



Living in Lancashire Survey

Environment Directorate services

August 2013



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1. Executive summary

This wave of Living in Lancashire looked at people's views on the Environment Directorate's services in Lancashire. The survey was sent by email or by post to all 2,684 members of the panel on 12 June. A reminder was sent on 3 July and the fieldwork ended on 19 July 2013. In total 1,704 questionnaires were returned, giving an overall response rate of 63%.

1.1 Key findings

- Respondents are most likely to be aware that they can contact Lancashire County Council (LCC) about waste management (75%), highway maintenance (70%) and winter service (69%).
- Respondents are least likely to be aware that they can contact LCC about environmental and community projects (42%), strategic planning and transport (42%), scientific services (38%) and emergency planning (37%).
- Over a third of respondents (35%) said they had contacted LCC about an Environment Directorate service in the last two years.
- Almost four-fifths (78%) of respondents who contacted the Environment Directorate contacted them to report a problem/request a service, and over a quarter (28%) contacted them to ask for information.
- Over seven out of ten respondents who have contacted the Environment Directorate (72%) used the phone, and almost a third (31%) used email.
- Nearly two-thirds (64%) of respondents who have contacted the Environment Directorate were satisfied with the overall outcome. However, a fifth (20%) were dissatisfied.
- Over a third of (35%) respondents who have reported a problem or requested a service in the last two years did so to report a danger, a third (33%) did it to benefit their local community, three out of ten (30%) did it to benefit their day-to-day life, and a quarter (25%) did it to improve the appearance of their local area.
- Just under two-thirds (65%) of respondents who have not reported a problem or requested a service say that they have never had any issues or reason to request any services. Around a fifth (21%) of respondents thought it would/should get fixed without them reporting it, and a fifth (20%) didn't know who to contact.
- Nearly three-quarters (71%) of respondents would prefer to contact an Environment Directorate service by phone, over two-fifths (44%) would prefer email, and over a third (34%) would prefer to use the county council's online reporting system.
- Over half of respondents (52%) agree that they can improve their local area by contacting LCC, and only about one in every ten respondents (12%) disagree.

1.2 Conclusions and recommendations

- The main reasons given by respondents for not reporting an issue to Lancashire County Council are: they thought it would/should get fixed without them reporting it (21%), they didn't know who to contact (20%), they didn't know how to contact the service (15%) and they didn't think it would get fixed (14%). This information suggests that more people could be encouraged to report issues if they knew who to report them to and how to report them. It also suggests that any work to encourage people to contact LCC about issues should include messages about why it is important for residents to report issues to the council and make it clear that the council will deal with any issues that are reported to it.
- The methods respondents would prefer to use to contact Environment Directorate services in future are phone (71%), email (44%) and the LCC online reporting system (34%). Therefore the phone number, email address and details of how to access the online reporting system should be included prominently in any campaign to encourage people to contact Environment Directorate services.

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 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 Lancashire County Council's Environment Directorate services. Questions looked specifically at:

- respondents awareness of Lancashire County Council's Environment Directorate services;
- reasons why respondents have or have not contacted an Environment Directorate service; and
- preferred method for contacting services.

4. Methodology

This wave of Living in Lancashire was sent to 2,684 members of the panel on 12 June. A reminder was sent on 3 July, with a final closing date of 19 July 2013.

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 1,961 members and the online questionnaire was sent to 729 members.

In total 1,704 questionnaires were returned, giving an overall response rate of 63%.

The data set is 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 1,258, 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).

