

Lancashire 2000 Baseline Survey

Research Study Conducted for
Lancashire County Council



MORI

Fieldwork September - December 2000

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Introduction

Background and Objectives

This volume contains the findings of research conducted by the MORI Local Government Unit on behalf of Lancashire County Council.

This county-wide survey is the first of its kind to be conducted in Lancashire. Specific issues covered include:

- satisfaction with the local area as a place to live
- satisfaction with the County Council
- image of the County Council
- usage of, and satisfaction with, local services
- local transport
- corporate priorities
- County Council communications
- experience of contacting the County Council
- local democracy
- the County Council Budget

This representative survey of Lancashire residents is intended to provide robust baseline information on residents' attitudes towards living in Lancashire which can be used for on-going monitoring.

Methodology

MORI carried out 2,493 interviews with Lancashire residents (aged 18+) in 192 randomly selected enumeration districts (EDs) across the County. Within each ED, quotas were set using 1991 Census data to reflect the population profile of that neighbourhood.

The data are weighted by sex, age, working status, ethnicity and area.

All interviews were carried out face-to-face in respondents' homes between 9 September and 13 December 2000.

Presentation and Interpretation of Data

It should be remembered at all times that a sample and not the entire population of Lancashire residents has been interviewed. In consequence, all results are subject to sampling tolerances, which means that not all differences are statistically significant.

Where percentages do not sum to 100, this may be due to computer rounding, the exclusion of "don't know" categories, or multiple answers. Throughout the volume an asterisk (*) denotes any value of less than half a per cent.

In the computer tables, 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. In the case of a "net satisfaction" figure, this represents 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.

Understanding the Profile of Lancashire

This report makes reference to how people's views differ across the various areas of the County. When making these comparisons it is important to bear in mind the profile of the population being considered.

Within Lancashire, there are some differences by district. Fylde and Wyre have older populations, and Preston has more younger residents. The area with the highest proportion of ABs is Ribble Valley, while Burnley has more DEs.

	Age				Social Class			
	18-24 %	25-34 %	35-54 %	55+ %	AB %	C1 %	C2 %	DE %
Burnley	13	19	33	34	12	19	32	37
Chorley	13	19	37	30	23	24	29	25
Fylde	10	15	31	44	25	29	23	23
Hyndburn	13	19	33	34	14	19	34	33
Lancaster	12	17	31	39	15	25	30	30
Pendle	13	18	34	35	14	18	36	33
Preston	15	20	31	34	16	23	26	36
Ribble Valley	12	16	36	36	27	22	32	19
Rosendale	13	19	35	33	19	21	35	25
South Ribble	13	20	36	31	20	25	29	26
West Lancs.	14	18	36	32	20	24	30	27
Wyre	10	15	31	43	17	25	31	27

Comparisons with Other Authorities

Where appropriate, the report includes comparisons between Lancashire's results and those of other authorities (taken from the MORI Local Government database). These findings are intended to provide context to the results; they should not be seen as 'league tables'. The data is MORI copyright and should not be released to a third party without MORI's written approval.

Publication of the Data

As with all our studies, findings from this survey are subject to our standard Terms and Conditions of Contract. Any press release or publication of the findings of this survey requires the advance approval of MORI. Such approval will only be refused on the grounds of inaccuracy or misrepresentation.

Summary of Findings

Most people are satisfied with Lancashire as a place to live

Over eight in ten residents say they are satisfied with their local areas as a place to live; some 39% are **very** satisfied. While these results are positive, they are slightly lower than in other counties MORI has surveyed. Views also vary considerably by District Council area, reminding us of the diversity of the County.

Ribble Valley residents are most satisfied with their area, while those living in towns such as Preston and Burnley are least satisfied with the area as a place to live.

Residents prioritise improving facilities for young people and reducing crime levels as key – again consistent with much of the rest of Britain. Reflecting these findings, tackling crime and disorder emerges strongly as the top priority for the County Council. This is consistent with national surveys. There is a strong feeling that this is best achieved through consulting citizens individually and working in a joined-up manner with other organisations. Other common issues of concern are traffic levels, public transport, and street cleaning. In thinking about communications with residents, it will important to make sure people are aware of what the County Council and partners are doing already on these issues – as well as what is planned for the future.

Core County Council Services are well regarded by residents

Satisfaction scores for Lancashire County Council compare well to those recorded in similar authorities; in some cases exceptionally well.

Key areas of strength are:

- education services (primary, secondary and adult education);
- libraries;
- street lighting; and
- recycling facilities.

Areas where Lancashire compares less strongly are:

- road maintenance (although this is anyway one of the worst regarded local services in Britain)
- facilities for young people

Customer Care emerges as a real strength for Lancashire County Council. Front-line staff deserve praise for their hard work

Two-fifths of residents contact Lancashire County Council over the course of 12 months: as elsewhere, most use the telephone. Results for customer care ratings such as helpfulness of staff and efficiency of staff in dealing with the caller's request are some of the highest MORI has ever seen.

Looking at how the County Council can improve further on these scores, and reflecting preferences for contact, residents choose a single telephone for the authority as the most effective means of improving communications. There is clear demand for longer opening hours – as nationally – especially among younger people.

Despite excellent ratings on many services, views of the County Council itself are weak

While satisfaction with individual core services is high, the Authority does not enjoy a strong corporate image overall; although 58% are satisfied with the County Council, one in five are dissatisfied (18%) this is a much weaker performance than its ratings for services. While this contrast – often between positive ratings of services and weak perceptions of the institution providing them - is not uncommon in local government, it is more extreme in Lancashire than in any other county MORI has previously surveyed.

Compared to other authorities studied by MORI, Lancashire County Council as an organisation records below average scores for the perceived quality of the services it provides and representing good value for money, and above average scores for appearing remote and impersonal. Because of this, a focus on better communications to explain what it is doing, and is providing, are vital.

Improving communications are essential in raising and improving the profile of the authority and getting better recognition for good services

Lancashire County Council's score for keeping residents informed about its work is among the lowest recorded by a County Council in recent years, reflecting a focus on service delivery rather than communications. Most people do not feel

the Council keeps them informed about the services and benefits it provides. As nationally, residents want to hear from the Council directly, through newspapers and home-delivered leaflets as the main media. At present the internet is only beginning to emerge as a viable communications platform to reach younger people in the area.

The growth of digital television and the internet have important implications for the County. Internet access (at home, work, or place of study) in Lancashire, as measured in this survey, stands at 29%. While penetration is as high as 38% among residents younger than 44 years of age, this figure falls to 8% among those aged 65 and over. Internet penetration in Lancashire lags behind the national picture, in which 39% say they can access the world wide web at home, work or elsewhere.

As nationally, interest in using the internet and digital television to access information and services is strongest among younger sections of the community. Will this age ceiling start to disappear with higher levels of access? Among those who currently have internet access, acceptance appears to be growing strongly: Two-thirds (65%) say they would be interested in using the internet in this way.

Few residents are aware of the Government's political management reforms: they do want to see more evidence of councillors listening to residents

As in every area that MORI has examined governance issues, Lancashire residents want Councillors to forge stronger links between local communities and the County Council. As nationally, local residents' top priorities for County Councillors are seen as:

- listening to local communities;
- dealing with complaints and problems; and
- working with communities to improve services

There is also a call for the County Council to change its current decision making processes to build in more transparency, clearer lines of accountability and speed in decision making.

People do not hold hard-and-fast opinions on the various aspects of the proposed Leader and Cabinet model; they both agree that it will make it easier to understand who takes decisions, and also that it will make the County Council more confusing. They are evenly divided over whether or not it will improve the authority. These results highlight low awareness of the issues or the authorities' own model. It will be important to be sensitive to this as consultation on which model to adopt continues.

Budget Setting

The balance of opinion is to keep the Council Tax increase at 5%. A significant minority wants an increase less than 5%, which would mean a reduction in some services. A significant minority chooses to increase council tax by more than 5%. If doing so meant that more money would be available to spend on services, this group choose to push more money towards services which are seen to impact most on areas of concern, these being crime prevention, services for young people and education.

Recommendations

As the first year of Best Value comes to a close, Lancashire County Council stands in a strong position. Results from this survey often add a positive service user dimension to performance management data on the core services provided by the authority. In order to monitor progress, it will be important to closely monitor changes to service satisfaction with those service areas taking part in the first tranche of Best Value Service Reviews.

MORI suggests the following actions, based on the survey results:-

- Celebrate your successes – many of the results for service delivery and customer care are among the best in class. Staff need to be told how well they are doing – there is clearly strong commitment to the authority, and this is a good news story for everyone at the authority. The forthcoming press conference will help ensure local media are aware of Lancashire’s strong performance, but it will be important to share these results with a range of opinion formers inside and outside the region.
- Use the results to help inform community planning and the content of communications – residents want to know what the County and partners are doing to reduce crime, improve facilities for young people and improve public transport. The survey highlights how views vary across the County, providing detailed results on area differences. To get Best Value from the survey it will be vital to take these findings forward and share them with partner organisations and Districts, as is already being planned.
- Invest in getting more information to residents’ homes; residents want more information from the County Council and, compared to strong performances on service delivery, poor communications are responsible for the low profile of the authority and its weak image. MORI suggests the County push ahead with a home-delivered newsletter on at least a quarterly basis for all residents, alongside a single combined BVPP/Community Plan/A-Z of services on an annual basis. It is clear that both internal and external communications need an overhaul.
- Tell residents how the authority is listening to them – to respond to views that Members need to listen more to communities. Telling residents **how** the authority is responding to issues raised in this survey will be important in countering local government’s strongest image attribute: that it never listens to the public.

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Checked & Approved:

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Ben Page

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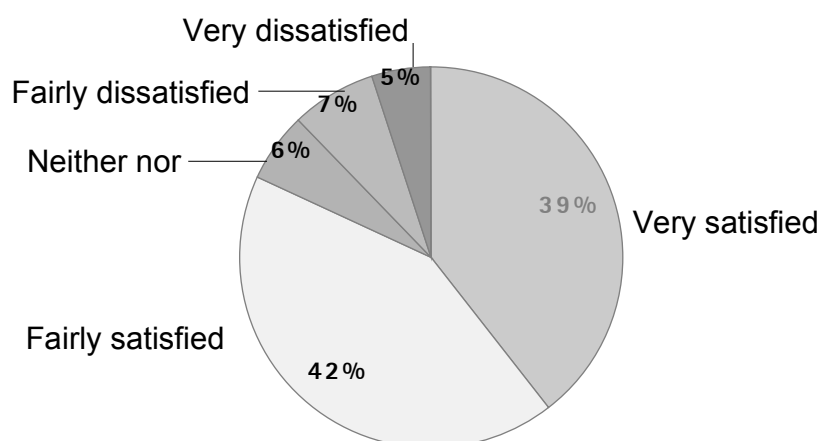
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Andrew Collinge

Section A: Quality of Life

Perceptions surrounding quality of life vary widely by District Council area

The majority of residents are happy to be living in Lancashire. Overall, four out of five (81%) are satisfied with their area as a place to live, including almost half who are *very* satisfied (39%).

Q Thinking about this area, on the whole, how satisfied or dissatisfied are you with it as a place to live?



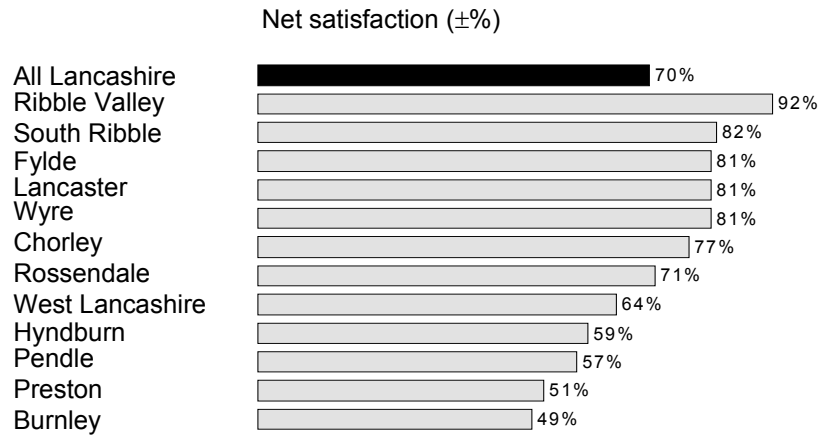
Base: 2,493 Lancashire residents, aged 18+, interviewed 9 Sept - 7 Dec 2000

Source: MORI

Residents of **Ribble Valley** are the most satisfied with their area (95% satisfied), while those living in **Burnley**, **Preston** and **Pendle** are the least likely to be content (70%, 73% and 74% satisfied respectively).

Overall satisfaction is equally high among male and female residents and among different age groups, although older residents are more likely to be *very* satisfied with their area (48% of residents aged 65+ against 26% aged 18-24).

Q Thinking about this area, on the whole, how satisfied or dissatisfied are you with it as a place to live?



Base: 2,493 Lancashire residents, aged 18+, interviewed 9 Sept - 7 Dec 2000

Source: MORI

Despite this level of happiness with the area, in the context of comparable authorities Lancashire has one of the lower ratings, although it is higher than overall satisfaction in the neighbouring Blackburn with Darwen Unitary Authority.

Satisfaction with Area - Comparisons

Q *Thinking about this area, on the whole, how satisfied or dissatisfied are you with it as a place to live?*

		Satisfied %	Dissatisfied %	Net satisfied ±%
<i>Base: All</i>				
Comparisons				
Devon	1998	93	3	+90
Suffolk	1999	91	5	+86
West Sussex	1999	91	5	+86
BV pilots: CCs	1998	90	5	+85
Staffordshire	1999	90	6	+84
Surrey	1998	90	6	+84
Cornwall	1999	89	6	+83
Dorset	2000	90	7	+83
Oxfordshire	2000	88	7	+82
Derbyshire	1999	88	7	+81
Hertfordshire	1999	87	7	+80
Bedfordshire	1998	86	8	+78
Trafford	1998	86	9	+77
Hampshire	1999	86	11	+75
Stockton-on-Tees	1998	84	10	+74
Lancashire	2000	81	12	+70
Blackburn with Darwen	1998	77	17	+61
Unitary Authority (1)				
Oldham	1998	74	17	+57
Manchester	1998	71	21	+50

Source: MORI

Wording:

(1) ... with this neighbourhood as a place to live

Positive Aspects of Life in Lancashire

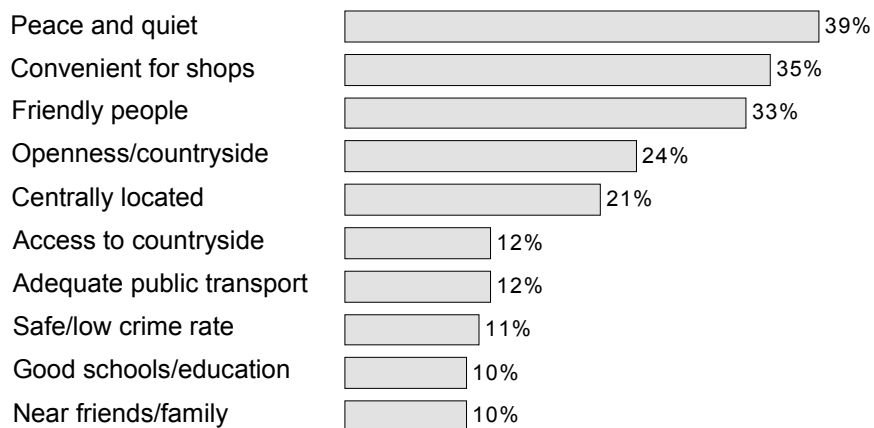
Lancashire residents give a variety of reasons why they are happy to be living in the County, and very few say that there are ‘no good things’ about the area (3%).

