



Living in Lancashire Survey

Local measures

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Rebecca Robinson, Heather Walmsley and Mick Edwardson

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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

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1. Executive summary

This wave of the Living in Lancashire panel dealt with satisfaction with respondents' area and with the district and county council. The survey was sent by email or by post to all 2,676 members of the panel between 15 November and 6 December. The fieldwork ended on 23 December 2013. In total 1,266 questionnaires were returned, giving an overall response rate of 47%.

1.1. Key findings

- Just under two-thirds of respondents (64%) agree that their local area is a place where people from different backgrounds get on well together while around one in seven (13%) disagree.
- Around nine-tenths of respondents (88%) are satisfied with their local area as a place to live.
- Respondents are more likely to feel that they belong to their immediate neighbourhood than to Lancashire with four-fifths of respondents (79%) saying that they feel strongly that they belong to their immediate neighbourhood and just under three-quarters of respondents (72%) saying they feel strongly that they belong to Lancashire.
- Respondents feel that the most important things that make somewhere a good place to live are the level of crime (58%), health services (52%), clean streets (52%), affordable decent housing (45%) and education provision (39%).
- The things that respondents feel most need improving in their area are road and pavement repairs (55%), activities for teenagers (41%), job prospects (39%), the level of traffic congestion (37%) and clean streets (31%).
- A third of respondents (33%) agree that they can influence decisions affecting their local area, but over half (53%) feel they can't.
- Around half of respondents agree that local public services are working to make their area cleaner (53%) and to make the area safer (49%). Opinion is divided on whether local public services promote the interests of local residents (27% agree, 23% disagree).
- Around two-fifths of respondents agree that their local district council (42%) and Lancashire County Council (39%) provide value for money. Around a quarter of respondents disagree (23% for both district and county council).
- The majority of respondents (93%) feel well informed about how and where to register to vote and three-quarters of respondents (74%) feel well informed about how their council tax is spent.
- Two-fifths of respondents (40%) feel well informed about the county council. Over half of respondents (54%) don't feel well informed.
- Around half of respondents (48%) agree that overall the quality of the county council's services are good. Only a fifth of respondents (20%) agree that the county council treats all parts of Lancashire fairly.

- Around a third of respondents disagree that the county council communicates clearly to them (33%) and listens to them (35%).
- Over two-fifths of respondents think that the county council is too bureaucratic (43%) and that it is too remote and impersonal (42%).
- About one in every eight respondents (14%) think the county council is not relevant to them.
- Half of respondents (50%) are satisfied with the way their local district council runs things and two-fifths (41%) are satisfied with the way Lancashire County Council runs things. Around a fifth of respondents are dissatisfied with how their local district council runs things (17%) and how the county council runs things (19%).

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.

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; and
- local district councils and the county council.

4. Methodology

This wave of Living in Lancashire research was sent to 2,676 members of the panel between 15 November and 6 December. The closing date was 23 December 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 1,774 members and the online questionnaire was sent to 902 members.

In total 1,266 questionnaires were returned, giving an overall response rate of 47%.

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%

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%
1,000	1,000	4%	4%	3%

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

For example, where the size of sample A and sample B is 1,000 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 4% 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.

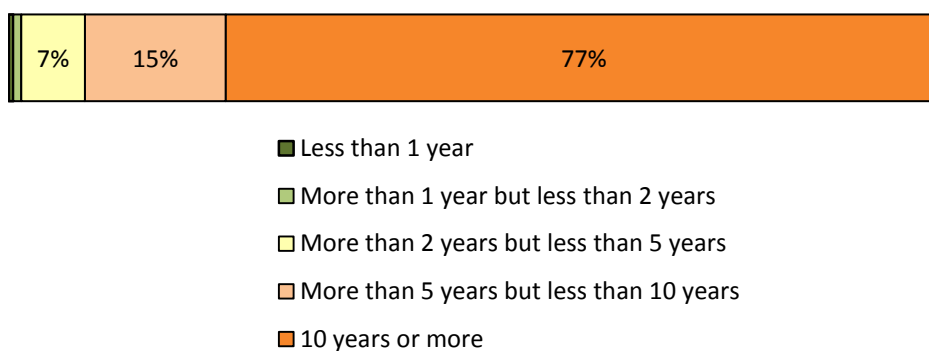
In charts or tables where responses do not add up to 100%, this is due to multiple responses or computer rounding.

5. Main research findings

5.1. Local area

Panel members were asked how long they have lived in their local area. Three-quarters of respondents (77%) have lived in their local area for 10 years or more.

Chart 1 - How many years have you lived in this local area?



