



Living in Lancashire Survey

Local measures

December 2012

www.lancashire.gov.uk





Linda Forrester and Mick Edwardson

December 2012

For further information on the work of the Corporate Research and Intelligence Team, please contact us at:

Living in Lancashire

Lancashire County Council

County Hall

Preston

PR1 8XJ

Tel: 0808 1443536

www.lancashire.gov.uk/profile

Contents

| | | |
|-----------|---|-----------|
| 1. | EXECUTIVE SUMMARY | 1 |
| 1.1 | Key findings..... | 1 |
| 1.2 | Recommendations..... | 2 |
| 2. | INTRODUCTION..... | 3 |
| 3. | RESEARCH OBJECTIVES | 3 |
| 5. | MAIN RESEARCH FINDINGS..... | 6 |
| 5.1 | Local area..... | 6 |
| 5.2 | Local public services | 12 |
| 5.3 | Local district councils and the county council | 13 |
| 5.4 | Community safety..... | 20 |
| 6. | RECOMMENDATIONS..... | 22 |
| 7. | APPENDIX 1: SOCIO-ECONOMIC-GROUP DEFINITIONS | 23 |

1. Executive summary

This wave of the Living in Lancashire panel dealt with priorities for the county council's budget. The survey was sent by email or by post to all 3,136 members of the panel on 14 November and the fieldwork ended on 7 December 2012. In total 1,496 questionnaires were returned, giving an overall response rate of 48%.

1.1 Key findings

- Two thirds of respondents agree that their local area is a place where people from different backgrounds get on well together (66%) while around one in seven disagree (13%).
- Over four fifths of respondents are satisfied with their local area as a place to live (86% satisfied).
- Respondents are more likely to feel that they belong to their immediate neighbourhood than to Lancashire, with four fifths of respondents saying that they feel strongly that they belong to their immediate neighbourhood (80%) and just over two thirds respondents saying that they feel strongly that they belong to Lancashire (70%).
- Panel members said the most important things that make somewhere a good place to live were the level of crime (63%), health services (54%), clean streets (47%), affordable decent housing (43%) and education provision (40%).
- Panel members said the things that most need improving in their area are road and pavement repairs (52%), activities for teenagers (45%), job prospects (41%), the level of traffic congestion (32%) and clean streets (26%).
- Almost a third of respondents agree that they can (32%) influence decisions affecting their local area, but over half feel they can't (55%).
- While around half of respondents agree that local public services are working to make their area cleaner (52%) and to make the area safer (48%), opinion is divided on whether local public services act on the concerns of local residents (28% agree, 28% disagree) and whether they promote the interests of local residents (25% agree, 26% disagree).
- About two fifths of respondents agree that their district council provides value for money and a similar proportion feel that the county council provides value for money (41% and 38% respectively).
- The majority of respondents feel informed about how and where to register to vote (93%) and three quarters of respondents feel informed about how their council tax is spent (76%).
- Two fifths of respondents overall, feel well informed about the county council (39% very or fairly well informed).

- Around half of respondents agree that overall the quality of the county council services are good (49%). Only a fifth of respondents agree that the county council treats all parts of Lancashire fairly (19%).
- Around a third of respondents disagree that the county council communicates clearly to them and listens to them (34% and 35% respectively).
- Over two fifths of respondents think that the county council is too bureaucratic and that it is too remote and impersonal (both 44%).
- About one in every eight respondents think the county council is not relevant to them (13%).
- A half of respondents are satisfied with the way their local district council runs things (50%) and two fifths are satisfied with the way Lancashire County Council runs things (41%). Around a fifth of respondents are dissatisfied with how local district councils run things and how the county council runs things (18% and 19% dissatisfied respectively).
- The majority of respondents feel safe outside in their local area during the day (92%) with over half feeling very safe (52%). Around three fifths of respondents feel safe after dark (62%).
- Encouragingly, when asked about different aspects of anti-social behaviour, most respondents don't think they are a problem in their local area. The biggest problem is rubbish or litter lying around (33% think it is a very or fairly big problem).

1.2 Recommendations

- Overall, the majority of local measures in this survey have not significantly changed since 2011 (wave 35). With the budget constraints across the whole public sector and the associated changes to the services we provide it is important that the county council communicates to residents how their council tax is spent and what level of service they can expect from us. To ensure we understand if we are effectively communicating these messages, it is important that we continue to monitor resident perception of the county council.
- Almost a half of respondents feel that activities for teenagers need improving in their area. The county council's Directorate for Children and Young People have identified improving activities for teenagers as a priority. It is therefore recommended that we continue to seek the public's views of this area to support the monitoring of our progress.

2. Introduction

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

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

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

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

The panel is refreshed periodically. New members are recruited to the panel and some current members are retired on a random basis. This means that the panel remains fresh and is not subject to conditioning ie the views of panel members become too informed with county council services to be representative of the population as a whole.

3. Research objectives

The objective of this survey is to look at people's views about local public services. Questions looked specifically at:

- perception of respondents local area;
- local public services;
- local district councils and the county council; and,
- community safety.

4. Methodology

This wave of Living in Lancashire research was sent to 3,136 members of the panel on 14 November with a final closing date of 7 December 2012.

The survey was conducted through a postal questionnaire, and an online version of the same questionnaire being emailed to members who had previously requested to take part online. The postal questionnaire was sent to 2,211 members and the online questionnaire was sent to 925 members.

In total 1,496 questionnaires were returned, giving an overall response rate of 48%.

All data are weighted by age, ethnicity and district to reflect the Lancashire overall population, and figures are based on all respondents unless otherwise stated. The weighted responses have been scaled to match the effective response of 957, which is the equivalent size of the data if it had not been weighted and was a perfect random sample.

4.1 Limitations

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

| Number of respondents | 50/50 + / - | 30/70 + / - | 10/90 + / - |
|-----------------------|----------------|----------------|----------------|
| 50 | 14% | 13% | 8% |
| 100 | 10% | 9% | 6% |
| 200 | 7% | 6% | 4% |
| 500 | 4% | 4% | 3% |
| 1,000 | 3% | 3% | 2% |
| 2,000 | 2% | 2% | 1% |

On a question where 50% of the people in a sample of 1,000 respond with a particular answer, the chances are 95 out of 100 that the answer would be between 47% and 53% (ie +/- 3%), versus a complete coverage of the entire Lancashire population using the same procedure.

