Appendix A

Life in Wyre
Residents Survey 2022

Survey Report

10.01.2023

Analysis and report by

NWA Social Research

Contents

1. SUMMARY OF MAIN FINDINGS

1.1 NWA Research was commissioned by Wyre Council to undertake a survey of residents, covering the topics of living in Wyre, Communications, Coronavirus (Covid-19) Pandemic, Cost of Living, and Your Health & Wellbeing. The survey, which had an overall achieved sample size of 1,699, took place between 1 October 2022 and 17 November 2022, and where possible comparisons have been drawn with a similar survey of residents conducted in 2018. The 2018 Survey of 1,184 residents of the Borough was not carried out by NWA, but included a number of similar or identical questions.

LIVING IN WYRE

1.2 Over three-quarters (78%) of respondents overall were **satisfied with their local area** as a place to live, while 13% of respondents were dissatisfied, and 9% were neither satisfied nor dissatisfied. Compared to the 2018 Survey (80% satisfied/ 10% dissatisfied) the level of satisfaction has stayed at a similar level, while the level of dissatisfaction has shown a small, statistically significant, increase of 3%, from 10% dissatisfied in 2018.

1.3 Just over half (55%) of all respondents agreed that ‘59p a day per household, based on a Band D property, for all the services and facilities that Wyre Council provides’, represents **value for money**, while 17% disagreed, a quarter ‘neither agree nor disagree’ (25%), and 3% don’t know. Compared to the 2018 Survey results, when 51% agreed and 15% disagreed ‘that 53p a day for the services and facilities Wyre Council delivers is value for money’, the level of agreement has shown a small, statistically significant, rise of 4%.

1.4 Respondents were asked to say how satisfied or dissatisfied they are with 13 different **services/ facilities provided by Wyre Council**; note that results reported here exclude ‘don’t know’ responses from the percentage calculations, as was the case in the 2018 Survey. Amongst those respondents that expressed a view, satisfaction with services/ facilities provided by Wyre Council was highest in respect of waste and recycling collection (84% satisfied; a rise of 11% over the 2018 figure of 73%), promenade and beach maintenance (79% satisfied; a rise of 4% from 75% in 2018), and parks, playgrounds and green spaces (72% satisfied; a rise of 6% from 66% in 2018).

1.5 Around two-thirds of respondents expressed satisfaction with ‘keeping your area clear of litter and fly-tipping’ (65% satisfied; similar to the 2018 figure of 64%, but dissatisfaction has risen from 17% in 2018, to 24% in 2022); and local markets (63% satisfied; similar to 2018 figure of 66%).

1.6 Around half or more of respondents were satisfied with YMCA leisure facilities (59% satisfied/ 13% dissatisfied), online services, e.g. Council website, My Wyre self-service account (57% satisfied; a rise of 5% from 52% in 2018), provision of car parking (56% satisfied; similar to the 2018 figure of 53%), community health and wellbeing activities and initiatives (50% satisfied; similar to the 2018 figure of 53%), and with ‘shows and events at Marine Hall/ Thornton Little Theatre’ (50% satisfied; a fall of 11% compared to the 2018 figure of 61%).

1.7 The services which respondents were least likely to be satisfied with were:

Tackling dog fouling/ irresponsible owners (38% satisfied/ 43% dissatisfied); while satisfaction is at a similar level to that recorded in 2018 (39% satisfied/ 37% dissatisfied), the level of dissatisfaction has risen by 6% from 37% in 2018, and this was the service that the greatest number of respondents were dissatisfied with.

Care and repair/ handyperson service (38% satisfied/ 9% dissatisfied), and Business Support (22% satisfied/ 12% dissatisfied); however, the majority view on these services was the neutral ‘neither satisfied nor dissatisfied’ response, (53% and 66%, respectively).

1.8 When asked which things they feel **most need improving in the area** where they live – up to three of a list of options could be selected – the principal response was roads and pavements (58%), while around a quarter of all respondents referred to health services (27%), activities for teenagers/ young adults (25%), and crime levels (24%). Next most frequently mentioned were ‘general cleanliness of the area where you live’ (17%), affordable housing (13%), availability of local transport for essential provisions (12%), ‘your local town centre environment’ (11%), and parks, playgrounds and other green spaces (10%).

1.9 In 2018, the most mentioned responses were activities for young people (30%), crime levels (29%), general cleanliness of the area (26%), and availability of local transport (23%); (however, comparisons should only be made with caution as there were different and fewer response options to this question in the 2018 Survey, and in particular ‘roads and pavements’ was not an option).

1.10 Respondents were asked how strongly they would support or oppose 10 different **actions that Wyre Council might take to address climate change**. All but two of the actions were supported by around two-thirds or more of all respondents, and opposed by less than one-in-twenty (5%). The most popular measures, supported by over three-quarters of respondents were: offering schemes for residents to install renewable energy (84% strongly support/ tend to support), supporting renewable energy generation, e.g. solar power (83%), offering advice for reducing bills and improving home energy efficiency (79%), safer walking and cycling routes (78%), and setting tougher environmental standards for newer developments (77%).

1.11 Around two-thirds or more of all respondents also supported the actions of supporting businesses and organisations to reduce their carbon footprint (70%), supporting parish/town councils and community groups to take action on climate change (65%), and offering advice and supporting community growing schemes (65%). Least likely to be supported as actions to address climate change were more electric vehicle charging points (52% support/ 34% neutral (neither support nor oppose)/ 6% oppose), and bicycle hire schemes (40% support/ 40% neutral/ 11% oppose).

1.12 Nearly half (46%) of all respondents think that Wyre Council **responds to residents' needs** a great deal (6%) or a fair amount (40%) – similar to the 2018 Survey figure of 47% 'a great deal/ fair amount'; while 36% think that it responds not very much (30%) or not at all (6%), and 18% don't know. However, the numbers thinking that the Council responds 'not very much/ not at all' have increased compared to the 2018 figure of 28%.

COMMUNICATIONS

1.13 Over half of all respondents (58%) think that Wyre Council **keeps residents very or fairly well informed about Council services**, while 36% think that they are not very well informed (27%) or not well informed at all (9%), and 6% don't know. In terms of **events, activities and things to do**, half (50%) of all respondents think that they are very or fairly well informed by the Council, while 42% feel not very well informed (30%) or not well informed at all (12%), and 8% don't know.

1.14 In 2018, respondents were asked a similar question '*How well informed do you think Wyre Council keeps residents about services, news and events?*' and although the numbers feeling well informed are broadly the same in the current survey, the percentage of respondents who do not feel well informed appears to have risen somewhat (5% or more). 2018 results: 58% well informed, 31% not well informed.

1.15 Respondents were much less likely to think that the Council keeps them well informed about **Council decisions**: 22% feel very or fairly well informed, while two-thirds (66%) feel not very well informed (37%) or not well informed at all (29%), and 11% don't know.

1.16 When asked **how they prefer to receive information** about Wyre Council, the most popular options overall were Council e-newsletter (46%), Wyre Voice residents' magazine (40%), Facebook (39%), and Council website (32%). (Note: multiple-response question with respondents allowed to select up to three options.)

1.17 Smaller numbers of respondents said that they prefer to receive information about the Council in a local newspaper (12%), at community meetings/ events (8%), from their local councillor (8%), via Twitter (6%), Instagram (6%), and via the Next Door on-line platform (5%).

1.18 The great majority (89%) of all respondents **use the internet** regularly – 82% use it daily and 7% every few days, while 2% use it about once a week, 3% use it either about once a month (1%) or rarely (2%), and 7% do not use the internet. Internet usage has risen compared to the corresponding figures from 2018, when

80% were reported to use the internet daily (73%) or every few days (7%), and 13% said that they did not use it at all.

1.19 Those respondents that use the internet were asked **which social media platforms/ means of communication they use**. The large majority of respondents here said that they use email (85%), while 73% use WhatsApp, 70% use Facebook, and 56% use a web browser. Around a third of respondents who use the internet use Instagram (33%) and the Council website (32%), around a quarter use video calls (26%) and Twitter (24%), while smaller numbers use LinkedIn (16%), My Wyre self-service account (15%), TikTok (12%), Snapchat (12%), and Next Door (11%).

1.20 Respondents to the 2018 Survey (those that used the internet), were also asked about their usage of social media, although there was a more limited number of response options: a similar number (69%) reported using Facebook, and Snapchat (12%), but smaller numbers said that they use Instagram (24% compared to 33% in 2022), Twitter (16% compared to 24% in 2022), and LinkedIn (11% compared to 16% in 2022).

1.21 Respondents were asked to say – if they have contacted Wyre Council within the last 12 months – by **which method their last contact was made**. Excluding 'don't know' responses, almost half (48%) of respondents had last contacted on-line, while 42% had last contacted by phone, 6% in person, and 3% by post.

1.22 Those respondents who have contacted the Council within the last 12 months were then asked how satisfied or dissatisfied they were with that **experience on the last occasion of contact**. Overall, (excluding 'don't know' responses), 67% of respondents were satisfied, while 15% were neither satisfied nor dissatisfied, and 18% were dissatisfied.

1.23 Respondents were asked how they would describe their **contact with their elected representatives** over the past 12 months. In respect of their MP, just under half of all respondents (48%) said 'I know who they are, but haven't contacted them in the last year', while 4% said 'I've contacted them in the last year, but didn't receive a response', and 10% that 'I've contacted them in the last year and received a response'. The remaining 39% of all respondents said that they do not know who their MP is.

1.24 In respect of County, Borough, and (if applicable) Town/ Parish Councillors, the overall pattern of response was almost identical for each: three-quarters of all respondents did not know who their councillors are (75% or 76%), one-in-five (19% or 20%) said 'I know who they are, but haven't contacted them in the last year', 1% or 2% had contacted them in the last year, but hadn't received a response, and 3% or 4% had contacted them in the last year and received a response.

CORONAVIRUS PANDEMIC

1.25 Respondents were asked to state how the Coronavirus pandemic has affected five different aspects of their/ their immediate family's lives; has it impacted positively, negatively or was there 'no significant impact either way'?

1.26 Overall, for each of the aspects the 'net impact' ('positive impact' minus 'negative impact' percentage) of the pandemic was perceived to be negative. The negative impact was felt to be greatest in respect of respondents' 'social interaction with other people' (9% positive impact/ 45% negative impact; Net Impact Score = -36%), and 'my/ my immediate family's mental health' (6% positive/ 39% negative; Net Score = -33%).

1.27 For the remaining three aspects, 60% or more of respondents felt that the pandemic has had no significant impact either way on them, but Net Scores were still negative: 'My/ my immediate family's job or business', 7% positive/ 23% negative/ Net Score -17%; 'My/ my immediate family's physical health', 12% positive/ 28% negative/ Net Score -16%; and 'My/ my immediate family's financial well-being' 10% positive/ 23% negative/ Net Score -13%.

COST OF LIVING

1.28 When asked about their **main concerns** regarding their financial security over the coming 12 months, in light of the 'UK experiencing a substantial increase in the cost of living', the aspects of most concern were paying monthly bills, e.g. water, heating, etc. (77%), fuel/ transport costs (62%), and covering food/ essential shopping costs (55%).

1.29 Nearly a third (30%) of all respondents were concerned about rent/ mortgage payments, while smaller minorities said that among their main concerns regarding their financial security were clearing debt (16%), job security/ fear of redundancy/ lack of work (15%), covering essential childcare costs (7%), and taking out future borrowing/ loans (7%). One-in-eight (13%) of all respondents said that they don't have any concerns.

1.30 Nearly two-thirds (62%) of all respondents think that they will be **able to meet the rise in essential living costs** either comfortably (8%) or by making changes (54% 'yes, but I will have to make changes'), while a total of 34% of respondents said that they will struggle (30%) or will not be able to meet the rise in costs (4% 'no, I won't cope'), and 4% don't know.

YOUR HEALTH & WELLBEING

1.31 When asked '*In the past week, on how many days have you done a total of 30 minutes or more of physical activity, which was enough to raise your breathing* *rate?*' the large majority of all respondents (82%) said that they have done this on at least one day: 23% had done so on one or two days, 30% on three or four days, 14% on five or six days, and 16% on seven days. Less than one-fifth of all respondents said that they had not exercised in this way in the past week (18% 'none'), although this is slightly more than the 2018 figure of 15%. Overall, on average, respondents had exercised for 30 minutes or more on 3.2 days in the past week, which is slightly lower than the 2018 figure of 3.4 days.

1.32 Two-thirds of all respondents (66%) said 'yes' they **would like to be more active**, while 34% of respondents would not like to be more active. Those respondents who would like to be more active were asked to indicate **which activities they would be interested in** that could help them become more active and live well; respondents could select up to five options. The most popular options were outdoor activities, e.g. walking, cycling (41%), and wellness sessions, e.g. yoga, pilates, meditation (31%).

1.33 Over a quarter of all respondents would also be interested in activities to do with healthy eating, e.g. weight management, nutrition (28%), in beginners/ taster sessions (27%), and sessions specifically for older people (27%), while 23% would be interested in exercise classes, e.g. circuits, dance.

1.34 Next most frequently mentioned activities of interest were sports-based activities, e.g. badminton, football, tennis (18%), volunteering, e.g. local projects, events (16%), water-based activities, e.g. fishing, kayaking (15%), sessions specifically for male/ female (12%), art and literature based workshops, e.g. painting, creative writing (12%), and activities that contribute to climate change benefits (11%).

1.35 Note that respondents were asked the same question about activities of interest in the 2018 Survey, although not all response options were the same: as for the current survey, wellness sessions (27%) and outdoor activities (26%) were the most-mentioned activities, (with the order reversed); and these were followed by healthy eating (18%), exercise classes (16%), and sports-based activities (14%).

DIRECTION OF TRAVEL – SUMMARY TABLE

1.36 In the table below, responses from the current survey are compared with those from the previous Resident Survey in 2018.

Questions	Oct-22 (%)	Direction of travel	Diff. '22-'18 (%)	Oct-18 (%)
Q1: Overall, how satisfied or dissatisfied are you with your local area as a place to live? (Very/fairly satisfied)	78	-	-2	80
Q2: To what extent do you agree or disagree that 59p a day per household, based on a Band D property for all the services and facilities that Wyre Council provides, is value for money? (Strongly/tend to agree)	55	↑	+4	51
Q3a) Keeping your area clear of litter and fly-tipping (Very/fairly satisfied)	65	-	+1	64
Q3b) Tackling dog fouling/ irresponsible owners (Very/fairly satisfied)	38	-	-1	39
Q3c) Waste and recycling collection (Very/fairly satisfied)	84	↑	+11	73
Q3e) Parks, playgrounds and green spaces (Very/fairly satisfied)	72	↑	+6	66
Q3f) Promenade and beach maintenance (Very/fairly satisfied)	79	↑	+4	75
Q3g) Provision of car parking (Very/fairly satisfied)	56	-	+3	53
Q3i) Shows and events at Marine Hall/ Thornton Little Theatre (Very/ fairly satisfied)	50	↓	-11	61
Q3k) Community health and wellbeing activities and initiatives (Very/ fairly satisfied)	50	-	-3	53
Q3l) Local markets (Poulton, Fleetwood and Cleveleys) (Very/fairly satisfied)	63	-	-3	66
Q3m) Online services, e.g. Council website, My Wyre self-service account (Very/fairly satisfied)	57	↑	+5	52
Q7: To what extent do you think Wyre Council responds to residents' needs? (A great deal/ to some extent)	46	-	-1	47
Q8a: Overall, how well informed do you think Wyre Council keeps residents about Council services? (*2018: 'Services, news and events') (Very/ fairly well informed)	58	-	0	58*

(Green arrow equals 'positive change'; red arrow equals 'negative change'; '-' equals 'no statistically significant change'; 'don't know' responses excluded from the percentage bases at Q1 and Q3.)

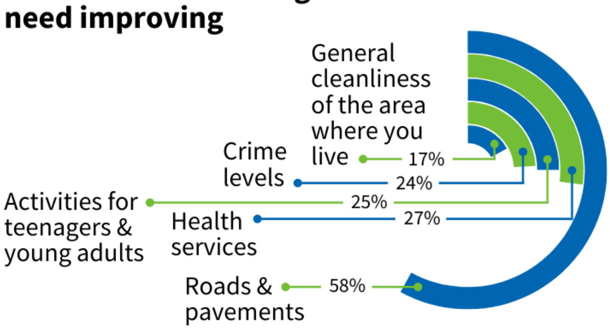
Together we make a difference....

Satisfaction Survey

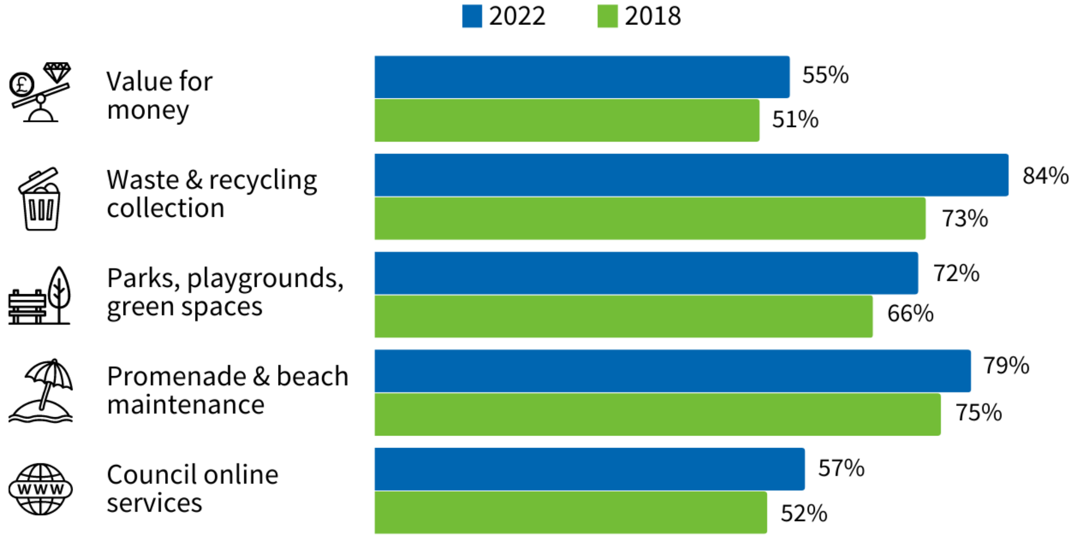
2022 vs 2018

78% Satisfaction with Wyre as a place to live

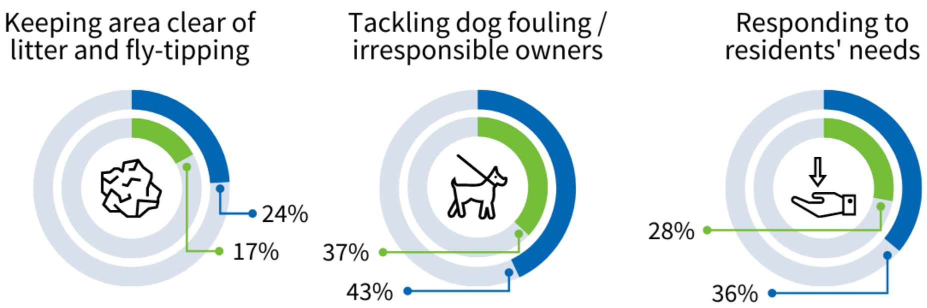
Most mentioned things that residents feel need improving



Increased Satisfaction



Areas for Improvement: Increased Dissatisfaction



Comparison with LGA's Survey 'Polling on Resident Satisfaction with Councils'

1.37 The following table compares the results for Wyre Council's Residents Survey 2022 for the LG Inform questions included in both surveys with the latest available results for these questions published in the Local Government Association's 'Polling on resident satisfaction with councils: Round 32' (June 2022). Please note that due to the differences in methodology between the LGA Survey and Wyre Council's Residents Survey, comparisons in results between the two surveys should only be made with caution. (**See note below.)

