

Wyre Council

Life in Wyre 2018: Area Report



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1. Executive summary

Approach

- The latest Life in Wyre survey was posted out to a random sample of households across the borough on Friday 28 September, followed by one reminder, before closing on Friday 16 November 2018
- 1,184 responses were received to the survey, consisting of 1,113 returns by post and 71 submissions through an online survey option
- The response data has been weighted by age, gender and disability to ensure the findings are representative of the borough's population, resulting in an effective survey sample of 1,121 Wyre residents
- The Wyre borough has been split into 5 areas which this report focuses on – Fleetwood, Poulton, Rural East, Rural West and Thornton-Cleveleys

	%	n
Fleetwood	20%	214
Poulton	19%	210
Rural East	13%	164
Rural West	19%	206
Thornton-Cleveleys	30%	327

Local area

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

Council services

	Wyre	Fleetwood	Poulton	Rural East	Rural West	Thornton-Cleveleys
Strongly or tend to agree that the council provides value for money	51%	40%	55%	47%	54%	55%

	Wyre	Fleetwood	Poulton	Rural East	Rural West	Thornton-Cleveleys
Council responds to residents' needs a great deal or fair amount	47%	42%	43%	41%	50%	55%
Council keeps residents very or fairly well informed	58%	51%	60%	53%	59%	64%

Wellbeing

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

Mental health

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

2. Background and methodology

Background

In 2012, 2014 and 2016, Wyre Council undertook a residents' survey to understand satisfaction levels across the borough and determine priorities to inform the delivery of services. In order to benchmark progress since 2012, a 2018 Life in Wyre survey was commissioned. This covered a number of questions asked in previous surveys including a section relating to services delivered and commissioned by the NHS Clinical Commissioning Group.

Methodology

The Life in Wyre survey was sent out to 3,500 households across the borough on Friday 28 September 2018. A reminder was sent on Friday 26 October 2018, with a final closing date of Monday 12 November 2018. Responses were accepted until Friday 16 November 2018.

A random stratified sample was adopted based on the population sizes of each ward in Wyre. This approach ensures each resident within each ward has an equal chance of receiving the survey. An online response option was also provided for any household which received a postal invitation. Unlike previous years, the survey was not hosted on the council's website or shared through social media channels. This has enabled a more reliable, random sample of responses which are statistically representative of the overall borough population.

1,184 responses were received from the sample of 3,500 postal addresses. 1,113 of these responded by post, 71 responded online. This equates to a response rate of 34%. Comparatively, 1,158 responses were received from the postal sample in 2016.

How well the sample represents the population is determined by two important measures – the confidence interval and confidence level. For example, this survey has a confidence interval of plus or minus 2.83% at a 95 percent level of confidence. This means that if the survey was conducted 100 times, the true data would be within 2.83 percentage points above or below the percentage reported in 95 of the 100 surveys. Typically, 3% is considered to be a 'good' confidence interval and in the case of this survey, the confidence interval suggests that the reader can have a good degree of confidence in the accuracy of the findings.

The response data has been weighted by age, gender and disability to ensure the findings are representative of the borough population and as such this report is based on the weighted data. All weighted calculations outlined below reflect the latest available population data from the Office for National Statistics (ONS). Due to the number of responses from residents in the younger age categories (16-24, 25-34 and 35-44), these have been combined to create a more reliable grouping both to weight and to undertake any analysis by different age groups.

Please note the overall weighted sample for this report is 1,121 which is a slight reduction in the total response achieved of 1,184. This is because the weighting process cannot account for the small number of respondents who did not indicate their age, gender or disability status. Moreover, the total sample sizes for each question referenced throughout this report will range depending on the number of residents who provided a response to each question and where percentage totals do not equal 100%, this is either due to rounding or because a particular question allowed multiple responses. Any bars or columns in stacked charts within this report will not display percentage labels for response options of 3% or below

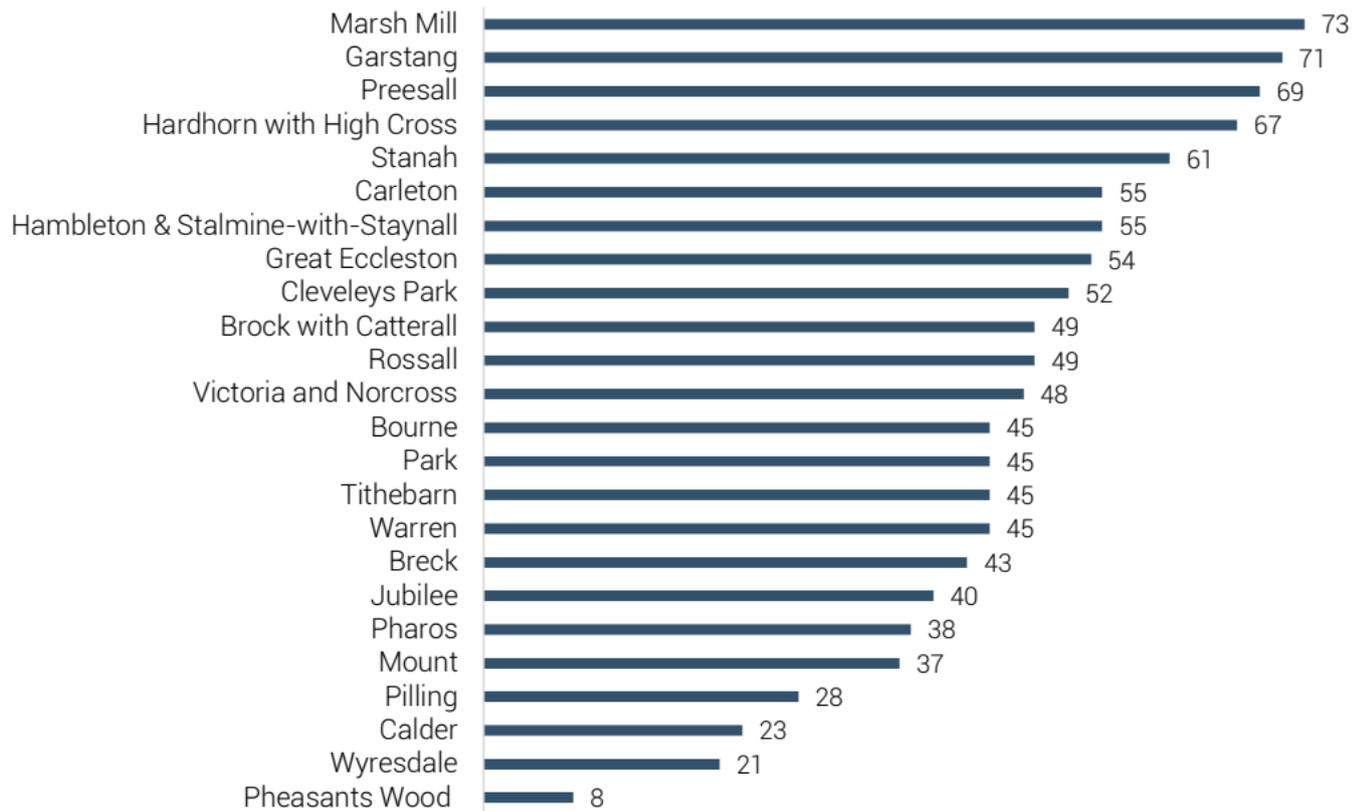
Figure 2.1: Weighted demographics

	Unweighted	Weighted
Age		
44 or under	11%	34%
45 to 64	34%	34%
65 or over	55%	32%

Gender		
Male	40%	48%
Female	60%	52%
Disability		
Limited a lot	17%	12%
Limited a little	22%	12%
Not limited	61%	76%

After weighting, 13% of respondents to the survey indicated that they have a role as a carer for a relative or friend. Responses were received from residents across the borough.

Figure 2.2: Ward populations (n = 1121, weighted)



These wards have been grouped into areas of the borough to enable some reliable analysis of the survey results. The findings within this report are split into the following 5 areas:

- Fleetwood
 - Mount
 - Park
 - Pharos
 - Rossall
 - Warren

- Poulton
 - Breck
 - Carleton
 - Hardhorn with Highcross
 - Tithebarn

- Rural East
 - Brock with Catterall
 - Calder
 - Garstang
 - Wyresdale

- Rural West
 - Great Eccleston

- Hambleton and Stalmine
- Pilling
- Preesall
- Thornton-Cleveleys
 - Bourne
 - Cleveleys Park
 - Jubilee
 - Marsh Mill
 - Pheasant's Wood
 - Stanah
 - Victoria and Norcross

30% of responses in the sample are from households in the Thornton-Cleveleys area of the borough, although this is also the area with the highest number of wards.

Figure 2.3: Area groups (n = 1121, weighted)

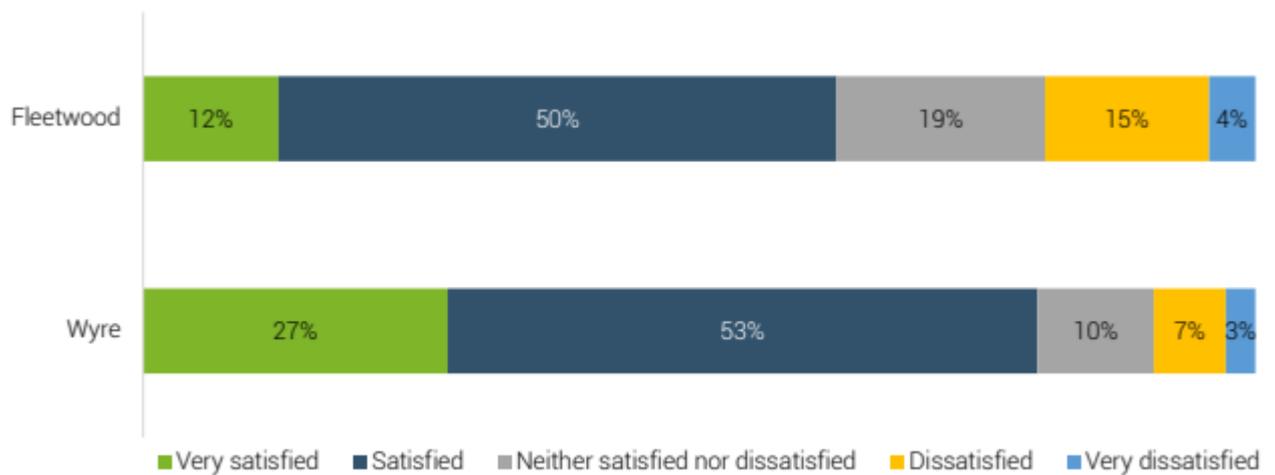
	%	n
Fleetwood	20%	214
Poulton	19%	210
Rural East	13%	164
Rural West	19%	206
Thornton-Cleveleys	30%	327

3. Fleetwood

Living in Wyre

62% of Fleetwood residents are very satisfied or satisfied with where they live, compared to 80% of all Wyre respondents and 70% of Fleetwood respondents in 2016.

Figure 3.1: Overall, how satisfied or dissatisfied are you with where you live? (Q1, n = 207, excludes 'don't know')

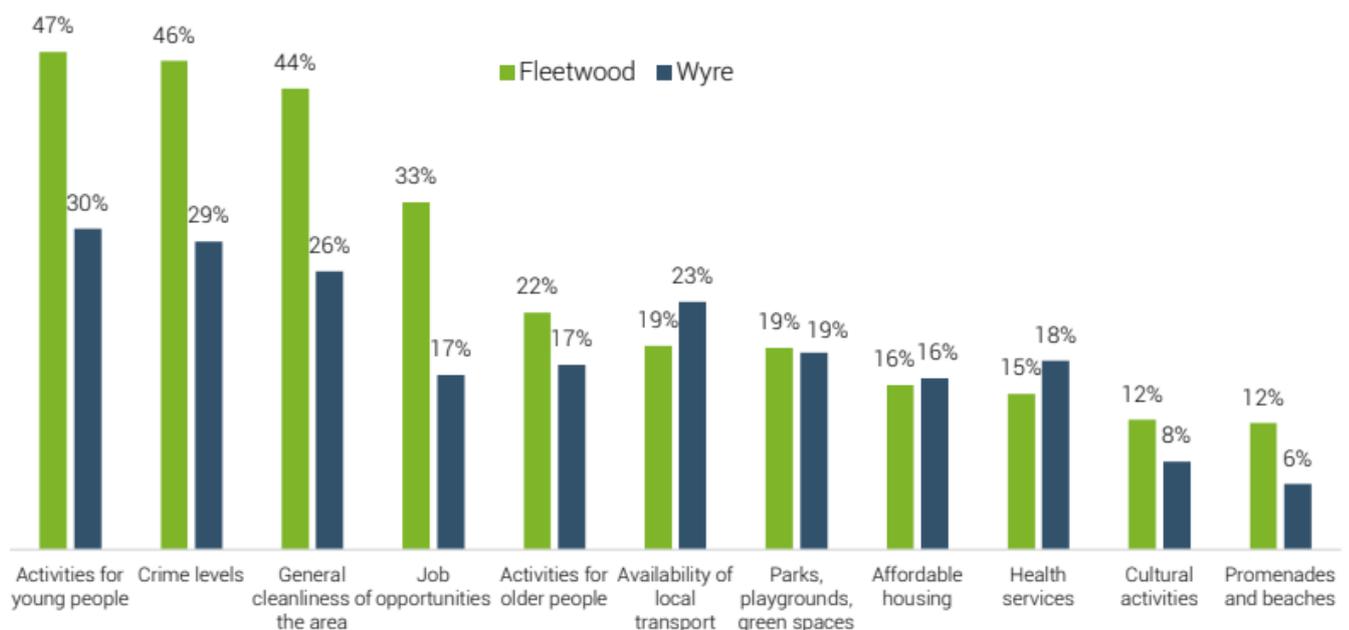


Respondents were asked to select up to 5 aspects of their local area that they feel need improving. A number of changes were made to the options and wording in the 2018 survey. Of the options provided in 2018, 47% of Fleetwood residents identified activities for young people, 46% selected crime levels and 44% chose the general cleanliness of the area.

Figure 3.2: Which of these, if any, do you feel most need improving where you live? (Q2, n = 214)

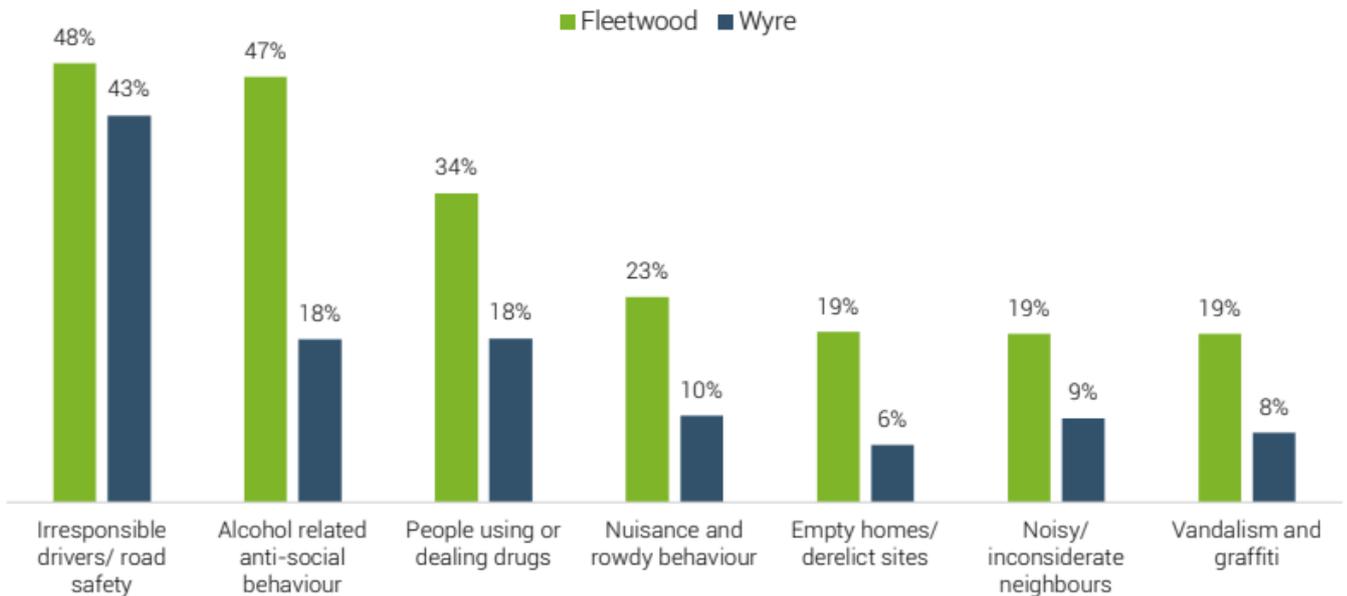
When asked to explain the choices made about improvements needed in the local area, 39% of Fleetwood residents referred to crime and anti-social behaviour in the area.

Figure 3.3: Coded comments about improvements where they live (Q3, n = 116)



When asked how much of a problem certain issues are where they live, 48% of Fleetwood residents consider irresponsible drivers and road safety to be a very or fairly big problem in the area,

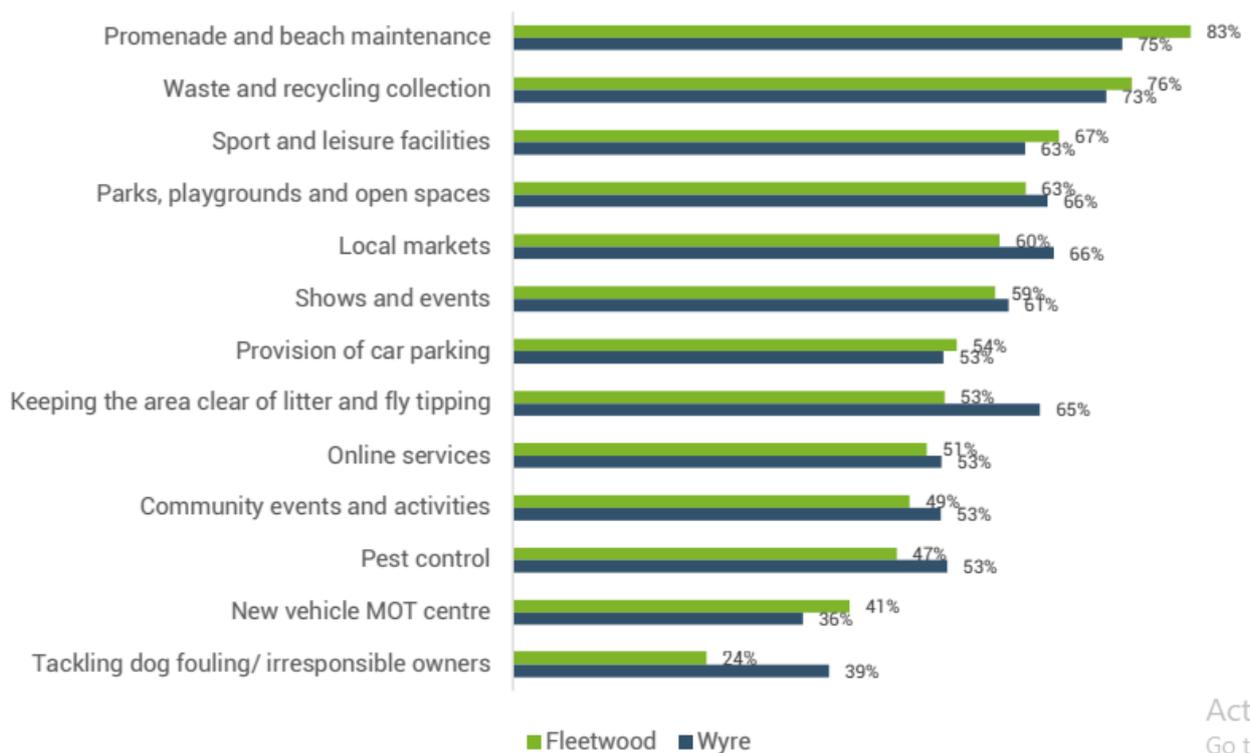
Figure 3.4: Thinking about where you live, how much of a problem, if at all, do you think each of the following are? (Q4, n = from 173 to 194, % very or fairly big problem)



Local Council

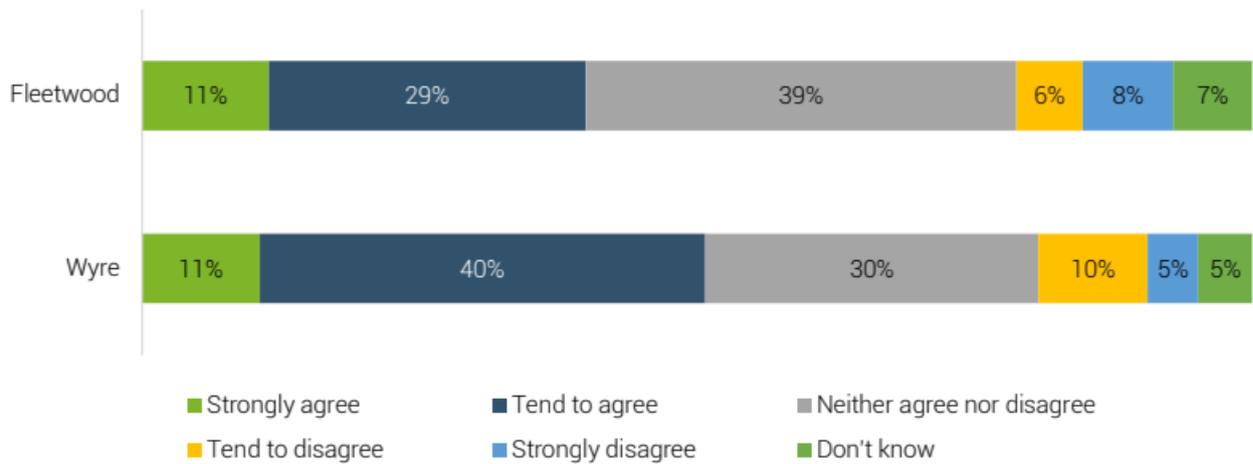
Satisfaction with Wyre Council services for Fleetwood residents is highest for promenade and beach maintenance and waste and recycling collection.

Figure 3.5: How satisfied or dissatisfied are you with each of the following services/ facilities provided by Wyre Council? (Q5, n = 209)



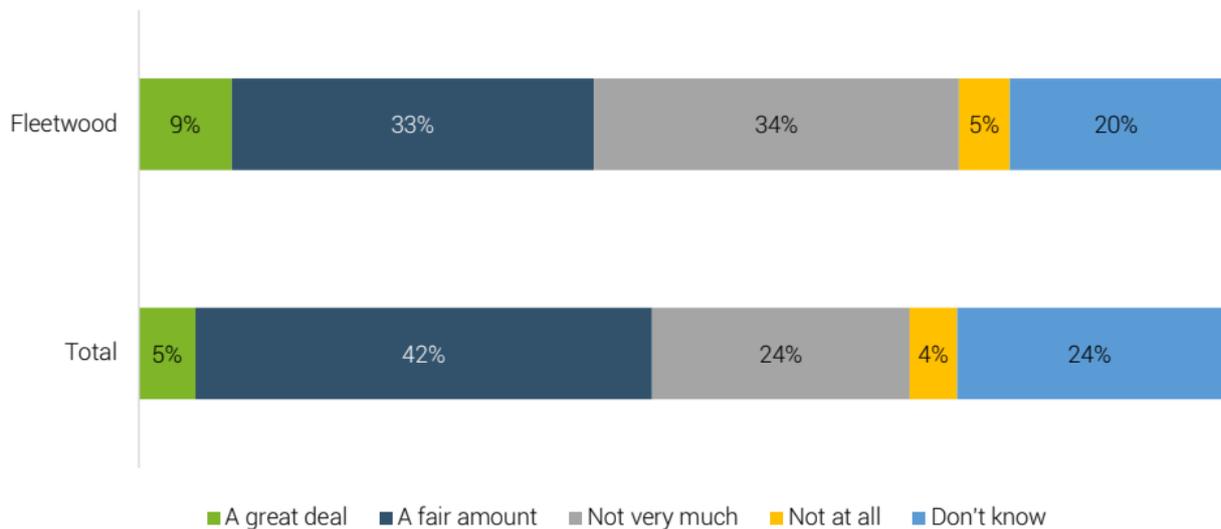
40% of Fleetwood residents strongly or tend to agree that 53p a day for the services and facilities Wyre Council delivers is value for money, compared to 51% of residents across the borough.

Figure 3.6: To what extent do you agree or disagree that 53p a day for all the services and facilities is value for money? (Q7, n = 210)



42% of respondents in Fleetwood feel that Wyre Council responds to its residents' needs a great deal or a fair amount, compared to 47% of residents across the borough.

Figure 3.7: Would you say the council responds to its residents' needs? (Q8, n = 209)



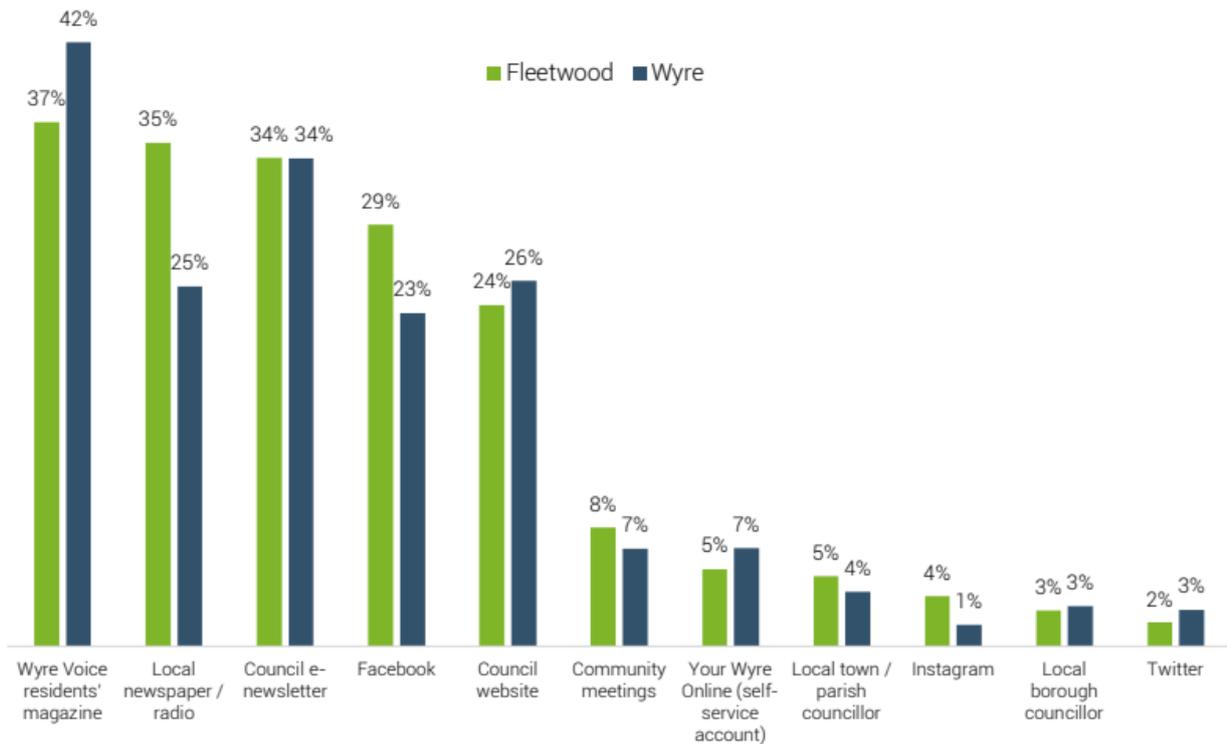
51% of Fleetwood respondents feel that Wyre Council keeps its residents very or fairly well informed about services, news and events, compared to 58% of residents across the borough.

Figure 3.8: Overall how well informed do you think Wyre Council keeps residents about services, news and events? (Q9, n = 214)



Fleetwood residents prefer to receive information about the council through the Wyre Voice residents' magazine (37%), local newspaper/ radio (35%) and the council e-newsletter (34%).

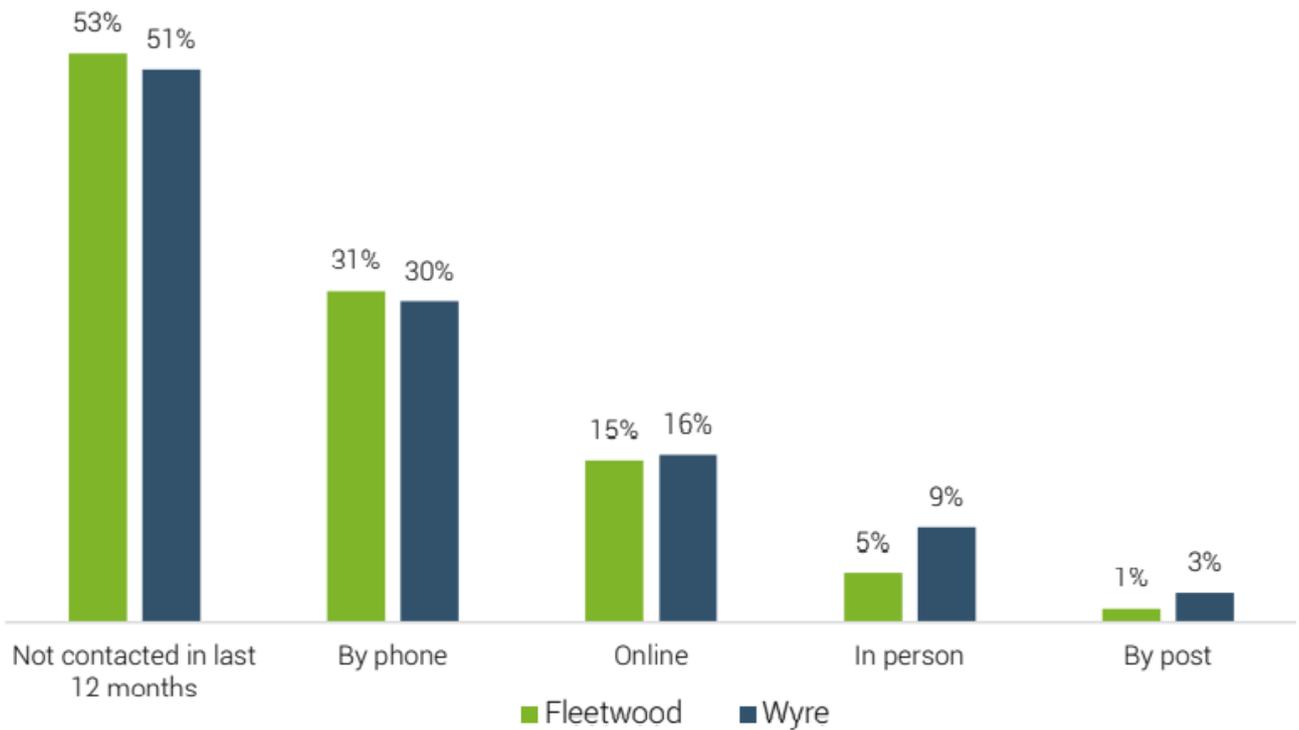
Figure 3.9: How do you prefer to receive information about the council? (Q10, n = 214)



Contacting the Council

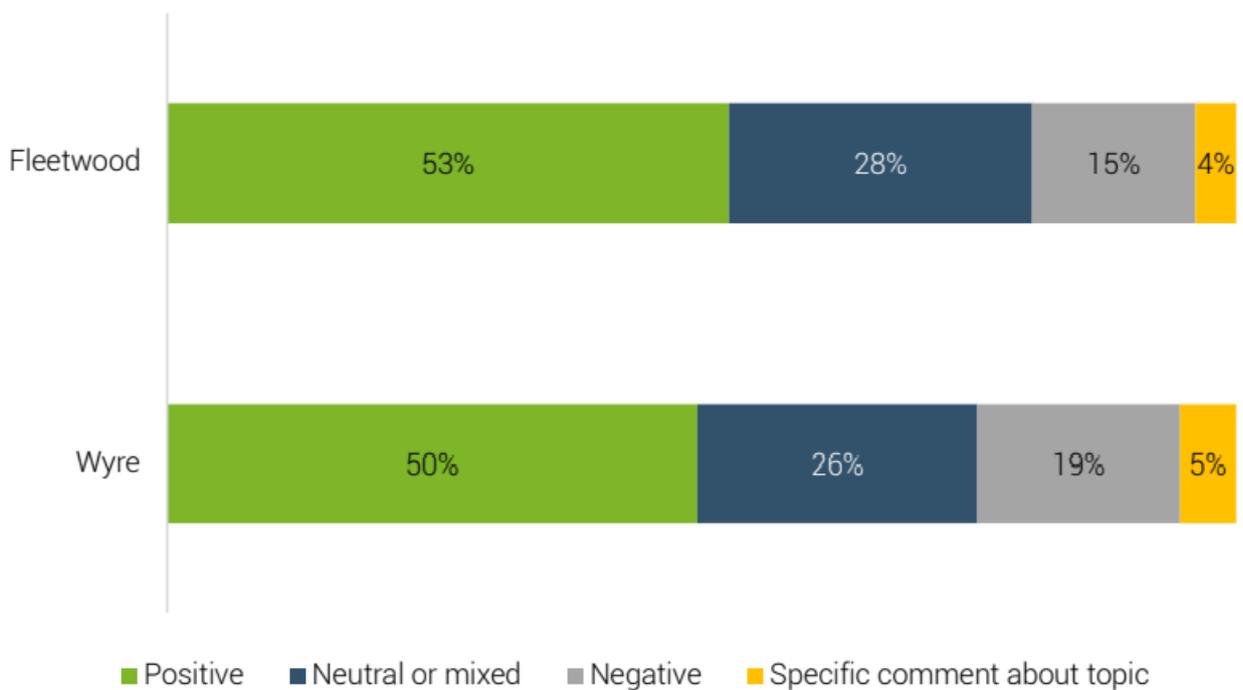
53% of Fleetwood residents had not contacted Wyre Council in the last 12 months. 31% contacted the council by phone and 15% via online methods.

Figure 3.10: Have you contacted the council within the last 12 months? (Q11a, n = 214)



Respondents were also asked an open-ended question about the customer experience, which has been coded. 53% of Fleetwood residents were positive about the experience.

Figure 3.11: If you have contacted the council in the past 12 months, how was the customer experience? (Q11b, n = 71)



The survey also asked respondents if they know who their local borough and parish or town councillors are.

53% of Fleetwood residents do not know who their local borough councillor is, whilst 65% do not know who their town councillor is.