Peace and quiet, convenience for the shops, and friendly people are the most frequently mentioned factors across all age groups.

Older residents (aged 65 or over) are the most likely to cite friendly people or neighbours as a good thing about the area, but the under 25s are the most likely to mention proximity to their family and friends as a positive factor, indicating that the local community is important to young and old alike. Younger people are also less inclined to see the countryside or greenery as a positive aspect of living in their area, and are more likely than older residents to rate leisure and recreation facilities highly.

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

TOP MENTIONS



Base: 2,493 Lancashire residents, aged 18+, interviewed 9 Sept - 7 Dec 2000

Source: MORI

Residents across the County emphasise the peace and quiet, convenience for the shops, and friendly people as positive aspects of their area. In some areas, residents are particularly likely to emphasise these factors:

Peace and quiet is most frequently mentioned by the residents of Rossendale and Chorley, where more than half see it as a good thing about living in the area.

Convenience for the shops is the most commonly cited factor by residents in Preston, Wyre and Burnley.

Friendly people are mentioned most by people in Ribble Valley, Rossendale, Chorley and Fylde.

In some areas there are other aspects about which residents are particularly positive:

Residents of Chorley, Rossendale and Pendle rate the **countryside or greenery** among the top three good things about living in their area.

Residents of Ribble Valley rate **access to the countryside** as one of the best things about their area, whilst **access to other places** is frequently mentioned as a positive factor in Lancaster, Fylde, Preston and Chorley.

The standard of **public transport** is most highly regarded in Preston, where it is mentioned by almost one in five residents (18%).

A **low crime rate** is considered a positive factor about the area by one in five residents in Rossendale (22%), but only very few in Burnley, Preston or Hyndburn (2%, 4% and 6% respectively).

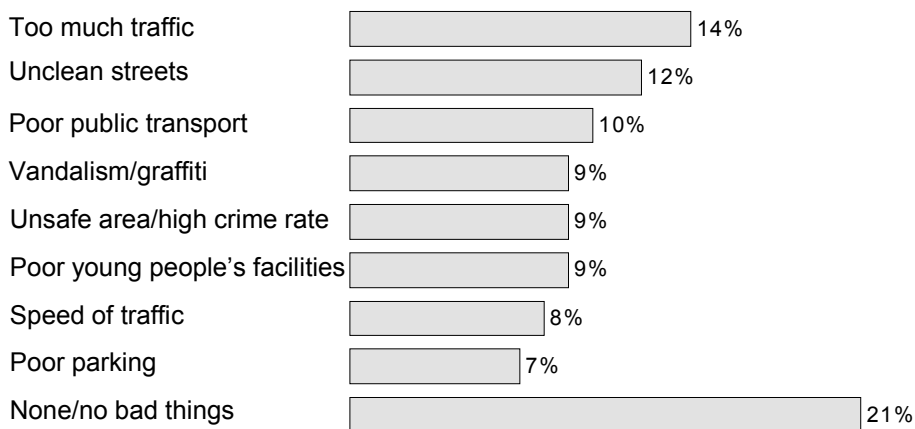
Negative Aspects about Life in Lancashire

No single aspect emerged across the county as the one particularly negative factor, and one in five residents says that there are ‘no bad things’ about living in the area (21%). Residents in South Ribble, Wyre and Fylde are the most likely to say that there are ‘no bad things’ about their area (31%, 30% and 29% respectively).

The most frequently mentioned ‘bad things’ overall are the **volume of traffic**, **unclean streets** and **poor public transport**.

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

TOP MENTIONS



Base: 2,493 Lancashire residents, aged 18+, interviewed 9 Sept - 7 Dec 2000

Source: MORI

Traffic and roads are a concern across the county, but residents in different areas emphasise different aspect of this. The *volume* of traffic is the major concern for residents in Lancaster, cited by 24%, and is also seen as a problem in Preston and in West Lancashire. The *speed* of traffic is more frequently mentioned by residents of Ribble Valley, whilst residents in Rossendale are the most concerned with the poor *condition of roads*, something highlighted in the survey for the Highways Best Value Review.

Poor **public transport** is most frequently mentioned as a negative aspect of living in Chorley and in Rossendale, but there is less concern about the quality of public transport among residents in Preston and Burnley than elsewhere in the County.

Crime is the top issue for residents of Burnley and Preston (30% and 22% respectively), but barely registers in other areas of Lancashire such as Ribble Valley and Fylde.

Unclean streets are seen as a problem for residents in Preston, Pendle and Burnley, whilst vandalism and graffiti are of most concern in Hyndburn and Preston.

Facilities for young people are considered particularly poor by residents in West Lancashire, Chorley and Hyndburn, and as we would expect, younger people themselves are more likely to mention this than older residents.

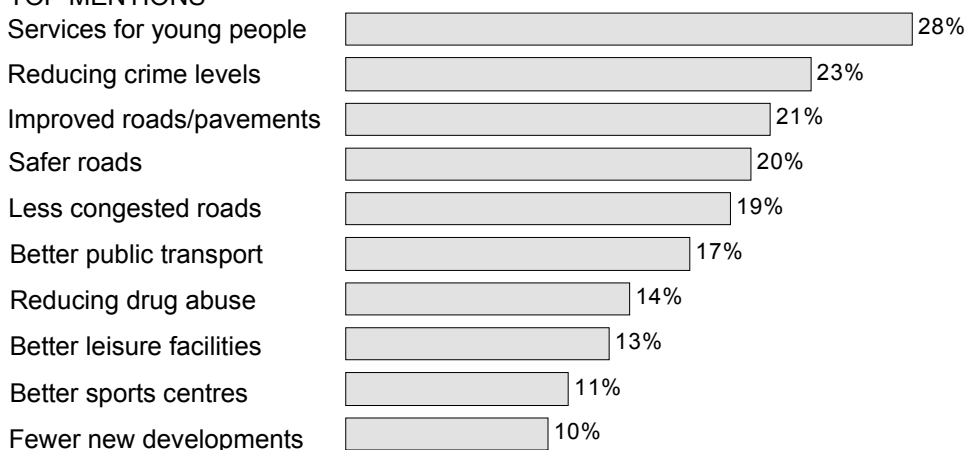
Other factors of particular concern to residents in specific areas of Lancashire include inconvenience for the shops in Rossendale, and poor leisure or recreation facilities in West Lancashire (both 15%).

Residents' Priorities for improving Quality of Life

When presented with a list of possible changes to their local area, the most commonly cited factor for improving residents' quality of life is improving **services for young people** (e.g. youth clubs). Other important aspects are reducing **crime levels**, improving **roads and pavements**, and **safer roads**. These correspond with the 'bad things' about the area mentioned at the previous question.

Q Looking at this list of possible changes to the area, which three or four, if any, do you think would be most important for improving your own quality of life?

TOP MENTIONS



Base: 2,493 Lancashire residents, aged 18+, interviewed 9 Sept - 7 Dec 2000

Source: MORI

Again, priorities differ across different areas of the County:

Better **services for young people** are thought to be important throughout Lancashire, but particularly so for residents in West Lancashire, Hyndburn and Chorley.

For residents of Burnley and Preston, their primary concern is reducing the **level of crime**, and residents in these areas are also the most likely to mention reducing drug abuse.

Better **road and pavement maintenance** is considered the most important factor for improving the quality of life of residents in Rossendale, Wyre and in Fylde, but it is of relatively less concern in other regions. **Safer roads** are rated as important fairly consistently across the County, but are a priority for residents of Ribble Valley.

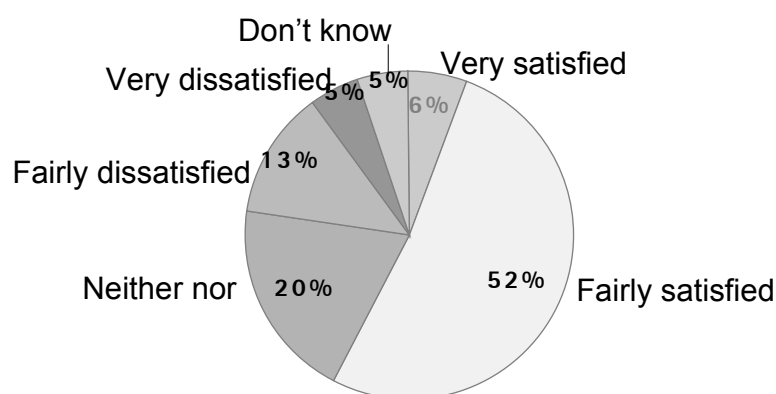
In Lancaster and West Lancashire, residents want to see less congested roads. Better public transport is among the top three mentions for residents in Rossendale, Chorley and Ribble Valley. In West Lancashire, better leisure facilities are seen as a priority for improving residents' quality of life.

There are also age differences in terms of the changes that Lancashire residents would like to see in their area. Younger people (aged 18 to 24) are more likely to mention improving sports and leisure facilities and services for young people, whereas for older residents (aged 65 or over) the primary concern is road and pavement maintenance.

Section B: Satisfaction with the County Council

More than half of residents are satisfied with Lancashire County Council, with 6% saying they are 'very satisfied' with the Council.

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



Base: 2,493 Lancashire residents, aged 18+, interviewed 9 Sept - 7 Dec 2000

Source: MORI

Overall satisfaction is fairly consistent across different age groups, although as is common, older residents (aged 65 or over) are more likely to say that they are *very* satisfied with Lancashire County Council. Perhaps surprisingly, older people are also more likely to express *dissatisfaction* with the Council.

Residents in Ribble Valley are the most satisfied with the Council (70% vs 58% overall), and residents in Pendle the *least* satisfied. In interpreting these differences we need to bear in mind that awareness of what the County Council delivers is low.

Those who feel informed about the Council and its services are more likely to have higher satisfaction levels than those who feel uninformed (76% vs 50% satisfied). One in four do not express a view; the County's image is not strong (see section on communications below).

	Satisfied	Dissatisfied	Net satisfied
	%	%	±%
Total	58	18	+40
Age			
18-24	60	13	+47
25-44	57	17	+39
45-64	58	19	+39
65+	58	21	+37
District			
Burnley	53	23	+31
Chorley	64	14	+50
Fylde	60	20	+40
Hyndburn	51	20	+31
Lancaster	51	21	+30
Pendle	44	20	+24
Preston	61	22	+39
Ribble Valley	70	8	+62
Rossendale	50	26	+25
South Ribble	55	14	+40
West Lancs.	65	14	+51
Wyre	67	13	+54
Information			
Informed	76	7	+69
Not informed	50	23	+27

Base: All residents (2,493)

Source: MORI

Satisfaction with the Council – Comparisons

Q How satisfied or dissatisfied are you with the way the Council is running ... ?				
		Satisfied	Dissatisfied	Net
		%	%	satisfied
				±%
<i>Base: All</i>				
Comparisons				
Buckinghamshire	1999	68	11	+57
Dorset	2000	67	14	+53
Staffordshire	1999	66	13	+53
Surrey	1998	63	12	+51
West Sussex	1999	62	12	+50
Oxfordshire	2000	61	13	+48
Hertfordshire	1999	61	13	+47
Cornwall (1)	1999	63	17	+46
Derbyshire	1999	63	16	+46
Tameside	2000	64	18	+46
Northamptonshire	1999	61	18	+43
Nottinghamshire	1998	55	13	+42
Lancashire (2)	2000	58	18	+40
Bedfordshire	1998	50	13	+38
County Durham (3)	1999	52	14	+38
BV pilots: CCs	1998	57	23	+34
Manchester	1998	46	30	+15
Oldham	1998	47	33	+14

Source: MORI

Wording:

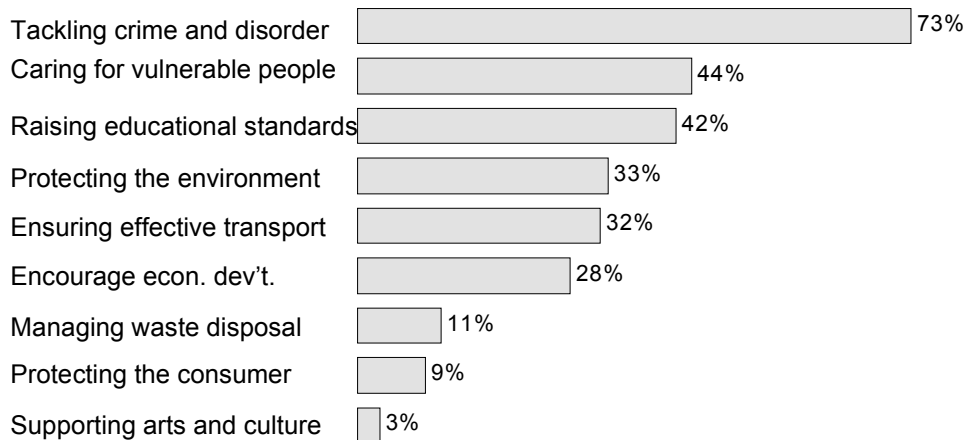
- (1) ...provides its services
- (2) ...with ... Council
- (3) ...is doing its job

Section C: Objectives for the County Council

Residents believe that the key objective for Lancashire County Council should be to tackle crime and disorder. This is entirely consistent with national surveys. Nearly three quarters of residents see this as a priority (73%). Other important objectives for residents are caring for vulnerable people and raising educational standards.

Q From this list, which three of these things do you think are the most important for LCC to achieve?

TOP MENTIONS



Base: 2,493 Lancashire residents, aged 18+, interviewed 9 Sept - 7 Dec 2000

Source: MORI

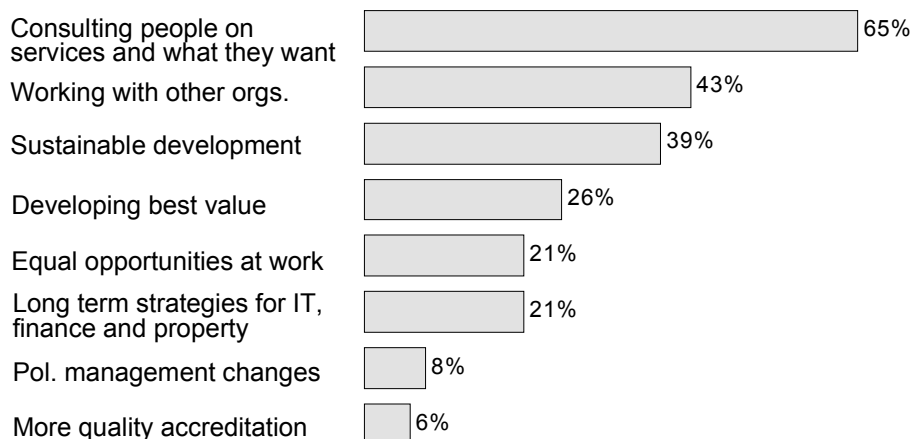
Tackling crime and disorder is the top mention in all regions of the County, and across all age groups, although residents in Burnley, Hyndburn and Chorley are particularly keen for the Council to tackle crime. In Lancaster and West Lancashire, ensuring effective transport is among the residents' top three priorities for the Council.

