



## **Life in Wyre**

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

**(Comprising the wards of Bourne, Marsh Mill, Pheasant's Wood, and Stanah)**

**16.01.2023**

Analysis and report by

NWA Social Research

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# THORNTON 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 289 respondents were residents of the ‘Thornton’ area, (comprising the wards of Bourne, Marsh Mill, Pheasant’s Wood, and Stanah). 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.)

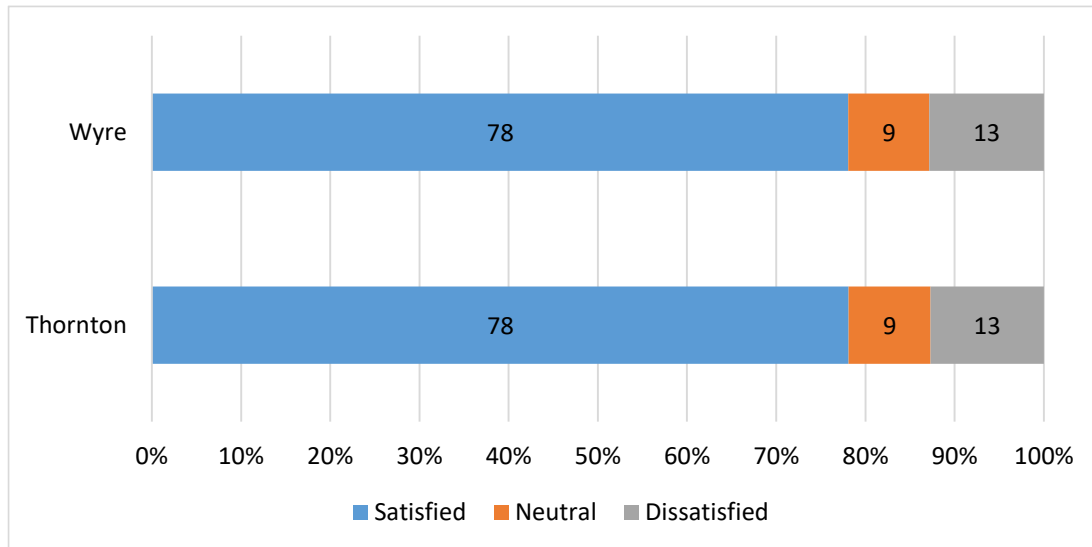
- 1.4 All survey results are subject to a ‘margin of error’ (‘Confidence Interval’): this is based on both the sample number and the proportion of respondents giving a particular response. The Confidence Interval at the ‘95% Confidence Level’ relating to the overall sample of 1,699 respondents was  $\pm 2.4\%$  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 Thornton (289 respondents), the Confidence Interval widens to  $\pm 5.8\%$  for a 50%/50% split in responses.

## Living in Wyre

### Local area as a place to live

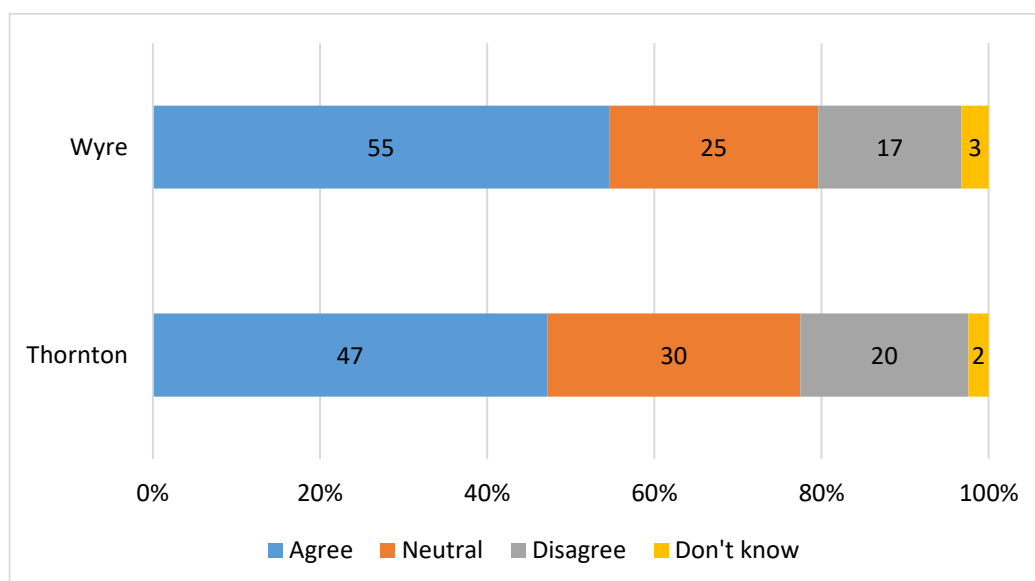
- 1.5 More than three-quarters (78%) of Thornton residents were satisfied with their local area as a place to live, while 13% were dissatisfied, and 9% were neither satisfied nor dissatisfied: results here are actually the same as for Wyre as a whole.

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



### Value for money

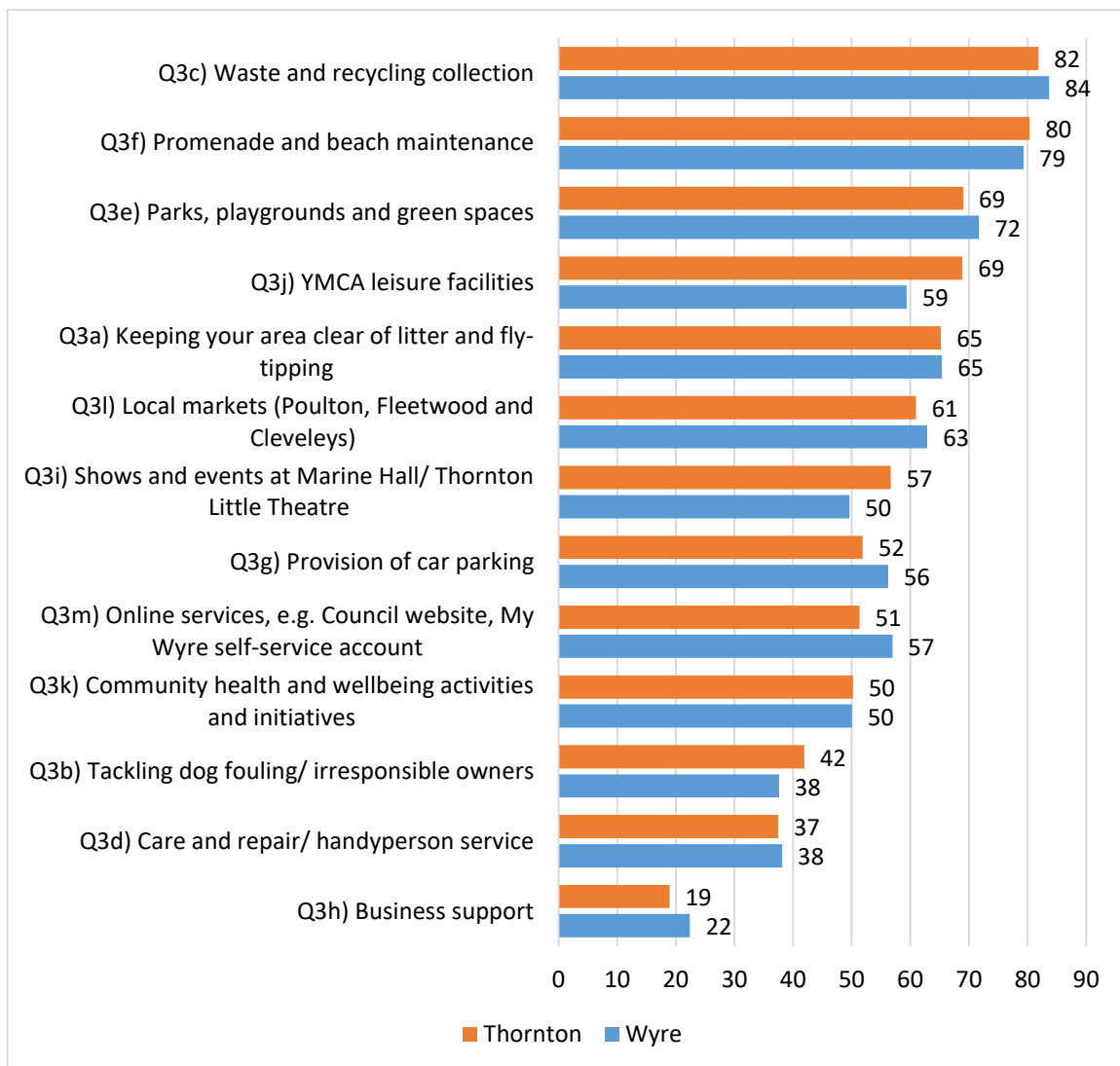
To what extent do you agree or disagree that 59p a day per household, based on a Band D property for all the services and facilities that Wyre Council provides, is value for money? (Q2: % response)



