



## **Life in Wyre**

### **Residents Survey 2022: Poulton Area Report**

**(Comprising the wards of Breck, Carleton, Hardhorn with High Cross, and Tithebarn)**

**16.01.2023**

Analysis and report by

NWA Social Research

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# POULTON AREA SUMMARY REPORT

## Background and Methodology

- 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.
- 1.2 A mixed methodology was used, with responses being collected both by post and on-line between the dates of 1 October 2022 and 17 November 2022:

The postal survey was distributed to a randomly selected sample of around 3,750 residents of the Council area, with reminders sent to non-respondents three weeks after the initial post-out. Respondents could choose to complete the survey on-line if they preferred to do so. The overall response rate to the postal survey was 32%.

The 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.

- 1.3 Overall, the achieved sample size was 1,699, of which 309 respondents were residents of the ‘Poulton’ area, (comprising the wards of Breck, Carleton, Hardhorn with High Cross, and Tithebarn). Response data was weighted by ‘age x gender’ (interlocked), ward, and ethnicity to be representative of the Council area as a whole.

		Unweighted Count	Weighted %
Area	Cleveleys	199	13%
	Fleetwood	335	22%
	Poulton	309	18%
	Rural East	272	15%
	Rural West	255	16%
	Thornton	289	17%
	<b>Total*</b>	<b>1,659</b>	<b>100%</b>

(\* 40 respondents did not provide postcode data to identify their ward of residence.)

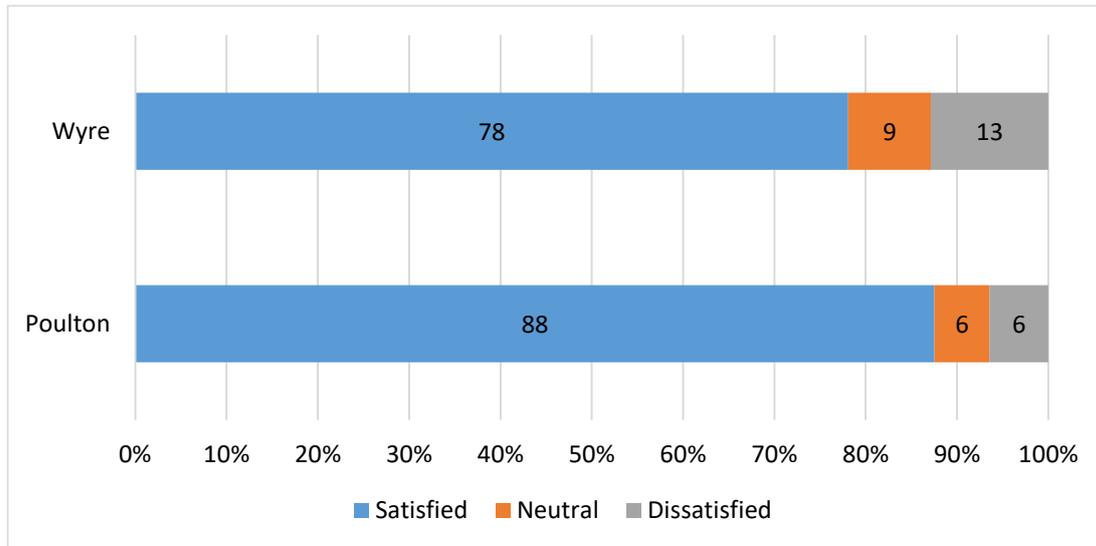
- 1.4 All survey results are subject to a ‘margin of error’ (‘Confidence Interval’): this is based on both the sample number and the proportion of respondents giving a particular response. The Confidence Interval at the ‘95% Confidence Level’ relating to the overall sample of 1,699 respondents was  $\pm 2.4\%$  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. Considering the smaller sub-group of residents of Poulton (309 respondents), the Confidence Interval widens to  $\pm 5.6\%$  for a 50%/50% split in responses.

## Living in Wyre

### Local area as a place to live

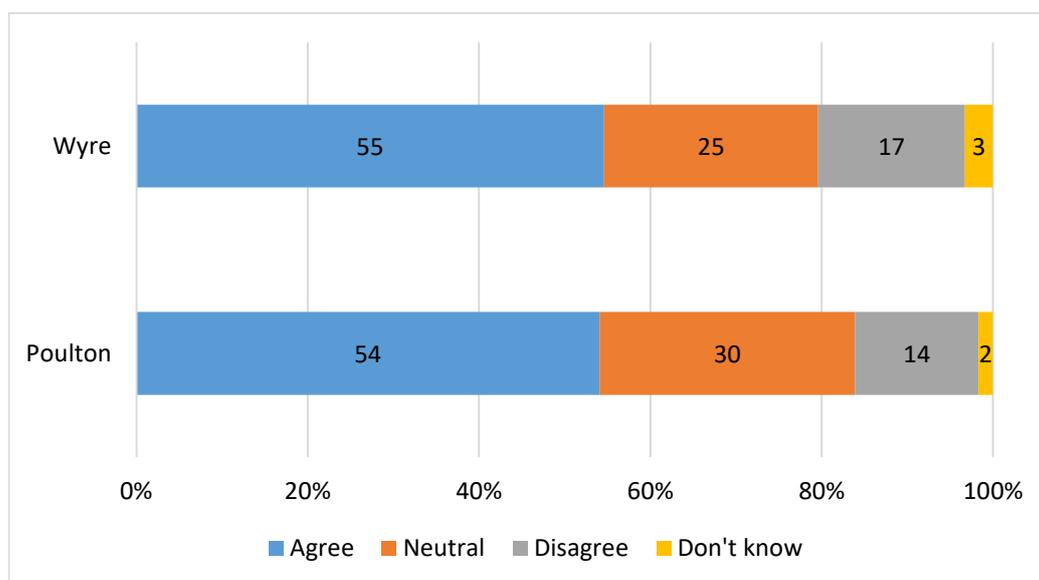
- 1.5 The great majority (88%) of Poulton residents were satisfied with their local area as a place to live, while 6% were dissatisfied, and 6% were neither satisfied nor dissatisfied; these results being significantly more positive than in Wyre as a whole (78% satisfied/ 13% dissatisfied).

How satisfied or dissatisfied are you with your local area as a place to live?  
(Q1: % response)