The following table shows what the percentage differences between two samples on a statistic must be greater than, to be statistically significant.

| Size of sample A | Size of sample B | 50/50 | 70/30 | 90/10 |
|------------------|------------------|-------|-------|-------|
| 100 | 100 | 14% | 13% | 8% |
| 100 | 200 | 12% | 11% | 7% |
| 500 | 1,000 | 5% | 5% | 3% |
| 2,000 | 2,000 | 3% | 3% | 2% |

(Confidence interval at 95% certainty for a comparison of two samples)

For example, where the size of sample A and sample B is 2,000 responses in each and the percentage result in each group you are comparing is around 50% in each category, the difference in the results needs to be more than 3% to be statistically significant. This is to say that the difference in the results of the two groups of people is not due to chance alone and is a statistically valid difference (eg of opinion, service usage).

For each question in the survey, comparisons have been made between different sub-groups of respondents (eg age, gender, disability, ethnicity, geographic area) to look for statistically significant differences in opinion. Statistically valid differences between sub-groups are described in the main body of the report.

In charts or tables where responses do not add up to 100%, this is due to multiple responses or computer rounding.

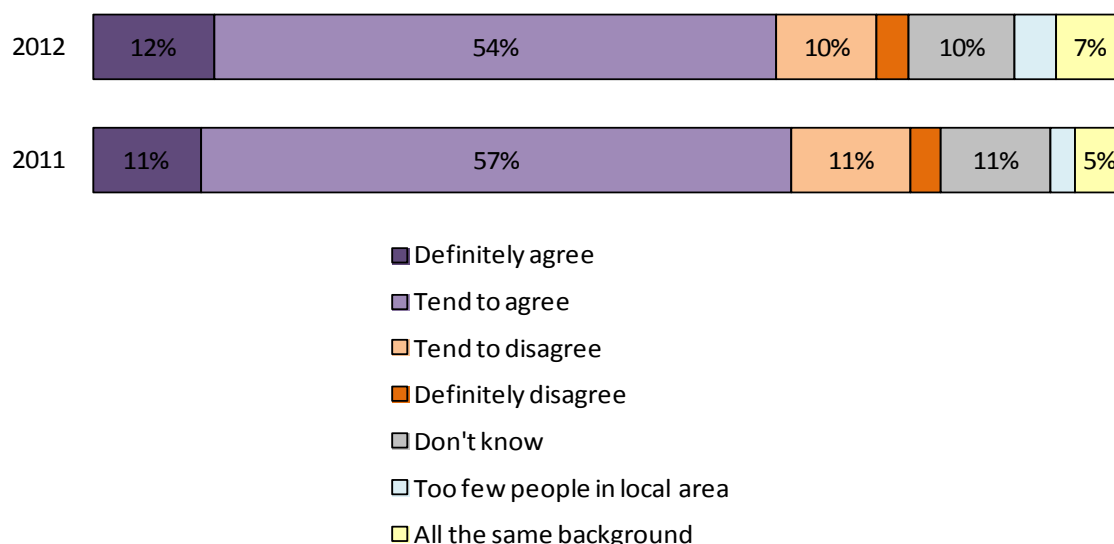
5. Main research findings

5.1 Local area

Panel members were asked about how well people from different backgrounds get on in their local area.

Two thirds of respondents agree that their local area is a place where people from different backgrounds get on well together (66%) while around one in seven disagree (13%).

Chart 1 - To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?



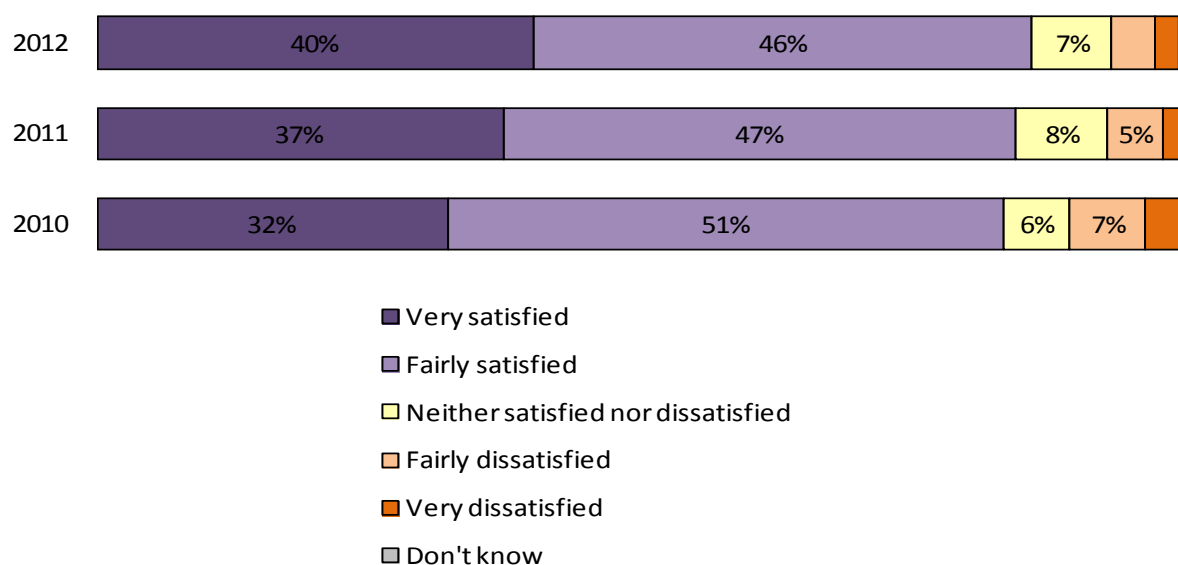
Base: All respondents 2012 unweighted 1,485, weighted 992
 All respondents 2011 unweighted 1,853, weighted 1,333

Panel members were asked about how satisfied or dissatisfied they are with their local area as a place to live.

Over four fifths of respondents are satisfied with their local area as a place to live (86% satisfied).

This question was also asked in Living in Lancashire wave 31 (November 2010) and wave 35 (November 2011). Although the overall proportion of respondents that are satisfied is roughly unchanged, the proportion of respondents that are very satisfied has increased from 32% in 2010 to 40% in 2012.

Chart 2 - Overall, how satisfied or dissatisfied are you with your local area as a place to live?