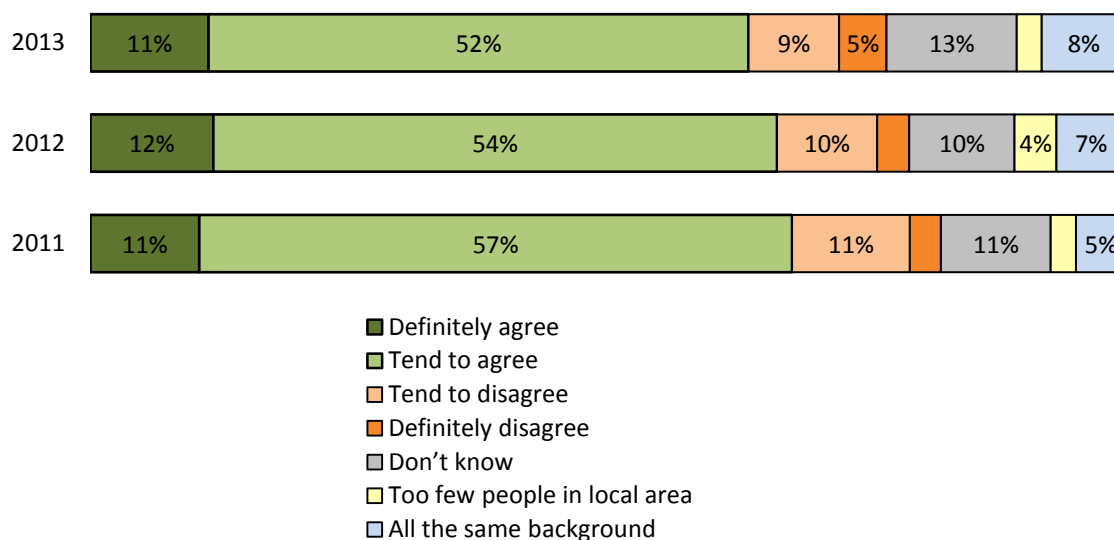
Base: all respondents (unweighted 1,256, weighted 874)

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

Just under two-thirds of respondents (64%) agree that their local area is a place where people from different backgrounds get on well together while around one in seven (13%) disagree.

This question was also asked in Living in Lancashire wave 39 (November 2012) and wave 35 (November 2011). The proportion of respondents that agree that people from different backgrounds get on well in their local area has decreased slightly since 2011 (64% compared to 68% in 2011). However, the proportion that disagree has not increased.

Chart 2 - 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 2013 (unweighted 1,251, weighted 871)
 all respondents 2012 (unweighted 1,485, weighted 992)
 all respondents 2011 (unweighted 1,853, weighted 1,333)

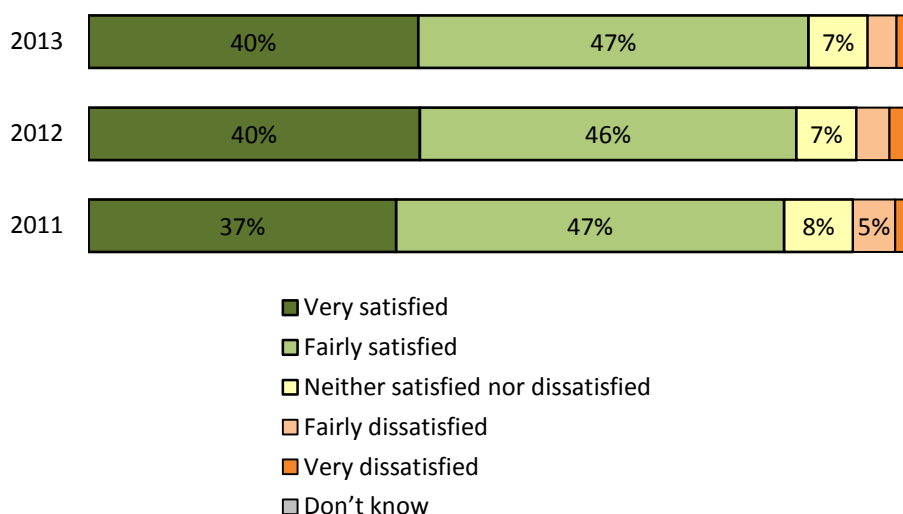
Respondents from east Lancashire¹ are more likely to disagree that their local area is a place where people from different backgrounds get on well together (17%).

¹ East Lancashire is defined as the districts of Burnley, Hyndburn, Pendle, Ribble Valley and Rossendale.

Around nine-tenths of respondents (88%) are satisfied with their local area as a place to live.

This question was also asked in Living in Lancashire wave 39 (November 2012) and wave 35 (November 2011). The overall proportion of respondents that are satisfied has increased slightly from 85% in 2011 to 88% in 2013.

Chart 3 - Overall, how satisfied or dissatisfied are you with your local area as a place to live?



Base: all respondents 2013 (unweighted 1,253, weighted 872)
 all respondents 2012 (unweighted 1,490, weighted 990)
 all respondents 2011 (unweighted 1,604, weighted 1,072)