### Value for money

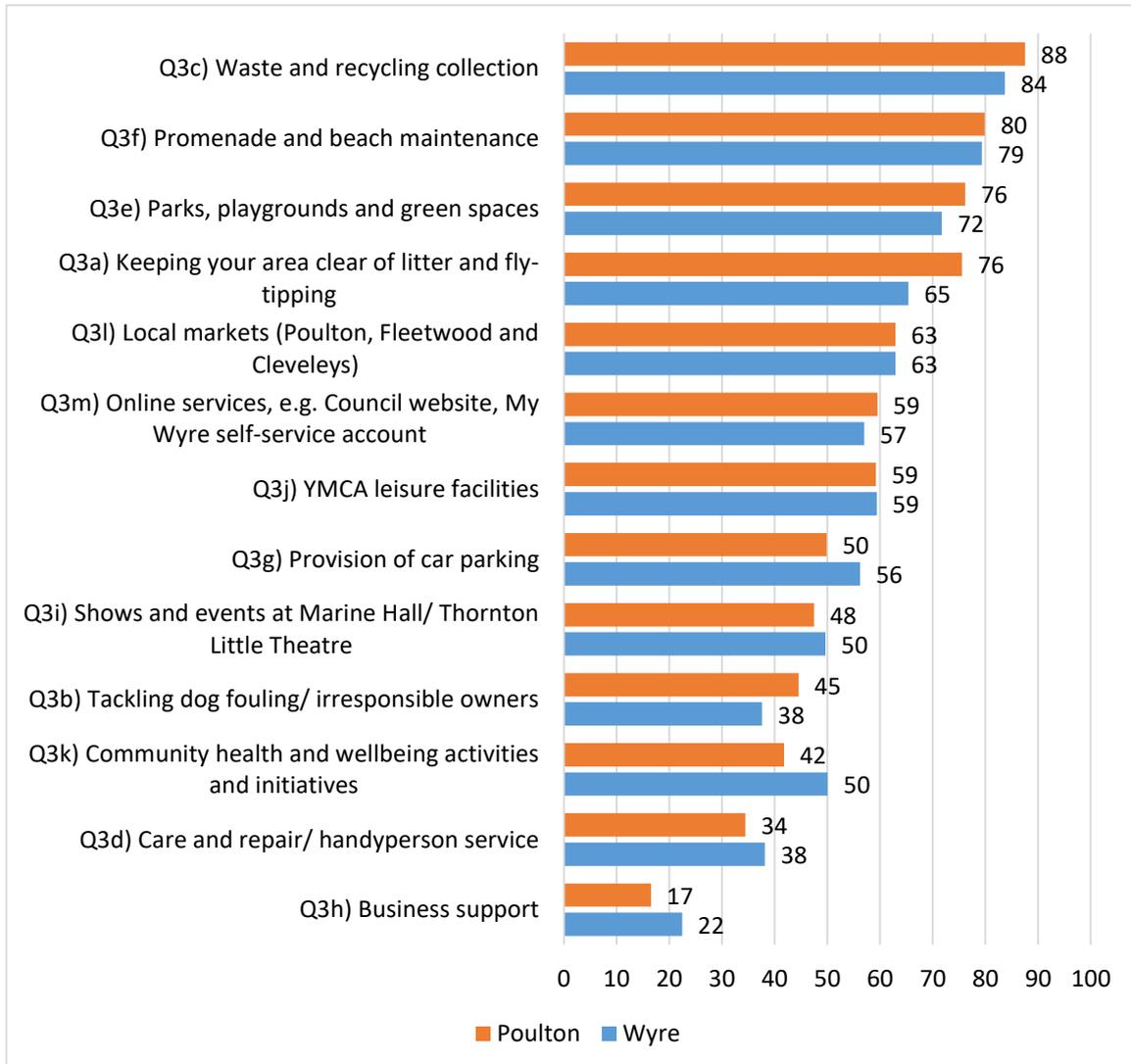
To what extent do you agree or disagree that 59p a day per household, based on a Band D property for all the services and facilities that Wyre Council provides, is value for money? (Q2: % response)



1.6 Over half (54%) of Poulton residents 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 14% disagreed, a further 30% ‘neither agree nor disagree’, and 2% don’t know. Responses for Wyre overall were similar: 55% agree/ 17% disagree.

**Satisfaction with services/ facilities**

How satisfied are you with each of the following services/ facilities provided by Wyre Council (Q3a-m: % response – excluding ‘don’t know’ responses)



1.7 Among those residents of Poulton that expressed a view, satisfaction with services/ facilities provided by Wyre Council was highest in respect of waste and recycling collection (88% satisfied; higher than the figure for Wyre of 84%), promenade and beach maintenance (80%); parks, playgrounds and green spaces (76%), and ‘keeping your area clear of litter and fly-tipping’ (76%; higher than the figure for Wyre of 65% satisfied).

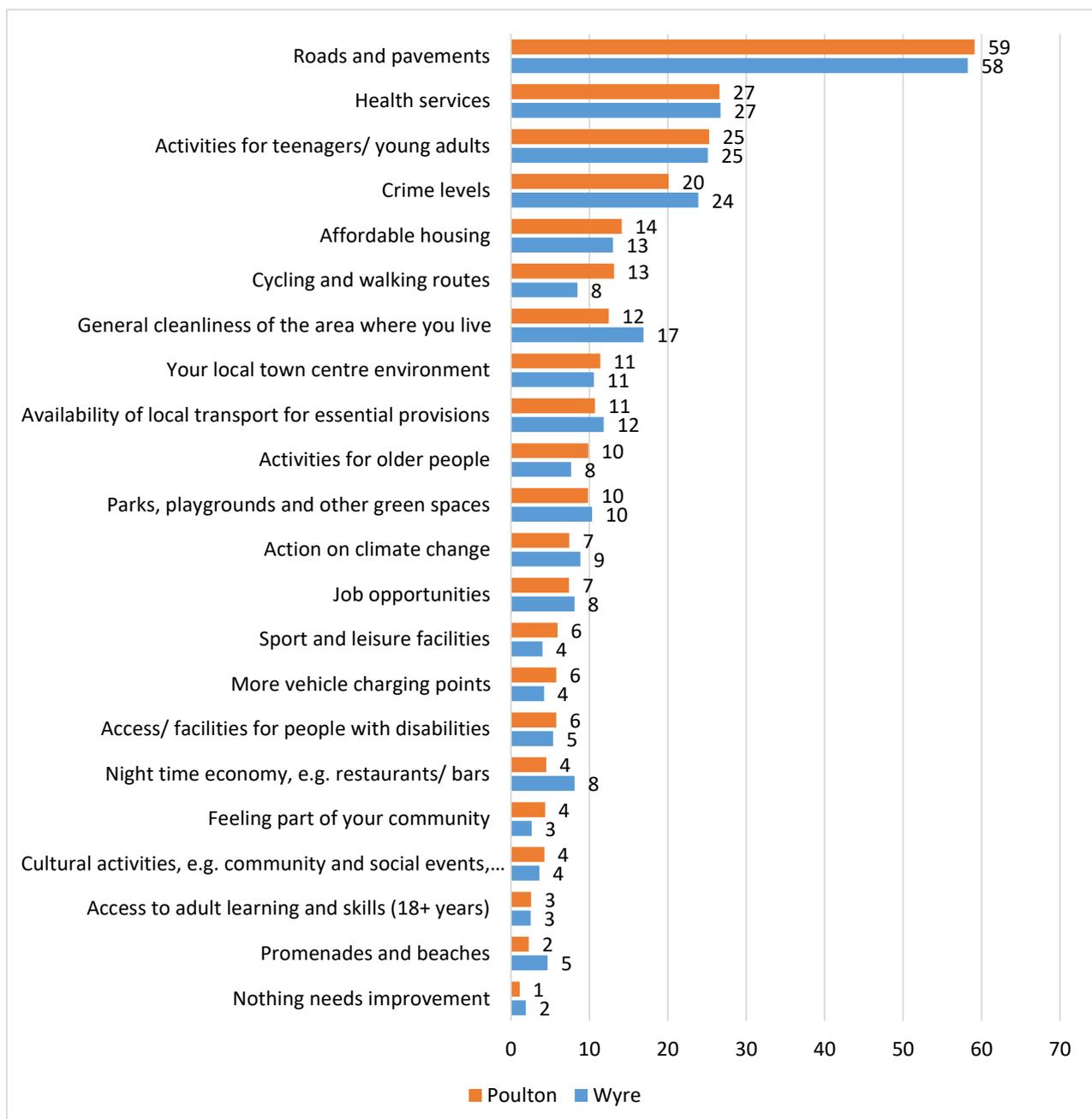
1.8 Satisfaction was lowest in respect of ‘community health and wellbeing activities and initiatives’ (42%; lower than the figure for Wyre of 50%), ‘care and repair/ handyperson service’ (34% satisfied), and ‘business support’ (17% satisfied);

although for the latter two services the majority view was ‘neither satisfied nor dissatisfied’. Two further differences in comparison to the Wyre overall results were that residents of Poulton were significantly less likely to be satisfied with provision of car parking (50% satisfied compared to 56% for Wyre), while they were more likely to be satisfied with tackling dog fouling/ irresponsible owners (45% satisfied, compared to 38% for Wyre).