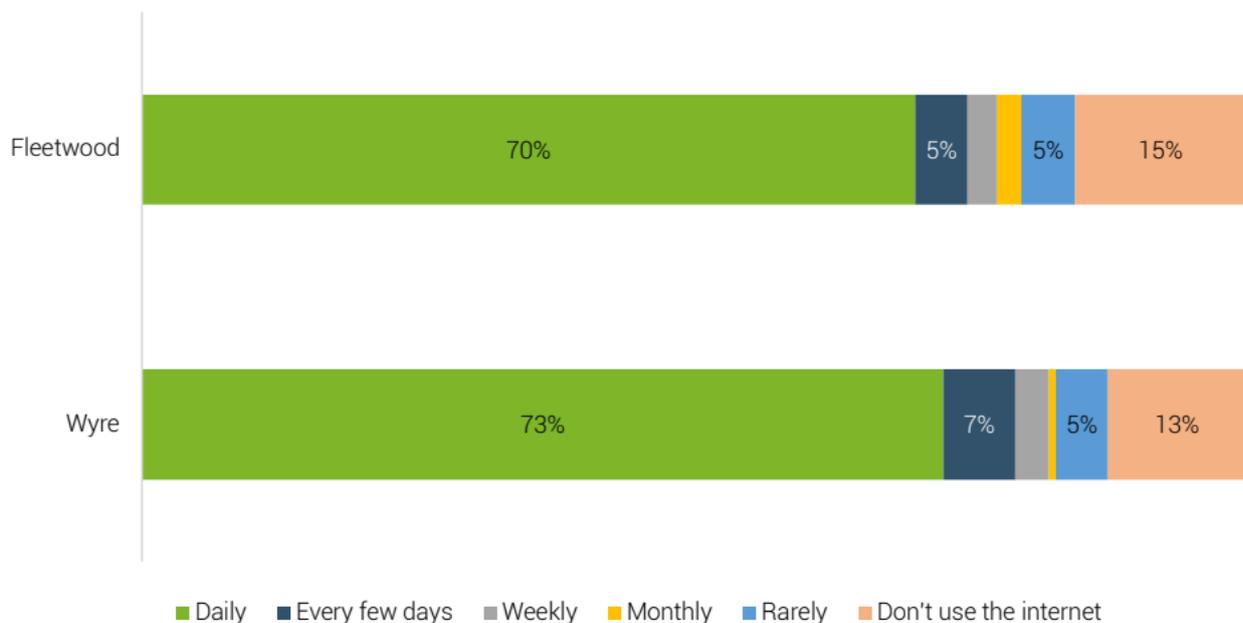
Figure 3.12: Which of the following statements best describes your contact with your local councillor(s) over the past year? (Q12, n = 214)



Online Access

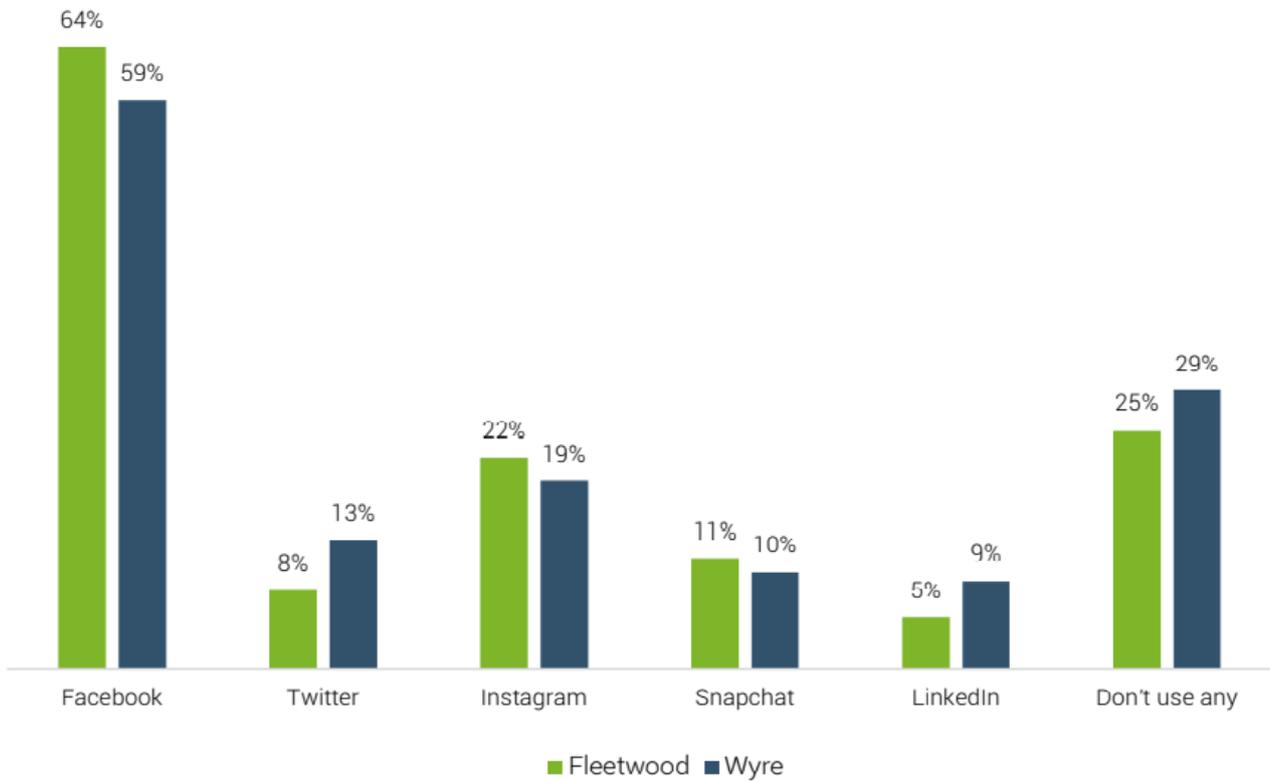
Overall, 85% of Fleetwood residents use the internet at least occasionally.

Figure 3.13: How often do you use the internet? (Q13, n = 211)



Of those Fleetwood residents who use the internet, 75% use one or more social media platforms.

Figure 3.14: Do you use any of the following social media platforms? (Q14, n = 214)

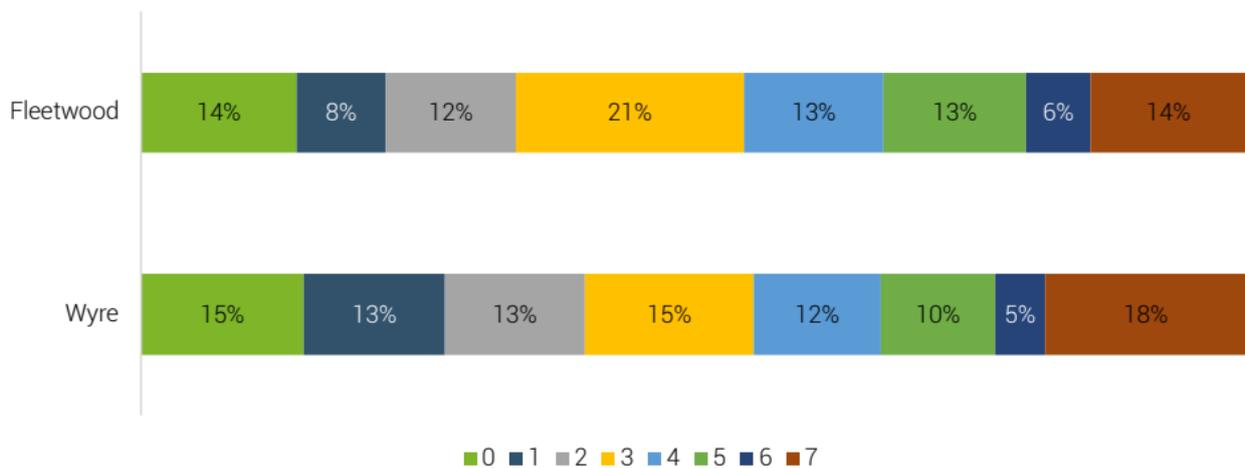


Wellbeing

Respondents were asked how many days they have done a total of 30 minutes or more of physical activity in the past week.

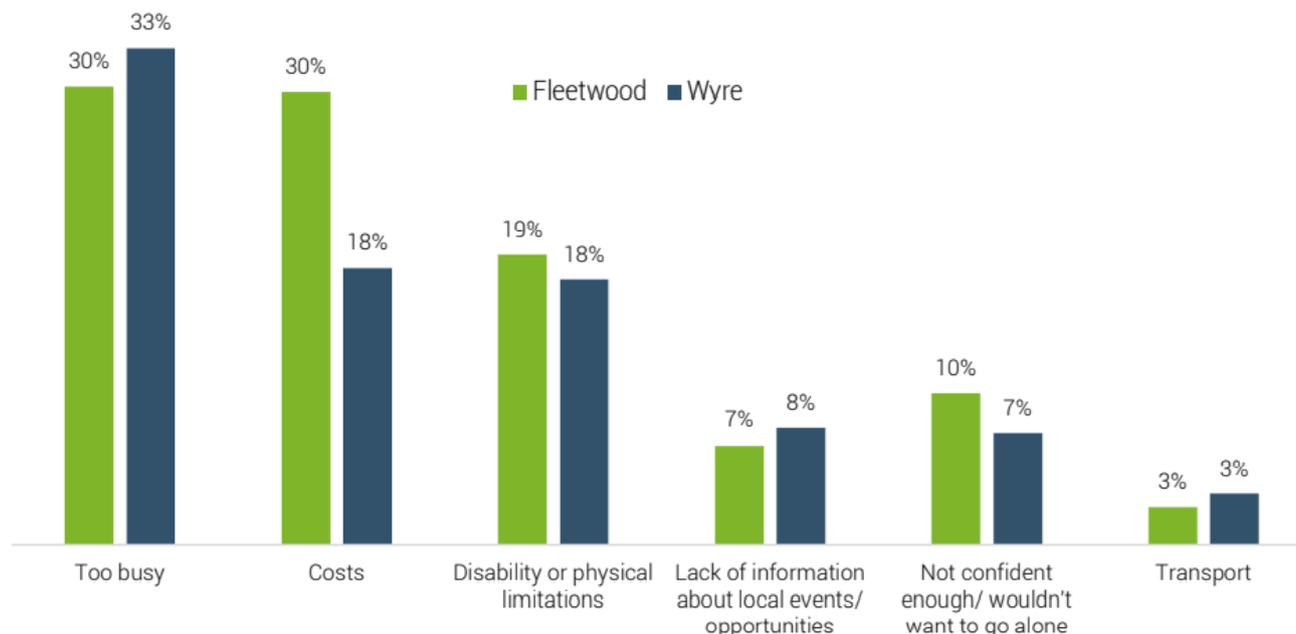
Fleetwood residents had done at least 30 minutes of physical activity on an average of 3.4 days over the past week. 14% of respondents had not managed to do at least 30 minutes of physical activity on any day in the past week.

Figure 3.15: 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? (Q16, n = 207)



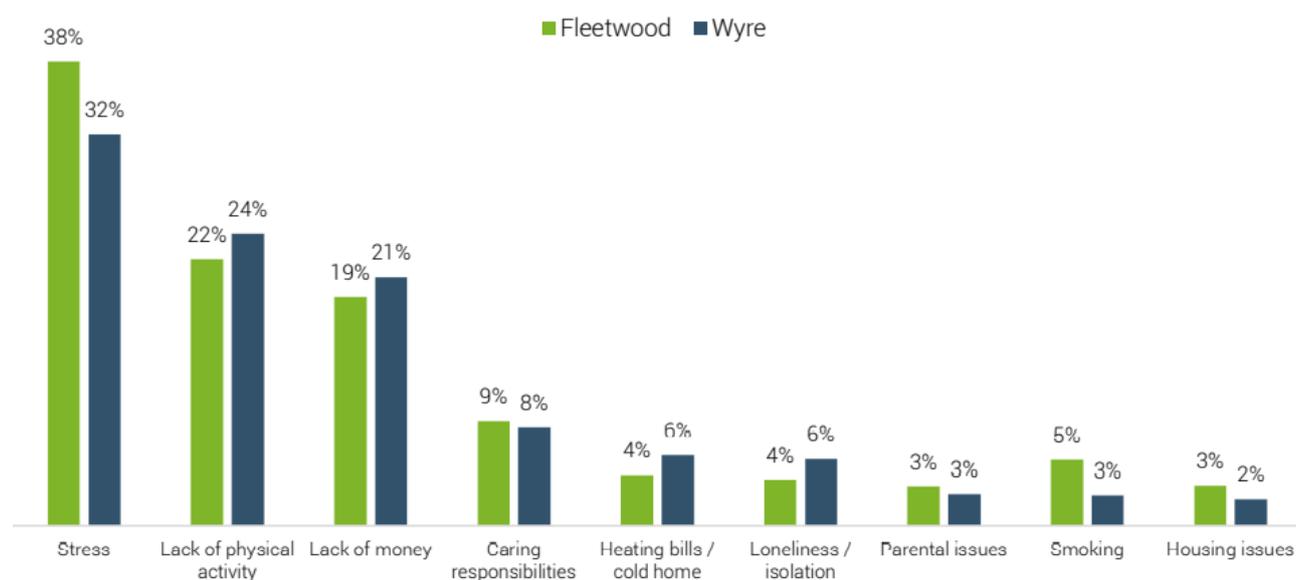
When asked what was holding them back, 30% of Fleetwood respondents indicated that they are too busy or the costs associated with being active.

Figure 3.16: If you are not as active as you would like to be, what is holding you back? (Q17, n = 214)



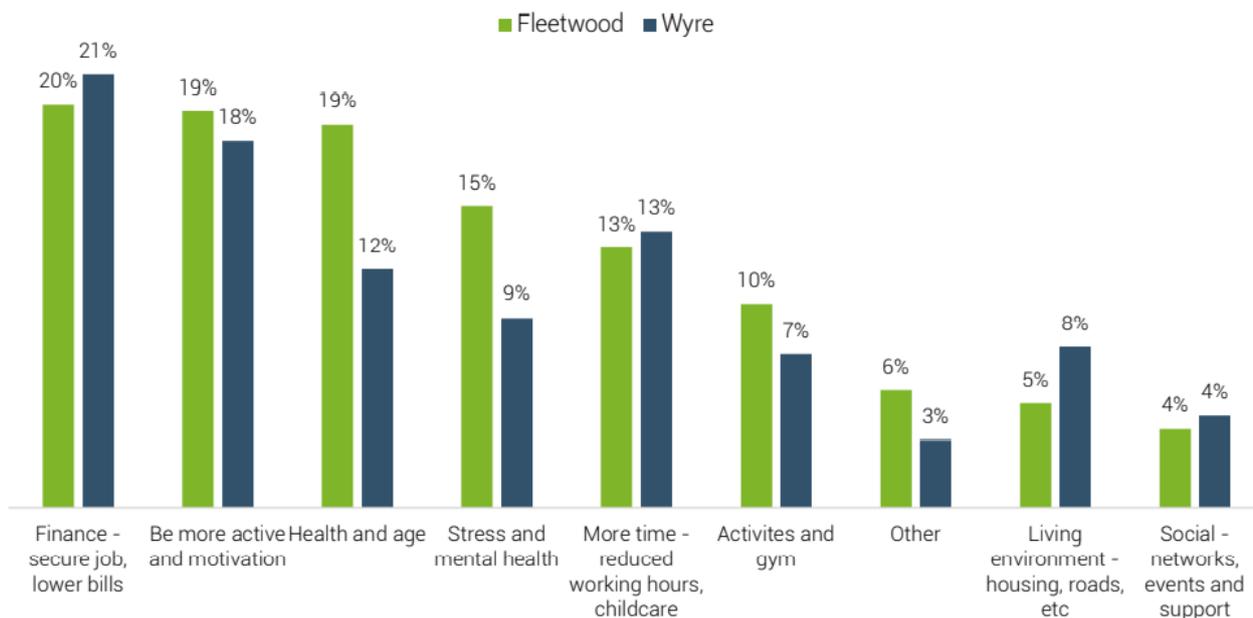
Stress has the biggest negative impact on Fleetwood residents' wellbeing.

Figure 3.17: What has the biggest negative impact on your wellbeing? (Q18, n = 214)



Respondents were asked an open-ended question to explain what one action they would take to improve their lifestyle or environment. The main theme was finance, including having a secure job and lower bills.

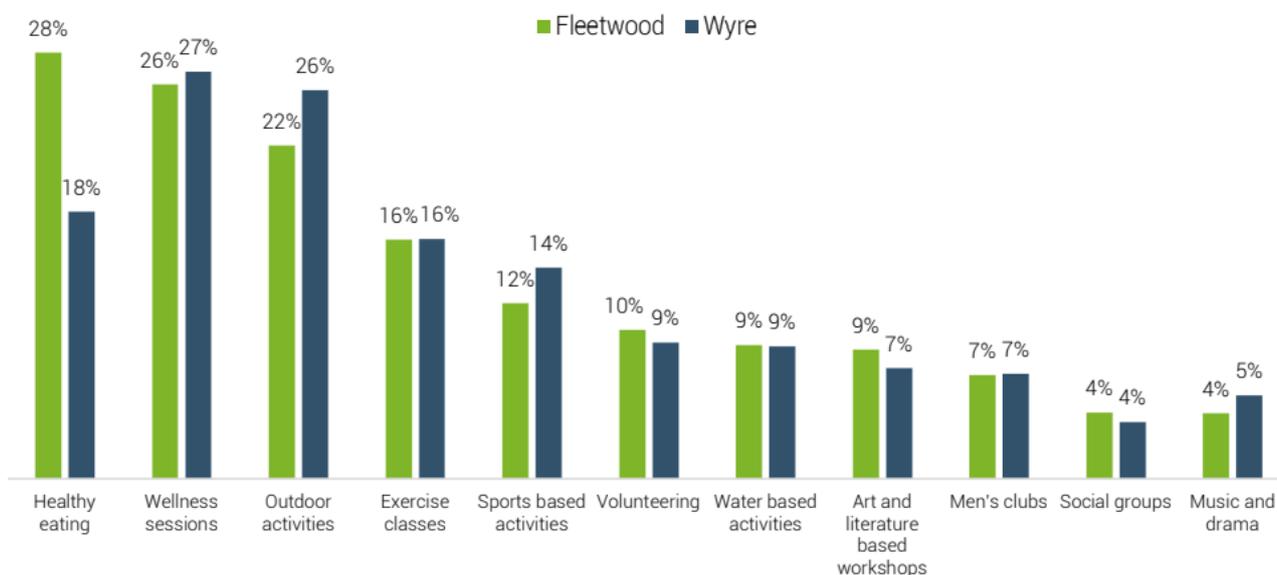
Figure 3.18: What one action would you want to take to improve your living environment/lifestyle? (Q19, n = 85)



Finally, respondents were asked what activities they would be interested in to help them become more active and live well.

The most popular selection for Fleetwood residents was healthy eating, followed by wellness sessions such as yoga and pilates.

Figure 3.19: What activities would you be interested in that could help you become more active and live well? (Q20, n = 214)

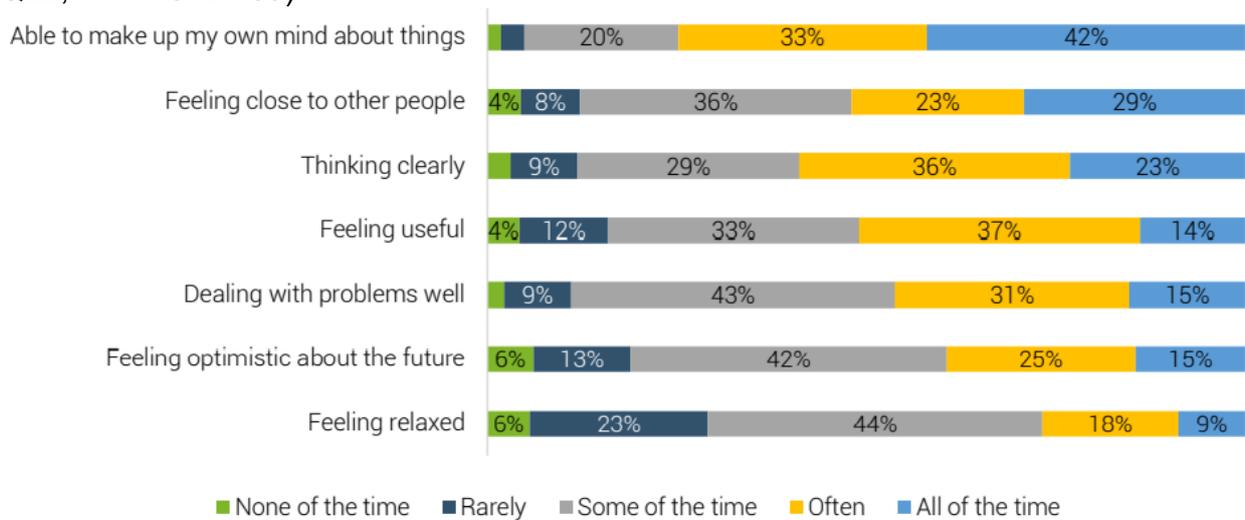


Mental Health

Respondents were asked a range of questions relating to mental health. Firstly, they were asked to respond to a range of statements about thoughts and feelings in the Short Warwick-Edinburgh Mental Wellbeing Scale (SWEMWBS), which measures the mental wellbeing in the general population.

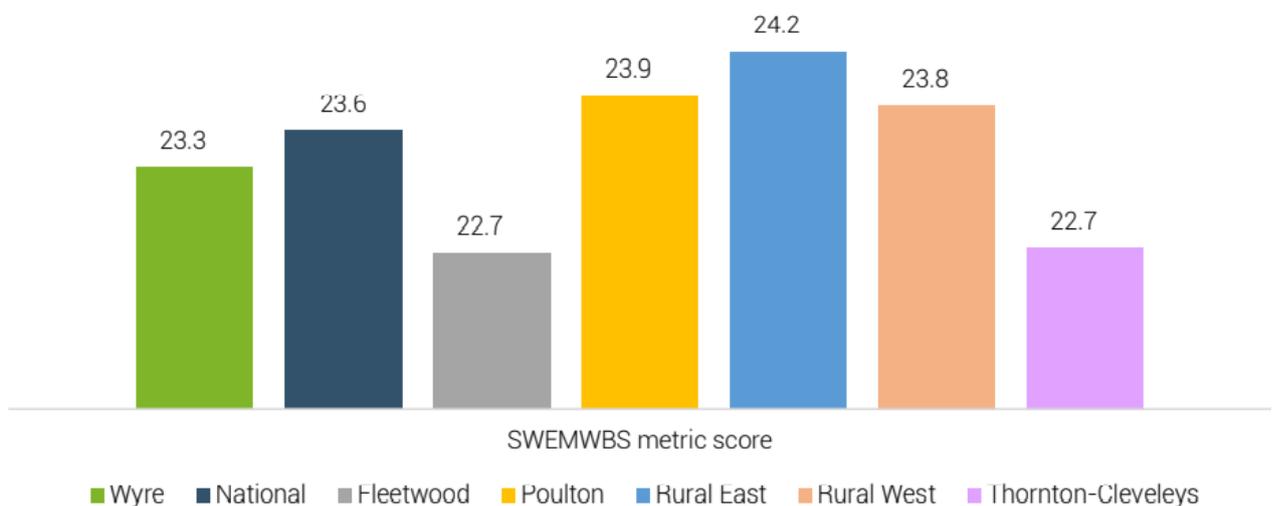
It is scored by first creating a sum of the 7 items and then converting the total score to a metric score. Scores range from 7 to 35 with a higher score indicating higher positive mental wellbeing.

Figure 3.20: Below are some statements about feelings and thoughts. Please select one option which best describes your experience for each statement over the last 2 weeks. (Q22, n = 175 to 189)



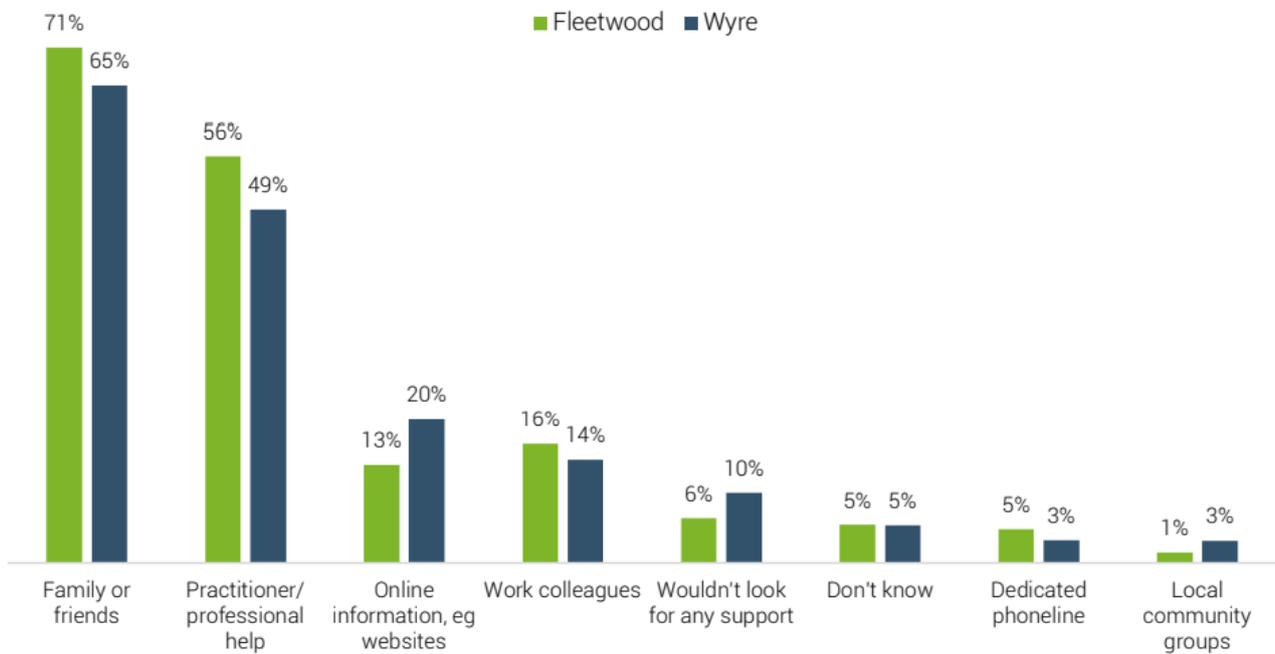
The metric WEMWBS score for Fleetwood is 22.7, compared to the Wyre score of 23.3 and national score of 23.6.

Figure 3.21: Below are some statements about feelings and thoughts. Please select one option which best describes your experience for each statement over the last 2 weeks. (Q22, n = 169, SWEMWBS metric scores)



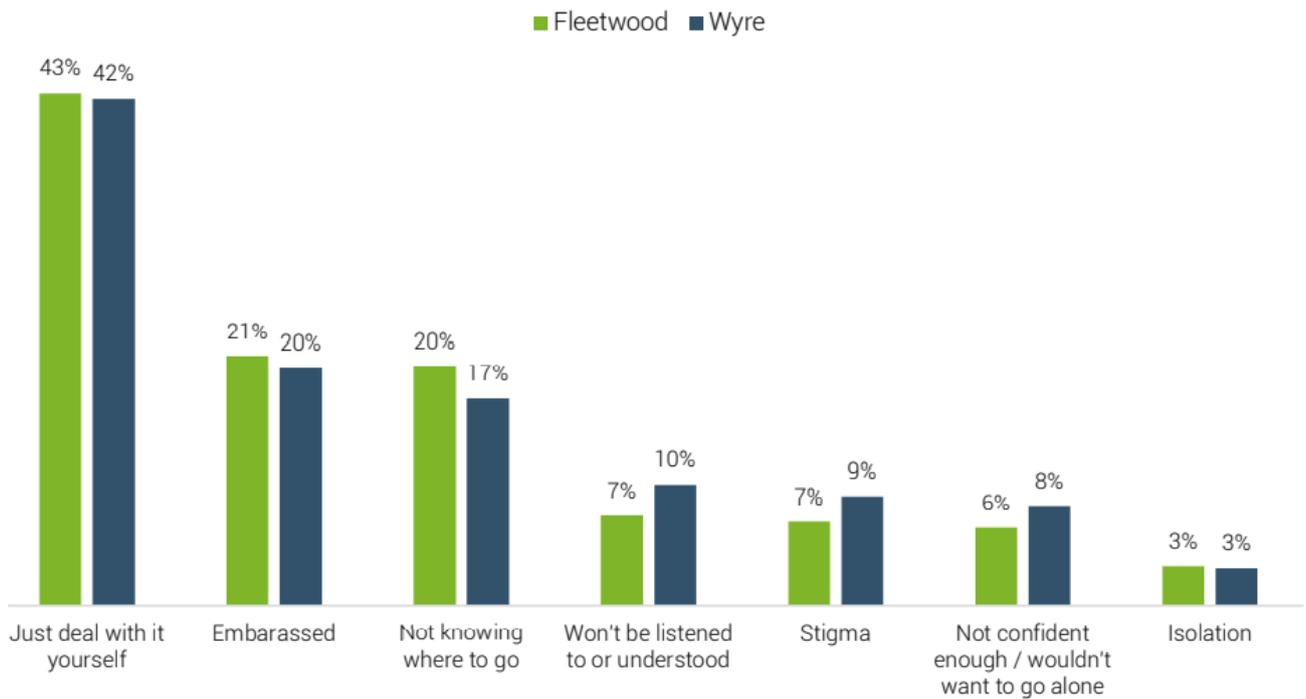
If Fleetwood respondents needed help and support with their mental health, they are most likely to go to family or friends.

Figure 3.22: If you needed help and support with your mental health and wellbeing, where might you go? (Q23, n = 214)



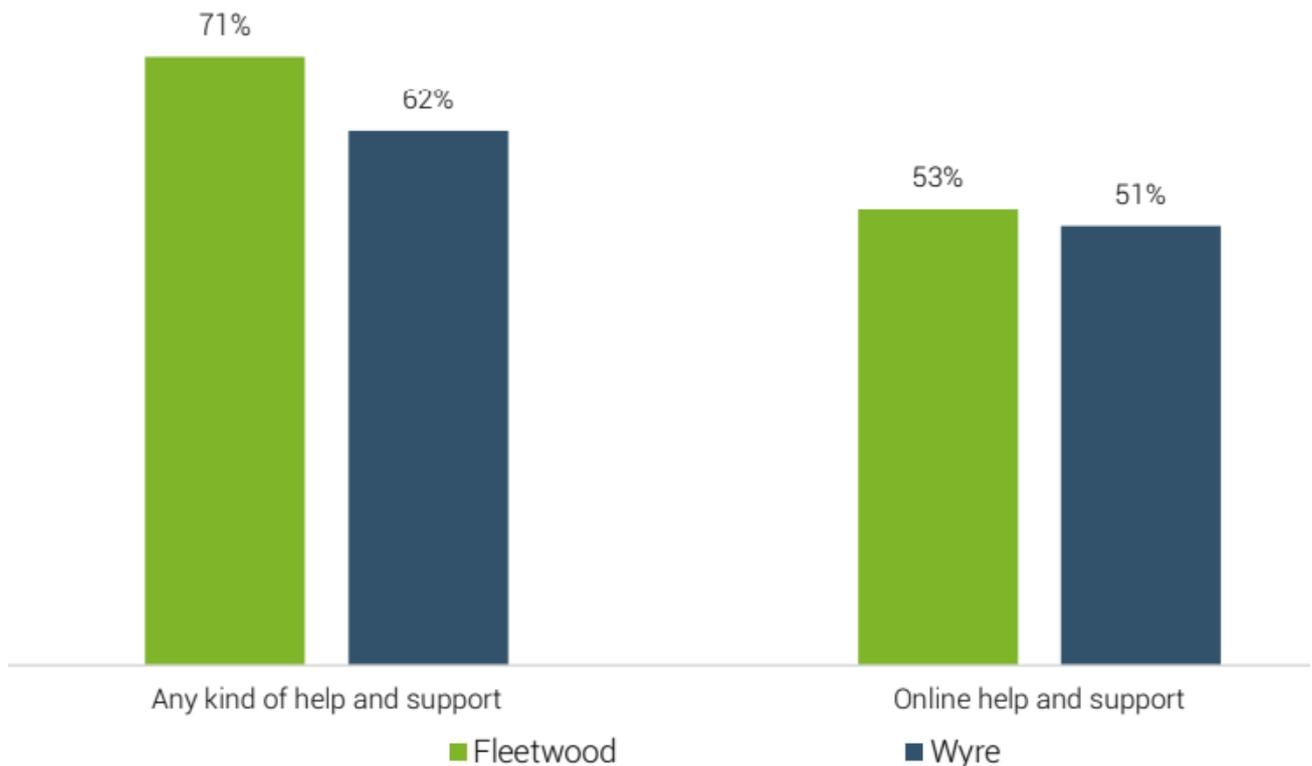
The biggest reason Fleetwood respondents gave for not seeking help was that they would 'just deal with it' themselves.

Figure 3.23: If you needed help and support with your mental health and wellbeing, what would stop you from seeking help? (Q24, n = 214)



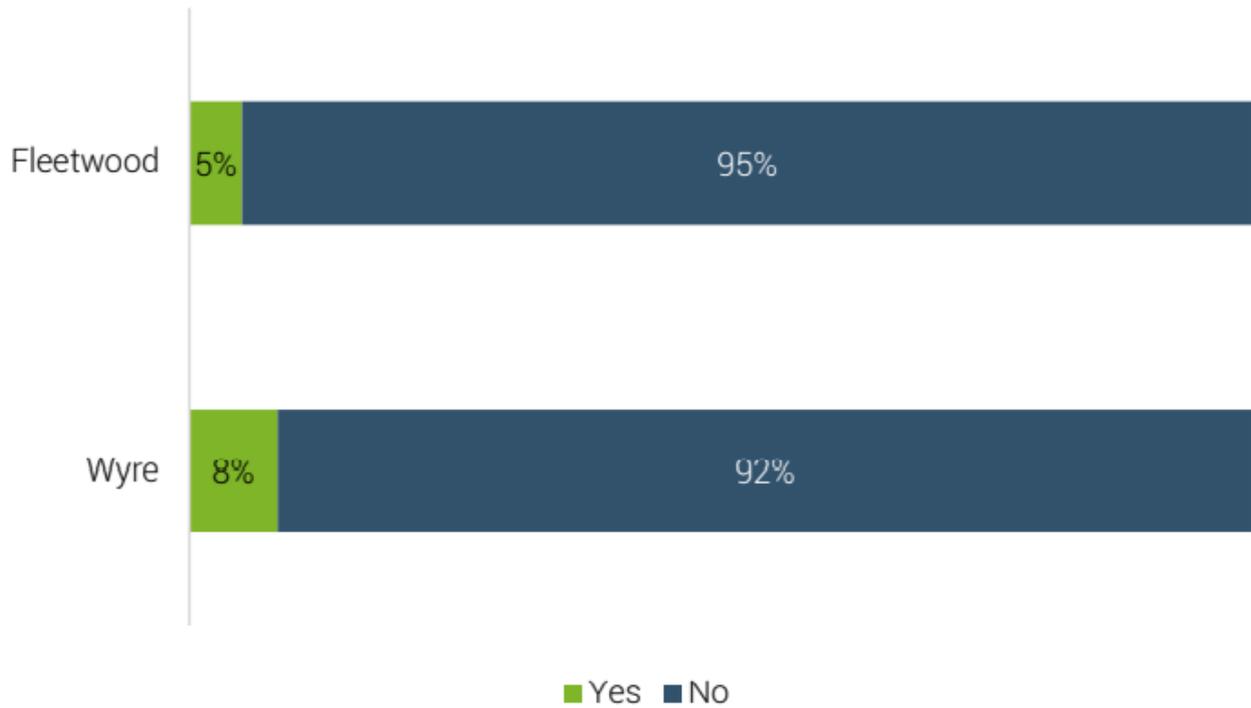
71% of Fleetwood respondents suggested it is very likely or quite likely that they would seek any kind of help and support for mental health if they needed it, compared to 53% who would seek online help and support.

Figure 3.24: If you needed mental health help and support, how likely is it that you would seek...? (Q25, n = 130 to 190)



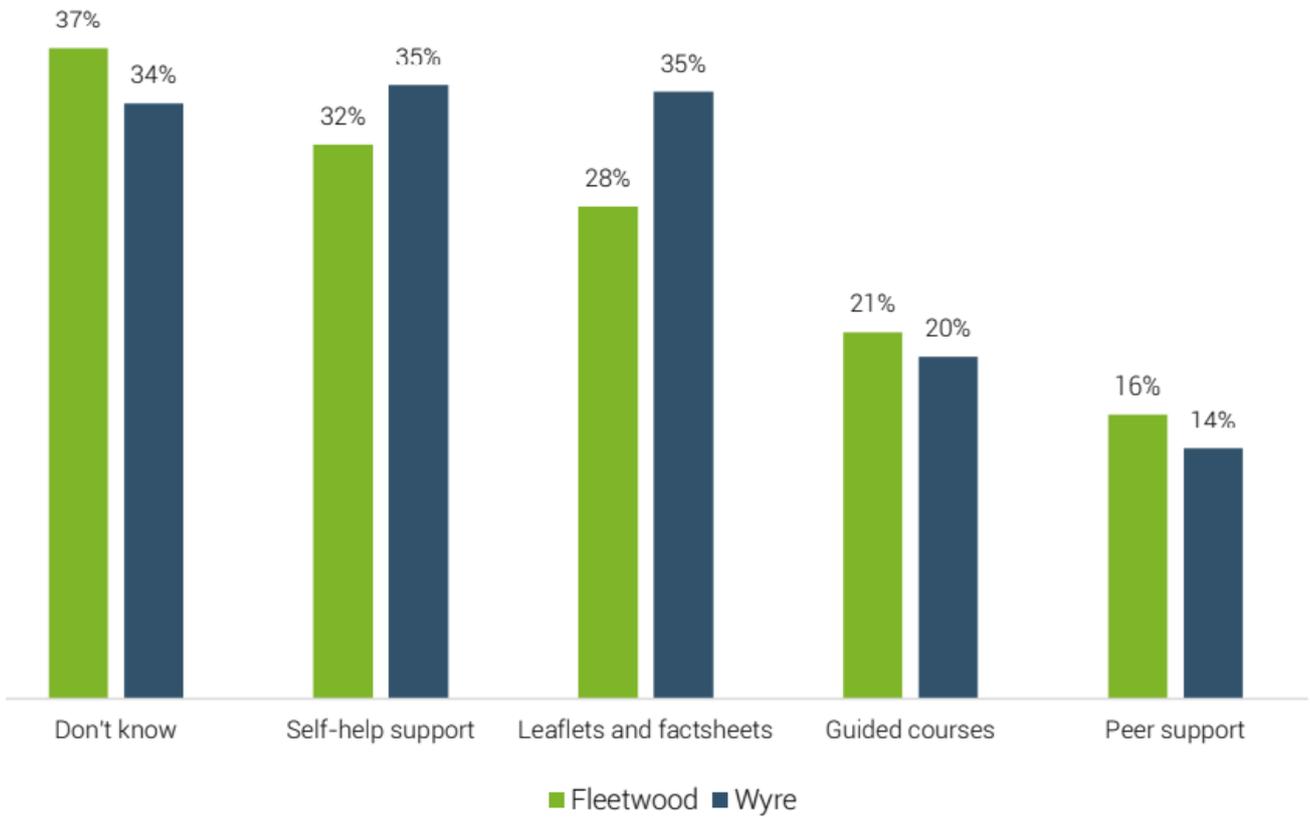
5% of Fleetwood respondents have used online information or support for mental health.