Base: All respondents 2012 (unweighted 1,490, weighted 990)
 All respondents 2011 (unweighted 1,604, weighted 1,072)
 All respondents 2010 (unweighted 1,929, weighted 1,387)

Respondents in Burnley, Hyndburn and Pendle are more likely to be dissatisfied with their local area as a place to live (16%, 13% and 10% dissatisfied respectively). Respondents in these areas were also the most likely to be dissatisfied when they were asked this question in 2011 (wave 35).

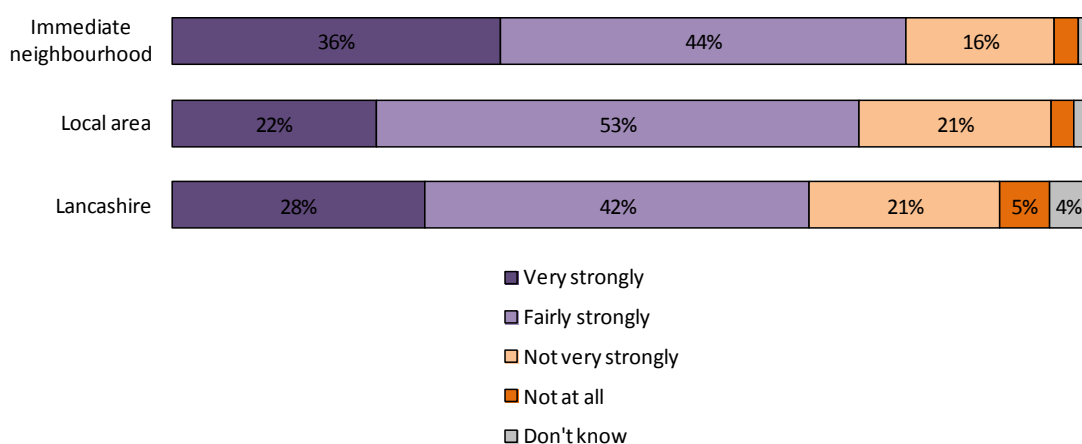
Respondents in the west of the county¹ are more likely to be very satisfied with their local area as a place to live (44%).

¹ The districts in the west of Lancashire are Chorley, Fylde, Lancaster, Preston, South Ribble, West Lancashire, and Wyre

Panel members were asked how strongly they feel they belong to their immediate neighbourhood, their local area and Lancashire.

Respondents are more likely to feel that they belong to their immediate neighbourhood than to Lancashire with four fifths of respondents saying that they feel strongly that they belong to their immediate neighbourhood (80%) and just over two thirds respondents saying they feel strongly that they belong to Lancashire (70%).

Chart 3 - How strongly do you feel you belong to your immediate neighbourhood, your local area and Lancashire?



Base: All respondents (unweighted 1,450, weighted 966)

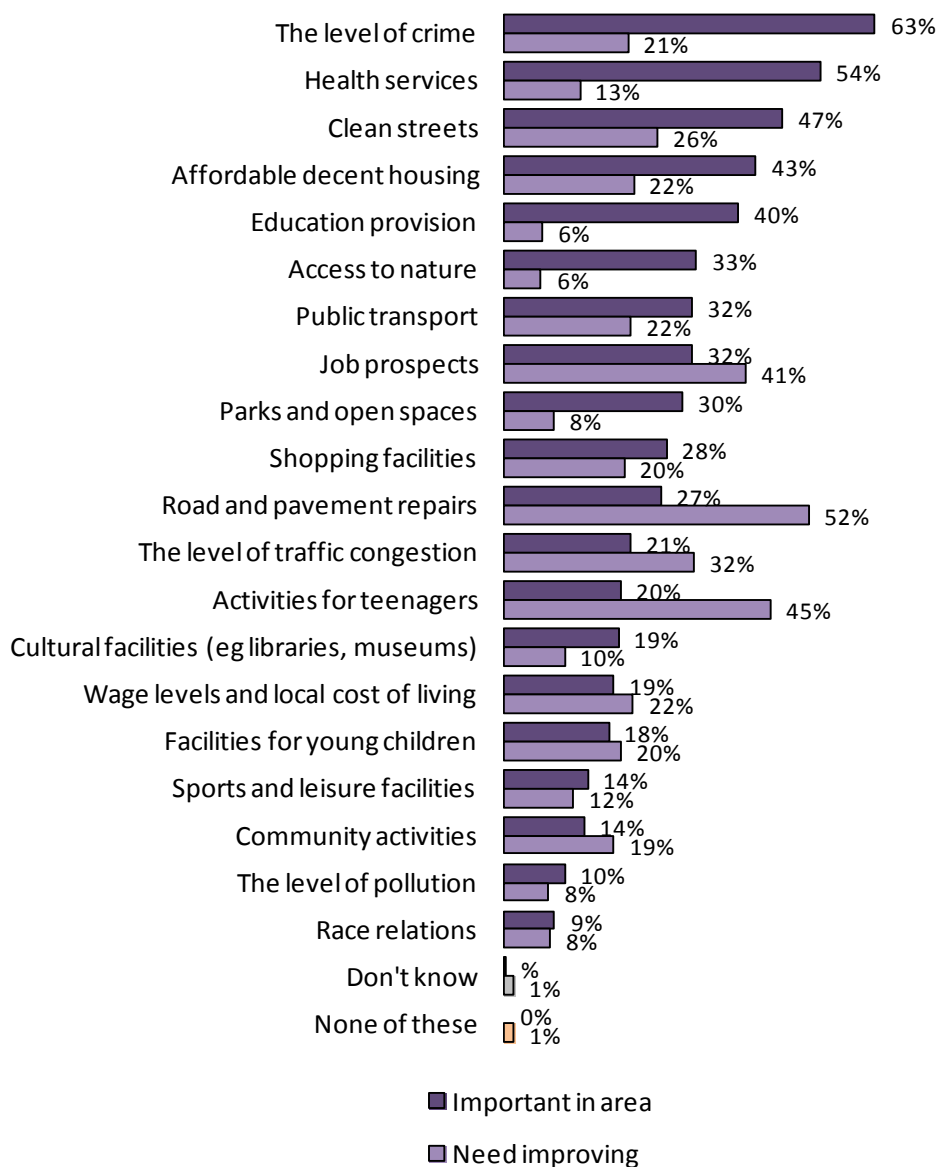
Respondents in Burnley and Pendle are less likely to feel strongly that they belong to their immediate neighbourhood (71% and 67% respectively).