Questions ('Don't know' responses are included in the percentage bases here to enable more direct comparison)	**Wyre Oct-22 (%)**	**Diff. Wyre-LGA (%)**	**LGA Round 32 (%)**
Q1: Overall, how satisfied or dissatisfied are you with your local area as a place to live? (Core A) (Very/fairly satisfied)	**78**	-3	81
Q2: To what extent do you agree or disagree that 59p a day per household, based on a Band D property for all the services and facilities that Wyre Council provides, is value for money? (*LGA: '… your local council provides value for money') (Core C) (Strongly/tend to agree)	**55**	+10	45*
Q8a: Overall, how well informed do you think Wyre Council keeps residents about Council services? (*LGA: '… about the services and benefits it provides') (Very/ fairly well informed)	**58**	+1	57*
Q3c) Waste and recycling collection (*LGA: 'Waste collection') (Very/fairly satisfied)	**83**	+3	81*
Q3a) Keeping your area clear of litter and fly-tipping (*LGA: 'Street cleaning') (Very/fairly satisfied)	**65**	-1	66*
Q3e) Parks, playgrounds and green spaces (*LGA: 'Parks and green spaces') (Very/fairly satisfied)	**68**	-13	81*

(Wyre '22: figures in red are significantly lower than LGA Round 32; figures in green significantly higher than LGA Round 32; and for figures in black there's no significant difference. 'Don't know' responses included in the percentage bases.)

[**This is a telephone survey conducted on behalf of the LGA – methodology as follows: "Between 13 June and 21 June 2022, a representative random sample of 1,002 British adults (aged 18 or over) was polled by telephone. The same set of questions is asked in the same order each round to allow for the reporting of any changes in the overall views of the general public about the reputation of local government."]

2. BACKGROUND, OBJECTIVES & METHODOLOGY

Background

2.1 NWA Research was commissioned by Wyre Council to undertake a survey of residents on the following topics:

- Living in Wyre
- Communications
- Coronavirus (Covid-19) Pandemic
- Cost of Living; and
- Your Health & Wellbeing.

2.2 The ‘Living in Wyre’ and ‘Communications’ sections include core questions from LG Inform benchmarking: ‘satisfaction with local area as a place to live’; ‘value for money for the services/ facilities that the Council provides’; and ‘how well informed the Council keeps residents about Council services/ benefits’. (Data from LG Inform is gathered using telephone methodology).

2.3 The survey was administered by two main methods:

1) A postal survey distributed to a randomly selected sample of approximately 3,750 residents of the Council area, which was representative by ward; the first mail-out was on 1 October 2022. Reminder letters were then posted out to non-respondents on 24 October, ahead of the closing date of 17 November 2022. Respondents could also choose to complete the survey online by following the link provided in the covering letter.

2) An on-line survey, with an identical questionnaire, was made available for the general public to complete – this was accessible from the Council’s ‘Have Your Say’ webpage, and was also advertised through the Council’s social media channels.

2.4 A total of 1,699 completed questionnaires were received at the time of analysis to top-line findings, of which 1,202 were completed by respondents that were randomly selected residents of the Council area (comprising 1,042 surveys completed by post, and 160 completed on-line), and 497 were completed by members of the ‘general public’ accessing the survey via the Council’s website. Note that having reviewed the respective achieved samples from the ‘Sample of Residents’ and ‘General Public Sample’ it was decided to combine the two sets of data when running results, (sample frame is, though, included as a cross-break in the tables of results as detailed below). The overall valid response rate to the postal survey was 32%.

2.5 Data from the completed questionnaires for the Residents Survey was weighted to be representative of the Council area by age and gender (interlocked), by ward, and by ethnicity – details of the weights used are shown in the Technical Information section at the end of this report.

2.6 Top-line findings were then produced in the form of a marked-up questionnaire (**Appendix 1**). Data was analysed to tables showing unweighted counts (Base Numbers) and weighted count percentages for the overall sample and the following cross-breaks:

Tables by Demographics and Area – cross-breaks of gender, age group, limiting disability/ health problem, role as a carer (yes/ no), ethnicity (White – British/ Irish/ Other; BME Groups), area (Cleveleys/ Fleetwood/ Poulton/ Rural East/ Rural West/ Thornton); and 'source (sample frame)' (Sample of residents/ General Public sample).

Tables by Ward and Area.

[These two sets of tables are in Excel format and have been separately provided to the client.]

2.7 Throughout the report below, where possible, comparisons are made with the 2018 Life in Wyre Survey, and any statistically significant differences noted. This was a postal survey, (though respondents had the option to complete on-line), sent out to a random, stratified sample of residents, and had an achieved sample size of 1,184 responses, with results weighted to be representative of the Borough as a whole.

2.8 As with all self-completion questionnaires, some individuals did not complete all questions. This may be because they did not have an opinion on the question asked, but we cannot make this assumption in full confidence, and therefore 'missing data' has been excluded from the 'weighted' analysis. Full details of such 'missing data' are shown in the unweighted Tables of Frequencies, (Excel format, provided separately to client). Also for some questions, in order to enable valid comparisons with the 2018 Survey results, 'don't know/ not sure' responses have been excluded from the percentage calculations. Responses to the open questions within the questionnaire are listed verbatim at **Appendix 2**.

2.9 Figures are 'rounded' to the nearest whole percent by the statistical software (SPSS). Due to this 'rounding' process, in some instances tables of percentages may not add up to 100% (i.e. they may add up to 99% or 101%). Also, in some instances, again due to the rounding process, the reported 'total satisfaction/dissatisfaction' may not exactly equal the 'very' + 'fairly' responses, e.g. 'very satisfied' = 2.3% (reported as 2%) plus 'fairly satisfied' = 2.3% (reported as 2%) gives 'total satisfied' = 4.6% (reported as 5%).

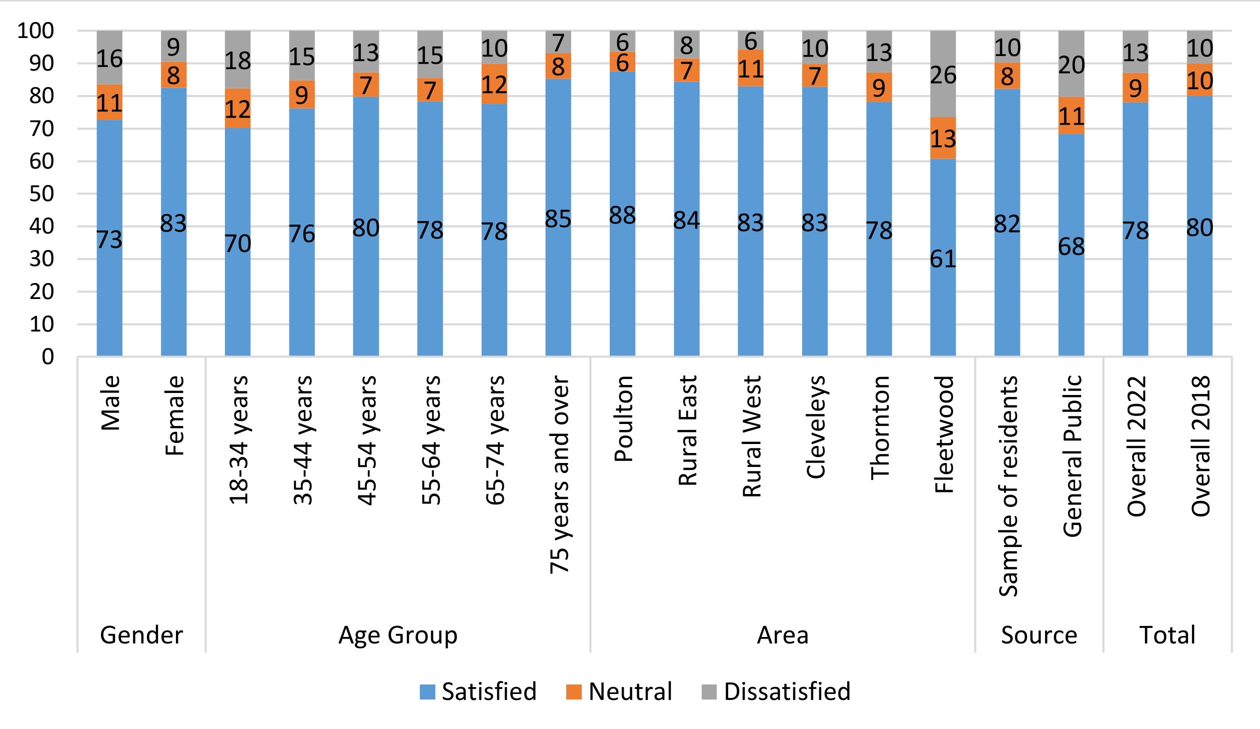
2.10 All survey results are subject to a 'margin of error' ('Confidence Interval'): this is based on both the sample number and the proportion of respondents giving a particular response. The Confidence Interval at the '95% Confidence Level' relating to the overall sample of 1,699 respondents was ±2.4% for a 'worst case' 50%/50% split in responses, meaning that the survey results can be generalised to the Wyre population with a high degree of accuracy. (More details of the Confidence Intervals relating to the main sample sub-groups are shown in the Technical Information section at the end of this report.)

3. LIVING IN WYRE

Question 1: *'Overall, how satisfied or dissatisfied are you with your local area as a place to live?'*

3.1 Over three-quarters (78%) of respondents overall were satisfied with their local area as a place to live (26% 'very satisfied' and 53% 'fairly satisfied'), while 13% of respondents were dissatisfied (4% 'very dissatisfied' and 9% 'fairly dissatisfied'), and 9% were 'neither satisfied nor dissatisfied'. [Note: analysis excludes a small number of 'don't know' responses – 0% (6 respondents).]

<u>How satisfied or dissatisfied are you with your local area as a place to live?</u>
(Q1: % response – by sub-group and overall, excluding 'don't know' responses)



3.2 Compared to the 2018 Survey (80% 'satisfied'/ 10% 'dissatisfied') the level of satisfaction has stayed at a similar level, while the level of dissatisfaction has shown a small, statistically significant, increase of 3%, from 10% 'dissatisfied' in 2018.

3.3 Residents' satisfaction with their local area as a place to live was higher in the 'Poulton' (88%), 'Rural East' (84%), and 'Rural West' (83%) areas; reducing to 61% in 'Fleetwood', where the level of dissatisfaction increased to 26%. Other sub-group variations in responses included that male respondents (73% 'satisfied'/ 16% 'dissatisfied') were less likely to express satisfaction, (and more likely to express dissatisfaction), with their local area as a place to live than were females (83% 'satisfied'/ 9% 'dissatisfied'); and that satisfaction rose to 85% for those aged 75 years and over, and to 98% for respondents belonging to BME Groups (this being a significantly higher level of satisfaction than that for the overall sample despite the small number, 26, of respondents involved). Also note that respondents from the ‘General Public’ sample (responding to the survey via the Council’s website etc.) were less likely to be satisfied, and more likely to be dissatisfied with their local area as a place to live, (68% ‘satisfied’/ 20% ‘dissatisfied’).

Question 2: *'To what extent do you agree or disagree that 59p a day per household, based on a Band D property for all the services and facilities that Wyre Council provides, is value for money?'*

3.4 Respondents were informed as follows about Wyre Council services:

This survey mainly asks you about Wyre Council services. Please only answer in relation to Wyre Council services where the question makes this clear. Wyre Council delivers over 120 services which include:

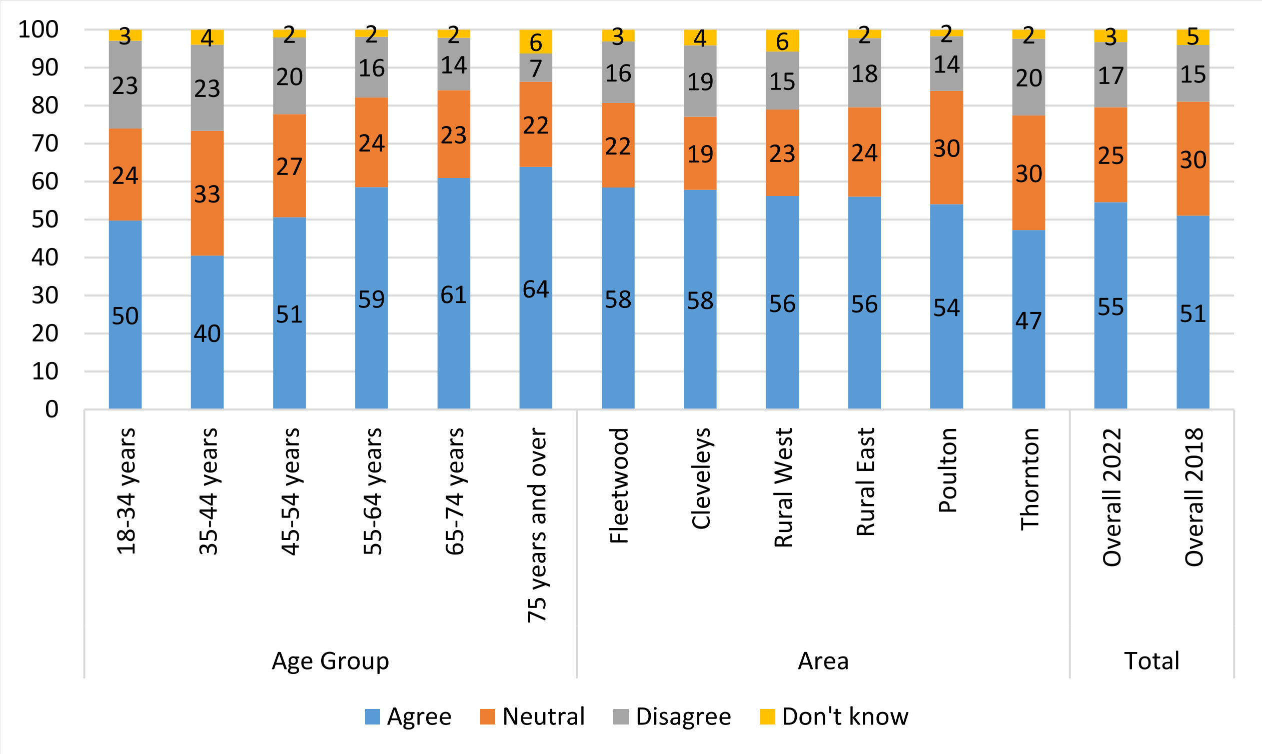
- *Waste collection*
- *Parks and open spaces*
- *Leisure centres*
- *Homelessness*
- *Street cleansing*
- *Community/wellbeing activities*
- *Car parks*
- *Theatres*
- *Disabled facilities grants*
- *Cemeteries*
- *Sea defences*
- *Markets*
- *Countryside rangers*
- *Housing benefit/council tax support*
- *Planning*
- *Environmental health*
- *Licensing*
- *Handyperson service*

Wyre Council collects council tax on behalf of all the authorities that provide services in the area, however, Wyre’s portion represents 10.5% (on a band D property) of the total amount of your bill.

They were then asked, taking into consideration the examples listed, ‘*To what extent do you agree or disagree that 59p a day per household, based on a Band D property, for all the services and facilities that Wyre Council provides, is value for money?*’

3.5 Just over half (55%) of all respondents agreed that ‘59p a day per household, based on a Band D property, for all the services and facilities that Wyre Council provides’, represents value for money (13% ‘strongly agree’ and 42% ‘tend to agree’), while 17% disagreed (5% ‘strongly disagree’ and 12% ‘tend to disagree’), a quarter ‘neither agree nor disagree’ (25%), and 3% ‘don’t know’. Compared to the 2018 Survey results, when 51% agreed and 15% disagreed ‘*that 53p a day for the services and facilities Wyre Council delivers is value for money’*, the level of agreement (‘strongly agree’ and ‘tend to agree’ responses combined) has shown a small, statistically significant, rise of 4%.

To what extent do you agree or disagree that 59p a day per household, based on a Band D property for all the services and facilities that Wyre Council provides, is value for money? (Q2: % response – by age group, area and overall)



3.6 Agreement that '59p a day per household' represents value for money in this way tended to increase with the age group of respondents, being lowest for those aged 35-44 years (40% 'strongly/ tend to agree'), rising to 61% for those aged 65-74 years, and 64% for those aged 75 years and over. The level of disagreement was higher for those respondents aged under 45 years (23% 'strongly/ tend to disagree'). There was one significant area difference, with agreement reducing to 47% in 'Thornton'; otherwise sub-group variations, such as by gender, and by sample frame (sample of residents/ general public), were not significant.

