

Report of:	Meeting	Date	Item No.
Councillor Peter Gibson, Leader of the Council and Garry Payne, Chief Executive	Cabinet	22 March 2017	9

<b>Life In Wyre Survey Results 2016</b>
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## 1. Purpose of Report

- 1.1 To provide the Cabinet with a summary of the findings from the Life In Wyre Survey.

## 2. Outcomes

- 2.1 Representative survey data will help the council, partners and elected members tailor services effectively.

## 3. Recommendation/s

- 3.1 That members note the findings and ensure that the survey data is used to shape future service provision.

## 4. Background

- 4.1 The council is committed to engaging with residents and working together with local communities and partners to make a difference as is set out in our business plan.
- 4.2 The biennial Life In Wyre Survey was conducted from 3 October to 13 November, 2016 and captures residents' perceptions about the local area, services provided by the council, and their health. Elements of the survey are used as measures of performance for actions contained within the council's business plan.
- 4.3 The 2016 survey was posted out to a representative sample of 3,500 randomly selected residents and in addition was actively promoted online, via the council's consultation portal, and social media sites e.g. Twitter, Facebook, the council's e-newsletter and the engagement network. This resulted in an excellent response rate of 41%, that is, 1,429 responses received (23% of which were online) which is an increase on

the 1,395 responses received in 2014. Appendix 1 shows the weighted number of respondents by ward.

- 4.4** The survey includes an increased number of questions, some are previously used survey questions and where possible these have been compared to 2014 survey data in appendix 2.
- 4.5** The 2016 survey included a section dedicated to community based health services. A financial contribution was made by the NHS Fylde and Wyre Clinical Commissioning Group (CCG) towards the cost of the survey and the results have been provided to them.

## **5. Key Issues and Proposals**

- 5.1** Around eight in ten residents (82%) are satisfied with their local area as a place to live, remaining at the same level as it was two years ago, with older residents more likely to be very satisfied than other age groups. Satisfaction was highest in Poulton (90%) and lowest in Fleetwood (71%). Available results from other comparator councils in Lancashire showed that for the same question the responses ranged from 66% to 94%.
- 5.2** The top factors identified as making somewhere a good place to live in order of importance are low crime rates, health services, safe roads and pavements, and clean streets. Wyre Council does not have sole statutory responsibility for the first three factors identified however where possible the council works with the statutory organisations responsible for the delivery of crime prevention, health services and highways. The council does have responsibility for clean streets which is also identified as the fourth factor most in need of improvement, with litter and fly-tipping being the third biggest anti-social behaviour problem. By contrast, across Wyre, keeping the streets clear of rubbish and fly-tipping is in the top three council services that respondents' are most satisfied with. This may indicate that other issues are affecting peoples' perceptions. It is possible that the need for improvement of street cleanliness is in regard to more specific issues, for example dog fouling/irresponsible dog owners, which is the biggest anti-social problem identified by residents (51%). This is further highlighted in the area analysis for Fleetwood where cleanliness of the streets is identified as the factor most in need of improvement along with litter and dog fouling/irresponsible owners being the principal anti-social behaviour problems.
- 5.3** As in 2014 the conditions of roads/pavements, traffic, health services and clean streets are the features most in need of improvement. From the options presented in the survey, shopping facilities is the only feature that has seen an increase in the proportion of residents identifying it as an area in need of improvement, rising from 15% to 26% over the past two years.

- 5.4** Satisfaction with Wyre Council services is highest for parks and open spaces (76%), followed by promenade and beach maintenance (74%) and keeping public land/streets clear of litter rubbish and fly-tipping (70%).
- 5.5** In terms of problem issues, dog fouling/irresponsible dog owners are again the highest at 49% with road safety becoming an increasing problem at 45% compared to 40% in 2014.
- 5.6** When asked if people agree or disagree that 50p a day for the council's services and facilities is value for money, over half the respondents (55%) agree that it is, which is an increase on the results of a similar question asked in 2014 (46%). A quarter of the respondents feel unable to give an opinion either way. The urban areas of Wyre are more inclined to agree with the value for money statement than rural areas.
- 5.7** There has been no significant change with the opinion that the council 'responds to its residents' needs' with 52% saying it does, and similarly to the value for money result almost a quarter of respondents gave a 'don't know' response. The area analysis shows that Fleetwood residents were most likely to feel that the council responds to its residents' needs (59%) and Rural East least likely (46%).
- 5.8** Since 2014 there has been an increase of respondents, from 59% to 63%, who think the council keeps its residents well informed about the services it provides. When asked how well informed people are about council services through various communication channels, Wyre Voice residents' magazine is the most effective channel (81%) closely followed by social media (77%) and the council website (73%). Residents feel least well informed by the local media (59%). Along with the Wyre Voice publication the council e-newsletter are the two most preferred methods for people to receive information about council services. From the survey 478 people opted to receive the council's e-newsletters.
- 5.9** The section of the survey dedicated to 'contact with the council' highlights respondents' experience of contact with the council over the last 12 months, 55% of contact has been categorised as positive and just under a third described it as mixed or neutral. The survey also highlighted the council's volunteering opportunities, generating 219 expressions of interest for more information.
- 5.10** The proportion of Wyre residents who use the internet at least weekly has continued to increase, from 85% in 2014 to 88% in 2016. More residents access the internet on a daily basis using a smartphone (66%) than on a computer or laptop (58%) and the majority are doing so at home (96%) followed by 46% at work and 39% whilst out and about. There is variance by area in the different technology used to access the internet with rural areas and Poulton residents more likely to use a laptop/computer to access the internet and residents from Fleetwood and Thornton-Cleveleys more likely to use a smartphone.