Younger residents are more likely to emphasise the need to raise educational standards, whereas older residents stress the Council's responsibility to care for vulnerable people.

How can Lancashire County Council do to help?

The majority of residents (65%) say that the most important thing for Lancashire County Council to do in order to achieve its objectives is to consult people on what they want and on how well services are being delivered. Also important are working in partnership with other organisations (43%) and working to the principles of sustainable development (39%). Gaining more quality accreditation, and introducing new arrangements for political management, are seen as relatively less important. On this issue, results are consistent with other parts of the UK, in MORI's experience.

Q From this list, could you tell me which three activities you think are most important for LCC to do?



Base: 2,493 Lancashire residents, aged 18+, interviewed 9 Sept - 7 Dec 2000

Source: MORI

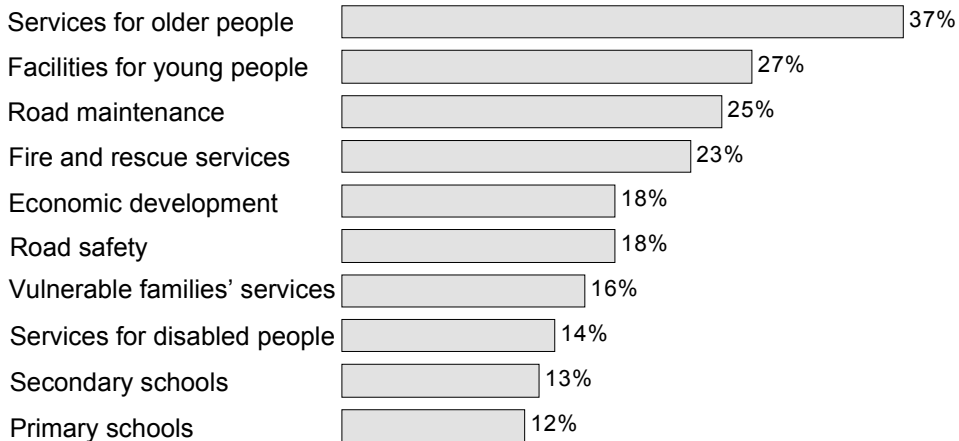
These priorities are reflected across the age range and the different regions of Lancashire. However, younger people and women are particularly likely to see the development of equal opportunities in the workplace as a priority – 37% of residents aged 18 to 24 say this is important, against 21% overall.

Section D: Priority Services

Residents consider the *most* important service priorities for the Council to be **services for older people** (37%), **facilities for young people** (27%) and **road maintenance** (25%). How does spending compare?

Q Which three or four of the services on this list do you think are most important for people in this area?

TOP MENTIONS



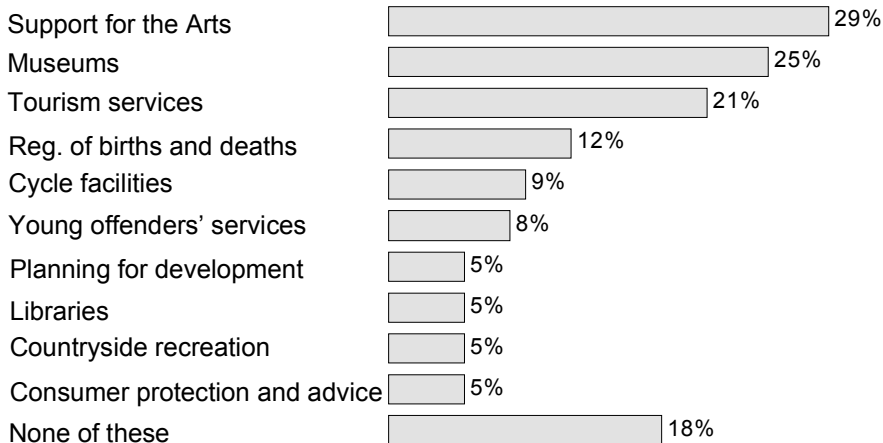
Base: 2,493 Lancashire residents, aged 18+, interviewed 9 Sept - 7 Dec 2000

Source: MORI

In contrast, the *least* important from a list of Council services are thought to be **support for the arts** (29%), **museums** (25%) and **tourism services** (21%). This pattern of response is typical in our experience.

Q And which three or four are the least important for people in this area?

TOP MENTIONS



Base: 2,493 Lancashire residents, aged 18+, interviewed 9 Sept - 7 Dec 2000

Source: MORI

Older people themselves (aged 65 or over) are the most likely to see services for older people as important (45%), and they are relatively less concerned about facilities for young people (16% mention these). Older residents are also more likely to see services for the disabled and libraries as priorities (more use each of

these). Young people aged under 25 are the most likely to see adult education as important, and services for people with learning difficulties (both 12%).

There are also regional differences within Lancashire. In West Lancashire and in Preston, facilities for *young* people are seen as a higher priority than services for older people. In Lancaster, one in five residents sees primary education as one of the most important services (20% vs 12% overall), and in Ribble Valley 28% of residents say that secondary education is a priority, a figure which is more than double that for the County as a whole (13%). Residents in Burnley and Chorley show the greatest concern for street lighting (15% and 14% mention this).

In terms of services that are seen as the *least* important, residents in Chorley and in Preston are the most likely to see museums and support for the arts as unimportant, which may reflect their relatively younger populations.

Section E: Satisfaction with Services

Some services are of benefit to all residents and examples of these **universal services** would include street lighting and economic development. Other services are only of benefit to people who use the service, for example primary schools or trading standards.

Universal services

More than three quarters of residents say that they are at least 'fairly satisfied' with street lighting whereas there is less satisfaction with **traffic calming measures** and **road and pavement maintenance**. This is not unusual in our experience.

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

	Satisfied %	Dissatisfied %	Net satisfied ±
Street lighting	77	17	+59
Traffic management	54	27	+27
Trading standards	26	3	+23
Local road system	48	26	+22
Road safety	46	37	+9
Economic development and job creation	19	17	+2
Road maintenance and repairs	42	44	-2
Pavement maintenance	42	46	-5
Traffic calming measures	34	42	-8

Base: All residents (2,493)

Source: MORI

Other services

Among service users, there is highest overall satisfaction with **museums** and **libraries**, a typical result. Most impressively, the County's **primary schools** are particularly well regarded, with nine out of ten users at least 'fairly satisfied'. Adult education and secondary schools are also rated highly by those who use them (87% and 85% satisfied respectively). Other services recording high satisfaction levels include household waste disposal sites, registration of births, deaths and marriages, and tourism services.

The least satisfactory service among users is the provision of **facilities for young people**, with more than one in three saying they are dissatisfied.

Thinking about *all* the services provided by Lancashire County Council, the majority of residents (59%) think that these services have stayed about the same over the past two years. Slightly more residents think that the services have got better than think that they have got worse (15% vs 13%).

Q How satisfied or dissatisfied are you with the way each of these services is provided in your local area?			
	Satisfied	Dissatisfied	Net satisfied
	%	%	±
Museums	91	3	+88
Libraries	92	6	+86
Primary schools	91	5	+85
Household waste disposal sites	89	7	+82
Registration of births, deaths and marriages	86	6	+81
Tourism services	85	6	+80
Adult education	87	8	+79
County Information Centres	83	5	+79
Local taxis	86	8	+78
Secondary schools	85	9	+77
Pre-school facilities	86	12	+74
Countryside recreation	83	9	+73
Welfare rights	82	9	+73
Recycling facilities	84	12	+72
Footpaths, bridleways and rights of way	78	12	+66
Services for older people	73	17	+56
Support for the arts	72	17	+55
Local train services	70	21	+49
Support for children with special needs*	71	23	+48
Local bus services	69	25	+44
County analysts service*	55	14	+40
Services for disabled people	62	23	+39
Services for people with learning difficulties*	67	28	+39
Services for young offenders*	61	24	+36
Support for local businesses*	57	27	+30
Youth service*	50	23	+27
Services for people with mental health problems*	57	32	+25
Cycle facilities (e.g. cycle paths)	57	33	+24
Planning services	49	32	+17
Services for vulnerable children and families*	48	32	+16
Facilities for young people	48	36	+12

Base: All users
*: n<100

Source: MORI

Comparisons

In the context of MORI's comparative data, Lancashire has **high or above average satisfaction scores** for each of these:

- Libraries
- Museums
- Services for older people
- Nursery schools
- Primary schools
- Adult education
- Recycling
- Local bus services

Those services where Lancashire is **about average** are:

- Services for the disabled
- Street lighting
- Pavement maintenance
- Traffic management
- Countryside recreation
- Planning services

An area where Lancashire is **below average** compared with similar authorities is:

- Road maintenance

Section F: Service Improvement Priorities

The chart below plots satisfaction with services against the importance given to that service area 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 poorly rated. It is impressive, however, that *no* services are below the line.

Those services which are priorities for improvement are: **services for young people, road safety** and **services for vulnerable children and families**. These are of high importance to residents but have low satisfaction levels. **Services for older people** are seen as the most important among residents, but are actually currently better regarded than the other priority areas.

Section G: Which services are used most?

In a year, around two thirds of residents in Lancashire use **libraries** (65%), and three in five use household **waste disposal sites**. Local **bus services** and **taxis** are also heavily used, and around half of residents use **recycling facilities**.

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

	% Using the service
Libraries	65
Household waste disposal sites	60
Local bus services	58
Local taxis	55
Recycling facilities	51
Footpaths, bridleways and rights of way	46
Countryside recreation	42
Local train services	34
Primary schools	24
Cycle facilities	22
Secondary schools	19
Museums	19
Adult education	17
Pre-school facilities or nursery schools	14
Registration of births, deaths and marriages	14
Tourism services	13
Facilities for young people	11
Support for the arts	9
County Information Centres	9
Services for older people	8
Welfare rights	8
Services and facilities for disabled people	5
Support for children with special needs	4
Trading standards	4
Planning services	4
Services for people with mental health problems	3
Services for people with learning difficulties	3
Economic development and job creation	3
Support for local businesses	3
Youth service	2
Services for vulnerable families and children	1
Services for young offenders	*
County Analysts service	*
Base: all residents (2,493)	<i>Source: MORI</i>

There is less use of more specific service areas: **services for young offenders** and the **County Analysts service** are used by less than half of one per cent of residents, and only 1% reported using **services for vulnerable families and children**.

As is common, ABs (middle class professionals) report heavier usage of Council services than DEs (unskilled workers or those on benefits). They are particularly more likely to use leisure and cultural services and some environmental services.

Specific service areas where ABs are heavier users:

Education	Adult education
Leisure and Cultural	Libraries, museums, support for the arts, facilities for young people
Environmental	Cycle facilities, countryside recreation, footpaths, bridleways and rights of way, household waste disposal sites, recycling facilities
Transport	Local train services, local taxis
Other	Planning services, County Information Centres, tourism services

Section H: Social Services

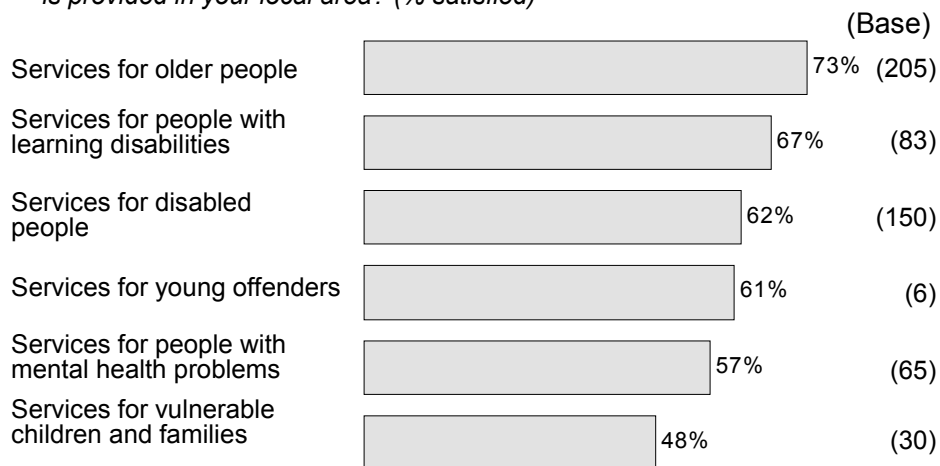
Introduction

This section looks at satisfaction with Social 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. Services for people with mental health problems, for people with learning difficulties, for vulnerable children and families and for young offenders all have a small number of users. To this extent satisfaction scores must be interpreted with caution.

Overview

Lancashire's services for older people and for people with learning difficulties are highly rated, whilst services for vulnerable children and families show the most room for improvement. Services for disabled people are just above average in comparison with other similar authorities, with two-thirds of users satisfied, and services for people with mental health problems are slightly less well regarded.

Q And how satisfied or dissatisfied are you with the way each of these services is provided in your local area? (% satisfied)



Base: all users of each service

Source: MORI

Overall, around half the users of social services say that the services they use have 'stayed the same' over the last two years or so (47%), with similar numbers saying that they have 'got better' (15%) as 'got worse' (17%).

Services for Older People

Satisfaction levels among users are high, with almost three quarters satisfied (73%), and three in ten users *very* satisfied. Comparisons with other authorities show Lancashire to be above average in terms of satisfaction with services for older people.

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

	Year	Satisfied %	Dissatisfied %	Net satisfied ±%
<i>Base: Users</i>				
Comparisons				
Sunderland (2)	1999	84	8	+76
Oxfordshire (1)	2000	80	9	+71
Suffolk (1)	1999	79	12	+67
Hampshire (1)	1999	74	12	+62
Cornwall (1)	1999	74	16	+58
Lancashire	2000	73	17	+56
Staffordshire (3)	1999	72	17	+55
Manchester (1)	1998	71	17	+54
Devon (1)	1998	65	17	+48
Nottinghamshire (1)	1998	65	20	+45
Derbyshire (1)	1999	64	23	+42
Northamptonshire (1)	1999	57	16	+41
Buckinghamshire (1)	1999	65	25	+40
Trafford (1)	1997	63	24	+39
West Sussex (4)	1999	60	22	+37
Bedfordshire (3)	1998	49	18	+30
Surrey (3)	1998	25	9	+16

(NB: Treat with caution. Small sample sizes)

Source: MORI

Wording:

- (1) care for elderly people/care of the elderly
- (2) care of older people
- (3) Services for elderly people
- (4) Council services for elderly people

Services and Facilities for Disabled People

The majority of users of services for disabled people (62%) are satisfied with the services, and one in five is dissatisfied, giving a net satisfaction score of +39 points. Comparing this with other authorities indicates that Lancashire's figure for net satisfaction is relatively good, although small sample sizes denote caution.