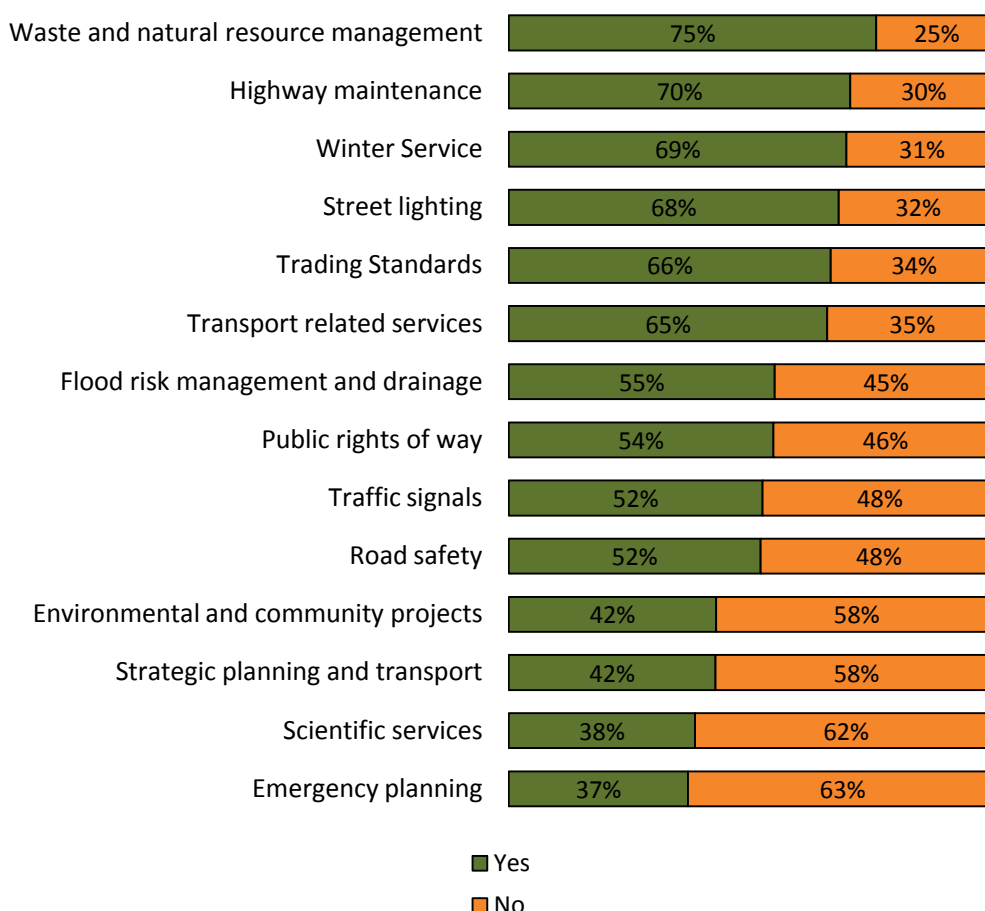
For each question in the survey, comparisons have been made between different sub-groups of respondents (eg age, gender, disability, ethnicity, geographic area) to look for statistically significant differences in opinion. Statistically valid differences between sub-groups are described in the main body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

Respondents are most likely to be aware that they can contact Lancashire County Council (LCC) about waste management (75%), highway maintenance (70%) and winter service (69%). Respondents are least likely to be aware that they can contact LCC about environmental and community projects (42%), strategic planning and transport (42%), scientific services (38%) and emergency planning (37%).

Chart 1 - Before today, were you aware that you could contact Lancashire County Council about the following Environment Directorate services?

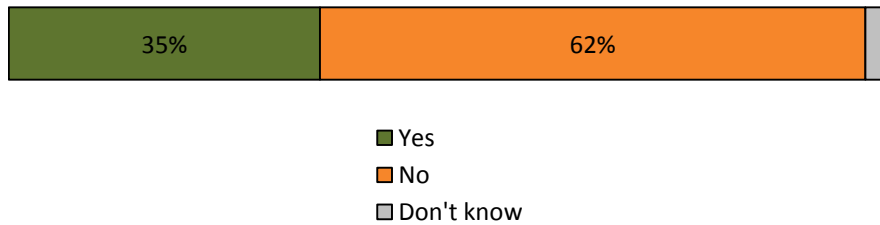


Base: All respondents (unweighted 1,515 – 1,642, weighted 1,066 – 1,138)

Respondents who live in Priority Neighbourhoods are less likely to be aware that they can contact Lancashire County Council about services such as highway maintenance (59%), street lighting (60%), public rights of way (43%), traffic signals (44%) and scientific services (28%).