1.6 Less than half (47%) of Thornton 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 20% disagreed, a further 30% ‘neither agree nor disagree’, and 2% don’t know. In comparison to the Wyre overall results (55% agree/ 25% neutral/ 17% disagree), the level of agreement in Thornton was lower, and a greater number gave neutral (neither agree nor disagree) responses.

**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)



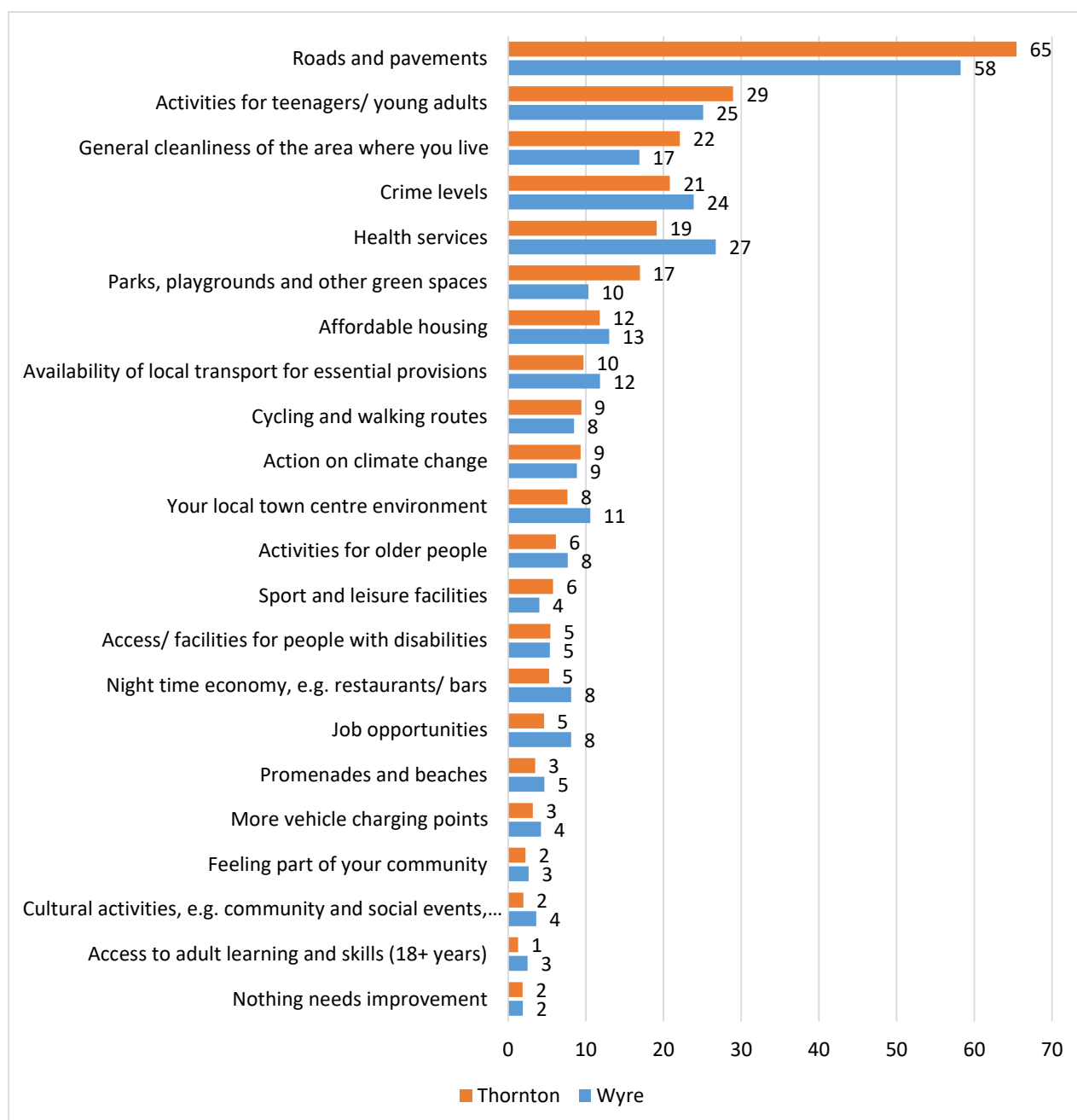
1.7 Among those residents of Thornton that expressed a view, satisfaction with services/ facilities provided by Wyre Council was highest in respect of waste and recycling collection (82% satisfied), and promenade and beach maintenance (80%), while around two-thirds or more were satisfied with parks, playgrounds and green spaces (69%), YMCA leisure facilities (69%; higher than the figure for Wyre of 59%), and ‘keeping your area clear of litter and fly-tipping’ (65%).