Figure 3.25: Have you ever used online information or support for mental health? (Q26, n = 197)



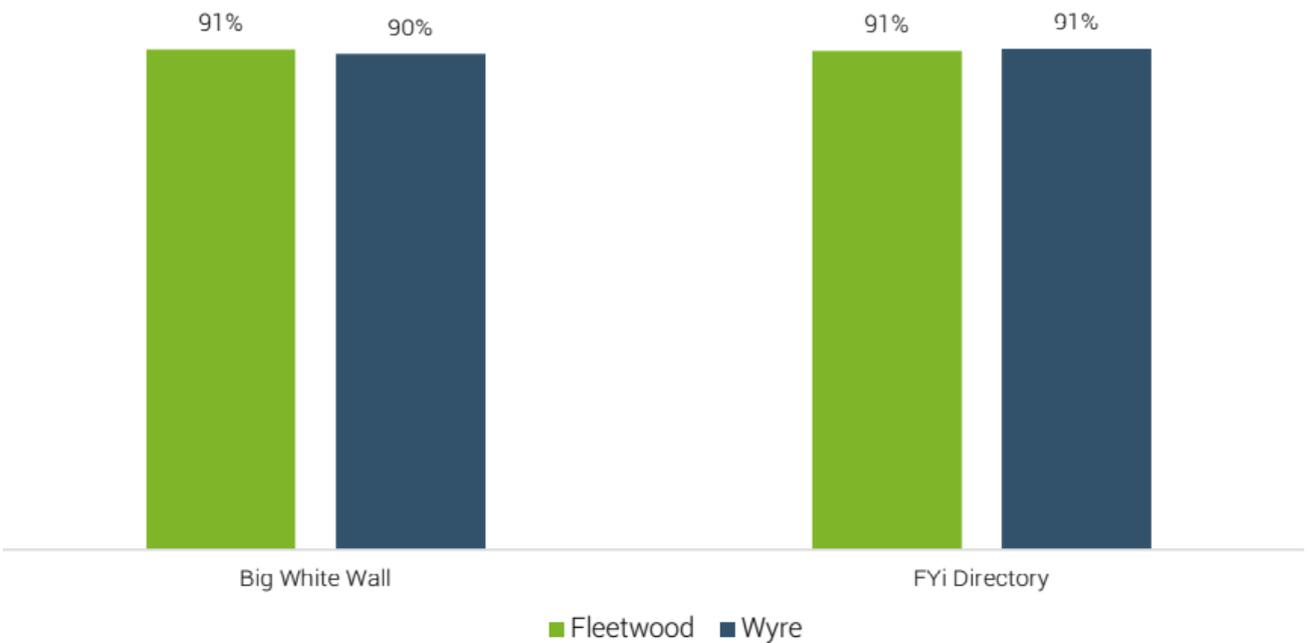
The main type of support Fleetwood residents would expect from an online resource is selfhelp support, with the most common response 'don't know'.

Figure 3.26: What types of support would you expect from an online resource? (Q27, n = 214)



91% of Fleetwood respondents are not aware of the Big White Wall, with 91% also not aware of the FYi Directory.

Figure 3.27: What would best describe your awareness and use of the Big White Wall and FYi directory? (Q28, n = 180 to 187)

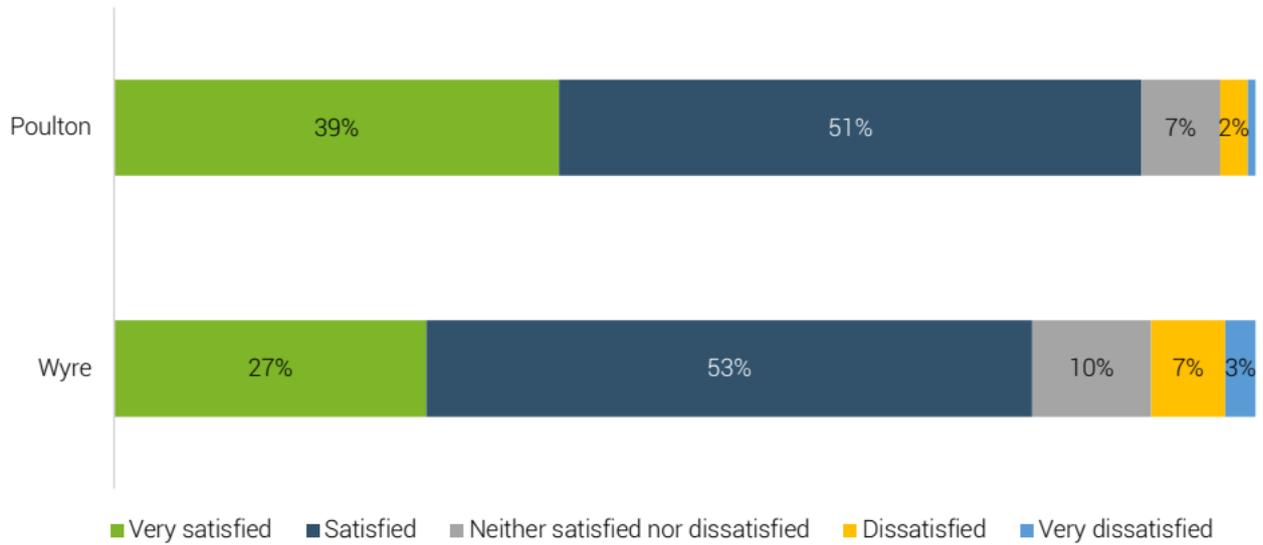


4. Poulton

Living in Wyre

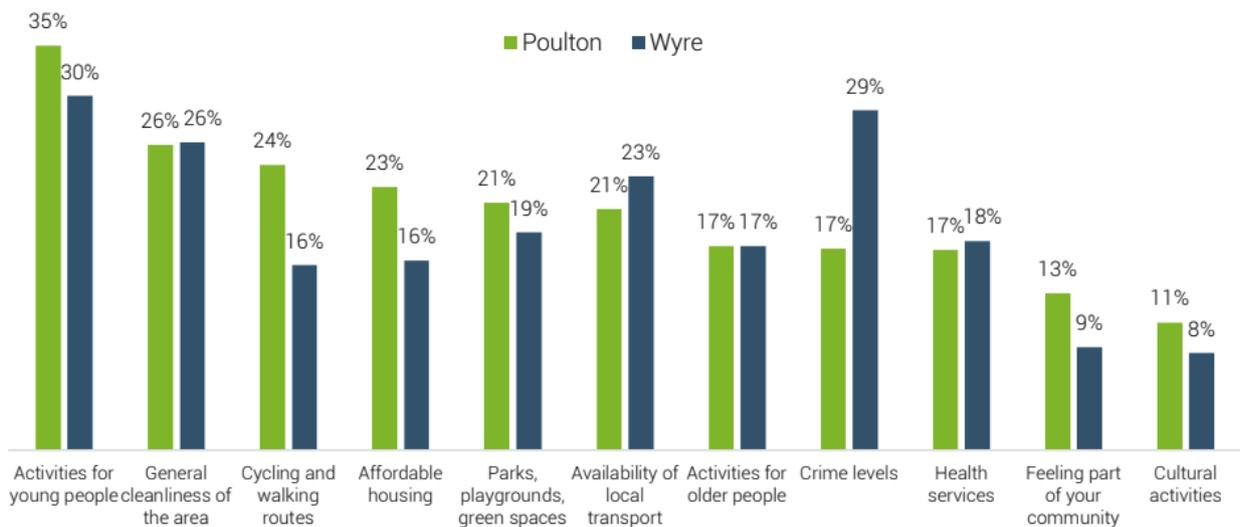
90% of Poulton residents are very satisfied or satisfied with where they live, compared to 80% of all Wyre respondents and 70% of Poulton respondents in 2016.

Figure 4.1: Overall, how satisfied or dissatisfied are you with where you live? (Q1, n = 207, excludes 'don't know')

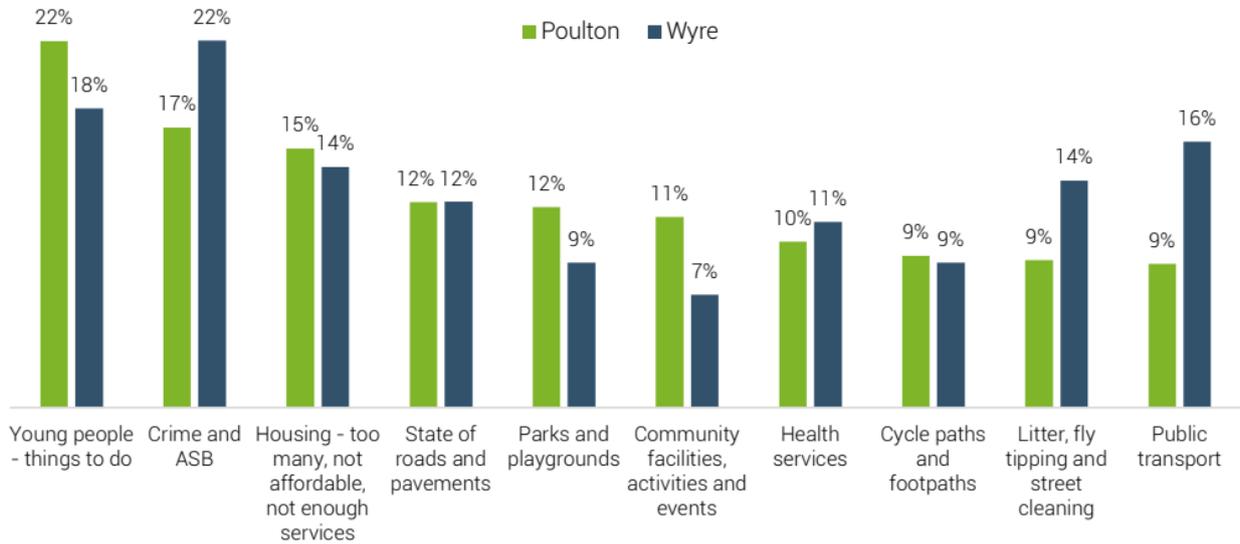


Respondents were asked to select up to 5 aspects of their local area that they feel need improving. A number of changes were made to the options and wording in the 2018 survey. Of the options provided in 2018, 35% of Poulton respondents identified activities for young people.

Figure 4.2: Which of these, if any, do you feel most need improving where you live? (Q2, n = 210)

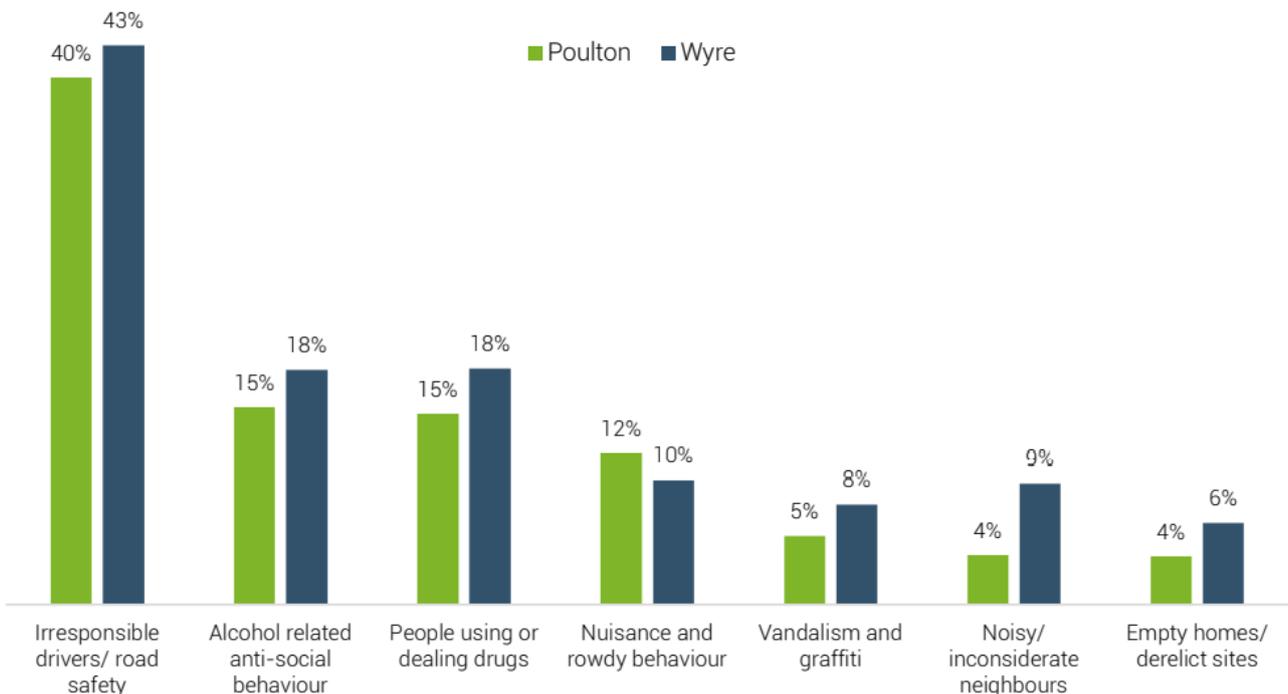


When asked to explain the choices made about improvements needed in the local area, most comments related to things for young people to do or crime and anti-social behaviour. Figure 4.3: Coded comments about improvements where they live (Q3, n = 125)



When asked how much of a problem certain issues are where they live, 40% consider irresponsible drivers and road safety a problem in Poulton.

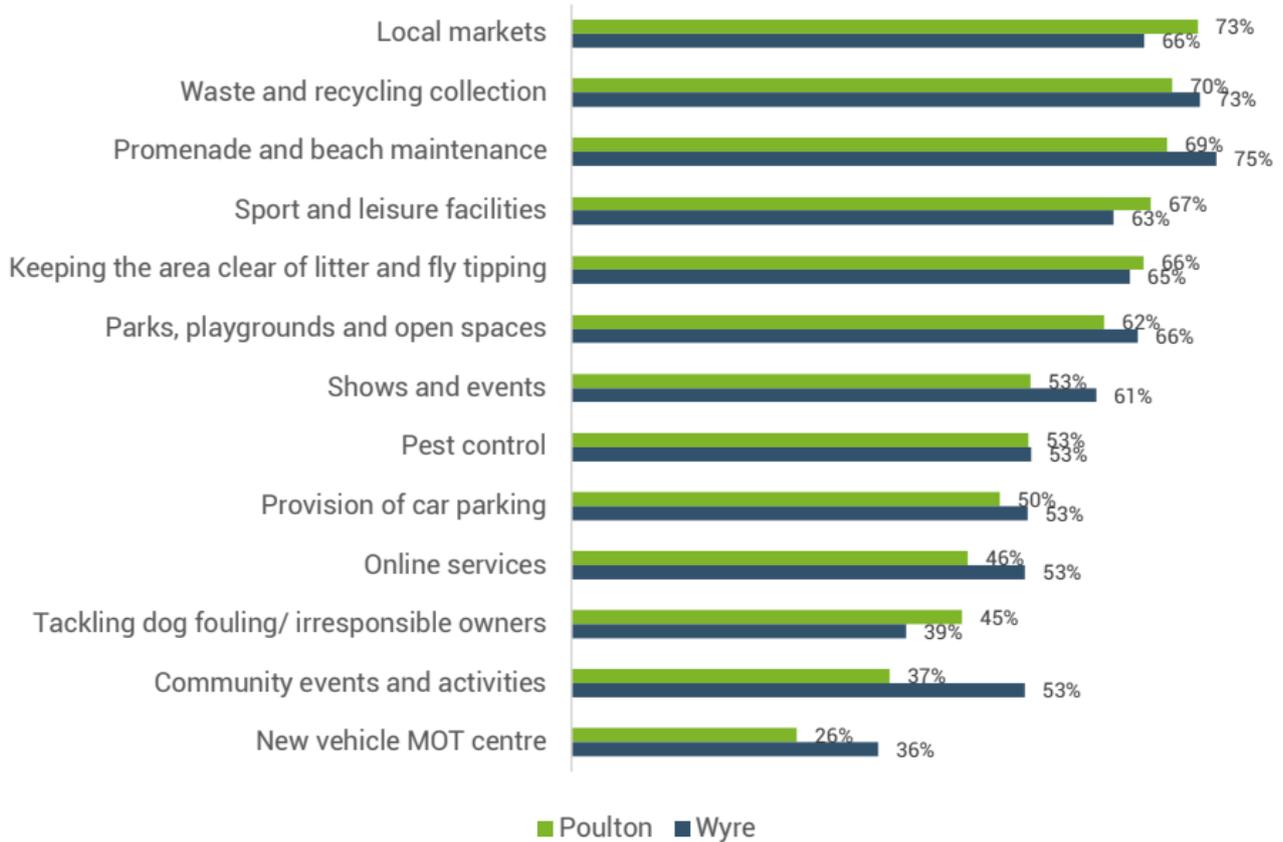
Figure 4.4: Thinking about where you live, how much of a problem, if at all, do you think each of the following are? (Q4, n = from 154 to 195, % very or fairly big problem)



Local Council

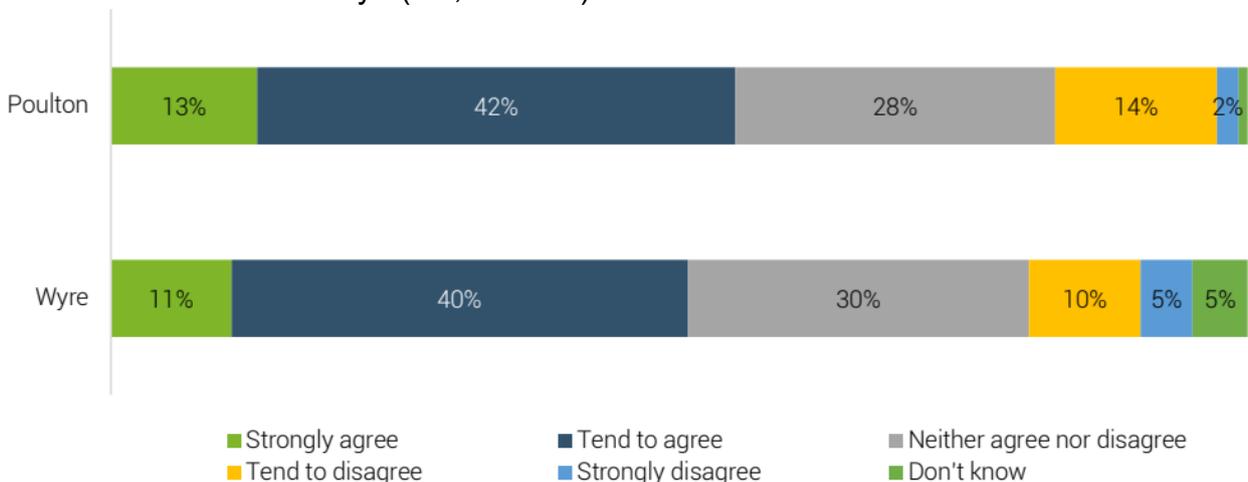
Satisfaction with Wyre Council services is highest for local markets and waste and recycling collection.

Figure 4.5: How satisfied or dissatisfied are you with each of the following services/facilities provided by Wyre Council? (Q5, n = 200)



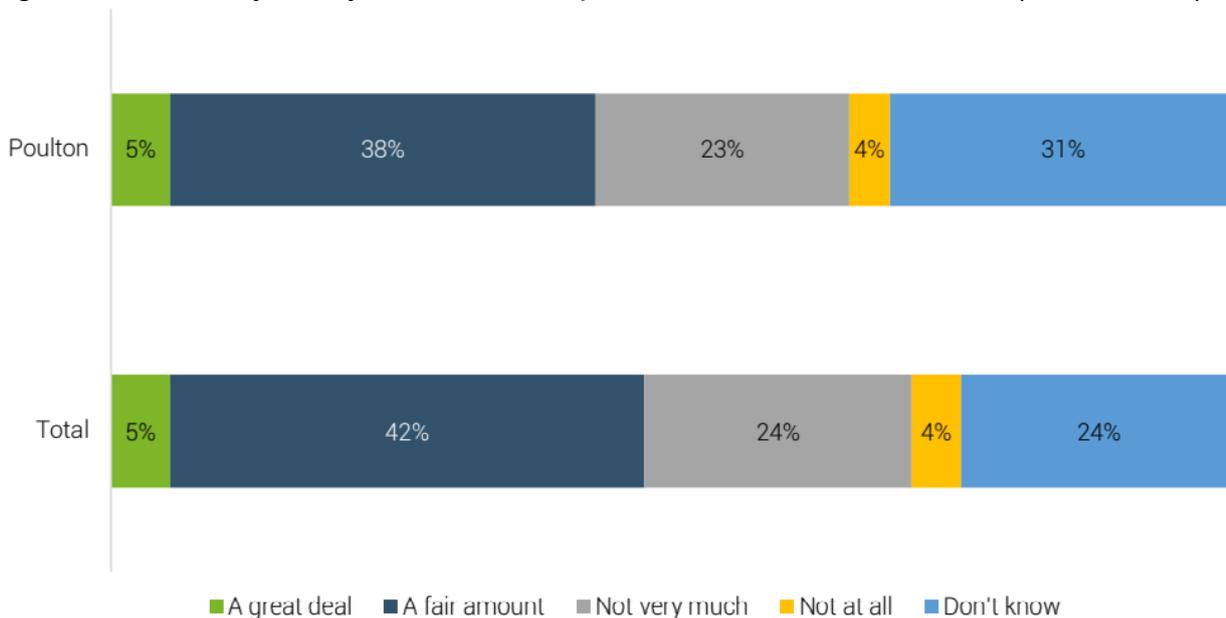
55% of Poulton residents strongly or tend to agree that 53p a day for the services and facilities Wyre Council delivers is value for money, compared to 51% of residents across the borough.

Figure 4.6: To what extent do you agree or disagree that 53p a day for all the services and facilities is value for money? (Q7, n = 210)



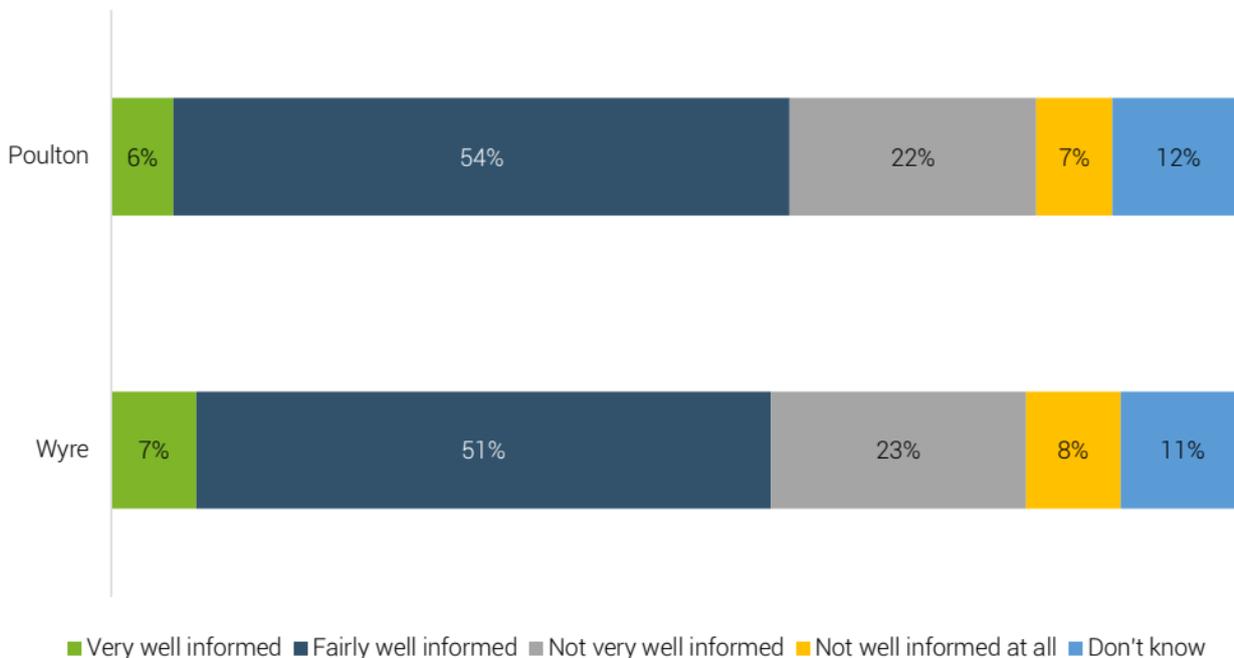
43% of respondents in Poulton feel that Wyre Council responds to its residents' needs a great deal or a fair amount, compared to 47% of residents across the borough.

Figure 4.7: Would you say the council responds to its residents' needs? (Q8, n = 208)



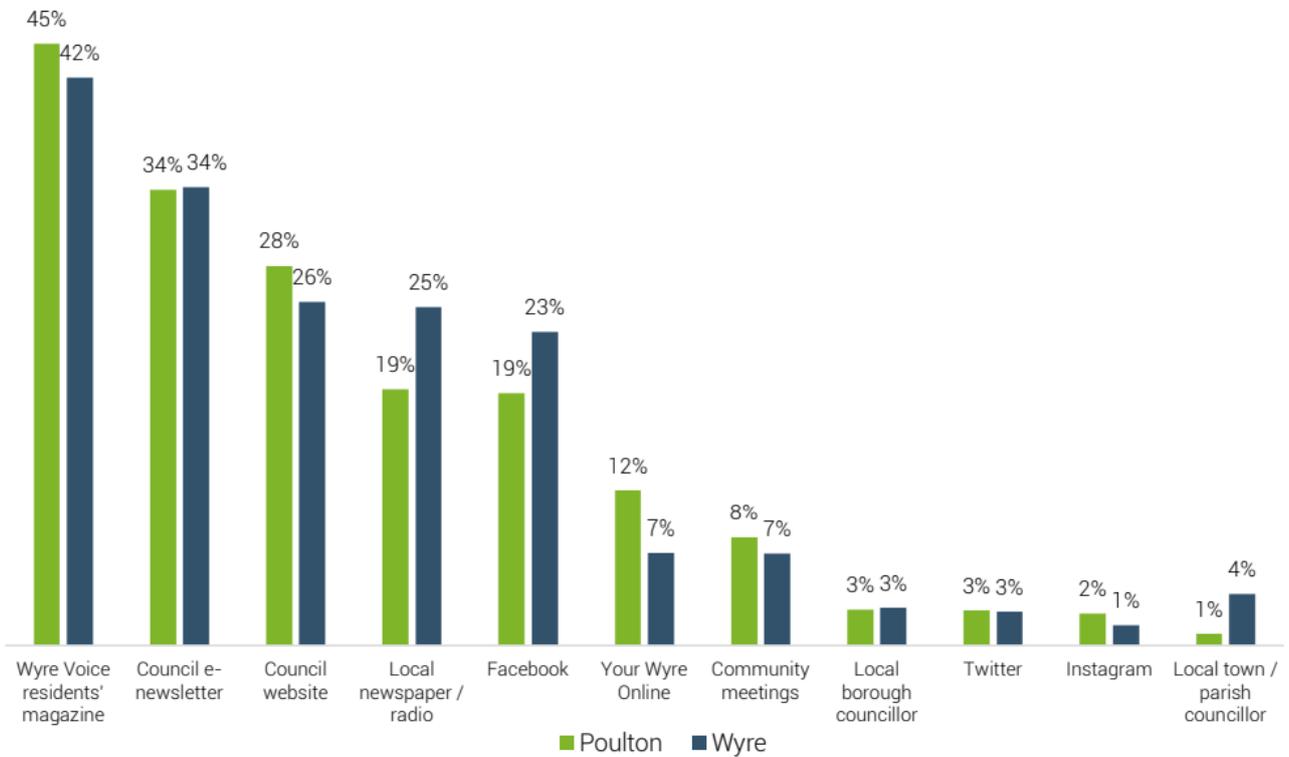
60% of Poulton respondents feel that Wyre Council keeps its residents very or fairly well informed about services, news and events, compared to 58% of residents across the borough.

Figure 4.8: Overall how well informed do you think Wyre Council keeps residents about services, news and events? (Q9, n = 209)



Poulton respondents prefer to receive information about the council through the Wyre Voice residents' magazine and the council e-newsletter.

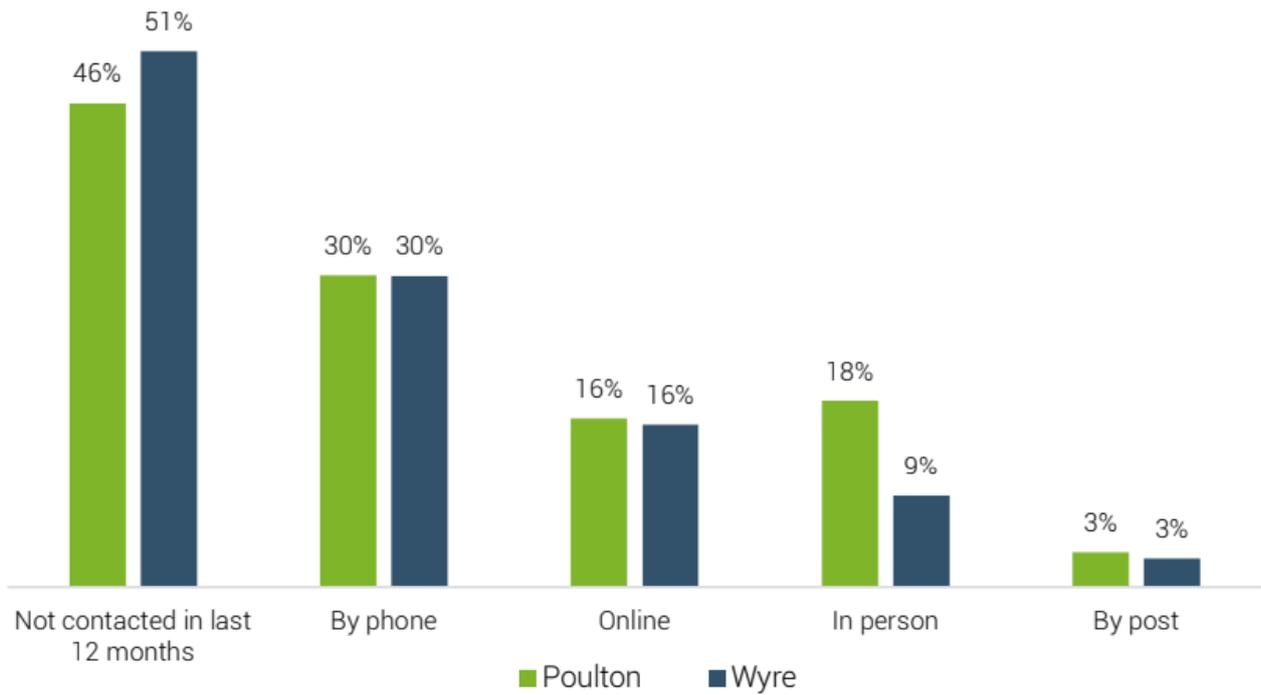
Figure 4.9: How do you prefer to receive information about the council? (Q10, n = 210)



Contacting the Council

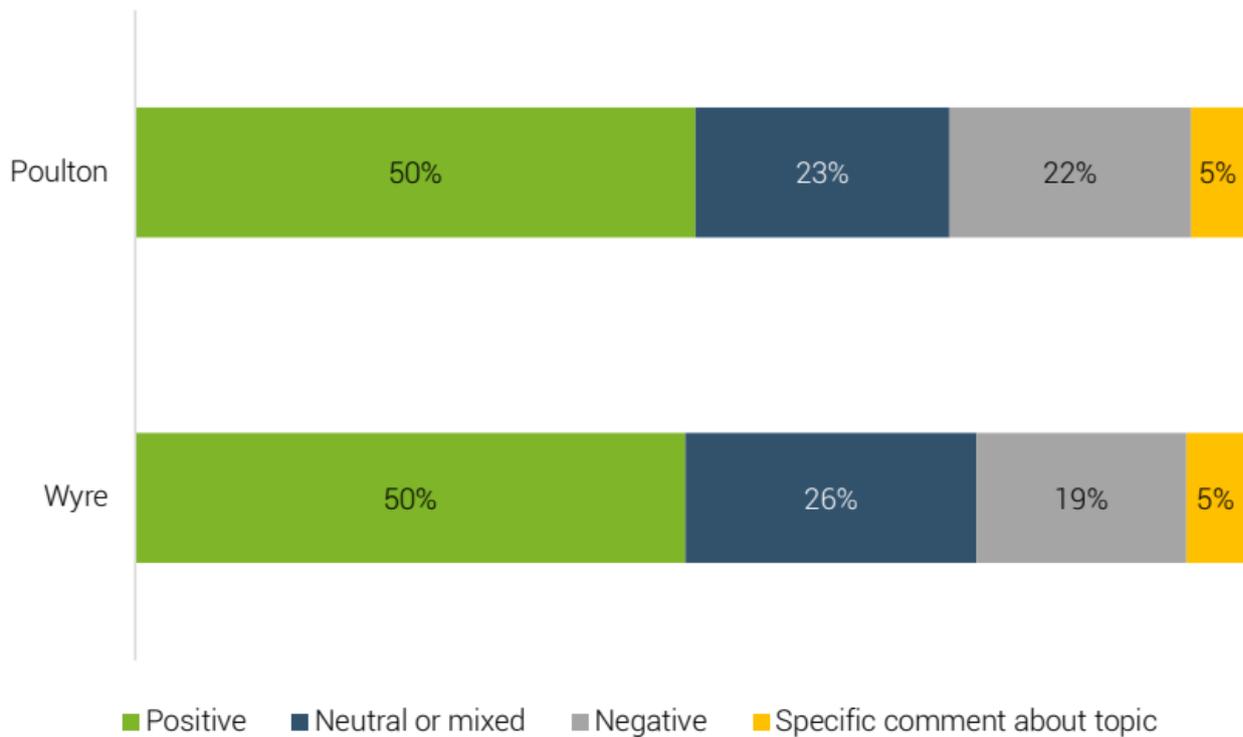
46% of Poulton residents had not contacted Wyre Council in the last 12 months. 30% had made contact by phone and 18% in person.

Figure 4.10: Have you contacted the council within the last 12 months? (Q11a, n = 210)



Respondents were also asked an open-ended question about the customer experience, which has been coded. Half of Poulton residents had a positive experience.

Figure 4.11: If you have contacted the council in the past 12 months, how was the customer experience? (Q11b, n = x86)



The survey also asked respondents if they know who their local borough councillor(s) are. There is no parish or town council in Poulton.

62% of Poulton residents do not know who their local borough councillor is.