Question 3: *'How satisfied are you with each of the following services/ facilities provided by Wyre Council?'*

3.7 Respondents were asked to say how satisfied or dissatisfied they are with 13 different services/ facilities provided by Wyre Council, and for some services there were high levels of 'don't know' responses: over half gave 'don't know' responses in relation to 'business support' (61%) and 'care and repair/ handyperson service' (55%), and around a third or more in relation to 'shows and events at Marine Hall/ Thornton Little Theatre' (39%), 'community health and wellbeing activities/ initiatives' (33%), and 'YMCA leisure facilities' (32%); (see Appendix 1 for complete details). In the analysis which follows, 'don't know' responses are excluded from the percentage calculations, as they were in the 2018 Survey. Results are summarised in the table below, with 2018 figures shown where applicable.

Q3a-m: Summary Table of Results with 2018 Survey comparators
('Don't know' responses excluded)

Service/ facility	**Year**	**Satisfied** (%)	**Neutral** (%)	**Dissatisfied** (%)	**Base Number (2022)**
Q3a) Keeping your area clear of litter and fly-tipping	**2022**	**65**	**10**	**24**	1654
	2018	64	18	17	
Q3b) Tackling dog fouling/ irresponsible owners	**2022**	**38**	**20**	**43**	1586
	2018	39	24	37	
Q3c) Waste and recycling collection	**2022**	**84**	**7**	**9**	1665
	2018	73	11	17	
Q3d) Care and repair/ handyperson service	**2022**	**38**	**53**	**9**	695
Q3e) Parks, playgrounds and green spaces	**2022**	**72**	**17**	**12**	1546
	2018	66	21	13	
Q3f) Promenade and beach maintenance	**2022**	**79**	**14**	**7**	1397
	2018	75	20	6	
Q3g) Provision of car parking	**2022**	**56**	**22**	**21**	1570
	2018	53	26	22	
Q3h) Business support	**2022**	**22**	**66**	**12**	579
Q3i) Shows and events at Marine Hall/ Thornton Little Theatre	**2022**	**50**	**40**	**10**	996
	2018	61	33	6	
Q3j) YMCA leisure facilities	**2022**	**59**	**28**	**13**	1072
Q3k) Community health and wellbeing activities and initiatives (2018: 'Community events and activities')	**2022**	**50**	**35**	**15**	1117
	2018	53	37	10	
Q3l) Local markets (Poulton, Fleetwood and Cleveleys)	**2022**	**63**	**26**	**11**	1373
	2018	66	26	8	
Q3m) Online services, e.g. Council website, My Wyre self-service account	**2022**	**57**	**30**	**13**	1289
	2018	52	43	5	

3.8 Amongst those respondents that expressed a view ('don't know' responses excluded), satisfaction with services/ facilities provided by Wyre Council was highest in respect of 'waste and recycling collection' (84% 'very/ fairly satisfied'; a rise of 11% over the 2018 figure of 73%), 'promenade and beach maintenance' (79% 'satisfied'; a rise of 4% from 75% in 2018), and 'parks, playgrounds and green spaces' (72% 'satisfied'; a rise of 6% from 66% in 2018).

3.9 Around two-thirds of respondents expressed satisfaction with 'keeping your area clear of litter and fly-tipping' (65% 'satisfied'; similar to the 2018 figure of 64%, but dissatisfaction has risen from 17% in 2018, to 24% in 2022); and 'local markets' (63% 'satisfied'; similar to 2018 figure of 66%). Around half or more of respondents (those who expressed a view) were satisfied with 'YMCA leisure facilities' (59% 'satisfied'/ 13% 'dissatisfied'), 'online services, e.g. Council website, My Wyre self-service account' (57% 'satisfied'; a rise of 5% from 52% in 2018), 'provision of car parking' (56% 'satisfied'; similar to the 2018 figure of 53%), 'community health and wellbeing activities and initiatives, (e.g. walking, cycling, weight management, cardiac rehabilitation, arts programmes)' (50% 'satisfied'; similar to the 2018 figure of 53%), and with 'shows and events at Marine Hall/ Thornton Little Theatre' (50% 'satisfied'; a fall of 11% compared to the 2018 figure of 61%, although service provision here may have been affected by the Coronavirus pandemic).

3.10 The services which respondents were least likely to be satisfied with were:

'Tackling dog fouling/ irresponsible owners' (38% 'satisfied'/ 43% 'dissatisfied'); while satisfaction is at a similar level to that recorded in 2018 (39% 'satisfied'/ 37% 'dissatisfied'), the level of dissatisfaction has risen by 6% from 37% in 2018, and this was the service that the greatest number of respondents were dissatisfied with.

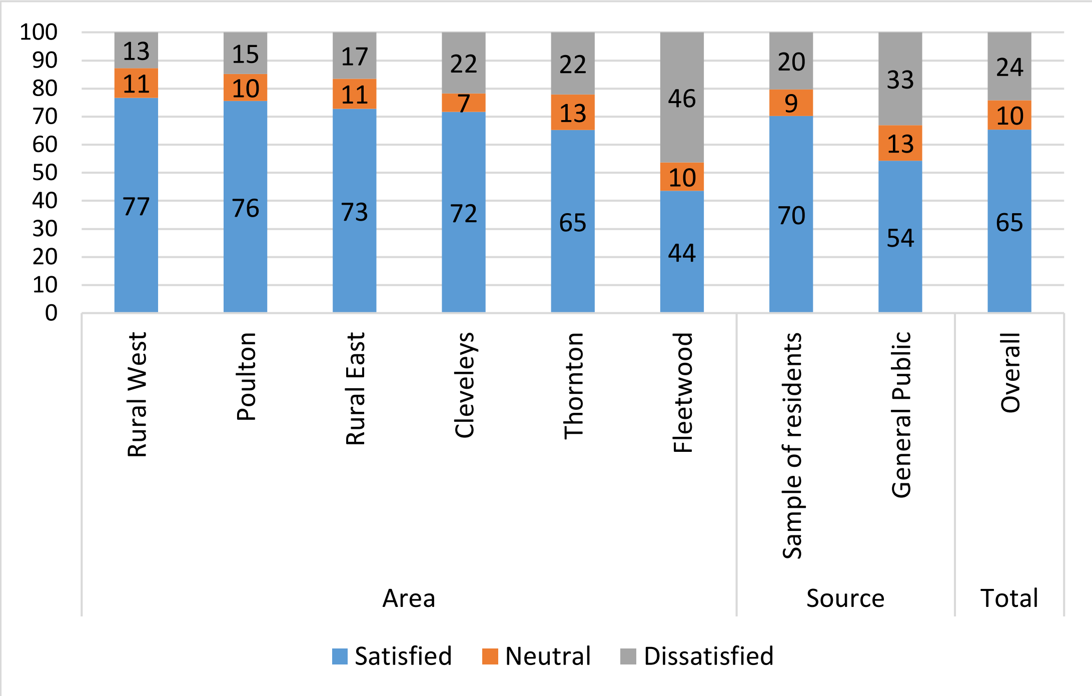
'Care and repair/ handyperson service' (38% 'satisfied'/ 9% 'dissatisfied), and 'Business Support' (22% 'satisfied'/ 12% 'dissatisfied'); however, the majority view on these services was the neutral 'neither satisfied nor dissatisfied' response, (53% and 66%, respectively).

3.11 There were a number of statistically significant sub-group variations in responses with regards to service satisfaction, and some of the main ones are noted below.

3.12 Satisfaction with 'keeping your area clear of litter and fly-tipping' was highest in the 'Rural West' (77% 'very/ fairly satisfied') and 'Poulton' (76%) areas, reducing to 44% in 'Fleetwood', where the major group of respondents were dissatisfied (46% 'very/ fairly dissatisfied'). Satisfaction with this service was also lower for 'general public' respondents (54% 'satisfied'/ 33% 'dissatisfied') than it was for those from the 'sample of residents' (70% 'satisfied'/ 20% 'dissatisfied'). (See chart overleaf.)

3.13 Satisfaction with 'tackling dog fouling/ irresponsible owners' was higher in the areas of 'Poulton' (45% 'very/ fairly satisfied') and 'Rural West' (45%), and lower for those living in 'Fleetwood' (23%), and for those respondents from the 'general public' sample (27%). Dissatisfaction rose to 61% in the area of 'Fleetwood', and to 55% for those aged 35-44 years, and those from the 'general public' sample.

Keeping your area clear of litter and fly-tipping
(Q3a: % response – by area, sample frame and overall)



3.14 Satisfaction with the 'waste and recycling collection' service was lower in the 'Rural East' (79% 'satisfied'/ 15% 'dissatisfied'), rising to 88% in 'Poulton' and 91% in the 'Rural West'; satisfaction was also lower for those respondents aged 18-34 years (73% 'satisfied'/ 16% 'dissatisfied').

3.15 Satisfaction with 'promenade and beach maintenance' varied from 83% 'very/fairly satisfied' in 'Fleetwood', down to 64% in the 'Rural East', where around a third of respondents (32%) gave 'neither satisfied nor dissatisfied' responses. Satisfaction was lowest for this service among those respondents aged 65-74 years (71%) and those whose activities are 'limited a lot' by a long-term health problem/ disability (72%), (this compares to the overall response of 79% 'satisfied').

3.16 Satisfaction with the 'provision of car parking' was highest in the area of 'Fleetwood' (68% 'satisfied'/ 13% 'dissatisfied'), and lowest in 'Poulton' (50% 'satisfied'/ 30% 'dissatisfied'), and the 'Rural East' (48% 'satisfied'/ 23% 'dissatisfied'), and for those respondents aged 65-74 years (51% 'satisfied'/ 26% 'dissatisfied').

3.17 Satisfaction with 'shows and events at Marine Hall/ Thornton Little Theatre' increased to 57% in the area of 'Thornton' and to 63% for those respondents aged 75 years and over, (compared to the overall response of 50% 'very/ fairly satisfied'); dissatisfaction increased to 20% for respondents from the 'general public' sample, (compared to 10% 'very/ fairly dissatisfied' overall).

3.18 Satisfaction with ‘community health and wellbeing activities and initiatives’ was higher in the ‘Rural East’ (60% ‘very/ fairly satisfied’), reducing to 42% in ‘Poulton’ (where the major response was ‘neither satisfied nor dissatisfied’,45%); while dissatisfaction rose to almost a quarter for those respondents aged 35-44 years (23%), and those living in the ‘Cleveleys’ area (24%). (Overall responses were 50% ‘satisfied’/ 15% ‘dissatisfied’.)

3.19 Satisfaction with ‘local markets (Poulton, Fleetwood and Cleveleys)’ was higher in ‘Fleetwood’ (71% ‘very/ fairly satisfied’, compared to 63% overall), but lower in ‘Cleveleys’ at 52% ‘satisfied’, and dissatisfaction here rose to 26% (compared to 11% overall). (Figures for ‘Poulton’ were 63% ‘satisfied’/ 7% ‘dissatisfied’). Dissatisfaction was also higher at 18% for those aged 35-44 years, and those from the ‘general public’ sample.

3.20 Respondents were also asked to state their level of satisfaction with any ‘other’ services and to name/comment upon these services. Based on the total sample, 40% of all survey respondents rated their satisfaction with ‘other’ services: 5% were ‘very/ fairly satisfied’, 7% ‘neither satisfied nor dissatisfied’, 8% ‘very/ fairly dissatisfied’, and 21% ‘don’t know’; while 3% named ‘other’ services but did not state their level of satisfaction with them, and 57% did not mention any ‘other’ services.

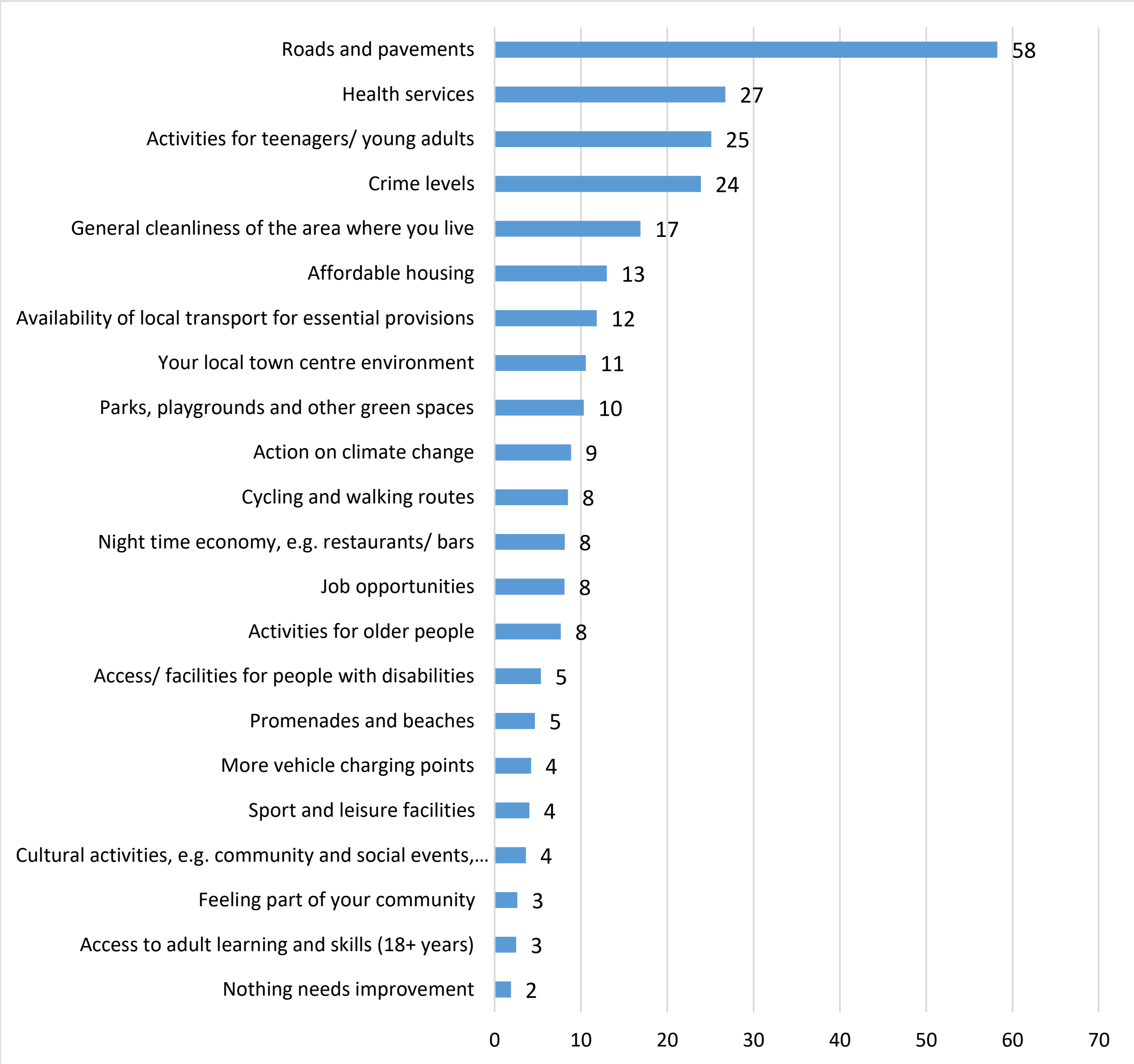
3.21 Where ‘other’ services have been named or commented upon, these have been coded into categories as shown in the table overleaf. The most frequently mentioned services/ issues were ‘housing/ planning/ developments/ infrastructure’ (2%; 38 respondents), ‘road maintenance’ (2%; 22), ‘litter and cleanliness/ maintenance issues/ dog fouling’ (1%; 20), and ‘refuse/ recycling services’ (1%; 21) – please refer to Appendix 2 for verbatim details of responses.

		Unweighted Count	%
Q3) Other services/ comments (Coded responses)	Housing/ planning/ developments/ infrastructure	38	2%
	Road maintenance	22	2%
	Litter and cleanliness/ maintenance issues/ dog fouling	20	1%
	Refuse/ recycling services	21	1%
	Parking	12	1%
	Activities/ facilities - sport/ leisure/ community etc.	12	1%
	Council - contact/ communication issues	9	0%
	Roads - safety and traffic issues	9	0%
	Online services - no access/ don't use	9	0%
	Shopping/ markets/ town centre facilities	6	0%
	Health services	5	0%
	Anti-social behaviour/ crime/ policing/ security	7	0%
	Management of verges/ hedges/ trees etc.	6	0%
	Bus/ transport services/ links	7	0%
	Pavement/ footpath maintenance	7	0%
	Flooding/ drainage	6	0%
	Can't comment/ don't know	4	0%
	Other positive comments/ satisfied	11	1%
	Other	16	1%
	No comments	1472	87%
	Total	1699	100%

Question 4: *'Which of these do you feel most need improving in the area where you live?'*

3.22 When asked which things they feel most need improving in the area where they live, (up to three of a list of options could be selected), the principal response was 'roads and pavements' (58%), while around a quarter of all respondents referred to 'health services' (27%), 'activities for teenagers/ young adults' (25%), and 'crime levels' (24%). In 2018, the most mentioned responses were 'activities for young people' (30%), 'crime levels' (29%), 'general cleanliness of the area' (26%), and 'availability of local transport' (23%); however, comparisons should only be made with caution as there were different and fewer response options to this question in the 2018 Survey, and in particular 'roads and pavements' was not an option. (See chart overleaf.)

Which of these do you feel most need improving in the area where you live?
(Q4: % response – all respondents)



3.23 Next most likely to be felt in need of improvement overall were ‘general cleanliness of the area where you live’ (17%), ‘affordable housing’ (13%), ‘availability of local transport for essential provisions, e.g. medical appointments, shopping, etc.’ (12%), ‘your local town centre environment’ (11%), and ‘parks, playgrounds and other green spaces’ (10%). Less than one-in-ten of all respondents felt that ‘action on climate change’ (9%), ‘cycling and walking routes’ (8%), ‘night-time economy, e.g. restaurants, bars’ (8%), ‘job opportunities’ (8%), ‘activities for older people’ (8%), ‘access/ facilities for people with disabilities within the main town/ public space areas’ (5%), and ‘promenades and beaches’ (5%) were among their top-three things most in need of improvement in the area where they live.