1.8 Satisfaction was lowest in respect of tackling dog fouling/ irresponsible owners (42% satisfied/ 41% dissatisfied), ‘care and repair/ handyperson service’ (37%

satisfied), and 'business support' (19% 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 Thornton were more likely to be satisfied with shows and events at Marine Hall/ Thornton Little Theatre (57%, compared to 50% for Wyre), but less likely to be satisfied with on-line services (51%, compared to 57% 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)

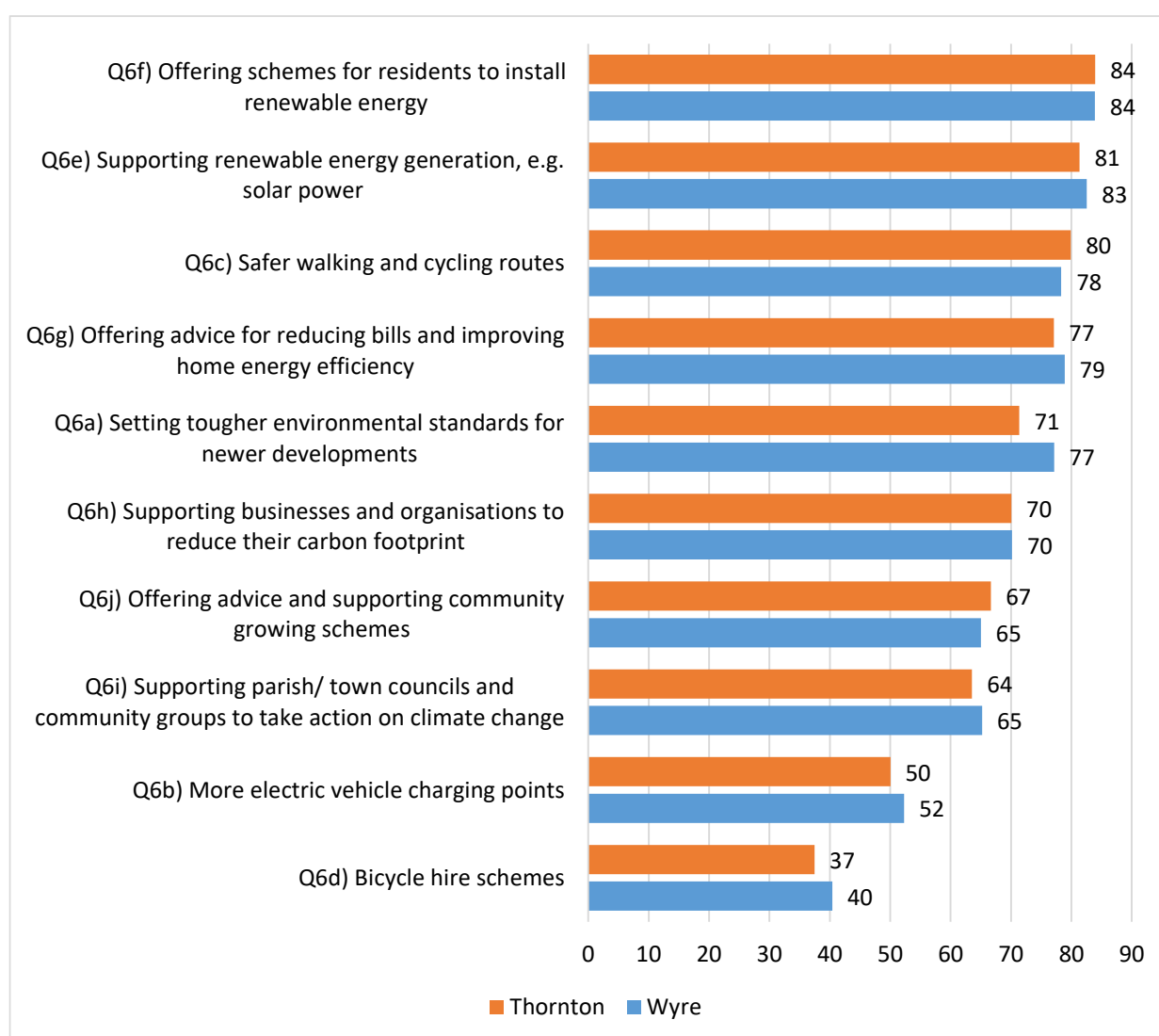


1.9 When asked which things they feel most need improving in the area where they live – up to three of a list of options could be selected – the principal response among Thornton residents and for Wyre overall was roads and pavements (65%;

higher than the 58% for Wyre), while around a quarter of respondents referred to activities for teenagers/ young adults (29%), and 'general cleanliness of the area where you live' (22%; higher than the 17% for Wyre). Next most frequently mentioned were crime levels (21%), health services (19%; lower than the 27% for Wyre), and parks, playgrounds and other green spaces (17%; higher than the 10% for Wyre).

### **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 two of the actions were supported by the majority of residents of Thornton. The most popular measures, supported by around three-quarters or more 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 (81%), safer walking and cycling routes (80%), offering advice for reducing bills and improving home energy efficiency (77%), and setting tougher environmental

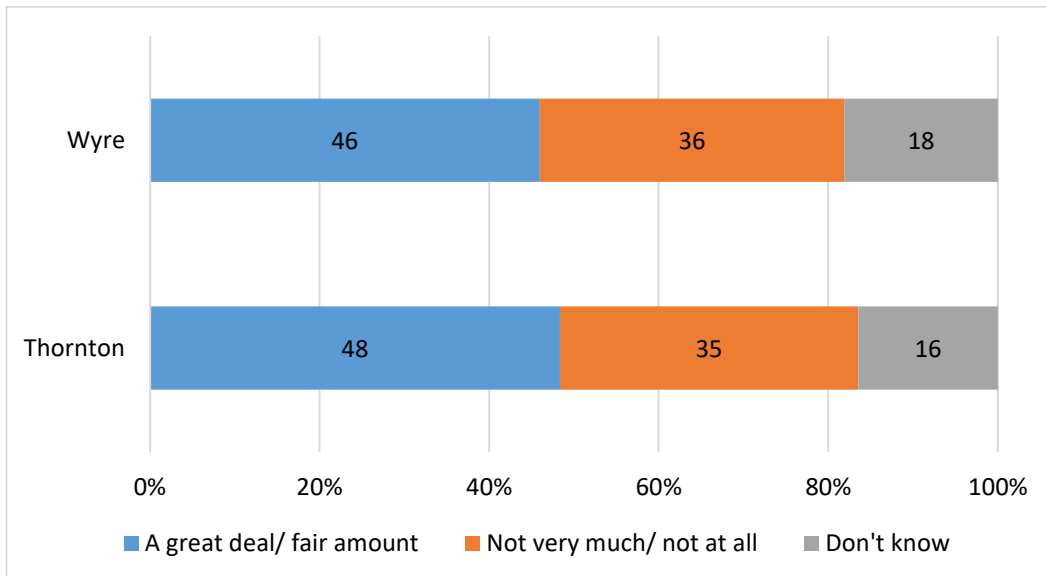
standards for newer developments (71%; lower than the Wyre figure of 77%). Otherwise, results for Wyre were generally similar to those for Thornton.

- 1.11 Least likely to be supported as actions to address climate change were more electric vehicle charging points (50% support/ 33% neutral (neither support nor oppose)/ 11% oppose), and bicycle hire schemes (37% support/ 44% neutral/ 11% oppose).

