



<b>Report of:</b>	<b>Meeting</b>	<b>Date</b>
Councillor Lynne Bowen, Leisure, Health and Community Engagement Portfolio Holder and Mark Broadhurst, Service Director Health and Wellbeing	Cabinet	13 February 2019

## **Life In Wyre Resident Survey Summary Results 2018**

### **1. Purpose of report**

- 1.1** To provide the Cabinet with a summary of the findings from the Life In Wyre Survey 2018.

### **2. Outcomes**

- 2.1** Representative survey data will help the council, partners and elected members tailor services effectively.
- 2.2** We will deliver cost effective, quality services.
- 2.3** We will work with our partners to facilitate a different relationship with our residents and communities that encourages resilience, capacity and independence.

### **3. Recommendations**

- 3.1** That members note the findings and ensure that the survey data is used to shape future service provision.
- 3.2** That members support the council's response to the findings through its communications plan and further engagement.

### **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 set out in its Business Plan.

- 4.2** The biennial 'Life In Wyre Survey' was conducted between 29 September and 16 November 2018 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 2018 survey was posted out to a sample of 3,500 randomly selected households. Unlike previous years, the survey was not hosted on the council's website or shared through social media channels. This has enabled a more reliable, random sample of responses which are statistically representative of the overall borough population.
- 4.4** An excellent response rate of 34%, that is, 1,184 responses were received which is a slight increase on the 1,158 postal responses received in 2016. Appendix 1 shows the weighted number of respondents by ward.
- 4.5** The survey was reviewed in 2018 to account for recommendations made by the Overview and Scrutiny Committee's commissioned Life In Wyre Task Group. The 2018 survey includes a reduced number of questions compared to the 2016 survey. It contains some new and previously used survey questions and where possible these have been compared to 2016 survey data, see Appendix 2.
- 4.6** The 2018 survey includes a new wellbeing section. It also contains a section dedicated to mental health and integrated health and social care services at the recommendation and request of the Overview and Scrutiny Life In Wyre Task Group and the NHS Fylde and Wyre Clinical Commissioning group (CCG) respectively. A financial contribution of £2,000 was made by the NHS Fylde and Wyre CCG towards the cost of the survey and the results have been provided to them.
- 4.7** The results have been analysed first at borough level and then by five smaller geographical areas (Fleetwood, Thornton-Cleveleys, Poulton-le-Fylde, Rural West and Rural East).

## **5. Key issues and proposals**

- 5.1** Eight in ten residents (80%) are satisfied with their local area as a place to live. This is slightly lower than the 2016 survey result of 82%, but has remained at a stable level over the last four surveys with residents over 45 years more likely to be very satisfied than the younger age groups. Satisfaction is highest in Poulton (90%) and lowest in Fleetwood (62%). Available results from the Local Government Association's national poll returned a 78% satisfaction response for the same question.
- 5.2** In order, the top five factors identified as needing improvement for the borough overall are activities for young people, crime levels, general cleanliness of the area, availability of local transport, and parks, playgrounds and green spaces. The results vary by area, for example, both

rural areas identify the availability of local transport as their issue most in need of improvement, whilst job opportunities appears to be more of a priority for Fleetwood. Wyre Council does not have sole statutory service responsibility for the first two and fourth factors. However where possible the council works closely with the statutory organisations responsible for the delivery of crime prevention and young people's services.

- 5.3** Cleanliness of the streets and parks, playgrounds and open spaces that fall under 'public ownership' are the council's responsibility. Interestingly the options 'parks, playgrounds and open spaces' and 'keeping the area clean of litter and fly-tipping' both appear in the top 5 out of 13 council services that respondents are satisfied with. It is possible that the need for improvement of general cleanliness of an area relates to more specific issues, for example, dog fouling and irresponsible dog owners which is also a council service that residents are most dissatisfied with out of the 13 services. The highest percentage of residents that selected parks, playgrounds and green spaces as needing improvement were in Thornton-Cleveleys and Poulton. When asked to explain the choices made about improvements needed in the local area most comments related to crime and anti-social behaviour, things to do for young people and the lack of public transport. There were a range of comments about litter and fly tipping, the impact of housing developments on services, and the state of roads and pavements. This survey did not include an option for roads and pavements as it has in previous years. However there was an option to select 'Other' and leave comments. The majority of the 126 'Other' comments featured the state of road surfaces and pavements.
- 5.4** Satisfaction with Wyre Council services is highest for promenade and beach maintenance (75%) followed closely by waste and recycling collection (73%) for which levels have increased when compared to the 2016 results. Satisfaction with local markets and with shows and events have also seen significant increases from the 2016 results. Levels have reduced for keeping the area clear of litter and fly-tipping, online services and tackling dog fouling/irresponsible owners.
- 5.5** In terms of problem issues, irresponsible drivers/road safety is the biggest concern at 43% with people using or dealing drugs second and becoming an increasing concern at 22% compared to 16% in 2016.
- 5.6** When asked if people agree or disagree that 53p a day for the council's services and facilities is value for money, just over half the respondents (51%) agree that it is. This is down from 55% in 2016, but still higher than the 46% who agreed with the question in 2014. Nearly a third of respondents felt unable to give an opinion either way. Almost half of the residents surveyed said that the council 'responds to its residents' needs' a great deal or a fair amount (47%), again this is slightly down compared to the 52% in 2016. Almost a quarter of respondents gave a 'don't know' response. There is some variation across the areas with Rural West and Thornton-Cleveleys having higher satisfaction levels at 50% and 55% respectively.