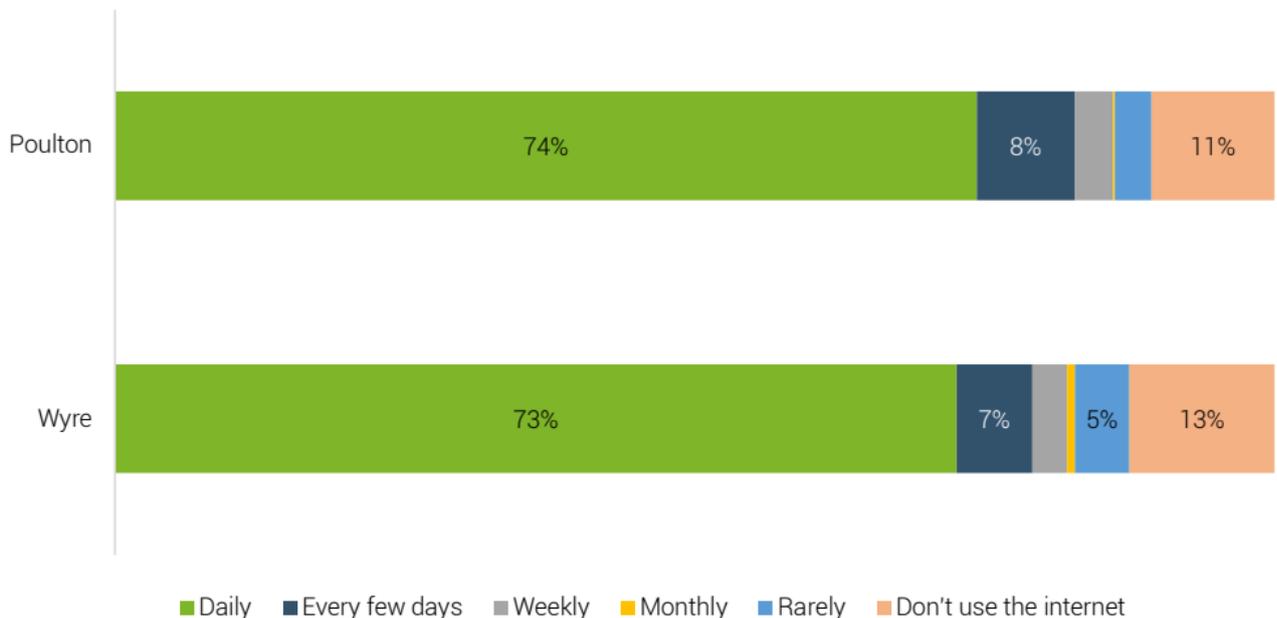
Figure 4.12: Which of the following statements best describes your contact with your local councillor(s) over the past year? (Q12, n = 210)



Online Access

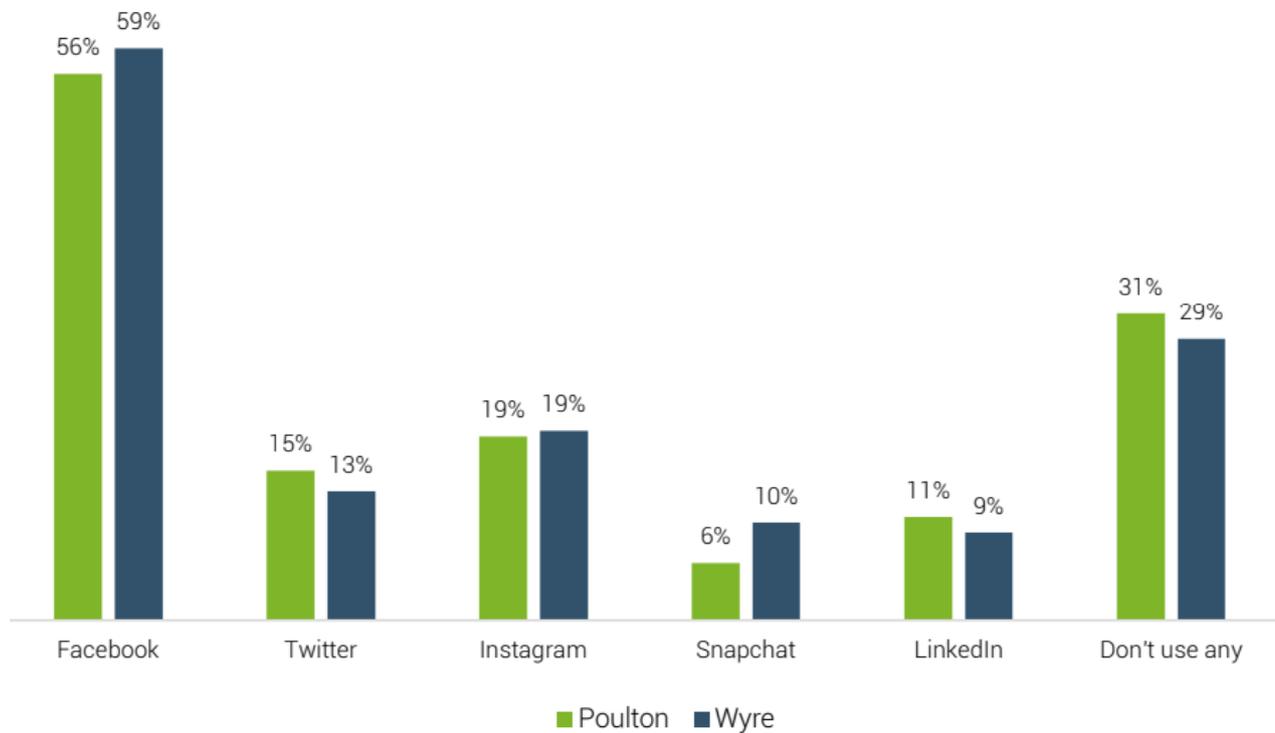
Overall, 89% of Poulton residents use the internet at least occasionally.

Figure 4.13: How often do you use the internet? (Q13, n = 210)



Of those Poulton residents who use the internet, 69% use one or more social media platforms.

Figure 4.14: Do you use any of the following social media platforms? (Q14, n = 210)

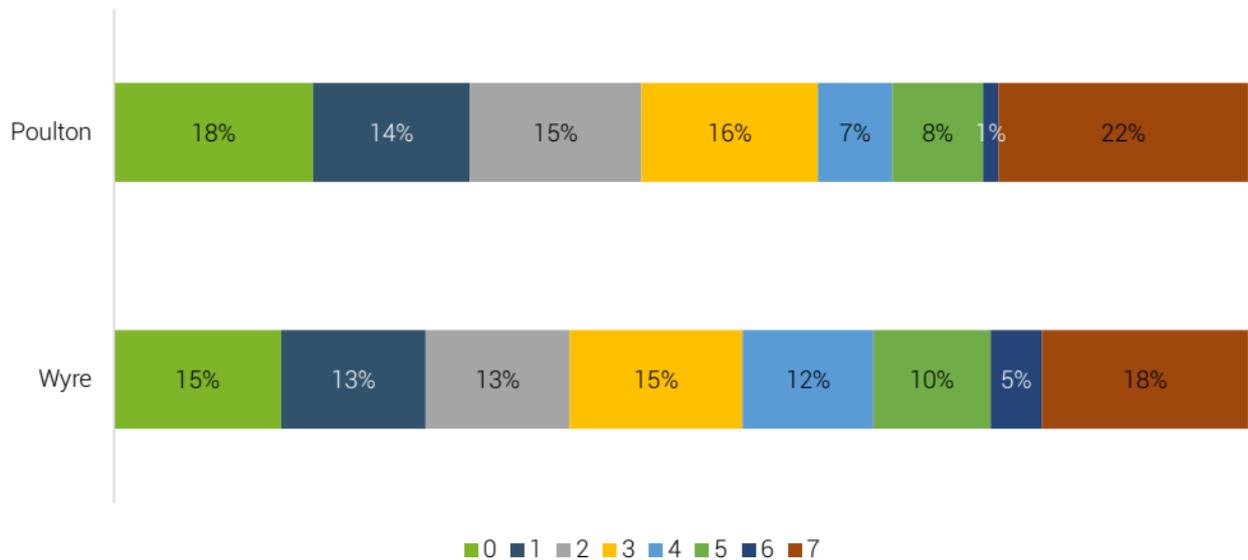


Wellbeing

Respondents were asked how many days they have done a total of 30 minutes or more of physical activity in the past week.

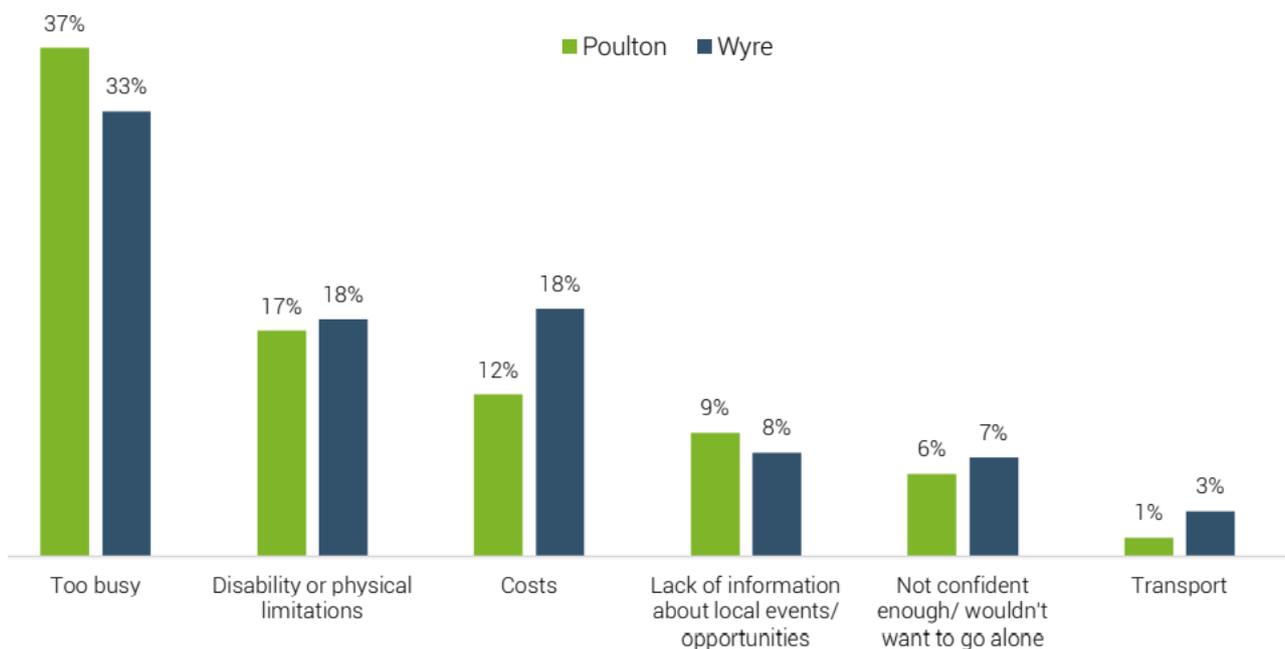
Poulton residents had done at least 30 minutes of physical activity on average 3.2 days over the past week. 18% of respondents had not managed to do at least 30 minutes of physical activity on any day in the past week.

Figure 4.15: 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? (Q16, n = 205)



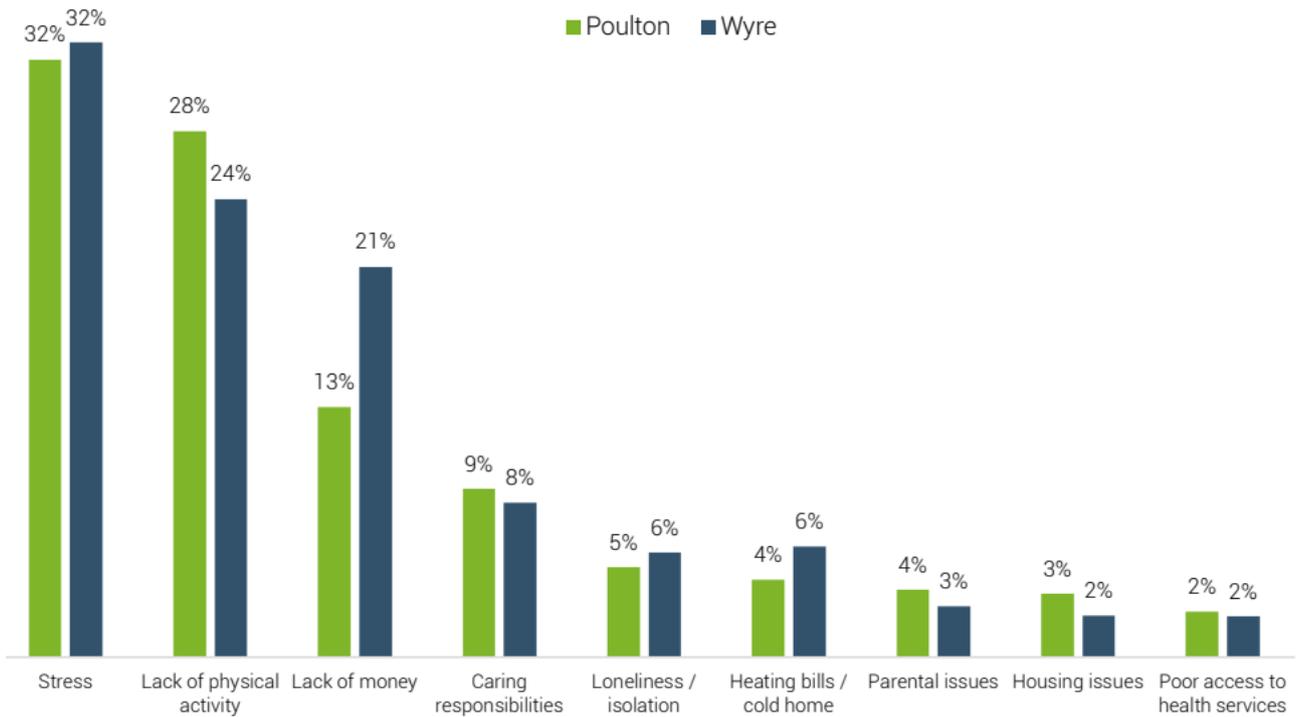
When asked what was holding them back, 37% of Poulton respondents indicated that they are too busy.

Figure 4.16: If you are not as active as you would like to be, what is holding you back? (Q17, n = 210)



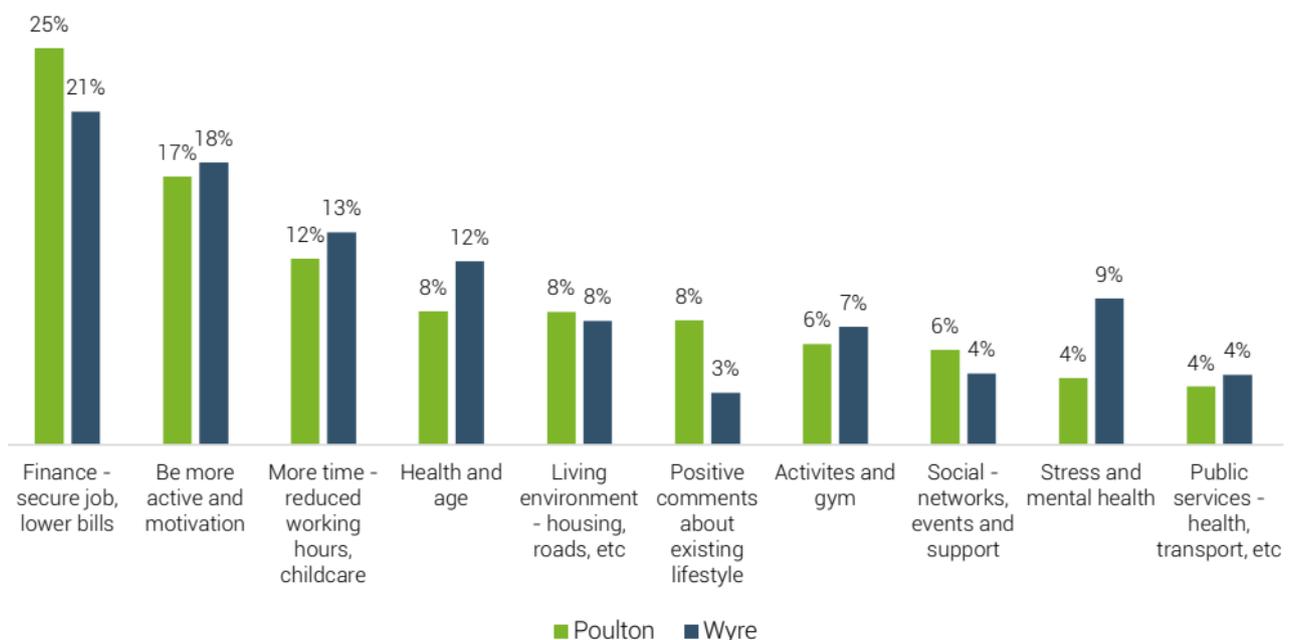
Stress has the biggest negative impact on Poulton residents' wellbeing.

Figure 4.17: What has the biggest negative impact on your wellbeing? (Q18, n = 210)



Respondents were asked an open-ended question to explain what one action they would take to improve their lifestyle or environment. The main theme was finance, including having a secure job and lower cost of bills.

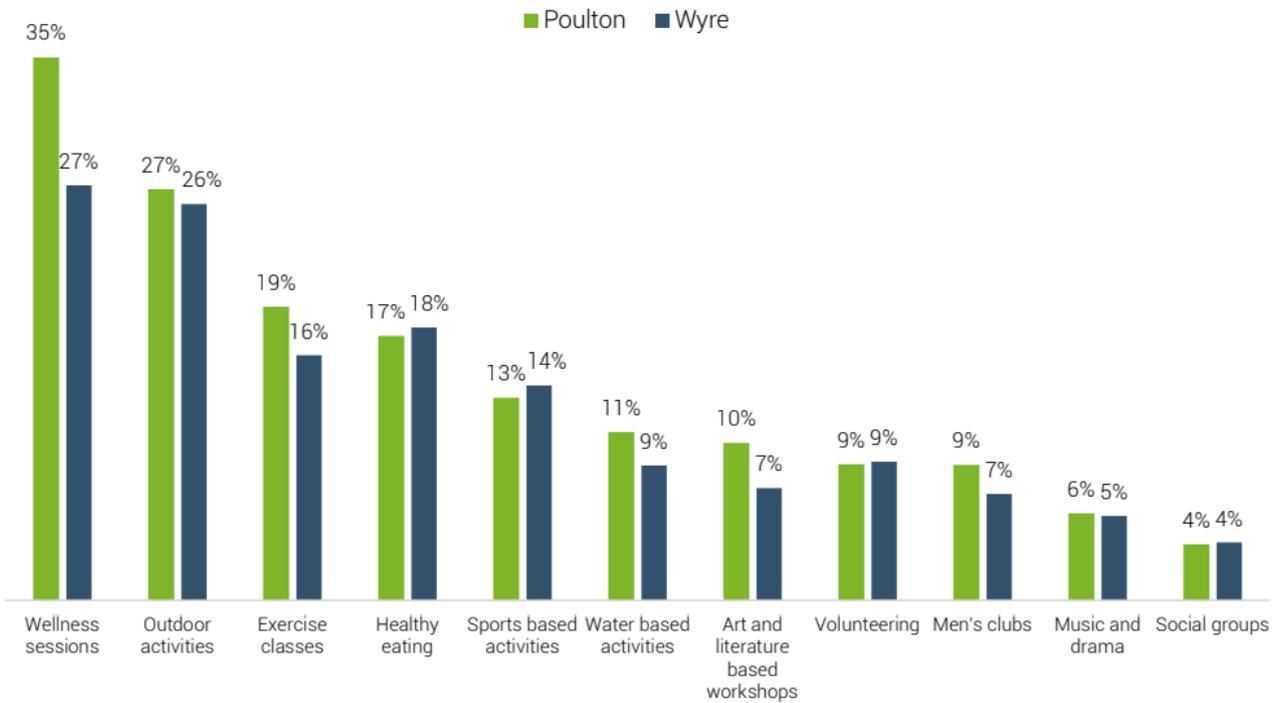
Figure 4.18: What one action would you want to take to improve your living environment/ lifestyle? (Q19, n = 83)



Finally, respondents were asked what activities they would be interested in to help them become more active and live well.

The most popular selection for Poulton residents was wellness sessions such as yoga or pilates, followed by outdoor activities such as walking or cycling.

Figure 4.19: What activities would you be interested in that could help you become more active and live well? (Q20, n = 210)

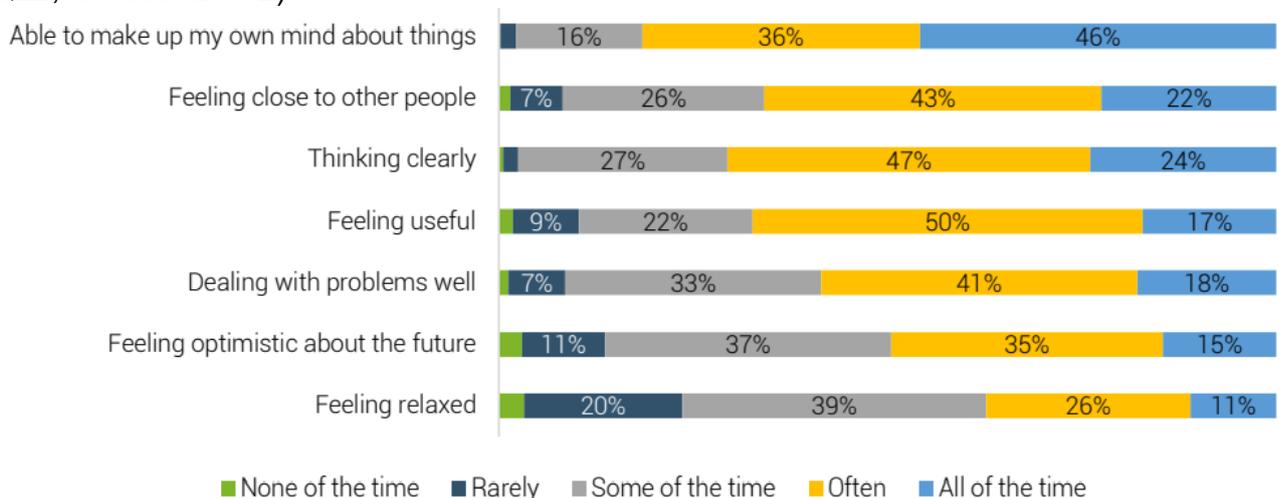


Mental Health

Respondents were asked a range of questions relating to mental health. Firstly, they were asked to respond to a range of statements about thoughts and feelings in the Short Warwick-Edinburgh Mental Wellbeing Scale (SWEMWBS), which measures the mental wellbeing in the general population.

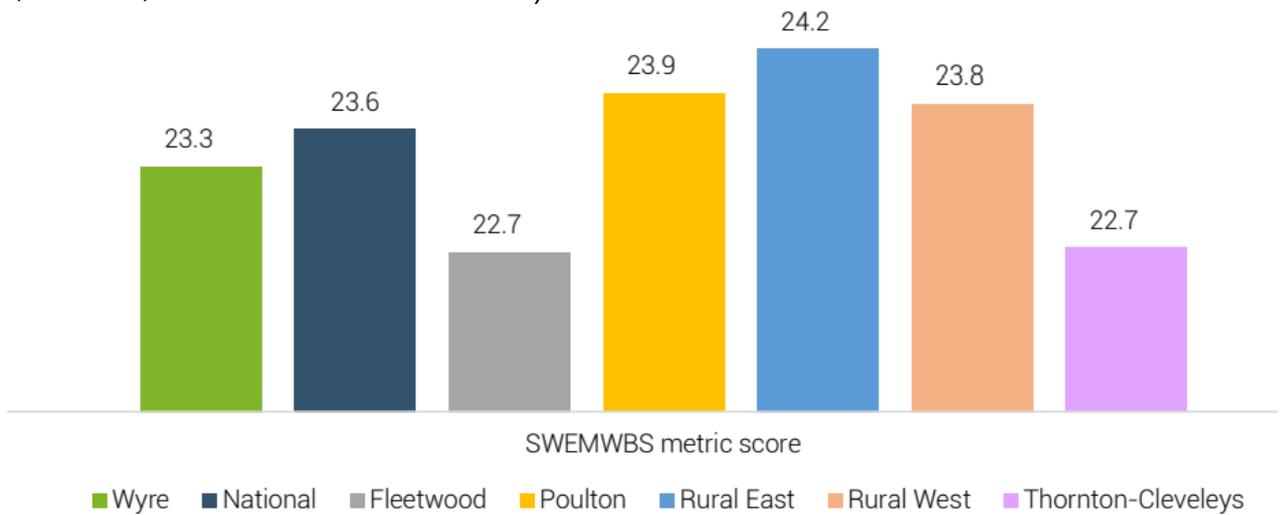
It is scored by first creating a sum of the 7 items and then converting the total score to a metric score. Scores range from 7 to 35 with a higher score indicating higher positive mental wellbeing.

Figure 4.20: Below are some statements about feelings and thoughts. Please select one option which best describes your experience for each statement over the last 2 weeks. (Q22, n = 177 to 182)



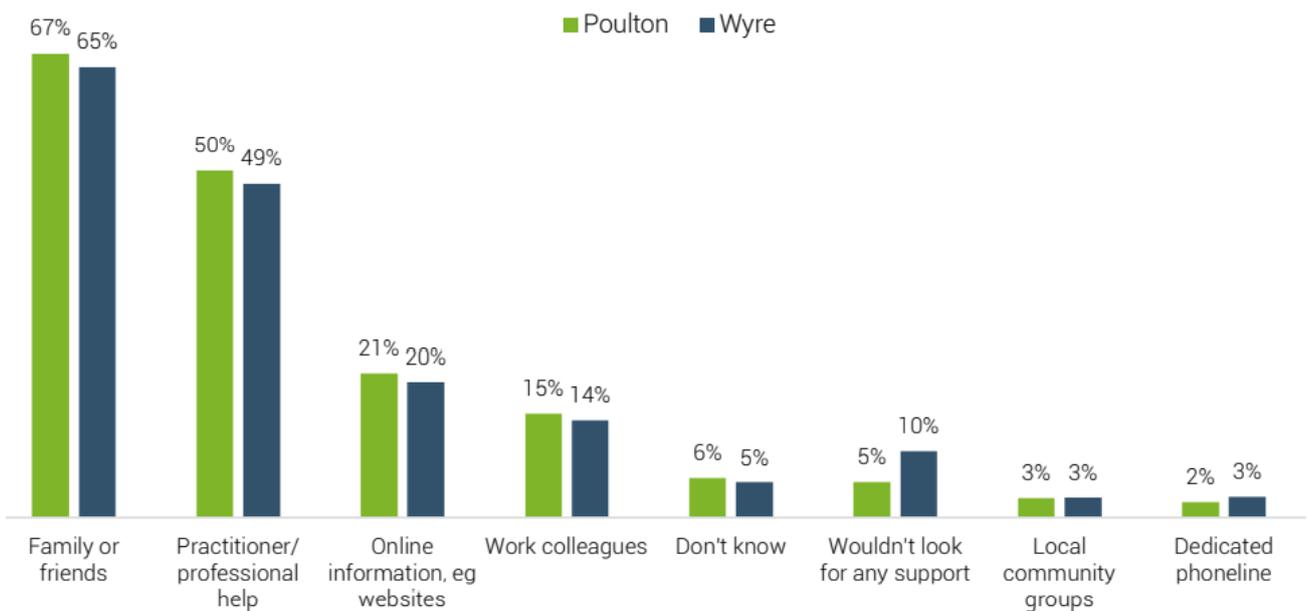
The metric WEMWBS score for Poulton is 23.9, compared to the Wyre score of 23.3 and national score of 23.6.

Figure 4.21: Below are some statements about feelings and thoughts. Please select one option which best describes your experience for each statement over the last 2 weeks. (Q22, n = 167, SWEMWBS metric scores)



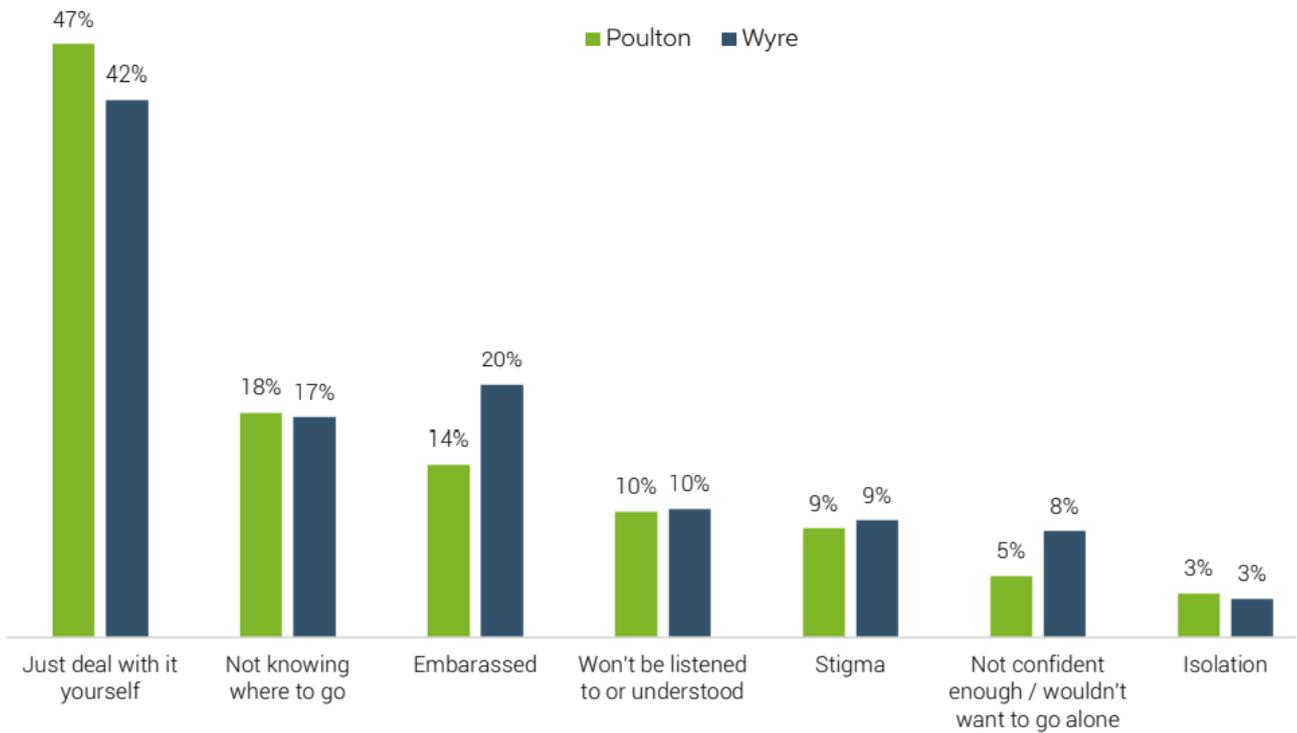
If Poulton respondents needed help and support with their mental health, they are most likely to go to family or friends.

Figure 4.22: If you needed help and support with your mental health and wellbeing, where might you go? (Q23, n = 210)



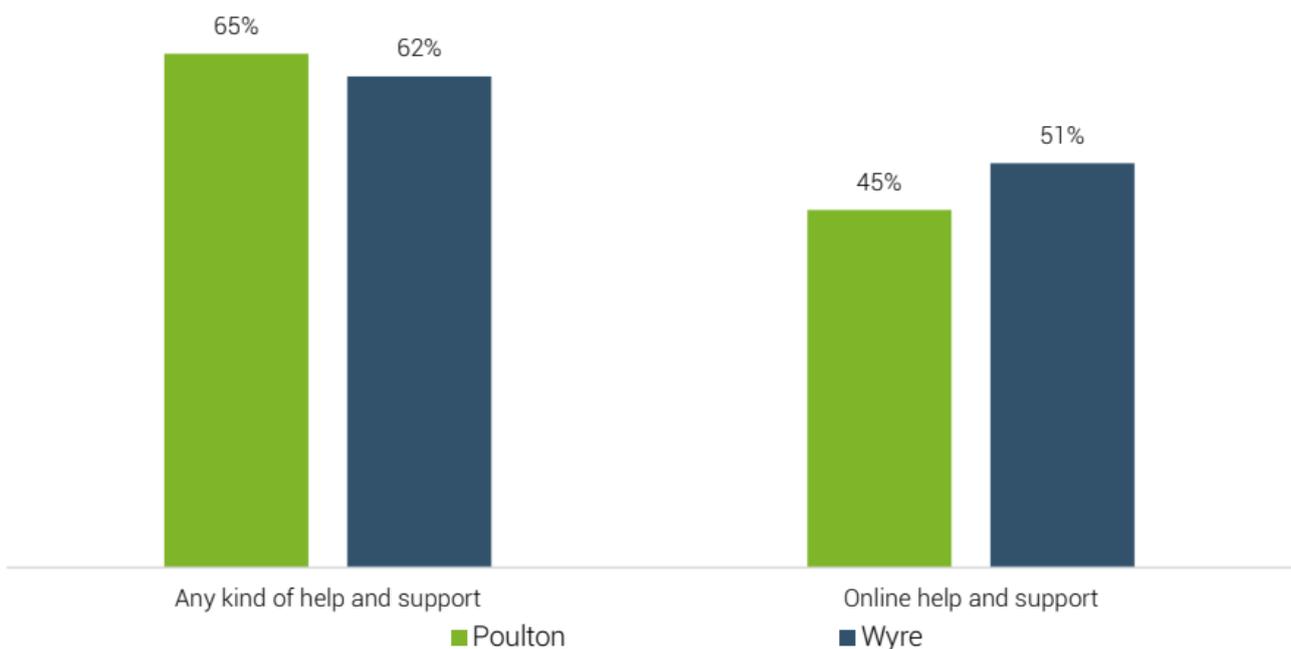
The biggest reason Poulton respondents gave for not seeking help was that they would 'just deal with it' themselves.

Figure 4.23: If you needed help and support with your mental health and wellbeing, what would stop you from seeking help? (Q24, n = 210)



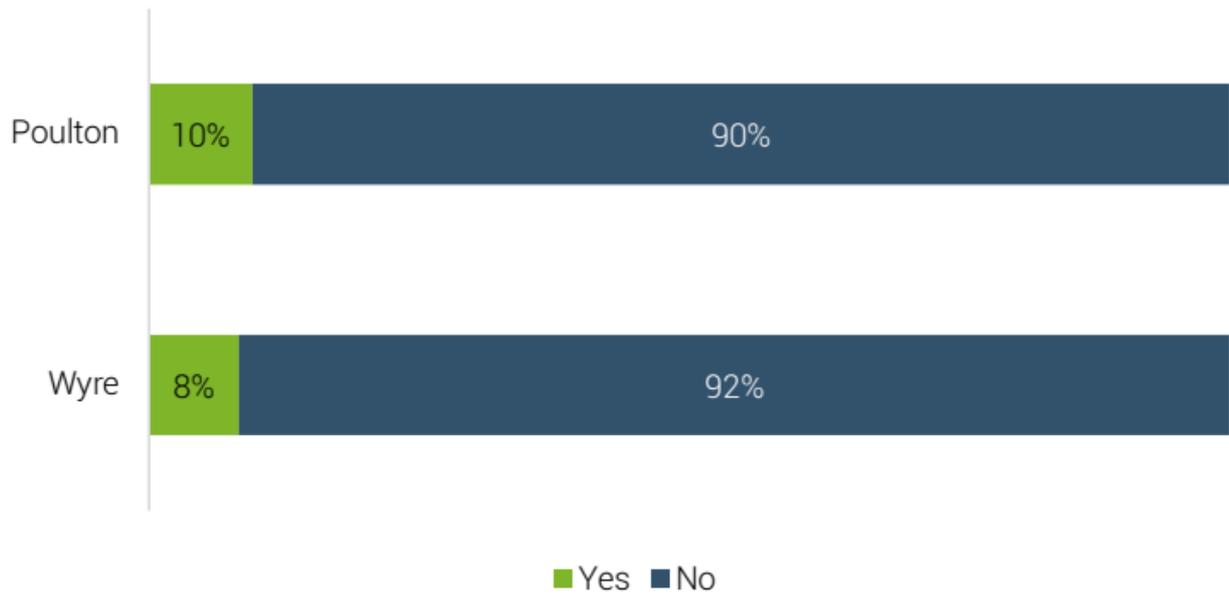
65% of Poulton respondents suggested it is very likely or quite likely that they would seek any kind of help and support for mental health if they needed it, compared to 45% who would seek online help and support.

Figure 4.24: If you needed mental health help and support, how likely is it that you would seek...? (Q25, n = 135 to 180)

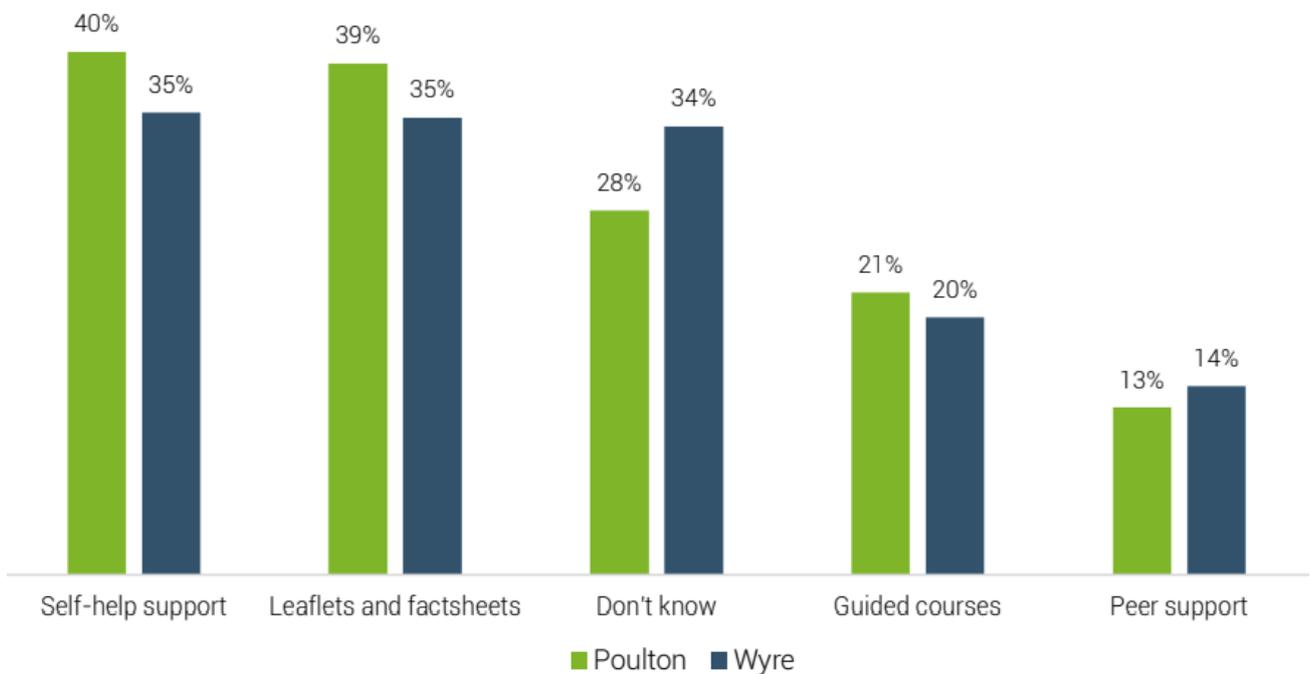


10% of Poulton respondents have used online information or support for mental health.