### **Council responsive to residents' needs?**

- 1.12 Almost half (48%) of residents of Thornton think that Wyre Council responds to residents' needs a great deal (5%) or a fair amount (43%), which is similar to Wyre overall; while 35% think that it responds not very much (28%) or not at all (7%), and 16% don't know.

To what extent do you think Wyre Council responds to residents' needs?  
(Q7: % response)



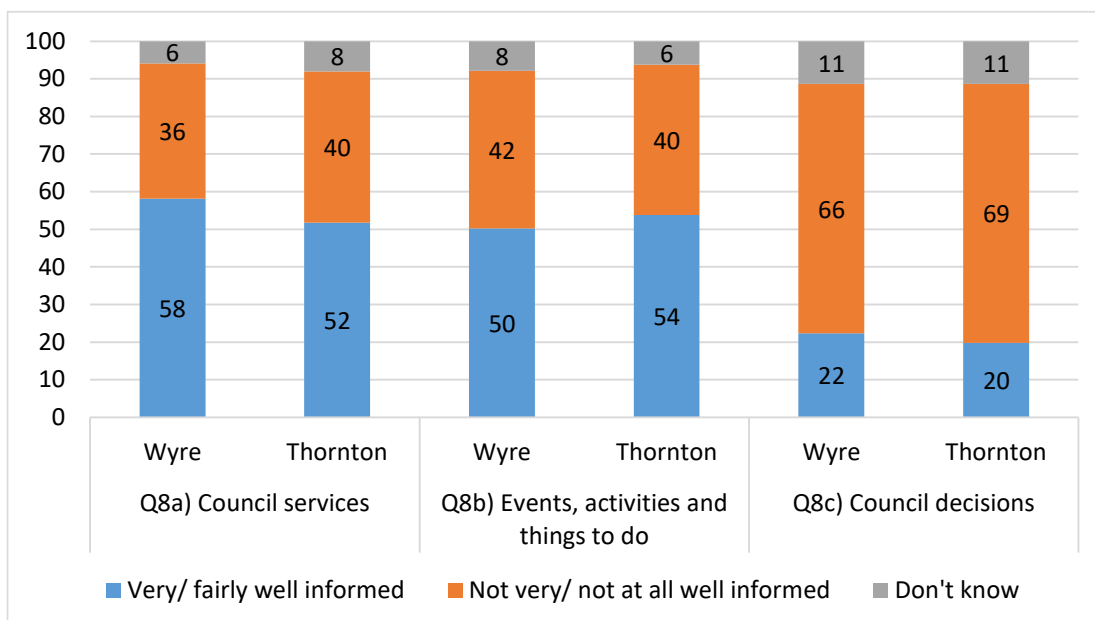


## Communications

### Keeping residents informed

- 1.13 Just over half of Thornton residents (52%; lower than the 58% for Wyre) think that Wyre Council keeps residents very or fairly well informed about Council services, while 40% think that they are not very well informed (26%) or not well informed at all (14%), and 8% don't know. In terms of events, activities and things to do, 54% of Thornton residents think that they are very or fairly well informed by the Council, while 40% feel not very well informed (25%) or not well informed at all (15%), and 6% don't know.

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

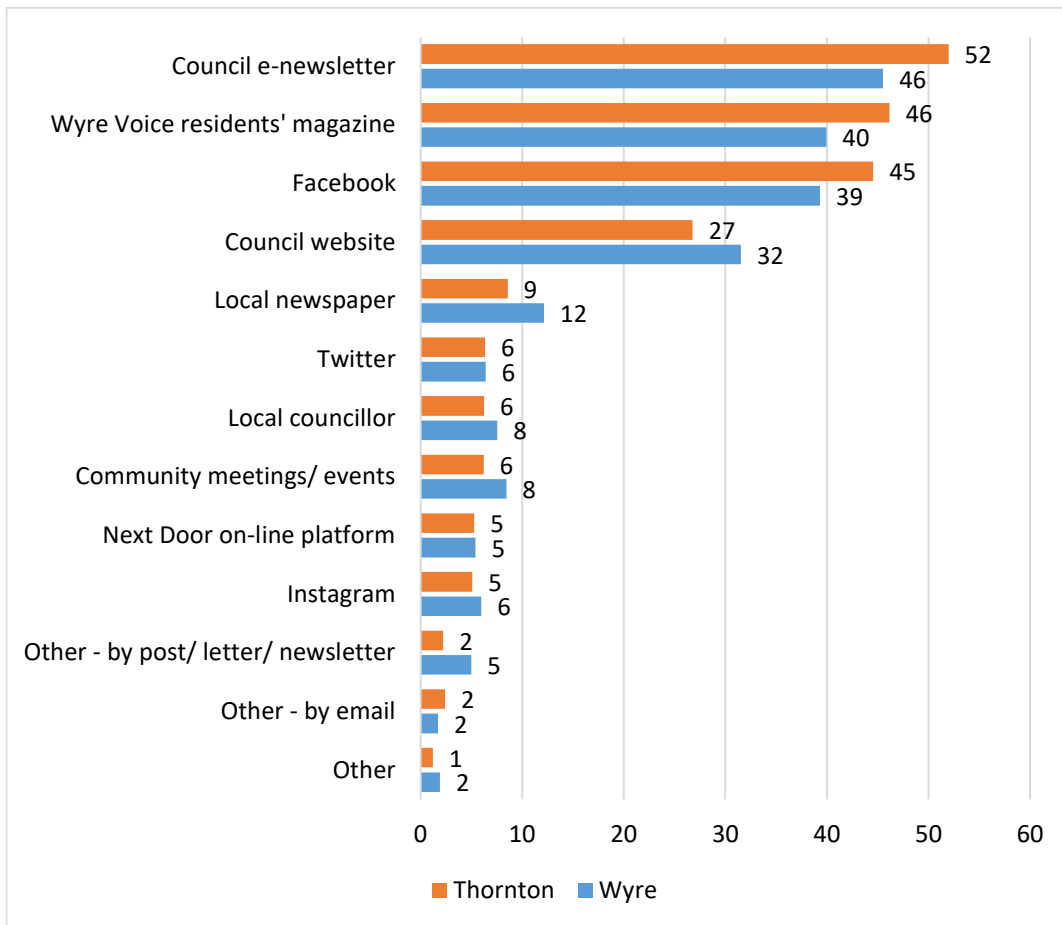


- 1.14 Respondents were much less likely to think that the Council keeps them well informed about Council decisions: 20% of Thornton residents feel very or fairly well informed, while 69% feel not very well informed (36%) or not well informed at all (33%), and 11% don't know; results here being similar to those for Wyre.

### Information preferences

- 1.15 When asked how they prefer to receive information about Wyre Council, the most popular options among residents of Thornton were Council e-newsletter (52%; higher than the 46% for Wyre), Wyre Voice residents' magazine (46%; higher than the 40% for Wyre), Facebook (45%; higher than the 39% for Wyre), and Council website (27%; lower than the 32% for Wyre). (Note: multiple-response question with respondents allowed to select up to three options.) (See chart overleaf.)