- 5.7** 58% of respondents feel that Wyre Council keeps its residents very or fairly well informed about services, news and events. This is down from 63% in 2016 and around the level it was at in 2014 (59%).
- 5.8** Wyre Voice is still the preferred way for residents to receive information about the council (42%) along with the council's e-newsletter (34%).
- 5.9** The vast majority (97%) of residents aged 44 or under use the internet daily. A third of residents aged 65 or over do not use the internet at all. Of those residents who use the internet, three quarters of them (75%) use one or more social media platforms. For those that don't use the internet the most common response was that they have no access to the internet, do not like it and have no interest in using it.
- 5.10** The section of the survey dedicated to 'contact with the council' allowed for open ended comments about the respondent's experience of contact over the last 12 months. Half of the contact experiences have been categorised as positive and around a quarter (26%) described as mixed or neutral. Negative comments (19%) were more focused on general dissatisfaction with the resolution or lack of action, rather than the customer service of individual staff members.
- 5.11** The proportion of residents' aware of who their local borough councillor/s are is higher in 2018 (42%) when compared to 2016 (28%). This was also the trend for parish/town councillors with an increase to 34% from 21% in 2016.
- 5.12** An expanded wellbeing section is included in the 2018 survey and is complemented by the integrated health and social care and mental health based questions provided by the NHS Fylde and Wyre CCG. A separate analysis report has been provided to the NHS Fylde and Wyre CCG for further analysis and reporting.
- 5.13** Respondents exercise 30 minutes on average for 3.4 days a week and this is slightly lower for the under 44 age group (3.2 days). 15% hadn't managed any exercise on any day over a week with a third of respondents saying they are too busy to partake. Age did play a part in the reasons for not taking part with disability or limitations being biggest reasons for over 65's and time and money for the under 44 year olds.
- 5.14** As with the 2016 survey stress has the biggest negative impact on peoples' wellbeing (32%) followed by lack of physical activity (24%). The main comments respondents gave in terms of what would improve their lifestyle or environment were around finances and jobs, motivation to exercise, general health and the impact of age and improvements to the local environment and activities.

- 5.15** New questions include what activities would help people become more active and live well. With a wide variety of options the most popular were wellness sessions such as yoga and pilates for women (40%) and outdoor activities for men (30%). Another new question entry includes the nationally accredited mental health matrix known as the Short Warwick-Edinburgh Mental Wellbeing Scale (SWEMWBS). The Wyre score is 23.3 (from a range between 7 and 35). This is marginally below the national score of 23.6. Nearly a quarter (23%) of respondents indicated that over the last two weeks they have never or rarely felt relaxed. There is some variation according to where in the borough residents live. The score is lowest in Fleetwood and Thornton-Cleveleys and highest in Rural East.
- 5.16** Both the borough and area Life In Wyre 2018 reports will be accessible via the [www.wyre.gov.uk/lifeinwyreresults](http://www.wyre.gov.uk/lifeinwyreresults).
- 5.17** 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 £7,979 with a contribution of £2,000 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 a x.

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

<b>risks/implications</b>	<b>✓ / x</b>
asset management	x
climate change	x
ICT	x
data protection	x

## **Processing Personal Data**

In addition to considering data protection along with the other risks/ implications, the report author will need to decide if a 'privacy impact assessment (PIA)' is also required. If the decision(s) recommended in this report will result in the collection and processing of personal data for the first time (i.e. purchase of a new system, a new working arrangement with a third party) a PIA will need to have been completed and signed off by Data Protection Officer before the decision is taken in compliance with the Data Protection Act 2018.

report author	telephone no.	email	date
Sara Ordonez	01253 887267	<a href="mailto:Sara.ordonez@wyre.gov.uk">Sara.ordonez@wyre.gov.uk</a>	16/01/2019

<b>List of background papers:</b>		
name of document	date	where available for inspection
None		