- 5.11** Of the 12% of respondents that rarely or don't use the internet, 71% said they prefer to speak to someone in person, and 34% reported that they have no interest in using a computer or the internet. When asked what might encourage this group to use the internet, the majority (37%) selected 'Nothing, I am still not interested' and 30% wanted more free Wi-Fi hotspots locally.
- 5.12** The proportion of residents' aware of who their local borough councillor/s is/are is lower in 2016 (28%) when compared to 2014 (38%). Awareness is lowest in Thornton-Cleveleys (22%) and highest in Rural West (32%). For the first time in the history of the survey parish/town councillors were included, which resulted in 21% of residents knowing who their town/parish councillor is/are. Awareness is lowest amongst the 44 or under age group.
- 5.13** Of the respondents who have contacted their local councillor/s, 62% said that they had received a response from their borough councillor and 53% from their town/parish councillor.
- 5.14** The feedback to the health based questions has been provided to the NHS Fylde and Wyre Clinical Commissioning Group who will undertake further analysis before reporting in 2017.
- 5.15** There has been no change with the factors cited as having the biggest negative impacts on residents' health and wellbeing with stress being the biggest (54%) followed by lack of physical activity (30%).
- 5.16** The full results are published on the website <http://consult.wyre.gov.uk/portal/> under Life In Wyre Survey 2016. This includes a further report broken down by five areas Fleetwood, Thornton-Cleveleys, Poulton, Rural West and Rural east.

Commentary and information arising from the survey is being further analysed with relevant services in order to shape future provision and engagement.

<b>Financial and legal implications</b>	
Finance	The survey findings will assist in the allocation of resources through service priorities being identified. The cost of the survey was £8,250 with a contribution of £1,600 being received from the NHS Fylde and Wyre CCG.
Legal	There are no specific legal implications to this report

### **Other risks/implications: checklist**

If there are significant implications arising from this report on any issues marked with a ✓ below, the report author will have consulted with the appropriate specialist officers on those implications and addressed them in the body of the report. There are no significant implications arising directly from this report, for those issues marked with an x.

risks/implications	✓ / x
community safety	x
equality and diversity	x
sustainability	x
health and safety	x

risks/implications	✓ / x
asset management	x
climate change	x
data protection	x

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<b>List of background papers:</b>		
Name of document	date	where available for inspection
Life In Wyre 2014 results	January 2014	<a href="http://www.wyre.gov.uk/downloads/file/2667/life_in_wyre_survey_2014_report">http://www.wyre.gov.uk/downloads/file/2667/life_in_wyre_survey_2014_report</a> Engagement Team, Wyre Council