Q How satisfied or dissatisfied are you with services for the disabled?				
		Satisfied	Dissatisfied	Net satisfied
		%	%	±%
<i>Base: Users</i>				
Comparisons				
Nottinghamshire	1998	69	15	54
Bedfordshire (4)	1998	61	11	50
Oxfordshire	2000	61	17	44
Lancashire (6)	2000	62	23	39
Staffordshire (3)	1999	60	24	36
Dorset	2000	53	18	35
BV pilots: CCs	1998	41	7	34
West Sussex (5)	1999	54	21	33
Buckinghamshire (1)	1999	55	26	29
Derbyshire	1999	55	29	26
Devon (1)	1998	53	26	26
Trafford (2)	1997	54	30	24
Hampshire	1999	50	24	21
Surrey (5)	1998	19	11	8

Source: MORI

Wording:

- (1) care for people with a physical disability
- (2) home helps/home care services for people with a physical disability
- (3) services and facilities for the disabled
- (4) council services for disabled/mentally ill people
- (5) social services for adults with a disability
- (6) council run services and facilities for disabled people

Services for People with Mental Health Problems and Learning Difficulties

There are only a small number of users of both services for people with mental health problems (65 users) and services for people with learning difficulties (83 users). Among users of mental health services, 57% are satisfied and 32% dissatisfied, whilst services for people with learning difficulties are slightly better regarded among users (67% satisfied and 28% dissatisfied).

Services for Vulnerable Children and Families

One in ten residents is satisfied and 6% are dissatisfied with services for vulnerable families and children. However many residents do not know, with two-thirds of Lancashire residents choosing not to express an opinion on the quality of this service (67%). Again there are only a small number of users of the service (30 users). Among these, 14 people are satisfied, and 10 dissatisfied.

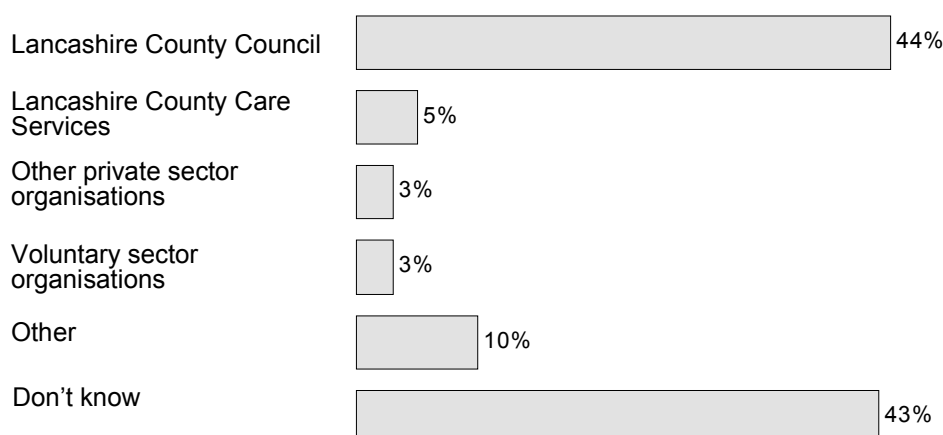
Services for Young Offenders

Among all residents, 5% are satisfied with dealing with young offenders, and 7% are dissatisfied. The majority of residents are not able to comment on this service (72% don't know). Of the 6 users, 4 are satisfied with the services.

Who provides these services?

Less than half of Lancashire residents identify Lancashire County Council as the provider of social services (44%), a further 5% name Lancashire County Care Services: more (43%) say that they do not know who provides the services.

Q Do you know which organisation provides these services?



Base: 2,493 Lancashire residents, aged 18+, interviewed 9 Sept - 7 Dec 2000

Source: MORI

Section I: Education

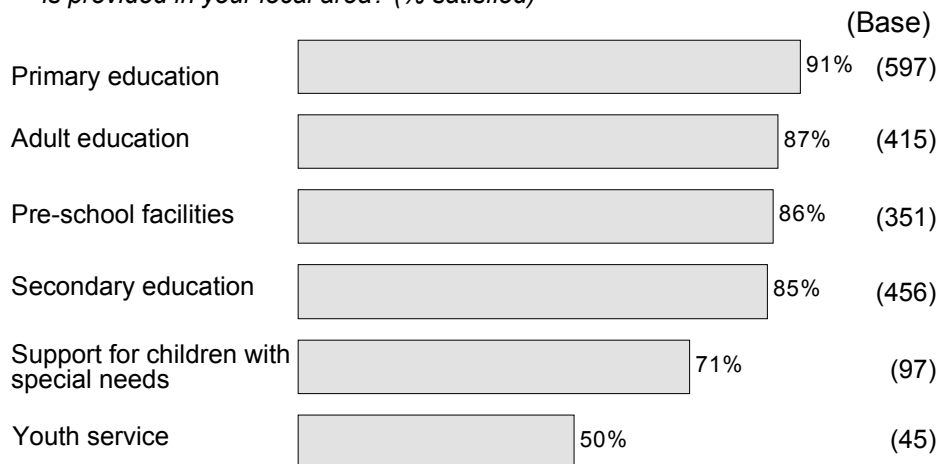
Introduction

This section looks at satisfaction with education services in Lancashire. Satisfaction figures are based on *user perceptions* of the service, 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

Primary education and adult education are particularly well regarded, and residents in Lancashire are more likely to be satisfied with these than in many other similar authorities. As is common, users of secondary education are slightly less satisfied than those using primary education. Very few residents use the youth service, but the opinions of those who do indicate room for improvement. This is not uncommon in our experience.

Q *And how satisfied or dissatisfied are you with the way each of these services is provided in your local area? (% satisfied)*



Base: all users of each service

Source: MORI

Almost one in three users of education services thinks that the services they use have *got better* over the last two years or so, 43% think they have stayed the same, and only 11% think the services have got worse.

Pre-School Facilities or Nursery Schools

The majority of users of nursery schools are satisfied with the service (86%). Only 12% express dissatisfaction, giving a net satisfaction score of +74 points.

In comparison with other authorities, Lancashire's pre-school facilities are very well regarded.

Q How satisfied or dissatisfied are you with nursery schools?				
		Satisfied %	Dissatisfied %	Net satisfied ±%
<i>Base: Users</i>				
Comparisons				
Suffolk	1999	92	3	89
BV pilots: CCs	1998	90	2	88
Bedfordshire	1998	84	7	77
Blackburn with Darwen	1998	84	8	76
Oxfordshire	2000	83	8	75
Lancashire (2)	2000	86	12	74
Cornwall	1999	81	10	71
Nottinghamshire	1998	78	9	69
Buckinghamshire (1)	1999	80	12	68
Northamptonshire	1999	79	14	65
Dorset	2000	75	12	62
Staffordshire	1999	75	15	60
Hampshire	1999	73	14	59
Devon (3)	1998	73	14	58
Surrey	1998	75	19	56
West Sussex	1999	70	16	52
Manchester	1998	67	28	40

Source: MORI

Wording :

- (1) nursery schools and classes
- (2) pre-school facilities or nursery schools
- (3) nursery /pre-schools education

Primary Schools

Around nine out of ten primary school users are satisfied with the service (91%) and only 5% are dissatisfied – giving a net satisfaction score of +85 points. This is very high, as a comparison with other authorities demonstrates. Only one County Council has recorded better satisfaction scores in MORI's recent experience.

Q How satisfied or dissatisfied are you with primary schools?				
		Satisfied	Dissatisfied	Net satisfied
		%	%	±%
<i>Base: Users</i>				
Comparisons				
Cornwall	1999	91	3	89
Lancashire	2000	91	5	85
Hampshire	1999	88	4	84
Northamptonshire	1999	89	6	83
Suffolk	1999	89	6	83
Sunderland	1997	88	5	83
Blackburn with Darwen	1998	86	4	82
Buckinghamshire	1999	88	8	80
Derbyshire	1999	85	6	79
Oxfordshire	2000	86	8	78
Hertfordshire	1997	85	8	77
West Sussex	1999	84	7	77
Staffordshire	1999	84	9	76
Bedfordshire	1998	82	8	75
Devon (1)	1998	83	8	75
Dorset	2000	82	10	73
Nottinghamshire	1998	82	10	72
Warwickshire	1997	81	11	70
BV pilots: CCs	1998	78	15	63
Surrey	1998	75	14	61
Manchester	1998	74	16	58

Source: MORI

Wording:
(1) primary education

Secondary Schools

Users of secondary education are less satisfied than with primary schools. However, it is still a very positive picture, with 85% of users satisfied and only 9% dissatisfied, giving a net satisfaction score of +77 points.

Support for Children with Special Needs

There are only a small number of users of support for children with special needs (90 users). Among these, satisfaction is fairly high, with 71% satisfied and 23% dissatisfied, giving a net satisfaction score of +48 points.

Adult Education

Adult education is particularly well regarded among residents in Lancashire. Almost nine out of ten users of the service are satisfied (87%), with almost half of these saying that they are *very* satisfied (42%). Only 8% are dissatisfied – giving a net satisfaction score of +79 points.

Lancashire's adult education is very well regarded in comparison with a number of other authorities.

Q How satisfied or dissatisfied are you with adult education?				
		Satisfied	Dissatisfied	Net satisfied
		%	%	±%
<i>Base: Users</i>				
Comparisons				
Northamptonshire	1999	87	4	83
Hampshire	1999	87	5	82
Oxfordshire	2000	87	6	81
Lancashire	2000	87	8	79
Cornwall	1999	83	5	78
Bedfordshire	1998	82	5	77
West Sussex	1999	84	7	77
Suffolk	1999	84	8	76
Nottinghamshire	1998	82	9	73
Buckinghamshire	1999	81	9	72
Devon	1998	78	7	72
Staffordshire	1999	81	9	72
Kent	1998	79	11	68
BV pilots: CCs	1998	74	12	62
Manchester	1998	76	15	60
Surrey	1998	70	12	59
Dorset	2000	63	11	52

Source: MORI

Youth Service

There are only a small number of users of the youth service (45 users), but among these, 23 are satisfied with the service, and only 11 dissatisfied.

Q How satisfied or dissatisfied are you with the youth service?				
		Satisfied %	Dissatisfied %	Net satisfied ±%
<i>Base: Users</i>				
Comparisons				
Lancashire:	2000	50	23	27
Youth Service				
BV pilots (2): CCs	1998	53	30	23
Bedfordshire (2)	1998	51	30	21
Nottinghamshire (1)	1998	50	30	20
Buckinghamshire	1999	44	30	14
Oxfordshire	2000	46	34	13
Lancashire:	2000	48	36	12
Facilities for young people				
Cornwall	1999	41	38	3
West Sussex (2)	1999	40	43	-3
Staffordshire (2)	1999	41	47	-7
Suffolk	1999	34	42	-8
Northamptonshire	1999	34	52	-18
Manchester	1998	35	54	-19
Derbyshire	1999	27	49	-22
Hampshire	1999	22	58	-36
Surrey (3)	1998	10	48	-38
Dorset	2000	20	59	-40

Source: MORI

Wording:

(1) youth centres

(2) youth clubs and other facilities for young people

(3) places for young people to meet

*** facilities for young people – don't know which to use

Section J: Leisure and Cultural Services

Introduction

This section looks at satisfaction with leisure and cultural services in Lancashire. Satisfaction figures are based on *user perceptions* of 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

Lancashire's libraries and museums are very highly rated, with nine out of ten users satisfied with these services. As elsewhere in Britain, facilities for young people have room for improvement.

Support for the arts, used by fewer than one in ten residents, is rated fairly well, with more than two thirds of users satisfied.

Q And how satisfied or dissatisfied are you with the way each of these services is provided in your local area? (% satisfied)



Base: all users of each service

Source: MORI

More than a quarter of users of leisure and cultural services think that the services they use have *got better* over the past two years or so, only 8% think they have got worse, but the majority of users (55%) think that services have stayed the same.

Libraries

Satisfaction among Lancashire's library users is high. Nine in ten are satisfied with the service and only 6% are dissatisfied. Library users in Pendle and in West Lancashire are the most satisfied with their local service, and those in Lancaster

are the least likely to be satisfied (96% vs 87%), although satisfaction is very high throughout the County.

Comparison with other similar authorities shows the extent of satisfaction with libraries, as Lancashire is placed near the top of MORI's comparative data table.

Q How satisfied or dissatisfied are you with libraries?				
		Satisfied %	Dissatisfied %	Net satisfied ±%
<i>Base: Users</i>				
Comparisons				
Hertfordshire	1997	91	5	86
Lancashire	2000	92	6	86
Bedfordshire	1998	89	4	85
Suffolk	1999	89	4	85
West Sussex	1999	89	5	85
Buckinghamshire	1999	89	5	84
Hampshire	1999	89	5	84
Northamptonshire	1999	90	5	84
Trafford	1997	89	5	84
Cornwall	1999	89	6	83
Dorset	2000	88	5	82
Nottinghamshire	1998	88	6	82
Derbyshire	1999	85	7	77
Surrey	1998	84	7	76
Oxfordshire	2000	83	9	75
Staffordshire	1999	85	9	75
Blackburn with Darwen	1998	83	9	74
Devon	1998	80	11	69
Manchester	1998	81	13	68
BV pilots: CCs	1998	79	13	66

Source: MORI

Museums

Among users of museums in Lancashire, nine in ten are satisfied and only 3% dissatisfied, giving a net satisfaction score of +88 points. This places Lancashire at the top of MORI's table.

Q How satisfied or dissatisfied are you with museums?				
		Satisfied %	Dissatisfied %	Net satisfied ±%
<i>Base: Users</i>				
Comparisons				
Lancashire	2000	91	3	88
BV pilots (1): CCs	1998	84	7	77
Manchester (1)	1998	82	7	75
Hampshire	1999	75	7	68
Dorset	2000	44	77	11

Source: MORI

Wording :

(1) Museum and art galleries

Support for the Arts

Seven out of ten users are satisfied with support for the arts in Lancashire (72%) and 17% are dissatisfied, giving a net satisfaction score of +55 points.

Facilities for Young People

Among users of facilities for young people, less than half are satisfied (48%) and more than one in three dissatisfied (36%), giving a net satisfaction score of only +12 points. As nationally, there is potential for improvement in this area, although this is a comment on facilities in Lancashire generally, not just those provided by the County Council.

Section K: Environmental Services

Introduction

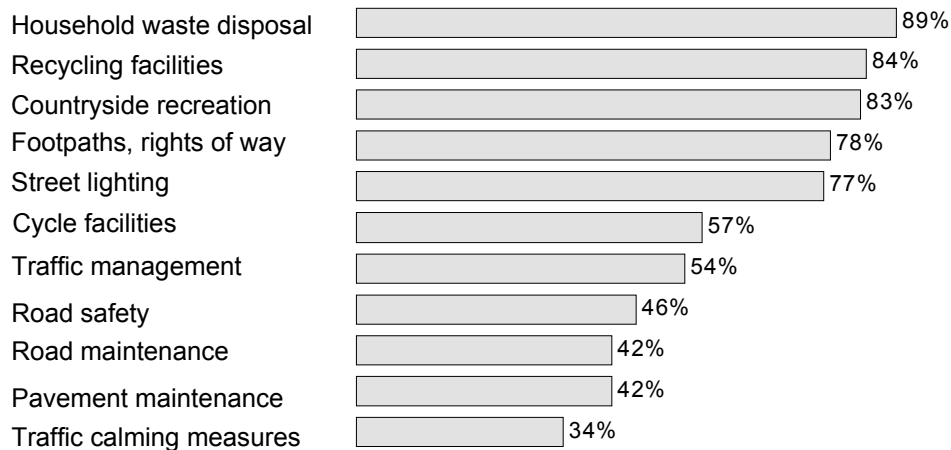
This section looks at satisfaction with environmental services in Lancashire. Satisfaction figures are based on either users or all residents. If base sizes allow, comparisons are made between the perceptions of different sub-groups and areas. Where satisfaction scores for like authorities are available, these are used to contextualise Lancashire's results.