Figure 4.25: Have you ever used online information or support for mental health? (Q26, n = 191)

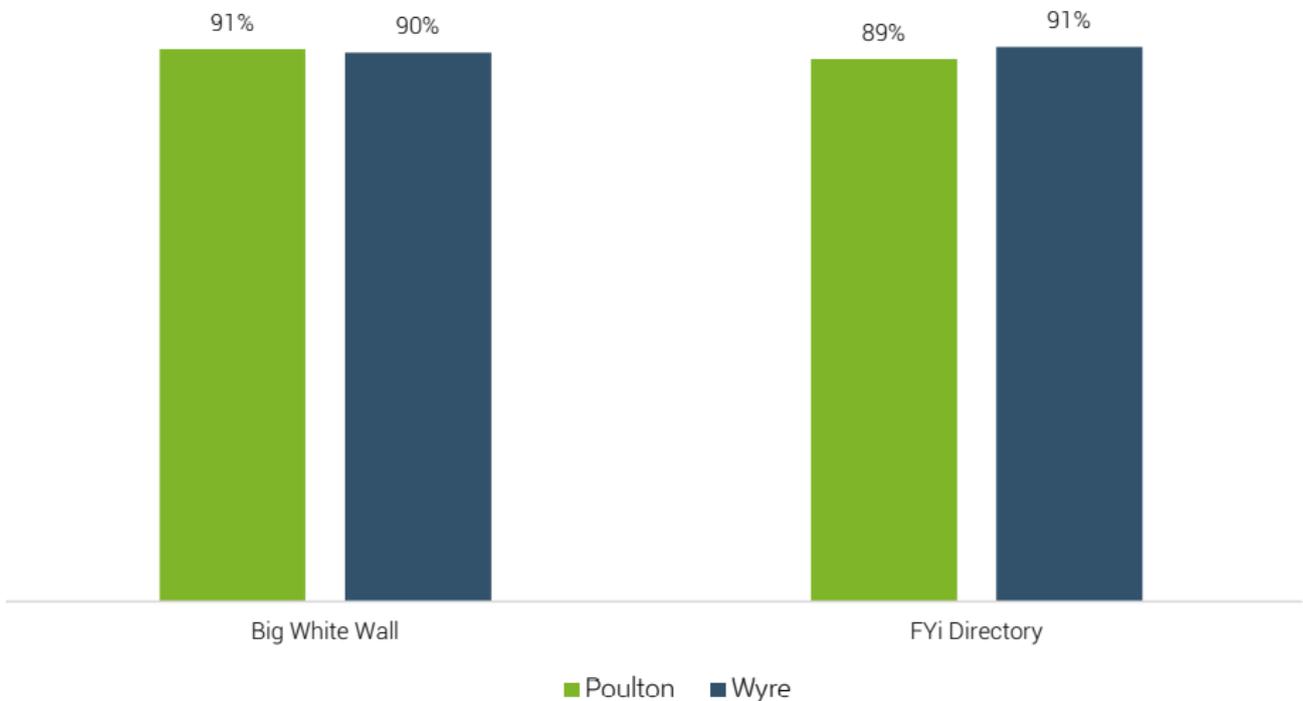


The main types of support Poulton residents would expect from an online resource are self-help support and leaflets and factsheets. Figure 4.26: What types of support would you expect from an online resource? (Q27, n = 210)



91% of Poulton respondents are not aware of the Big White Wall, with 89% not aware of the FYi Directory.

Figure 4.27: What would best describe your awareness and use of the Big White Wall and FYi directory? (Q28, n = 180 to 190)

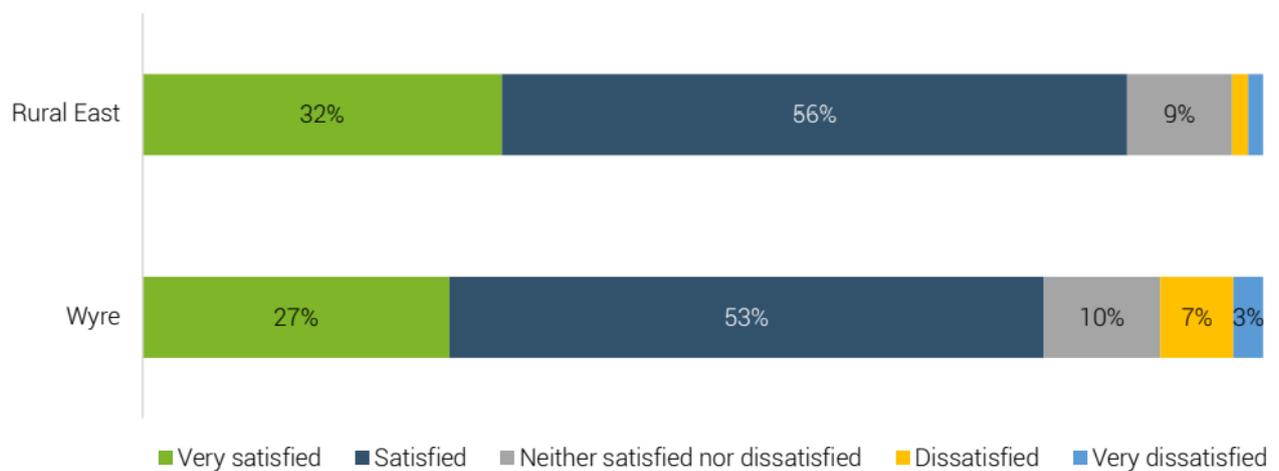


5. Rural East

Living in Wyre

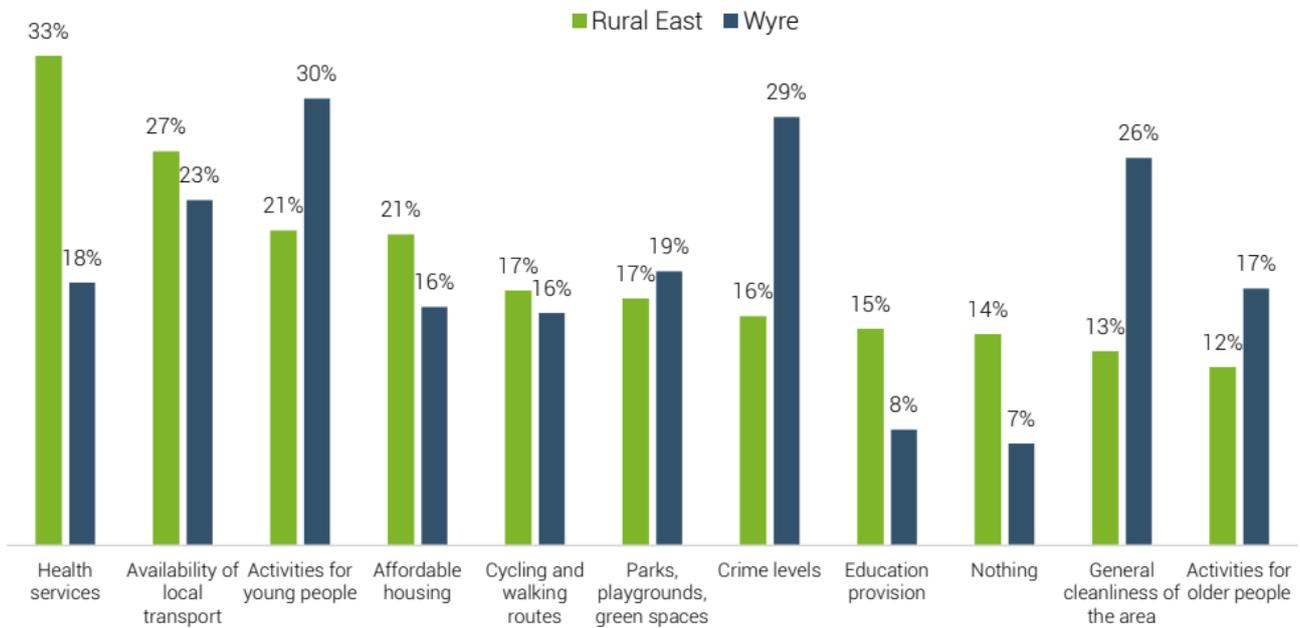
88% of Rural East residents are very satisfied or satisfied with where they live, compared to 80% of all Wyre respondents and 70% of Rural East respondents in 2016.

Figure 5.1: Overall, how satisfied or dissatisfied are you with where you live? (Q1, n = 158, excludes 'don't know')



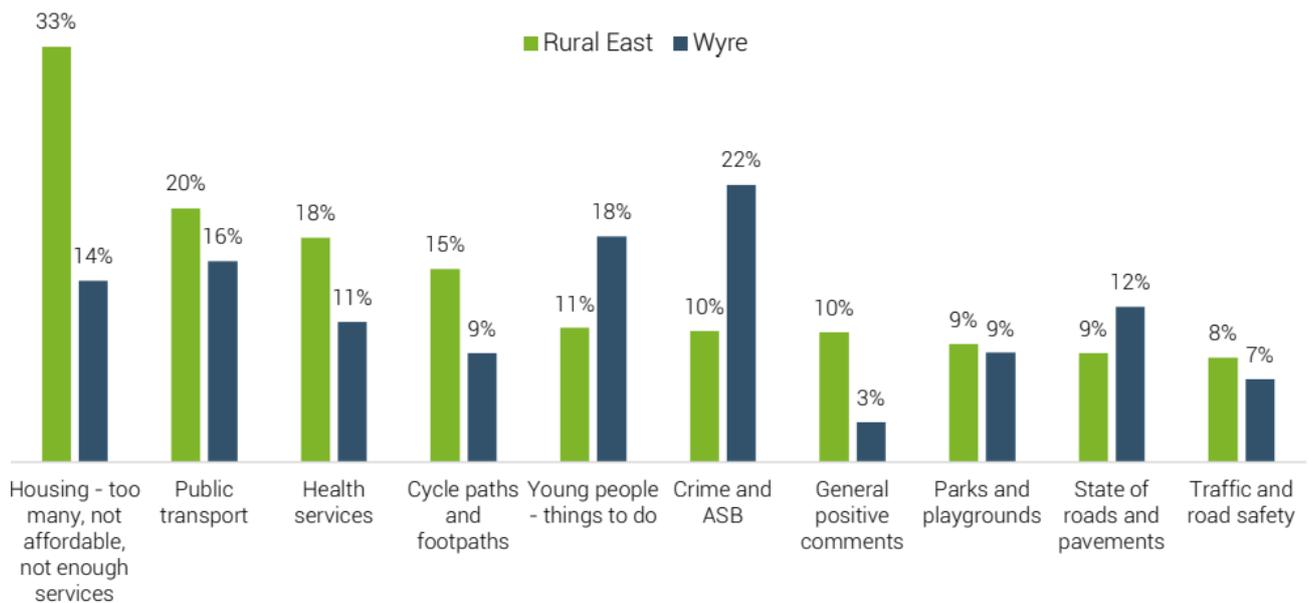
Respondents were asked to select up to 5 aspects of their local area that they feel need improving. A number of changes were made to the options and wording in the 2018 survey. Of the options provided in 2018, health services was the most common selection for Rural East residents followed by availability of local transport.

Figure 5.2: Which of these, if any, do you feel most need improving where you live? (Q2, n = 164)



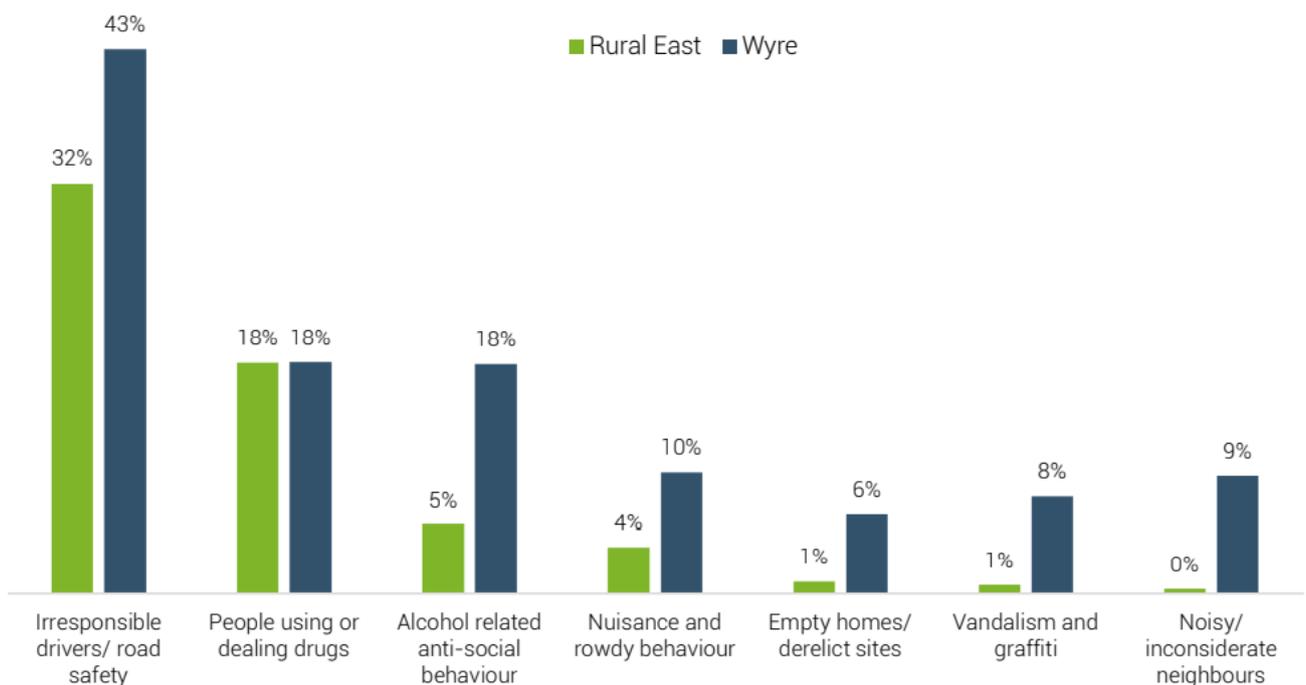
When asked to explain the choices made about improvements needed in the local area, the most common responses from Rural East residents related to housing developments, both in terms of the availability of affordable housing and also the impact on other public services in the area.

Figure 5.3: Coded comments about improvements where they live (Q3, n = 96)



When asked how much of a problem certain issues are where they live, 32% of Rural East residents consider irresponsible drivers and road safety a very or fairly big problem.

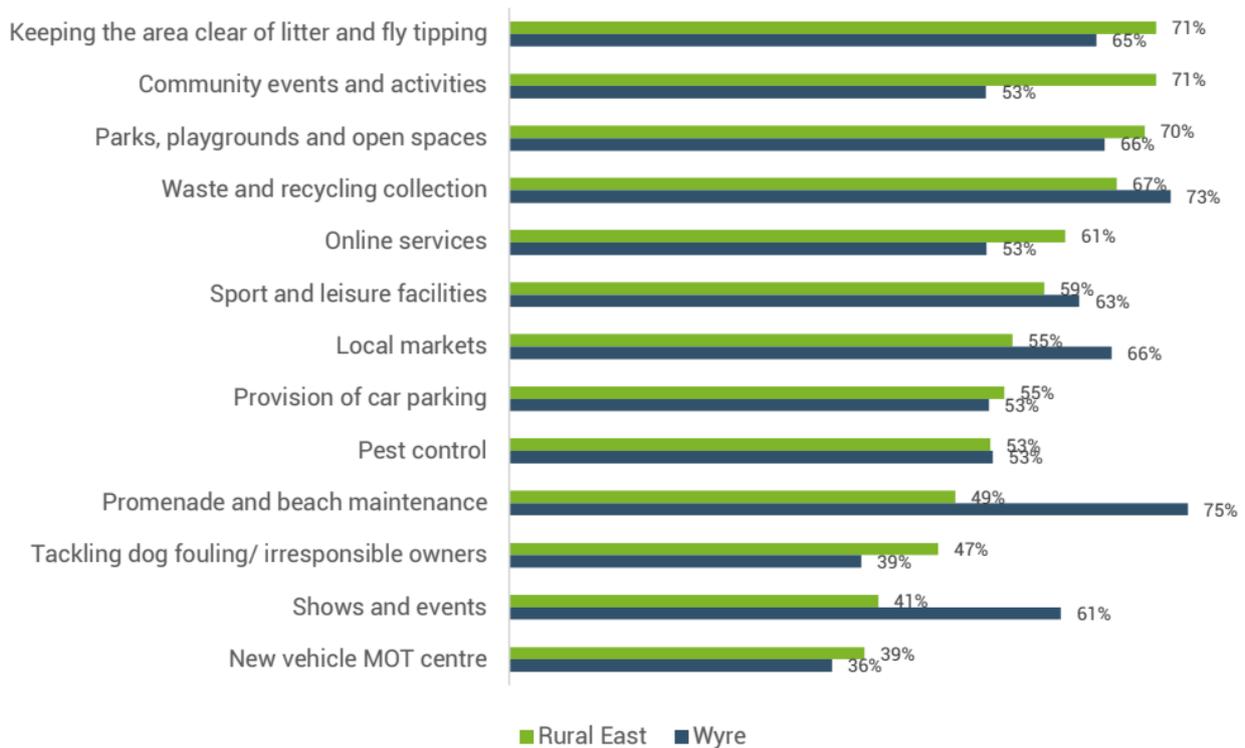
Figure 5.4: Thinking about where you live, how much of a problem, if at all, do you think each of the following are? (Q4, n = from 122 to 156, % very or fairly big problem)



Local Council

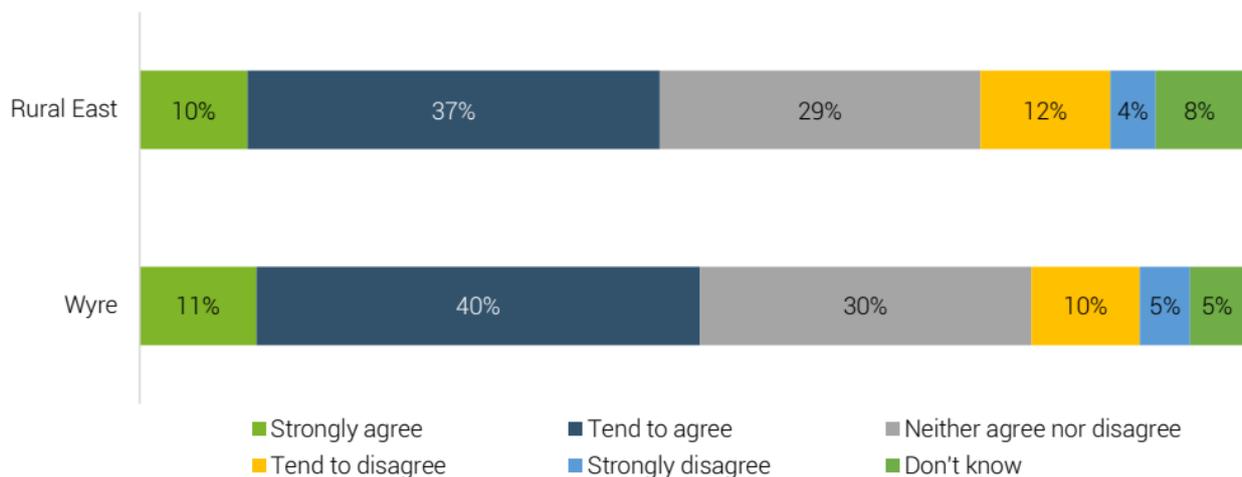
Satisfaction with Wyre Council services is highest for keeping the area clear of litter and fly tipping and community events and activities.

Figure 5.5: How satisfied or dissatisfied are you with each of the following services/ facilities provided by Wyre Council? (Q5, n = 156)



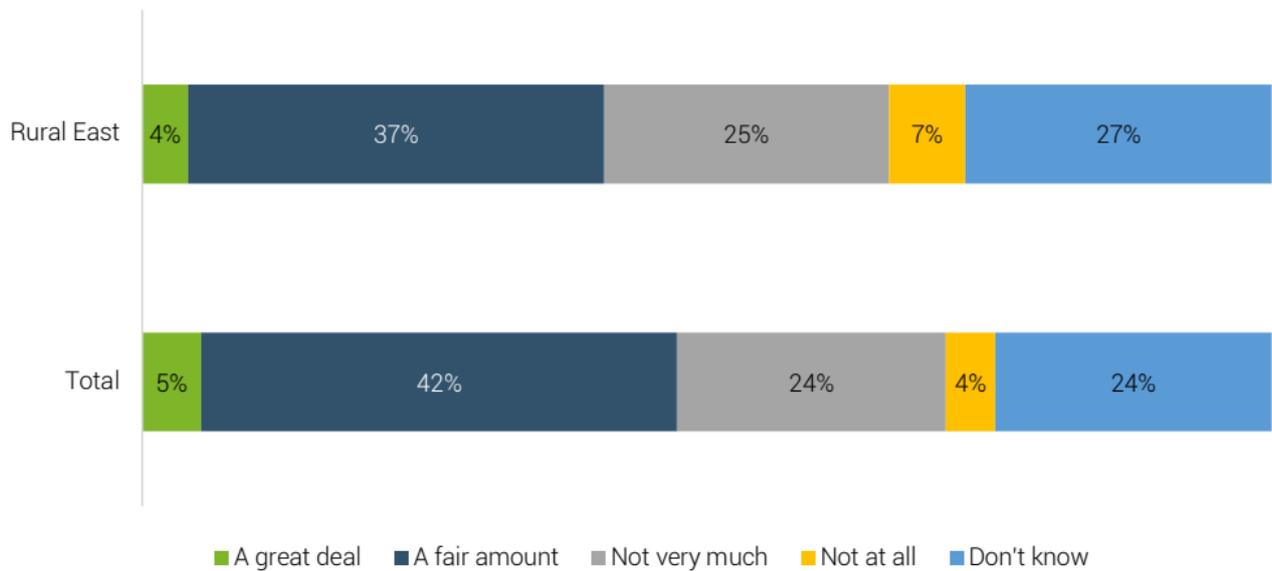
47% of Rural East residents strongly or tend to agree that 53p a day for the services and facilities Wyre Council delivers is value for money, compared to 51% of residents across the borough.

Figure 5.6: To what extent do you agree or disagree that 53p a day for all the services and facilities is value for money? (Q7, n = 159)



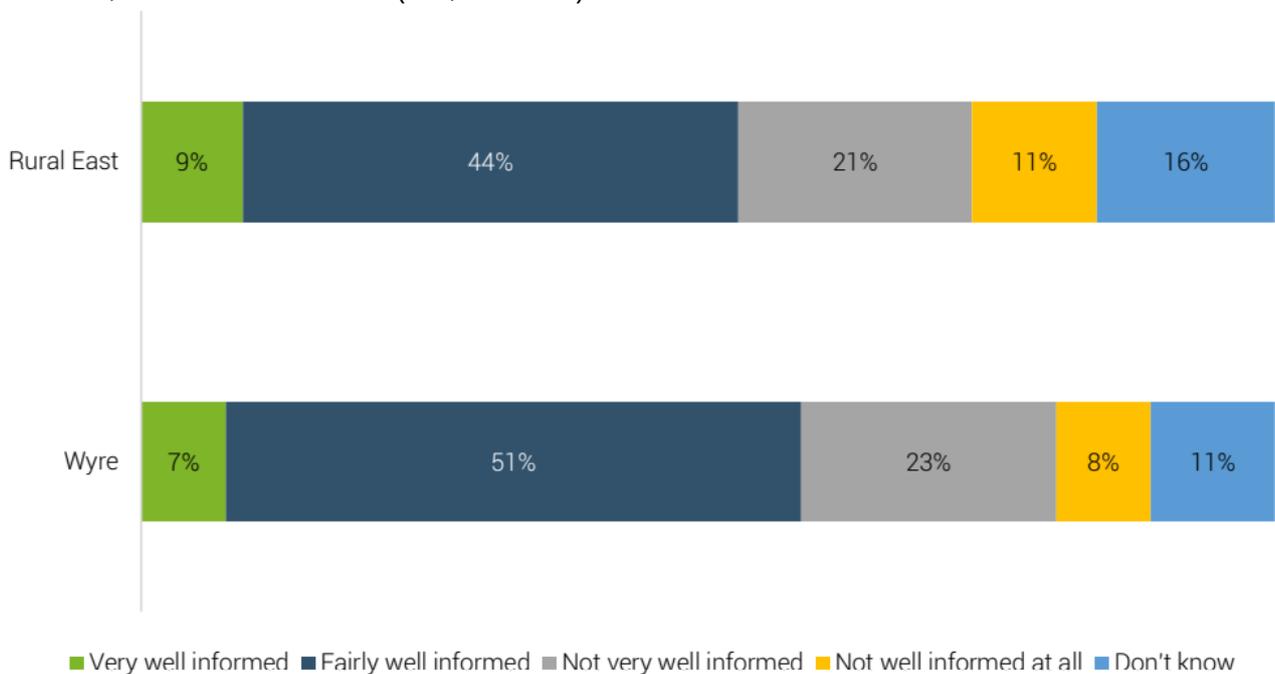
41% of respondents in Rural East feel that Wyre Council responds to its residents' needs a great deal or a fair amount, compared to 47% of residents across the borough.

Figure 5.7: Would you say the council responds to its residents' needs? (Q8, n = 163)



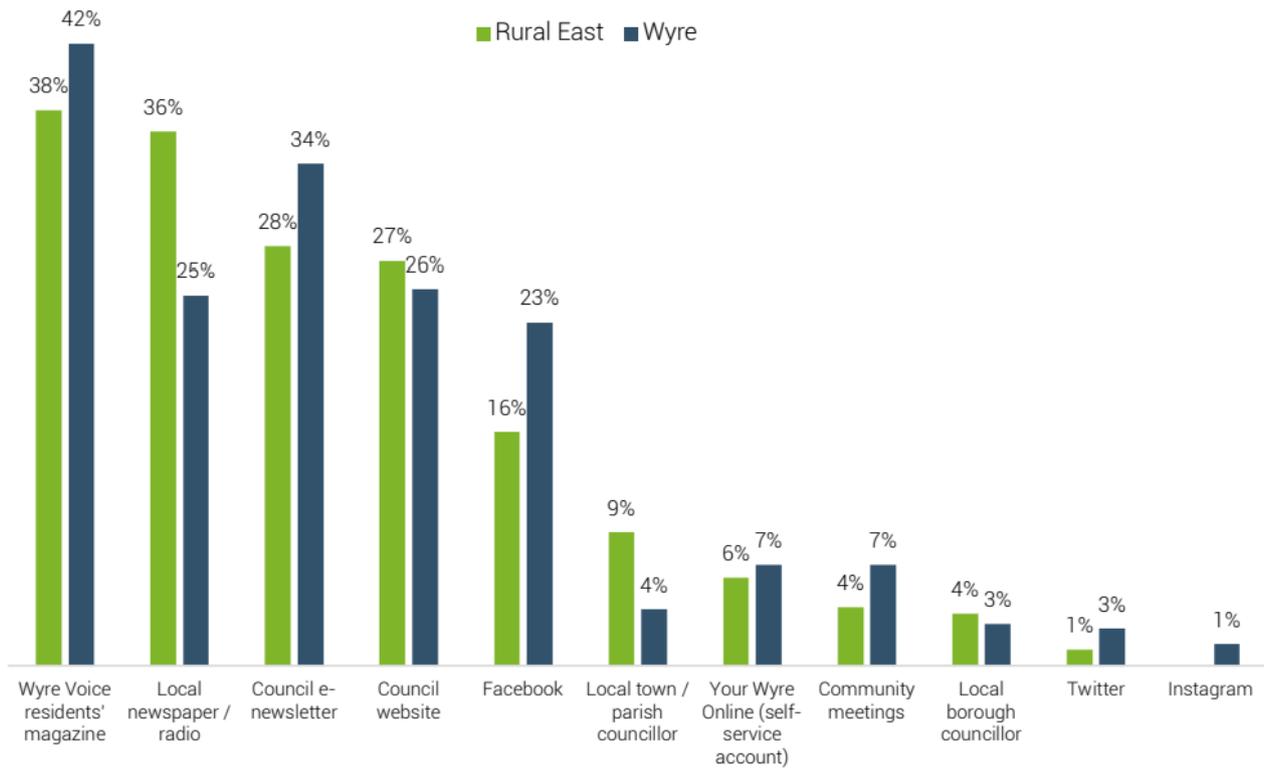
53% of Rural East respondents feel that Wyre Council keeps its residents very or fairly well informed about services, news and events, compared to 58% of residents across the borough.

Figure 5.8: Overall how well informed do you think Wyre Council keeps residents about services, news and events? (Q9, n = 163)



Residents in Rural East prefer to receive information about the council in the Wyre Voice residents' magazine and the local newspaper or radio.

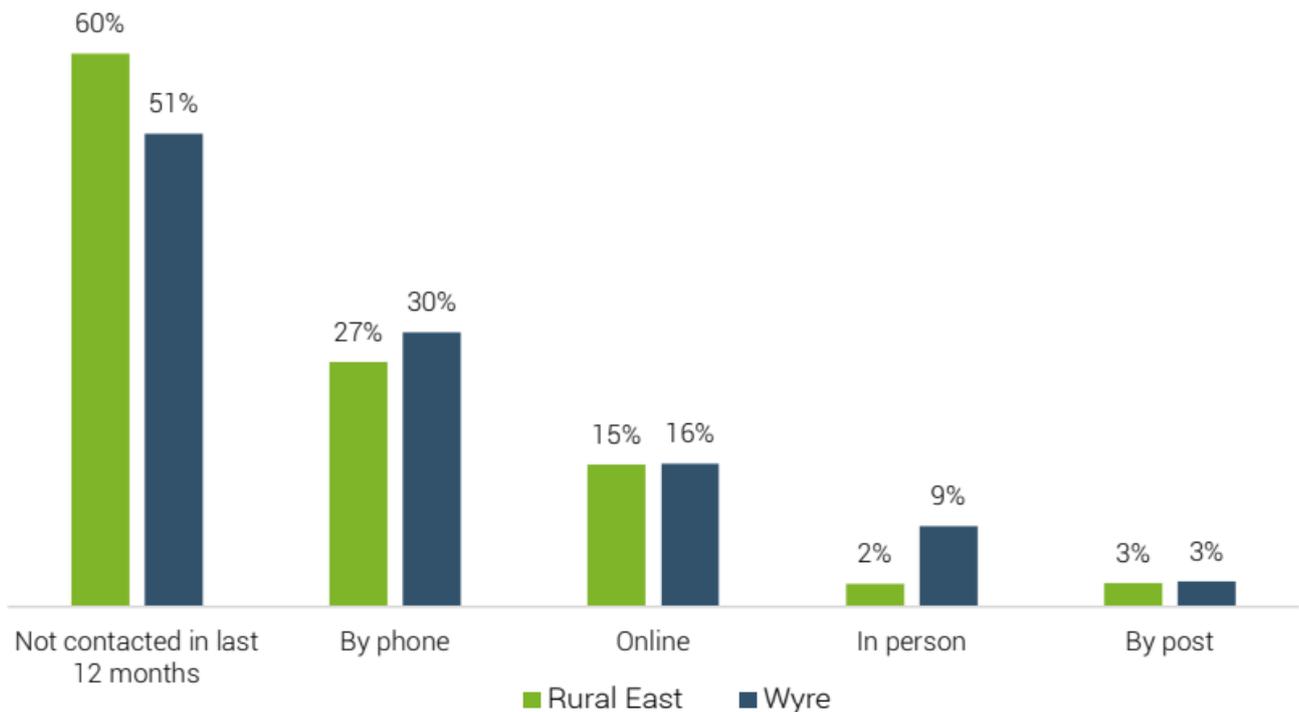
Figure 5.9: How do you prefer to receive information about the council? (Q10, n = 164)



Contacting the Council

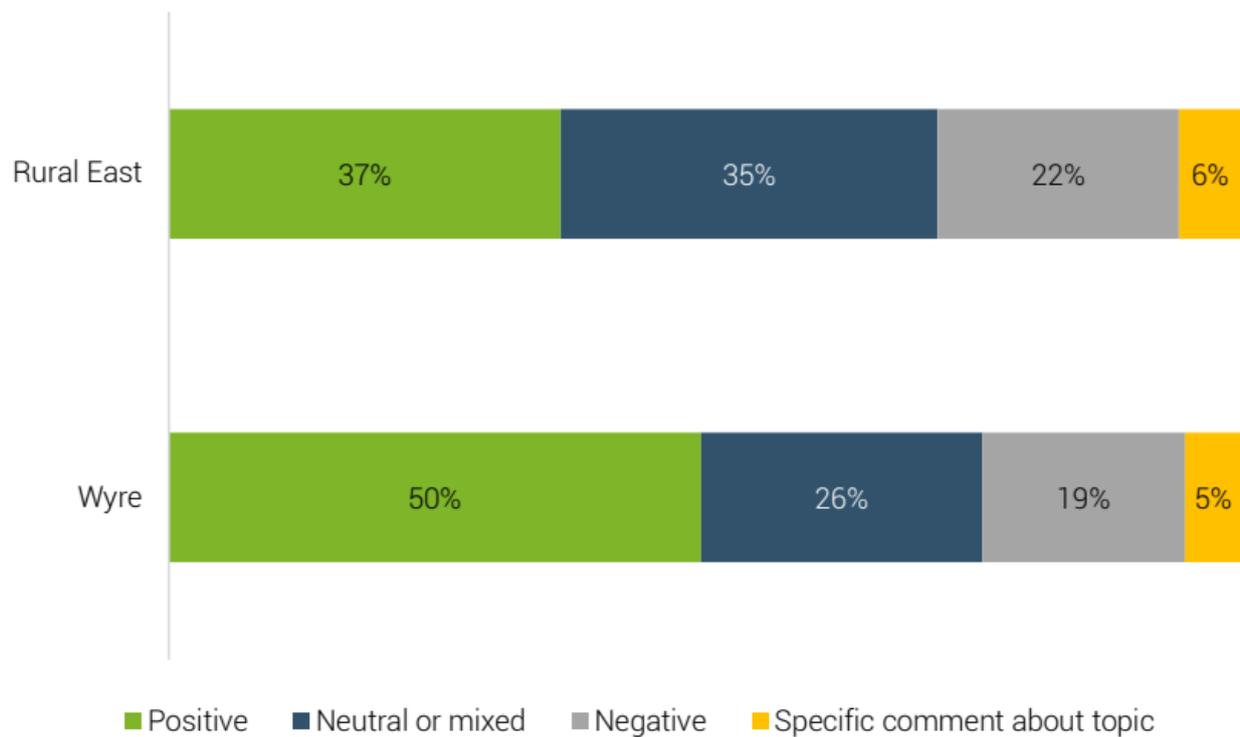
60% of Rural East residents had not contacted Wyre Council in the last 12 months. 27% had made contact by phone and 15% online.

Figure 5.10: Have you contacted the council within the last 12 months? (Q11a, n = 164)



Respondents were also asked an open-ended question about the customer experience, which has been coded. 37% of Rural East residents had a positive experience.

Figure 5.11: If you have contacted the council in the past 12 months, how was the customer experience? (Q11b, n = 37)



The survey also asked respondents if they know who their local borough and parish or town councillors are.

57% of Rural East residents do not know who their local borough councillor is, whilst 49% do not know who their parish councillor is.