Over a third of respondents (35%) said they had contacted LCC about an Environment Directorate service in the last two years.

Chart 2 - Thinking about the Environment Directorate services in the previous question, in the last two years, have you contacted Lancashire County Council about any of these?



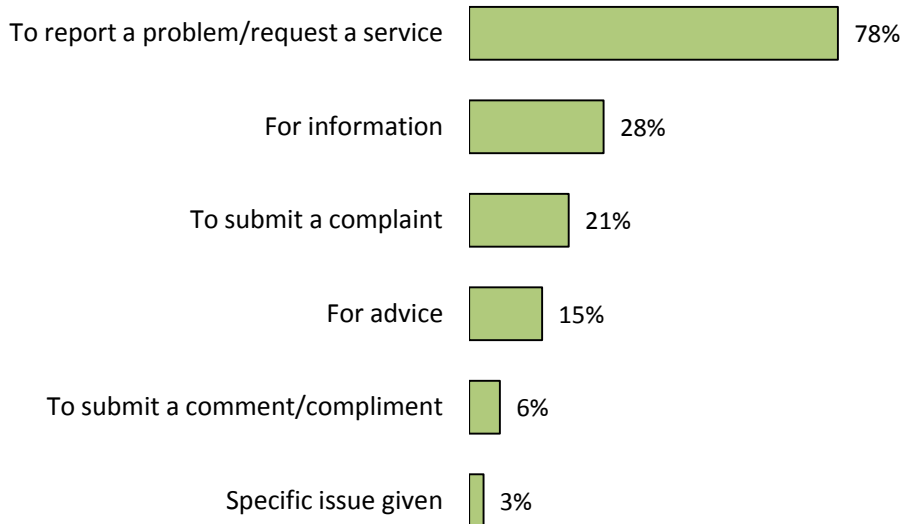
Base: All respondents (unweighted 1,647, weighted 1,139)

Male respondents (31%) and respondents over the age of 60 (29%) are less likely to have contacted LCC about an Environment Directorate service.

Respondents who report to being heavy users (10+) of county council services (48%) are more likely to have contacted LCC about an Environment Directorate service in the last two years.

Almost four-fifths (78%) of respondents who contacted the Environment Directorate contacted them to report a problem/request a service, and over a quarter (28%) contacted them to ask for information.

Chart 3 - Still thinking about the Environment Directorate service/s you contacted, what did you contact them for?



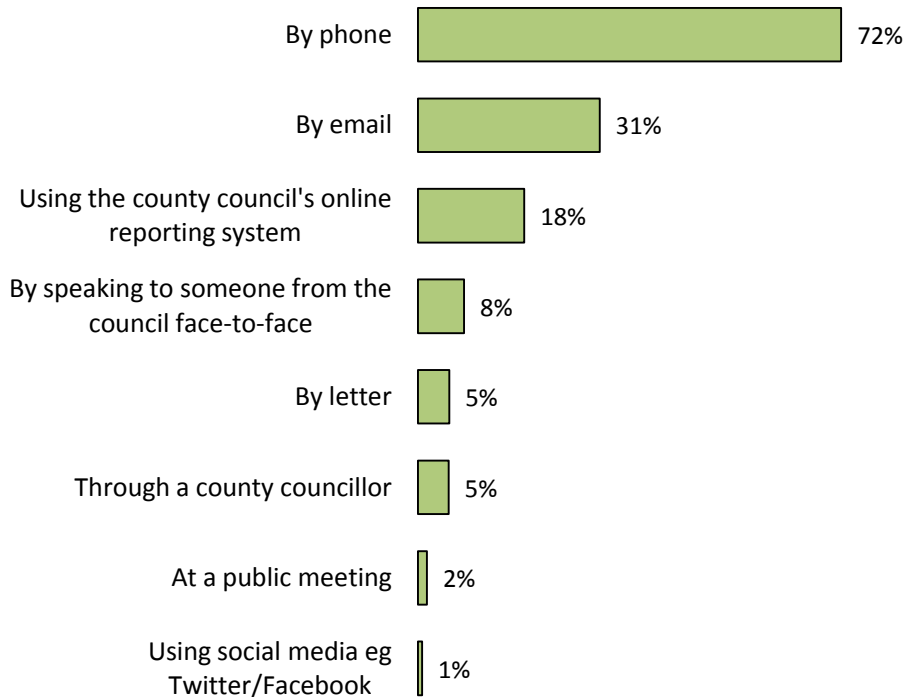
Base: Respondents who have contacted the Environment Directorate (unweighted 579, weighted 420)