3.24 Small minorities of respondents (4% or less) mentioned any of the remaining response options, while 2% said 'nothing needs improvement', and 7% mentioned 'other' things that they feel most need improving – these 'other' things have been coded as shown in the table below, with the most mentioned services/ issues being 'housing/ planning' (1%), 'roads – safety and traffic problems' (1%), and 'services – health, education etc.' (1%). (See Appendix 2 for full details.)

		Unweighted Count	%
Q4) Other (Coded responses)	Housing/ planning	15	1%
	Roads - safety and traffic problems	11	1%
	Services - health, education etc.	10	1%
	Shopping facilities	6	1%
	Parking	9	0%
	Litter and cleanliness	7	0%
	Flooding/ drainage	7	0%
	Maintenance - weeds/ hedgerows/ trees etc.	5	0%
	Refuse/ recycling services	3	0%
	Other comments	17	1%
	(Other areas for improvement not mentioned)	1487	93%
	Total	1577	100%

3.25 By area, (see summary table overleaf), residents of the 'Rural East' (67%), 'Thornton' (65%), and the 'Rural West' (64%) were most likely to say that 'roads and pavements' most need improving where they live; and 'health services' were most frequently referred to by residents of the 'Rural East' (41%) and 'Rural West' (35%); while 'activities for teenagers/ young adults' (33%), 'crime levels' (41%), 'general cleanliness of the area where you live' (26%), 'your local town centre environment' (25%), and 'night-time economy' (16%) were each most likely to be referred to by residents of 'Fleetwood'.

Q4: Most need improving where you live – by area and overall (most mentioned responses only)

		Area (%)						TOTAL (%)
		Cleveleys	**Fleetwood**	**Poulton**	**Rural East**	**Rural West**	**Thornton**	**Wyre**
Q4) Which of these do you feel most need improving in the area where you live?	Roads and pavements	58	43	59	67	64	65	**58**
	Health services	28	18	27	41	35	19	**27**
	Activities for teenagers/ young adults	21	33	25	19	19	29	**25**
	Crime levels	23	41	20	14	18	21	**24**
	General cleanliness of the area where you live	20	26	12	8	9	22	**17**
	Affordable housing	19	8	14	15	14	12	**13**
	Availability of local transport for essential provisions	12	6	11	18	20	10	**12**
	Your local town centre environment	5	25	11	5	1	8	**11**
	Parks, playgrounds and other green spaces	9	10	10	8	6	17	**10**
	Action on climate change	8	7	7	10	13	9	**9**
	Cycling and walking routes	7	2	13	10	11	9	**8**
	Night time economy, e.g. restaurants/ bars	7	16	4	6	8	5	**8**
	Job opportunities	10	14	7	5	5	5	**8**
	Activities for older people	7	7	10	6	11	6	**8**

3.26 Other notable differences by area were that residents of the ‘Rural West’ (20%) and ‘Rural East’ (18%) were more likely to say that ‘availability of local transport for essential provisions’ is among the top-three things most in need of improvement, (compared to the overall sample response of 12%); residents of ‘Cleveleys’ were more likely to refer to ‘affordable housing’ (19% compared to 13% overall); and residents of ‘Thornton’ were also (along with ‘Fleetwood’) more likely to refer to ‘general cleanliness of the area where you live’ (22% compared to 17% overall).

Question 5: *‘If you would like to expand on any of your answers given thus far, please comment below:’*

3.27 Respondents were then asked in an open question to comment further if they would like to do so on any of their answers given in the ‘Living in Wyre’ section of the questionnaire so far, (i.e. satisfaction with the local area as a place to live, value for money of council tax, satisfaction with services/ facilities, and things most in need of improvement). Over a quarter of the total weighted sample (29%) took the opportunity to comment, with the most mentioned categories of response relating to ‘road maintenance’ (5%), ‘housing/ planning/ developments/ infrastructure’ (4%), and ‘pavements/ footpath maintenance’ (2%) as shown below. (Responses coded by first issue referred to – please see Appendix 2 for verbatim details.)

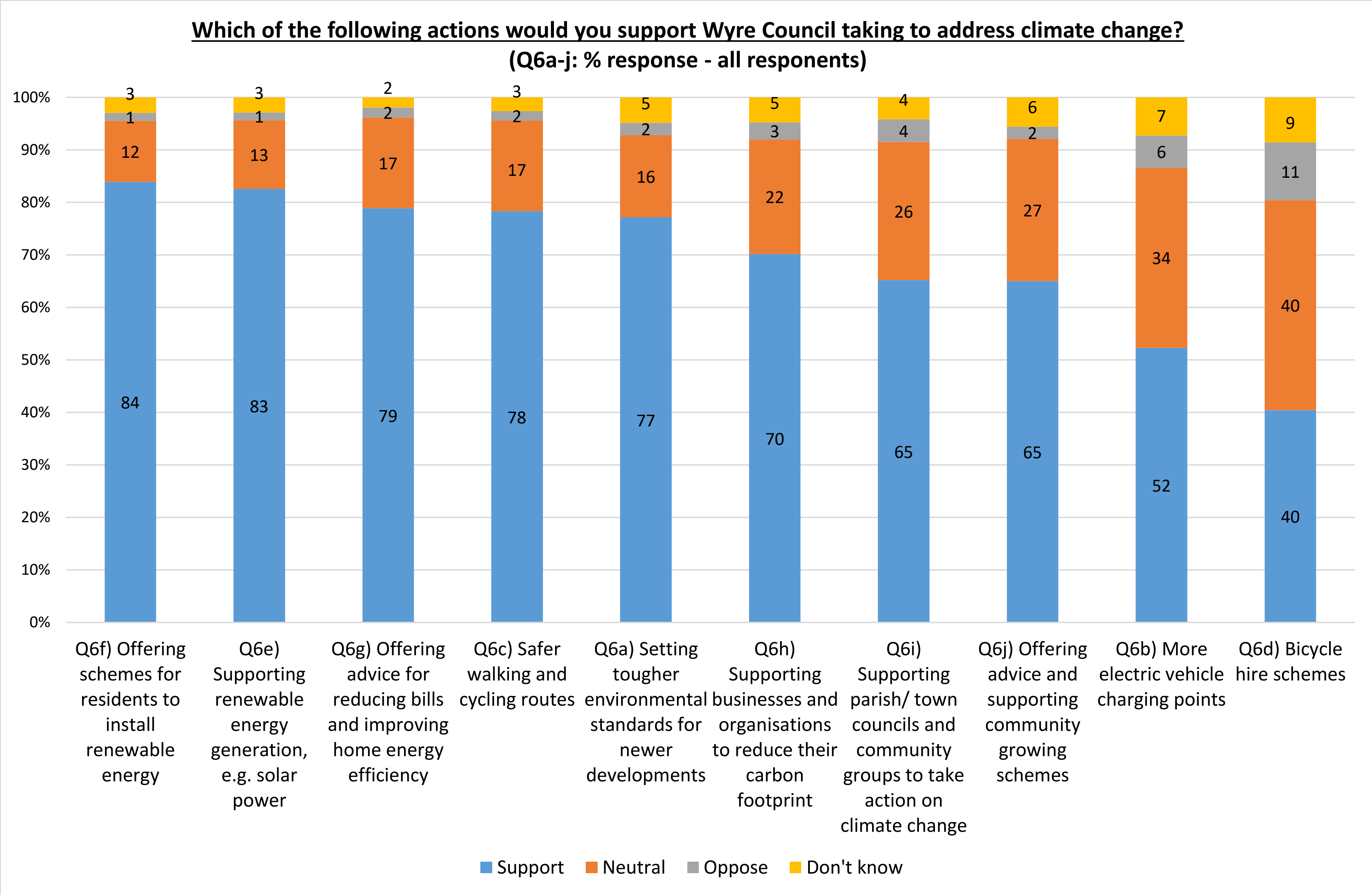
		Unweighted Count	%
Q5) If you would like to expand on any of your answers given thus far, please comment: (Responses coded by first issue referred to)	Road maintenance	94	5%
	Housing/ planning/ developments/ infrastructure	55	4%
	Pavement/ footpath maintenance	45	2%
	Services - health, education etc.	39	2%
	Litter and cleanliness/ maintenance	36	2%
	Anti-social behaviour/ crime/ policing	26	2%
	Activities/ facilities for children/ young people	20	2%
	Roads - safety and traffic issues	28	1%
	Shopping/ town and village centre facilities	19	1%
	Bus/ transport services/ links	25	1%
	Parking	15	1%
	Business/ economy	9	1%
	Activities - sport/ leisure facilities/ gyms	10	1%
	Activities/ facilities - other	10	1%
	Refuse/ recycling services	7	0%
	Flooding/ drainage	10	0%
	Green spaces/ parks	5	0%
	Accessibility issues	5	0%
	Value for money (council tax)	4	0%
	Management of verges/ hedges/ trees etc.	3	0%
	Other	30	2%
	(No comments)	1204	71%
	Total	1699	100%

Question 6: *'Which of the following actions would you support Wyre Council taking to address climate change?'*

3.28 Respondents were asked how strongly they would support or oppose 10 different actions that Wyre Council might take to address climate change. All but two of the actions were supported by around two-thirds or more of all respondents, and opposed by less than one-in-twenty. The most popular measures, supported by over three-quarters of all respondents were: 'offering schemes for residents to install renewable energy' (84% 'strongly support/ tend to support'), 'supporting renewable energy generation, e.g. solar power' (83%), 'offering advice for reducing bills and improving home energy efficiency' (79%), 'safer walking and cycling routes' (78%), and 'setting tougher environmental standards for newer developments' (77%). (See chart overleaf.)

3.29 Around two-thirds or more of all respondents also supported the actions of 'supporting businesses and organisations to reduce their carbon footprint' (70%), 'supporting parish/town councils and community groups to take action on climate change' (65%), and 'offering advice and supporting community growing schemes' (65%). Least likely to be supported as actions to address climate change were 'more electric vehicle charging points' (52% 'support'/ 34% 'neutral (neither support nor oppose)'/ 6% 'oppose'), and 'bicycle hire schemes' (40% 'support'/ 40% 'neutral'/ 11% 'oppose').

3.30 Respondents could also mention any 'other' climate change measures that they might support or oppose: based on the total sample, 8% of all respondents to the survey said that they supported 'other' measures, 8% 'neither support nor oppose' them, 0% (9 respondents) oppose them, 13% 'don't know', 2% commented on 'other' measures but did not state their level of support for them, and 69% did not mention any 'other' climate change measures. Comments here are listed verbatim at Appendix 2, sorted by whether respondents said that they supported or opposed the action. Suggestions for climate change measures that respondents would support included limiting/ reducing the number of housing developments, not building on green belt land, planting more trees, and supporting/ improving recycling schemes; and a number of respondents mentioned the issue of 'fracking', some in support, some in opposition.


Which of the following actions would you support Wyre Council taking to address climate change?
(Q6a-j: % response - all responents)
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Q6f) Offering schemes for residents to install renewable energy: 84, 12, 1, 3
Q6e) Supporting renewable energy generation, e.g. solar power: 83, 13, 1, 3
Q6g) Offering advice for reducing bills and improving home energy efficiency: 79, 17, 2, 2
Q6c) Safer walking and cycling routes: 78, 17, 2, 3
Q6a) Setting tougher environmental standards for newer developments: 77, 16, 2, 5
Q6h) Supporting businesses and organisations to reduce their carbon footprint: 70, 22, 3, 5
Q6i) Supporting parish/ town councils and community groups to take action on climate change: 65, 26, 4, 4
Q6j) Offering advice and supporting community growing schemes: 65, 27, 2, 6
Q6b) More electric vehicle charging points: 52, 34, 6, 7
Q6d) Bicycle hire schemes: 40, 40, 11, 9
Support
Neutral
Oppose
Don't know

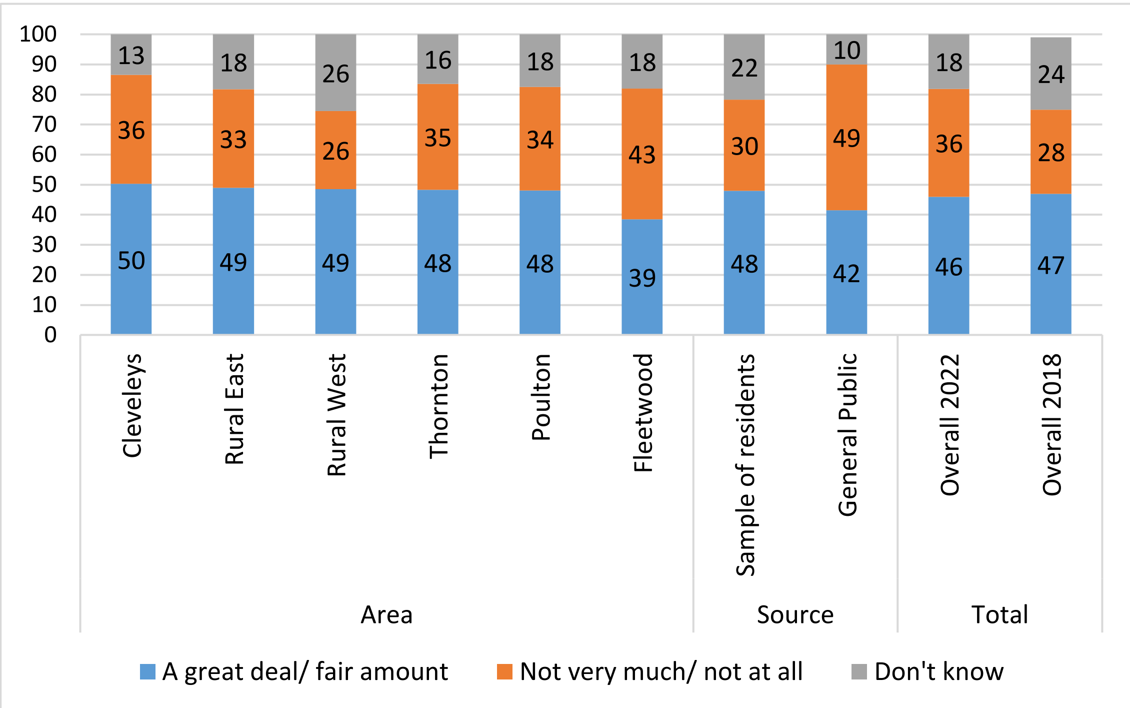
3.31 Generally, actions to address climate change were more strongly supported by respondents in younger age groups: e.g. over 90% of those aged 18-34 years (92%), and 35-44 years (91%) support 'offering schemes for residents to install renewable energy', (compared to 84% overall); 83% of those aged 18-34 years are in favour of 'supporting businesses and organisations to reduce their carbon footprint' (compared to 70% overall); 64% of 18-34 year olds support 'more electric vehicle charging points' (compared to 52% overall); and 58% of 18-34 year olds support 'bicycle hire schemes' (compared to 40% overall). Area variations to note were that support for 'setting tougher environmental standards for newer developments' rose to 85% in the 'Rural East' (compared to 77% overall); support for 'more electric vehicle charging points' rose to 64% in 'Poulton'; and 'supporting parish/ town councils and community groups to take action on climate change' was more favoured in the 'Rural East' (73% compared to 65% overall).

Question 7: *'To what extent do you think Wyre Council responds to residents' needs?'*

3.32 Nearly half (46%) of all respondents think that Wyre Council responds to residents' needs 'a great deal' (6%) or 'a fair amount' (40%) – similar to the 2018 Survey figure of 47% 'a great deal/ fair amount'; while 36% think that it responds 'not very much' (30%) or 'not at all' (6%), and 18% 'don't know'. However, the numbers thinking that the Council responds 'not very much/ not at all' have increased since 2018: 36% compared to 28% in 2018.

<u>To what extent do you think Wyre Council responds to residents' needs?</u>

(Q7: % response – by area, sample frame and overall)



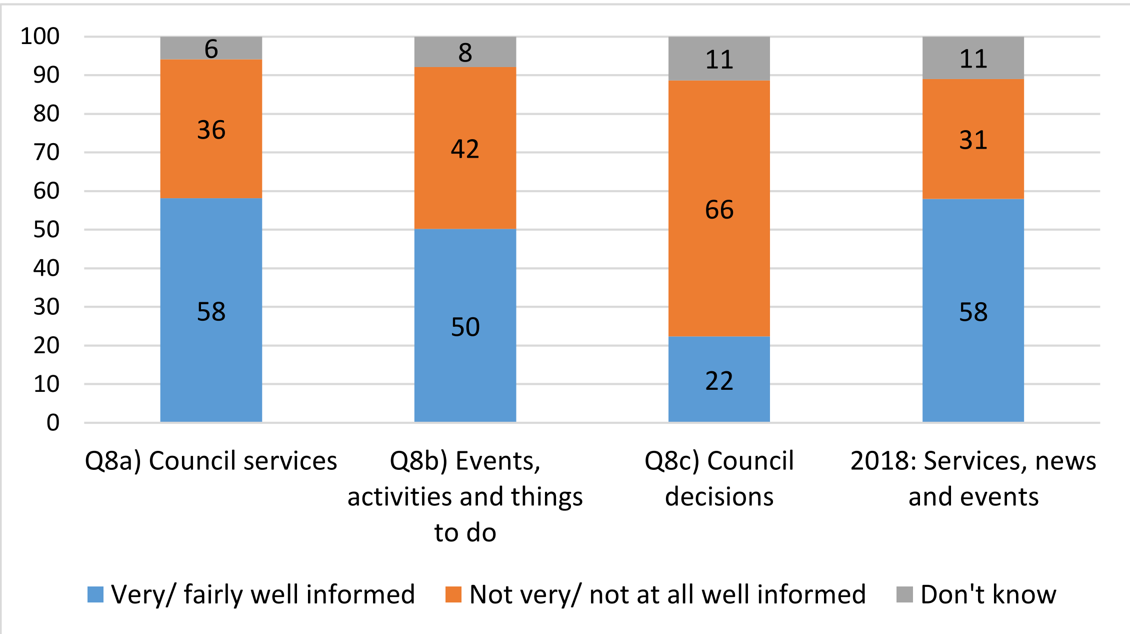
3.33 Residents of the 'Fleetwood' area (39%) were less likely to think that the Council responds to residents' needs 'a great deal/ fair amount', and more likely to think that they respond 'not very much/ not at all' (43%); and this was also the case for respondents from the 'general public' sample (42% 'a great deal/ fair amount'/ 49% 'not very much/ not at all'), when compared to the overall sample responses. The only other significant sub-group variation to note was that respondents aged 45-54 years (43%) were more likely to think that the Council responds 'not very much/ not at all' to residents' needs.

