceptions of different sub-groups and areas. Where satisfaction scores for like authorities are available, these are used to contextualise Lancashire's results.

Overview

Satisfaction among users of local taxi services remains higher than for other local transport services, with four out of five users satisfied (82% compared to 83% in 2003). Positively satisfaction levels have generally increased or remained steady since the 2003 survey, with train service ratings showing the greatest improvement (plus 12 percentage points to 79%). Significant improvements can also be seen in satisfaction with local bus services (plus six percentage points to 78%). Satisfaction with the local road system has remained steady, with nearly three in five Lancashire residents satisfied with this service (58%).



As in 2003, users of local transport services remain divided as to whether local transport services have improved or deteriorated over the

last two years or so. Half (49%) say they have 'stayed the same', just over one in four (28%) say they have got better and just under one in five (16%) say they have got worse over the past few years. This reflects a slight improvement since 2003, when one in four (25%) reported that transport services had got better and one in five (19%) said that services had got worse.

Local bus services

Satisfaction with local bus services remains highly regarded by users in Lancashire and in comparison with a number of other authorities.

Reflecting findings in 2003, users are most satisfied include those over the age of 65 (83%) and those living in Preston, Chorley and Hyndburn (84%, 83% and 82% respectively).

Social class A and B residents and those who feel uninformed about the council remain the least satisfied users (18% and 16% dissatisfied compared to 14% overall).

Q How satisfied or dissatisfied are you with bus services?

	Year	Satisfied	Dissatis- fied	Net
<i>Base: Users</i>		%	%	%
Lancashire	2007	78	14	+64
Lancashire	2003	72	22	+50
Lancashire	2000	69	25	+44
Hertfordshire	2006	66	13	+53
Surrey (2)	2003	63	24	+39
Derbyshire (3)	2002	61	24	+37
Dorset (1)	2005	61	27	+34
Northamptonshire (2)	2002	60	26	+34
Essex	2003	57	25	+32
Bedfordshire (2)	2006	57	29	+28
Hampshire (2)	2006	55	29	+26

Wording:

- (1) community buses
- (2) local bus services
- (3) Bus and train services

Source: Ipsos MORI

Local train services

Four out of five (79%) train users are satisfied with the local train services provided in the area, with only one in ten (11%) dissatisfied. There has been a significant increase in net satisfaction levels since 2003, up from +44 to +68. In line with 2003, older residents (88% of those aged 65 and over) and those living in Lancaster (87%) are significantly more satisfied than average with local train services in their area.

Local road system

Satisfaction with the road system remains the lowest rated aspect of local transport, with three in five users (58%) satisfied and one in five (20%) dissatisfied, giving a net score of +38.

Residents under the age of 24 (69%) and those living in Ribble Valley (68%) and Chorley (67%) are significantly more satisfied with the local road system than average. As in 2003, residents in Lancaster (35%) and those belonging to social classes A and B (23%) remain the least satisfied. Interestingly, men are significantly more dissatisfied with this aspect of local transport services than their female counterparts (22% versus 18% respectively).

Local taxis

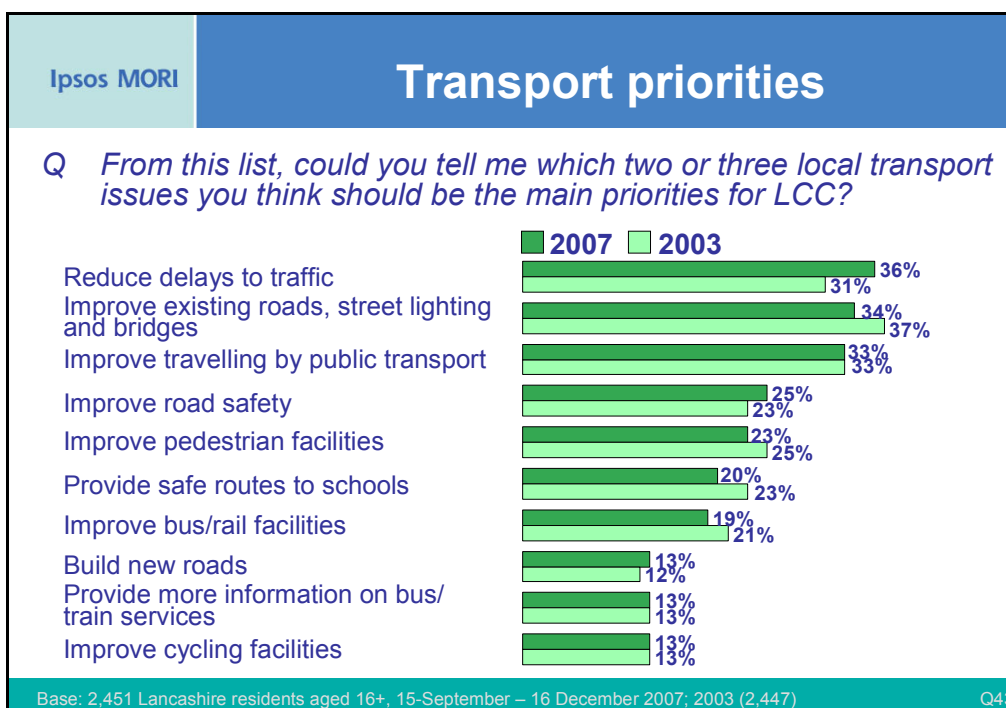
Remaining in line with 2000 and 2003, local taxis are the highest rated transport service in Lancashire with the majority of users (82%) satisfied and only 5% dissatisfied. Positively, net satisfaction scores have increased slightly since 2003, up from +74 to +77 in 2007.