**Most need improving in the area**

Which of these do you feel most need improving in the area where you live?

(Q4: % response)

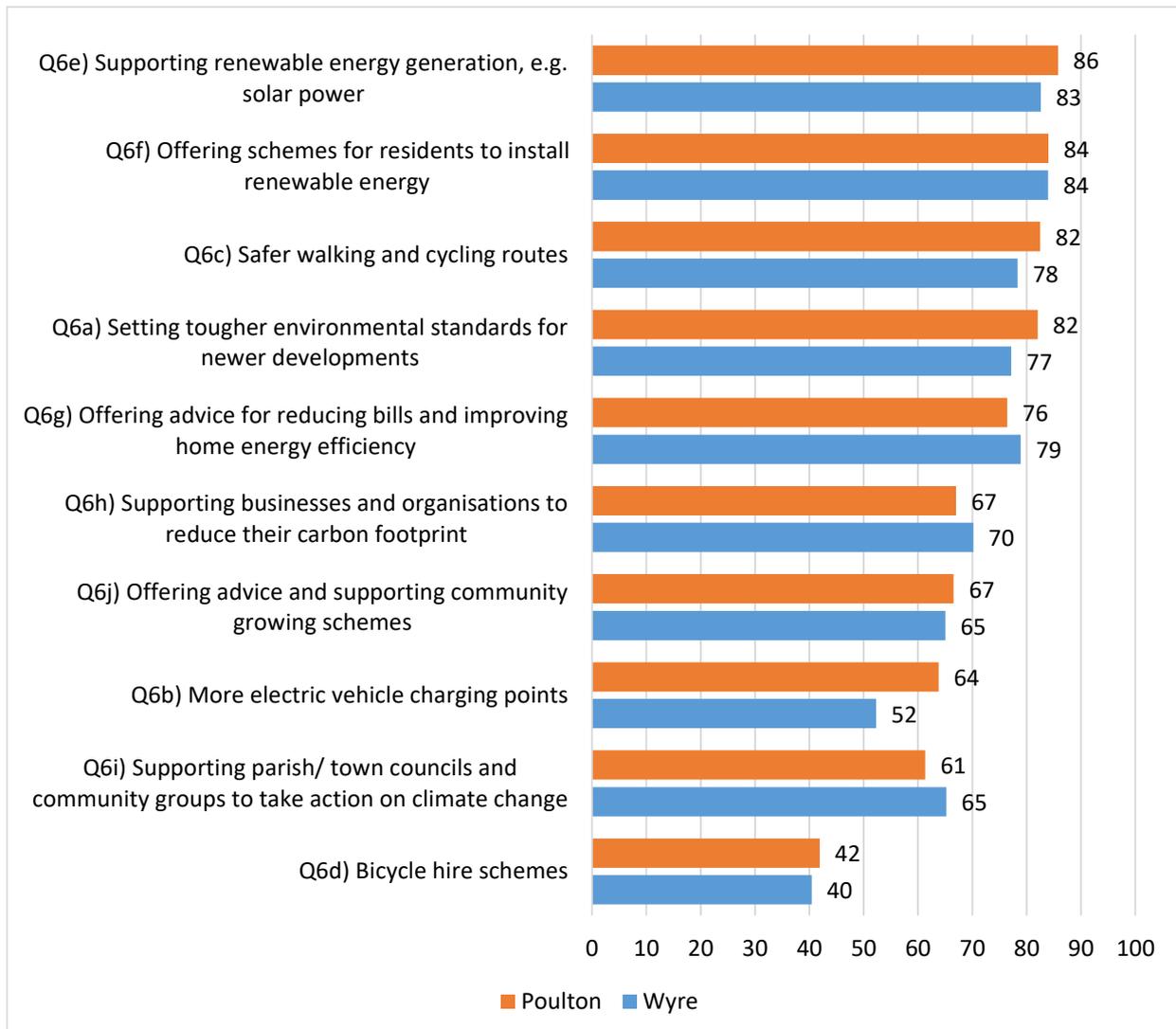


1.9 When asked which things they feel most need improving in the area where they live – up to three of a list of options could be selected – the principal response among Poulton residents (59%) and for Wyre overall (58%) was roads and

pavements, while around a quarter of respondents referred to health services (27%), and activities for teenagers/ young adults (25%). Next most frequently mentioned were crime levels (20%), affordable housing (14%), cycling and walking routes (13%; higher than the Wyre figure of 8%), and 'general cleanliness of the area where you live' (12%; lower than the Wyre figure of 17%).

### **Actions the Council might take to address climate change**

Which of the following actions would you support Wyre Council taking to address climate change? (Q6a-j: % 'strongly support/ tend to support' response)



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 one of the actions were supported by the majority of residents of Poulton. The most popular measures, supported by around three-quarters or more of respondents were: supporting renewable energy generation, e.g. solar power (86% strongly support/ tend to support), offering schemes for residents to install renewable energy (84%), safer walking and cycling routes (82%), setting tougher environmental standards for newer developments (82%; higher than the figure for Wyre of 77%), and offering advice for reducing bills and improving home energy efficiency (76%).

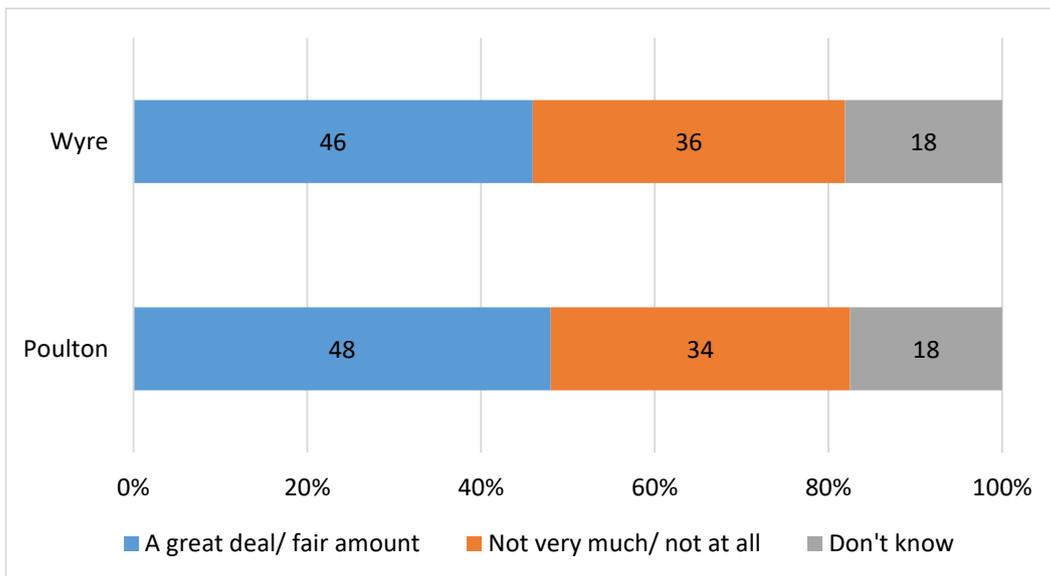
1.11 Least likely to be supported as actions to address climate change were ‘supporting parish/town councils and community groups to take action on climate change (61% support/ 28% neutral (neither support nor oppose)/ 4% oppose), and bicycle hire schemes (42% support/ 37% neutral/ 12% oppose). Note that there was more support in Poulton for having ‘more electric vehicle charging points’ than in Wyre overall (64%, compared to 52% for Wyre).