Overview

Satisfaction with household waste disposal, recycling facilities and countryside recreation are particularly high. Other services with which the majority of residents are satisfied include footpaths and rights of way, street lighting, cycle facilities and traffic management.

As is normal, road and pavement maintenance are criticised, especially in certain districts within Lancashire. This is also true of traffic calming measures, with which residents in Lancaster are particularly dissatisfied.

Q *And how satisfied or dissatisfied are you with the way each of these services is provided in your local area? (% satisfied)*



Base: all users of each service

Source: MORI

One quarter of residents in Lancashire think the environmental services they use have *got better* over the past two years or so, one in ten thinks they have got worse, whilst 54% think they have stayed the same.

Street Lighting

Three quarters of residents are satisfied with street lighting (77%) and 17% are dissatisfied – giving a net satisfaction score of +59 points. Whilst the majority of residents are satisfied with the service, local levels of dissatisfaction are very high.

Those living in Fylde, South Ribble and Ribble Valley are more likely to be satisfied with street lighting and those living in Burnley and Pendle are most critical.

Q *How satisfied or dissatisfied are you with street lighting?*

		Satisfied	Dissatisfied	Net satisfied
		%	%	±%
<i>Base: Users</i>				
Comparisons				
Blackburn with Darwen	1998	83	9	74
Staffordshire	1999	81	12	69
County Durham	1999	81	13	68
Oldham	1998	79	12	67
Manchester	1998	78	14	64
Trafford	1997	77	14	63
Oxfordshire	2000	76	13	63
Devon	1998	75	15	60
Suffolk	1999	74	14	60
Lancashire	2000	77	17	59
Hampshire	1999	74	16	58
Cornwall	1999	71	15	57
West Sussex	1999	70	18	52
Northamptonshire	1999	62	13	49

Source: MORI

Road Maintenance and Repairs

Overall, more residents are *dissatisfied* with road maintenance and repairs in Lancashire than are satisfied (44% vs 42%), giving a net satisfaction score of -2 points. However, there is considerable variation across the County. Residents in Preston and Ribble Valley are relatively more satisfied with the state of their roads (net satisfaction scores +23 and +22), whereas residents in Rossendale are particularly dissatisfied (net satisfaction -45 points).

In comparison with other authorities, Lancashire is rated fairly poorly for road maintenance and repairs, although it is by no means at the bottom of the table.

Q How satisfied or dissatisfied are you with road maintenance?

		Satisfied %	Dissatisfied %	Net satisfied ±%
<i>Base: Users</i>				
Comparisons				
Dorset	2000	54	26	28
Blackburn with Darwen	1998	56	30	26
BV pilots: CCs	1998	49	32	17
Suffolk	1999	50	33	17
BV pilots: all	1998	49	36	13
County Durham	1999	47	39	8
Hampshire	1999	46	38	8
Hertfordshire	1997	43	38	5
West Sussex	1999	45	41	4
Surrey (2)	1998	43	43	0
Lancashire (3)	2000	42	44	-2
Staffordshire (3)	1999	43	45	-2
Manchester (3)	1998	39	49	-10
Northamptonshire	1999	37	49	-12
Nottinghamshire (1)	1998	38	52	-14
Derbyshire	1999	32	53	-21

Wording:

- (1) repair of roads
- (2) road maintenance (not trunk roads)
- (3) road maintenance and repairs

Source: MORI

Pavement Maintenance

Pavement maintenance scores similarly low levels of satisfaction as road maintenance, with 42% of residents satisfied and 46% dissatisfied – giving a net satisfaction score of –5 points. Residents in Ribble Valley and Fylde are the most likely to be satisfied with their pavement maintenance, and those in Rossendale and Burnley are the most likely to be dissatisfied.

Once again, whilst Lancashire's rating shows much room for improvement, it is not at the bottom of MORI's comparative data table. Most authorities get poor scores.

Q How satisfied or dissatisfied are you with pavement maintenance?

		Satisfied	Dissatisfied	Net satisfied
		%	%	±%
<i>Base: Users</i>				
Comparisons				
Blckburn and Darwen	1998	54	33	21
BV pilots: CCs	1998	51	31	20
Cornwall	1999	47	27	20
Suffolk	1999	45	26	19
Buckinghamshire (1)	1999	50	34	16
Staffordshire	1999	48	39	9
BV pilots: all	1998	45	39	6
Lancashire	2000	42	46	-5
Surrey	1998	42	47	-6
West Sussex	1999	39	45	-6
Derbyshire	1999	39	46	-7
Northamptonshire	1999	39	48	-9
Nottinghamshire (2)	1998	38	52	-14
Manchester	1998	35	51	-15
Hampshire	1999	42	42	*

Source: MORI

Wording :

(1) condition of pavements

(2) road and pavement maintenance

Traffic Management

More than half of Lancashire residents are happy with traffic management, and one quarter are dissatisfied (27%), giving a net satisfaction score of +27 points overall. Residents in South Ribble give the highest net satisfaction score for traffic management (+39 points), whilst those in Lancaster are the least content (net satisfaction -3 points).

Traffic Calming Measures

The overall balance of opinion on traffic calming measures in Lancashire is negative. One in three residents is satisfied with the service, but 42% are dissatisfied, giving a net satisfaction score of -8 points. Once again, residents in Lancaster are the most likely to be *dissatisfied*, and residents in Pendle are the most likely to be satisfied. As we have seen earlier, that traffic problems are of particular concern to people living in Lancaster.

Traffic calming measures are similarly regarded as traffic *control* in a number of other authorities.

Q How satisfied or dissatisfied are you with traffic control?

		Satisfied %	Dissatisfied %	Net satisfied ±%
<i>Base: Users</i>				
Comparisons				
Oxfordshire	2000	32	39	-7
Lancashire (1)	2000	34	42	-8
Derbyshire	1999	37	46	-9
Dorset	2000	31	50	-19

Source: MORI

Wording:

(1) Traffic calming measures

Road Safety

Nearly half of Lancashire residents are satisfied with road safety (46%) and 37% are dissatisfied, giving a net satisfaction score of +9 points. Residents in Wyre and Pendle are the most likely to be satisfied with road safety, and those in Chorley, Burnley and Hyndburn are the most likely to be dissatisfied.

Cycle Facilities

More than half of users of cycle facilities (e.g. cycle paths) are satisfied with the service, and one in three is dissatisfied, giving a net satisfaction score of +24 points. Cyclists in Lancaster appear to be particularly satisfied, although the small number of users in each district means that full analysis is not possible.

Countryside Recreation

Satisfaction is high among users of countryside recreation services, with four in five users satisfied with the service and only 9% dissatisfied. This gives a net satisfaction score of +73 points. Older residents are more likely than younger residents to be satisfied with countryside recreation in Lancashire. There are also area differences: Burnley residents appear to be the most likely and Hyndburn residents least likely to be satisfied with the facilities they use.

Q How satisfied or dissatisfied are you with country parks and picnic sites?

		Satisfied %	Dissatisfied %	Net satisfied ±%
<i>Base: Users</i>				
Comparisons				
Northamptonshire	1999	88	6	82
Hampshire	1999	86	6	81
Nottinghamshire	1998	86	7	79
Buckinghamshire	1999	83	8	75
Lancashire (2)	2000	83	9	73
Staffordshire	1999	82	9	73
Dorset	2000	79	8	71
Surrey (1)	1998	72	13	58

Source: MORI

Wording:

(1) parks and open spaces

(2) countryside recreation (e.g. country parks, picnic sites etc)

Footpaths, Bridleways and Rights of Way

More than three quarters of users of footpaths, bridleways and rights of way are satisfied with this service, and only 12% are dissatisfied, giving a net satisfaction score of +66 points, which is very positive.

Residents in Burnley and Wyre are the most likely to be satisfied with this service, and those in Fylde and Hyndburn the least likely.

Household Waste Disposal Sites

The vast majority of users are satisfied with household waste disposal sites (89%) and only 7% are dissatisfied, giving a net satisfaction score of +82 points. Although satisfaction is high throughout the County, residents in West Lancashire and in Burnley are the most likely to be satisfied with their local site, and residents in Fylde and South Ribble are the least likely to be satisfied.

Recycling Facilities

Most users of recycling facilities are satisfied with the service (84%), with only 12% expressing dissatisfaction. This places Lancashire fairly high in MORI's comparative data table for recycling.

Residents in Pendle and Wyre are the most likely to be satisfied with their recycling facilities, and those in Lancaster are by far the most dissatisfied (20% dissatisfied).

Q How satisfied or dissatisfied are you with recycling?

		Satisfied %	Dissatisfied %	Net satisfied ±%
<i>Base: Users</i>				
Comparisons				
Nottinghamshire(1)	1998	88	9	79
Hampshire	1999	84	8	76
Bedfordshire (1)	1998	82	9	72
Lancashire (1)	2000	84	12	72
Staffordshire	1999	78	13	65
Suffolk	1999	73	13	60
Hertfordshire	1999	67	19	48
Carmathenshire	1998	62	13	48
Oldham	1998	59	12	47
Northamptonshire	1999	63	22	42
Devon	1998	62	29	33
Manchester	1998	40	32	8

Source: MORI

Wording:

(1) recycling facilities

Section L: Local Transport

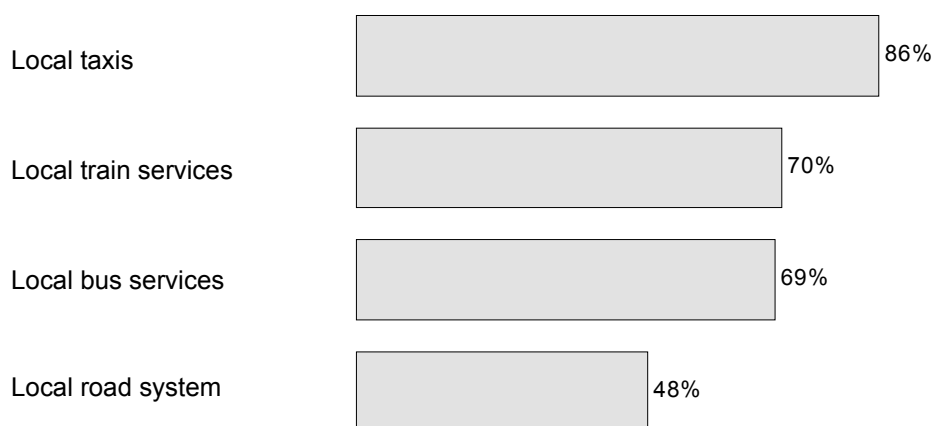
Introduction

This section looks at satisfaction with local transport services in Lancashire. Satisfaction figures are based on either users or all residents. 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

Residents are particularly satisfied with the local taxi service. Satisfaction with trains and buses is also fairly high, and residents are more likely to be satisfied with buses than in a number of other comparable authorities. The local road system is less well regarded, particularly in Lancaster.

Q *And how satisfied or dissatisfied are you with the way each of these services is provided in your local area? (% satisfied)*



Base: all users of each service

Source: MORI

Overall, almost one quarter of users of transport services in Lancashire think that these services have got worse over the past two years or so (23%), with 19% who think they have got better. Around half of users think the services have stayed the same.

Local bus services

Bus services are relatively well regarded. The majority of bus users in Lancashire are satisfied with the service they receive (69%), but one quarter of users are dissatisfied. Older residents are the most likely to be satisfied with the bus service (76% satisfied among those aged 65 or over).

Residents using buses in West Lancashire, Burnley and Chorley are less likely than residents elsewhere to be satisfied. Those living in Preston are the most

likely to be satisfied with their local bus service (92% satisfied). Satisfaction levels often reflect the relative importance of buses for residents in rural areas, with people living in urban districts tending to be more satisfied.

Lancashire's bus service is highly regarded in comparison with a number of other authorities.

Q How satisfied or dissatisfied are you with bus services?				
		Satisfied	Dissatisfied	Net satisfied
		%	%	±%
<i>Base: Users</i>				
Comparisons				
Staffordshire	1999	68	20	48
Lancashire (1)	2000	69	25	44
Bedfordshire	1998	60	20	41
Northamptonshire	1999	62	22	39
Manchester	1998	61	24	37
Nottinghamshire	1998	54	18	36
Buckinghamshire (1)	1999	54	38	16
Oldham (1)	1998	37	25	12
Hampshire	1999	47	41	6
Dorset	2000	47	42	5

Source: MORI

Wording:

(1) local bus services

Local train services

Seven out of ten train users are satisfied with the local train service, and only one in five is dissatisfied, giving a net satisfaction score of +49 points. Once again, older residents (aged 65 or over) are the most likely to be satisfied with the service.

Local road system

Only half of Lancashire residents express satisfaction with the local road system. One in four residents is dissatisfied, giving a net satisfaction score of +22 points, a fairly low score.

There is considerable local variation. Residents in Lancaster are the least satisfied with their local road system (net satisfaction score -30 points), whilst residents of Preston, Chorley and Fylde are the most content.

Local taxis

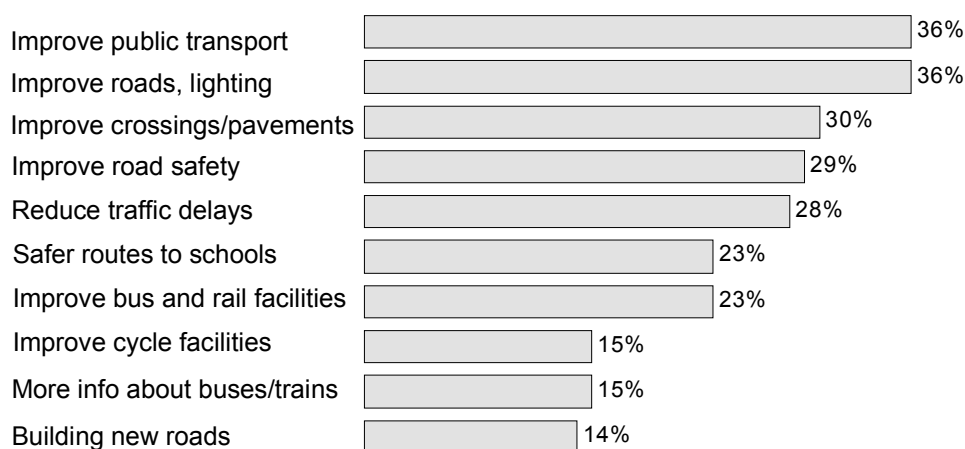
The majority of users of local taxis are satisfied with the service (86%) and only 8% are dissatisfied, which gives a very positive picture. Taxi users in Fylde are

the most likely to be satisfied with the service (95%) and those in Pendle and South Ribble are the least satisfied.

Transport Priorities

Lancashire residents think the main priorities for the Council in terms of transport should be improving public transport (despite fairly high satisfaction levels) and improving existing roads, street lighting and bridges. Building new roads, providing more information and improving cycle facilities are of lesser concern.