Those most satisfied with the local taxi services provided in the area include those living in South Ribble (90%) and Pendle and West Lancashire residents (both 88%), while users in Burnley are the least satisfied (15% dissatisfied compared to 5% overall). Those who feel informed about the council are significantly more satisfied than those who feel uninformed (86% versus 79% respectively), as are those who are satisfied with the council in general (84% satisfied).

Transport priorities

When asked what two or three local transport issues should be the main priorities for Lancashire County Council, over a third (36%) of Lancashire residents cite reducing delays to traffic as the main priority

(up five percentage points since 2003). In line with 2003, the second highest priority cited by residents is improving existing roads, street lighting and bridges (34%). Improving travelling by public transport remains consistent with 2003, with a third (33%) of Lancashire residents wanting this to be prioritised.



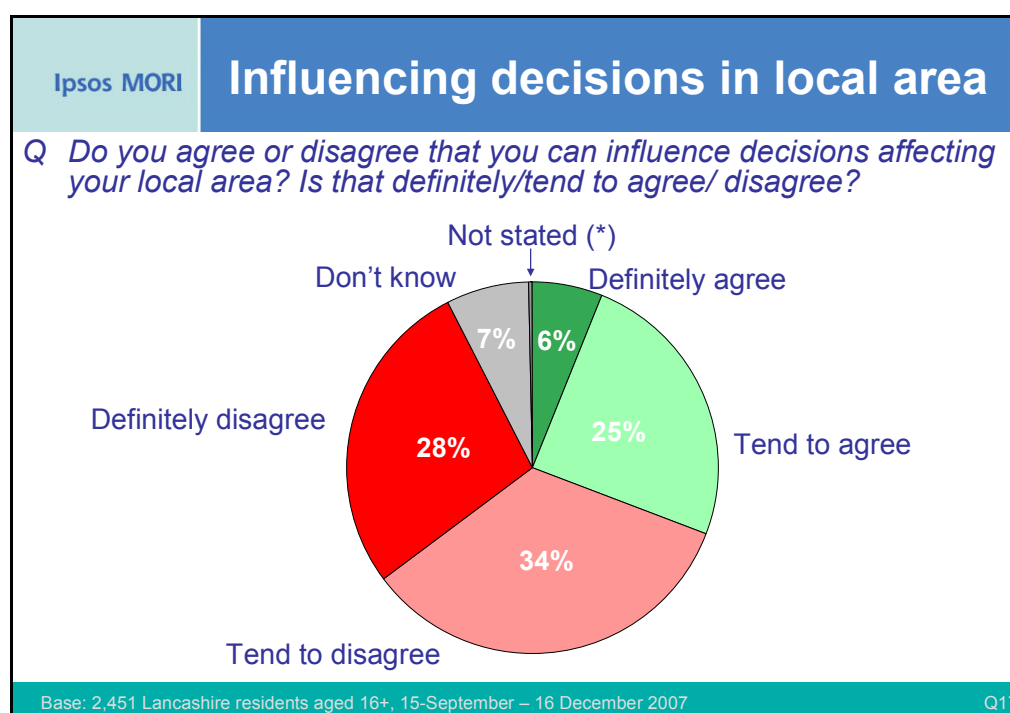
Sub-group differences in transport priorities.