**Council responsive to residents’ needs?**

1.12 Almost half (48%) of residents of Poulton think that Wyre Council responds to residents’ needs a great deal (5%) or a fair amount (43%), which is similar to Wyre overall; while 34% think that it responds not very much (29%) or not at all (6%), and 18% don’t know.

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

(Q7: % response)

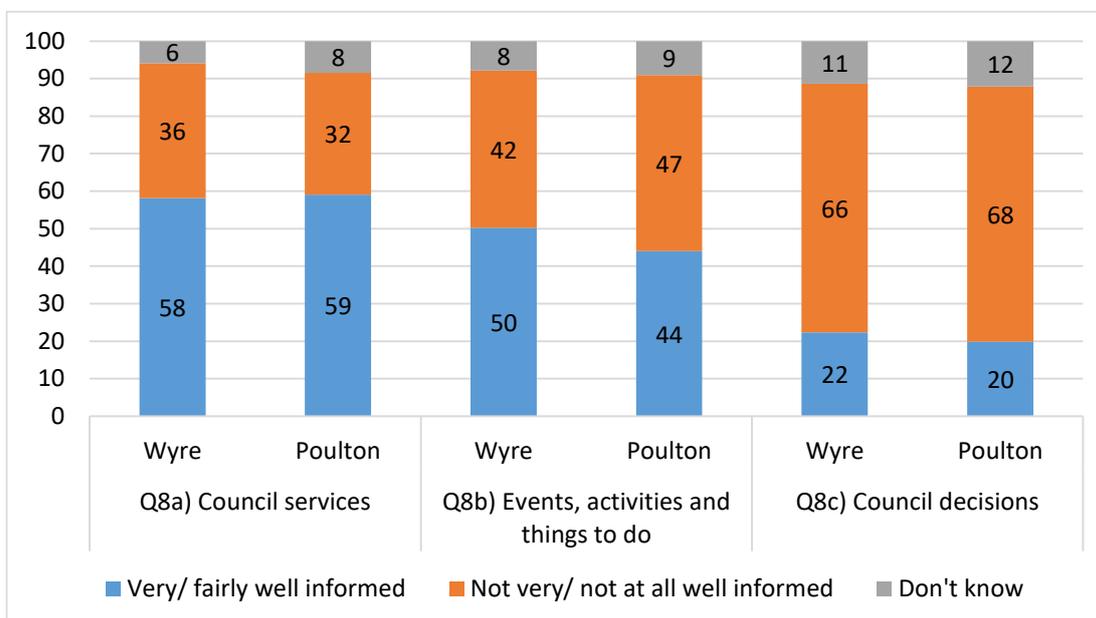


## Communications

### Keeping residents informed

- 1.13 Three-fifths of Poulton residents (59%) think that Wyre Council keeps residents very or fairly well informed about Council services, while 32% think that they are not very well informed (27%) or not well informed at all (6%), and 8% don't know. In terms of events, activities and things to do, 44% of Poulton residents think that they are very or fairly well informed by the Council, (lower than the 50% for Wyre); while 47% feel not very well informed (38%) or not well informed at all (9%), and 9% don't know.

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



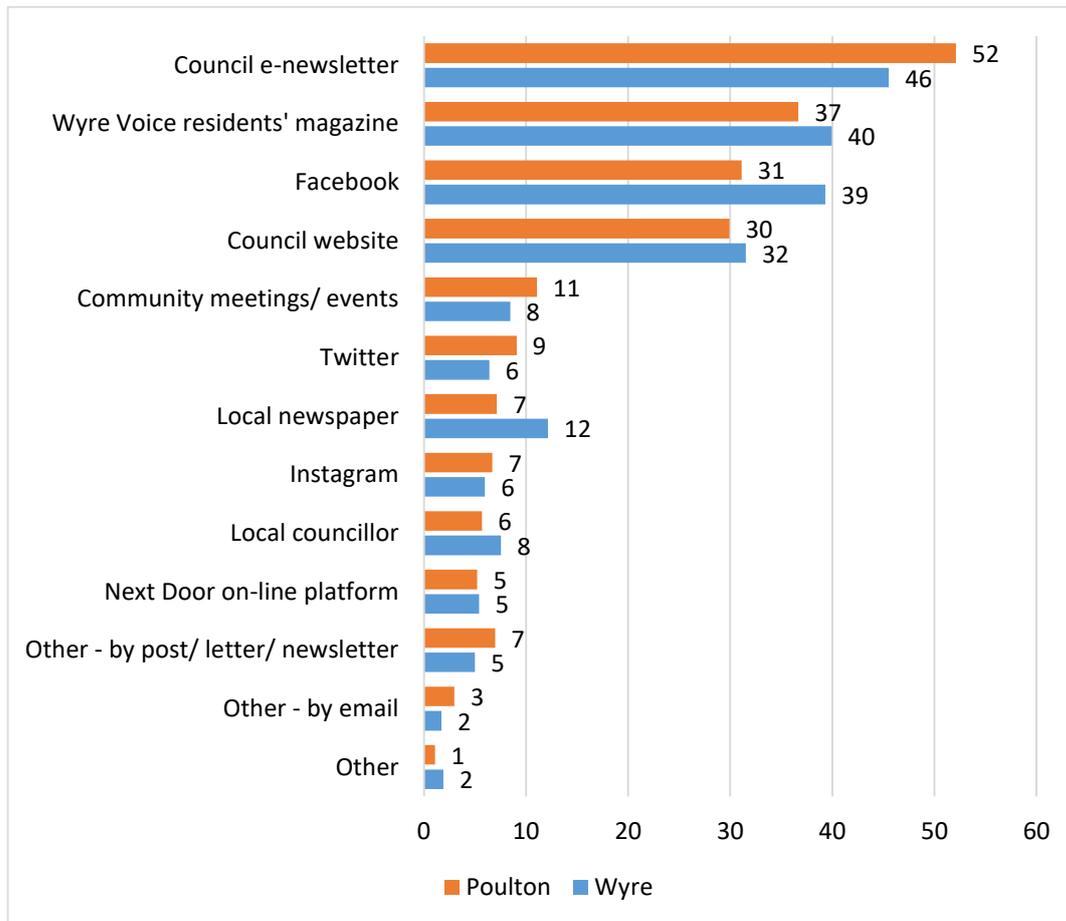
- 1.14 Respondents were much less likely to think that the Council keeps them well informed about Council decisions: 20% of Poulton residents feel very or fairly well informed, while 68% feel not very well informed (40%) or not well informed at all (27%), and 12% don't know; results here being similar to Wyre overall.

### Information preferences

- 1.15 When asked how they prefer to receive information about Wyre Council, the most popular options among residents of Poulton were Council e-newsletter (52%; higher than the 46% for Wyre), Wyre Voice residents' magazine (37%), Facebook (31%; lower than the 39% for Wyre), and Council website (30%). (Note: multiple-response question with respondents allowed to select up to three options.)