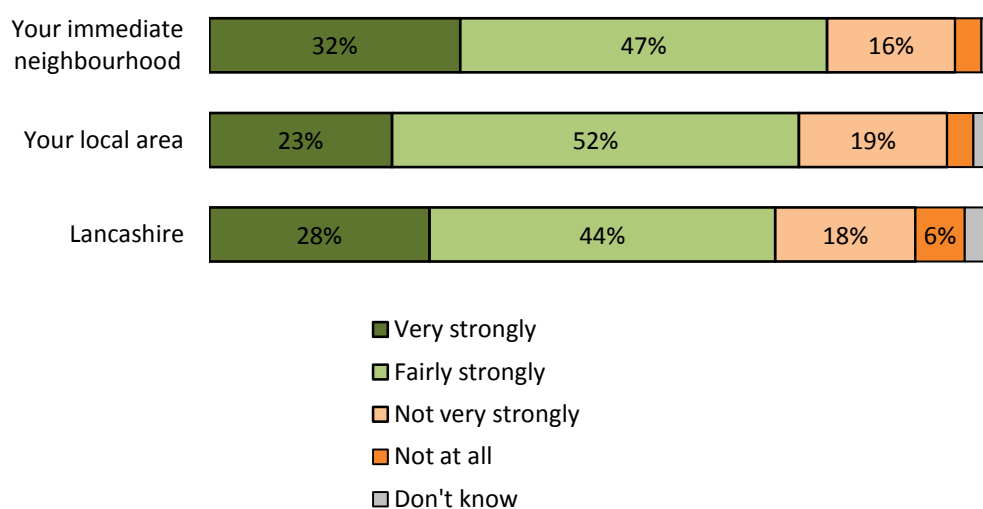
Respondents in Hyndburn and Pendle are more likely to be dissatisfied with their local area as a place to live (9% and 10% respectively). Respondents in these areas were also more likely to be dissatisfied when they were asked this question in 2012 (wave 39).

In 2012, respondents from Burnley were also more likely to be dissatisfied with their local area (16% dissatisfied in 2012) but this is no longer the case (5% dissatisfied in 2013).

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 (79%) saying that they feel strongly that they belong to their immediate neighbourhood and just under three-quarters of respondents (72%) saying they feel strongly that they belong to Lancashire.

Chart 4 - How strongly do you feel you belong to your immediate neighbourhood, your local area and Lancashire?



Base: all respondents (unweighted 1,159, weighted 813)

Respondents aged 60 and over are more likely to feel very strongly that they belong to their immediate neighbourhood (43%).

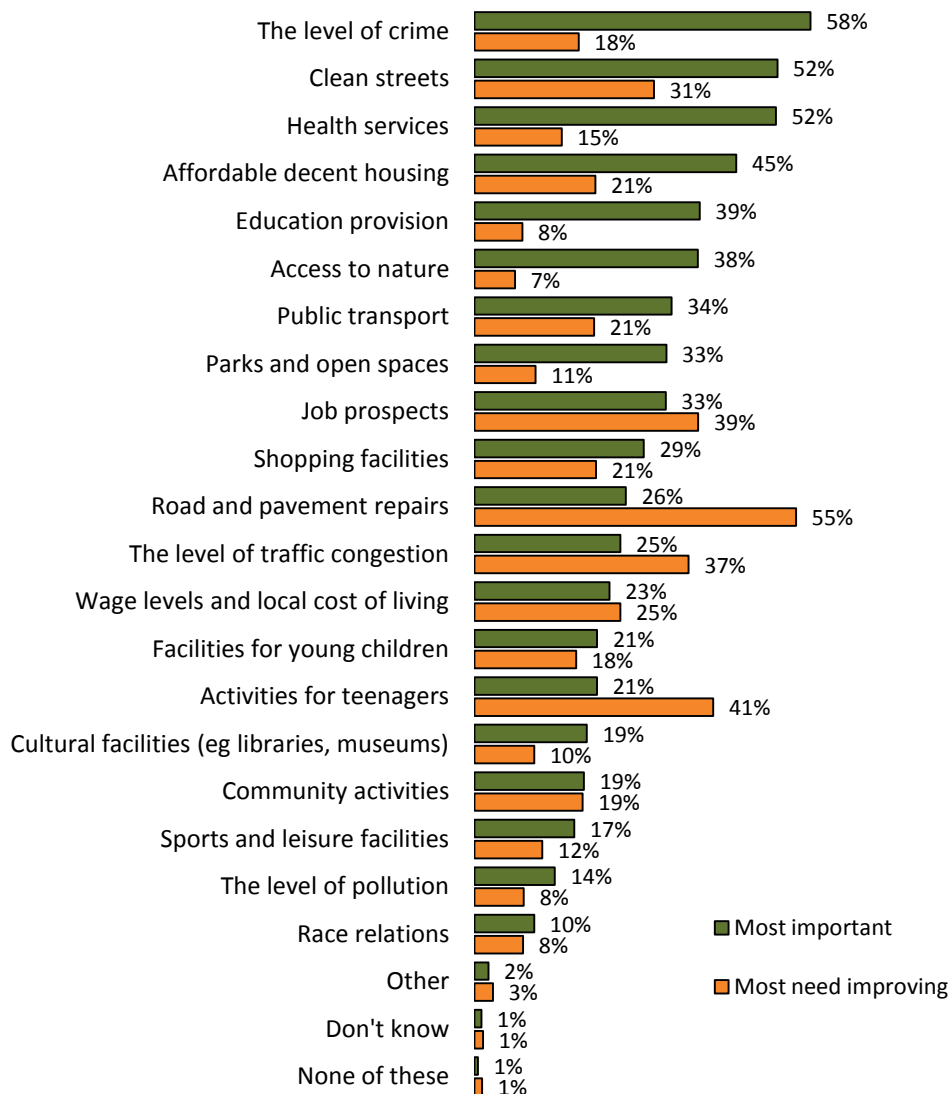
Respondents in Pendle are less likely to feel strongly that they belong to their local area (62%).