- Men and those aged between 25 and 44 are significantly more likely than average to prioritise **reducing delays to traffic** (39% and 40% respectively). In line with 2003, residents in Lancaster are most likely to prioritise reducing delays to traffic (57%) and, unlike residents in the rest of the county are most likely to say that the council should prioritise the building of new roads (35% compared to 13% overall).
- Half of all residents living in Burnley would like the council to prioritise **improving existing roads, street lighting and bridges** (50%).
- Social classes A and B residents (41%) and those aged between 45 and 64 (38%) are significantly more likely than average to prioritise **improving travelling by public transport**, whilst younger residents give highest priority to **improving bus and rail facilities** (24% of those under the age of 24 compared to 19% overall).

Participating in Local Government

Influencing decisions affecting local area

Less than one-third of residents agree that they are able to influence decisions affecting the local area (31%), and almost two-thirds of residents disagree (63%).



However, the views of residents differ significantly across the county. Those living in the Ribble Valley and Pendle are more likely to agree they can influence decisions (43% and 38% respectively), where as those in South Ribble and West Lancashire are least likely to agree (16% and 21% respectively).

We can also see stark differences in attitudes amongst the key social groups. ABs and C1s are more likely to agree they can influence decisions than DEs (both 35%, compared to 24%).

In terms of ethnicity, residents from White backgrounds are much more likely to *disagree* that they can influence decisions, than those from a BME background (64% compared to 50%). That said, as many as 13% of BME residents answered 'don't know' to this question.

The figures suggest that having the ability to influence decisions has a direct impact on satisfaction with the overall council: those who are more likely to agree they can influence decisions are also more likely to be more satisfied with the council overall, and have a positive attitude towards the council.

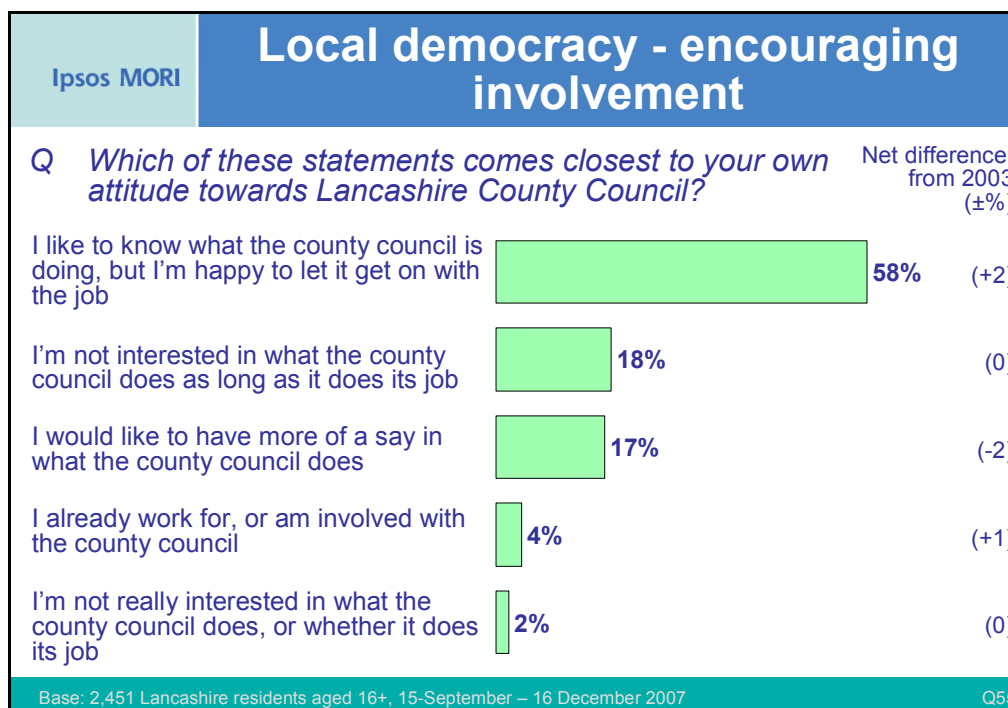
Comparing perceptions of influence and satisfaction with Lancashire County Council

		Satisfied with council	Dissatisfied with council	Positive attitude to council	Negative attitude to council
<i>Base:</i>	<i>All</i>	<i>(1,519)</i>	<i>(329)</i>	<i>(1,369)</i>	<i>(274)</i>
<i>respondents</i>		%	%	%	%
Agree they can influence decisions		35	22	37	20
Disagree they can influence decisions		57	73	55	74

Source: Ipsos MORI

Getting involved

When asked which of the following statements relating to participation best related to them, well over half of residents (58%) said **'I like to know what the county council is doing, but I'm happy to let it get on with the job'**. Only two percent were not interested in the council or what it does. Almost one in five (17%) said they would like to have more of a say on what the council does. The figures are broadly similar to the 2000 and 2003 surveys.