Respondents with a disability (70%) are less likely to have reported a problem/requested a service.

Respondents who live in council housing or a housing association home (48%), respondents who report to being heavy users (10+) of county council services (47%), and respondents from socio-economic group C2 (43%) are more likely to have contacted the Environment Directorate for information.

Over seven out of ten respondents who have contacted the Environment Directorate (72%) used the phone, and almost a third (31%) used email.

Chart 4 - How did you contact the service/s?



Base: Respondents who have contacted the Environment Directorate (unweighted 584, weighted 424)

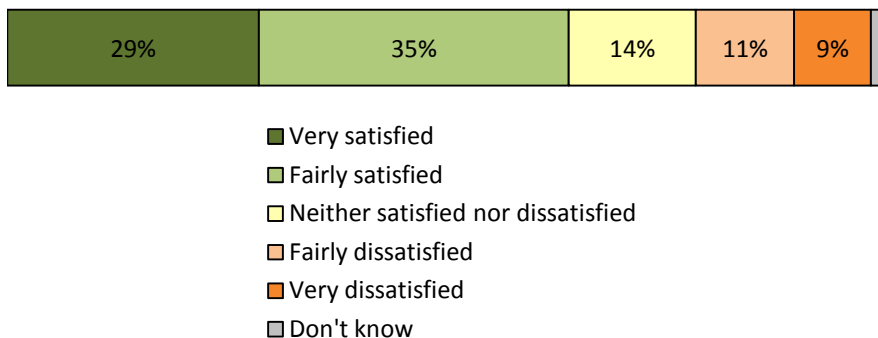
Respondents in areas which, according to the Indices of Multiple Deprivation 2010, are in the 20% most deprived in Lancashire (85%) and respondents with a disability (79%) are more likely to have contacted the Environment Directorate by phone.

Male respondents are more likely to have contacted the Environment Directorate by email (38%) or the county council's online reporting system (28%).

Full-time workers are more likely to have contacted the Environment Directorate by using the county council's online reporting system (27%).

Nearly two-thirds (64%) of respondents who have contacted the Environment Directorate were satisfied with the overall outcome. However, a fifth (20%) were dissatisfied.