Respondents in the Ribble Valley are more likely to feel that they strongly belong to their immediate neighbourhood (55%), their local area (34%) and to Lancashire (34%).

Panel members were then asked to choose five things, from a list of twenty, which are the most important to them in making somewhere a good place to live. The most common responses were the level of crime (63%), health services (54%), clean streets (47%), affordable decent housing (43%) and education provision (40%).

Panel members were then asked to select, from the same list, the five things that they think most need improving in their local area. The most common responses were road and pavement repairs (52%), activities for teenagers (45%), job prospects (41%), the level of traffic congestion (32%) and clean streets (26%).

Chart 4 - Which of the following...
a) are the most important in making somewhere a good place to live?
b) do you think most need improving in your local area?



Base: All respondents (unweighted 1,477 weighted 983)

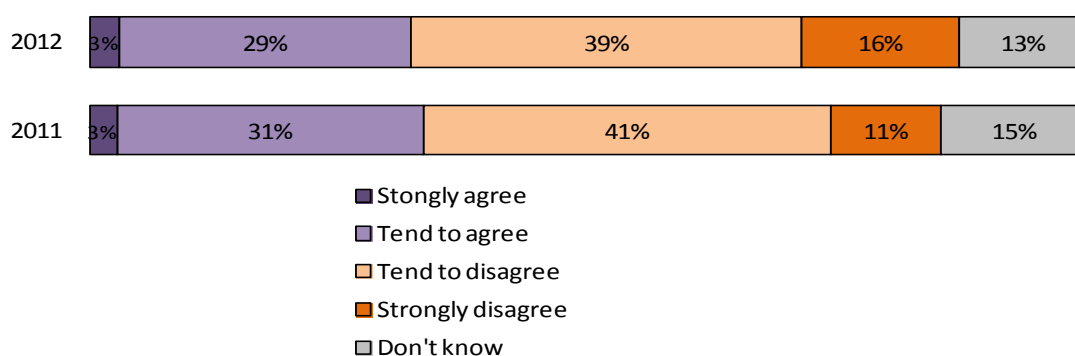
BME respondents are more likely to feel that the following aspects of their local area are the most important in making somewhere a good place to live, the level of crime (80%), clean streets (68%), affordable housing (56%) and road and pavement repairs (40%).

Respondents in east Lancashire are more likely to say that job prospects (48%) and wage levels and cost of living (34%) need improving, while respondents in the west of the county are more likely to say that the level of traffic congestion (38%) and public transport (23%) need improving.

Panel members were then asked if they agree or disagree that they can influence decisions affecting their local area.

Almost a third of respondents agree that they can (32%) influence decisions affecting their local area, but over half feel they can't (55%).

Chart 5 - Do you agree or disagree that you can influence decisions affecting your local area?



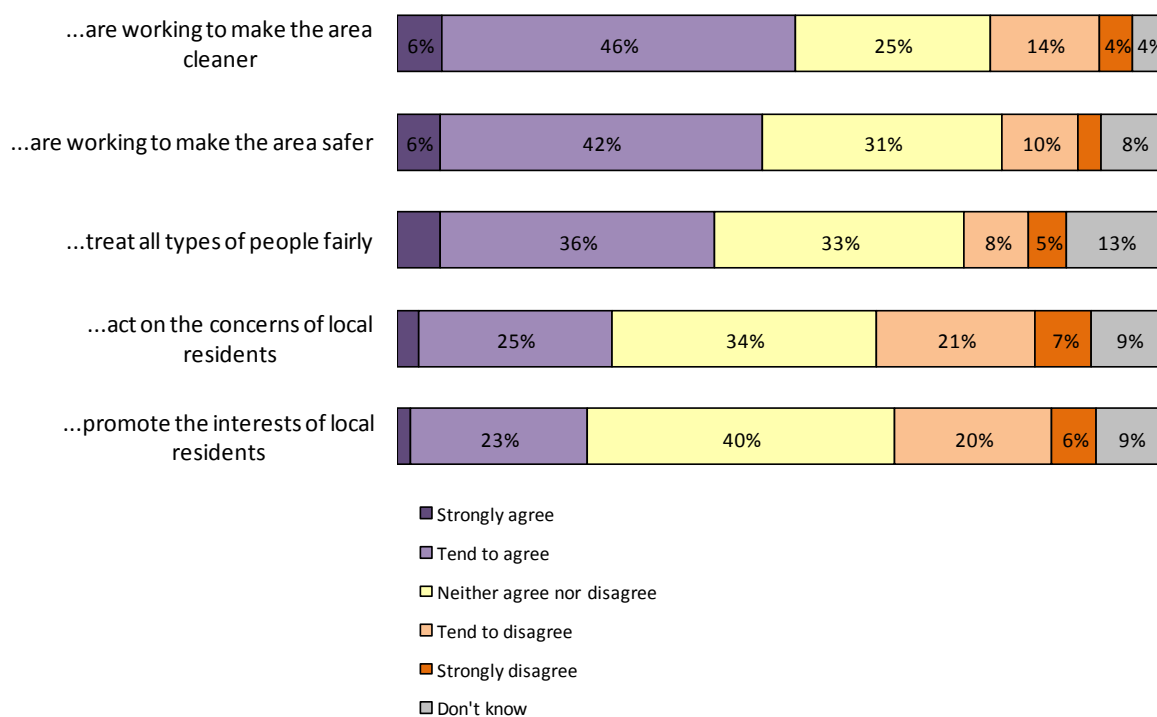
Base: 2012 All respondents (unweighted 1,482, weighted 995)
 2011 All respondents (unweighted 1,604, weighted 1,072)

5.2 Local public services

Panel members were then asked a series of questions about public services in their local area.

While around half of respondents agree that local public services are working to make their area cleaner (52%) and to make the area safer (48%), opinion is divided on whether local public services act on the concerns of local residents (28% agree, 28% disagree) and whether they promote the interests of local residents (25% agree, 26% disagree). For each statement, a significant proportion of respondents are unsure (answering 'neither agree nor disagree' or 'don't know') suggesting more could be done to make the public aware of the work of public services.

Chart 6 - To what extent do you agree or disagree with the following statements about public services in your local area? Local public services...



