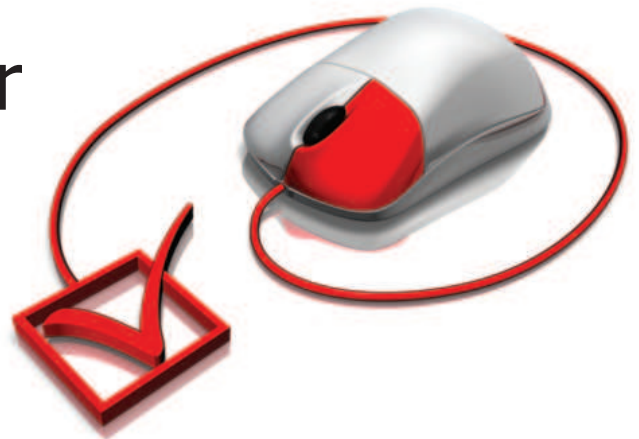


Winter 2014
Your views matter



Living in Lancashire

Thank you for continuing to give us your views to help us make a difference. In this issue we'll tell you about what we found out in the last survey as well as outlining some of the actions we are already taking based on your views.

Views on your local area

In the last survey we asked you what you think about your local area. Around two-thirds of you think that your local area is a place where people from different backgrounds get on well

together. Four-fifths of you feel strongly that you belong to your immediate neighbourhood, and around three-quarters of you feel strongly that you belong to Lancashire.

You told us that the most important things in making somewhere a good place to live are the level of crime, health services, clean streets, affordable decent housing and education provision.

Fostering

We also asked you a number of questions on fostering campaigns.

Nearly three-fifths of you said that you had heard or seen a fostering campaign in the last 12 months, with over a fifth of you hearing or seeing Lancashire County Council's campaign. Those of you who had seen a fostering campaign from us were most likely to have seen it on television or in a newspaper, or heard it on the radio.

Internet use

We recently asked you about using the internet, and more than four-fifths of you have used the internet in the past. Those of you who regularly use the internet at home mainly use it for work purposes, for general browsing, finding information about goods and services and for online shopping. We hope to repeat questions on this topic in 2014 to understand what, if anything, has changed.

This information will contribute to our work to make the internet accessible, affordable and safe. Our aim is for the internet to be used to improve employability, skills and life chances and to be used to enhance peoples' wellbeing.

The Superfast Lancashire Programme is bringing fast fibre broadband to homes and businesses. For more information on this, go to www.superfastlancashire.com/home.

Environment Directorate services

We also recently asked you about Environment Directorate services to understand who, why and how members of the public make contact with our services. Your answers have shown us that the directorate needs to be proactive in increasing awareness of its services in our most deprived neighbourhoods. You also helped us to better understand your communication preferences.

A communications strategy is now under development that will focus on specific community organisations and residents associations in our most deprived neighbourhoods. This will enable the directorate to work with local people to improve their local environment.

We're always pleased to hear from our members. You can contact us in any of the following ways.

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