Level of interest in getting involved: sub-group analysis

If we look at those respondents who would be interested in having more of a say in what the Lancashire County Council does, we can see that:

- Residents aged 25-44 are most likely to want to have more of a say (20% compared to 17% for all respondents), and those in social class AB (22%).
- Around a quarter of residents living in Rossendale (25%), Burnley (24%) and Wyre (23%) would like to have more of a say (compared to 17% overall). However, only 15% of residents living in West Lancashire would like to have more of a say.
- Residents who are more likely to be high level service users are more likely to want more of a say (21% compared to 17%).

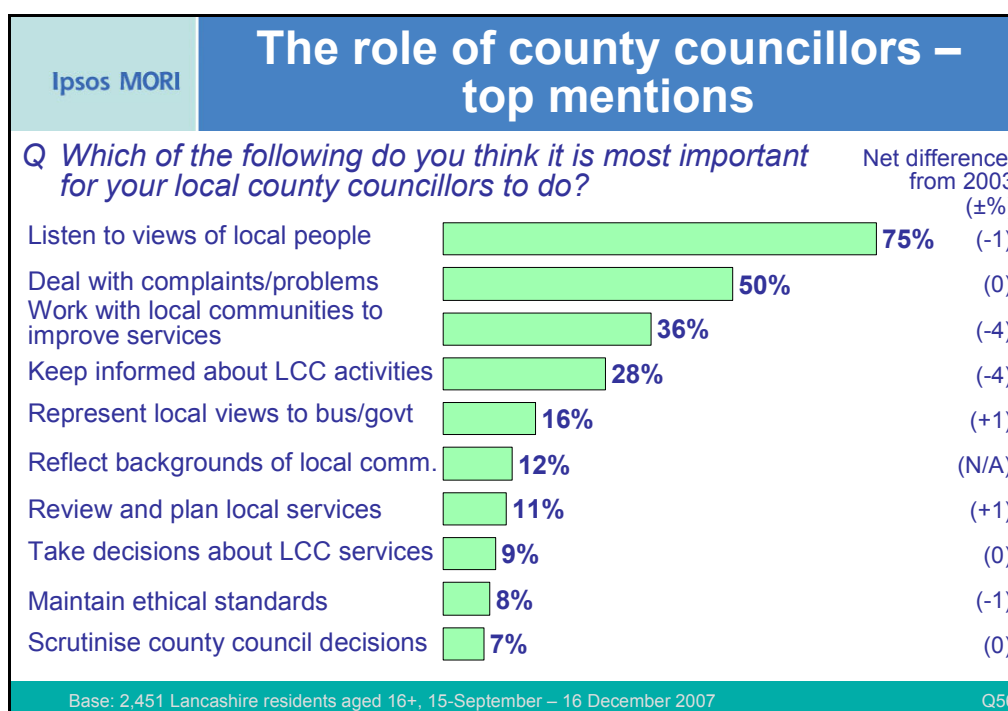
- Residents who are dissatisfied with the council, and who do not feel very well informed about the council are much more likely to want more of a say in what the county council does, than those who are satisfied and feel more informed.

Role of county councillors

Residents were asked which two or three things they thought were the most important for their local county councillors to do.

The figures are broadly similar to those in the 2003 survey, with three-quarters of residents saying that '*listening to views of local people*' was the most important role for a councillor, and half saying '*dealing with complaints/ problems*'. Less than one in ten thought taking decisions about council services, maintaining ethical standards and scrutinising decisions were important.

Respondents were asked for the first time whether they thought it was important that their local councillor reflected the background of their community: 12% agreed it was.