BME respondents are less likely to feel strongly that they belong to Lancashire (59%).

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 (58%), health services (52%), clean streets (52%), affordable decent housing (45%) and education provision (39%). These were also the most important in 2012 (wave 39).

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 (55%), activities for teenagers (41%), job prospects (39%), the level of traffic congestion (37%) and clean streets (31%). Again, these were the things that respondents said most needed improving in their area in 2012 (wave 39).

Chart 5 - 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 1,199 weighted 833)

Respondents aged 60 and over are more likely to say that health services (62%) and public transport (45%) are the most important in making somewhere a good place to live. Respondents with a disability are also more likely to think public transport is important (38%). Respondents with children are more likely to consider education provision important (50%).

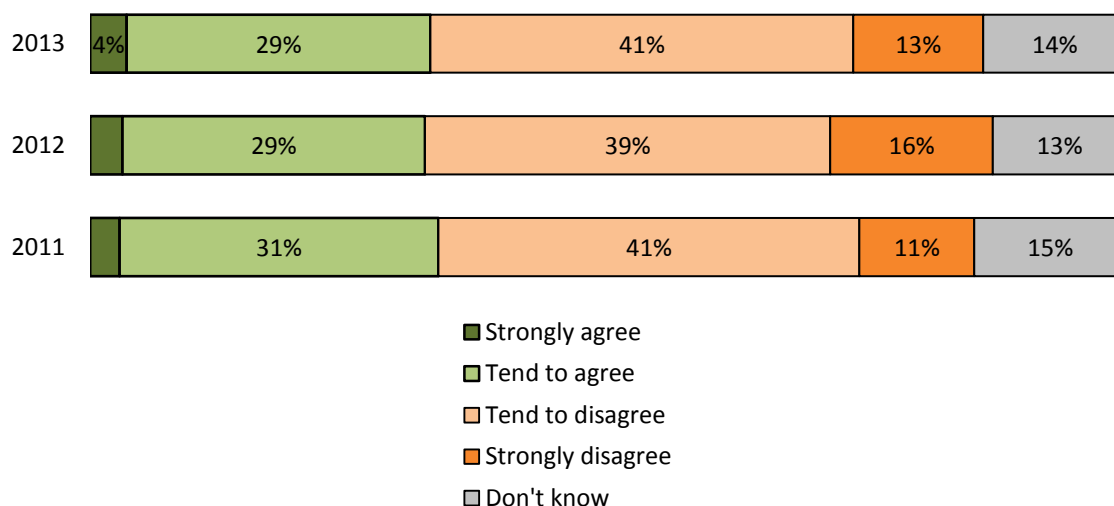
Respondents aged 60 and over are more likely to say that road and pavement repairs need improving (61%). BME respondents are more likely to say that the level of crime needs improving (37%). Respondents in the lowest socio-economic groups (DE) are more likely to say that activities for teenagers need improving (56%).

Respondents in Burnley are more likely to say that wage levels and cost of living need improving (57%), while respondents in West Lancashire district are more likely to say that public transport needs improving (45%).

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

A third of respondents (33%) agree that they can influence decisions affecting their local area, but over half (53%) feel they can't. This is similar to the response in Living in Lancashire wave 39 (November 2012) and wave 35 (November 2011). However, fewer respondents now strongly disagree that they can influence decisions affecting their local area (16% in 2012, 13% in 2013).

Chart 6 - Do you agree or disagree that you can influence decisions affecting your local area?



Base: all respondents 2013 (unweighted 1,254, weighted 871)
 all respondents 2012 (unweighted 1,482, weighted 995)
 all respondents 2011 (unweighted 1,604, weighted 1,072)