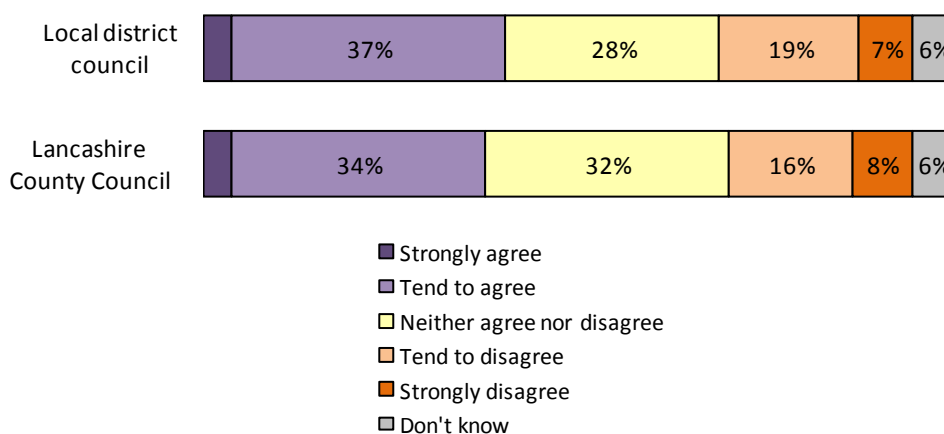
Base: All respondents (unweighted 1,578, weighted 1,057)

Men are less likely to agree with the statements about local public services (cleaner 46%, act on concerns 27% and treats all types of people fairly 39%).

5.3 Local district councils and the county council

The proportion of respondents agreeing that district councils provide value for money has risen from 36% in 2010 (wave 31) to 41% in 2012. Over the same period, the proportion of respondents that agree the county council provides value for money has risen from 33% to 37% and is 38% in 2012.

Chart 7 - To what extent do you agree or disagree that your local district council and Lancashire County Council provide value for money?



All respondents (unweighted 1,464, weighted 982)

Women are more likely to agree that their local district council provides value for money (39% agree). However, men are more likely to agree that Lancashire County Council provides value for money (38% agree).

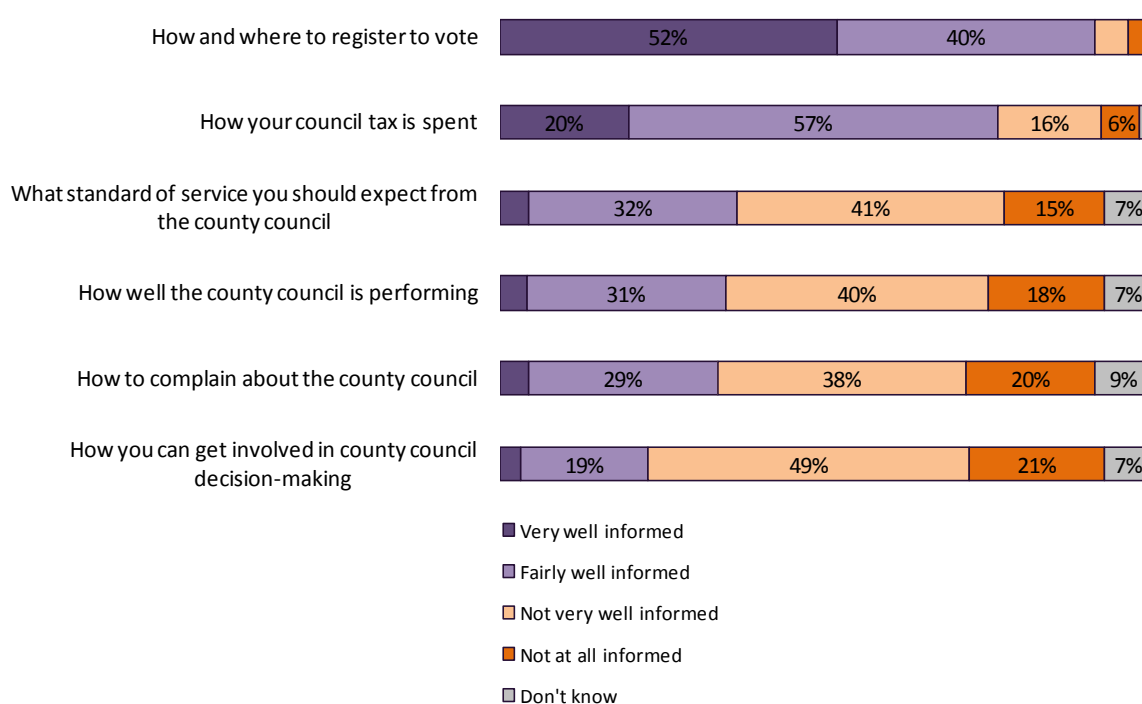
Older respondents (aged 60 and over) more likely to agree that their local district council provides value for money and that Lancashire County Council provides value for money (48% and 43% agree respectively).

Respondents in Rossendale are more likely to disagree that their local district council provides value for money that Lancashire County Council provides value for money (46% and 34% disagree respectively).

Panel members were asked how well informed they feel about Lancashire County Council on a range of issues. The majority of respondents feel informed about how and where to register to vote (93%) and three quarters of respondents feel informed about how their council tax is spent (76%). However, respondents do not feel as well informed about the remaining four statements.

Since these questions were asked in 2010 (wave 31) there has been an increase in the in the proportion of respondents that feel very or fairly well informed about how their council tax is spent (71% in 2010 and 77% in 2012).

Chart 8 - Thinking specifically about Lancashire County Council, how informed do you think you are about each of the following?



Base: All respondents (unweighted 1,471, weighted 985)

Older respondents (aged 45-59 and 60 and over) are more likely to be informed about how and where to register to vote (both 93% very or fairly well informed) but full-time workers are less well informed (87% very or fairly well informed).

Respondents with a disability are less likely to feel informed about how their council tax is spent (72% very well or fairly well informed).