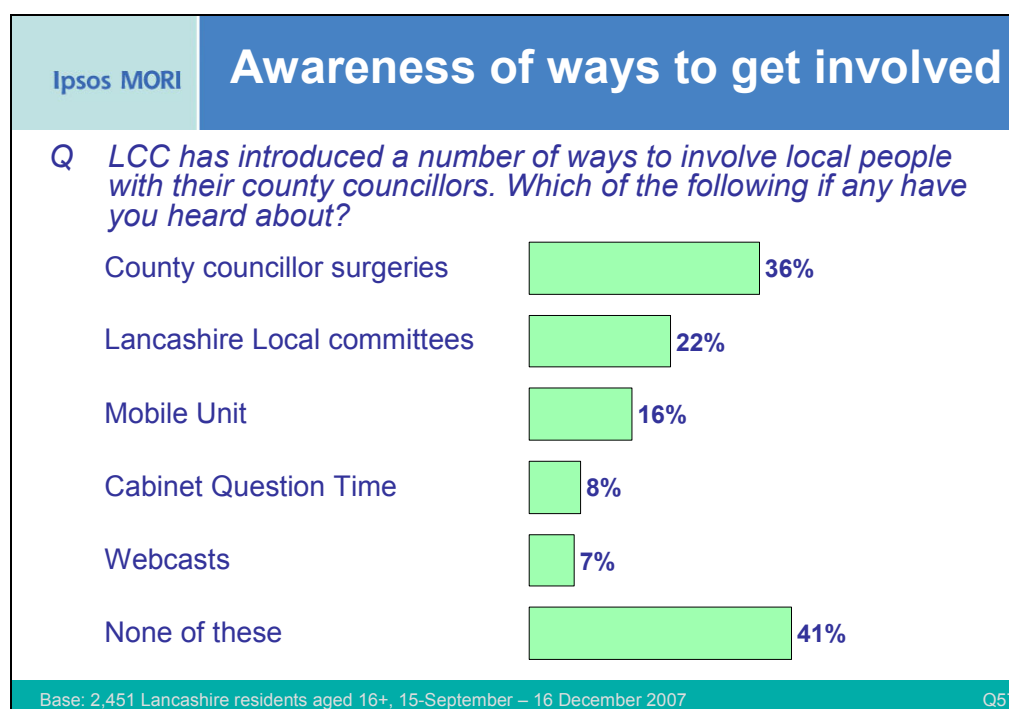


Awareness of involvement activities

Respondents were asked about a range of ways in which the county council has tried to involve local people with their county councillors, and whether they had heard of any of these.

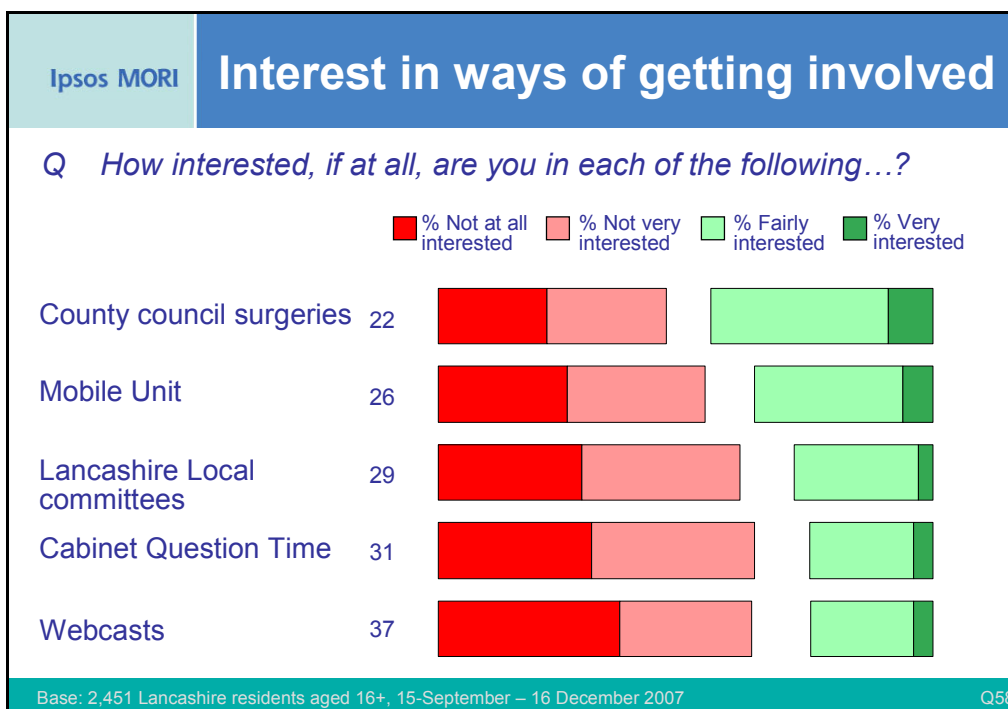
Over one third of residents (36%) had heard about county councillor ward surgeries, and almost a quarter (22%) about Lancashire Local committees. Few had heard about Cabinet Question Time (8%) or webcasts (7%)