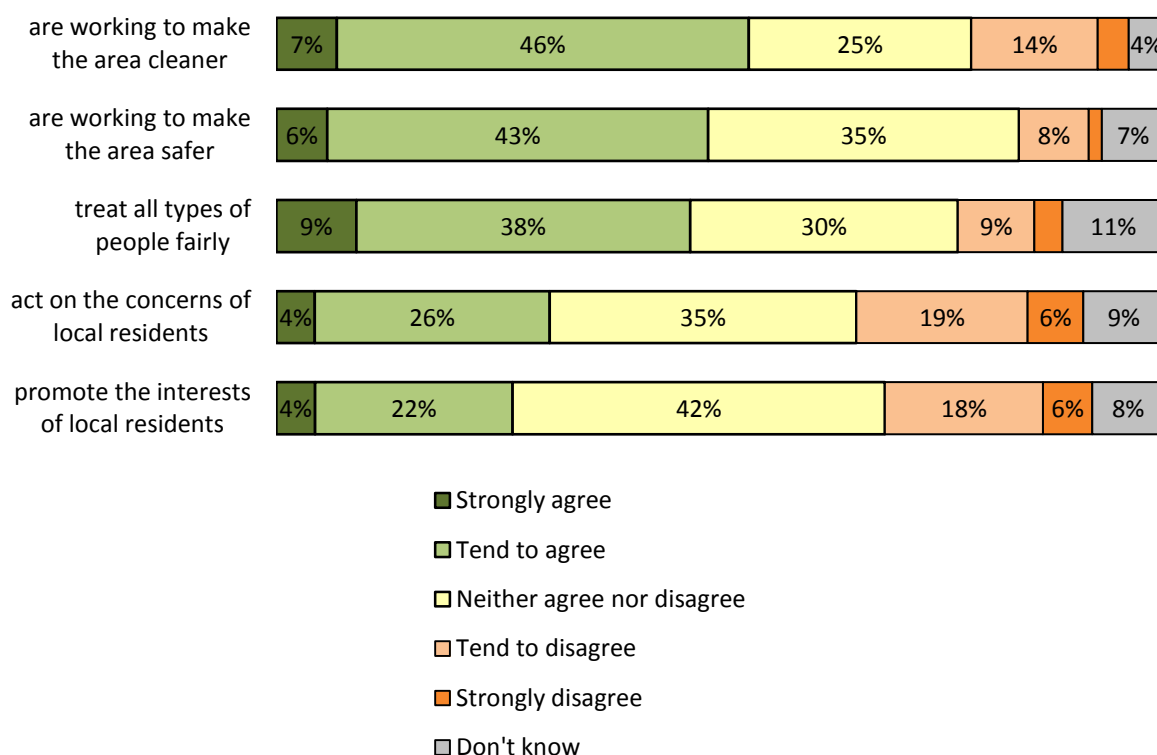
Respondents aged 60 and over are more likely to feel that they can influence decisions affecting their area (39%).

5.2. Local public services

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

Over half of respondents (53%) agree that local public services are working to make their area cleaner and just under half (49%) agree that they are working to make the area safer. Opinion is divided on whether local public services promote the interests of local residents (27% agree, 23% disagree).

Chart 7 - 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 1,232, weighted 853)

Light service users² are less likely to agree that public services in their local area act on the concerns of local residents (26%).

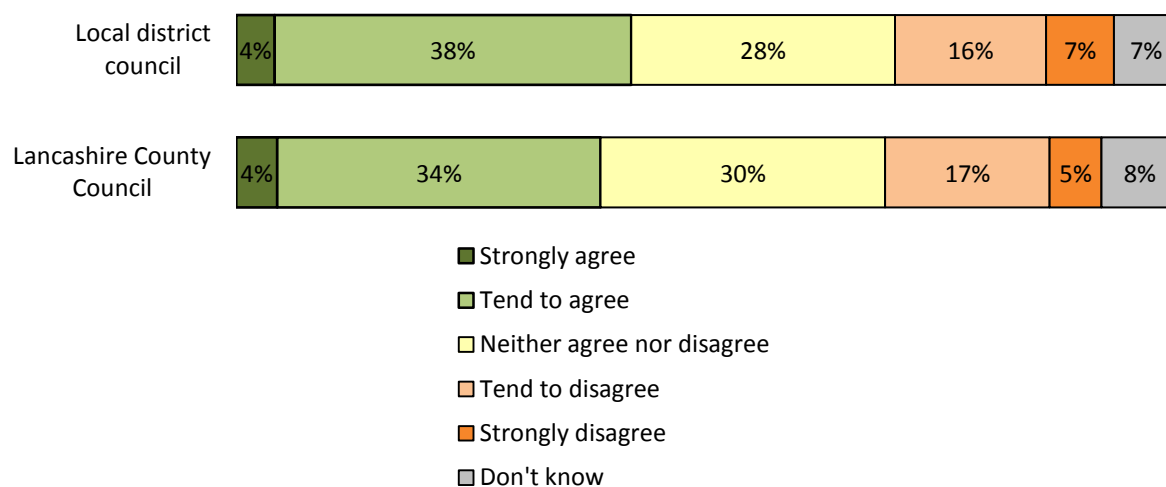
Respondents in Pendle are more likely to disagree that public services in their local area treat all types of people fairly (26%).

5.3. Local district councils and the county council

Around two-fifths of respondents (42%) agree that their local district council provides value for money. Around a quarter of respondents (23%) disagree.

Around two-fifths of respondents (39%) agree that Lancashire County Council provides value for money. Around a quarter of respondents (23%) disagree.

Chart 8 - To what extent do you agree or disagree that your local district council and Lancashire County Council provide value for money?