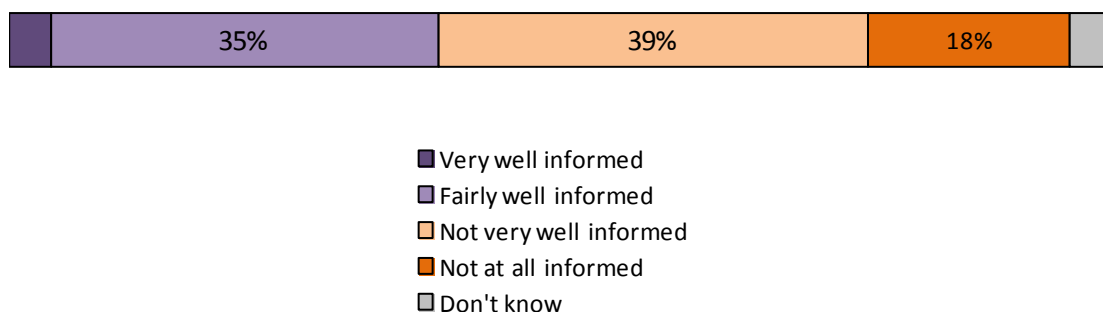
Respondents from Rossendale are less likely to think they are well informed about how they can get involved in county council decision-making (12% very

well or fairly well informed). Respondents in the Ribble Valley more likely to think that they are very well or fairly well informed (38%).

Respondents with a disability are less likely to think that they are well informed about how to complain about the county council (31% very or fairly well informed).

Respondents were then asked how well informed do they feel about the county council. Two fifths of respondents overall, feel well informed about the county council (39% very or fairly well informed).

Chart 9 - Overall, how well informed do you feel about the county council?



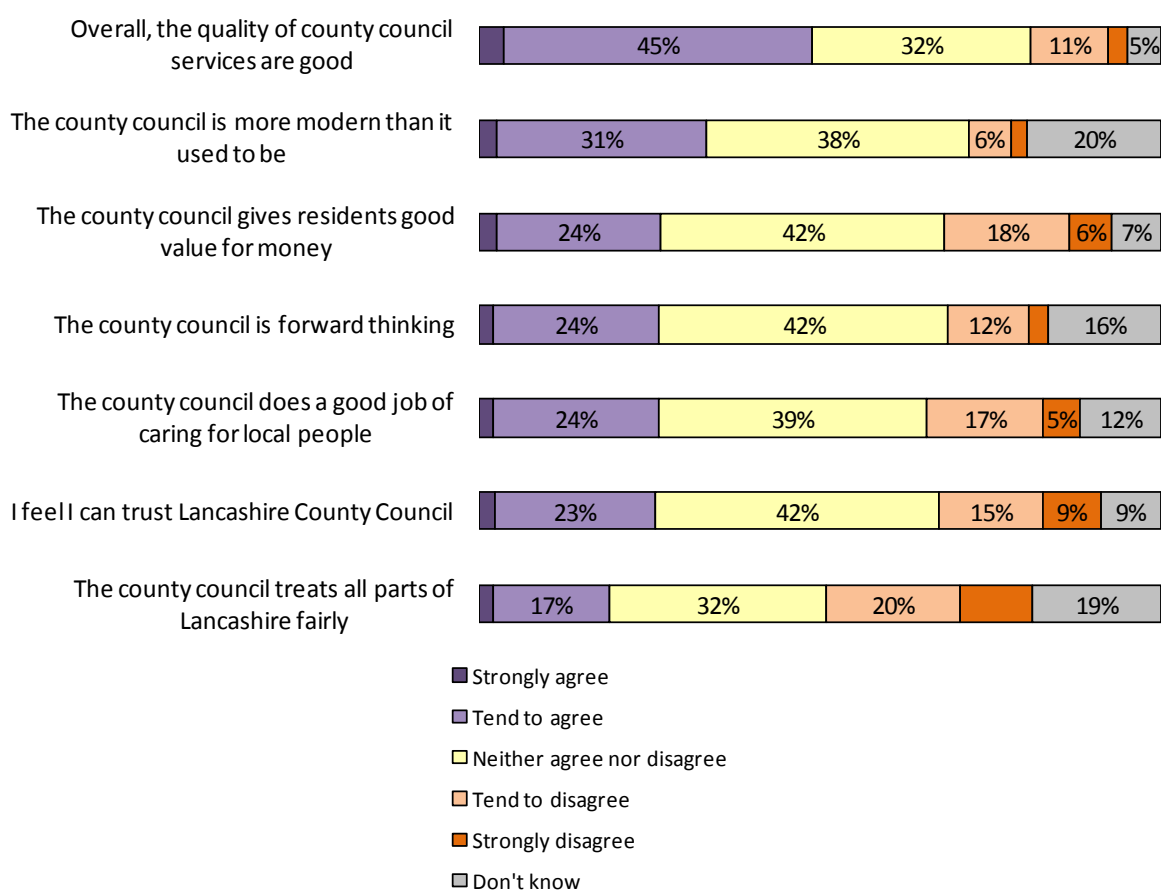
Base: All respondents (unweighted 1,446, weighted 982)

Respondents in Preston are less likely to say that they feel informed about the county council (70% not very well informed or not at all informed).

Respondents in the Ribble Valley are more likely to feel that they are very well informed or fairly well informed about the county council (50%).

Panel members were asked to what extent they agree with a series of positive statements about Lancashire County Council. Again many respondents are unsure about all the statements, with around half of respondents stating neither agree nor disagree or don't know (51%). This suggests the level of awareness of the work the county council does is low. Around half of respondents agree that overall the quality of the county council's services are good (49%). Only a fifth of respondents agree that the county council treats all parts of Lancashire fairly (19%).

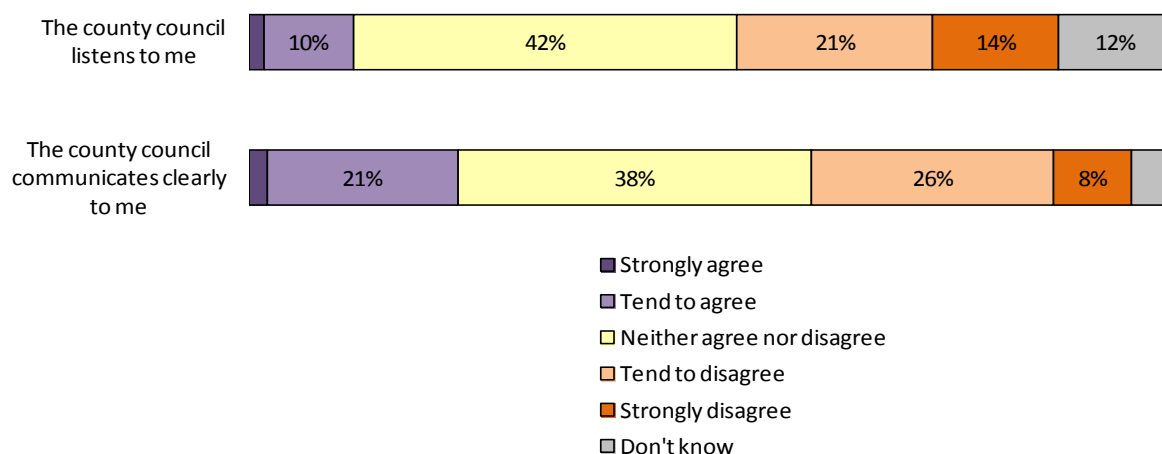
Chart 10 - To what extent do you agree or disagree with the following statements about Lancashire County Council?