## How do you prefer to receive information about Wyre Council?

(Q9: % response)

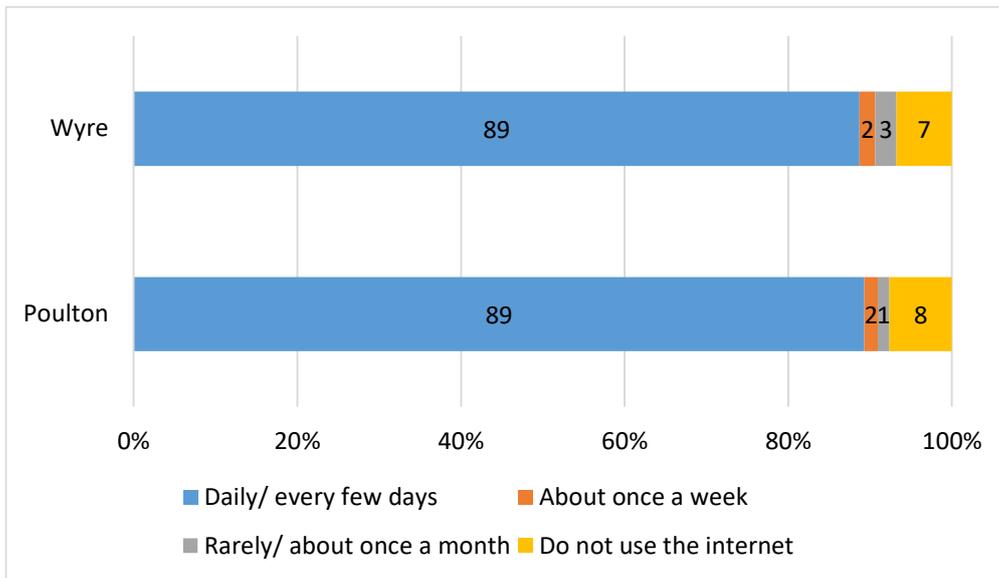


- 1.16 Further differences to the Wyre overall results were that Poulton residents were more likely to prefer to receive information via Twitter (9% compared to 6% for Wyre), but less likely to want to receive it in a local newspaper (7% compared to 12% for Wyre).

### **Internet usage**

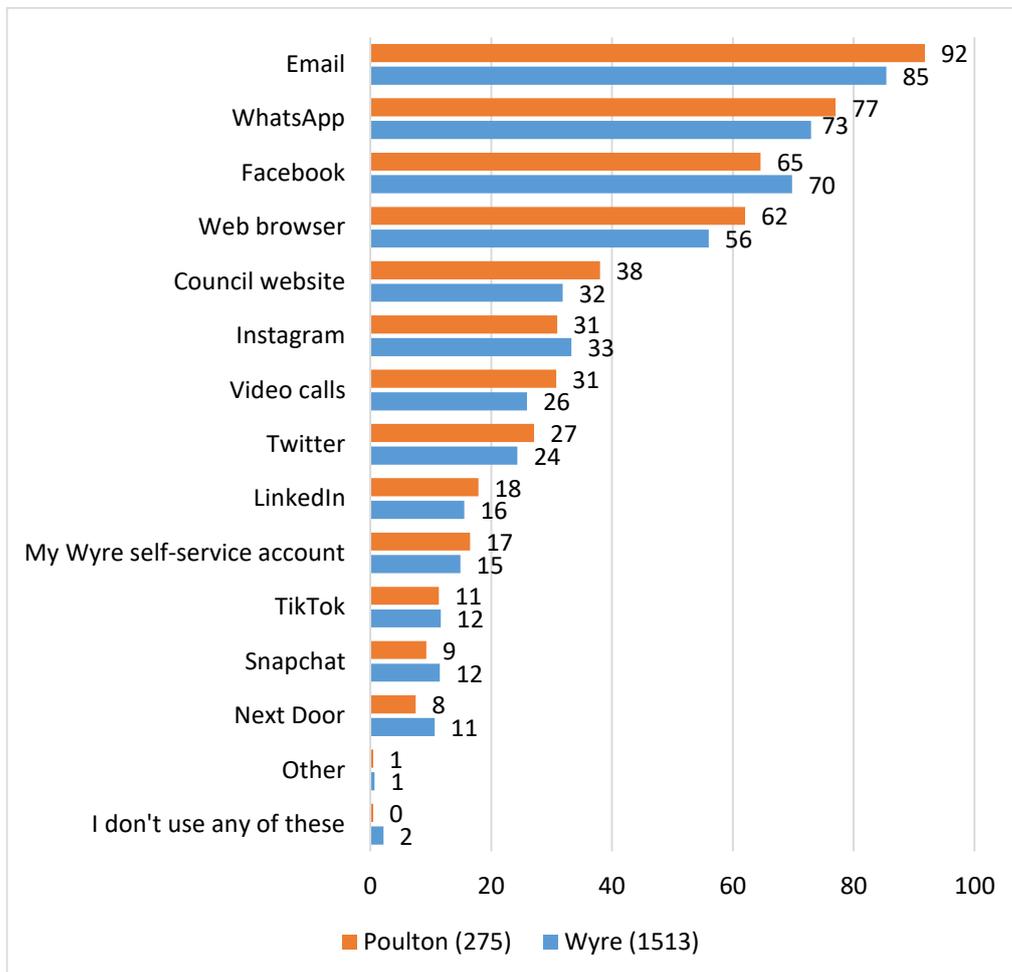
- 1.17 The great majority (89%) of Poulton residents use the internet regularly – 84% use it daily and 6% every few days, while 2% use it about once a week, 1% use it either about once a month (0%; two respondents) or rarely (1%), and 8% do not use the internet. Figures for Wyre as a whole were almost identical. (See chart overleaf.)

**How often do you use the internet?**  
(Q10: % response)



**Which social media platforms/ communication means used?**

Do you use any of the following social media platforms/means of communication?  
(Q11: % response – those who use the internet – Base Numbers in brackets)

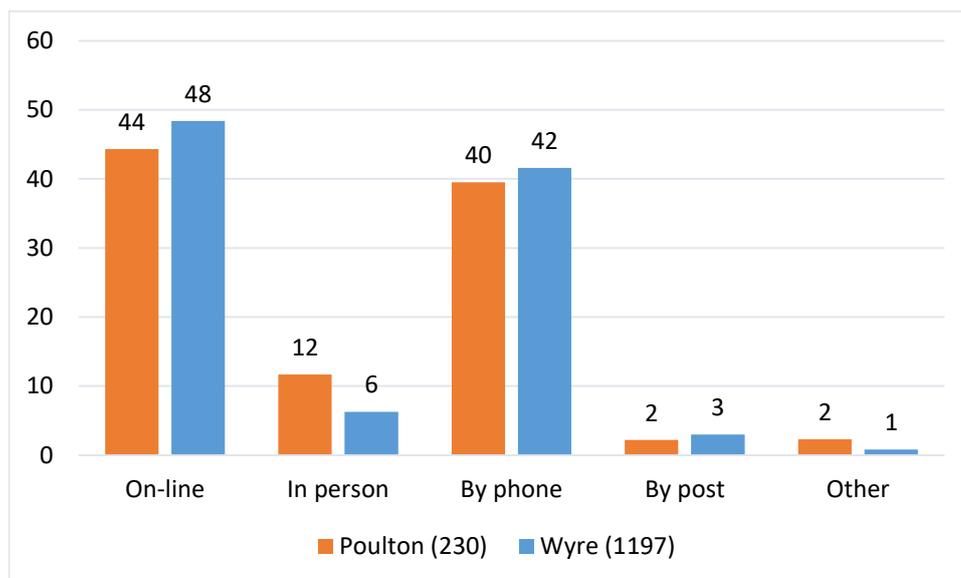


1.18 Those respondents that use the internet were asked which social media platforms/ means of communication they use. The great majority Poulton residents here said that they use email (92%; higher than the 85% for Wyre), while 77% use WhatsApp, 65% use Facebook (lower than the 70% for Wyre), and 62% use a web browser (higher than the 56% for Wyre). Smaller numbers of those Poulton residents who use the internet use the Council website (38%; higher than the 32% for Wyre), Instagram (31%), and video calls (31%; higher than the 26% for Wyre). Otherwise results for Wyre were similar.