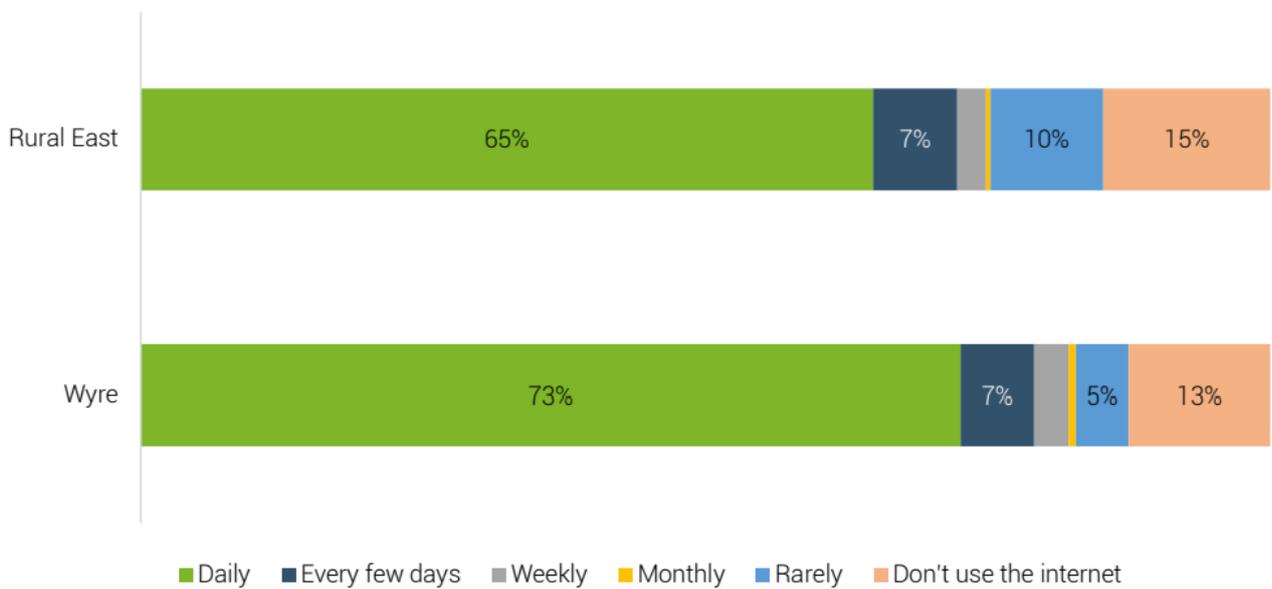
Figure 5.12: Which of the following statements best describes your contact with your local councillor(s) over the past year? (Q12, n = 164)



Online Access

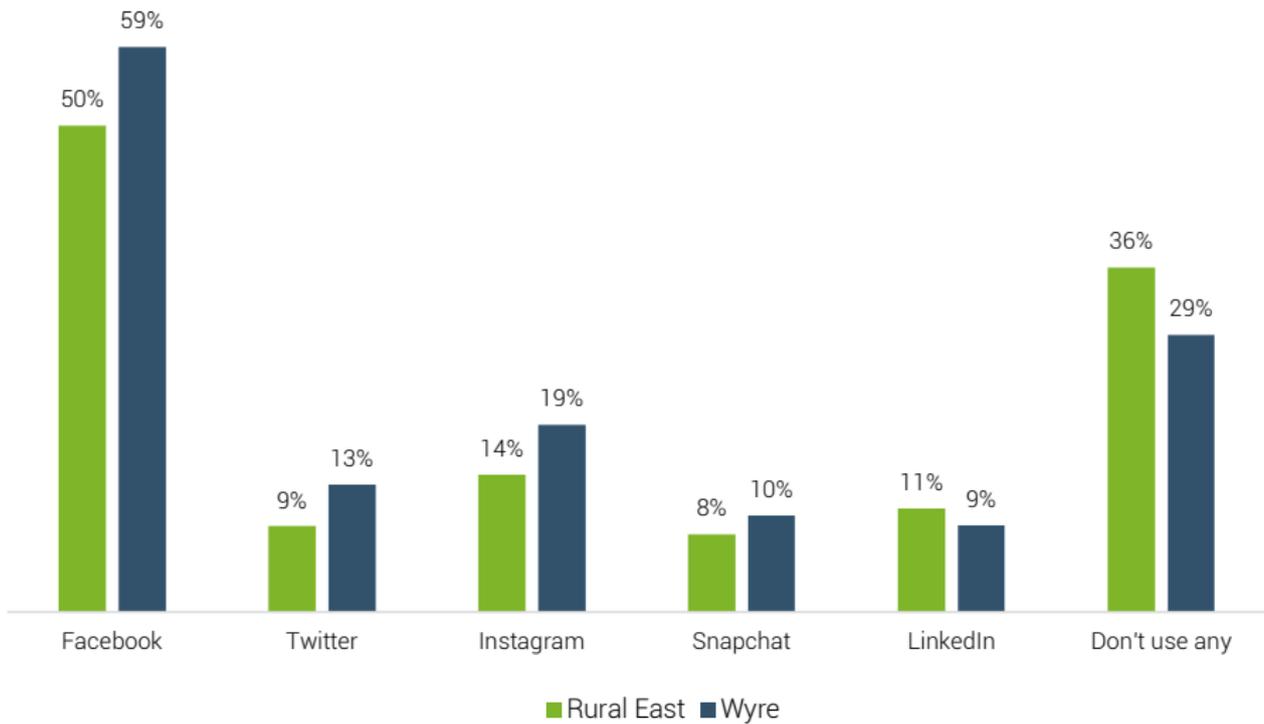
Overall, 85% of Rural East residents use the internet at least occasionally.

Figure 5.13: How often do you use the internet? (Q13, n = 161)



Of those Rural East residents who use the internet, 64% use one or more social media platforms.

Figure 5.14: Do you use any of the following social media platforms? (Q14, n = 164)



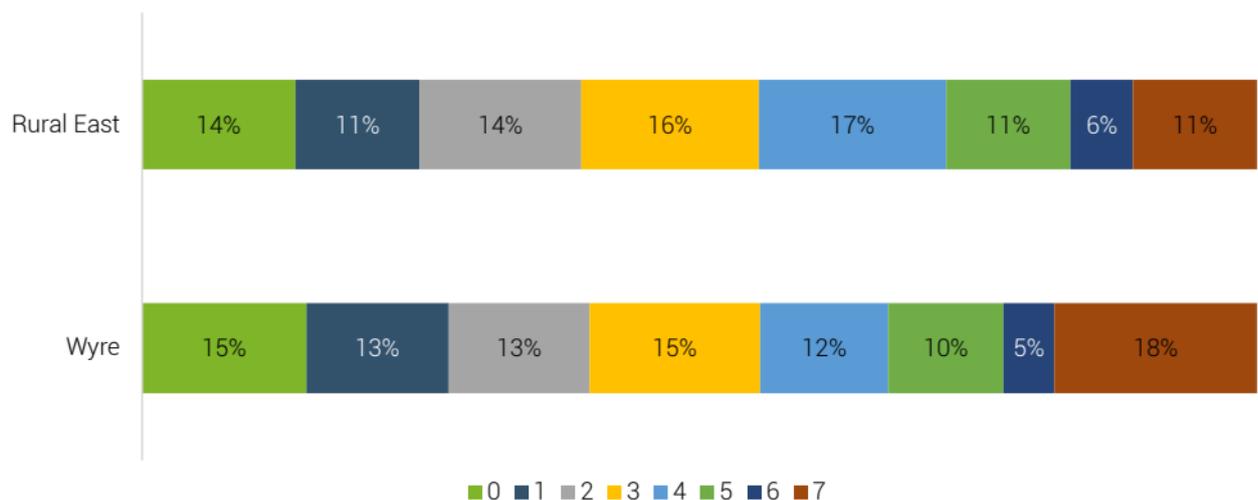
Wellbeing

Respondents were asked how many days they have done a total of 30 minutes or more of physical activity in the past week.

Rural East residents had done at least 30 minutes of physical activity on an average of 3.2 days over the past week.

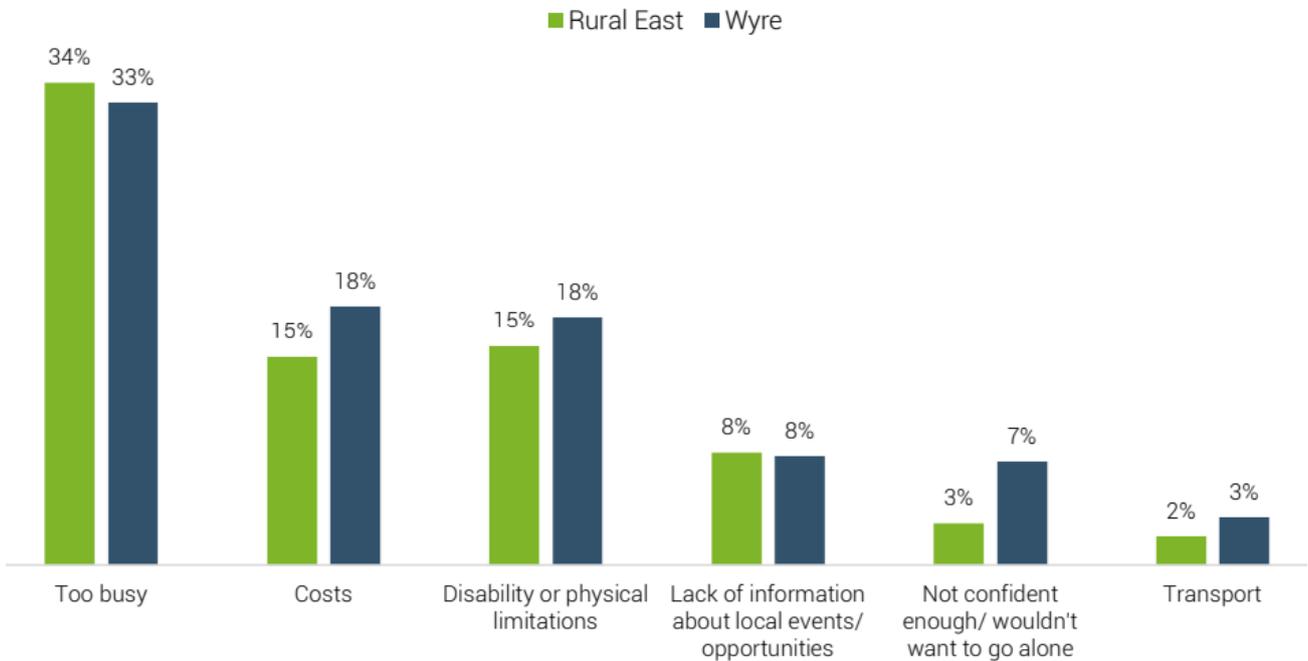
14% of respondents had not managed to do at least 30 minutes of physical activity on any day in the past week.

Figure 5.15: 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? (Q16, n = 159)



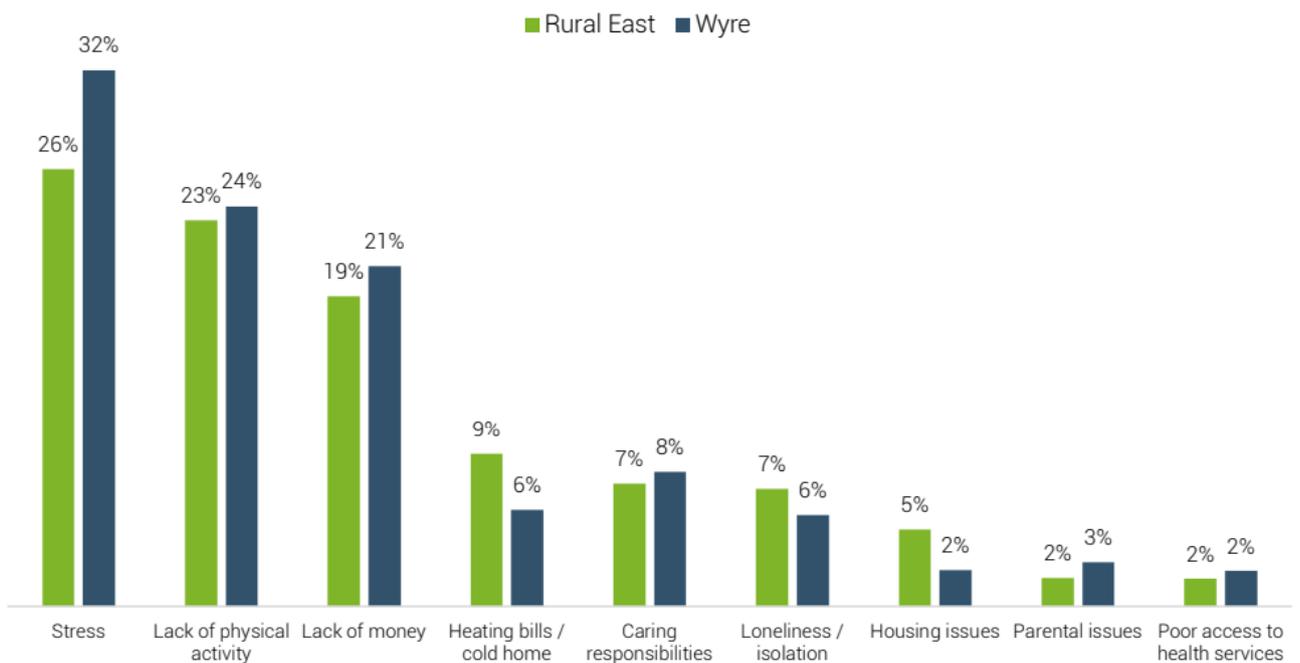
When asked what was holding them back, 34% of Rural East respondents indicated that they are too busy.

Figure 5.16: If you are not as active as you would like to be, what is holding you back? (Q17, n = 164)



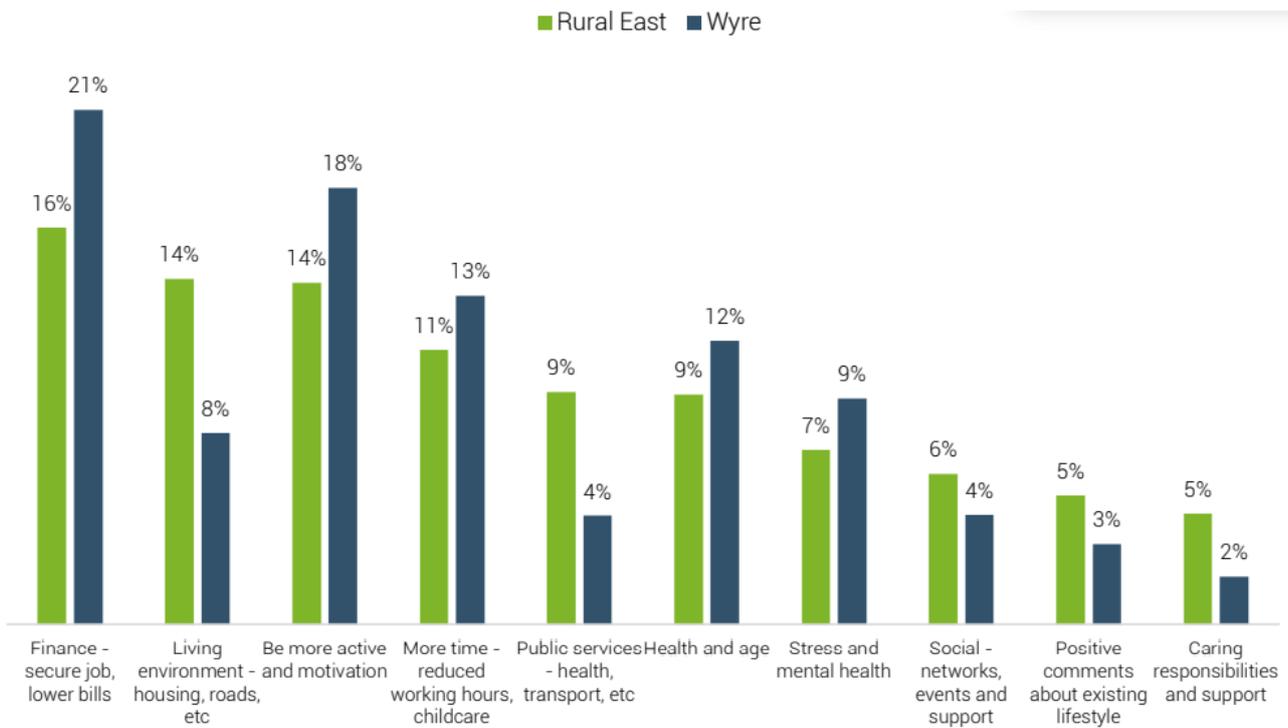
Stress has the biggest negative impact on Rural East residents' wellbeing.

Figure 5.17: What has the biggest negative impact on your wellbeing? (Q18, n = 164)



Respondents were asked an open-ended question to explain what one action they would take to improve their lifestyle or environment. The main theme was finance, including having a secure job and lower cost of bills.

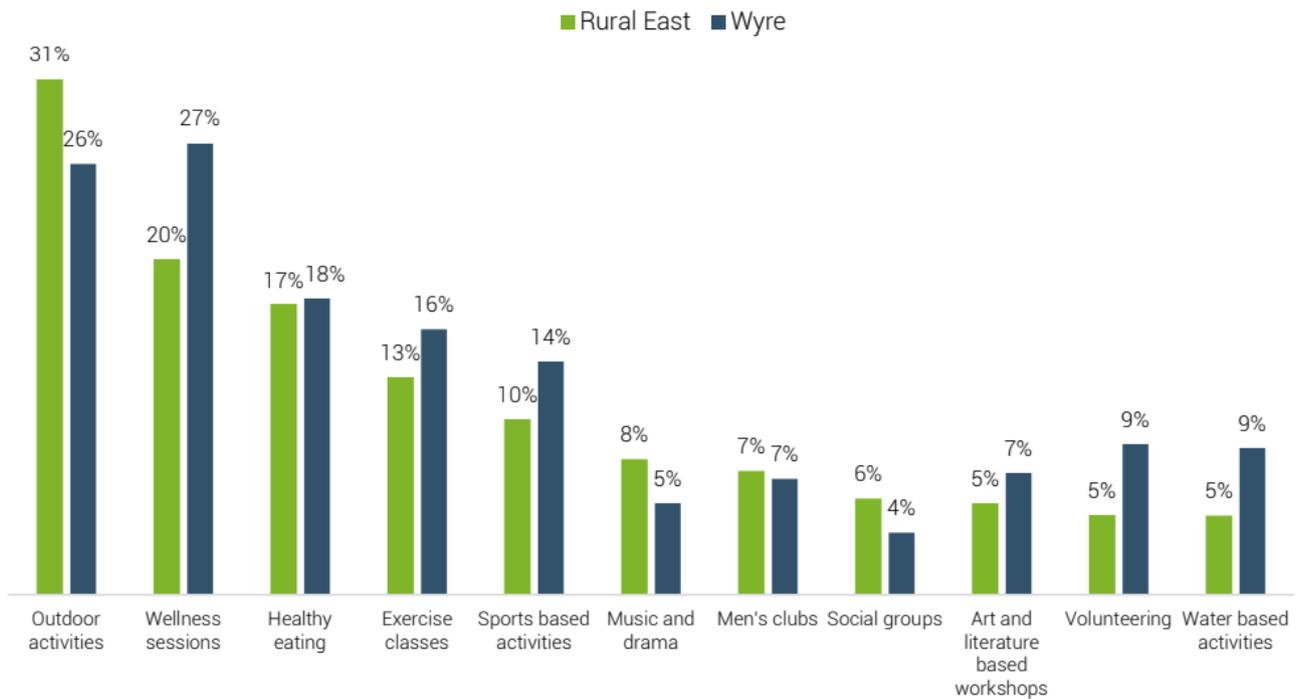
Figure 5.18: What one action would you want to take to improve your living environment/lifestyle? (Q19, n = 52)



Finally, respondents were asked what activities they would be interested in to help them become more active and live well.

The most popular selection for Rural East residents was outdoor activities such as walking and cycling.

Figure 5.19: What activities would you be interested in that could help you become more active and live well? (Q20, n = 164)

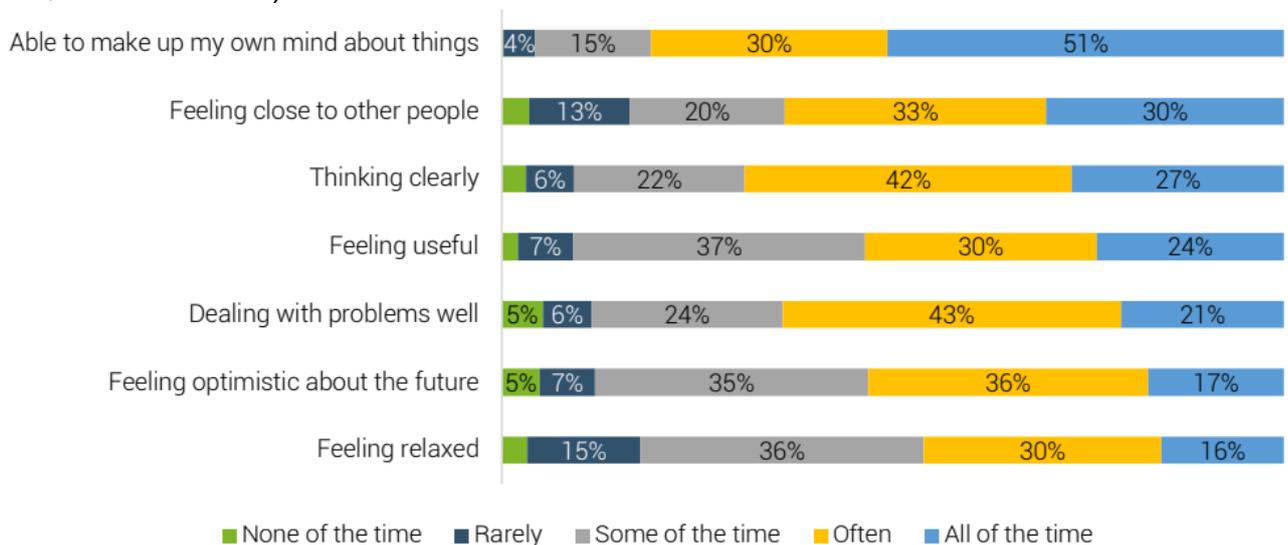


Mental Health

Respondents were asked a range of questions relating to mental health. Firstly, they were asked to respond to a range of statements about thoughts and feelings in the Short Warwick-Edinburgh Mental Wellbeing Scale (SWEMWBS), which measures the mental wellbeing in the general population.

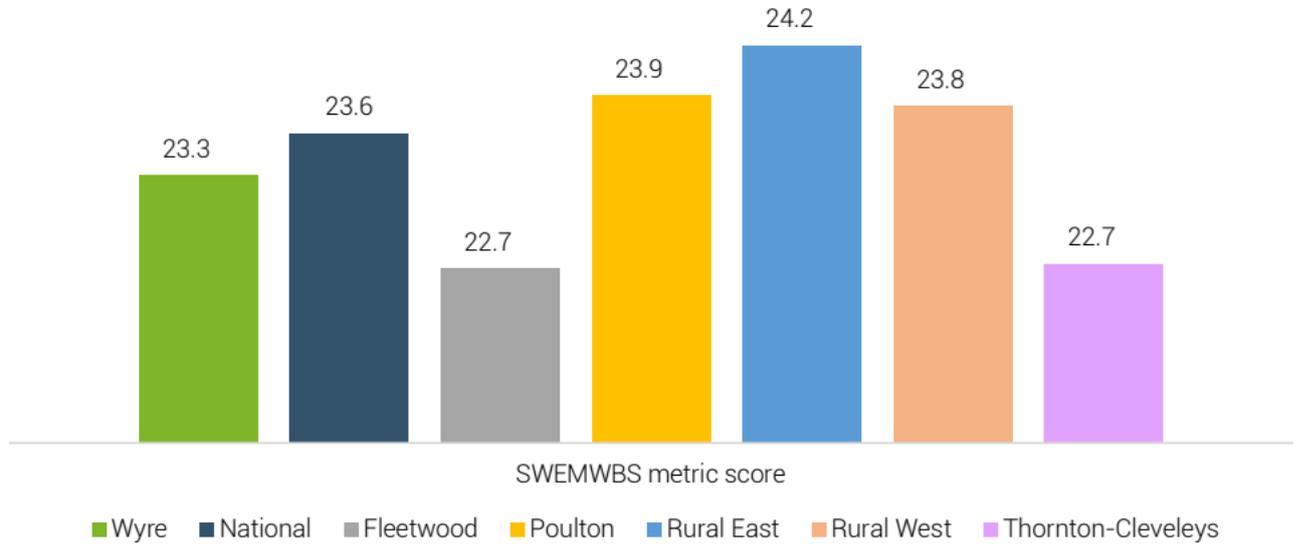
It is scored by first creating a sum of the 7 items and then converting the total score to a metric score. Scores range from 7 to 35 with a higher score indicating higher positive mental wellbeing.

Figure 5.20: Below are some statements about feelings and thoughts. Please select one option which best describes your experience for each statement over the last 2 weeks. (Q22, n = 141 to 149)



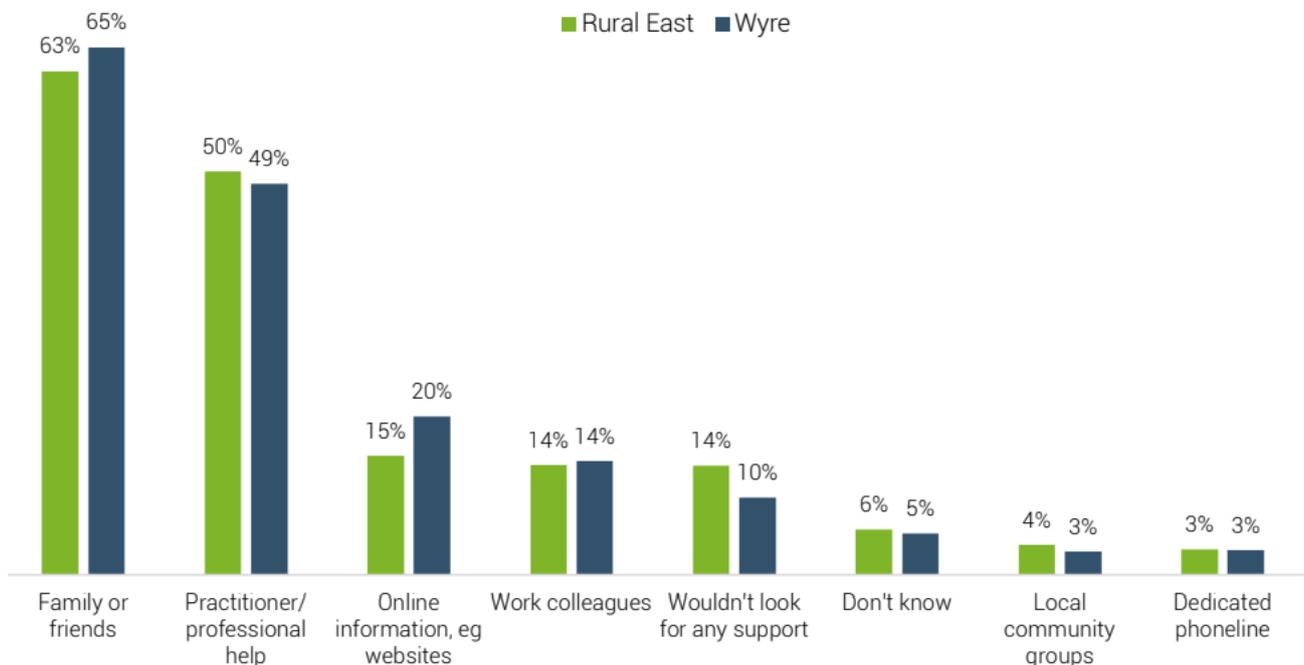
The metric WEMWBS score for Rural East is 24.2, compared to the Wyre score of 23.3 and national score of 23.6.

Figure 5.21: Below are some statements about feelings and thoughts. Please select one option which best describes your experience for each statement over the last 2 weeks. (Q22, n = 137, SWEMWBS metric scores)



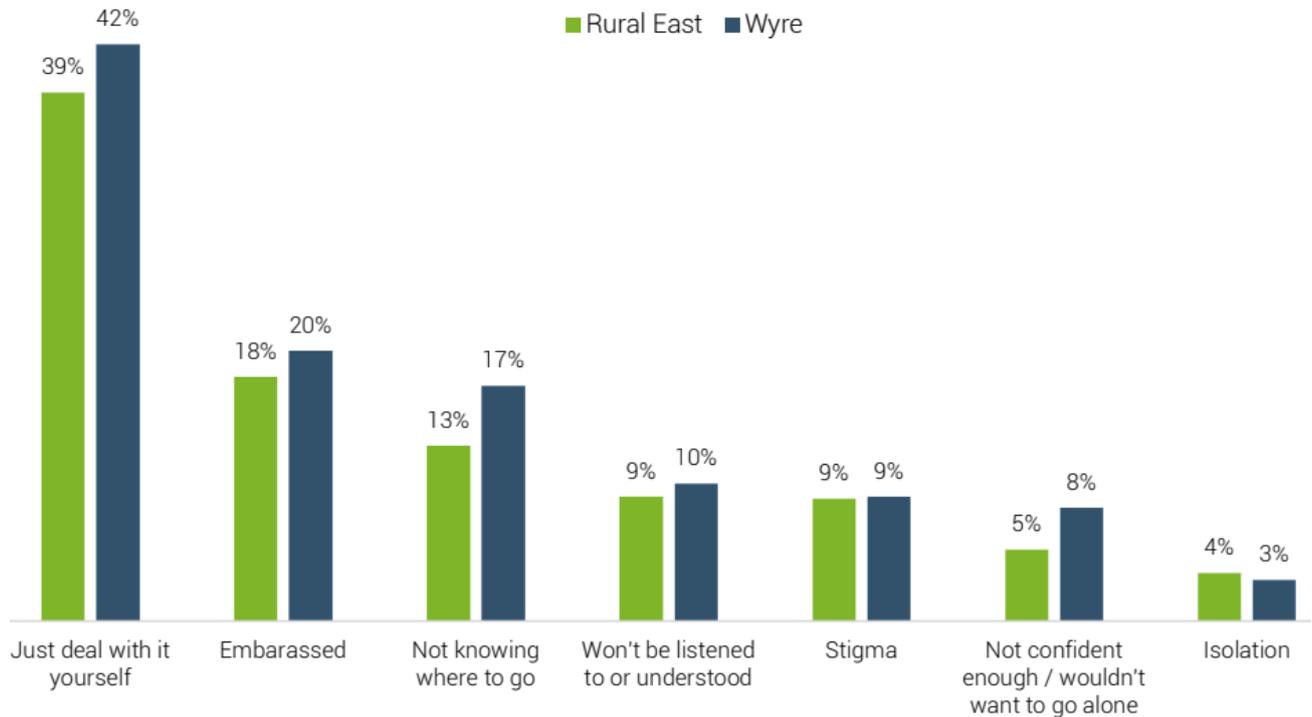
If Rural East respondents needed help and support with their mental health, they are most likely to go to family or friends.

Figure 5.22: If you needed help and support with your mental health and wellbeing, where might you go? (Q23, n = 164)



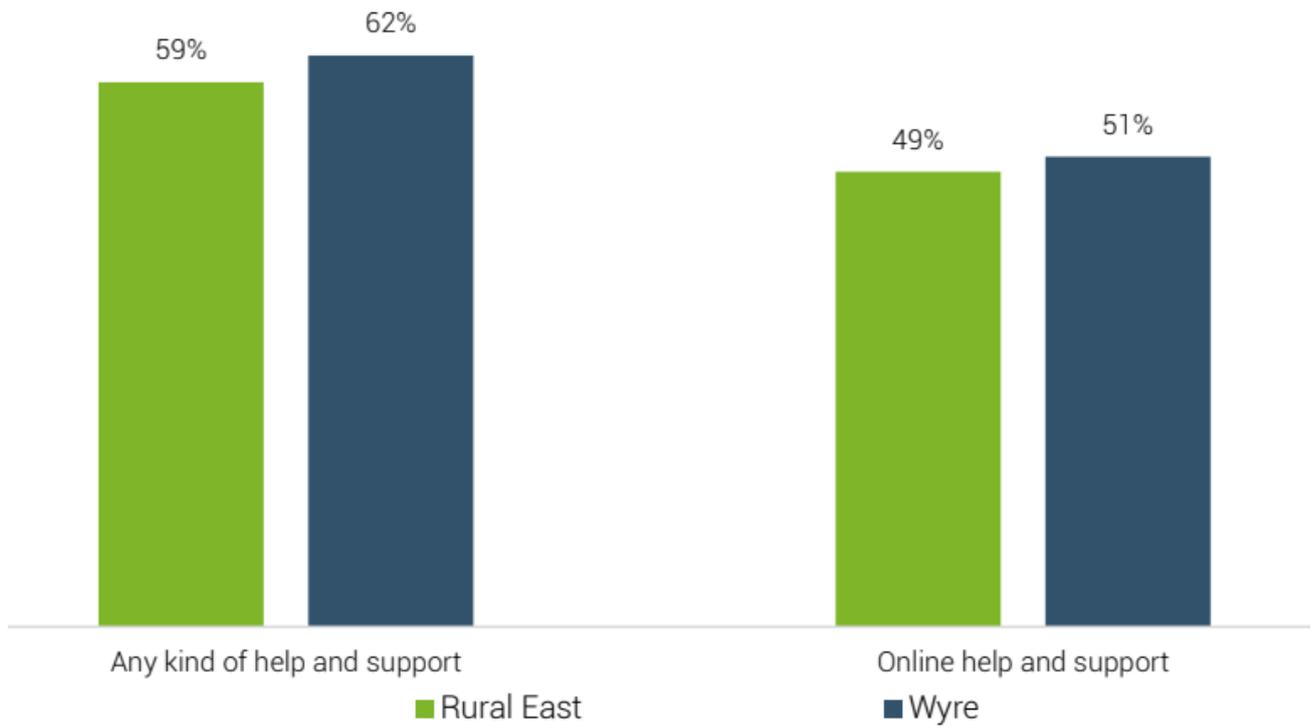
The biggest reason Rural East respondents gave for not seeking help was that they would 'just deal with it' themselves.

Figure 5.23: If you needed help and support with your mental health and wellbeing, what would stop you from seeking help? (Q24, n = 164)



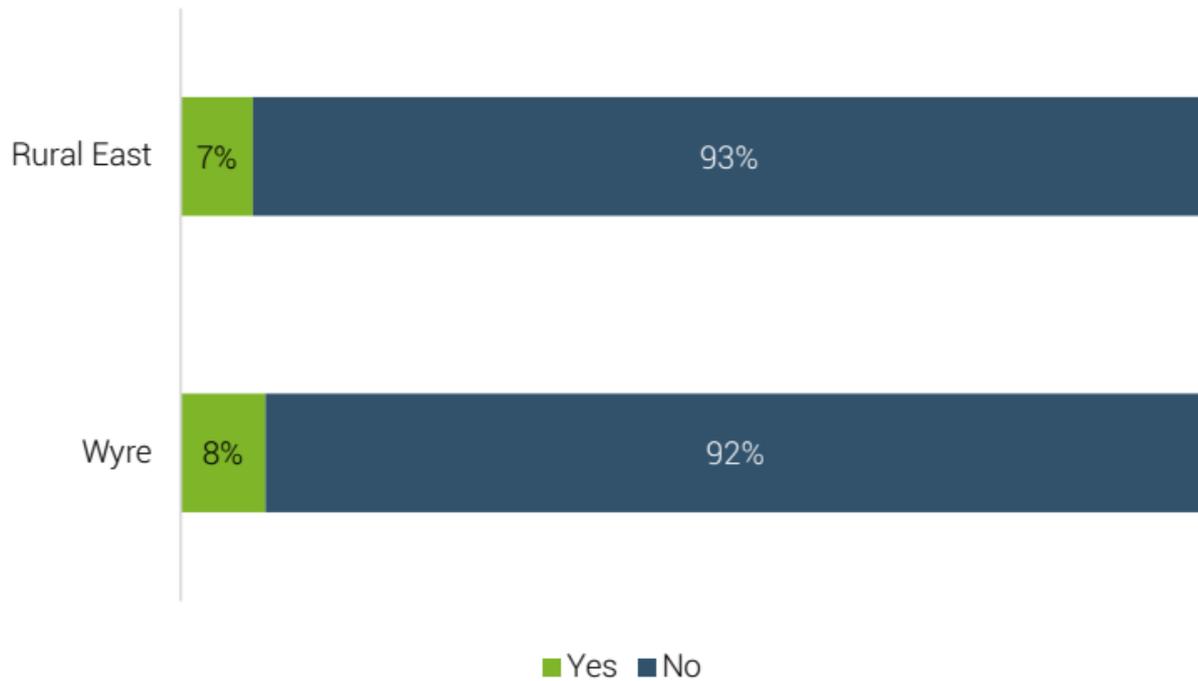
59% of Rural East respondents suggested it is very likely or quite likely that they would seek any kind of help and support for mental health if they needed it, compared to 49% who would seek online help and support.