Base: All respondents (unweighted 1,469, weighted 988)

Panel members were asked to what extent they agree with a couple of positive statements about how the county council communicates with them. Again opinion was quite widely split with half of respondents unsure about the statements (neither agree nor disagree or don't know). Around a third of respondents disagree that the county council communicates clearly to them and listens to them (34% and 35% respectively).

Chart 11 - To what extent do you agree or disagree with the following statements about Lancashire County Council?



Base: All respondents (unweighted 1,467, weighted 984)

Respondents in Rossendale and Fylde are more likely to disagree that the county council listens to them (45% and 43% disagree respectively).

Heavy service users² are more likely to agree that the county council communicates clearly to them (33%).

Light service users³ are more likely to disagree that the county council listens to them (38%).

² Panel members who say they use ten or more county council services

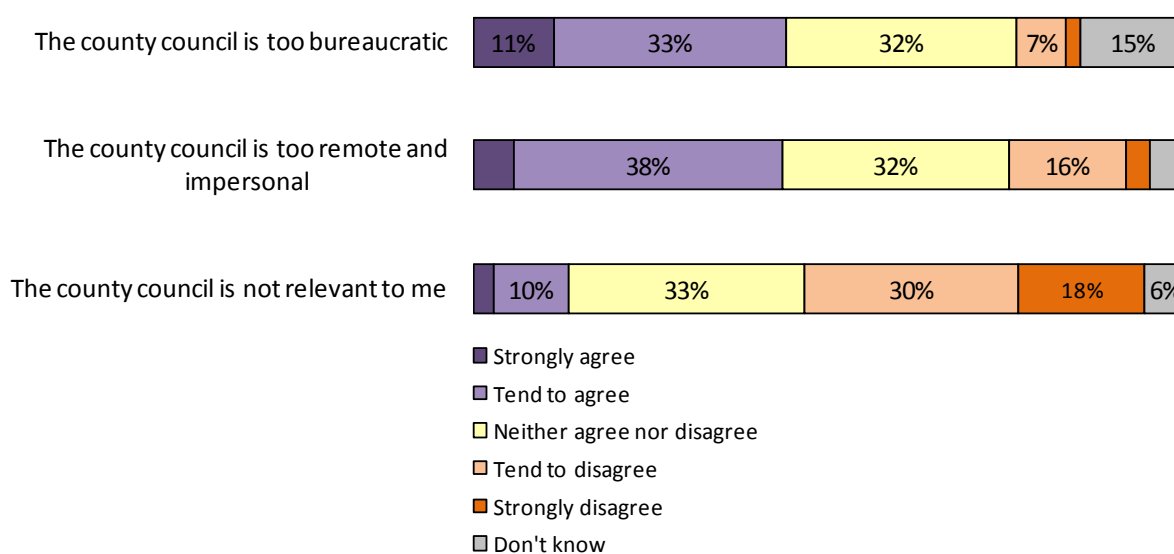
³ Panel members who say the use six or less county council services

Respondents were then asked how much they agree or disagree with some negative statements about Lancashire County Council.

Over two fifths of respondents think that the county council is too bureaucratic and that it is too remote and impersonal (both 44%).

About one in every eight respondents think the county council is not relevant to them (13%).

Chart 12 - To what extent do you agree or disagree with the following statements about Lancashire County Council?



Base: All respondents (unweighted 1,470, weighted 990)

Respondents in east Lancashire are more likely to agree that the county council is too remote or impersonal (48%).

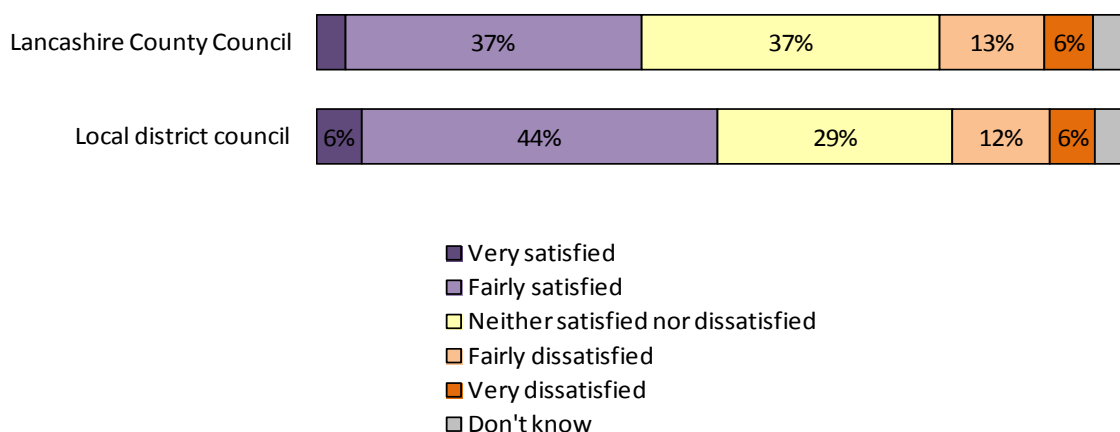
Respondents who are medium⁴ and heavy⁵ county council service users are more likely to disagree that the county council is not relevant to them (56% and 53% disagree respectively).

⁴ Panel members who say they use 7 to 9 county council services

⁵ Panel members who say they use ten or more county council services

A half of respondents are satisfied with the way their local district council runs things (50%) and two fifths are satisfied with the way Lancashire County Council runs things (41%). Around a fifth of respondents are dissatisfied with how local district councils run things and how the county council runs things (18% and 19% dissatisfied respectively).

Chart 13 - And now taking everything into account, how satisfied or dissatisfied are you with the way you local district council and Lancashire County Council run things?



Base: All respondents (unweighted 1,479, weighted 991)

Older respondents are more likely to be satisfied with both their local district council and Lancashire County Council (59% and 48% satisfied respectively).