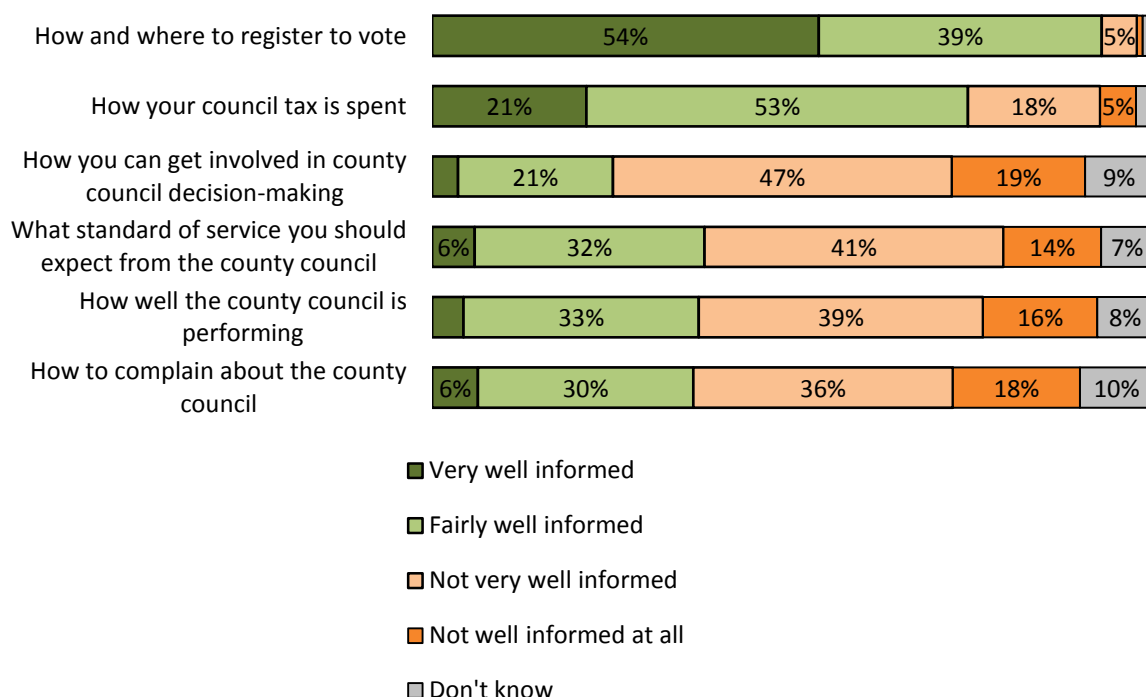


Base: all respondents (unweighted 1,236, weighted 861)

² Light service user is defined as someone who says they use 0-6 county council services.

Panel members were asked how well informed they feel about Lancashire County Council on a range of issues. The majority of respondents (93%) feel informed about how and where to register to vote and three-quarters of respondents (74%) feel informed about how their council tax is spent. However, respondents do not feel as well informed about the remaining four statements.

Chart 9 - Thinking specifically about Lancashire County Council, how informed do you think you are about each of the following?



Base: all respondents (unweighted 1,230, weighted 857)

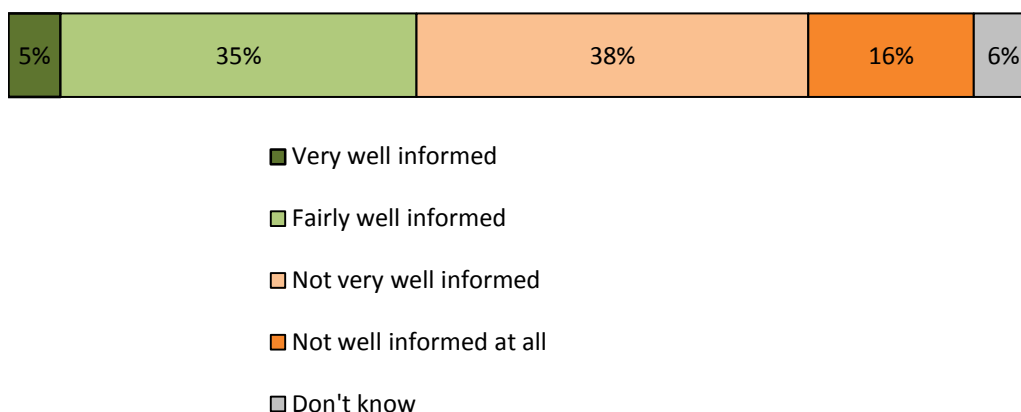
Heavy service users³ are more likely to feel informed about how their council tax is spent (87%).

Respondents aged 60 and over are more likely to be informed about what standard of service to expect from the county council (48%) and how well the county council is performing (45%).

³ Heavy service user is defined as someone who says they use 10 or more county council services.

Respondents were then asked overall how well informed they feel about the county council. Two-fifths of respondents (40%) feel well informed about the county council. Over half of respondents (54%) don't feel well informed.

Chart 10 - Overall, how well informed do you feel about the county council?



Base: all respondents (unweighted 1,237, weighted 860)

Light service users⁴ and respondents from east Lancashire⁵ are less likely to feel well informed about the county council (35% and 34% respectively).