Q From this list, could you tell me which two or three local transport issues you think should be the main priorities for LCC?



Base: 2,493 Lancashire residents, aged 18+, interviewed 9 Sept - 7 Dec 2000

Source: MORI

Younger residents are more likely than older people to emphasise the importance of reducing traffic delays, whereas those aged 25 to 44 are more concerned about providing safer routes to schools, which reflects the lifestyle needs of different age groups.

Residents in Lancaster are particularly concerned about reducing delays to traffic (50% mention this), and 41% want to see new roads built. Improving bus and rail facilities is thought to be more important by residents in Chorley (31%), and in Pendle improving existing roads, street lighting and bridges is mentioned by 52% of residents.

Section M: Other County Council Services

Economic Development and Job Creation (all residents)

Overall opinion is divided, with one in five residents saying they are satisfied with economic development and job creation (19%), and 17% dissatisfied. A further 18% are neither satisfied nor dissatisfied, but nearly half of residents (46%) don't know.

There are regional differences. People in Chorley and in South Ribble are the most likely to be satisfied (29% and 28% satisfied respectively), while residents in Lancaster and Hyndburn are the most likely to be dissatisfied (both 34%).

Support for Local Businesses (all residents)

Only 17% of residents in Lancashire say that they are satisfied with support for local businesses, and 13% are dissatisfied. Again, half of residents don't know. A regional breakdown reveals higher satisfaction in Chorley (25%), and lowest satisfaction in Hyndburn and Lancaster (both 22% dissatisfied).

Trading Standards

Few people are *dissatisfied* with trading standards (only 3% of residents), and one in four is satisfied, giving a net satisfaction score of +23 points. Net satisfaction is highest in Fylde (+31 points) and lowest in West Lancashire (+13 points).

Satisfaction is high among users of trading standards, with three quarters satisfied with the service and only 13% dissatisfied.

Registration of Births, Deaths and Marriages (all users)

The vast majority of people are happy with the service they have used (86% satisfied) and only 6% are dissatisfied.

Planning Services

Among users of planning services, half are satisfied and 32% dissatisfied, giving a net satisfaction score of only +17 points. Nevertheless, this is respectable in comparison with other authorities.

Q How satisfied or dissatisfied are you with planning?				
		Satisfied	Dissatisfied	Net satisfied
		%	%	±%
<i>Base: Users</i>				
Comparisons				
Blackburn with Darwen	1998	27	7	20
Oxfordshire	1999	43	24	19
Bedfordshire	1998	49	30	19
Lancashire (1)	2000	49	32	17
Suffolk	1999	37	23	14
Hampshire	1999	33	21	12
Oldham	1998	18	15	3
Manchester	1998	18	16	2
Derbyshire	1999	26	24	1
Dorset	2000	26	25	1
Surrey	1998	22	31	-9

Source: MORI

Wording :

(1) planning services

Welfare Rights

Eight in ten users of welfare rights are satisfied with the service, and only one in ten is dissatisfied, giving a net satisfaction score of +73 points, which is a good result.

County Information Centres

The vast majority of users of County Information Centres are happy with the service – the net satisfaction score of +79 points is very high.

County Analysts Service

Very few people have used this service – only 9 users. Among residents as a whole, the majority hold no view (most will not be aware of the service), but more are satisfied than dissatisfied (7% vs 1%). Of the 9 users, 5 are satisfied with the service and only 1 is dissatisfied. This is encouraging, but is merely indicative rather than robust.

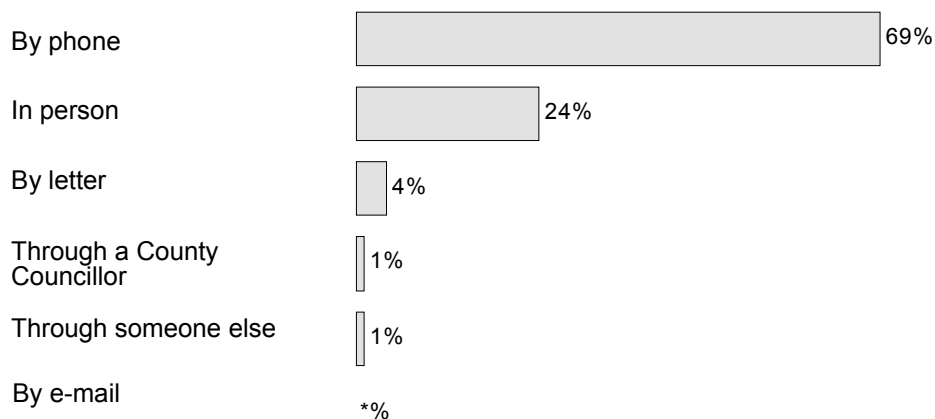
Section N: Customer Care

Current Patterns of Contact

Almost two in five residents (38%) have contacted Lancashire County Council in the last year with a problem, query or request for information. Women are more likely than men to have contacted the Council (43% vs 30%), and older residents are less likely than younger people to have done so (only 28% aged 65 or over).

The majority of residents contacted the Council by **phone** (69%), whilst one in four visited **in person**. Only 4% wrote a letter, and very few indeed used e-mail to get in touch. People in Preston, Pendle and West Lancashire are the most likely to contact the Council in person, presumably because it is more convenient for them to do so.

Q How did you last get in contact with Lancashire County Council?

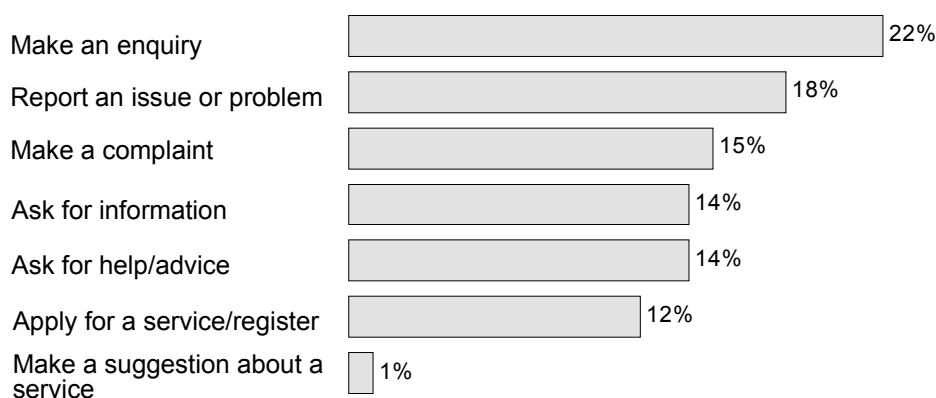


Base: all who have contacted LCC in the last year and know which department they contacted (734)

Source: MORI

The most common reasons for last contacting the Council were to **make an enquiry** (22%), and to **report an issue or problem** (18%). Younger residents are the most likely to have contacted the Council in order to make an enquiry (38%), whereas people aged 65 and over are more likely than other residents to want to make a complaint (24%).

Q What was your reason for last contacting Lancashire County Council?

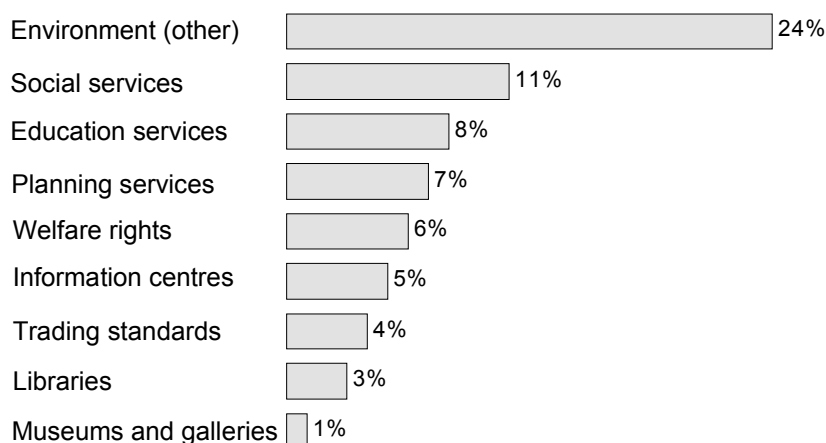


Base: all who have contacted LCC in the last year and know which department they contacted (734)

Source: MORI

The most frequently contacted departments overall are environment (contacted by 14% of all residents), social services (6%), education services (5%) and welfare rights (5%).

Q Which service or department did you contact most recently?



Base: all who have contacted LCC in last year (963)

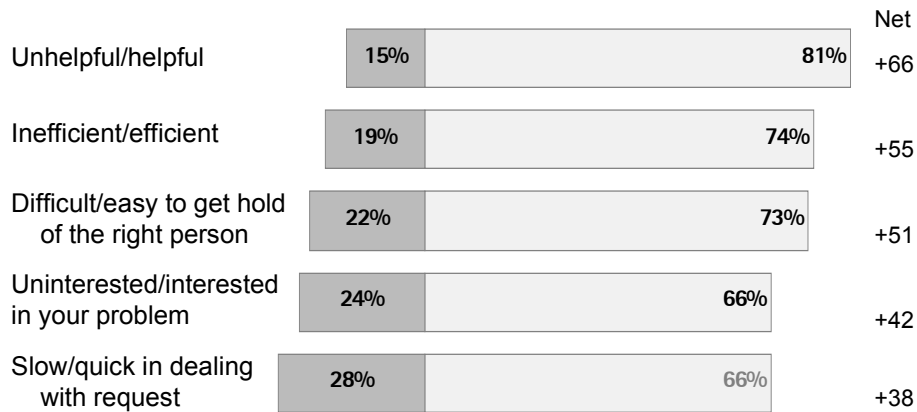
Source: MORI

Women are more likely than men to contact the Council, and are particularly so regarding welfare rights, the environment, social services and education services. Younger residents (aged 18 to 24) are the most likely to have contacted welfare rights, and they are less likely than older people to make contact with social services. As might be expected, residents aged 25 to 44 are the most likely to contact education services, and they are also most likely to get in touch with the environment department.

Getting the Right Result

Staff deserve praise for the way they handle enquiries. Overall, residents seem happy with their contact with the Council. Four in five people contacting the Council in person or by telephone found the staff there **helpful**, and only 15% found the staff unhelpful.

Q *When you contacted the department, did you find the staff there...?*



Base: All who have contacted LCC in the last year - most recent contact in person or by telephone (681)

Source: MORI

Overall satisfaction with contact with departments is high – two in three people contacting the Council in person or by telephone are satisfied with the final outcome, and only 27% are dissatisfied.

Comparisons

Q *When you last contacted the Council, did you find the staff there helpful or unhelpful?*

	Year	%
<i>Base: All contacting the Council</i>		
Comparisons		
Lancashire	2000	81
County Durham	1999	79
Dorset	2000	76
Oxfordshire	2000	75
Blackburn with Darwen	1998	74
Trafford	1997	74
Cornwall	1999	73
Buckinghamshire	1999	72
Oldham	1998	71
Derbyshire	1999	71
Surrey	1998	70
Nottinghamshire	1998	70
Manchester	1998	65

Source: MORI

Q *When you last contacted the Council did you find the staff there efficient or inefficient?*

	Year	%
<i>Base: All contacting the Council</i>		
Comparisons		
Lancashire	2000	74
Hampshire	1999	70
Blackburn with Darwen	1998	68
Buckinghamshire	1999	68
Trafford	1997	65
Oxfordshire	2000	64
Nottinghamshire	1998	62
Oldham	1998	55
Manchester	1998	49

Source: MORI

Q *When you last contacted the Council did you find the staff there quick or slow in dealing with your problem?*

	Year	%
<i>Base: All contacting the Council</i>		
Comparisons		
Hampshire	1999	67
Lancashire	2000	66
Dorset	2000	64
Derbyshire	1999	62
Surrey	1998	57
Nottinghamshire	1998	53

Source: MORI

Wording:

(1) ...request or problem

Q *When you last contacted the Council did you find the staff there interested or not interested in your problem?*

	Year	%
<i>Base: All contacting the Council</i>		
Comparisons		
Lancashire	2000	66
Blackburn with Darwen	1998	65
Cornwall	1999	65
Derbyshire	1999	64
Dorset	2000	61
Nottinghamshire	1998	60

Source: MORI

Q *When you last contacted the Council did you find it easy or difficult to get hold of the right person?*

	Year	%
<i>Base: All contacting the Council</i>		
Comparisons		
Lancashire	2000	73
Trafford	1997	71
County Durham	1999	71
Hampshire	1999	70
Nottinghamshire	1998	69
Oxfordshire	2000	67
Derbyshire	1999	66
Hertfordshire	1999	66
Oldham	1998	65
Buckinghamshire	1999	62
Manchester	1998	52

Source: MORI

Q *How satisfied or dissatisfied were you with the final outcome following your last contact with the Council?*

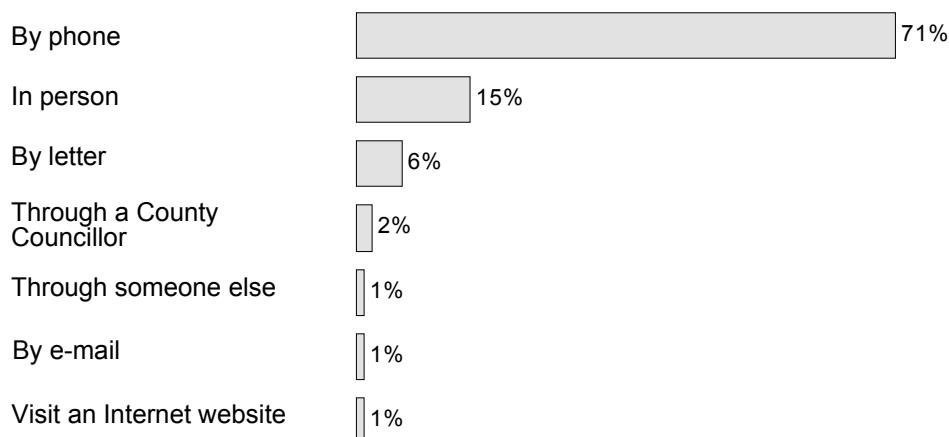
	Year	Satisfied %
<i>Base: All contacting the Council</i>		
Comparisons		
County Durham	1999	68
Lancashire	2000	66
Buckinghamshire	1999	65
Oxfordshire	2000	63
Hertfordshire	1999	62
Hampshire	1999	61
Dorset	2000	60
Crawley	1999	58
Nottinghamshire	1998	56
Derbyshire	1999	55
Cornwall	1999	54
Manchester	1998	46
Oldham	1998	41

Source: MORI

Making Contacting Lancashire County Council Easier

Seven in ten residents say that if they were to get in touch with Lancashire County Council, they would be most likely to use the phone, 15% would get in contact in person, and 6% would write a letter. This reflects the current patterns of contact.

Q If you wanted to get in touch with LCC, which of these methods of getting in touch would you be most likely to use?