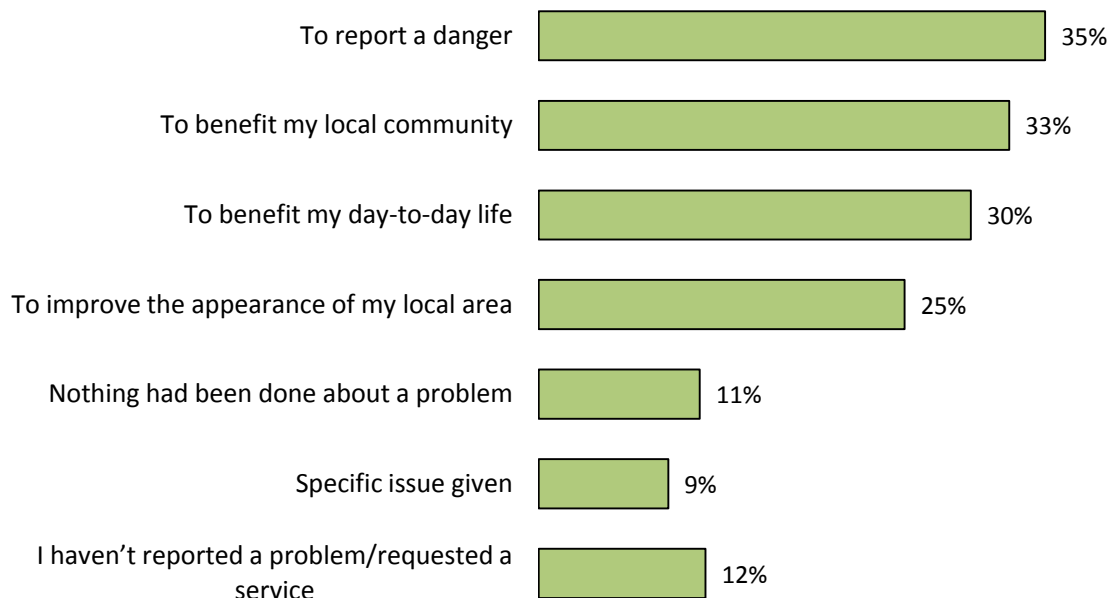
Chart 5 - Still thinking about the Environment Directorate service/s you contacted, how satisfied were you with the overall outcome?



Base: Respondents who have contacted the Environment Directorate (unweighted 586, weighted 420)

Over a third of (35%) respondents who have reported a problem or requested a service in the last two years did so to report a danger, a third (33%) did it to benefit their local community, three out of ten (30%) did it to benefit their day-to-day life, and a quarter (25%) did it to improve the appearance of their local area.

Chart 6 - If you reported a problem or requested a service in the last two years, what was your reason?



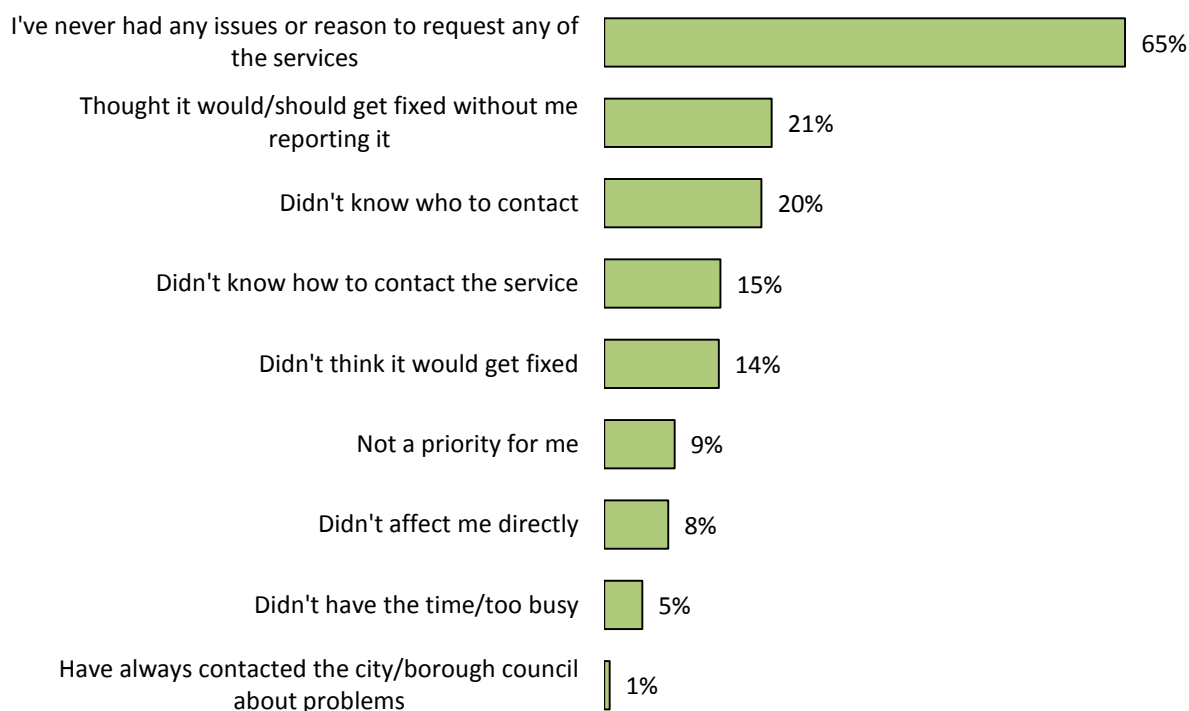
Base: Respondents who reported a problem/requested a service in the last two years (unweighted 598, weighted 423)