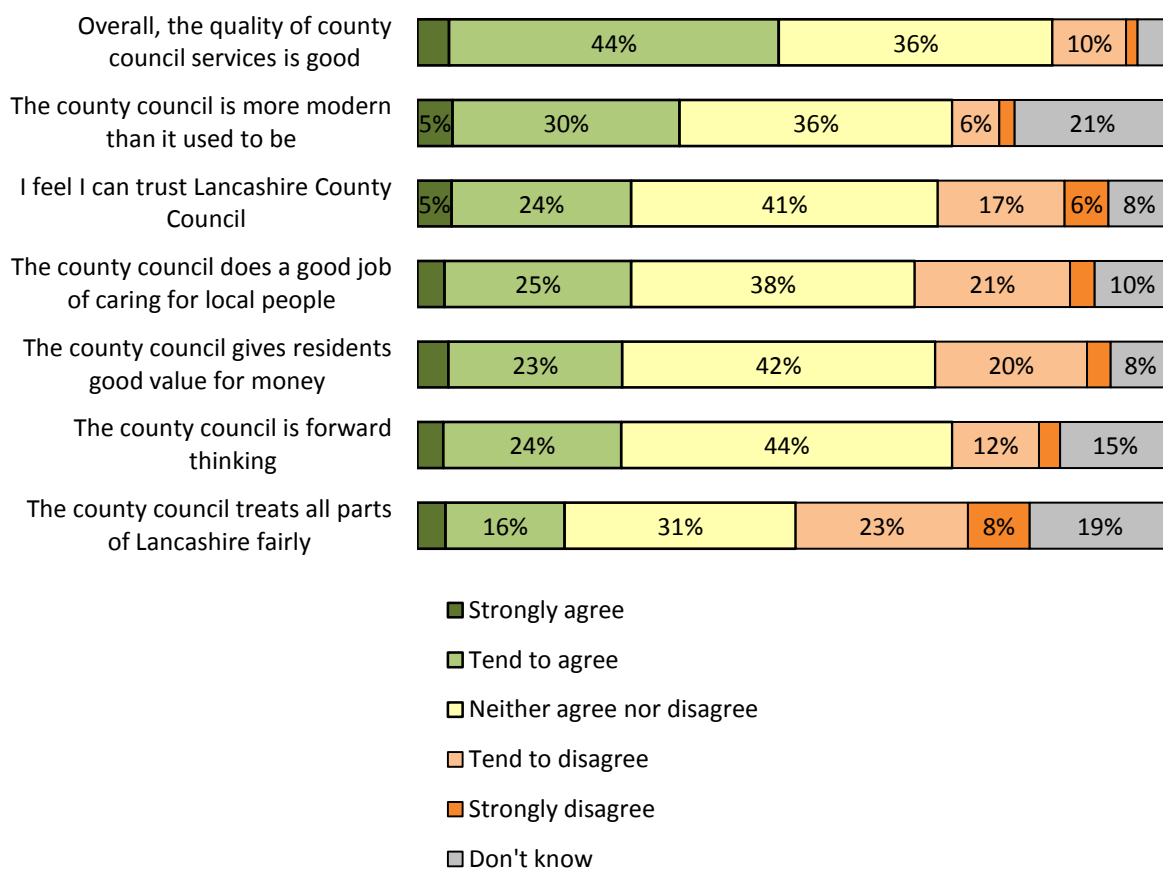
⁴ Light service user is defined as someone who says they use 0-6 county council services.

⁵ East Lancashire is defined as the districts of Burnley, Hyndburn, Pendle, Ribble Valley and Rossendale.

Panel members were asked to what extent they agree with a series of positive statements about Lancashire County Council. Many respondents are unsure about all the statements, with around half of respondents stating neither agree nor disagree or don't know.

Around half of respondents (48%) agree that overall the quality of the county council's services are good. A fifth of respondents (20%) agree that the county council treats all parts of Lancashire fairly.

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

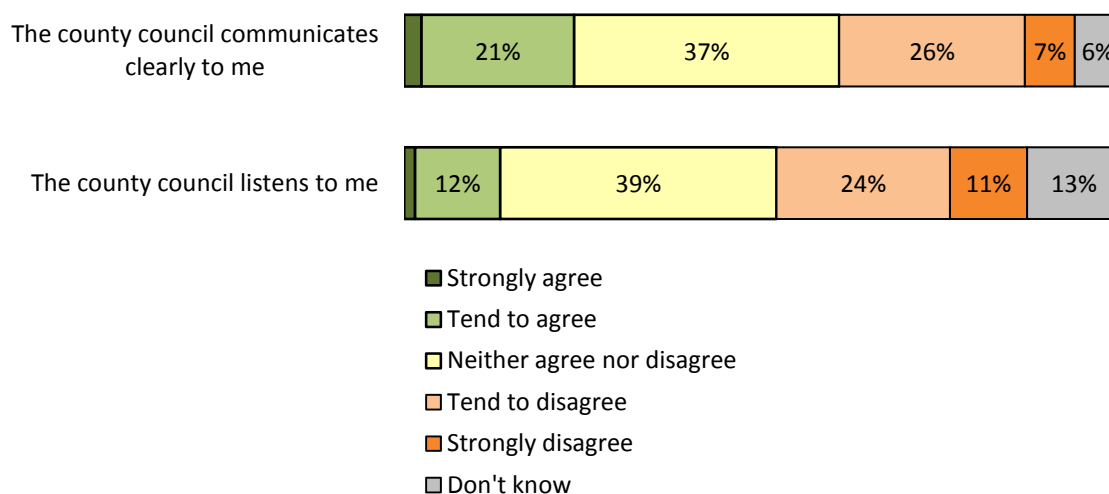


Base: all respondents (unweighted 1,241, weighted 864)

Respondents aged 60 and over are more likely to agree that the county council gives residents good value for money (37%). Heavy service users⁶ are also more likely to agree with this (42%).