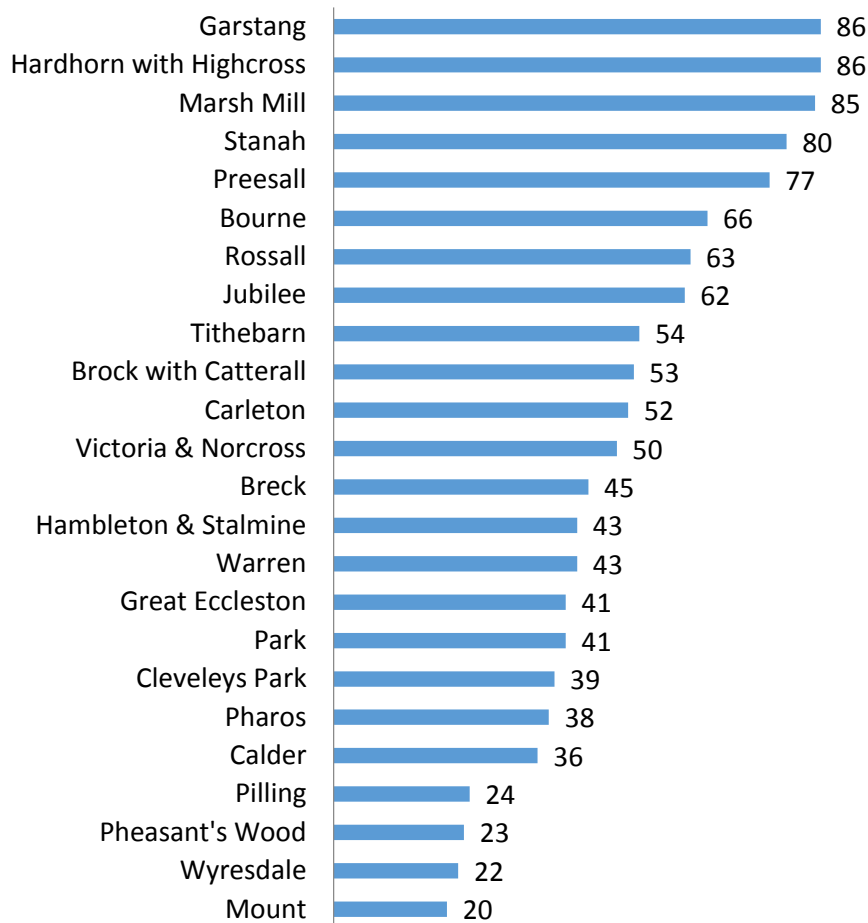
### **List of appendices**

- Appendix 1: Number of respondents by ward location
- Appendix 2: Life In Wyre Survey 2016 headline comparator data
- Appendix 3: Headline comparator data by area

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## Appendix 1: Number of respondents per ward location

**Figure: Ward populations, weighted**



Responses were received from residents across the borough. The greatest number of responses came in the wards of Garstang, Hardhorn with Highcross, Marsh Mill and Stanah, whilst the lowest number of responses came in Mount, Wyresdale, Pheasant's Wood and Pilling. A small number of respondents provided a partial postcode or refused to provide one at all.

## Appendix 2: Life In Wyre Survey 2016- Biennial comparator data

(not all data in the 2016 survey can be compared, the following are questions and responses that have some level of comparability)

### Key

- ➡ Not significantly different
- ⬆ Increasing
- ⬇ Decreasing

Ref	Questions	2016	2014	Direction
1	Satisfaction with local area as a place to live (Question 2)	82%	82%	➡
2	How important, if at all, are each of the following in making where you live a good place? (Question 1)	2016 Rank	2014 Rank	
	Low crime levels	1	3	⬆
	Health services	2	2	➡
	Clean streets	3	1	⬇
	Safe roads and pavements	4	4	➡
	Level of traffic congestion	5	6	⬆
	Access to countryside and green spaces	6	Altered format	-
	Shopping facilities	7	7	➡
	Wage levels and local cost of living	8	8	➡
	Education provision	9	10	⬆
	Job opportunities	10	11	⬆
	Availability of public transport	10	12	⬆
	Pubs/restaurants/cafes	10	14	⬆
	Feeling part of your community	13	Not asked	-
	Activities for young people	14	9	⬇
	Activities for older people	15	13	⬇
	Sport & leisure facilities	16	15	⬇
	Access to parks and playgrounds	17	Altered format	-
	Access to promenades and beaches	18	Not asked	-
	Decent affordable housing	19	16	⬇
	Cultural facilities (such as theatres, community	19	17	➡
	Designated cycling pathways	21	Not asked	-

Ref	Questions	2016	2014	Direction
3	And which of these, if any, do you feel most needs improving where you live? (Question 3)			
	Good Roads/Pavements	1	1	↔
	Level of traffic Congestion	2	4	↻
	Health Services	3	2	↻
	Clean Streets	4	3	-
	Low Crime Levels	5	6	↻
	Activities for Young People	6	7	↻
	Availability of public Transport	6	8	↻
	Shopping Facilities	8	12	↻
	Job Opportunities	9	5	↻
	Activities for older people	10	10	-
	Decent affordable Housing	11	11	-
	Designated cycling pathways	11	Not asked	-
	Wage Levels/Cost of living Housing	13	9	↻
	Access to Countryside and green spaces (previously access to countryside, parks and open spaces)	14	5	-
	Cultural Facilities	14	16	↻
	Education Provision	16	14	↻
	Pubs/ Restaurants/Cafes	16	15	↻
	Sport & Leisure Facilities	18	17	↻
	Access to promenades and beaches	19	Not asked	-
	Access to parks and playgrounds	19	Not asked	-
	Feeling part of your community	21	Not asked	-
4	Thinking about where you live, how much of a problem, if at all, do you think each of the following are? (Question 5)			
	Dog fouling/ irresponsible dog owners	49%	51%	↔
	Road Safety (previously irresponsible drivers)	45%	40%	↻
	Litter and fly-tipping (previously rubbish or litter lying around)	35%	35%	↔
	People using or dealing drugs	16%	17%	↔
	Alcohol-related anti-social behaviour	16%	16%	↔
	Noisy/ inconsiderate neighbours	12%	10%	↔
	Nuisance and rowdy behaviour	11%	11%	↔
	Empty homes/ derelict sites	9%	13%	↻
	Vandalism and graffiti	8%	9%	↔