Significantly, two in five residents (41%) *had not heard of any* of the ways in which they could get involved with their county councillors. Younger residents (16-24) are least likely to have heard of the ways in which they can be involved (51% compared to 41% for all respondents), as are those living in Chorley (48%), Lancaster (49%) and Preston (49%). BME residents are also less likely to have heard about ways of getting involved (61%).



Interest in involvement activities

Under half of residents would be interested in getting involved with their county councillors using these methods. Of the methods suggested, just under half (45%) would be interested in county council surgeries, and around a third (37%) in the mobile unit. Only around a quarter would be interested in Lancashire Local committees (28%), Cabinet Question Time (25%) and webcasts (25%).



Appendices

Guide to Statistical Reliability

The survey may be based on quota samples where normal distribution-based confidence intervals do not strictly apply, however it is common practice in research to present confidence intervals for quota samples to be as if they were simple random samples (as in the tables below).

The sample tolerances that apply to the percentage results in this report are given in the table below. This table shows the possible variation that might be anticipated because a sample, rather than the entire population, was interviewed. As indicated, sampling tolerances vary with the size of the sample and the size of the percentage results.

Approximate sampling tolerances applicable To percentages at or near these levels			
	10% or 90%	30% or 70%	50%
	±	±	±
Size of sample on which Survey result is based			
100 interviews	6	9	10
200 interviews	4	6	7
300 interviews	3	5	6
400 interviews	3	5	5
500 interviews	3	4	4
1,000 interviews	2	3	3*
2,000 interviews	1	2	2
2,451 interviews	1	2	2

Source: Ipsos MORI

*For example, with a sample of 1,000 where 50% give a particular answer, the chances are 19 in 20 that the “true” value (which would have been obtained if the whole population had been interviewed) will fall within the range of plus or minus 3 percentage points (± 3) from the sample result.

Comparing percentages between sub-groups and the overall total

When results are compared between separate groups within a sample, different results may be obtained. The difference may be “real”, or it may occur by chance (because not everyone in the population has been interviewed). To test if the difference is a real one - i.e. if it is “statistically significant”, we again have to know the size of the samples, the percentage giving a certain answer and the degree of confidence chosen. If we assume the “95% confidence interval”, the differences between the two sample results must be greater than the values given in the table below:

Differences required for significance at or near these percentages			
	10% or 90%	30% or 70%	50%
	±	±	±
Size of sample on which survey result is based			
100 and 100	8	13	14
100 and 200	7	11	12
100 and 300	7	10	11
100 and 400	7	10	11
100 and 500	7	10	11
200 and 200	7	10	11
200 and 300	5	8	9
200 and 400	5	8	9
200 and 500	5	8	8
300 and 300	5	7	8
300 and 400	5	7	8
300 and 500	4	7	7
400 and 400	4	6	7
400 and 500	4	6	7
500 and 500	4	6	6
1,000 and 500	3	5	5
1,000 and 1,000	3	4	4
2,451 and 200	4	7	7
2,451 and 500	3	4	5
2,451 and 1,000	2	3	4

Source: Ipsos MORI

Sample Profile

	<i>Number of people Unweighted d</i>	<i>Unweighted d %</i>	<i>Weighted %</i>
	2,451		
Gender			
Male	1,174	48	48
Female	1,275	52	52
Age			
16-24	282	12	15
25-34	327	13	14
35-44	446	18	18
45-64	778	32	30
65+	618	25	23
Ethnicity			
White British	2,320	95	94
BME/Other	112	5	5
Work Status			
Working	1,179	48	49
Retired	745	30	27
Not working	1,020	42	39
District			
Burnley	205	8	7
Chorley	215	9	9
Fylde	203	8	7
Hyndburn	199	8	7
Lancaster	213	9	13
Pendle	201	8	8
Preston	200	8	11
Ribble Valley	202	8	5
Rosendale	200	8	6
South Ribble	206	8	9
West Lancashire	202	8	9
Wyre	203	8	10

Source: Ipsos MORI

Marked-up Questionnaire