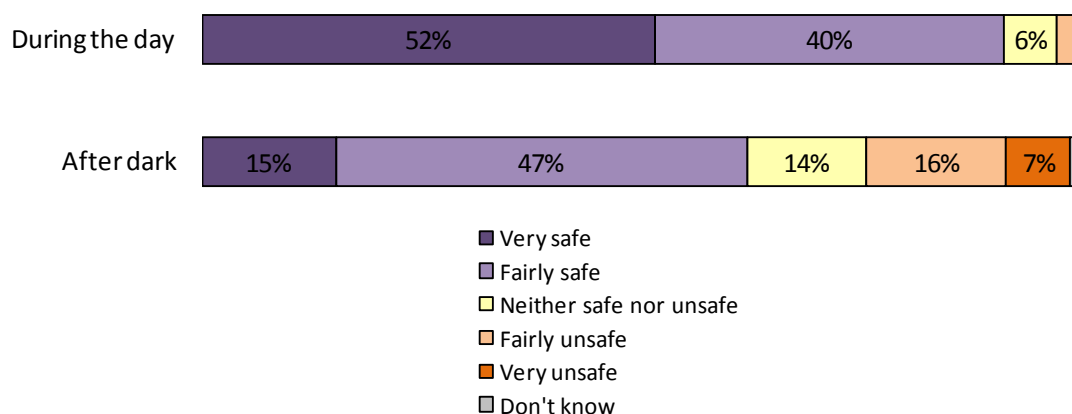
Respondents in Ribble Valley are more likely to be satisfied with their local district council (73%).

Respondents in South Ribble are more likely to be satisfied with Lancashire County Council (51%).

5.4 Community safety

The majority of respondents feel safe outside in their local area during the day (92%) with over half feeling very safe (52%). Around three fifths of respondents feel safe after dark (62%).

Chart 14 - How safe or unsafe do you feel when outside in your local area...
a) after dark?
b) during the day?



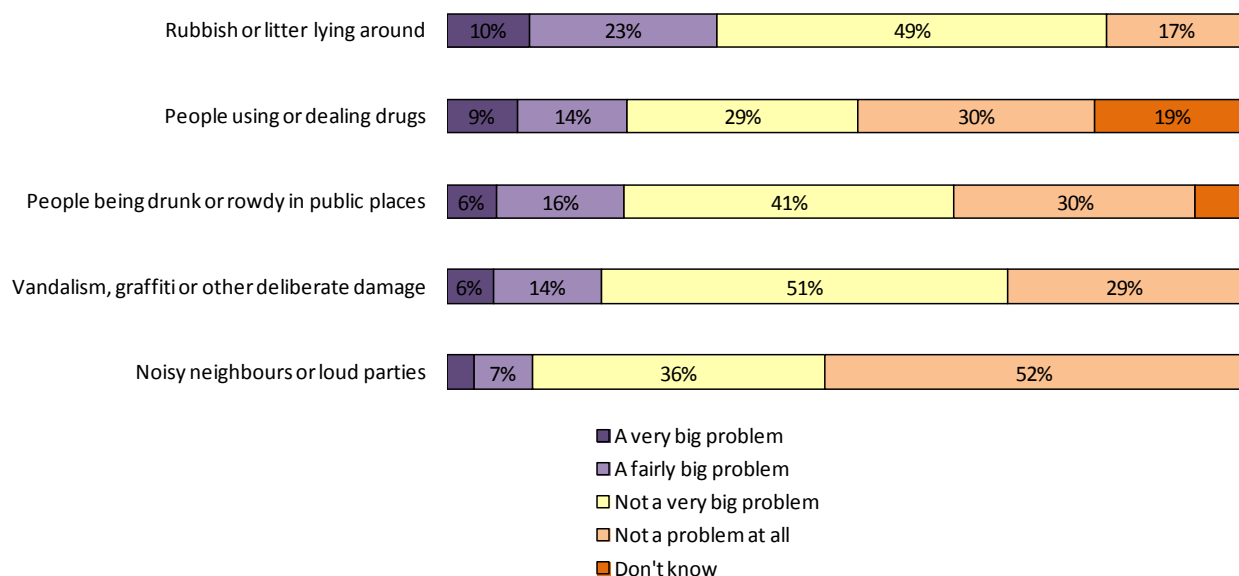
Base: All respondents (unweighted 1,472, weighted 989)

Respondents in Chorley, Lancaster and Ribble Valley are more likely to feel very safe during the day (69%, 61%, and 73% respectively).

Women are more likely to feel unsafe after dark (27% feel unsafe); as are respondents in Preston and Burnley (37% and 36% feel unsafe respectively).

Encouragingly, when asked about different aspects of anti-social behaviour, most respondents don't think they are a problem in their local area. The biggest problem is rubbish or litter lying around (33% think it is a very or fairly big problem).

Chart 15 - Thinking about your local area, how much of a problem do you think each of the following are...?



Base: All respondents (unweighted 1,477, weighted 992)

Respondents from Preston are more likely to say that most of these issues are a very or fairly big problem in their local area: rubbish or litter lying around (54%); vandalism, graffiti or other deliberate damage (37%); people being drunk or rowdy in public places (35%); and, noisy neighbours or loud parties (22%).

Respondents from Pendle are more to say there is a very big problem with people using or dealing drugs in their local area (23%).

BME respondents are more likely to say that these issues are a very big or fairly big problem in their local area: rubbish or litter lying around (67%); vandalism, graffiti or other deliberate damage (46%); people being drunk or rowdy in public places (45%); people using or dealing drugs (40%); and, noisy neighbours or loud parties (26%).

6. Recommendations

Overall, the majority of local measures in this survey have not significantly changed since 2011 (wave 35). With the budget constraints across the whole public sector and the associated changes to the services we provide it is important that the county council communicates to residents how their council tax is spent and what level of service they can expect from us. To ensure we understand if we are effectively communicating these messages, it is important that we continue to monitor resident perception of the county council.

Almost a half of respondents feel that activities for teenagers need improving in their area. The county council's Directorate for Children and Young People have identified improving activities for teenagers as a priority. It is therefore recommended that we continue to seek the public's views of this area to support the monitoring of our progress.

7. Appendix 1: Socio-Economic-Group Definitions

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

Group A

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

Group B

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

Group C1

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

Group C2

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

Group D

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

Group E

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