4 COMMUNICATIONS

Question 8: *'Overall, how well informed do you think Wyre Council keeps residents about …. ?'*

4.1 Over half of all respondents (58%) think that Wyre Council keeps residents well informed about 'Council services' (9% 'very well informed' and 49% 'fairly well informed'), with this figure rising to 64% for those aged 75 years and over, and to 66% for residents of the 'Rural West' area; while 36% overall think that they are 'not very well informed' (27%) or 'not well informed at all' (9%), and 6% 'don't know'. Respondents from the 'general public' sample (41% 'not very/ not at all well informed') were a little more likely to feel that the Council does not keep them well informed about services.

Overall, how well informed do you think Wyre Council keeps residents about …. ?
(Q8a-c: % response – all respondents)



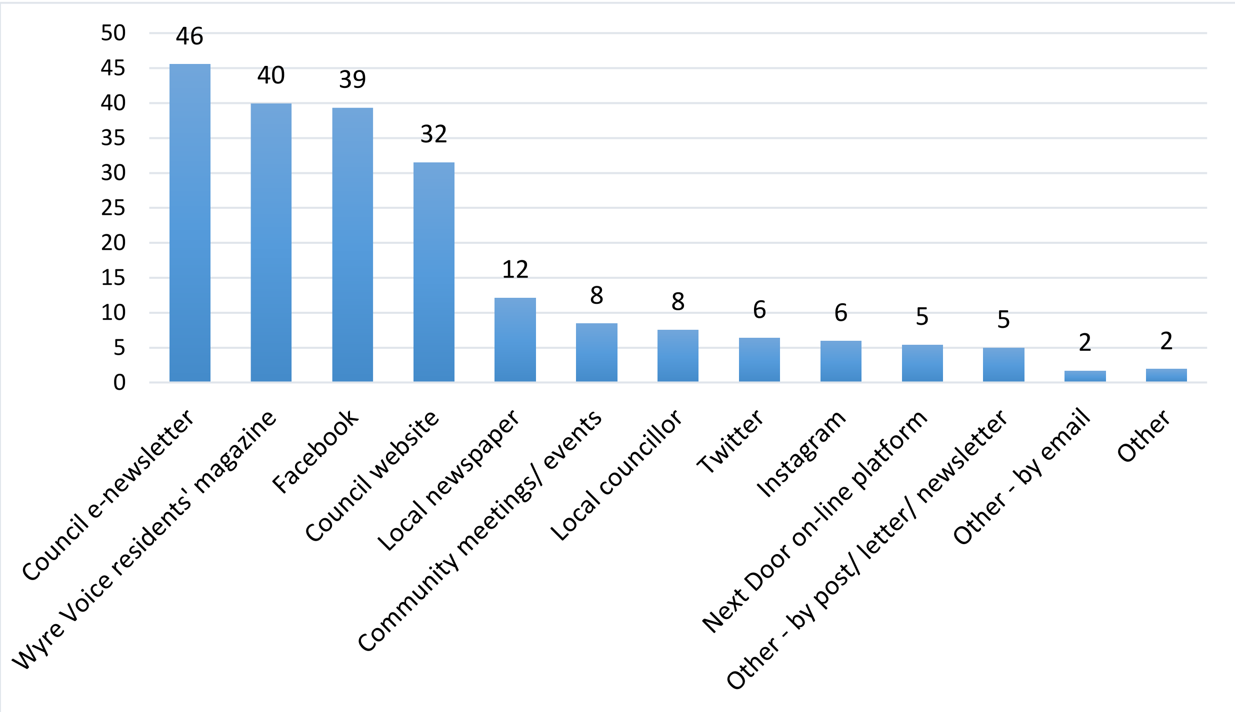
4.2 In terms of 'events, activities and things to do', half (50%) of all respondents think that they are 'very well informed' (8%) or 'fairly well informed' (42%) by the Council, while 42% feel 'not very well informed' (30%) or 'not well informed at all' (12%), and 8% 'don't know'. The numbers feeling well informed by the Council increased slightly for those respondents aged 65-74 years (54% ‘very/ fairly well informed’), and among respondents from the ‘general public’ sample (56%); otherwise there was little significant variation in responses.

4.3 In 2018, respondents were asked a similar question ‘*How well informed do you think Wyre Council keeps residents about services, news and events?*’ and although the numbers feeling ‘well informed’ are broadly the same in the current survey, the percentage of respondents who do not feel well informed appears to have risen somewhat, (5% or more).

4.4 Respondents were much less likely to think that the Council keeps them well informed about ‘Council decisions’: 22% feel well informed (3% ‘very well informed’ and 19% ‘fairly well informed’), while two-thirds (66%) feel ‘not very well informed’ (37%) or ‘not well informed at all’ (29%), and 11% ‘don’t know’. Female respondents (26% ‘well informed’/ 72% ‘not well informed’) were more likely than males (19% ‘well informed’/ 72% ‘not well informed’) to think that the Council keeps them well informed about Council decisions, and less likely to feel that they are not well informed. Also note that the percentage of respondents who do not feel well informed about Council decisions was significantly higher among those from the ‘general public’ sample (79% ‘not very/ not at all well informed’, compared to 66% overall).

Question 9: *'How do you prefer to receive information about Wyre Council?'*

How do you prefer to receive information about Wyre Council?
(Q9: % response – all respondents)



4.5 When asked how they prefer to receive information about Wyre Council, the most popular options overall were 'Council e-newsletter' (46%), 'Wyre Voice residents' magazine' (40%), 'Facebook' (39%), and 'Council website' (32%). (Note that this was a multiple-response question with respondents being allowed to select up to three options.)

4.6 Smaller minorities of respondents said that they prefer to receive Council information in a 'local newspaper' (12%), at 'community meetings/ events' (8%), from their 'local councillor' (8%), via 'Twitter' (6%), 'Instagram' (6%), and via the 'Next Door on-line platform' (5%). A total of 9% of all respondents mentioned 'other' means by which they would prefer to receive Council information, 5% of which were 'other – by post/ letter/ newsletter', and 2% 'other – by email'.

4.7 As might be expected, the most preferred means of receiving information about the Council varied significantly by age group, and there were also variations by 'sample frame' (sample of residents/ 'general public') as detailed in the table below.

<u>Q9: Preferred means of receiving information about the Council</u>
<u>Analysis by age group and sample frame (% response)</u>

	Council e-newsletter	**Wyre Voice residents' magazine**	**Facebook**	**Council website**	**Local newspaper**	**Community meetings/ events**	**Local councillor**	**Twitter**	**Instagram**	**Next Door on-line platform**
18-34 years	41	23	57	40	10	2	2	7	14	1
35-44 years	47	36	48	31	6	11	2	12	12	2
45-54 years	49	33	49	29	10	5	10	17	8	6
55-64 years	49	42	41	36	9	9	6	3	3	9
65-74 years	51	49	30	33	13	14	11	3	1	8
75 years and over	39	55	16	19	23	10	13	1	0	6
Sample of residents	44	42	33	33	14	8	7	4	4	4
General public sample	49	35	52	29	9	9	8	11	10	9
Overall	**46**	**40**	**39**	**32**	**12**	**8**	**8**	**6**	**6**	**5**

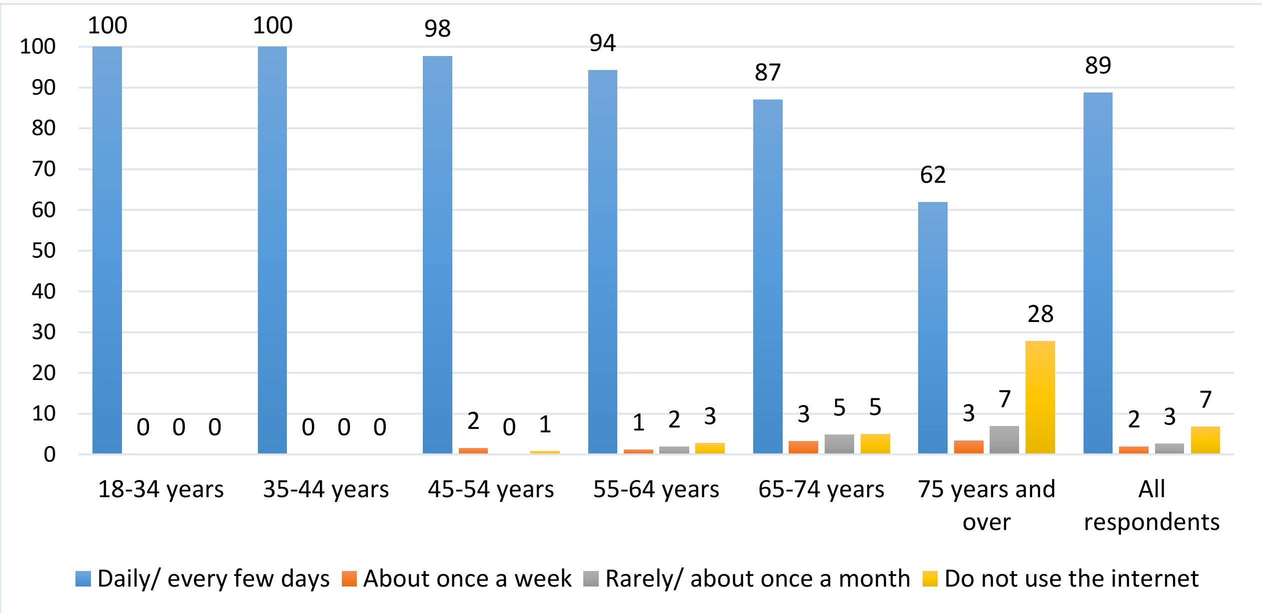
4.8 Preference for receiving information via a 'Council e-newsletter' rose to 51% for those aged 65-74 years, but was lower at 39% for those aged 75 years and over. Furthermore, those aged 75 years and over were generally more likely to prefer to receive information by post, in print or personally than digitally: 55% of respondents in this age group would prefer to receive information in the 'Voice residents' magazine' (compared to 23% of those aged 18-34 years, and 40% overall), 23% in a 'newspaper' (compared to 12% overall), and 13% from a 'local councillor' (compared to 8% overall); while preference for using 'Facebook' reduced to 16% (compared to 57% of those aged 18-34 years, and 39% overall), preference for the 'Council website' was at 19% (compared to 32% overall), and only 1% had a preference to receive information on 'Twitter', and 0% (one respondent) on 'Instagram'.

4.9 Respondents from the 'general public' sample had a greater preference for receiving Council information via social media, in particular 'Facebook' (52%, compared to 39% overall), 'Twitter' (11%, compared to 6% overall), 'Instagram' (10%, compared to 6% overall), and 'Next Door on-line platform' (9%, compared to 5% overall); but were slightly less likely to have a preference for the 'Voice residents' magazine' (35%, compared to 40% overall), and 'local newspaper' (9%, compared to 12% overall).

Question 10: *'How often do you use the internet?'*

4.10 The great majority (89%) of all respondents use the internet regularly – 82% use it 'daily' and 7% 'every few days', while 2% use it 'about once a week', 3% use it either 'about once a month' (1%) or 'rarely' (2%), and 7% 'do not use the internet'. Internet usage has risen compared to the corresponding figures from 2018, when 80% were reported to use the internet 'daily' (73%) or 'every few days' (7%), and 13% said that they did not use it at all.

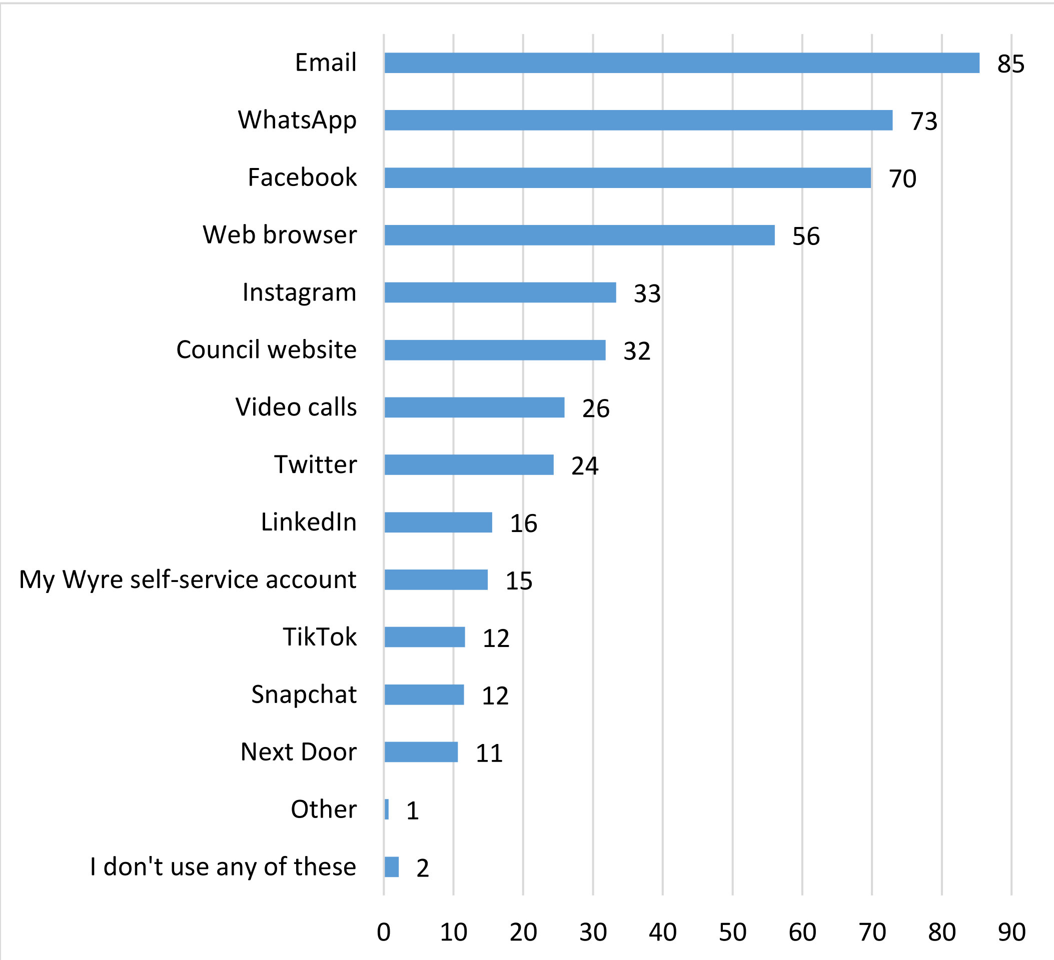
How often do you use the internet?
(Q10: % response – by age group and overall)



4.11 Frequency of usage varies widely with respondents' age group: 100% of those aged under 45 years were regular users of the internet (18-34 years, 97% 'daily' and 3% 'every few days'; 35-44 years, 94% 'daily' and 6% 'every few days'), falling slightly to 98% for those aged 45-54 years, and to 94% for those aged 55-64 years, but being much lower for those aged 75 years and over (62%; 47% 'daily' and 15% 'every few days'). More than a quarter (28%) of those aged 75 years and over said that they 'do not use the internet', and this figure was also significantly higher among those respondents with a long-term illness/ disability which limits their day-to-day activities 'a lot' (17% 'do not use the internet') or 'a little' (10% 'do not use the internet'). There was also variation in frequency of use by 'sample frame': for the sample of residents 76% use the internet 'daily', 9% 'every few days', and 10% 'do not use the internet'; while for the 'general public' sample 95% use it 'daily', 4% 'every few days', and no one (0%) said that they 'do not use the internet'.

Question 11: *'Do you use any of the following social media platforms/ means of communication?'*

Do you use any of the following social media platforms/means of communication?
(Q11: % response – those who use the internet – Base No. = 1,513)



4.12 Those respondents that use the internet were asked which out of a list of 13 social media platforms/ means of communication they use, or if they use any other social media. The large majority of respondents here said that they use 'email' (85%), while 73% use 'WhatsApp', 70% use 'Facebook', and 56% use a 'web browser'.

4.13 Around a third of respondents who use the internet use 'Instagram' (33%) and the 'Council website' (32%), around a quarter use 'video calls' (26%) and 'Twitter' (24%), while smaller numbers use 'LinkedIn' (16%), 'My Wyre self-service account' (15%), 'TikTok' (12%), 'Snapchat' (12%), 'Next Door' (11%), and 'other social media/ communication means' (1%; 10 respondents), (four respondents here mentioned 'Zoom', and two mentioned Facebook 'Messenger' and 'Poulton Chat'). (2% said that they do not use any of the listed options.)