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

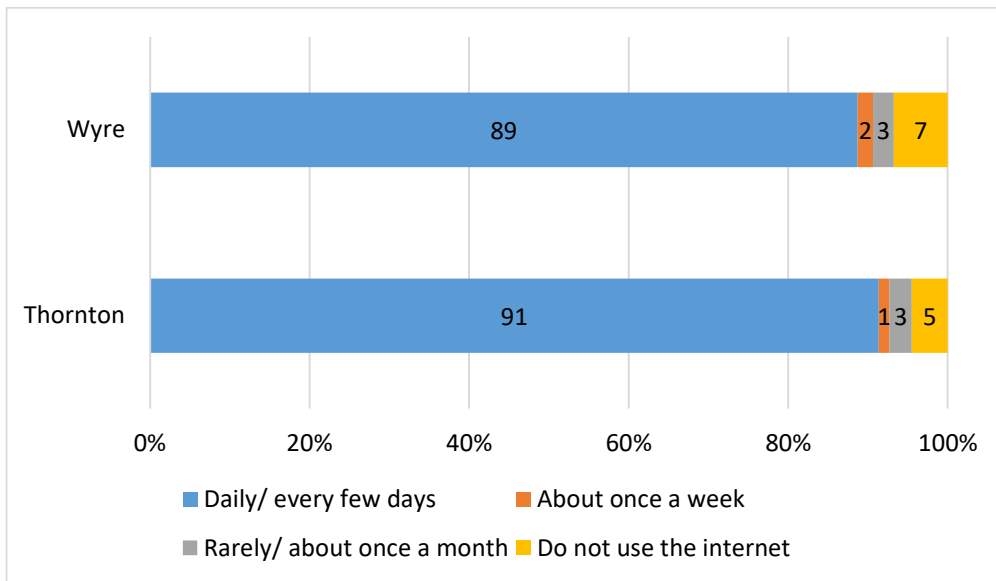


1.16 Results for Thornton were otherwise similar to those for Wyre overall, with none of the remaining options being mentioned by more than one-in-ten respondents.

**Internet usage**

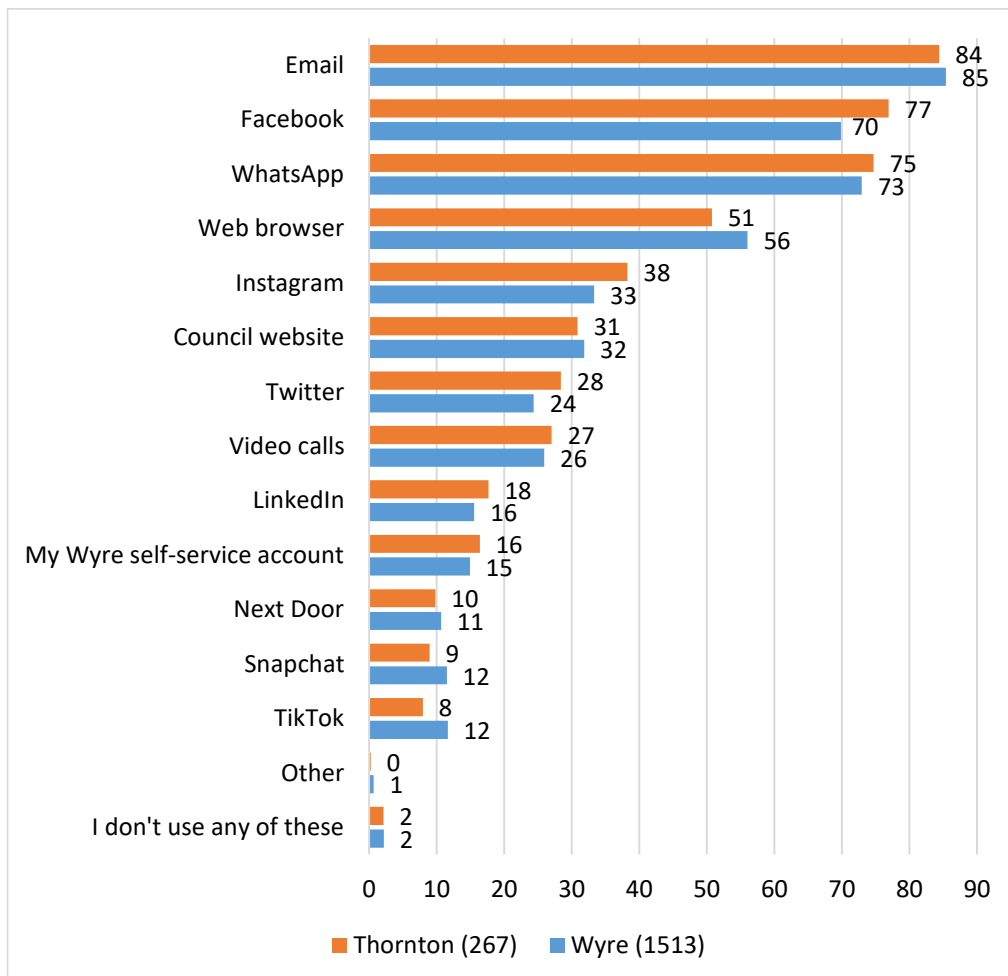
1.17 The great majority (91%) of Thornton residents use the internet regularly – 87% use it daily and 4% every few days, while 1% use it about once a week, 3% use it either about once a month (1%) or rarely (2%), and 5% do not use the internet. Results here are similar to those for Wyre overall. (See 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)

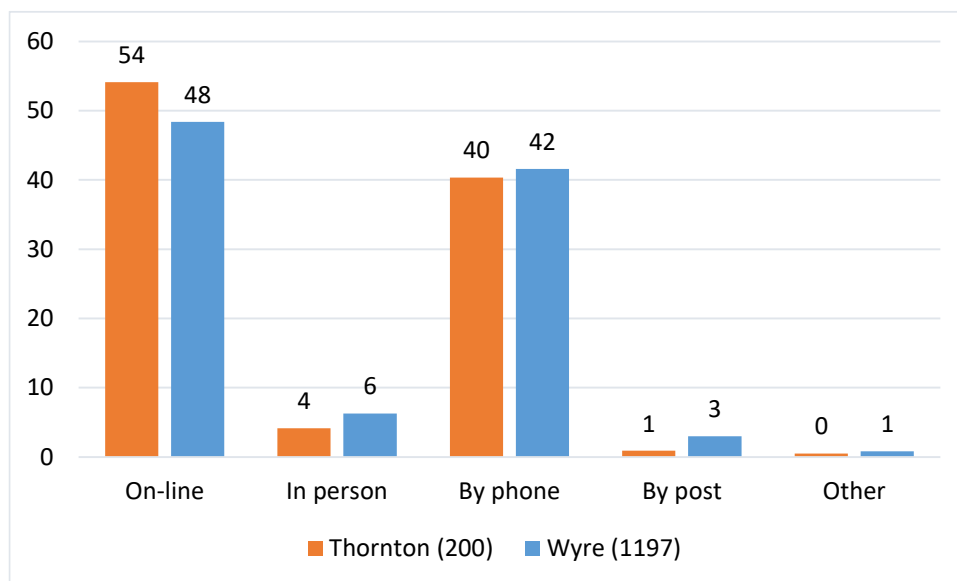


1.18 Those respondents that use the internet were asked which social media platforms/ means of communication they use. The large majority Thornton residents here said that they use email (84%), while 77% use Facebook (higher than the Wyre figure of 70%), 75% use WhatsApp, and 51% use a web browser. Smaller numbers of those Thornton residents who use the internet use Instagram (38%), the Council website (31%), Twitter (28%), and video calls (27%). One other difference compared to the Wyre results was that residents of Thornton were less likely to say that they use TikTok (8%, compared to 12% for Wyre).