Base: 2,493 Lancashire residents, aged 18+, interviewed 9 Sept - 7 Dec 2000

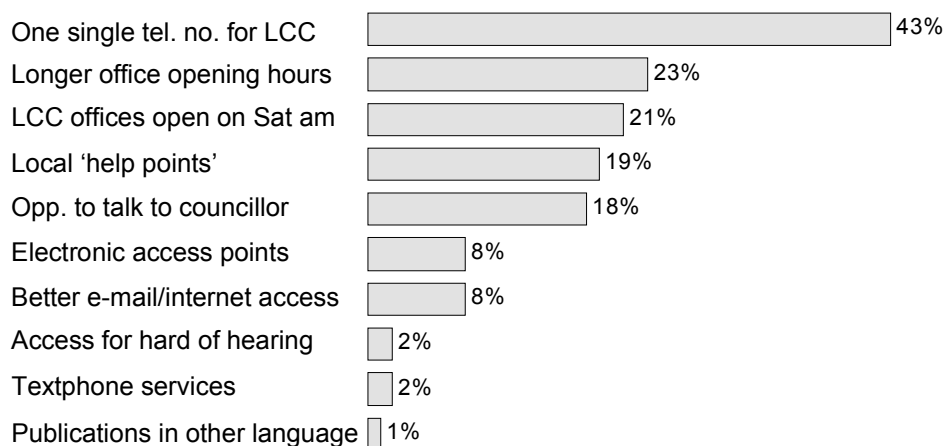
Source: MORI

Women are more likely than men to get in contact by telephone (75% vs 67%), whereas men seem most likely to use e-mail or the internet, or to contact the Council in person.

There are also age differences, with younger people the most likely to visit in person, and older residents more likely to use the telephone. Younger residents (aged 18 to 24) are the most inclined to use e-mail or the internet.

From a list of suggestions that might make contacting Lancashire County Council easier, the most popular among residents is a **single advertised telephone number for all County Council services** (43%). More than one in five would like to see **longer opening hours** for County Council offices during the week, or opening County Council offices on **Saturday mornings**. Also popular are local neighbourhood 'help points' providing information and accepting payments (19%), and more opportunity to talk to local Councillors (18%).

Q Which of the following would make it easier for you to get in touch with LCC?



Base: 2,493 Lancashire residents, aged 18+, interviewed 9 Sept - 7 Dec 2000

Source: MORI

Among younger residents, the most popular suggestion is longer office opening hours during the week (37%), and once again, young people are the most likely to want better e-mail or internet access (14% against 8% overall).

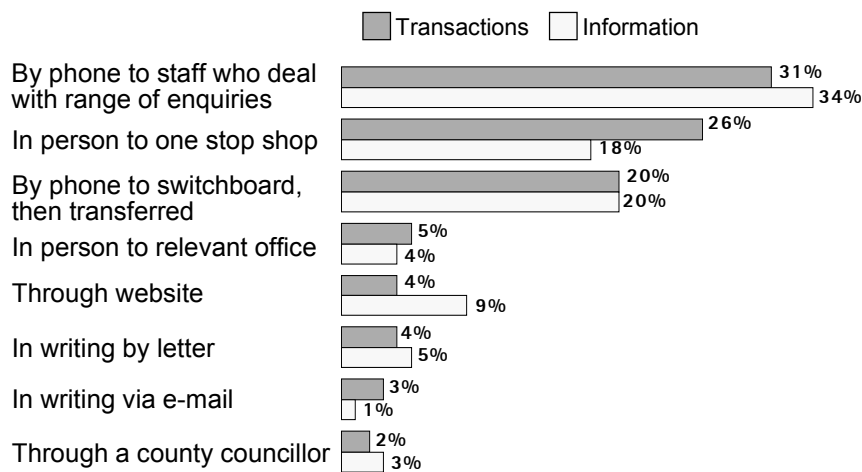
Residents in Rossendale would most like to see longer opening hours during the week (38%), and people in Chorley and Hyndburn are more likely than residents elsewhere to want more opportunity to talk to their local Councillor (25% and 24% respectively). Local neighbourhood 'help points' receive the most support among people in Rossendale and Chorley (27% in both). Residents in South Ribble and Preston are the most likely to say they want 'none of these' suggestions (28% and 21% respectively).

When offered a range of ways in which they can **conduct transactions** with the County Council, the preferred option is **by phone** to staff who can deal with a range of transactions (31%), followed by visiting a **one stop shop** where residents can deal with staff in person (26%). Residents do not want to visit different offices to deal with different matters (only 5% support this), and there is little support for conducting transactions via the internet (4%) and e-mail (3%).

Once again, men are more likely than women to say that they would visit the Council offices in person (34% vs 29%), and women are more likely than men to favour the telephone (57% vs 45%). Younger residents are the most positive towards conducting transactions over the internet (11% aged 18 to 24 against 4% overall).

Similarly, the most favoured method for **finding out information** about the Council is by phone to staff who can deal with a range of enquiries (34%). When seeking information, people prefer to use the phone rather than visit in person to an even greater extent than when conducting transactions.

Q Which of the following would be your preferred method of conducting transactions? And of finding out information about LCC?



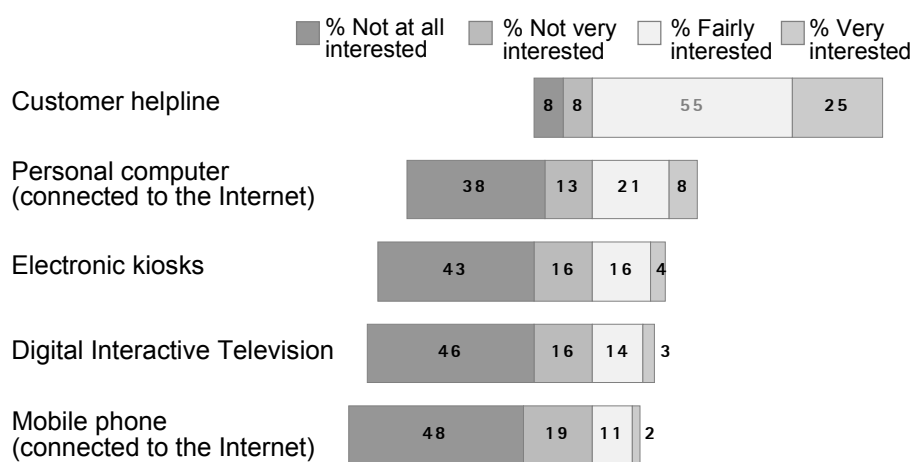
Base: 2,493 Lancashire residents, aged 18+, interviewed 9 Sept - 7 Dec 2000

Source: MORI

Making use of new technology

This will change as penetration of new technology increases. Of the suggestions presented, a **customer helpline** received majority support – reflecting the tendency of residents to favour the telephone as a method of contact. However, more than one in four express interest in contacting the council on a **PC connected to the Internet**, and one in five is interested in **electronic kiosks**. **Digital interactive television** is of interest to 17% of residents, despite being a relatively new development., and 13% are interested in accessing information via a **mobile phone connected to the Internet**.

Q How interested do you feel about using the following devices to access LCC information and services?



Base: 2,493 Lancashire residents, aged 18+, interviewed 9 Sept - 7 Dec 2000

Source: MORI

A customer helpline would be of more interest to women than men (84% vs 76% interested), reflecting their higher level of contact with the Council, and tendency to use the telephone to do so.

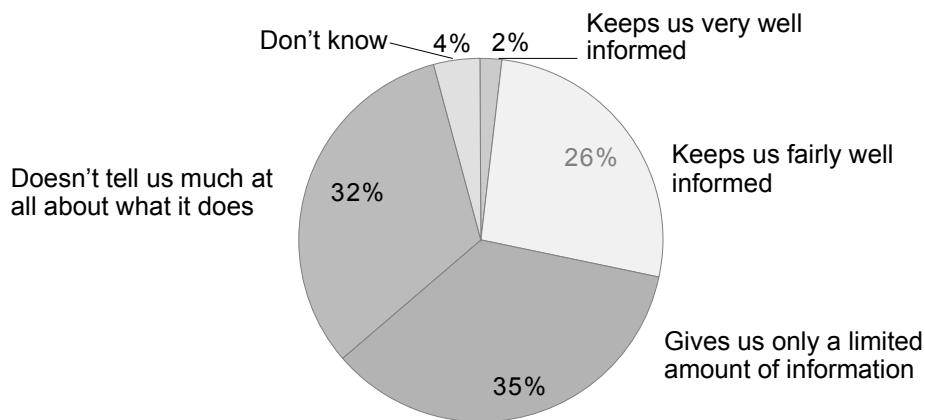
As nationally, younger people (aged 18 to 24) show the most interest in using each of the other four suggested methods of accessing information about the Council, and residents aged 65 or over show the least interest. Men are more interested than women in accessing information about the Council via their PC (35% vs 25%).

As would be expected, the most important factor affecting whether people would be interested in accessing information via their PC is internet access. Among those with internet access (at home or at work), 64% are interested and 31% not interested in this.

Section O: Communications

One in four residents feels that Lancashire County Council keeps them fairly well informed about the services and benefits it provides, but only 2% think it keeps them *very* well informed. One third of residents say that the Council only gives them a limited amount of information, and a further one third think that it doesn't tell them much at all about what it does, meaning that on balance, more people feel uninformed than feel informed about Council services (net score -38 points).

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



Base: 2,493 Lancashire residents, aged 18+, interviewed 9 Sept - 7 Dec 2000

Source: MORI

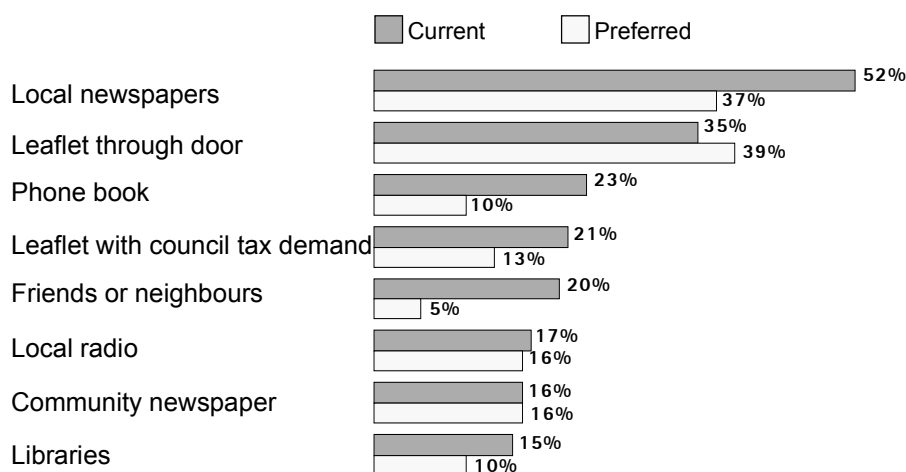
Older residents are the most likely to feel that they are kept very or fairly well informed about Council services (33% of those aged 65+ against 29% overall). In terms of district, residents in West Lancashire are twice as likely to feel well informed as those living in Fylde (40% versus 20% very or fairly well informed).

Sources of Information about Council Services

Around half of Lancashire residents receive most of their information about public services through **local newspapers** (52%), and one in three receives information from **leaflets posted through their door**. Other important sources of information about Council Services are the **phone book**, **leaflets sent with their Council Tax demand**, and **friends, neighbours or relatives**. Very few attend forums and public meetings (2%) or have personal contact with County Councillors (3%).

People in Preston are the most likely in Lancashire to visit the Council Offices in person (17% vs 9% overall), and residents in Lancaster are the most likely to get information from local libraries (25%) and local newspapers (70%). Community newspapers are a source of information for more people in West Lancashire than elsewhere in the County (28% vs 16%).

Q From which sources do you obtain most of your information about local public services? And from which would you prefer to obtain information?



Base: 2,493 Lancashire residents, aged 18+, interviewed 9 Sept - 7 Dec 2000

Source: MORI

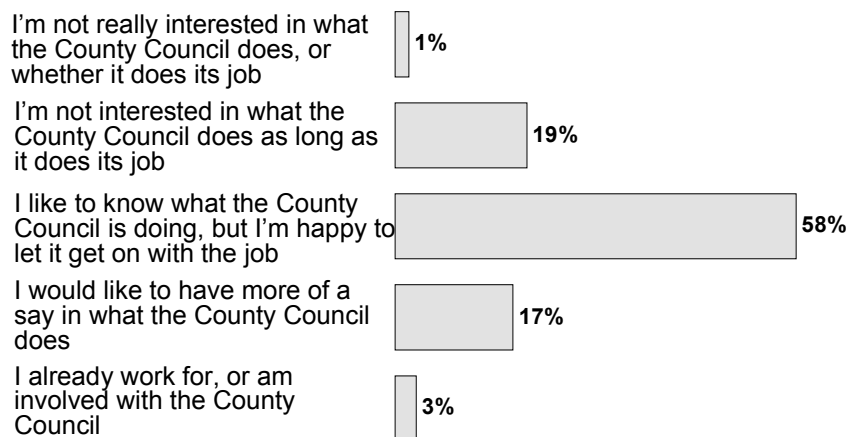
In particular, younger people are more likely than other groups to want to receive information via the internet (11% aged 18 to 24 against 7% overall), and they are most likely to prefer to use local radio (21%).

Section P: Participating in Local Government

Getting Involved

Most residents in Lancashire say they want to know what the County Council is doing, but are happy to let them get on with their job (58%), and a further 19% are not interested in what the Council does as long as they do their job. However, 17% would like to have more of a say in what the Council does, representing thousands of people across the County. Those who are most dissatisfied with the County Council are also the most likely to want to get involved (37%).

Q Which of these statements comes closest to your own attitude towards Lancashire County Council?



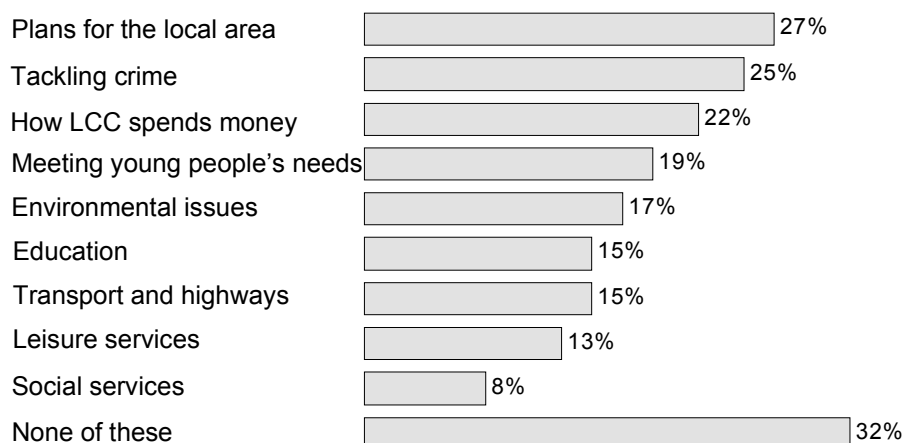
Base: 2,493 Lancashire residents, aged 18+, interviewed 9 Sept - 7 Dec 2000

Source: MORI

Residents in Rossendale and Burnley are the most likely to want more of a say in what the County Council does (both 22%), whilst those living in Wyre tend to be the least interested (29% are not interested, as long as the Council does its job).

As the chart overleaf shows, the issues on which residents would *most* like to have greater involvement are **plans for the local area** (27%), **tackling crime** (25%) and **how the County Council spends money** (22%). One in three residents (32%) says they do not want to get involved in any services or issues, rising to 49% among people aged 65 or over.

Q In which of the following services or issues would you personally like to have a greater involvement?