Respondents who live in Priority Neighbourhoods and have reported a problem in the last two years are less likely to say they did so to benefit their local community (22%).

Respondents in areas which, according to the Indices of Multiple Deprivation 2010, are in the 20% most deprived in Lancashire and have reported a problem or requested a service are less likely to say they did so to report a danger (22%) or to benefit their local community (22%). However, they are more likely to have did so to improve the appearance of their local area (40%).

Just under two-thirds (65%) of respondents who have not reported a problem or requested a service say that they have never had any issues or reason to request any services. Around a fifth (21%) of respondents thought it would/should get fixed without them reporting it, and a fifth (20%) didn't know who to contact.

Chart 7 - If you haven't contacted any of Lancashire County Council's Environment Directorate services to report a problem/request a service, why not?



Base: Respondents who haven't reported a problem/requested a service (unweighted 1,088, weighted 721)

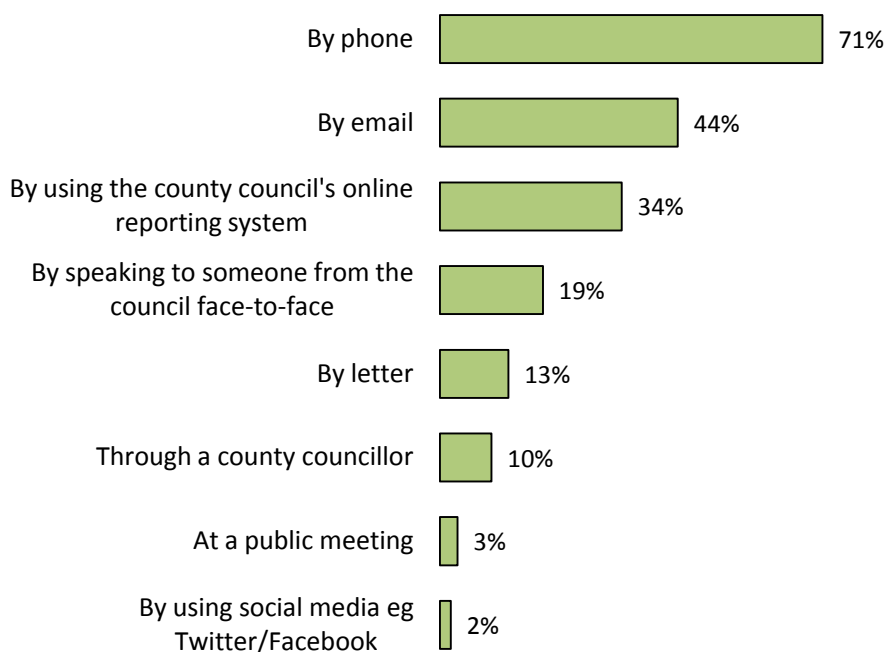
Respondents who haven't reported a problem/requested a service and who live in housing other than owner/occupier, council housing or in a housing association are more likely to say that they didn't contact LCC because they did not know who to contact (35%) and they didn't know how to contact the service (31%).