**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, over half (54%) of Thornton residents had last contacted on-line, while 40% had last contacted by phone, 4% in person, and 1% by post. Results are not significantly different to those for Wyre overall.

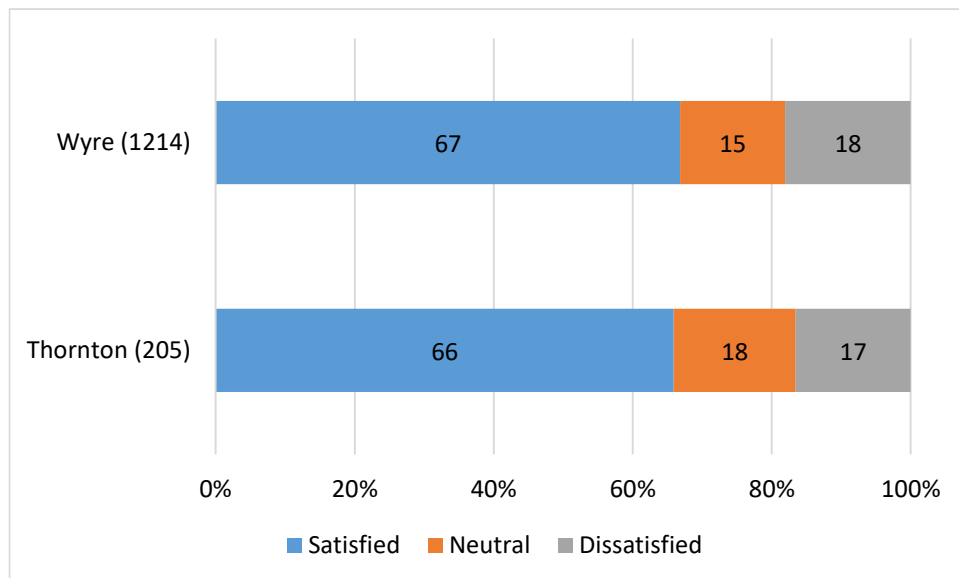
If you have contacted Wyre Council within the last 12 months, by which method was your last contact made? (Q12: % response – ‘don’t know/ not sure’ responses excluded)  
(Base Numbers shown in brackets)



**Experience on last occasion of contact**

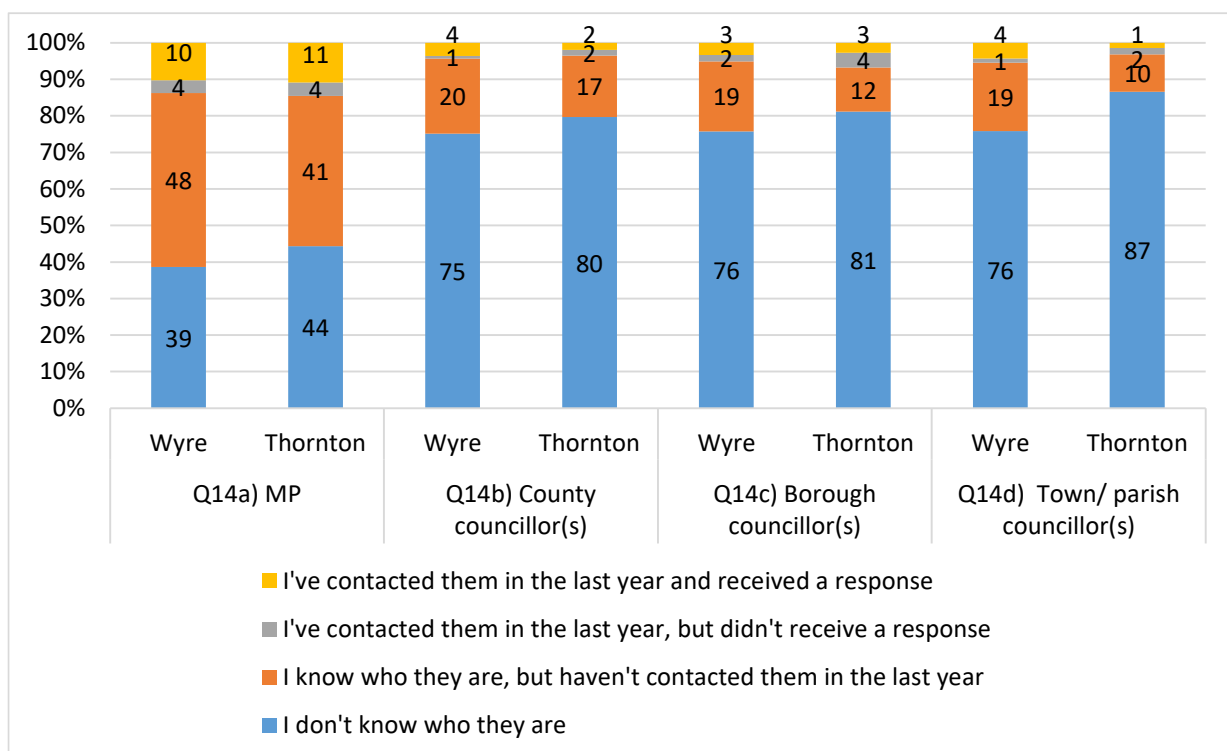
1.20 Those respondents who have contacted the Council within the last 12 months were then asked how satisfied or dissatisfied they were with that experience on the last occasion of contact. Excluding ‘don’t know’ responses, 66% of Thornton residents were satisfied, while 18% were neither satisfied nor dissatisfied, and 17% were dissatisfied. Results for Wyre were similar. (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, 41% of Thornton residents 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',