Base: 2,493 Lancashire residents, aged 18+, interviewed 9 Sept - 7 Dec 2000

Source: MORI

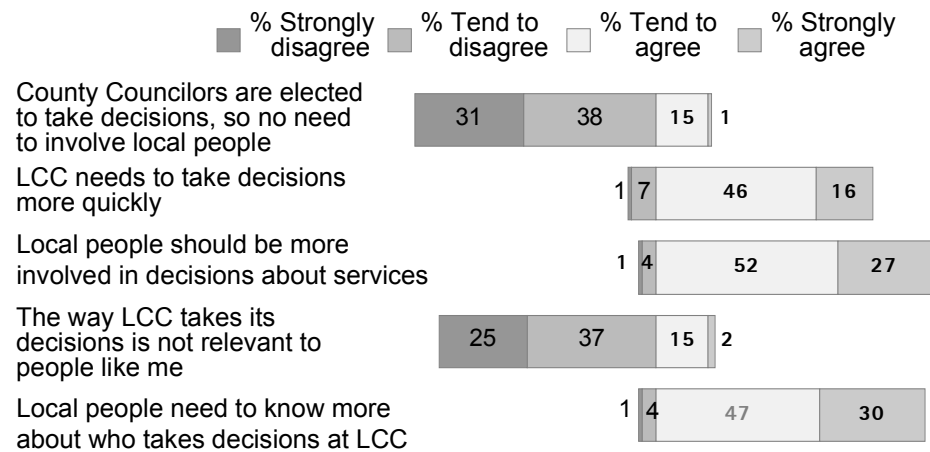
Younger people (aged 18 to 24) are more interested than other residents in getting involved in meeting the needs of young people (29%), in leisure services (23%) and in education (23%). Whilst those aged 65 or over are the least interested in getting involved at all, residents aged 45 to 64 appear to be the *most* interested, particularly regarding environmental issues (21%), plans for the local area (30%), and tackling crime (29%).

Of those who say that they would like to have more of a say in what the Council does, the most interest is shown in plans for the local area (48%), how the County Council spends its money (45%) and tackling crime (44%).

Most residents are not happy for decision making to be left in the hands of County Councillors. Seven out of ten disagree with the suggestion that because County Councillors are elected to take decisions, there is no need to involve local people, and eight out of ten agree that local people should be more involved in taking decisions about County Council services.

There is also a demand for more information about decision making – more than three quarters of residents agree that local people need to know more about who takes decisions at the County Council, and only 17% think that the way the Council makes decisions is not relevant to people like them. The majority of residents (61%) agree that decisions need to be taken more quickly.

Q I am going to read out a list of statements about how LCC makes decisions about local services. I would like you to tell me how strongly you agree or disagree with each?



Base: 2,493 Lancashire residents, aged 18+, interviewed 9 Sept - 7 Dec 2000

Source: MORI

Older residents are more likely to hold the opinion that because County Councillors are elected to take decisions there is no need to involve local people (19% agree), as are those with a positive overall attitude to the Council (24% agree). The under 25s are the most likely to think that local people should be involved in taking decisions about County Council services (83% agree).

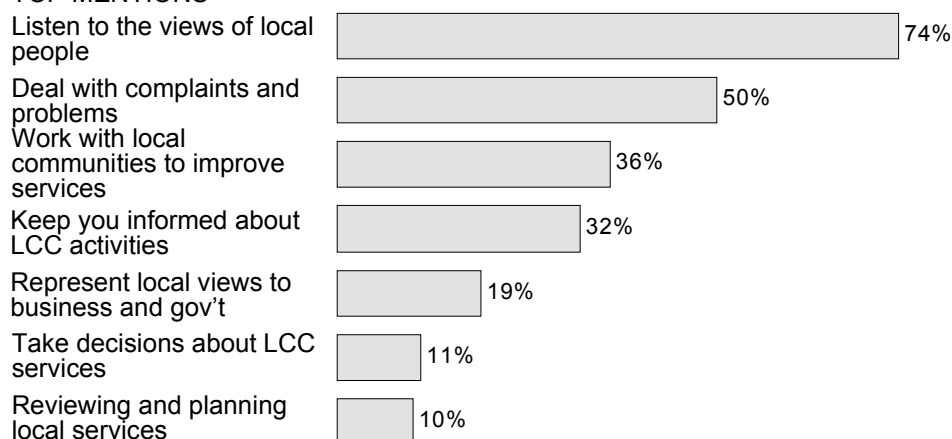
The Role of County Councillors

Nineteen percent say that they know who their County Councillor is, and of these 17% are actually able to correctly name a current County Councillor: 3% of all residents. This is lower than in some authorities, but not atypical.

Three quarters of residents say that one of the most important functions of a County Councillor is to listen to the views of local people (74%), and half think it is important that County Councillors deal with complaints and problems. Other important functions are thought to be working with local communities to improve services (36%) and keeping residents informed about County Council activities (32%).

Q Which of the following do you think it is most important for your local County Councillors to do?

TOP MENTIONS



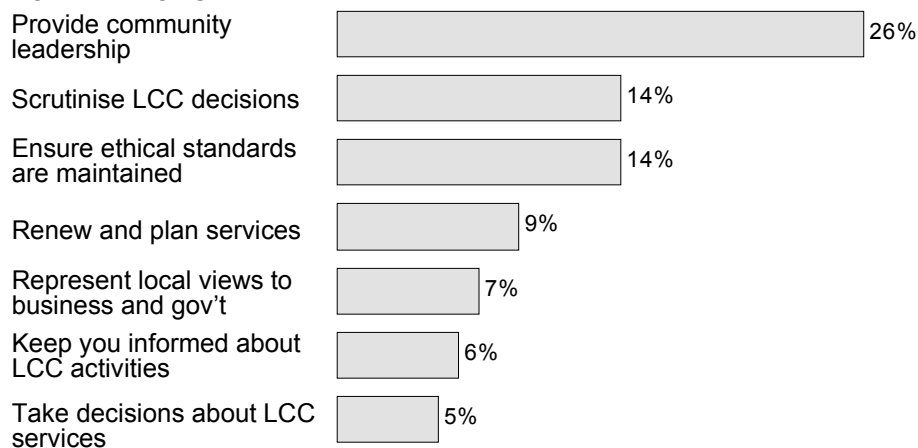
Base: 2,493 Lancashire residents, aged 18+, interviewed 9 Sept - 7 Dec 2000

Source: MORI

Those functions thought to be *least* important for County Councillors are providing community leadership (26%), scrutinising County Council decisions (14%), and ensuring ethical standards are maintained in the Council (14%), although one quarter of residents say that none of the functions is the least important, and a further 23% don't know.

Q Which of the following do you think it is least important for your local County Councillors to do?

TOP MENTIONS



Base: 2,493 Lancashire residents, aged 18+, interviewed 9 Sept - 7 Dec 2000

Source: MORI

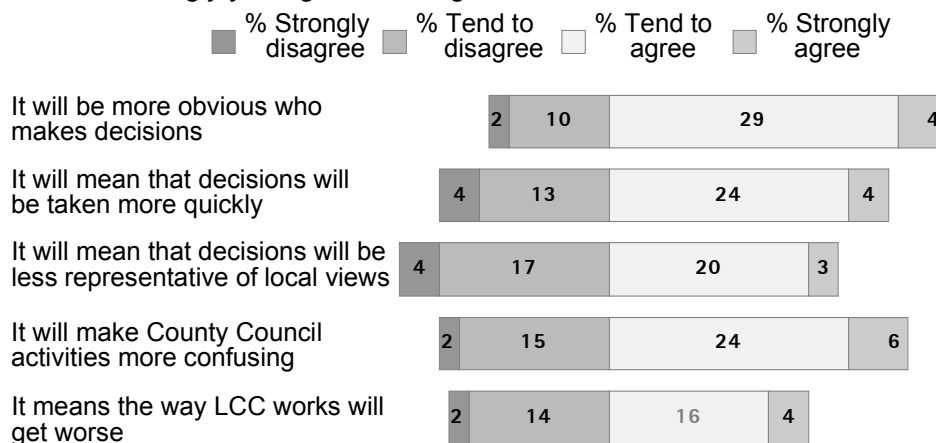
Evaluating the changes to political management

Views on new political management changes are confused, reflecting ignorance of the proposals. Residents agree that the new system will **make it more obvious who takes County Council decisions** (a net score of +22 points), but also that the new system will **make County Council activities more confusing** – three in ten residents agree that it will, whilst only 17% disagree.

These two figures appear to be contradictory, but it must be remembered that 84% of residents know ‘nothing at all’ about the proposed changes, and so are unable to give an informed opinion. With all the opinion statements we found a core of at least one in three residents who give no opinion, and a further one in five who say they neither agree nor disagree with the statement, which amounts to more than half the total population. Hence opinion is divided on whether the new system will mean that **decisions will be taken more quickly**, with 28% of residents thinking that it will, and 17% saying it will not. Similarly, on the issue of whether the new system will mean that County Council **decisions will be less representative of local views**, around one in five thinks that it will, and one in five thinks that it will not.

Residents seem most unsure about whether the new system means **the way the County Council works will get worse**. One in five agrees that it will, while 16% disagree, and 25% neither agree nor disagree. Almost two in five have no opinion or don’t know (39%).

Q *I am going to read out a list of statements about the proposed changes to the political structure of LCC. I would like you to tell me how strongly you agree or disagree with each?*



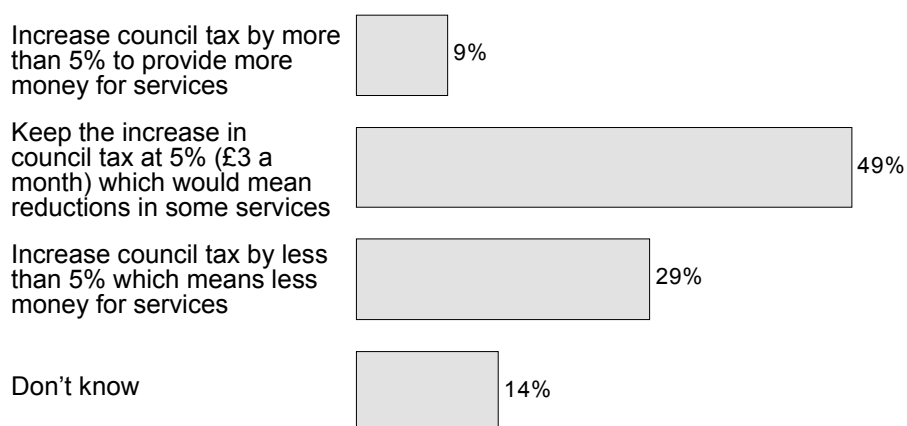
Base: 2,493 Lancashire residents, aged 18+, interviewed 9 Sept - 7 Dec 2000

Source: MORI

Section Q: The County Council Budget

Around half of Lancashire residents would like the increase in council tax to be kept at 5%, and three in ten residents would like an increase of less than 5%. Only one in ten residents would prefer an increase of more than 5% in order to provide more money for services.

Q Which of these options for next year's budget would you prefer?



Base: 2,493 Lancashire residents, aged 18+, interviewed 9 Sept - 7 Dec 2000

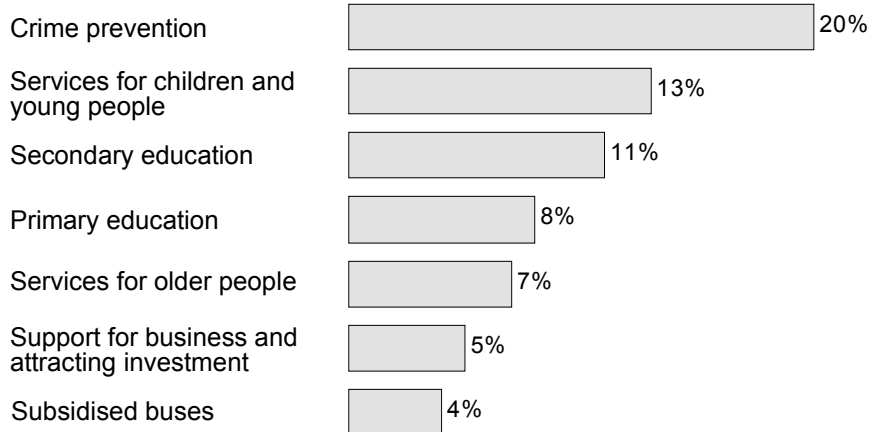
Source: MORI

Priorities for Spending

If more money were to become available, the spending priorities of those residents who are happy to pay extra council tax would be **crime prevention** (20%), followed by **services for children and young people**, and **education**.

Q *If more money becomes available, which one of these services should be the main priority for extra spending?*

TOP MENTIONS



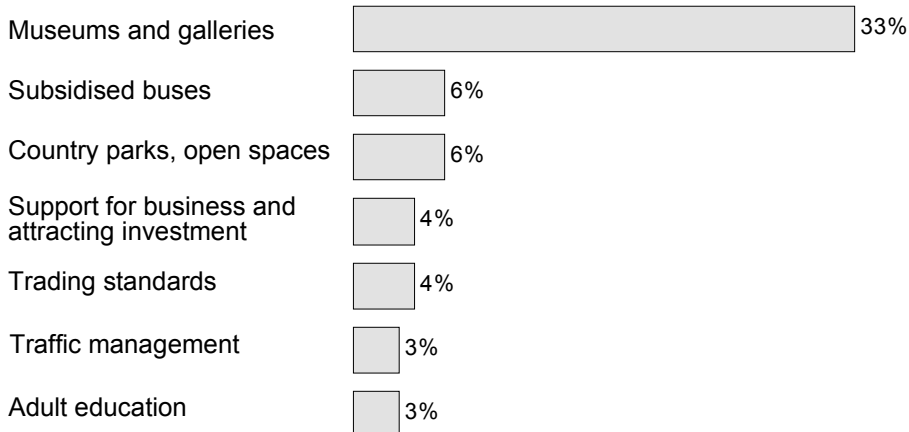
Base: All who think council tax should be increased by more than 5% (228)

Source: MORI

Among those who think council tax should be increased by 5% or less, the most popular service on which to cut spending is **museums and galleries** (33%). Other suggestions for services that should receive less money are **subsidised buses** and **country parks** (both 6%). Of course, as residents are unaware of the relatively small percentage of total expenditure these involve, results need to be interpreted carefully.

Q *Which one of these services should receive less money to achieve a lower increase in Council tax, or no increase at all?*

TOP MENTIONS



Base: All who think council tax should be increased by 5% or less (1,913)

Source: MORI

Appendices

for

Guide To Statistical Reliability

The sample tolerances that apply to the percentage results in this survey 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%
	<i>±%</i>	<i>±%</i>	<i>±%</i>
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
600 interviews	2	4	4
700 interviews	2	3	4
800 interviews	2	3	4
900 interviews	2	3	3
1000 interviews	2	3	3
1250 interviews	2	3	3
1500 interviews	2	2	3
1750 interviews	1	2	2
2000 interviews	1	2	2
2250 interviews	1	2	2
2493 interviews	1	2	2

Source: MORI

For example, on a question where 50% of the people in a sample of 2,493 respond with a particular answer, the chances are 95 in 100 that this result would not vary by more than 2 percentage points, plus or minus, from a complete coverage of the entire population using the same procedures.