**Method used for last contact**

1.19 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, 44% of Poulton residents had last contacted on-line, while 40% had last contacted by phone, 12% in person (higher than the 6% for Wyre), and 2% by post.

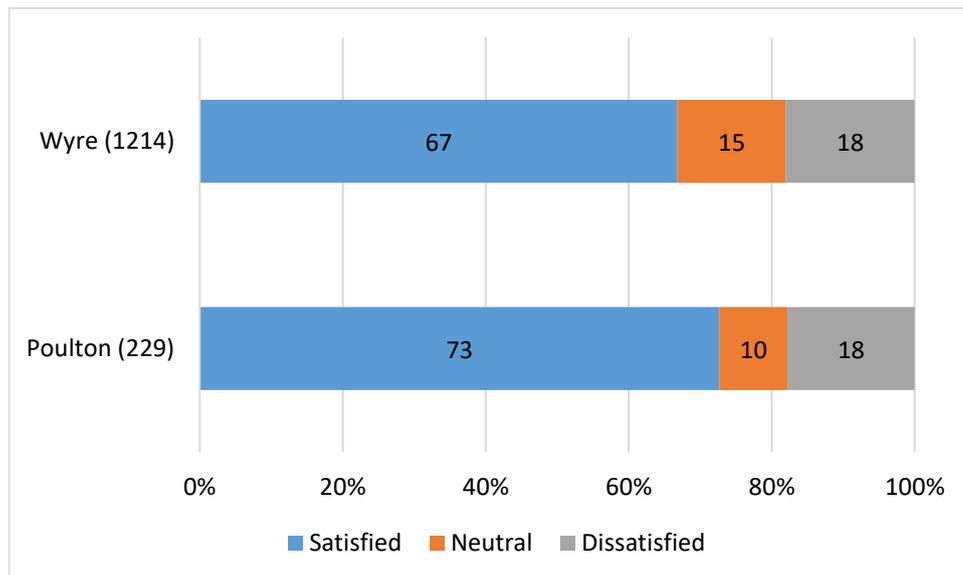
If you have contacted Wyre Council within the last 12 months, by which method was your last contact made? (Q12: % response – ‘don’t know/ not sure’ responses excluded)  
(Base Numbers shown in brackets)



**Experience on last occasion of contact**

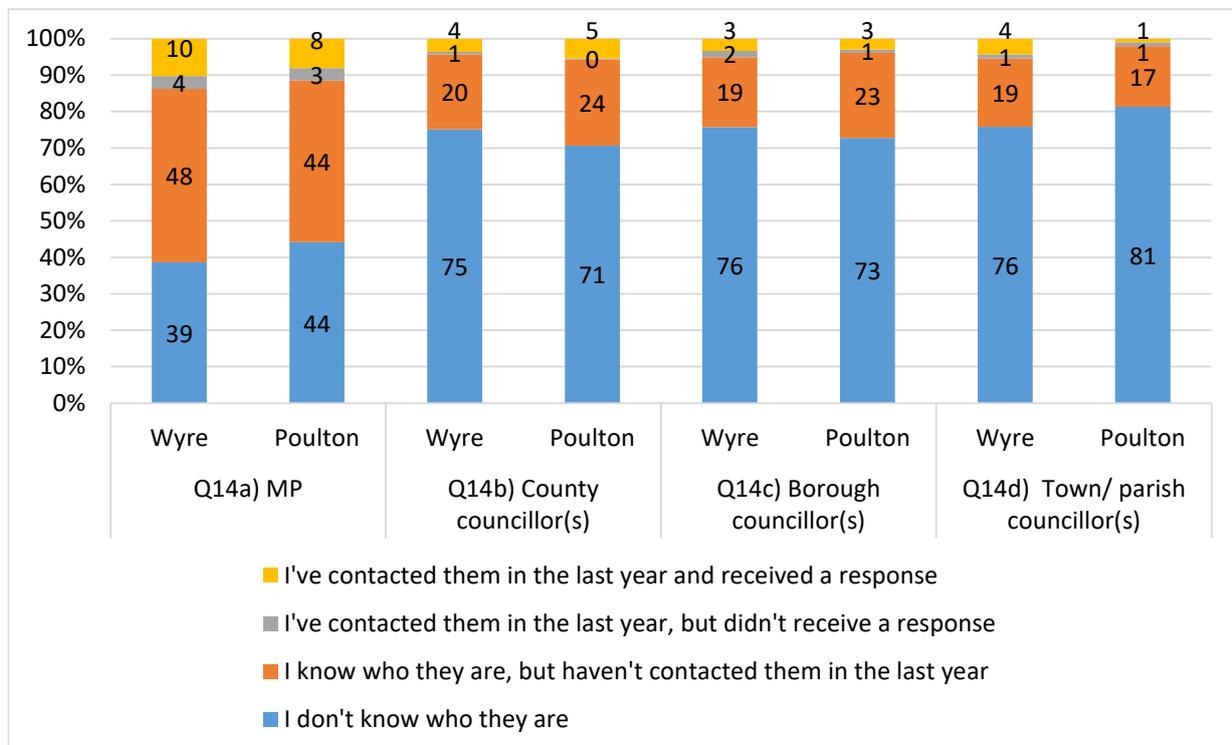
1.20 Those respondents who have contacted the Council within the last 12 months were then asked how satisfied or dissatisfied they were with that experience on the last occasion of contact. Excluding ‘don’t know’ responses, 73% of Poulton residents were satisfied (higher than the 67% for Wyre overall), while 10% were neither satisfied nor dissatisfied, and 18% were dissatisfied. (See chart overleaf.)