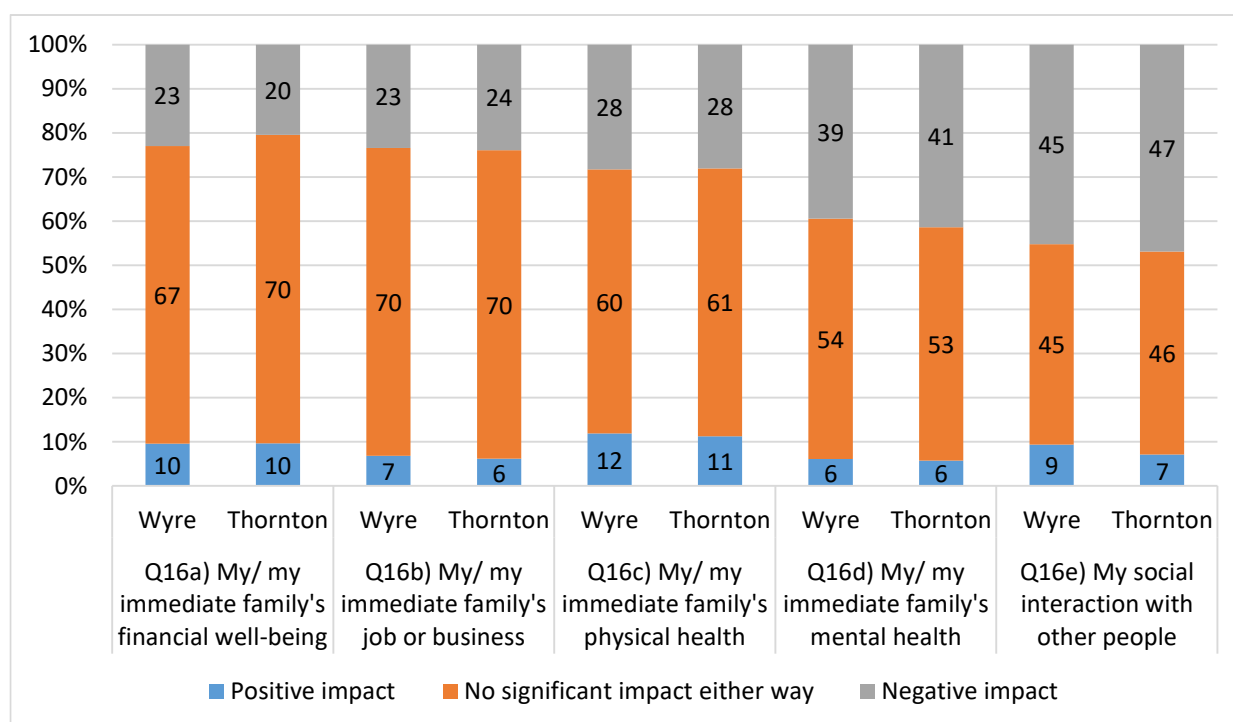
and 11% that 'I've contacted them in the last year and received a response'. The remaining 44% of Thornton residents said that they do not know who their MP is.

- 1.22 In respect of County (80%), Borough (81%), and (if applicable) Town/ Parish Councillors (87%), the large majority of Thornton residents did not know who their councillors are, with each of these figures being higher than the corresponding figures for Wyre overall, (75%, 76%, and 76%, respectively). Between 10% (for Town/ Parish Councillors) and 17% (for County Councillors) of Thornton residents said that they know who their councillors are, but haven't contacted them in the last year; while only small numbers, between 1% and 3%, have contacted their councillors in the last year and received a response.

### 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 Thornton, 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' (7% positive impact/ 47% negative impact; Net Impact Score = -40%), and 'my/ my immediate family's mental health' (6% positive/ 41% negative; Net Score = -36%).
- 1.25 For the remaining three aspects, more than three-fifths of Thornton 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 job or business', 6%

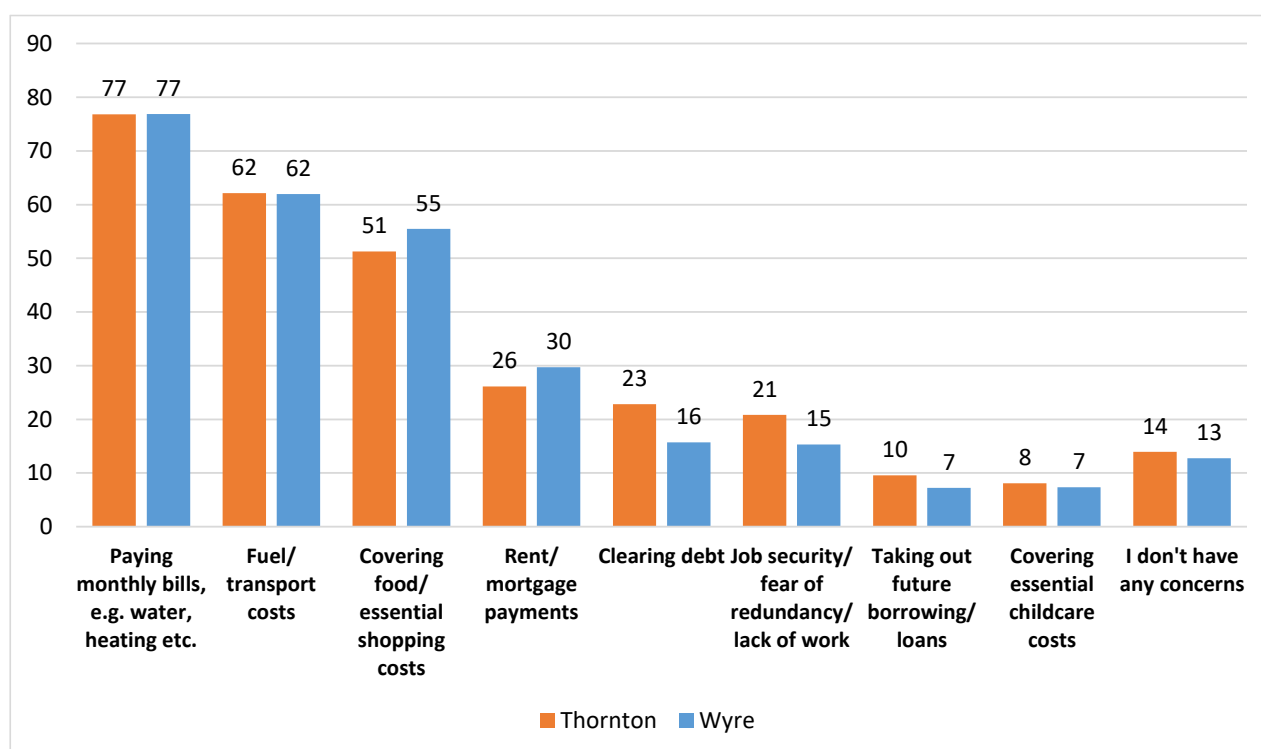
positive/ 24% negative/ Net Score -18%; My/ my immediate family's physical health', 11% positive/ 28% negative/ Net Score -17%; and 'My/ my immediate family's financial well-being', 10% positive/ 20% negative/ Net Score -11%. Results for Thornton are similar to the Wyre overall results.

## 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 Thornton were paying monthly bills, e.g. water, heating, etc. (77%), fuel/ transport costs (62%), and covering food/ essential shopping costs (51%).