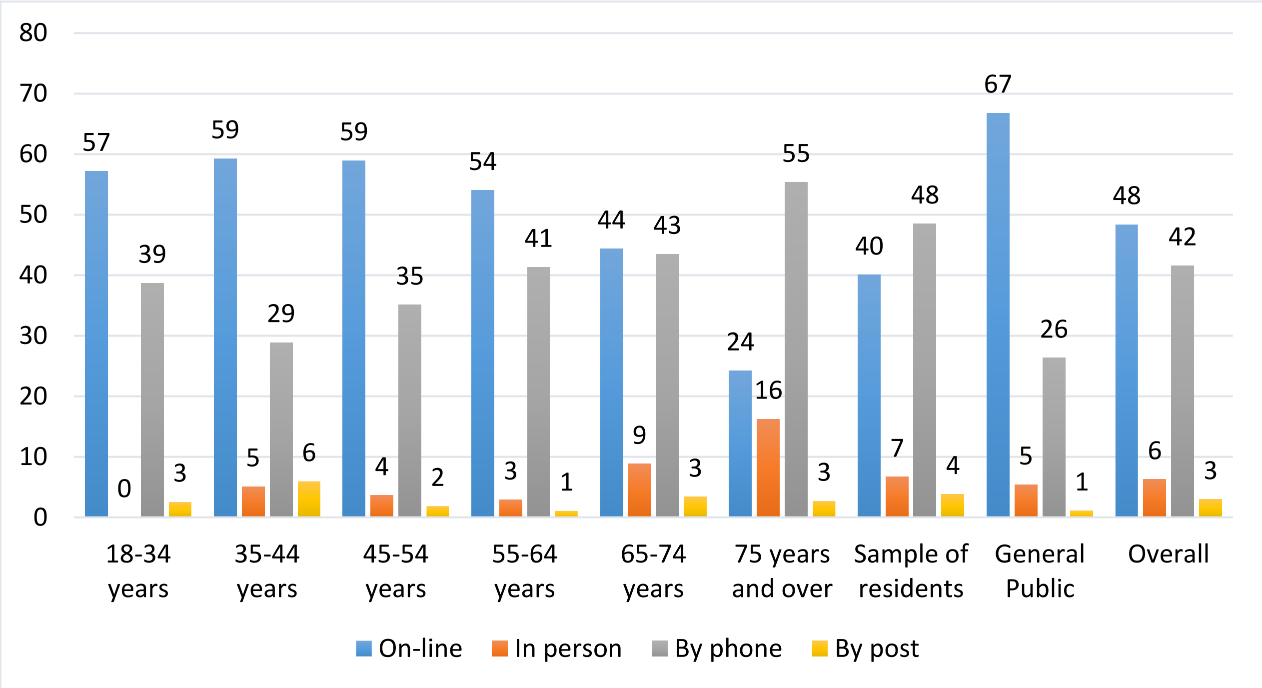
4.14 Respondents to the 2018 Survey (those that used the internet), were also asked about their usage of social media, although there was a more limited number of response options: a similar number (69%) reported using 'Facebook', and 'Snapchat' (12%), but smaller numbers said that they use 'Instagram' (24% compared to 33% in 2022), 'Twitter' (16% compared to 24% in 2022), and 'LinkedIn' (11% compared to 16% in 2022).

4.15 Again, as might be expected, usage of social media varied significantly with age group, e.g. usage of 'WhatsApp' varied from 89% of those aged 18-34 years, down to 50% of those aged 75 years and over; and, comparing these same age groups, usage of 'Facebook' varied from 84% down to 48%, 'Instagram' from 63% to 6%, and 'Twitter' from 35% to 4% (although usage of 'Twitter' was actually highest at 40% for those in the 35-54 years age bracket). Usage of 'Snapchat' (43% compared to 12% overall) and 'TikTok' (32% compared to 12% overall) was particularly high for those respondents aged 18-34 years.

Question 12: *'If you contacted Wyre Council within the last 12 months, by which method was your last contact made?'*

4.16 Respondents were asked to say, if they have contacted Wyre Council within the last 12 months, by which method their last contact was made. Restricting analysis to those respondents who could recall which method they last used, i.e. excluding the 13% of all respondents who gave 'don't know/ not sure' responses, almost half (48%) of respondents had last contacted 'on-line', while 42% had last contacted 'by phone', 6% 'in person', and 3% 'by post'. A further 1% of respondents said they had last contacted by 'other' means.

If you have contacted Wyre Council within the last 12 months, by which method was your last contact made? (Q12: by age group, sample frame and overall)
('Don't know/ not sure' responses excluded, overall Base No. = 1,197)

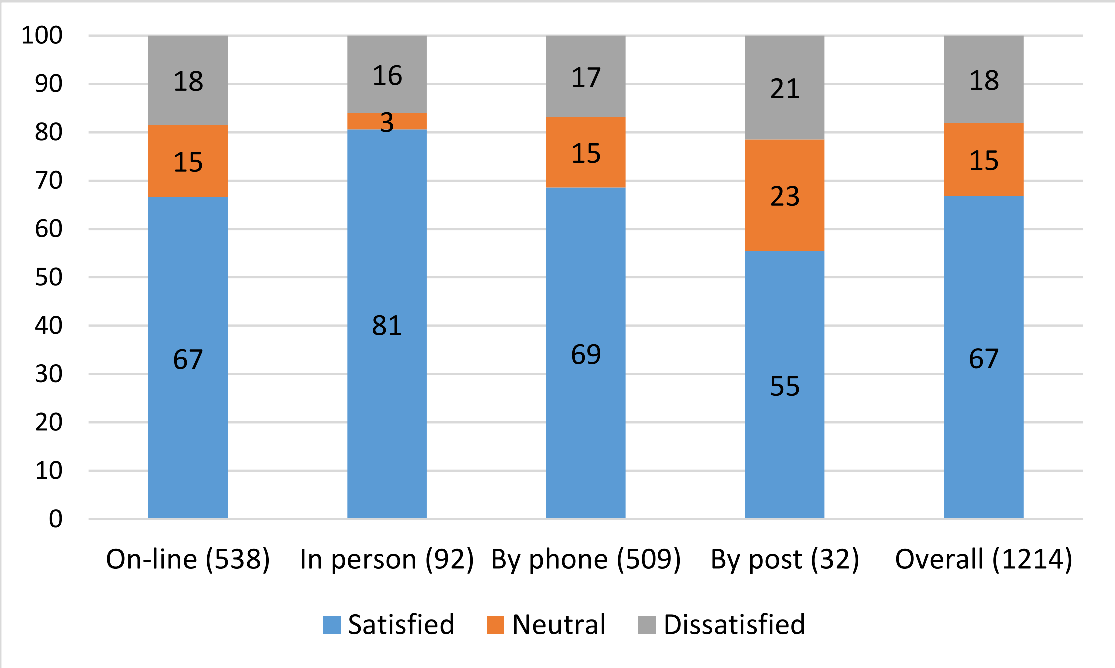


4.17 Those respondents aged 35-54 years (59%) and those from the 'general public' sample (67%) were most likely to have last contacted the Council 'on-line', with this reducing to 24% for those aged 75 years and over; while last having contacted 'by phone' was likeliest for those aged 75 years and over (55%), falling to 35% for those aged 45-54 years, and 29% for those aged 35-44 years. Last having made contact 'in person' was most likely among those aged 75 years and over (16%), and those aged 65-74 years (9%).

Question 13: *'Thinking about the last contact you made, how satisfied or dissatisfied were you with that experience?'*

4.18 Those respondents who have contacted the Council within the last 12 months were then asked how satisfied or dissatisfied they were with that experience on the last occasion of contact. Overall, excluding 'don't know' responses, 67% of respondents were satisfied (29% 'very satisfied' and 38% 'fairly satisfied'), while 15% were 'neither satisfied nor dissatisfied', and 18% were dissatisfied (10% 'very dissatisfied' and 8% 'fairly dissatisfied').

<u>Thinking about the last contact you made, how satisfied or dissatisfied were you with that experience?</u> (Q13: % response – by last method of contact and overall)
('Don't know' responses excluded – Base Numbers shown in brackets)



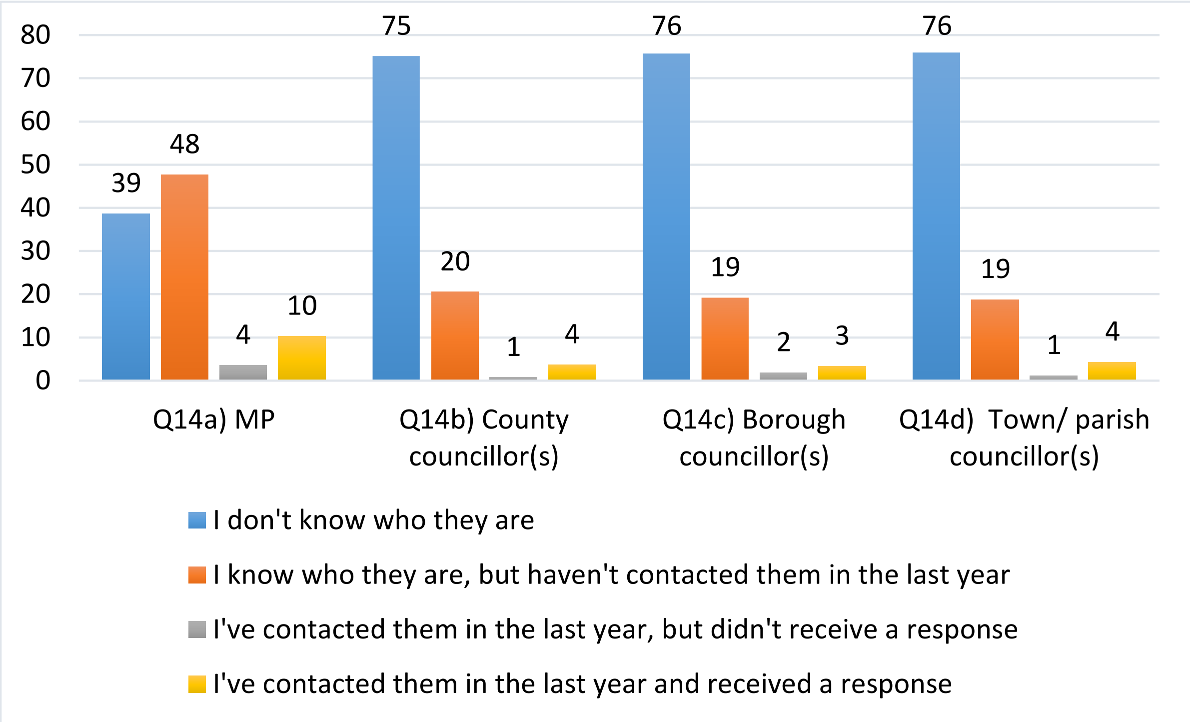
4.19 The level of satisfaction increased to 81% 'very/ fairly satisfied' for those respondents who had last contacted 'in person', and satisfaction was also slightly higher for respondents aged 75 years and over (72%), and for those living in the 'Poulton' area (73%). Satisfaction was a little lower, and dissatisfaction higher, among respondents from the 'general public' sample (62% 'satisfied'/ 22% 'dissatisfied'); otherwise there were no statistically significant sub-group variations in responses.

Question 14: *'Which of the following best describes your contact with your elected representatives over the past 12 months?'*

4.20 Respondents were asked how they would describe their contact with their elected representatives, [MP, County Councillor(s), Borough Councillor(s), and (if applicable) Town/ Parish Councillor(s)], over the past 12 months. In respect of their 'MP', just under half of all respondents (48%) said 'I know who they are, but haven't contacted them in the last year', while 4% said 'I've contacted them in the last year, but didn't receive a response', and 10% that 'I've contacted them in the last year and received a response'. The remaining 39% of all respondents said that they do not know who their 'MP' is, with this figure being higher among females than males (42% compared to 34%), and reducing with age from 49% of those respondents aged 18-34 years, to 32% of those aged 65-74 years, and 28% of those aged 75 years and over.

4.21 Note also that residents of the 'Rural West' (29%), and 'Rural East' (33%) areas were less likely to say that they don't know who their MP is, as were respondents from the 'general public' sample (25%).

Which of the following best describes your contact with your elected representatives over the past 12 months? (Q14a-d: % response – all respondents)



4.22 In respect of County, Borough, and Town/ Parish Councillors, the overall pattern of response was almost identical for each: three-quarters of all respondents did not know who their councillors are (75% or 76%), one-in-five (19% or 20%) said 'I know who they are, but haven't contacted them in the last year', 1% or 2% had contacted them in the last year, but hadn't received a response, and 3% or 4% had contacted them in the last year and received a response; this latter figure varied by area only in respect of Town/ Parish Councillors – 13% of residents in the 'Rural West' had contacted and received a response, reducing to 1% in 'Poulton' and 'Thornton', and 0% (no respondents) in 'Cleveleys'.

4.23 Generally, respondents in older age groups, and those from the 'general public' sample were less likely to say they do not know who their councillors are, i.e. they were more likely to know the name of their councillors or to have contacted them in the last year. In respect of 'County Councillors', awareness was lowest at 16% 'know/ have contacted in the last year' for those aged 35-44 years, rising to 29% for those aged 65-74 years, 35% for those aged 75 years and over, and 34% among respondents from the 'general public' sample.

4.24 In respect of 'Borough Councillors', awareness of who they are increased to 29% for those aged 65-74 years, 34% for those aged 75 years and over, and 32% for 'general public' respondents. In respect of 'Town/ Parish Councillors', awareness of who they are was higher among female respondents than males (27% 'know/

have contacted', compared to 20%), and rose to 30% for those aged 65-74 years, 36% for those aged 75 years and over, 34% for residents of the 'Rural East' area, and 44% for residents of the 'Rural West'; but awareness was lower at 13% 'know/ have contacted' in 'Thornton'.

Question 15: *'Do you have any other comments about Wyre Council communications?'*

4.25 Finally in this section, respondents were asked if they had any 'other comments about Wyre Council communications', and 10% of the total weighted sample made comments – these have been coded as shown in the table below, (see Appendix 2 for verbatim details). The main themes of response were 'general negative comments about Council communications or lack of communication' (2%; 41 respondents), and comments about 'contact with elected members' (2%; 27 respondents).

		Unweighted Count	%
Q15) Do you have any other comments about Wyre Council communications? (Coded responses)	General comments - negative/ general lack of communication	41	2%
	Contact with elected members	27	2%
	Contact/ communication via Social Media/ internet	17	1%
	Unresponsive/ don't get back/ passed around	16	1%
	Telephone contact (speaking in person)	12	1%
	General comments/ suggestions	13	1%
	Housing/ planning/ developments - communication issues	7	1%
	Council website	7	0%
	General comments - positive	5	0%
	Contact information (provision/ availability)	4	0%
	Other	10	1%
	Not made contact	3	0%
	Comments unrelated to communications	20	1%
	No comments	1517	90%
	Total	1699	100%

5 CORONAVIRUS (COVID 19) PANDEMIC

Question 16: *'We would like to understand how the pandemic has affected you or your immediate family ….?'*

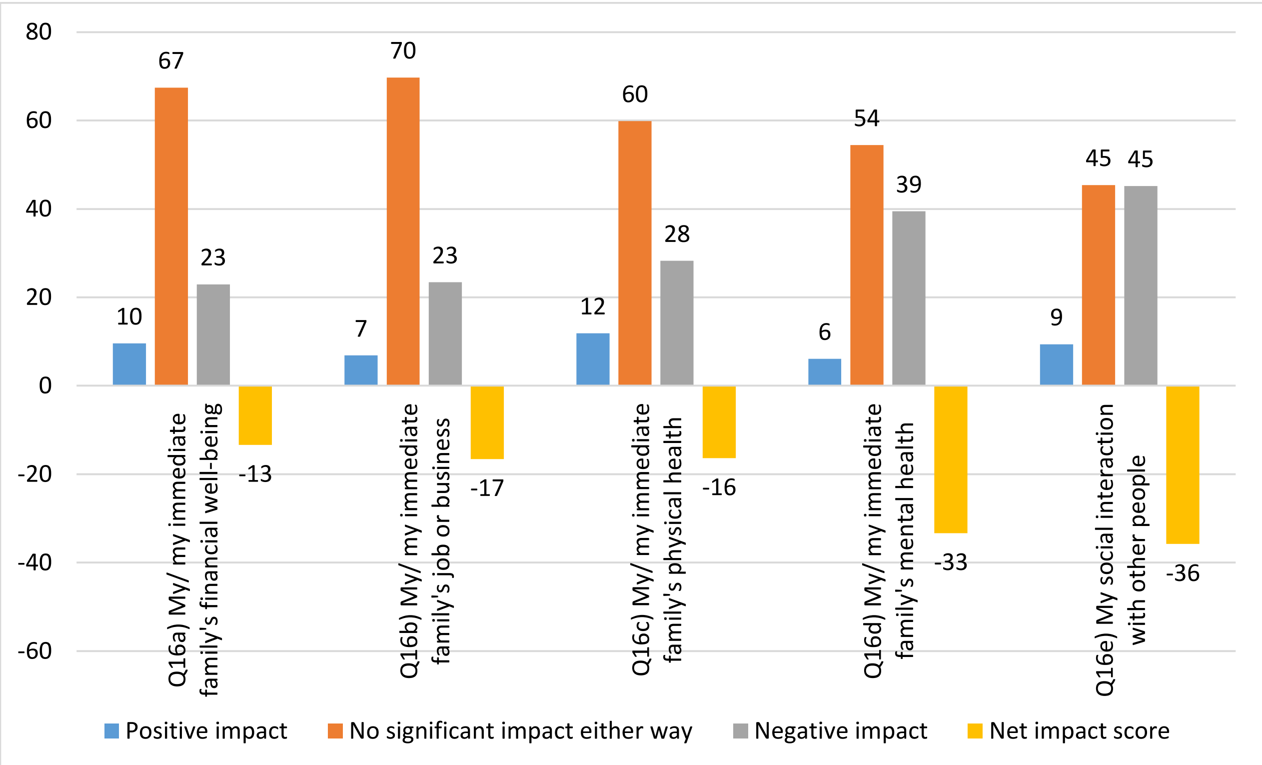
5.1 Respondents were informed that:

"The council kept services running during the pandemic and provided support to residents and businesses through community hubs, grant payments and the NHS vaccine delivery programme to name a few."

They were then asked to state how the pandemic has affected five different aspects of their/ their immediate family's lives; has it impacted positively, negatively or was there 'no significant impact either way'?

5.2 Overall, for each of the five aspects listed on the questionnaire the 'net impact' ('positive impact' minus 'negative impact' percentage) of the pandemic was perceived to be negative. The negative impact was felt to be greatest in respect of respondents' 'social interaction with other people' (9% 'positive impact'/ 45% 'negative impact'; 'Net Impact Score' = -36%), and 'my/ my immediate family's mental health' (6% 'positive'/ 39% 'negative'; Net Score = -33%).

How has the pandemic affected you/ your immediate family?
(Q16a-e: % response – all respondents; showing 'Net Impact Score'*)



(*'Net Impact Score' = 'Positive impact' minus 'Negative impact' percentage)

5.3 For the remaining three aspects, three-fifths or more of respondents felt that the pandemic has had 'no significant impact either way' on them, but Net Scores were still negative: 'My/ my immediate family's job or business', 7% 'positive'/ 23% 'negative'/ Net Score -17%; 'My/ my immediate family's physical health', 12%

‘positive’/ 28% ‘negative’/ Net Score -16%; and ‘My/ my immediate family’s financial well-being’ 10% ‘positive’/ 23% ‘negative’/ Net Score -13%.