Figure 5.24: If you needed mental health help and support, how likely is it that you would seek...? (Q25, n = 99 to 151)



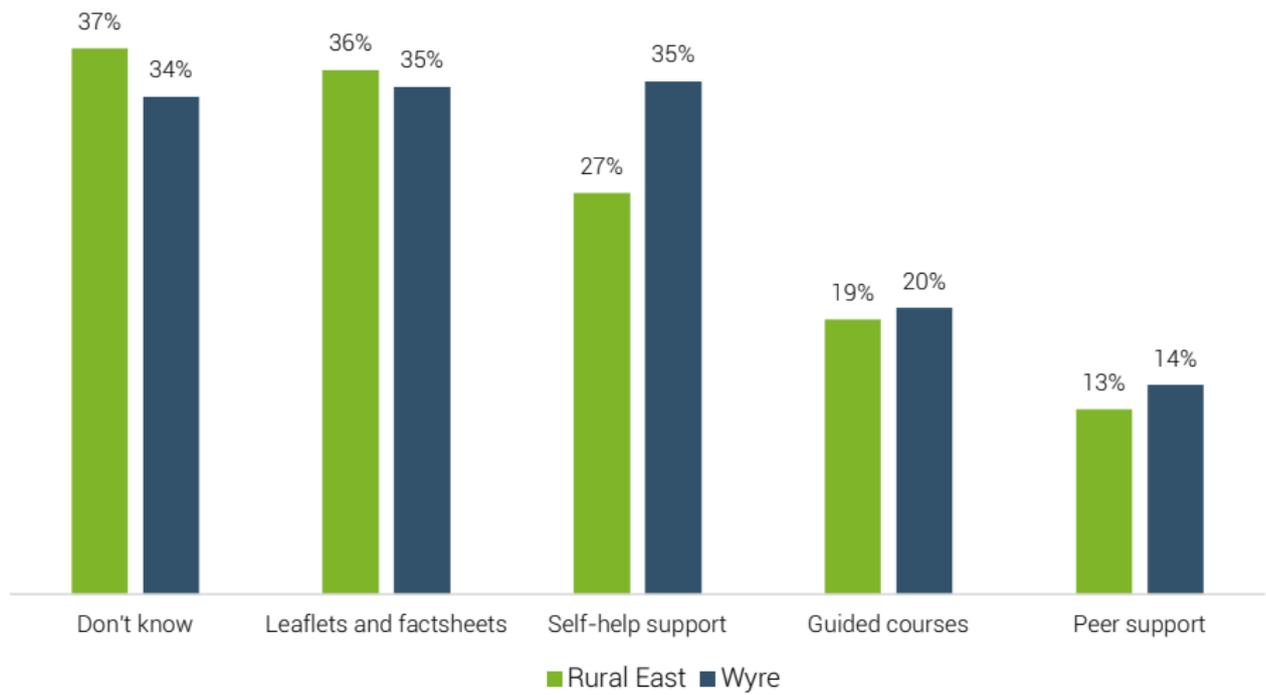
7% of Rural East respondents have used online information or support for mental health.

Figure 5.25: Have you ever used online information or support for mental health? (Q26, n = 151)



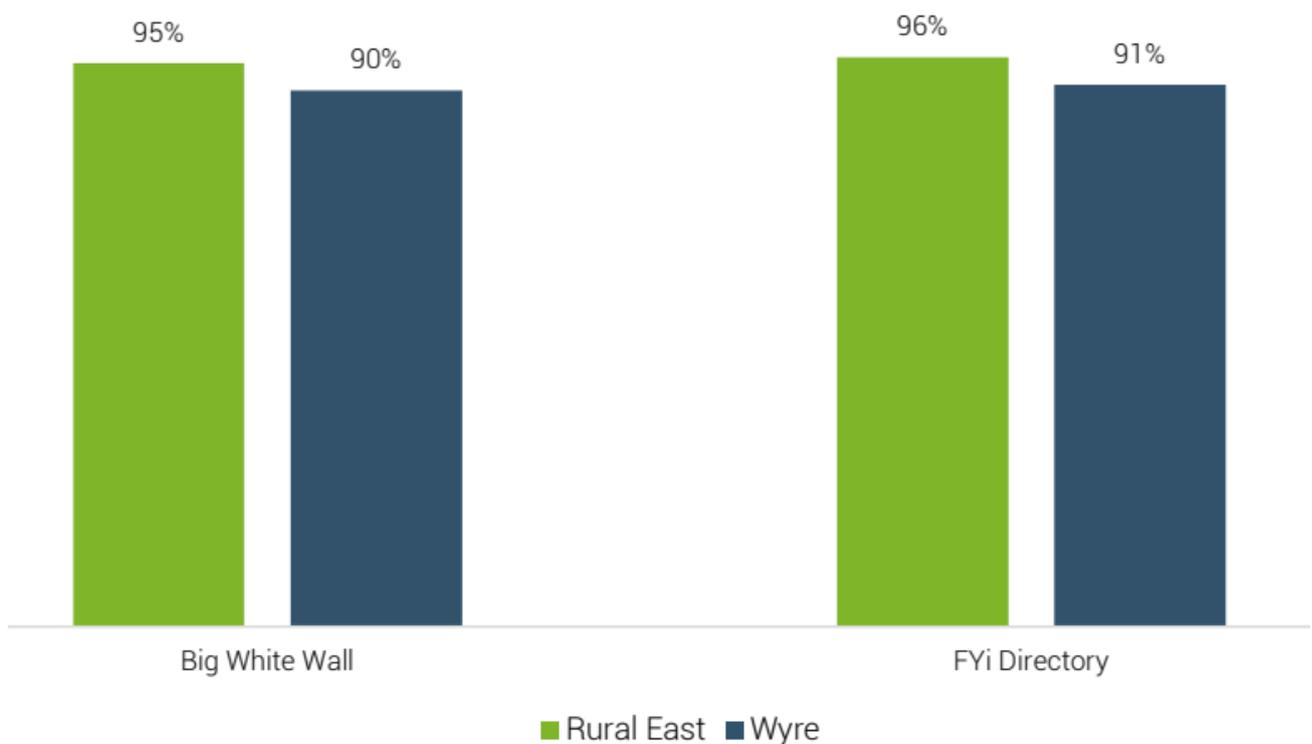
The main type of support Rural East residents would expect from an online resource is leaflets and factsheets. The most common response was 'don't know'.

Figure 5.26: What types of support would you expect from an online resource? (Q27, n = 164)



95% of Rural East respondents are not aware of the Big White Wall, with 96% not aware of the FYi Directory.

Figure 5.27: What would best describe your awareness and use of the Big White Wall and FYi directory? (Q28, n = 145 to 148)

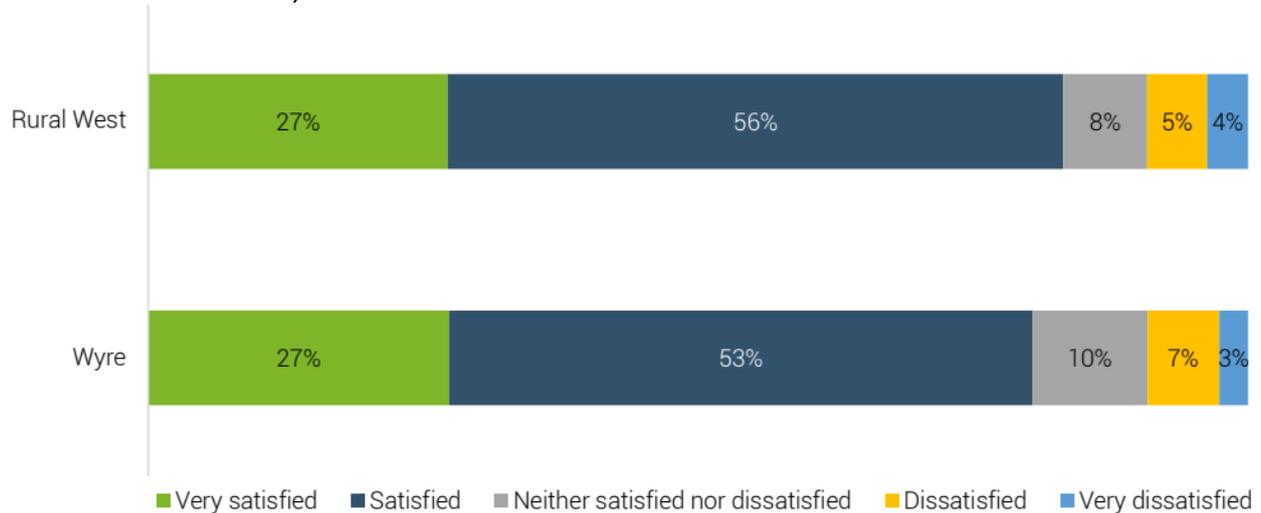


6. Rural West

Living in Wyre

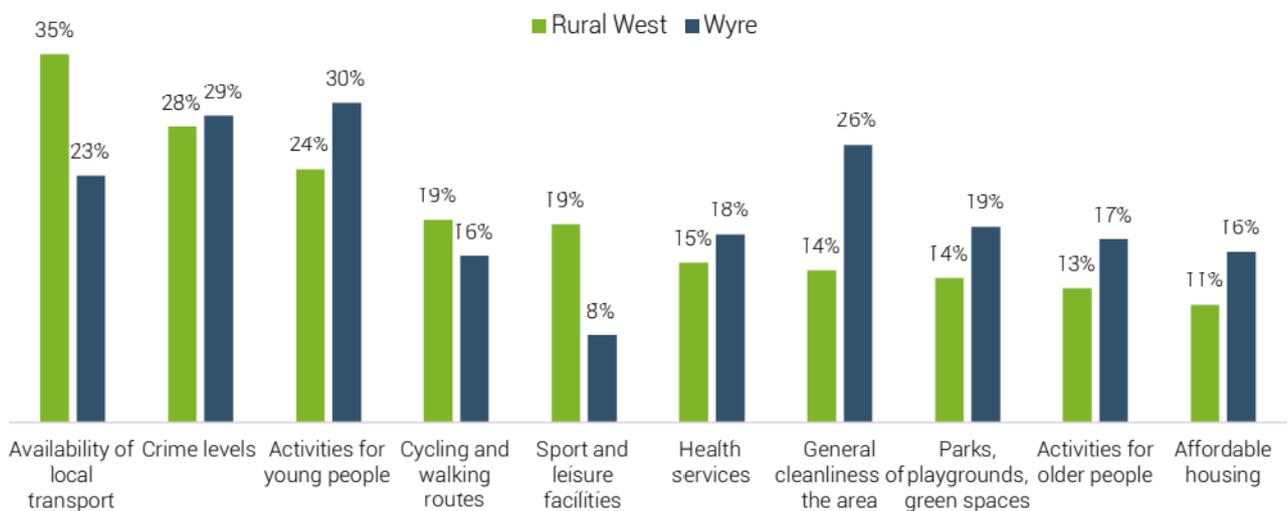
83% of Rural West residents are very satisfied or satisfied with where they live, compared to 80% of all Wyre respondents and 70% of Rural West respondents in 2016.

Figure 6.1: Overall, how satisfied or dissatisfied are you with where you live? (Q1, n = 196, excludes 'don't know')



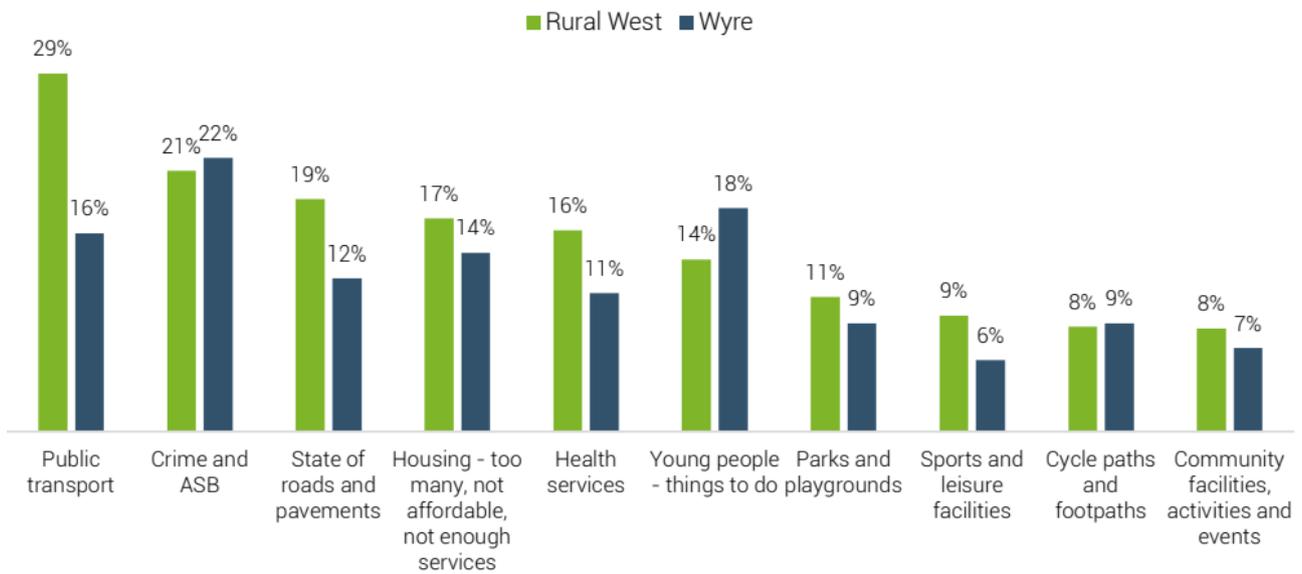
Respondents were asked to select up to 5 aspects of their local area that they feel need improving. A number of changes were made to the options and wording in the 2018 survey. Of the options provided in 2018, availability of local transport and crime levels are the issues most in need of improvement for Rural West residents.

Figure 6.2: Which of these, if any, do you feel most need improving where you live? (Q2, n = 206)



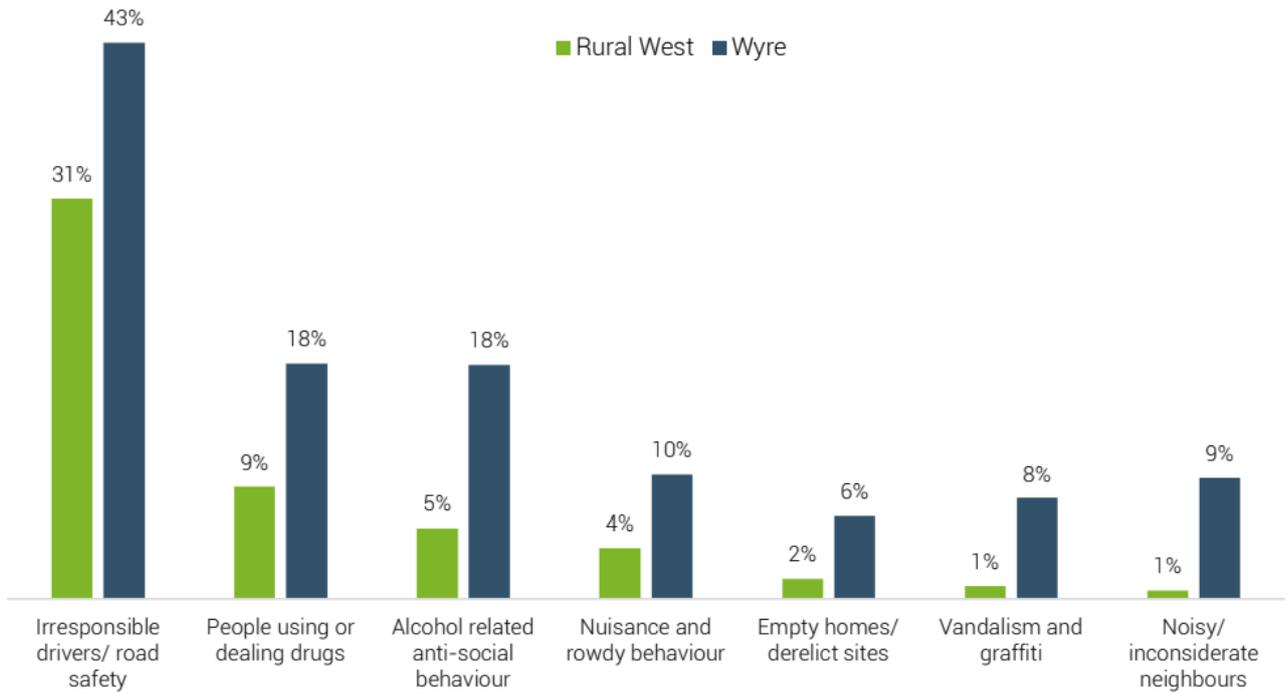
When asked to explain the choices made about improvements needed in the local area, the main comments related to public transport.

Figure 6.3: Coded comments about improvements where they live (Q3, n = 137)



When asked how much of a problem certain issues are where they live, 31% of Rural West residents consider irresponsible drivers and road safety to be a very or fairly big problem.

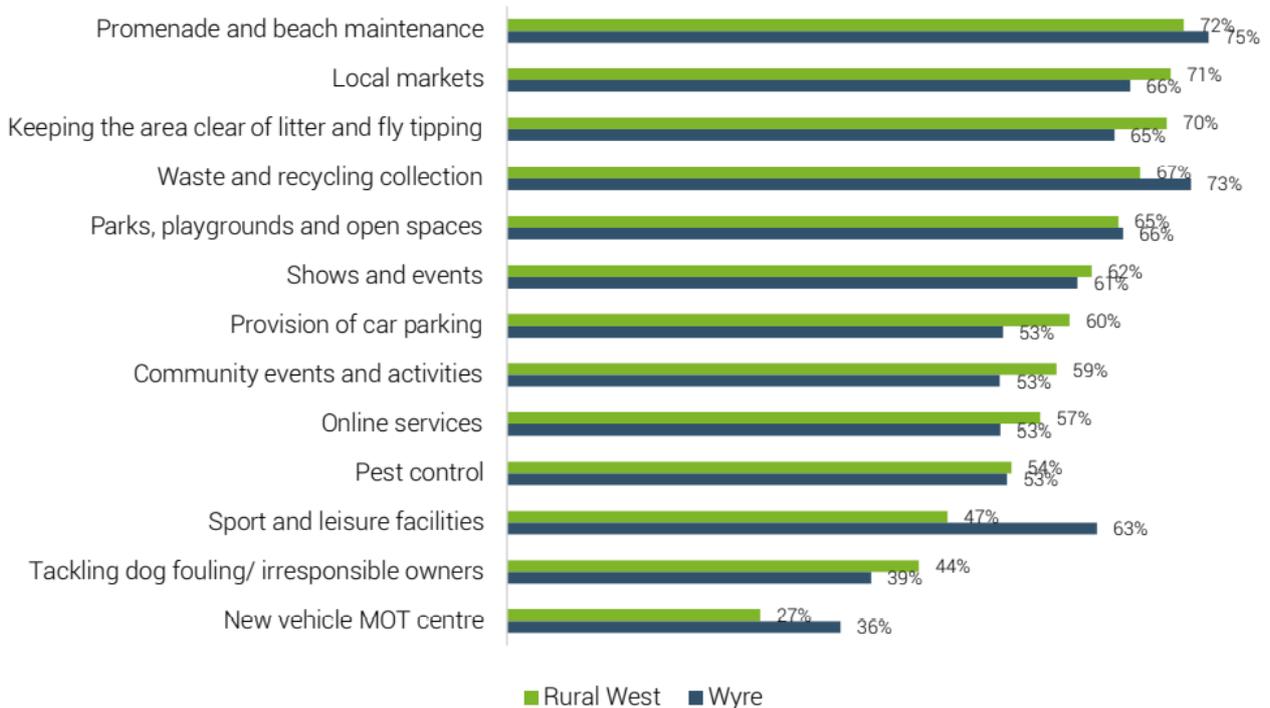
Figure 6.4: Thinking about where you live, how much of a problem, if at all, do you think each of the following are? (Q4, n = from 152 to 188, % very or fairly big problem)



Local Council

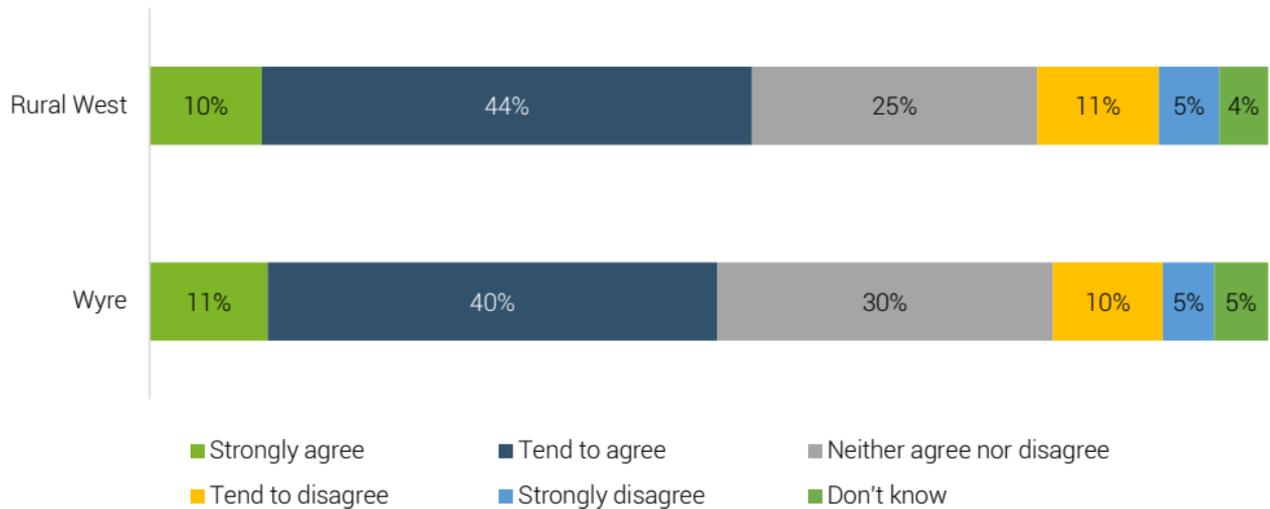
Satisfaction with Wyre Council services is highest for promenade and beach maintenance and local markets.

Figure 6.5: How satisfied or dissatisfied are you with each of the following services/ facilities provided by Wyre Council? (Q5, n = 190)



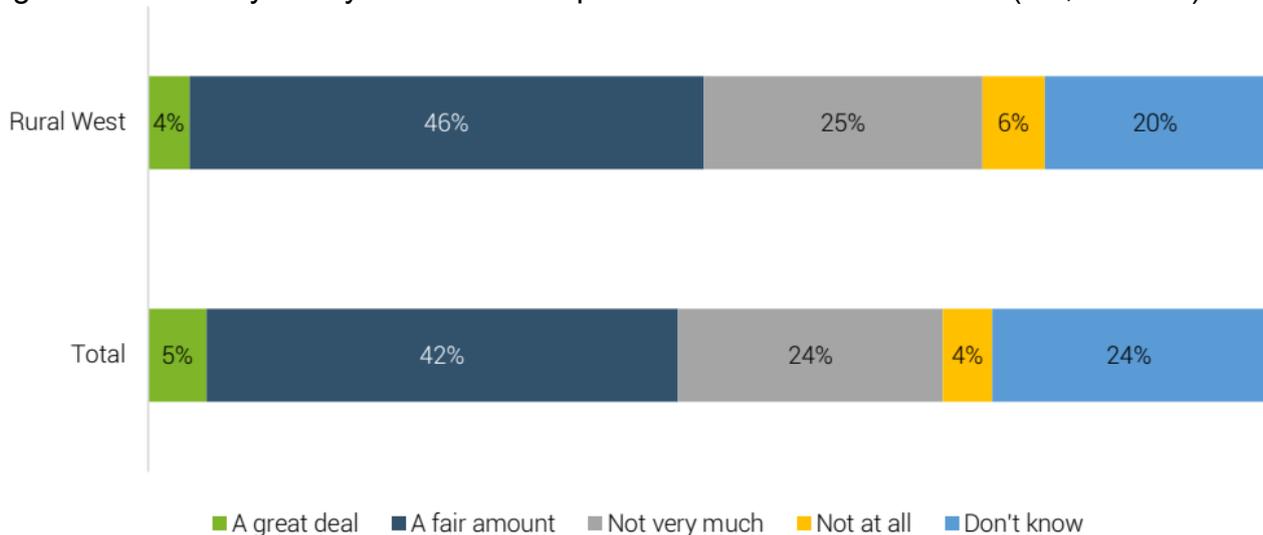
54% of Rural West residents strongly or tend to agree that 53p a day for the services and facilities Wyre Council delivers is value for money, compared to 51% of residents across the borough.

Figure 6.6: To what extent do you agree or disagree that 53p a day for all the services and facilities is value for money? (Q7, n = 201)



50% of respondents in Rural West feel that Wyre Council responds to its residents' needs a great deal or a fair amount, compared to 47% of residents across the borough.

Figure 6.7: Would you say the council responds to its residents' needs? (Q8, n = 204)



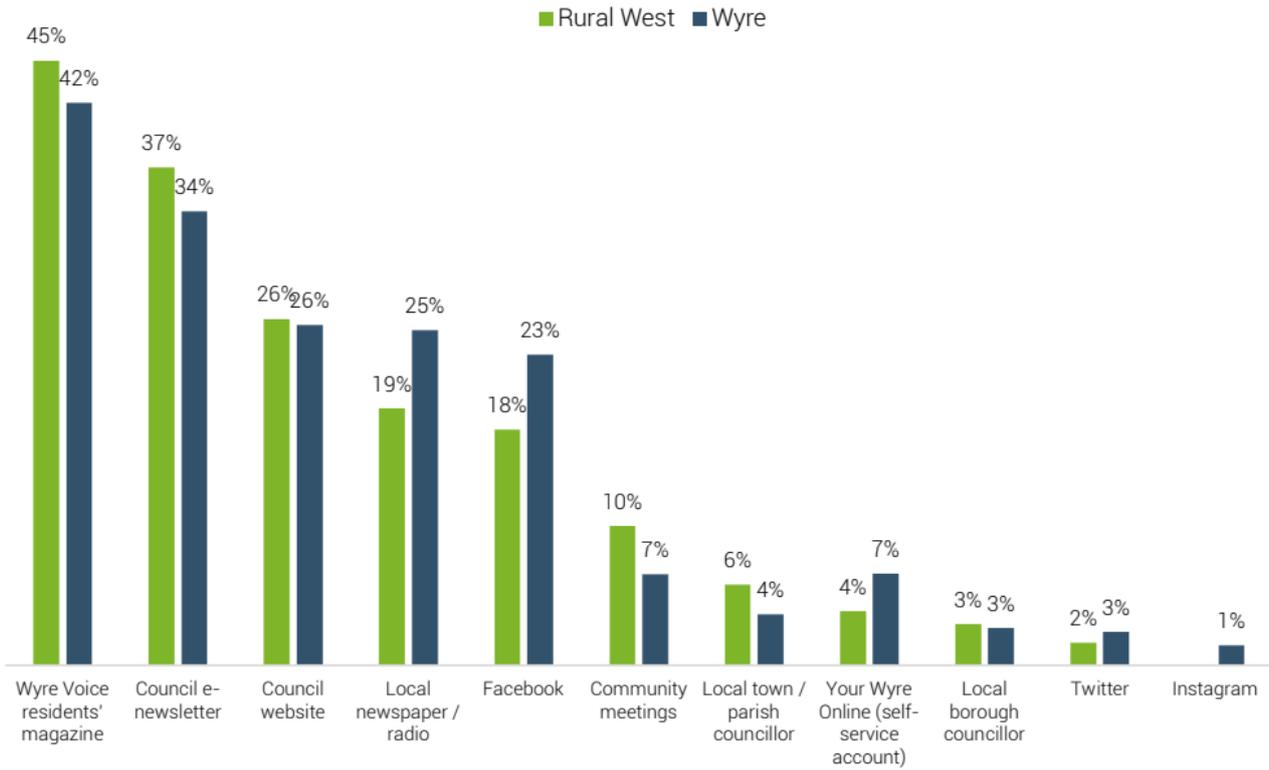
59% of Rural West respondents feel that Wyre Council keeps its residents very or fairly well informed about services, news and events, compared to 58% of residents across the borough.

Figure 6.8: Overall how well informed do you think Wyre Council keeps residents about services, news and events? (Q9, n = 201)



Rural West residents prefer to receive information about the council in the Wyre Voice residents' magazine and the council e-newsletter.

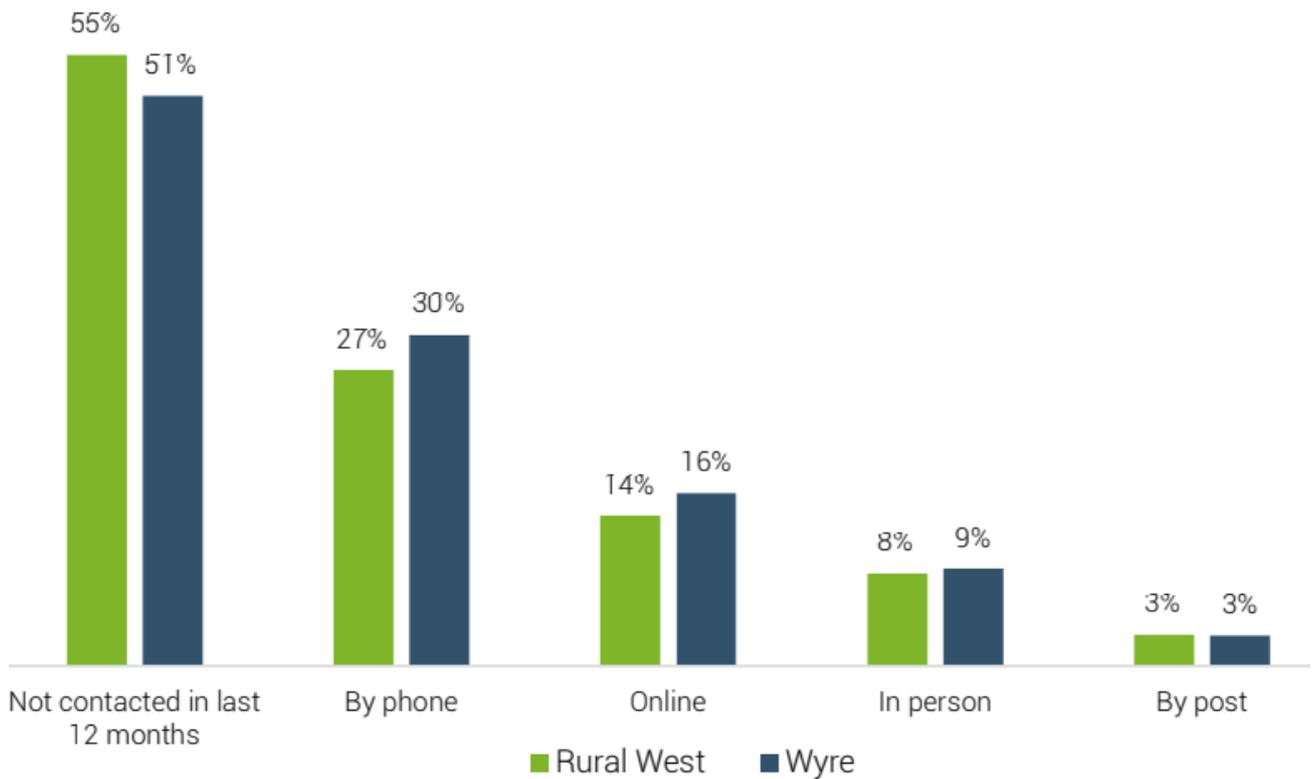
Figure 6.9: How do you prefer to receive information about the council? (Q10, n = 206)



Contacting the Council

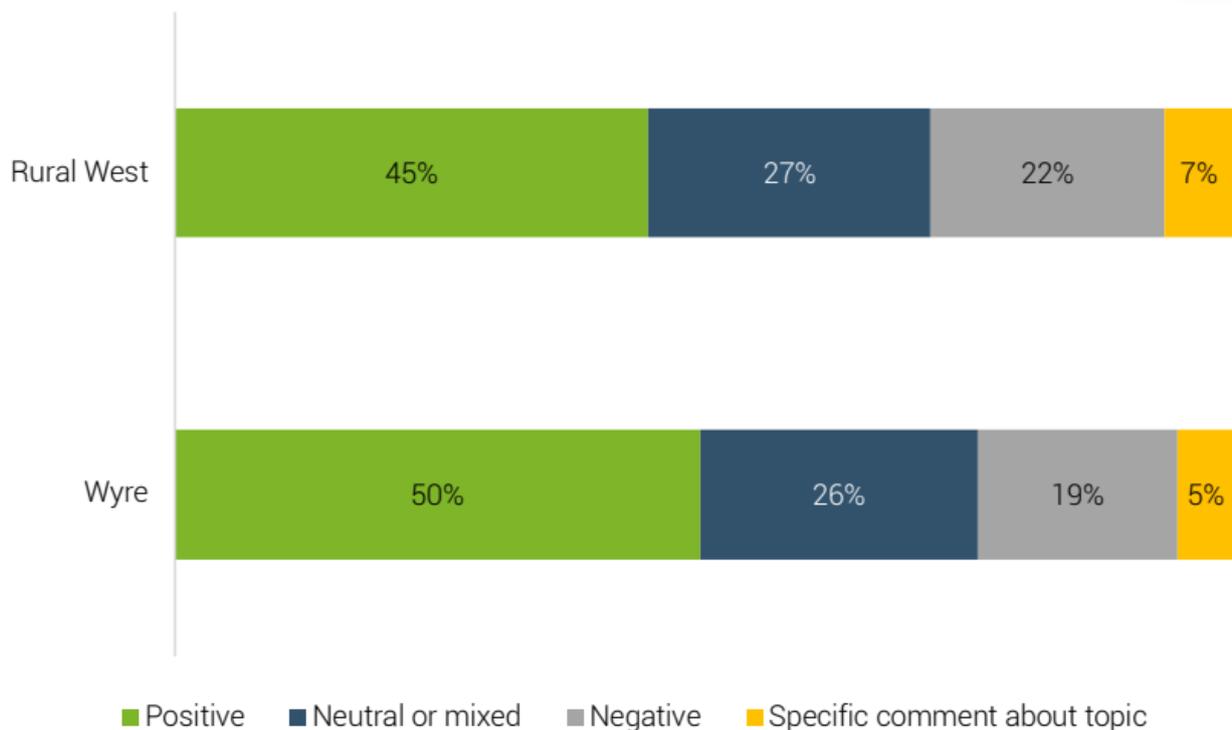
55% of Rural West residents had not contacted Wyre Council in the last 12 months. 27% made contact by phone and 14% online.

Figure 6.10: Have you contacted the council within the last 12 months? (Q11a, n = 206)



Respondents were also asked an open-ended question about the customer experience, which has been coded. 45% of Rural West residents reflected on a positive experience.

Figure 6.11: If you have contacted the council in the past 12 months, how was the customer experience? (Q11b, n = 70)



The survey also asked respondents if they know who their local borough and parish or town councillors are.

53% of Rural West residents do not know who their local borough councillor is, whilst 51% do not know who their parish councillor is.