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



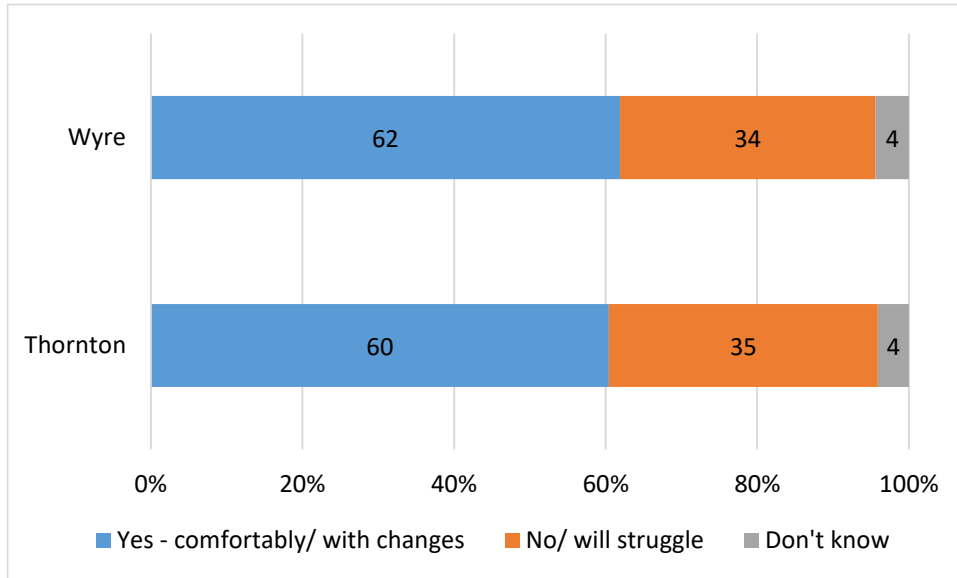
- 1.27 Around a quarter of Thornton residents were concerned about rent/ mortgage payments (26%), clearing debt (23%; higher than the 16% for Wyre), and job security/ fear of redundancy/ lack of work (21%; higher than the 15% for Wyre); while smaller numbers referred to taking out future borrowing/ loans (10%), and covering essential childcare costs (8%). One-in-seven (14%) of Thornton residents said that they don't have any concerns.

### Able to meet rise in living costs?

- 1.28 Three-fifths (60%) of Thornton residents think that they will be able to meet the rise in essential living costs either comfortably (11%) or by making changes (49% 'yes, but I will have to make changes'), while a total of 35% said that they will struggle (30%) or will not be able to meet the rise in costs (5% 'no, I won't cope'),

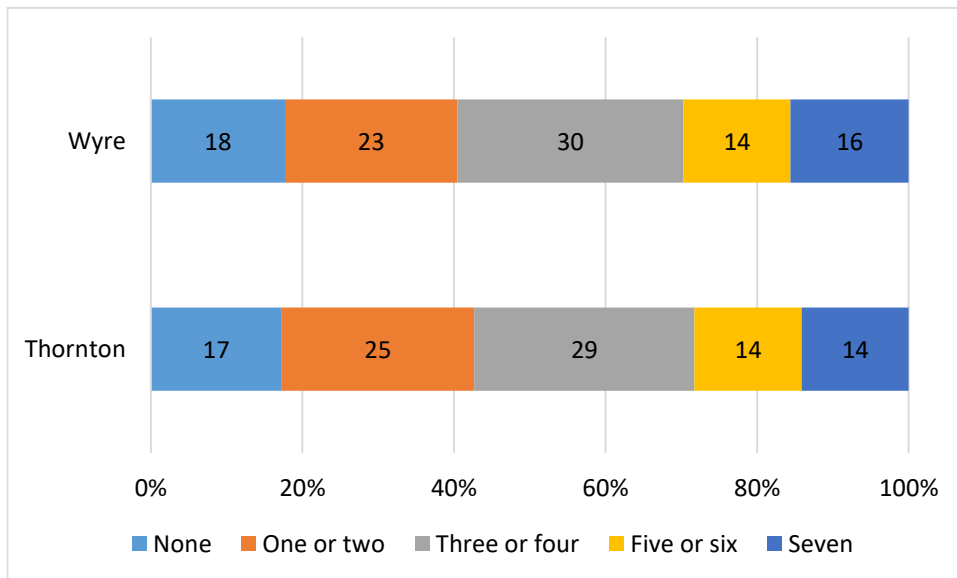
and 4% don't know. Overall results for Wyre were more very similar: 62% 'yes – comfortably/ with changes', and 34% 'no/ will struggle'.

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)



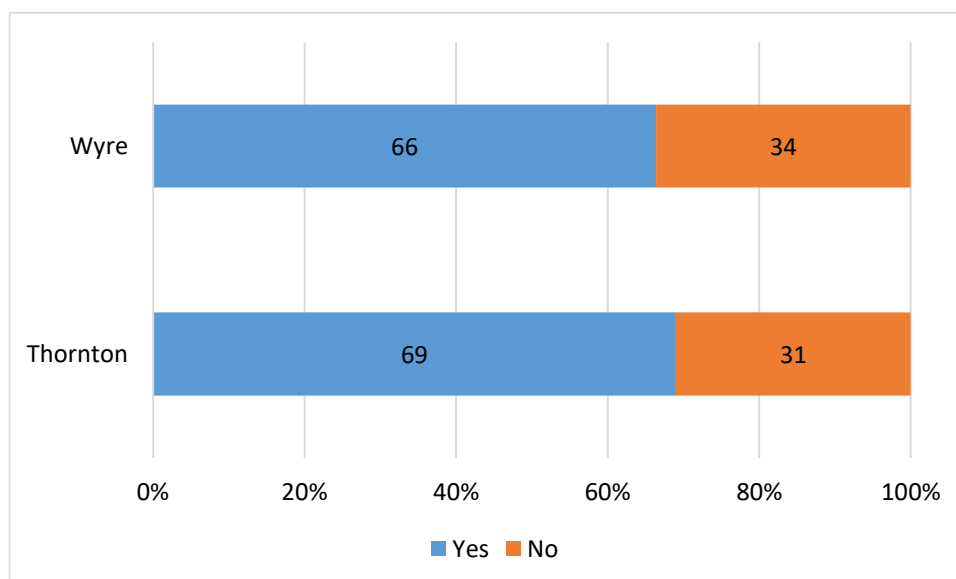
1.29 When asked '*In the past week, on how many days have you done a total of 30 minutes or more of physical activity, which was enough to raise your breathing rate?*' the large majority of Thornton residents (83%) said that they have done this on at least one day: 25% had done so on one or two days, 29% on three or four days, 14% on five or six days, and 14% on seven days; while 17% said that they



had not exercised in this way in the past week (17% 'none'). Overall figures for Wyre were similar.

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

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



- 1.30 Over two-thirds (69%) of residents of Thornton said 'yes' they would like to be more active, while 31% of respondents would not like to be more active; results being similar 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 Thornton were outdoor activities, e.g. walking, cycling (47%), followed by healthy eating, e.g. weight management, nutrition (31%), wellness sessions, e.g. yoga, pilates, meditation (29%), sessions specifically for older people (25%), beginners/ taster sessions (25%), and exercise classes, e.g. circuits, dance (24%).
- 1.32 One-in-six or more Thornton residents would be interested in sports-based activities, e.g. badminton, football, tennis (19%), volunteering, e.g. local projects, events (16%), and water-based activities, e.g. fishing, kayaking (16%). The results for Wyre overall were not significantly different to those for Thornton, with one exception being that residents of Thornton were more likely to say that they are not interested in any of the listed activities (10%, compared to 6% for Wyre). (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)