5.4 The perceived level of impact of the pandemic varied significantly depending on respondents’ age groups – generally, respondents in younger age groups were more likely to think that they or their immediate family have been negatively affected, while those in older age groups, particularly those aged 75 years and over, were more positive and less negative:

- ‘My/ my immediate family’s financial well-being’ – ‘Negative impact’ responses ranged from 30% for those aged 35-44 years, down to 17% for those aged 65-74 years, and 16% for those aged 75 years and over.
- ‘My/ my immediate family's physical health’ – ‘Negative impact’ responses reduced to 22% for those aged 75 years and over, compared to 28% for the overall sample; and 20% of respondents in this age group reported a ‘positive impact’, compared to 12% overall.
- ‘My/ my immediate family's mental health’ - ‘Negative impact’ responses ranged from 53% for those aged 18-34 years, and 48% for those aged 35-44 years, down to 29% for those aged 65-74 years, and 27% for those aged 75 years and over.
- ‘My social interaction with other people’ - ‘Negative impact’ responses ranged from 53% for those aged 18-34 years, down to 36% for those aged 75 years and over, (compared to 45% for the overall sample); and 22% of respondents aged 75 years and over reported a ‘positive impact’, compared to 9% overall.
- Differences for ‘My/ my immediate family's job or business’ were smaller and generally not significant.

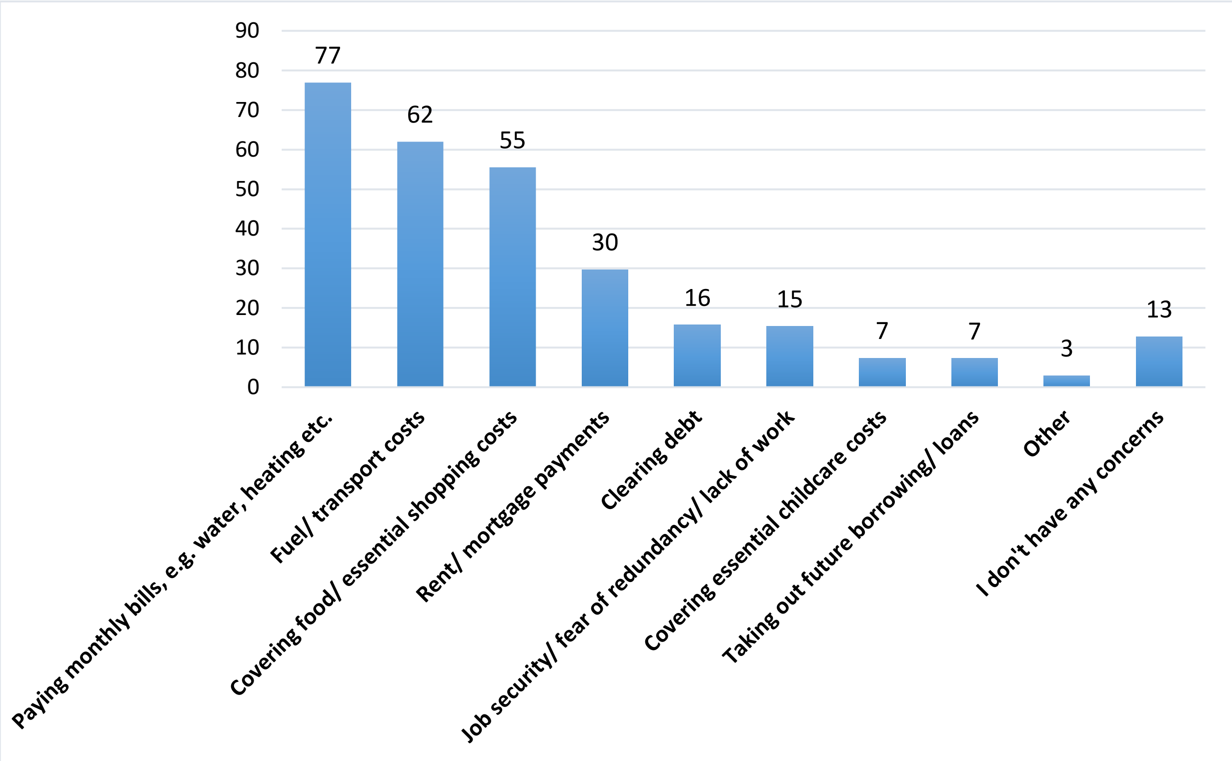
5.5 Respondents were also asked if there were ‘other’ ways that the pandemic has affected them and to state the level of impact: based on the total sample, 19% of all respondents to the survey indicated that they had been affected in ‘other’ ways, with 1% being ‘positive’ impacts, 4% ‘negative’ impacts, and 13% having ‘no significant impact either way’, while 1% mentioned ‘other’ impacts but did not state the level of impact on them, and 81% did not mention any ‘other’ impacts of the pandemic – see Appendix 2 for verbatim details, sorted by level of impact.

6 COST OF LIVING

Question 17: *'What are your main concerns regarding your financial security over the coming 12 months?'*

6.1 When asked about their main concerns regarding their 'financial security over the coming 12 months', in light of the 'UK experiencing a substantial increase in the cost of living', the aspects of most concern were 'paying monthly bills, e.g. water, heating, etc.' (77%; rising to 91% for those aged 35-44 years), 'fuel/ transport costs' (62%; rising to 71% for those aged 45-54 years), and 'covering food/ essential shopping costs' (55%; rising to 67% for those aged 18-34 years, and 68% for those aged 35-44 years).

What are your main concerns regarding your financial security over the coming 12 months? (Q17: % response – all respondents)



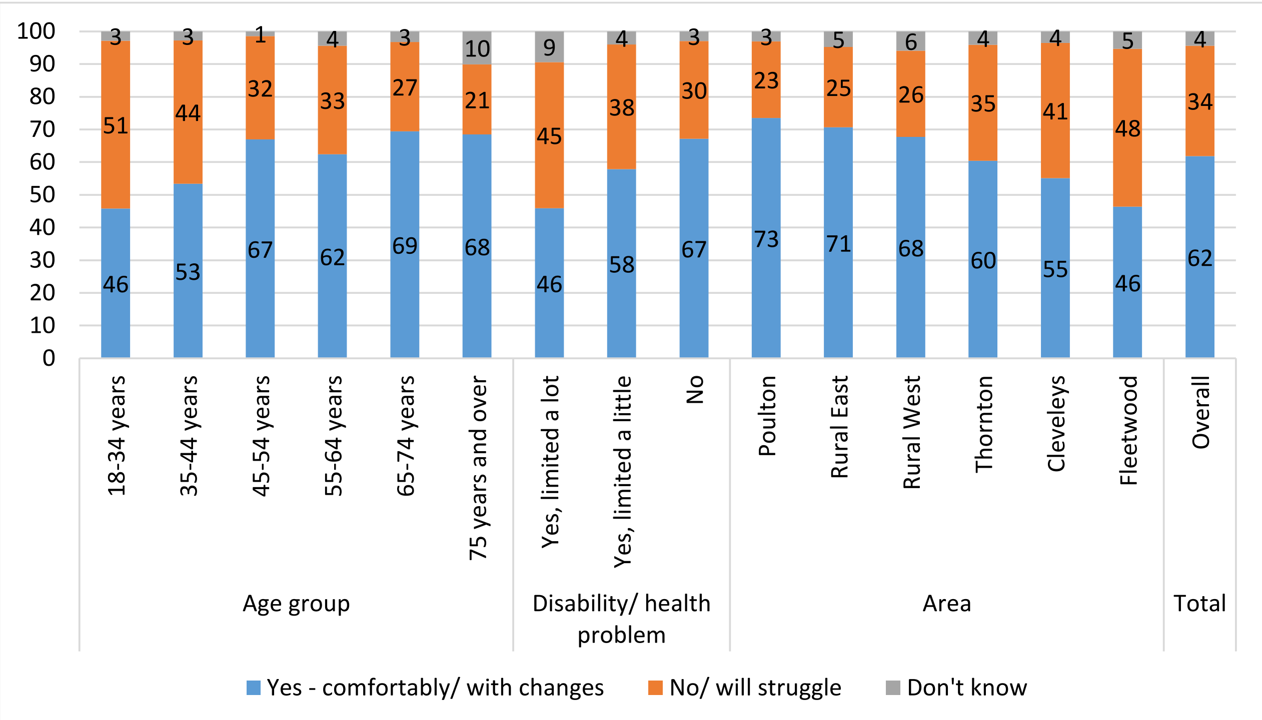
6.2 Nearly a third (30%) of all respondents were concerned about 'rent/ mortgage payments', rising to half or more of those respondents aged 18-34 years (50%), and those aged 35-44 years (54%); while smaller minorities of respondents said that among their main concerns regarding their financial security were 'clearing debt' (16%; rising to around a quarter or more of those aged under 55 years), 'job security/ fear of redundancy/ lack of work' (15%; rising to 27% for those aged 18-34 years, and 29% for those aged 45-54 years), 'covering essential childcare costs' (7%; rising to 24% for those aged 18-34 years, and 19% for those aged 35-44 years), and 'taking out future borrowing/ loans' (7%; rising to 14% for those aged 45-54 years).

6.3 One-in-eight (13%) of all respondents said that they 'don't have any concerns', (rising to 21% for those aged 75 years and over, and actually respondents in this age group were significantly less likely to have any of the possible concerns listed on the questionnaire); and 3% mentioned some 'other' concerns, e.g. concerns over 'council tax', savings and pensions (see Appendix 2 for details). By area, residents of 'Fleetwood' were most likely to have concerns over their future financial security, and in particular they were more likely to be concerned about 'paying monthly bills' (83% compared to 77% overall), 'covering food/ essential shopping costs' (63% compared to 55% overall), and 'rent/ mortgage payments' (37% compared to 30% overall).

Question 18: *'Do you consider that you will be able to meet the rise in essential living costs?'*

6.4 Nearly two-thirds (62%) of all respondents think that they will be able to meet the rise in essential living costs either 'comfortably' (8%) or by making changes (54% 'yes, but I will have to make changes'), while a total of 34% of respondents said that they 'will struggle' (30%) or will not be able to meet the rise in costs (4% 'no, I won't cope'), and 4% 'don't know'.

Do you consider that you will be able to meet the rise in essential living costs?
(Q18: % response – by sub-group and overall)



6.5 Respondents in younger age groups (18-34 years, 51% 'no/ will struggle'; 35-44 years, 44% 'no/ will struggle'), those respondents with a long-term health problem/ disability which limits their day-to-day activities 'a lot' (45%), and residents of 'Cleveleys' (41%), and 'Fleetwood' (48%) were significantly more likely to say that they will struggle or not be able to meet the rise in essential living costs, compared to the overall sample response of 62%.

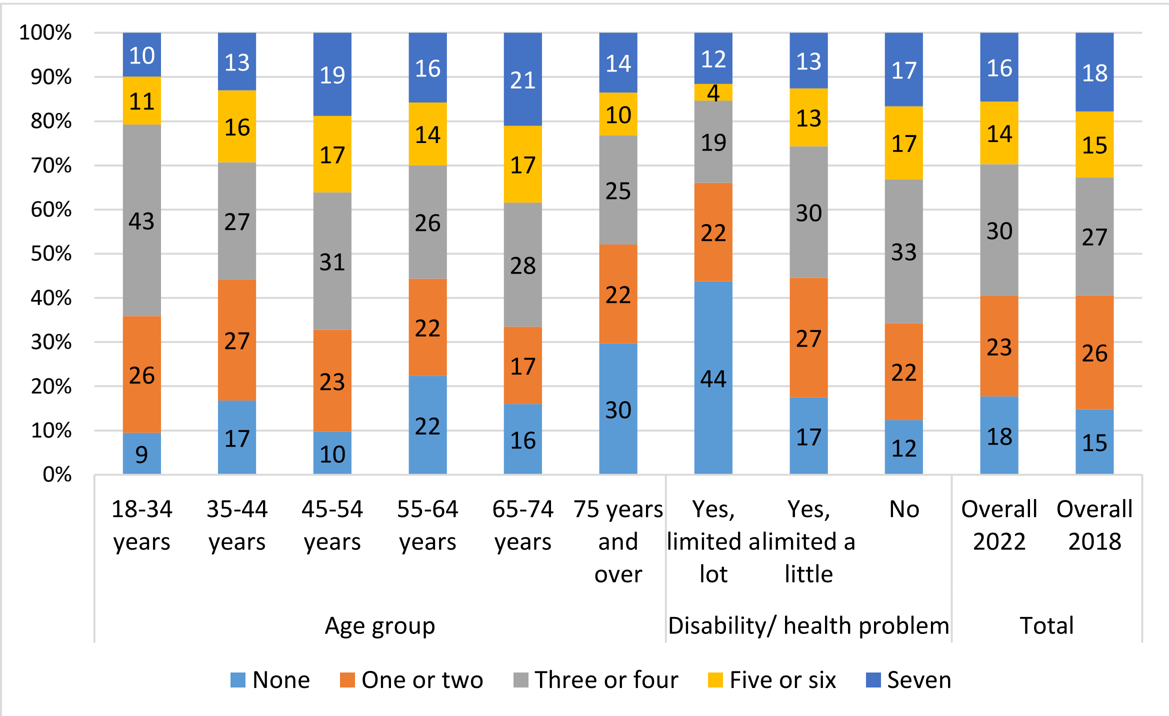
7 YOUR HEALTH AND WELLBEING

Question 19: *'In the past week, on how many days have you done a total of 30 minutes or more of physical activity, which was enough to raise your breathing rate?'*

7.1 When asked '*In the past week, on how many days have you done a total of 30 minutes or more of physical activity, which was enough to raise your breathing rate?*' the large majority of all respondents (82%) said that they have done this on at least one day: 23% had done so on 'one or two' days (9% 'one' and 13% 'two'), 30% on 'three or four' days (18% 'three' and 12% 'four'), 14% on 'five or six' days (10% 'five' and 4% 'six'), and 16% on 'seven' days. Overall, on average, respondents had exercised for 30 minutes or more on 3.2 days in the past week, which is slightly lower than the 2018 figure of 3.4 days. By age group, this average was highest at 3.6 days for those aged 45-54 years, and 3.7 days for those aged 65-74 years, and lowest at 2.6 days for those aged 75 years and over; while by area the only variation was that the average figure rose to 3.5 days in the 'Rural East'.

<u>In the past week, on how many days have you done a total of 30 minutes or more of physical activity, which was enough to raise your breathing rate?</u>

(Q19: % response – by sub-group and overall)



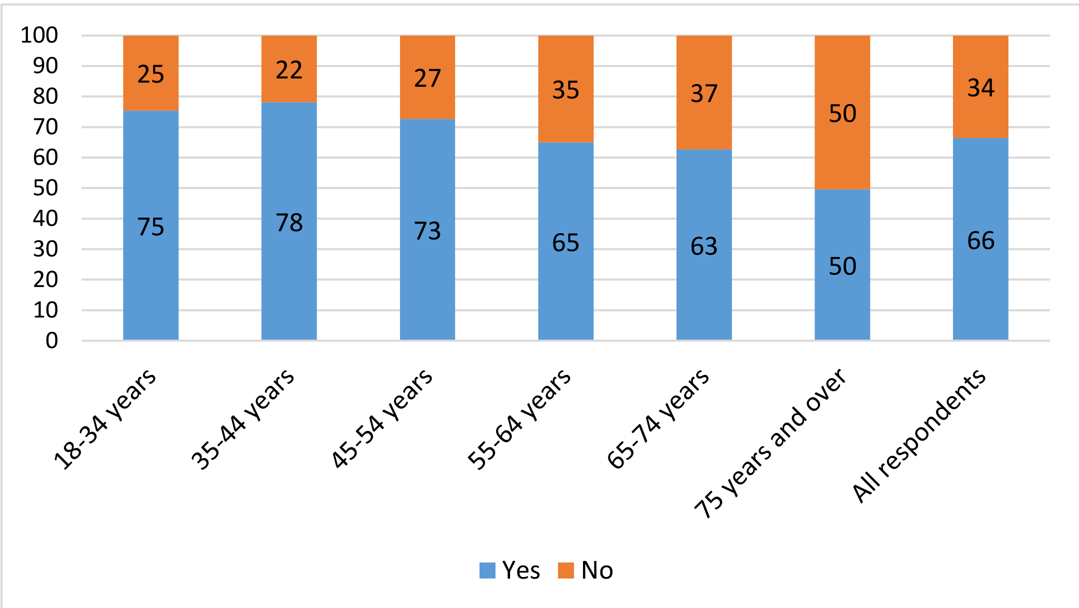
7.2 Less than one-fifth of all respondents said that they had not exercised in this way in the past week (18% ‘none’), although this is slightly more than the 2018 figure of 15% - otherwise 2018 results were similar to those currently. The numbers who have not exercised in the past week varied by age group, being lowest at 9% ‘none’ for those aged 18-34 years, increasing to 22% for those aged 55-64 years, and to 30% of those aged 75 years and over; and also being higher at 44% for those respondents whose activities are limited ‘a lot’ by a long-term disability/ health problem.

7.3 There were few other statistically significant sub-group variations here, (in particular, results for male and female respondents were almost identical); note only that residents of the ‘Rural East’ area were more likely to say that they have done 30+ minutes of this physical activity on every day in the past week (21% ‘seven’, compared to 16% overall), while residents of ‘Cleveleys’ (12% ‘seven’) were less likely to have done so.

Question 20: *‘Would you like to be more active?’*

7.4 Two-thirds of all respondents (66%) said ‘yes’ they would like to be more active, with this figure increasing to around three-quarters or more of those aged under 55 years (75% for 18-34 year olds, 78% for 35-44 year olds, and 73% for 45-54 year olds), but being lower at 50% for those aged 75 years and over. Overall, 34% of respondents would not like to be more active.