Respondents in the lowest socio-economic groups (DE) are also more likely (24%) to say they do not know how to contact the service to report a problem/request a service.

BME respondents (29%) and respondents in east Lancashire (21%) are more likely to say that they have never contacted any of the Environment Directorate's services to report a problem because they didn't think it would get fixed.

Nearly three-quarters (71%) of respondents would prefer to contact an Environment Directorate service by phone, over two-fifths (44%) would prefer email, and over a third (34%) would prefer to use the county council's online reporting system.

Chart 8 - If you needed to contact an Environment Directorate service in future how would you prefer to do it?



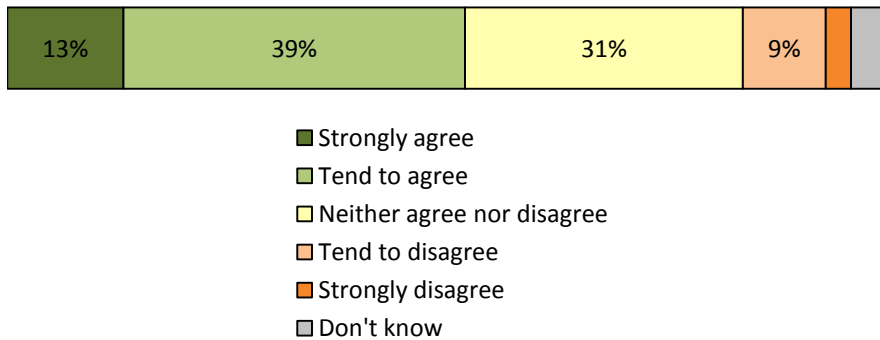
Base: All respondents (unweighted 1,690, weighted 1,167)

Respondents who report to being light users (0-6) of county council services (39%), respondents who live in priority neighbourhoods (38%), respondents aged 60 and over (28%), and respondents in the lowest socio-economic groups (DE) (28%) are less likely prefer to use email to contact the Environment Directorate in future and.

Respondents who report to being light users (0-6) of county services (28%), respondents aged 60 and over (19%), and respondents in the lowest socio-economic groups (DE) (16%) are less likely prefer to use the county council's online reporting system to contact the Environment Directorate in future.

Over half of respondents (52%) agree that they can improve their local area by contacting LCC, and only about one in every ten respondents (12%) disagree.

Chart 9 - Do you agree or disagree that you can improve your local area by contacting Lancashire County Council?



Base: Respondents who are not retired (unweighted 1,682, weighted 1,162)

Respondents in the west of the county are more likely to agree (56%) that they can improve their local area by contacting LCC than respondents in east Lancashire (46%).

Respondents who report to being heavy users (10+) of county council services are more likely to agree (64%) that they can improve their local area by contacting LCC than respondents who report to being light users (0-6) of county council services (48%).

Respondents who have you contacted LCC in the last two years about an Environment Directorate service are more likely to agree (63%) that they can improve their local area by contacting LCC.

Respondents who were very satisfied (80%) with the outcome when they contacted LCC were more likely to agree they can improve their local area by contacting LCC than respondents who were very dissatisfied (26%) with their outcome.

6. Conclusions and Recommendations

The main reasons given by respondents for not reporting an issue to Lancashire County Council are: they thought it would/should get fixed without them reporting it (21%), they didn't know who to contact (20%), they didn't know how to contact the service (15%) and they didn't think it would get fixed (14%). This information suggests that more people could be encouraged to report issues if they knew who to report them to and how to report them. It also suggests that any work to encourage people to contact LCC about issues should include messages about why it is important for residents to report issues to the council and make it clear that the council will deal with any issues that are reported to it.

The methods respondents would prefer to use to contact Environment Directorate services in future are phone (71%), email (44%) and the LCC online reporting system (34%). Therefore the phone number, email address and details of how to access the online reporting system should be included prominently in any campaign to encourage people to contact Environment Directorate services.

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