Thinking about the last contact you made, how satisfied or dissatisfied were you with that experience? (Q13: % response – Base Numbers shown in brackets)  
 ('Don't know' responses excluded)



**Contact with elected representatives**

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



1.21 Respondents were asked how they would describe their contact with their elected representatives over the past 12 months. In respect of their MP, 44% of Poulton residents said 'I know who they are, but haven't contacted them in the last year', while 3% said 'I've contacted them in the last year, but didn't receive a response',

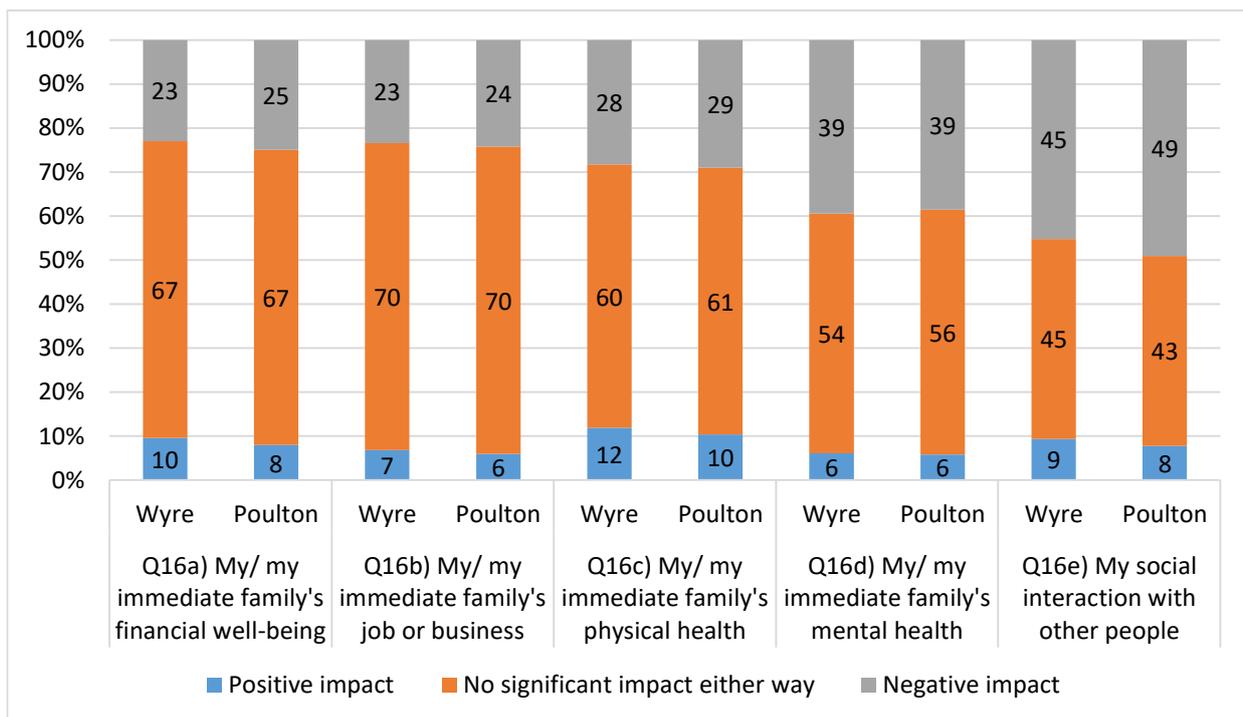
and 8% that 'I've contacted them in the last year and received a response'. The remaining 44% of Poulton residents said that they do not know who their MP is.

- 1.22 In respect of County, Borough, and (if applicable) Town/ Parish Councillors, the pattern of response among Poulton residents was similar for each: around three-quarters of respondents did not know who their councillors are; around a quarter of respondents said 'I know who they are, but haven't contacted them in the last year', reducing to 17% for Town/ Parish Councillors; between 0% and 1% had contacted them in the last year, but hadn't received a response, and between 1% and 5% had contacted them in the last year and received a response. Results for Poulton are not significantly different to those for Wyre residents overall.

### Coronavirus Pandemic

- 1.23 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'?

How has the pandemic affected you/ your immediate family?  
(Q16a-e: % response)



- 1.24 Among residents of Poulton, 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' (8% positive impact/ 49% negative impact; Net Impact Score = -41%), and 'my/ my immediate family's mental health' (6% positive/ 39% negative; Net Score = -33%).
- 1.25 For the remaining three aspects, the majority of Poulton residents felt that the pandemic has had no significant impact either way on them, but Net Scores were still negative: 'My/ my immediate family's financial well-being', 8% positive/ 25%

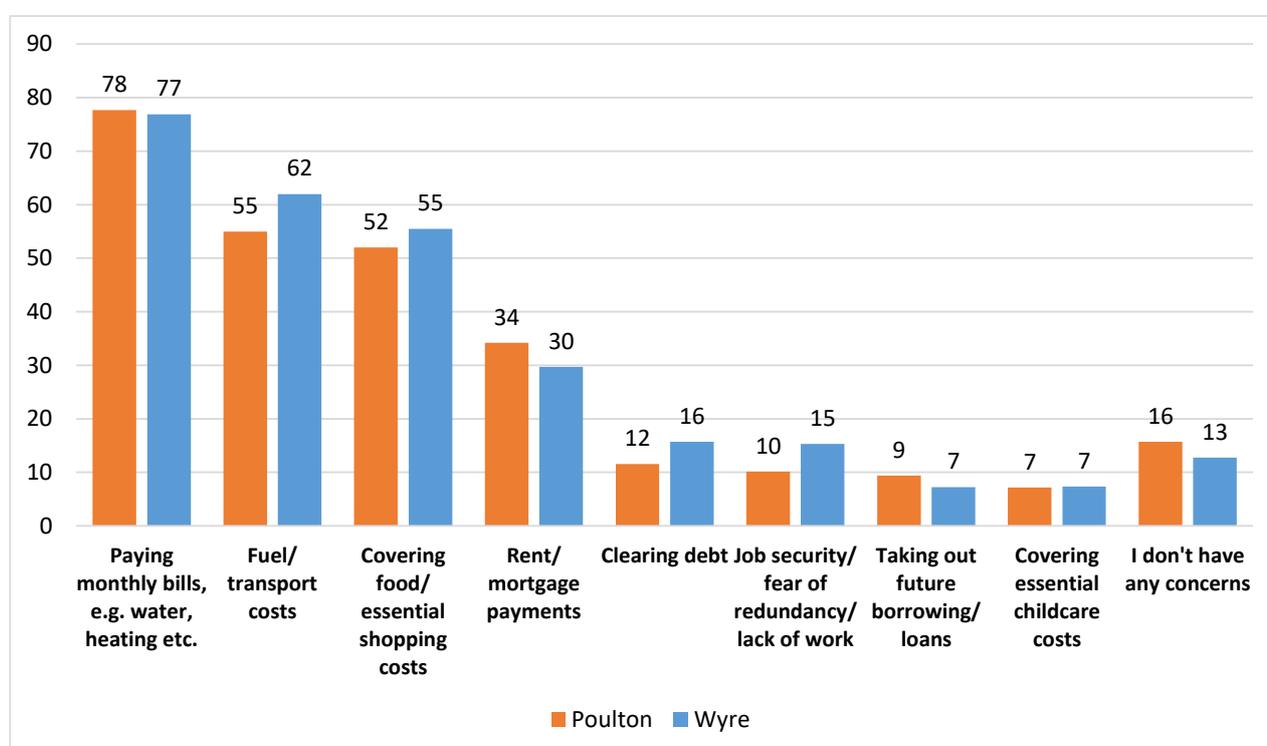
negative/ Net Score -17%; 'My/ my immediate family's job or business', 6% positive/ 24% negative/ Net Score -18%; and 'My/ my immediate family's physical health', 10% positive/ 29% negative/ Net Score -19%.

## Cost of Living

### Main concerns

- 1.26 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 to residents of Poulton were paying monthly bills, e.g. water, heating, etc. (78%), fuel/ transport costs (55%; lower than the figure for Wyre of 62%), and covering food/ essential shopping costs (52%).