Would you like to be more active?
(Q20: % response – by age group and overall)



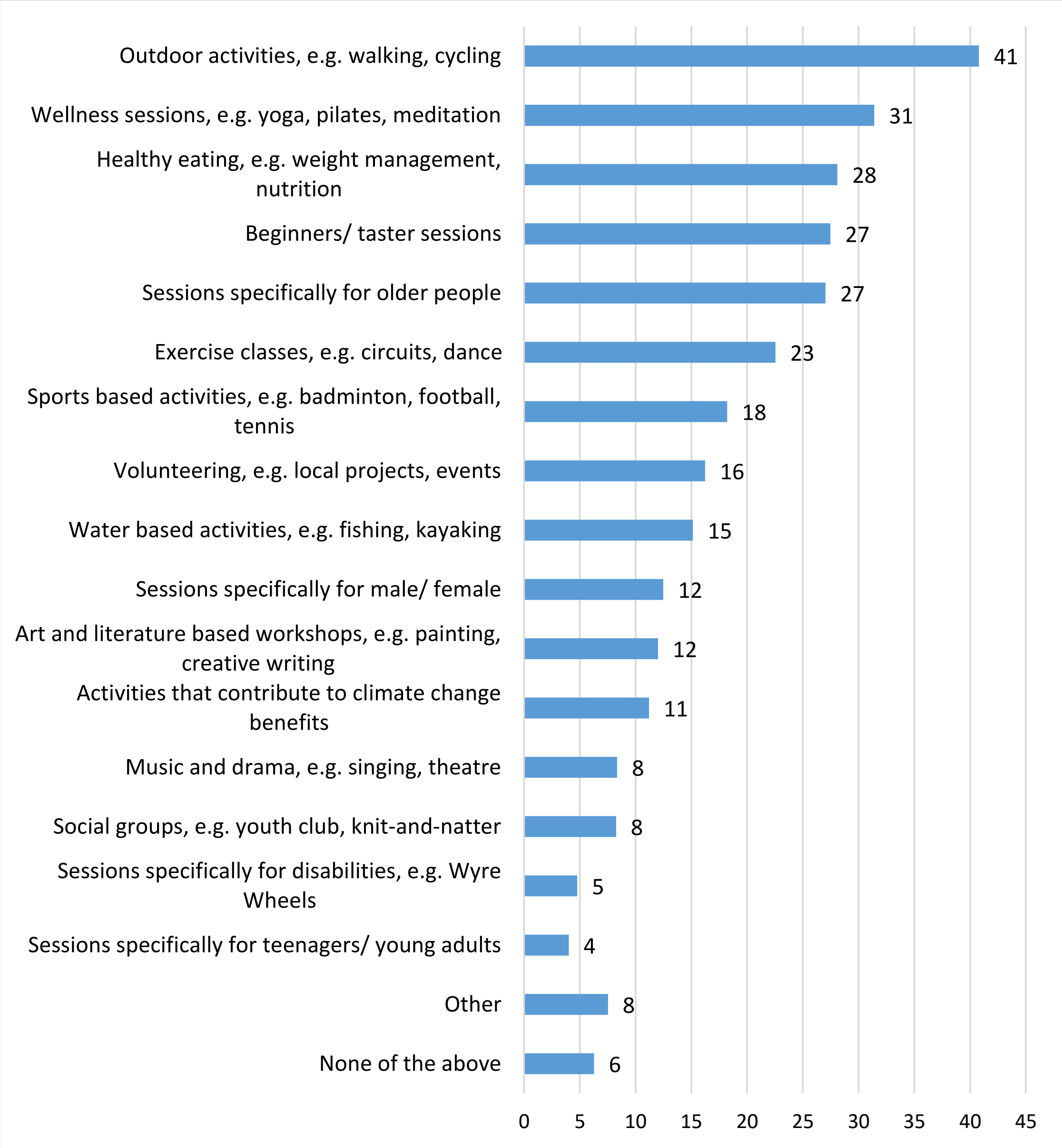
7.5 Differences by gender, area and disability sub-groups were not significant; however, the ‘yes’ response percentage was higher for respondents from the ‘general public’ sample (72% ‘yes, would like to be more active’).

Question 21: *'What activities would you be interested in that could help you become more active and live well?'*

7.6 Those respondents who would like to be more active were asked to indicate which activities they would be interested in that could help them 'become more active and live well' – respondents could select up to five options out of a total of 16 activities listed. The most popular options were 'outdoor activities, e.g. walking, cycling' (41%; rising to 52% for those aged 55-64 years), and 'wellness sessions, e.g. yoga, pilates, meditation' (31%; rising to 39% for those aged 55-64 years, and to 38% for those who are 'carers'). (See chart below.)

What activities would you be interested in that could help you become more active and live well?

(Q21: % response – those who would like to be more active; Base No. = 927)



7.7 Over a quarter of all respondents would also be interested in activities to do with 'healthy eating, e.g. weight management, nutrition' (28%), in 'beginners/ taster sessions' (27%), and 'sessions specifically for older people' (27%; rising to 56% for those aged 65-74 years, and 64% for those aged 75 years and over), while just under a quarter would be interested in 'exercise classes, e.g. circuits, dance' (23%; rising to 32% for those aged 35-44 years).

7.8 Next most frequently mentioned activities of interest were 'sports-based activities, e.g. badminton, football, tennis' (18%; rising to 35% for those aged 18-34 years, and to 26% for those aged 35-44 years), 'volunteering, e.g. local projects, events' (16%), 'water-based activities, e.g. fishing, kayaking' (15%; rising to 24% for those aged 35-44 years), 'sessions specifically for male/ female' (12%), 'art and literature based workshops, e.g. painting, creative writing' (12%), 'activities that contribute to climate change benefits' (11%), 'music and drama, e.g. singing, theatre' (8%), and 'social groups, e.g. youth club, knit-and-natter' (8%).

7.9 Small numbers of respondents said that they would be interested in 'sessions specifically for disabilities, e.g. Wyre Wheels' (5%; rising to 26% for those limited 'a lot' by a long-term disability/ health problem, and to 10% for those who are 'carers'), and 'sessions specifically for teenagers/ young adults' (4%); while 8% would be interested in 'other' activities (most frequently mentioned here was 'swimming/ aqua aerobics', 19 respondents, 2%; see table below and Appendix 2 for verbatim details), and 6% would not be interested in any of the listed activities.

		Unweighted Count	%
Q21) Other (Coded responses)	Swimming/ aqua aerobics	19	2%
	Gym/ gym costs	6	1%
	Walking (further comments)	7	1%
	Activities for those who work during the day (e.g. evening sessions)	4	1%
	Golf	3	0%
	Other activities	33	4%
	(Yes – would like to be more active, and mentioned listed activities, not 'other')	855	92%
	Total	927	100%

7.10 There were also notable differences in interest levels by gender: female respondents were significantly more likely to be interested in the following activities than were males: 'wellness sessions' (47% compared to 15%), 'beginners/ taster sessions' (32% compared to 23%), 'exercise classes' (30% compared to 14%), 'sessions specifically for male/ female' (17% compared to 8%), and 'art and literature based workshops' (17% compared to 6%). On the other hand, male respondents were more likely than females to express interest in: 'outdoor activities' (50% compared to 33%), 'sport-based activities' (27% compared to 10%), 'volunteering' (21% compared to 12%), and 'water-based activities' (21% compared to 11%).

7.11 Finally, note that respondents were asked the same question about activities of interest in the 2018 Survey, (although not all the response options were the same): as for the current survey, ‘wellness sessions’ (27%) and ‘outdoor activities’ (26%) were the most-mentioned activities, (with the order reversed); and these were followed by ‘healthy eating’ (18%), ‘exercise classes’ (16%), and ‘sports-based activities’ (14%).

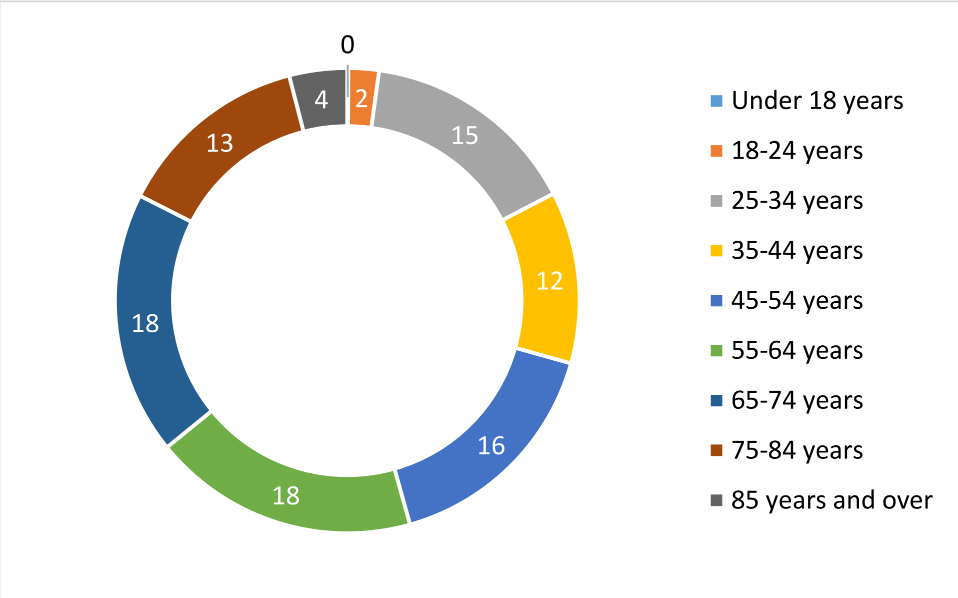
8. ABOUT YOURSELF

Sample Profile

Question 22: *'Which of the following best describes your gender?'*
Question 23: *'Which of these age groups applies to you?'*

8.1 Overall, 46% of respondents stated that they are 'male', and 53% 'female', while 1% 'prefer not to say'. Age groups are shown in the figure below. Only one respondent (0%) was aged under 18 years, and 2% (8 respondents) were aged 18-24 years; the largest numbers falling into the 45-54 years (16%), 55-64 years (18%), and 65-74 years (18%) age brackets.

Age Group: (% response: Base Number = 1,640)



Question 25: *'Are your day to day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?'*

8.2 A total of 34% of all respondents said that their day-to-day activities are 'limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months: 13% 'limited a lot', and 21% 'limited a little'; while 64% said that their activities are not limited in this way, and 2% 'prefer not to say'.

Question 26: *'Do you have a role as a carer for a relative or friend?'*

8.3 One-in-six (16%) of all respondents said that they have a role as a carer for a relative or friend, while 82% do not, and 2% 'prefer not to say'.

Question 24: *'Can you please confirm your full post code?*

8.4 Respondents were asked to provide their home postcode, and where this was given this was used to check their ward of residence: the weighted sample profile by ward and area of the borough is shown in the table below. (Total unweighted Base Number 1,659.)

		Unweighted Count	Weighted %
Ward	Bourne	75	6%
	Breck	57	4%
	Brock with Catterall	70	4%
	Calder	42	2%
	Carleton	75	4%
	Cleveleys Park	70	4%
	Garstang	128	6%
	Great Eccleston	50	4%
	Hambleton & Stalmine	65	4%
	Hardhorn with High Cross	108	6%
	Jubilee	68	4%
	Marsh Mill	97	6%
	Mount	66	4%
	Park	47	4%
	Pharos	56	4%
	Pheasant's Wood	31	1%
	Pilling	33	2%
	Preesall	107	5%
	Rossall	93	5%
	Stanah	86	4%
	Tithebarn	69	4%
	Victoria & Norcross	61	4%
	Warren	73	4%
	Wyresdale	32	2%
	Total	**1659**	**100%**
Area	Cleveleys	199	13%
	Fleetwood	335	22%
	Poulton	309	18%
	Rural East	272	15%
	Rural West	255	16%
	Thornton	289	17%
	Total	**1659**	**100%**

***Question 27:** ‘Which of these groups do you consider yourself to belong to?’*

8.5 The great majority (95%) of all respondents described their ethnic group as ‘White – British’, while 2% were ‘White – Other’, and 0% (8) ‘White – Irish’. Small numbers of respondents (2% in total) said that they belong to BME Groups, of which the largest number were from ‘Asian/ Asian British’ ethnic backgrounds (1%; 14).

***Question 28:** ‘Would you like to sign up to the Council’s E-newsletter?’*

8.6 Around half of the total weighted sample (51%) provided a contact email address when asked if they would like to sign-up to the Council’s E-newsletter.

Technical Information

8.7 The survey data was weighted on age and gender (interlocked), by ward and by ethnicity (‘White – British/ Irish/ Other’/ ‘BME Groups’), as noted briefly in the ‘Background’ section. Full details of the weights are shown in the following table.

WEIGHTS APPLIED TO SURVEY DATA				
Male	**Wyre Borough Population %**	**Achieved Sample %**	**Age x Gender Weight**	**Weighted* Sample %**
18 to 34 years	10.1	1.5	6.690014	10.1
35 to 44 years	5.9	2.3	2.595712	5.9
45 to 54 years	7.7	3.9	1.974516	7.7
55 to 64 years	8.7	8.3	1.042799	8.7
65 to 74 years	8.6	12.7	0.674504	8.6
75 years and over	7.2	11.6	0.617286	7.2
				(* Weighted by Age x Gender Weight)
Female	**Wyre Borough Population %**	**Achieved Sample %**	**Age x Gender Weight**	**Weighted* Sample %**
18 to 34 years	9.7	3.2	3.020683	9.7
35 to 44 years	6.2	5.0	1.239090	6.2
45 to 54 years	8.4	8.5	0.987045	8.4
55 to 64 years	9.5	13.9	0.684265	9.5
65 to 74 years	9.1	16.7	0.545211	9.1
75 years and over	9.1	12.4	0.732715	9.1
				(Weighted by Ward Weight)**
Ward	**Wyre Borough Population %**	**Achieved (Weighted) %**	**Ward Weight**	**Weighted** Sample %**
Bourne	5.8	5.7	1.025971	5.8
Breck	3.9	3.3	1.203244	3.9
Brock with Catterall	4.1	5.3	0.766807	4.1
Calder	2.2	2.6	0.848664	2.2
Carleton	4.1	4.4	0.93415	4.1
Cleveleys Park	4.4	4.1	1.07464	4.4
Garstang	6.2	6.9	0.894833	6.2
Great Eccleston	3.6	2.8	1.290092	3.6
Hambleton & Stalmine	4.2	3.7	1.150452	4.2
Hardhorn with High Cross	5.7	6.0	0.946493	5.7
Jubilee	4.4	3.9	1.130805	4.4
Marsh Mill	5.9	6.0	0.978977	5.9
Mount	4.3	4.7	0.917735	4.3
Park	4.0	3.1	1.273751	4.0
Pharos	4.4	3.7	1.180319	4.4
Pheasant's Wood	1.4	1.6	0.883704	1.4
Pilling	2.4	2.1	1.171112	2.4
Preesall	5.2	5.5	0.942914	5.2
Rossall	5.4	5.5	0.982824	5.4
Stanah	4.1	5.0	0.824504	4.1
Tithebarn	3.8	3.7	1.025394	3.8
Victoria & Norcross	3.9	3.6	1.091814	3.9
Warren	4.2	4.5	0.932668	4.2
Wyresdale	2.2	2.2	0.981196	2.2

Ethnicity (Collapsed)	Wyre Borough Population %	Achieved (Weighted) %	Ethnicity Weight	Sample % – Weighted by Final Weight
White – British/ Irish/ Other	98.3	98.1	1.002281	98.3
BME Groups	1.7	1.9	0.883705	1.7

(Note: the final weight was capped at ‘5’ to limit the effects of large weights on small sub-groups)

8.8 The wards in each of the six areas are defined as follows:

Cleveleys: Cleveleys Park; Jubilee; Victoria & Norcross

Fleetwood: Mount; Park; Pharos; Rossall; Warren

Poulton: Breck; Carleton; Hardhorn with High Cross; Tithebarn

Rural East: Brock with Catterall; Calder; Garstang; Wyresdale

Rural West: Great Eccleston; Hambleton & Stalmine; Pilling; Preesall

Thornton: Bourne; Marsh Mill; Pheasant’s Wood; Stanah.

8.9 All survey results are subject to a ‘margin of error’ (‘Confidence Interval’): this is based on both the sample number and the proportion of respondents giving a particular response. The following table shows the Confidence Intervals at the ‘95% Confidence Level’ relating to the sample sub-groups for ‘gender’, ‘age’, ‘limiting long-term illness/ disability’, ‘ethnicity’, ‘ward’, and for the overall sample, for three different splits in response percentages of 50%/50%, 30%/70%, and 10%/90%.

		Number	Confidence Intervals		
			50/50%	30/70%	10/90%
			+/-%	+/-%	+/-%
Gender	Male	648	3.8	3.5	2.3
	Female	960	3.2	2.9	1.9
Age Group	18 to 34 years	75	11.3	10.4	6.8
	35 to 44 years	117	9.1	8.3	5.4
	45 to 54 years	201	6.9	6.3	4.1
	55 to 64 years	357	5.2	4.8	3.1
	65 to 74 years	481	4.5	4.1	2.7
	75 years and over	400	4.9	4.5	2.9
Limiting long term health problem/ disability?	Yes, limited a lot	273	5.9	5.4	3.6
	Yes, limited a little	417	4.8	4.4	2.9
	No	926	3.2	3.0	1.9
Ethnicity	White British/ Irish/ Other	1593	2.5	2.2	1.5
	BME Groups	26	19.2	17.6	11.5
Ward	Bourne	75	11.3	10.4	6.8
	Breck	57	13.0	11.9	7.8
	Brock with Catterall	70	11.7	10.7	7.0
	Calder	42	15.1	13.9	9.1
	Carleton	75	11.3	10.4	6.8
	Cleveleys Park	70	11.7	10.7	7.0
	Garstang	128	8.7	7.9	5.2
	Great Eccleston	50	13.9	12.7	8.3
	Hambleton & Stalmine	65	12.2	11.1	7.3
	Hardhorn with High Cross	108	9.4	8.6	5.7
	Jubilee	68	11.9	10.9	7.1
	Marsh Mill	97	9.9	9.1	6.0
	Mount	66	12.1	11.1	7.2
	Park	47	14.3	13.1	8.6
	Pharos	56	13.1	12.0	7.9
	Pheasant's Wood	31	17.6	16.1	10.6
	Pilling	33	17.1	15.6	10.2
	Preesall	107	9.4	8.6	5.7
	Rossall	93	10.2	9.3	6.1
	Stanah	86	10.6	9.7	6.3
	Tithebarn	69	11.8	10.8	7.1
	Victoria & Norcross	61	12.5	11.5	7.5
	Warren	73	11.5	10.5	6.9
	Wyresdale	32	17.3	15.9	10.4
Total	**All respondents**	**1,699**	**2.4**	**2.2**	**1.4**