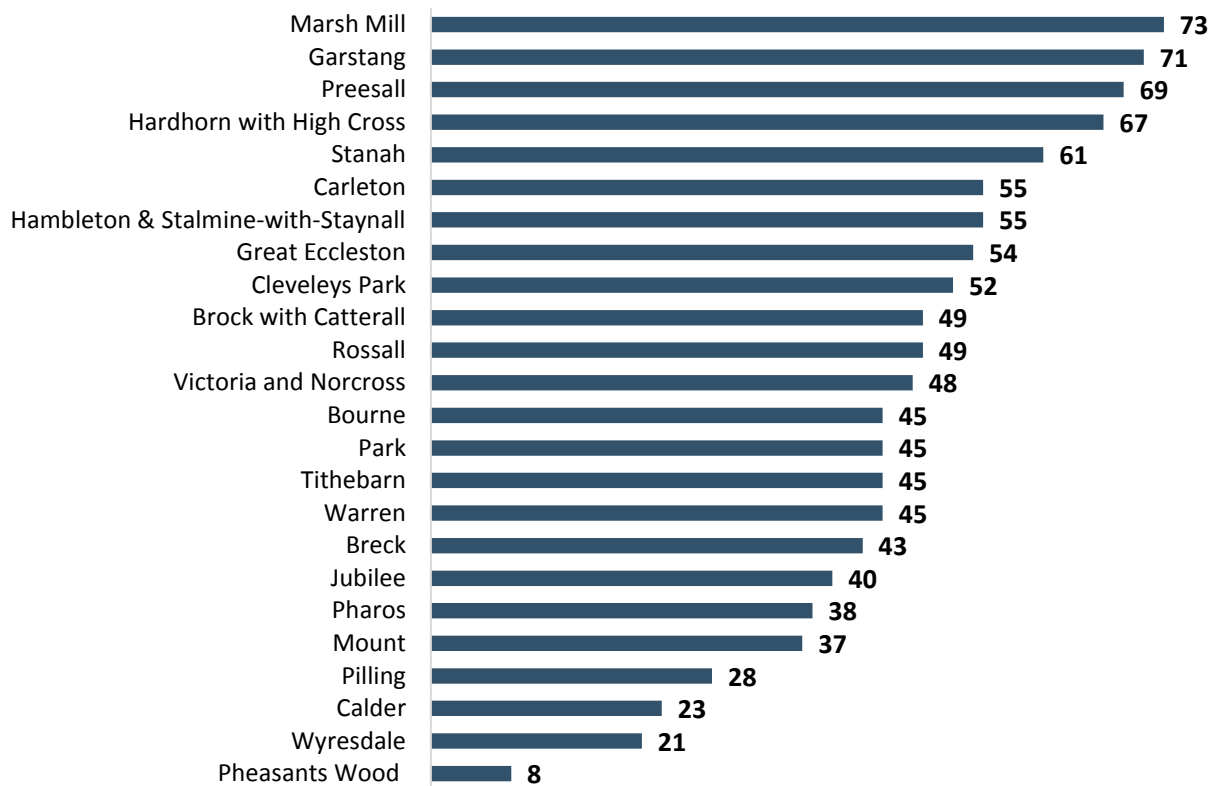
## **List of appendices**

Appendix 1: Number of respondents by ward location  
Appendix 2: Life In Wyre Survey 2018 headline comparator data  
Appendix 3: Headline comparator data by area

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## Appendix 1: Number of respondents by ward location

Figure: Ward populations, weighted



Responses were received from residents across the borough. Across the 24 ward areas, the greatest number of responses came from Marsh Mill, Garstang, Preesall and Hardhorn with Highcross. The lowest number of responses came from Pheasant's Wood, Wyresdale, Calder and Pilling. A small number of respondents provided a partial postcode or refused to provide one at all.

## Appendix 2: Headline comparator data

(Please note that not all data in the 2018 survey can be compared due to the inclusion of new and amended questions. The following questions and responses are included because they have some level of comparability. Amended questions/option results should only be used as a guide to fluctuations across the theme and not as a direct comparison).

### Key

- ➡ Not significantly different
- ⬆ Increasing
- ⬇ Decreasing









Ref	Questions	2018	2016	Direction
1	Satisfaction with local area as a place to live (Question 2)	80%	82%	➡
2	Which of these, if any, do you feel most needs improving where you live? (Please tick a maximum of 5 options)			
	Activities for Young People	30%	25%	⬆
	Crime Levels	29%	25%	⬆
	General cleanliness of the area (listed as Clean Streets in 2016)	26%	31%	⬇
	Availability of local transport (listed as Availability of public Transport in 2016)	23%	25%	➡
	Parks, playgrounds and green spaces	19%		⬆
	*Listed as 2 question options in 2016:			
	Access to parks and playgrounds		5%	
	Access to Countryside and green spaces		10%	
	Health Services	18%	34%	⬇
	Activities for older people	17%	16%	➡
	Job Opportunities	17%	19%	➡
	Affordable Housing (listed as Decent Affordable Housing in 2016)	16%	15%	➡
	Cycling and Walking routes (listed as Designated Cycling Pathways in 2016)	16%	15%	➡
	Feeling part of your community	9%	5%	⬆
	Cultural Activities (listed as Cultural Facilities in 2016)	8%	10%	➡
	Sport & Leisure Facilities	8%	7%	➡
	Education Provision	8%	9%	➡
	Nothing	7%	Not asked	-