Ref	Questions	2016	2014	Direction
5	How satisfied are you with each of the following services/facilities provided by Wyre Borough Council? (Users only) (Question 7)			
	Parks and open spaces	76%	82%	⬇️
	Promenade and beach maintenance	74%	Not asked	-
	Keeping public land/streets clear of litter, rubbish and fly-tipping (previously asked as separate services)	70%	72%	➡️
	Waste & recycling collection	67%	83%	⬇️
	Playgrounds	65%	Not asked	-
	Sport and leisure facilities	63%	66%	⬇️
	Countryside activities	62%	Not asked	-
	Local markets	60%	65%	⬇️
	Marine Hall and Thornton Little Theatre (previously itemised as separate venues)	58%	67%	⬇️
	Online Services	57%	61%	-
	Response from our customer contact centre	43%	Not asked	-
	Tackling Dog Fouling	43%	56%	⬇️
			44%	➡️
6	To what extent do you agree or disagree that 50p a day for the services and facilities, including the above, is value for money? (Question 8)	55%	46%	⬆️
7	Would you say that the council responds to its residents' needs? (Question 9)	52%	55%	⬇️
8	Overall, how well informed do you think Wyre Council keeps residents about the services and the positive impacts that these services provide? (Question 10)	63%	59%	⬆️
9	Do you know who your... (Question 15)			
	...local Wyre borough councillor/s is/are?	28%	38%	⬇️
	...local parish/town councillor/s is/are?	21%	Not	-

<b>Ref</b>	<b>Questions</b>	<b>2016</b>	<b>2014</b>	<b>Direction</b>
11	Use the internet weekly (Question 29)	88%	85%	➔
12	If any, which of the following have the biggest negative impact on your health and wellbeing? (Question 19)			
	Stress	54%	52%	➔
	Lack of Physical activity	30%	31%	➔

*Please note: percentages may have been rounded up/down.*

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## Appendix 3: Headline comparator data by area

### Local Area

	Wyre	Fleetwood	Poulton	Rural East	Rural West	Thornton-Cleveleys
Satisfaction with where they live	82%	71%	90%	87%	86%	86%
Dog fouling is an ASB problem	49%	65%	39%	37%	46%	54%
Litter is an ASB problem	35%	57%	31%	29%	38%	28%
Road safety is an ASB problem	45%	55%	46%	42%	44%	43%
Most needs improving (top 3 in ranked order)	Safe roads and pavements, Level of traffic congestion, Health services	Cleanliness of the streets, Safe roads and pavements, Shopping facilities	Safe roads and pavements, Level of traffic congestion, cleanliness of the streets	Health Services, Safe roads and pavements, Activities for young people	Public transport, Safe roads and pavements, Health services	Level of traffic congestion, Safe roads and pavements, Cleanliness of the streets

### Wyre Council

	Wyre	Fleetwood	Poulton	Rural East	Rural West	Thornton-Cleveleys
Satisfaction with waste and recycling collection	68%	57%	74%	69%	68%	71%
Satisfaction with parks and open spaces	76%	76%	84%	73%	70%	72%
Agreement that 50p a day for council services and facilities is VFM	55%	59%	61%	51%	52%	57%
Overall agreement that the council keeps them informed	63%	61%	70%	59%	59%	67%
Know who their local borough councillor is/are	28%	25%	30%	31%	32%	22%

## Appendix 3: Headline comparator data by area

### Online Access

	Wyre	Fleetwood	Poulton	Rural East	Rural West	Thornton-Cleveleys
Use a computer/ laptop to access the internet at least weekly	78%	68%	80%	84%	79%	73%
Use a smartphone to access the internet at least weekly	74%	72%	78%	76%	70%	74%
Use a tablet to access the internet at least weekly	60%	53%	66%	55%	65%	57%

### Receiving Information

	Wyre	Fleetwood	Poulton	Rural East	Rural West	Thornton-Cleveleys
Prefer to receive information through Wyre Voice residents' magazine	56%	56%	65%	45%	55%	58%
Prefer to receive information through Council e-newsletter	36%	31%	40%	43%	28%	38%
Prefer to receive information through Council website	31%	31%	35%	27%	29%	32%

### Impact on health

	Wyre	Fleetwood	Poulton	Rural East	Rural West	Thornton-Cleveleys
Stress having a negative impact on health/ wellbeing	54%	52%	54%	50%	46%	60%
Lack of physical activity having a negative impact on health/ wellbeing	25%	30%	29%	34%	28%	34%