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 (33%) and listens to them (35%).

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



Base: all respondents (unweighted 1,242, weighted 864)

Respondents in east Lancashire⁷ are more likely to disagree that the county council listens to them (42%).

⁶ Heavy service user is defined as someone who uses 10 or more county council services.

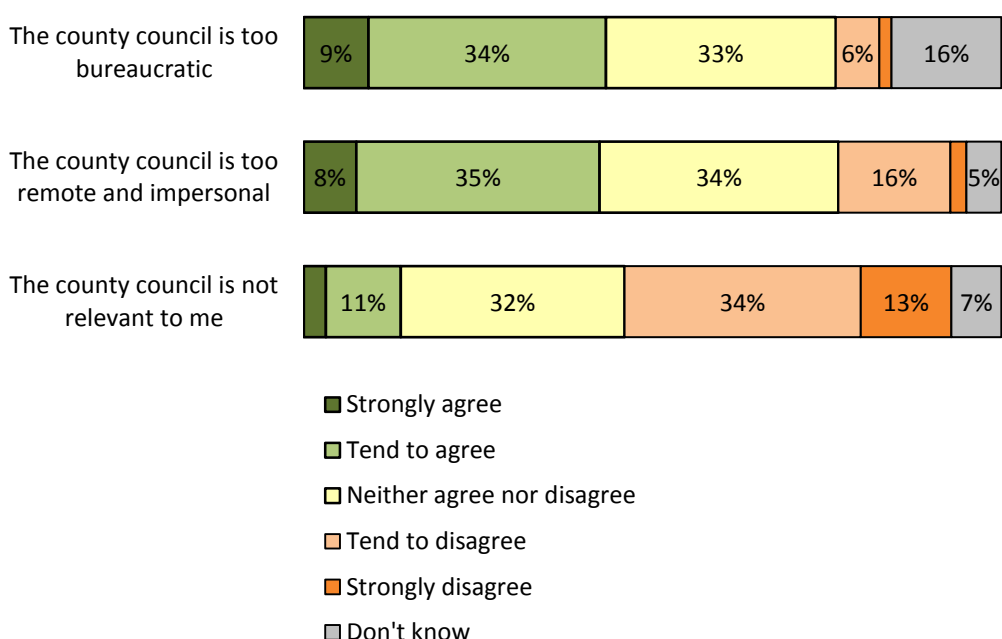
⁷ East Lancashire is defined as the districts of Burnley, Hyndburn, Pendle, Ribble Valley and Rossendale.

Respondents were asked how strongly 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 (43%) and that it is too remote and impersonal (42%).

About one in every eight respondents (14%) think the county council is not relevant to them.

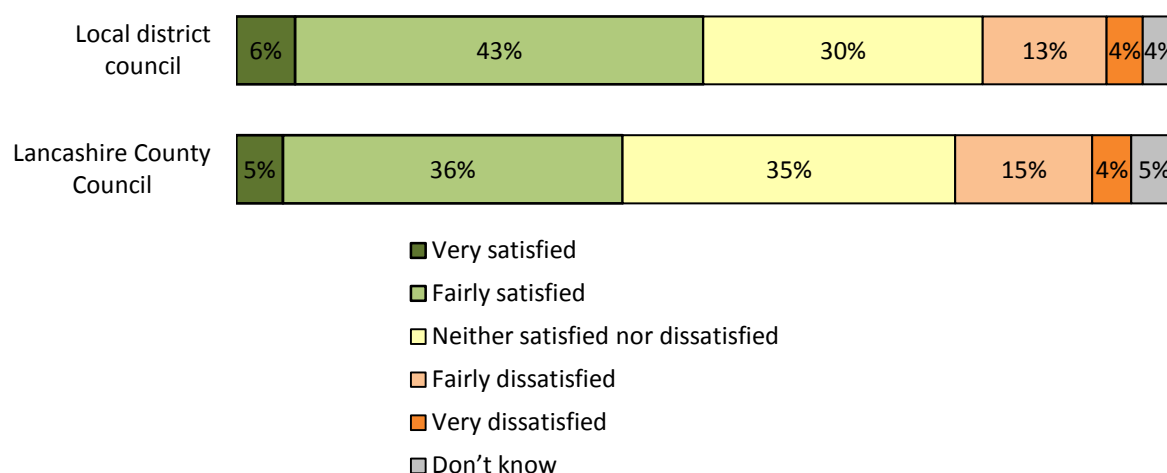
Chart 13 - To what extent do you agree or disagree with the following statements about Lancashire County Council?



Base: all respondents (unweighted 1,230, weighted 862)

Half of respondents (50%) are satisfied with the way their local district council runs things and two-fifths (41%) are satisfied with the way Lancashire County Council runs things. Around a fifth of respondents are dissatisfied with how their local district council runs things (17%) and how the county council runs things (19%).

Chart 14 - And now taking everything into account, how satisfied or dissatisfied are you with the way your local district council and Lancashire County Council run things?



Base: all respondents (unweighted 1,251, weighted 865)

Respondents aged 60 and over are more likely to be satisfied with both their local district council (61%) and Lancashire County Council (51%).

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.

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