## Appendix 2: Headline comparator data

Ref	Questions	2018	2016	Direction
	Promenades and beaches (listed as Access to Promenades and Beaches)	6%	5%	➡
3	Thinking about where you live, how much of a problem, if at all, do you think each of the following are? (Question 5)			
	Road Safety (previously irresponsible drivers)	43%	45%	⬆️
	People using or dealing drugs	22%	16%	⬆️
	Alcohol-related anti-social behaviour	15%	16%	➡
	Noisy/ inconsiderate neighbours	10%	12%	➡
	Nuisance and rowdy behaviour	8%	11%	⬆️
	Vandalism and graffiti	7%	8%	➡
	Empty homes/ derelict sites	6%	9%	⬆️
4	How satisfied are you with each of the following services/facilities provided by Wyre Borough Council? (Users only) (Question 7)			
	Promenade and beach maintenance	75%	74%	➡
	Waste & recycling collection	73%	67%	⬆️
	Local markets	66%	60%	⬆️
	Parks, playgrounds and open spaces*	66%		-
	* Listed as 2 questions in 2016:			
	Parks and open spaces		76%	
	Playgrounds		65%	
	Keeping your area clear of litter and fly-tipping (listed as Keeping public land/streets clear of litter, rubbish and fly-tipping in 2016)	65%	70%	⬆️
	Sport and leisure facilities	63%	63%	➡
	Shows and Events (listed as Marine Hall and Thornton Little Theatre in 2016)	61%	58%	⬆️
	Pest Control	53%	Not asked	-
	Provision of car Parking	53%	Not asked	-
	Online Services	53%	57%	⬆️
	Community events and activities	53%	Not asked	-
	Tackling Dog Fouling/irresponsible owners	39%	43%	⬆️
	New Vehicle MOT centre	36%	Not asked	-

## Appendix 2: Headline comparator data

5	To what extent do you agree that 53p a day for all the services and facilities, including those in Q5, is value for money? (Question 7)	51%	55%	
6	Would you say that the council responds to its residents' needs? (Question 8)	47%	52%	
<b>Ref</b>	<b>Questions</b>	<b>2018</b>	<b>2016</b>	<b>Direction</b>
7	Overall, how well informed do you think Wyre Council keeps residents about services news and events? (Question 9)	58%	63%	
9	Which of the following statements best describes your contact with your local councillor (s) over the past year? Please tick one box for your borough councillor(s) and one for your town/parish councillor(s) (Question 12)			
	People that know who the local Wyre borough councillor/s is/are?	42%	28%	
	People that know who the local parish/town councillor/s is/are?	34%	21%	
9	If any, which of the following have the biggest negative impact on your health and wellbeing? (Question 18)			
	Stress	32%	54%	
	Lack of Physical activity	24%	30%	
	Lack of Money	33%	23%	

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

## Appendix 3: Headline comparator data by area

### Local area

	Wyre	Fleetwood	Poulton	Rural East	Rural West	Thornton-Cleveleys
Very satisfied or satisfied with where they live	80%	62%	90%	88%	83%	81%
Activities for young people need improving	30%	47%	35%	21%	24%	25%
Irresponsible drivers and road safety is a very or fairly big problem	43%	49%	40%	40%	45%	41%

### Council services

	Wyre	Fleetwood	Poulton	Rural East	Rural West	Thornton-Cleveleys
Strongly or tend to agree that the council provides value for money	51%	40%	55%	47%	54%	55%
Council responds to residents' needs a great deal or fair amount	47%	42%	43%	41%	50%	55%
Council keeps residents very or fairly well informed	58%	51%	60%	53%	59%	64%

### Wellbeing

	Wyre	Fleetwood	Poulton	Rural East	Rural West	Thornton-Cleveleys
Average number of days in the past week they have done at least 30 minutes of physical activity	3.4	3.4	3.2	3.2	3.4	3.4
Stress has the biggest negative impact on wellbeing	32%	38%	32%	26%	27%	35%

### Mental health

	Wyre	Fleetwood	Poulton	Rural East	Rural West	Thornton-Cleveleys
SWEMWBS wellbeing score (metric)*	23.3	22.7	23.9	24.2	23.8	22.7
Would go to family and friends for support with mental health	65%	71%	67%	63%	64%	63%
Very or quite likely to seek any kind of help or support for mental health	62%	70%	65%	59%	58%	60%