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



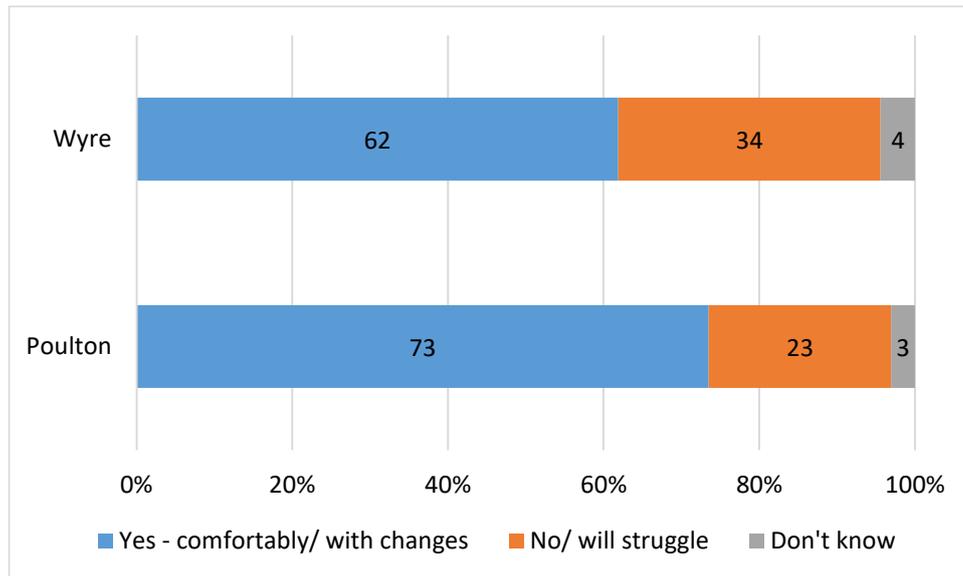
- 1.27 A third of Poulton residents (34%) were concerned about rent/ mortgage payments, while smaller numbers referred to clearing debt (12%; lower than the 16% for Wyre), job security/ fear of redundancy/ lack of work (10%; lower than the 15% for Wyre), taking out future borrowing/ loans (9%), and covering essential childcare costs (7%). One-in-six (16%) of Poulton residents said that they don't have any concerns.

### Able to meet rise in living costs?

- 1.28 Nearly three-quarters (73%) of Poulton residents think that they will be able to meet the rise in essential living costs either comfortably (8%) or by making changes (65% 'yes, but I will have to make changes'), while a total of 23% said that they will struggle (21%) or will not be able to meet the rise in costs (2% 'no, I

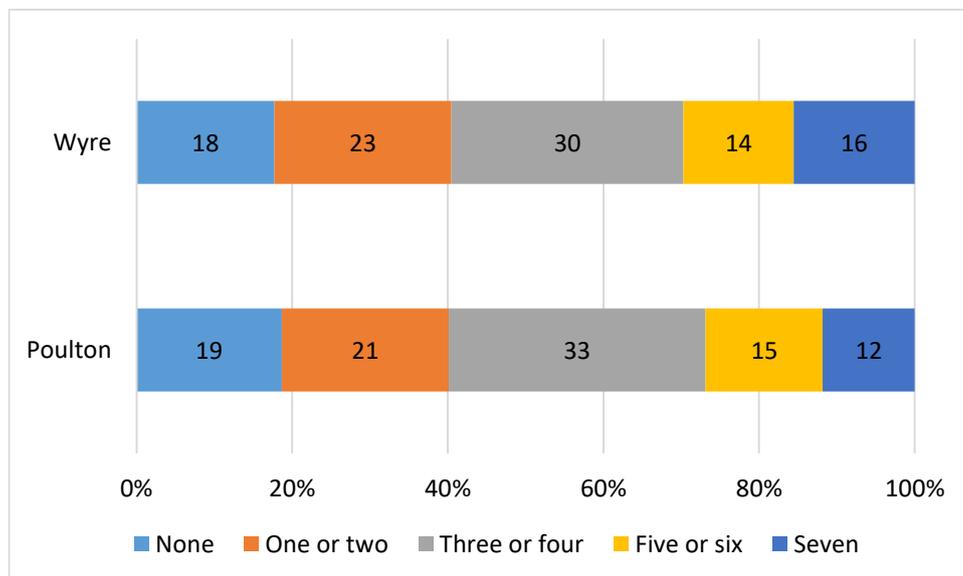
won't cope'), and 3% don't know. These results are more positive than those for Wyre: 62% 'yes – comfortably/ with changes', and 34% 'no/ will struggle'.

Do you consider that you will be able to meet the rise in essential living costs?  
(Q18: % response)



## Your Health & Wellbeing

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?  
(Q19: % response)

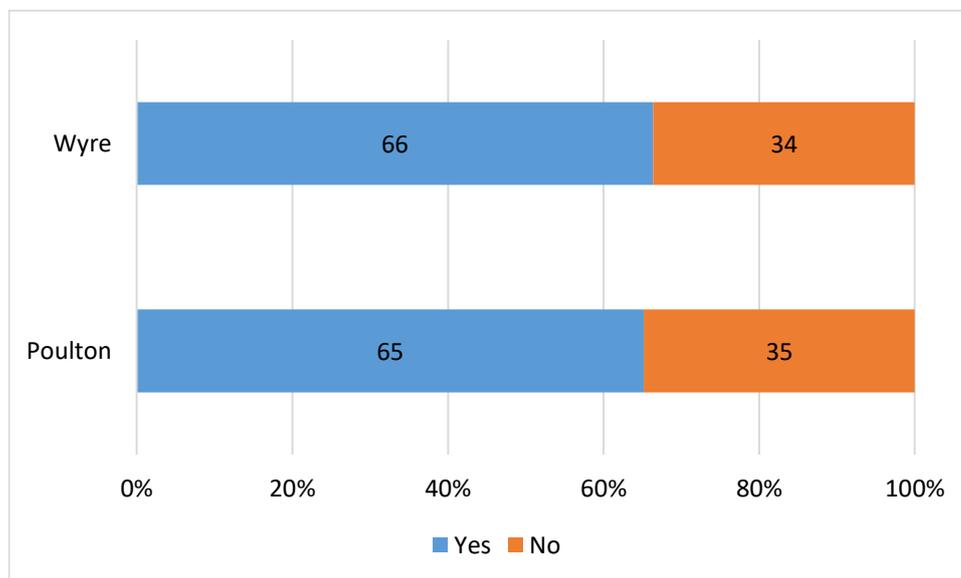


1.29 When asked '*In the past week, on how many days have you done a total of 30 minutes or more of physical activity, which was enough to raise your breathing rate?*' the large majority of Poulton residents (81%) said that they have done this on at least one day: 21% had done so on one or two days, 33% on three or four days, 15% on five or six days, and 12% on seven days (lower than the 16% for Wyre); while 19% said that they had not exercised in this way in the past week

(19% 'none'). Overall figures for Wyre were similar, with the exception already stated.

### **Like to be more active?**

Would you like to be more active?  
(Q20: % response)



1.30 Two-thirds (65%) of residents of Poulton said 'yes' they would like to be more active, while 35% of respondents would not like to be more active; results are almost identical to Wyre as a whole.

### **Activities of interest**

- 1.31 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 among residents of Poulton were wellness sessions, e.g. yoga, pilates, meditation (41%; higher than the figure of 31% for Wyre), and outdoor activities, e.g. walking, cycling (36%), followed by sessions specifically for older people (30%), healthy eating, e.g. weight management, nutrition (26%), beginners/ taster sessions (24%), and exercise classes, e.g. circuits, dance (24%).
- 1.32 Smaller numbers of Poulton residents would be interested in activities that contribute to climate change benefits (16%; higher than the 11% for Wyre), water-based activities, e.g. fishing, kayaking (15%), and volunteering, e.g. local projects, events (14%). (See chart overleaf.)

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 Numbers shown in brackets)