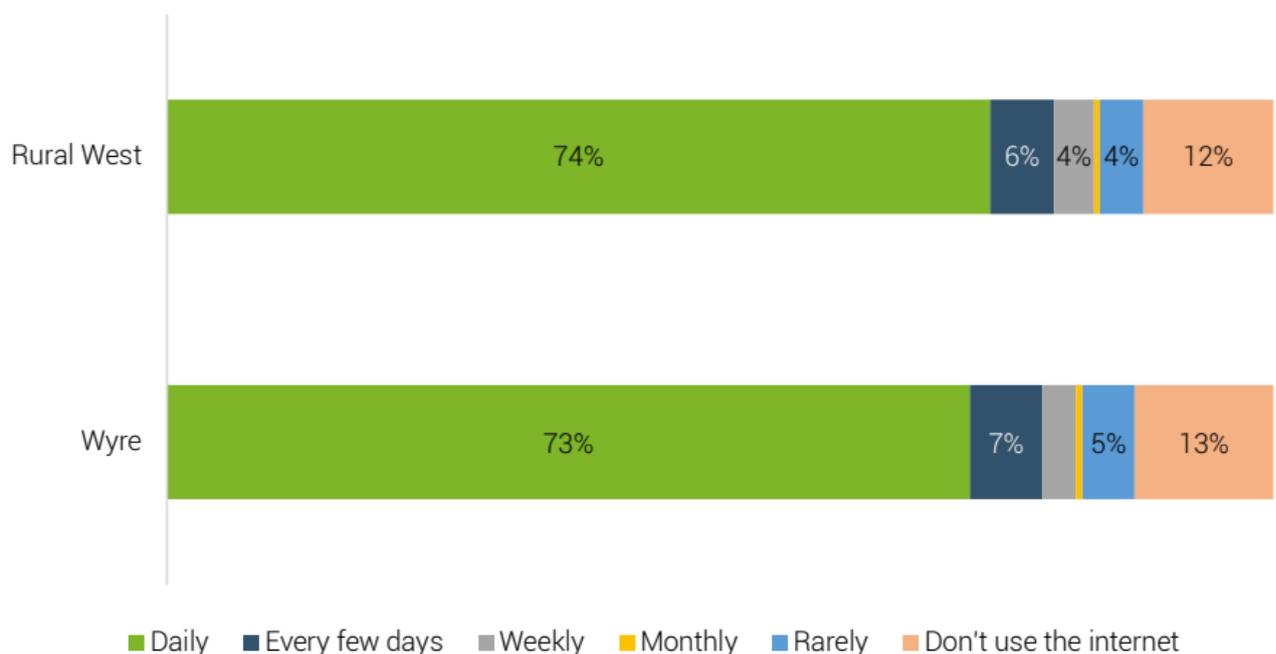
Figure 6.12: Which of the following statements best describes your contact with your local councillor(s) over the past year? (Q12, n = 206)



Online Access

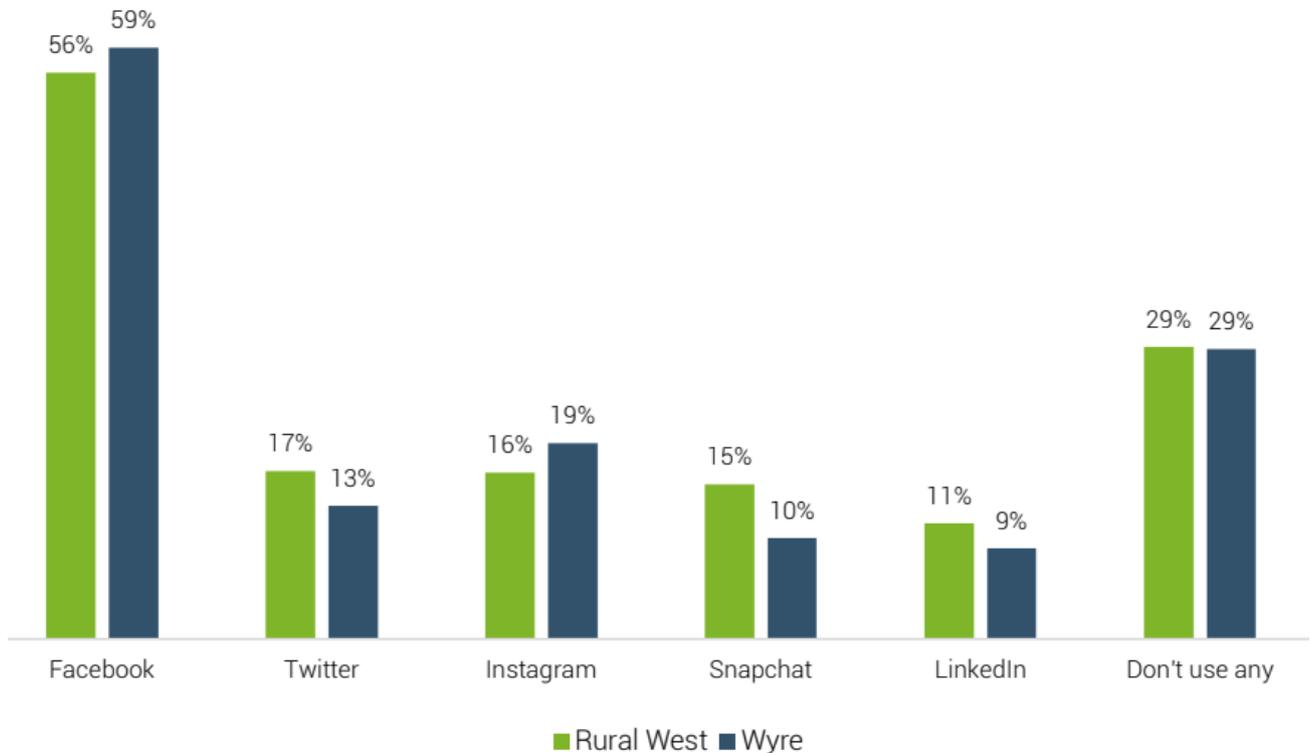
Overall, 88% of Rural West residents use the internet at least occasionally.

Figure 6.13: How often do you use the internet? (Q13, n = 205)



Of those Rural West residents who use the internet, 71% use one or more social media platforms.

Figure 6.14: Do you use any of the following social media platforms? (Q14, n = 206)

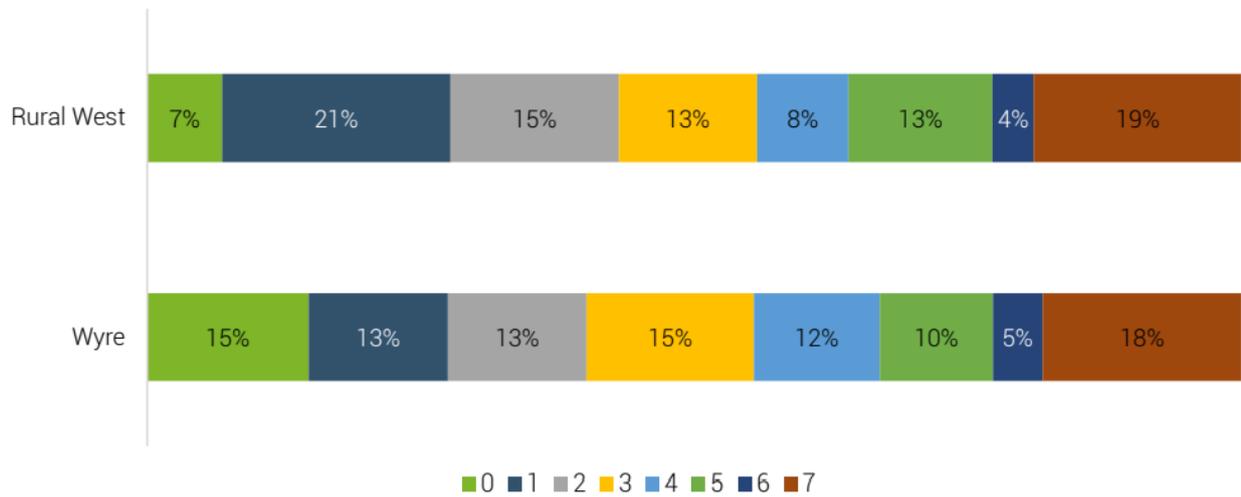


Wellbeing

Respondents were asked how many days they have done a total of 30 minutes or more of physical activity in the past week.

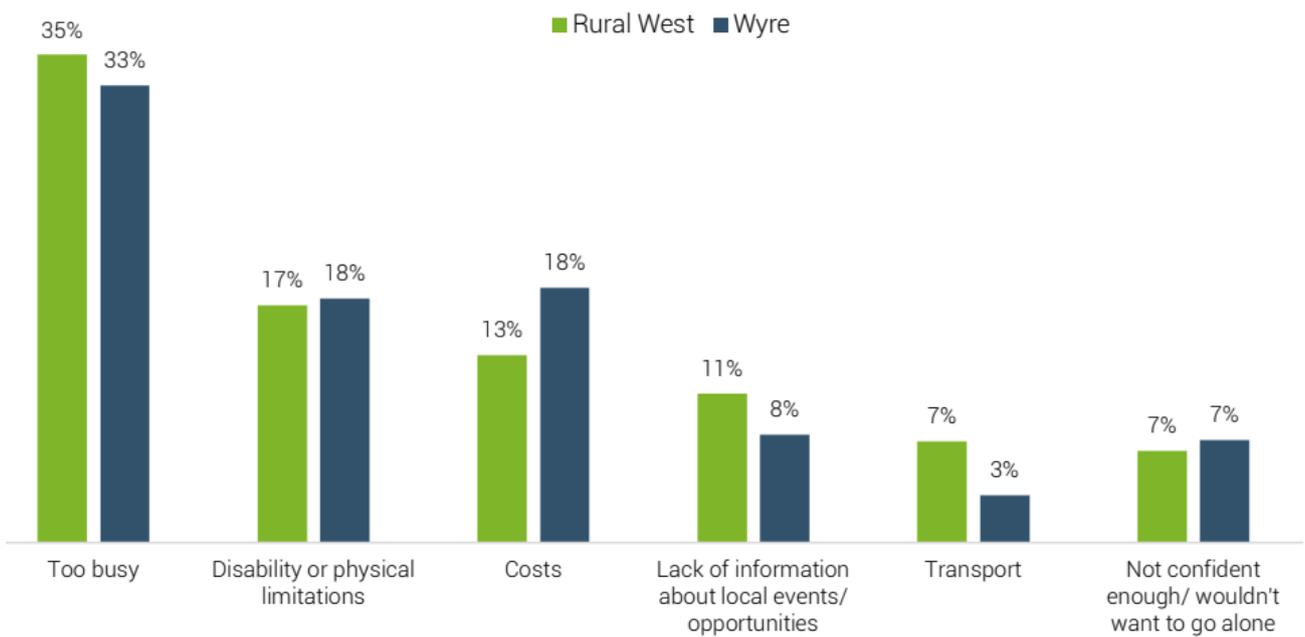
Rural West residents had done at least 30 minutes of physical activity on an average of 3.4 days over the past week. 7% of respondents had not managed to do at least 30 minutes of physical activity on any day in the past week.

Figure 6.15: 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? (Q16, n = 200)



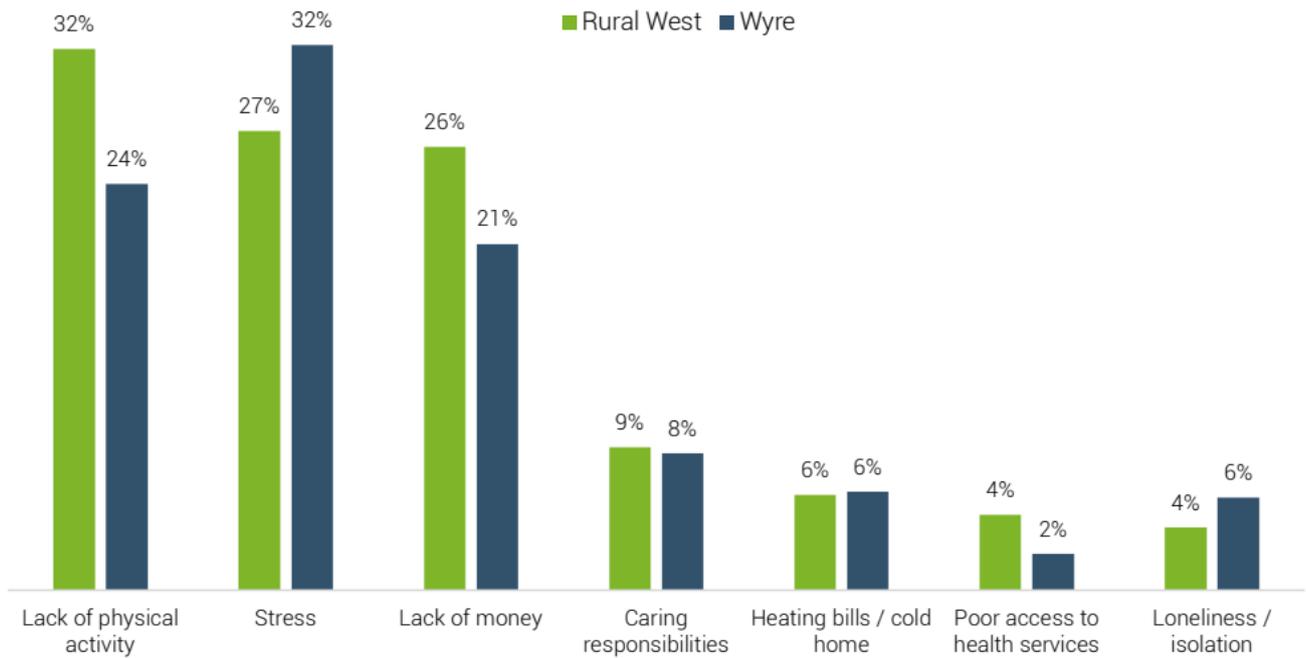
When asked what was holding them back, 35% of Rural West respondents indicated that they are too busy.

Figure 6.16: If you are not as active as you would like to be, what is holding you back? (Q17, n = 206)



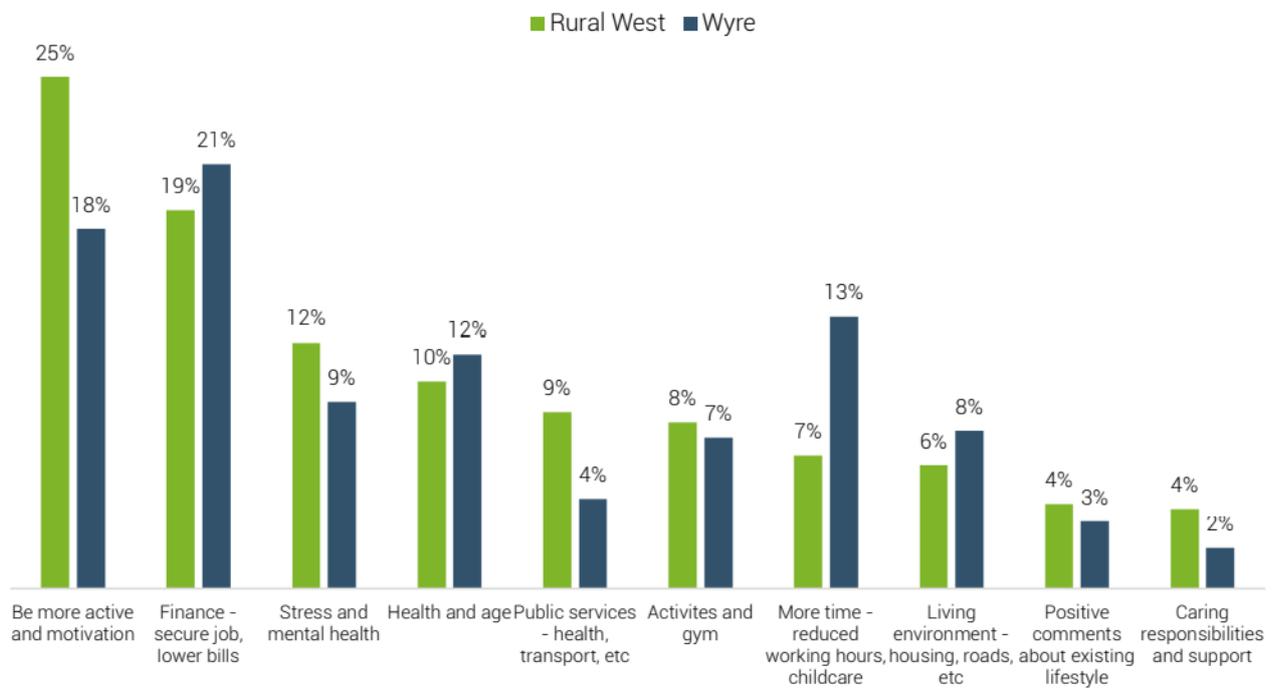
Lack of physical activity has the biggest negative impact on Rural West residents' wellbeing.

Figure 6.17: What has the biggest negative impact on your wellbeing? (Q18, n = 206)



Respondents were asked an open-ended question to explain what one action they would take to improve their lifestyle or environment. The main theme was around the need to be more active and be more motivated to stay fit and well.

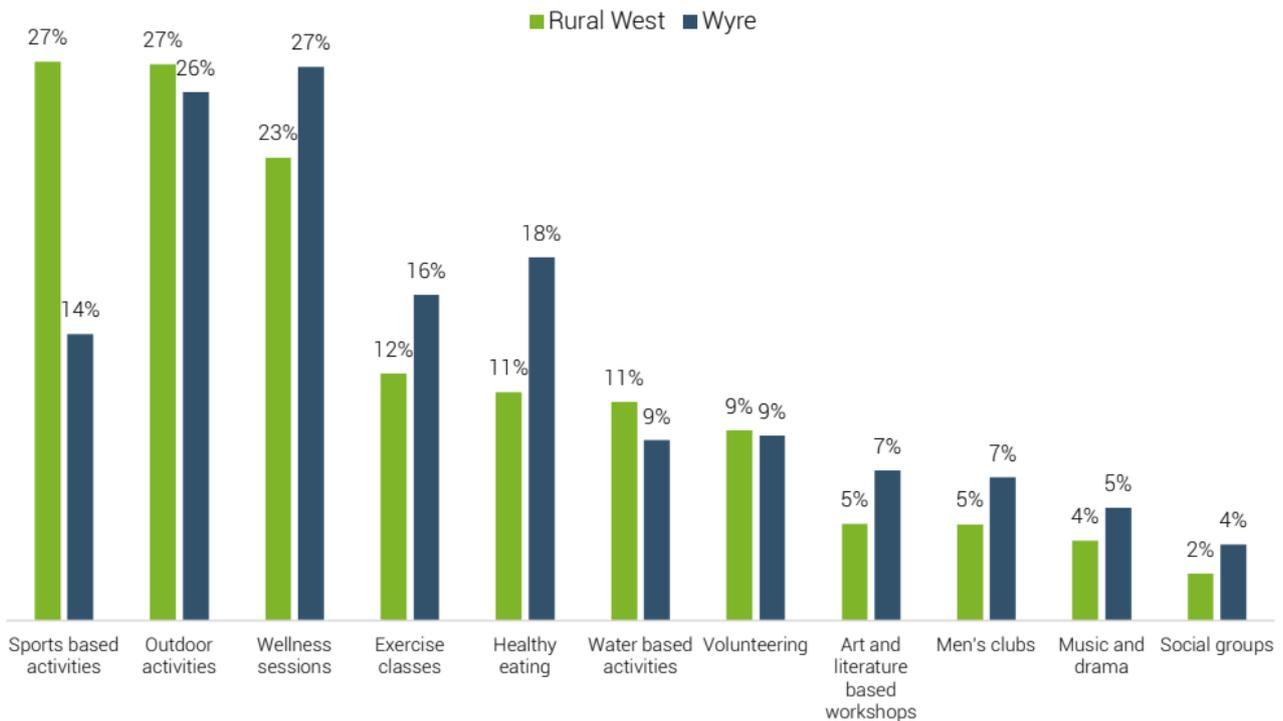
Figure 6.18: What one action would you want to take to improve your living environment/ lifestyle? (Q19, n = 73)



Finally, respondents were asked what activities they would be interested in to help them become more active and live well.

The most popular selection for Rural West residents was sports-based activities such as football and tennis, as well as outdoor activities such as walking or cycling.

Figure 6.19: What activities would you be interested in that could help you become more active and live well? (Q20, n = 206)

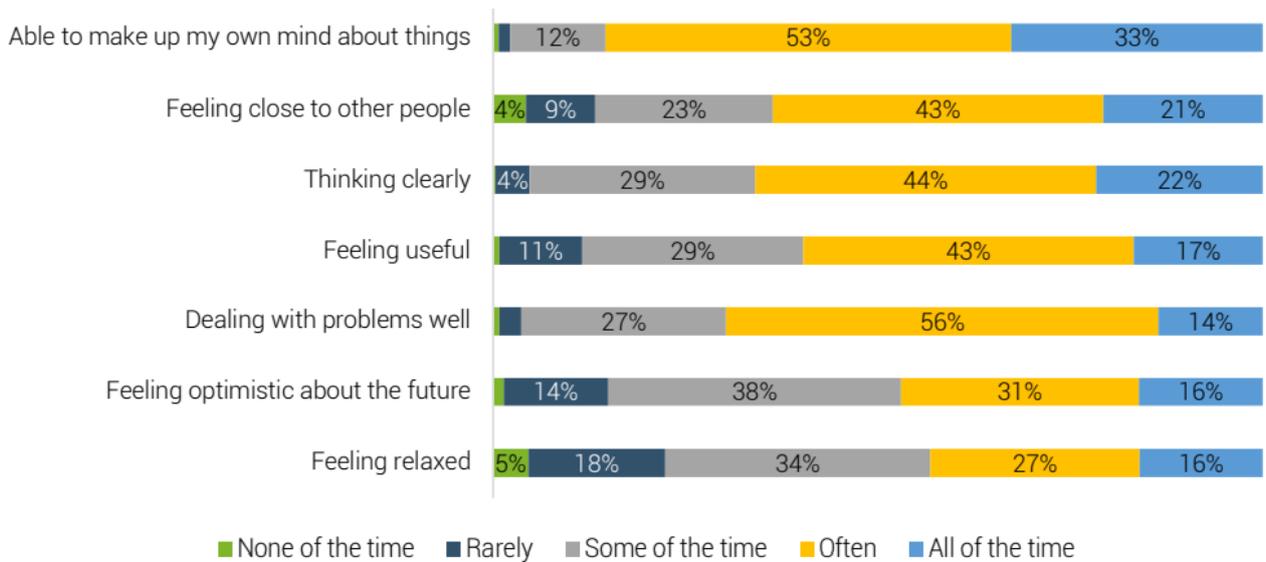


Mental Health

Respondents were asked a range of questions relating to mental health. Firstly, they were asked to respond to a range of statements about thoughts and feelings in the Short Warwick-Edinburgh Mental Wellbeing Scale (SWEMWBS), which measures the mental wellbeing in the general population.

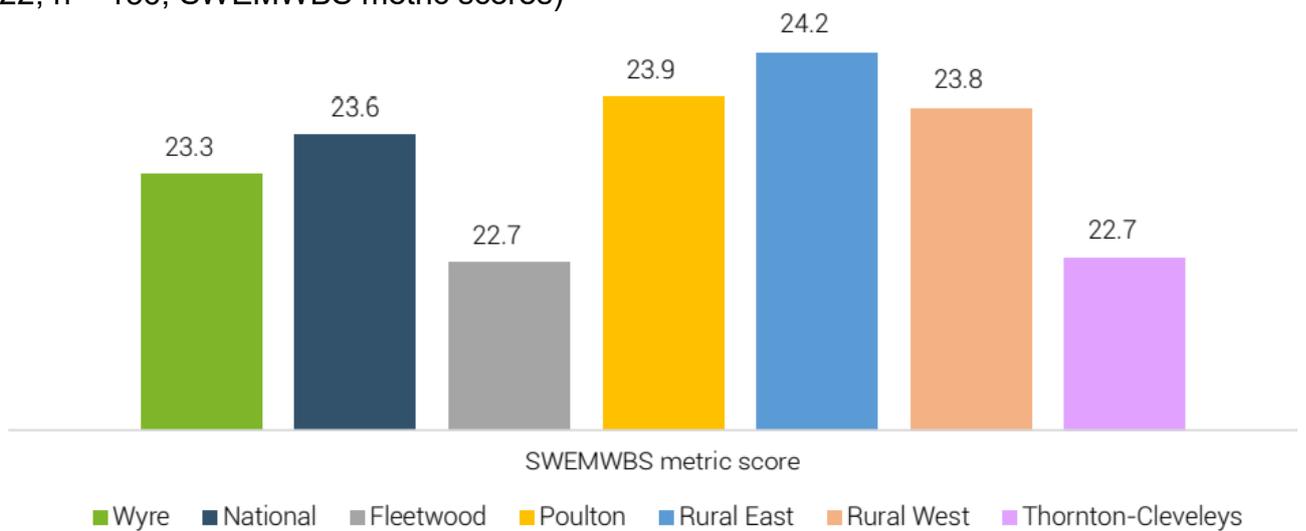
It is scored by first creating a sum of the 7 items and then converting the total score to a metric score. Scores range from 7 to 35 with a higher score indicating higher positive mental wellbeing.

Figure 6.20: Below are some statements about feelings and thoughts. Please select one option which best describes your experience for each statement over the last 2 weeks. (Q22, n = 169 to 186)



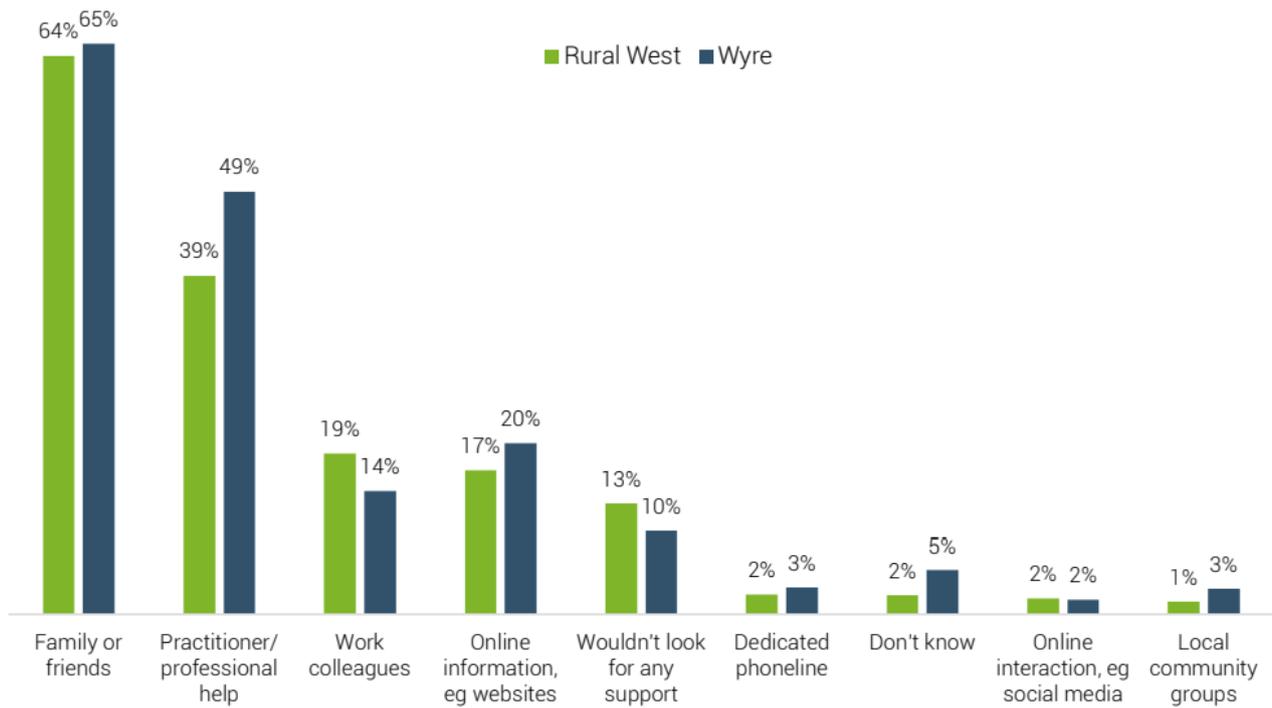
The metric WEMWBS score for Rural West is 23.8, compared to the Wyre score of 23.3 and national score of 23.6.

Figure 6.21: Below are some statements about feelings and thoughts. Please select one option which best describes your experience for each statement over the last 2 weeks. (Q22, n = 156, SWEMWBS metric scores)



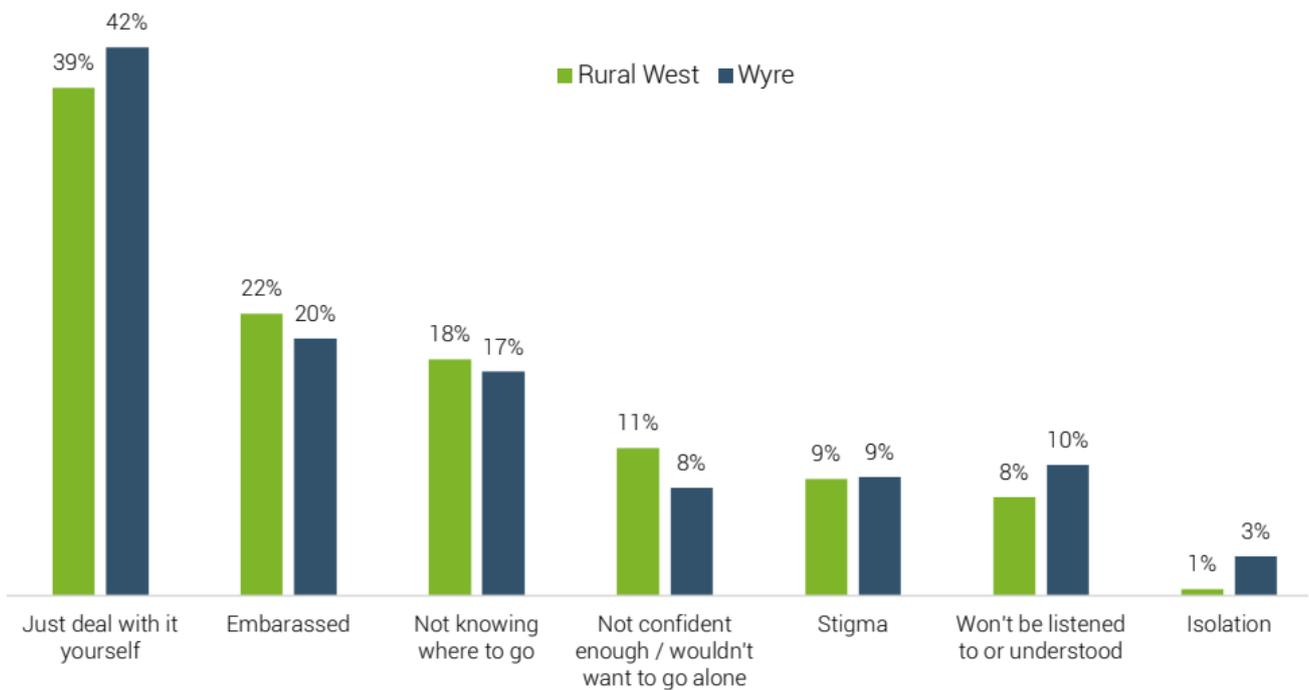
If Rural West respondents needed help and support with their mental health, they are most likely to go to family or friends.

Figure 6.22: If you needed help and support with your mental health and wellbeing, where might you go? (Q23, n = 206)



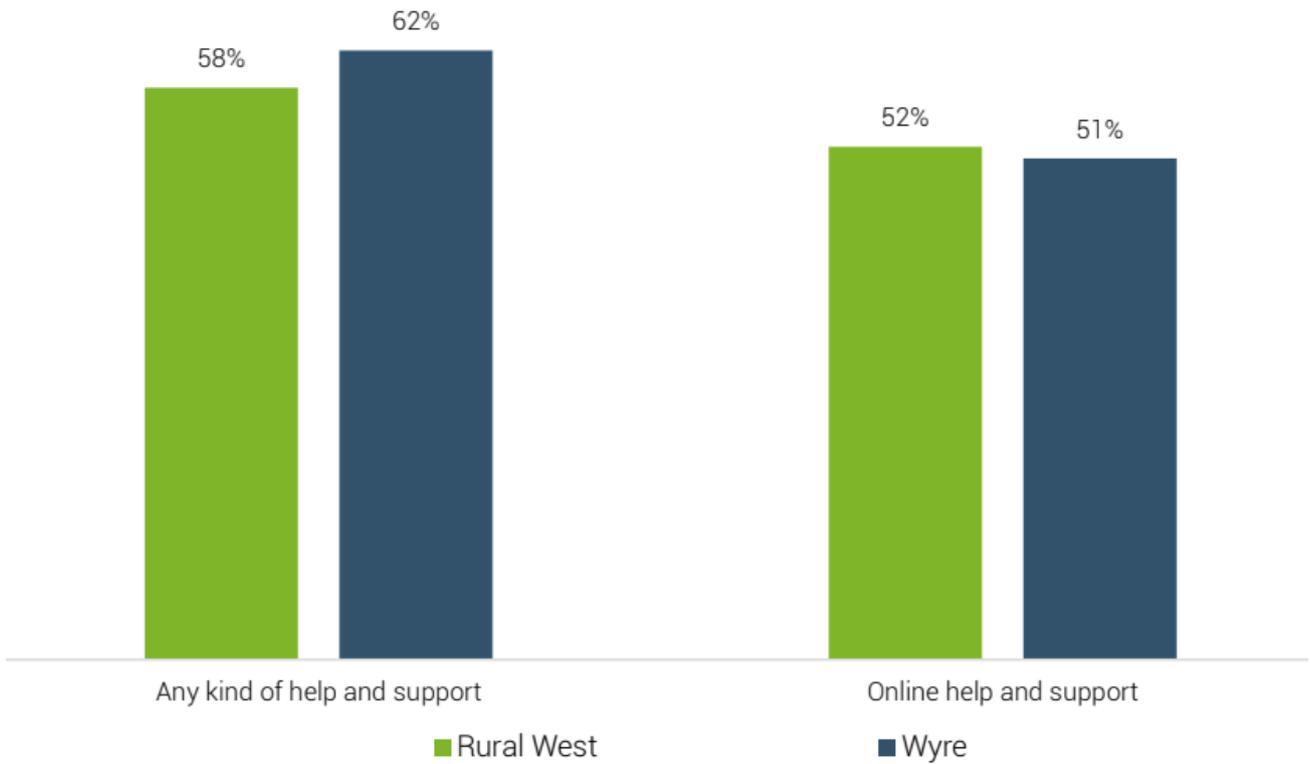
The biggest reason Rural West respondents gave for not seeking help was that they would 'just deal with it' themselves.

Figure 6.23: If you needed help and support with your mental health and wellbeing, what would stop you from seeking help? (Q24, n = 206)



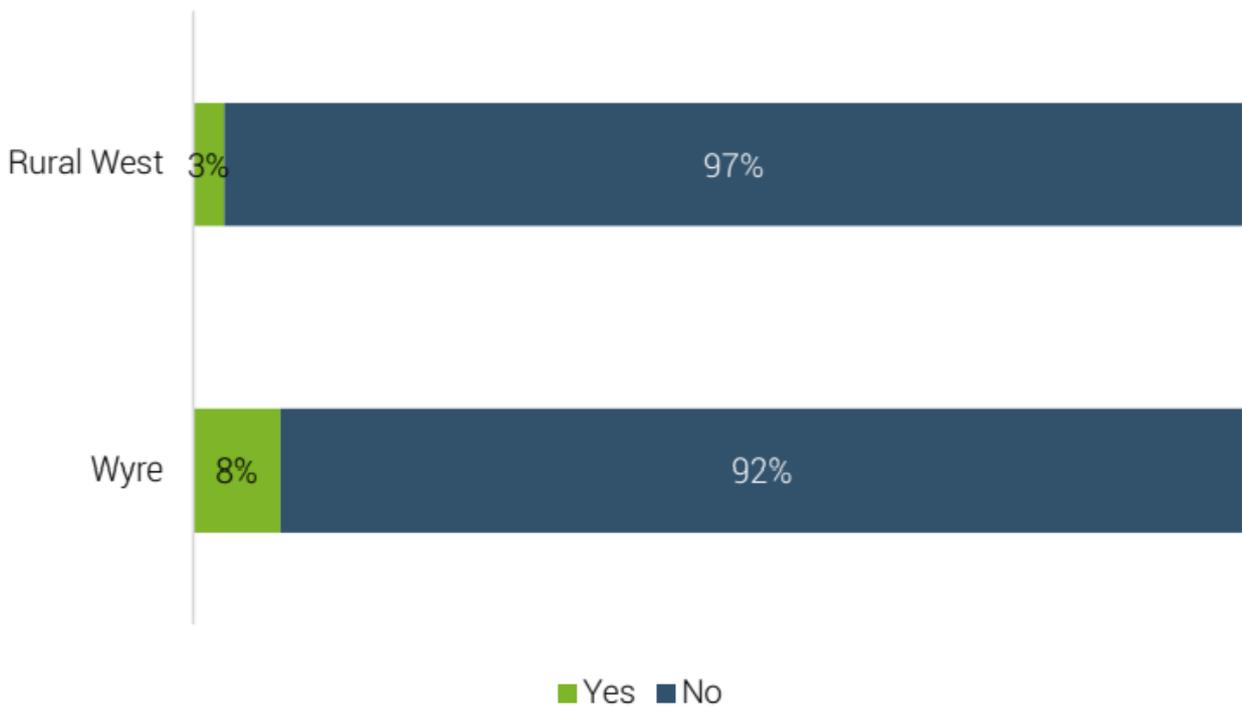
58% of Rural West respondents suggested it is very likely or quite likely that they would seek any kind of help and support for mental health if they needed it, compared to 52% who would seek online help and support.

Figure 6.24: If you needed mental health help and support, how likely is it that you would seek...? (Q25, n = 137 to 184)



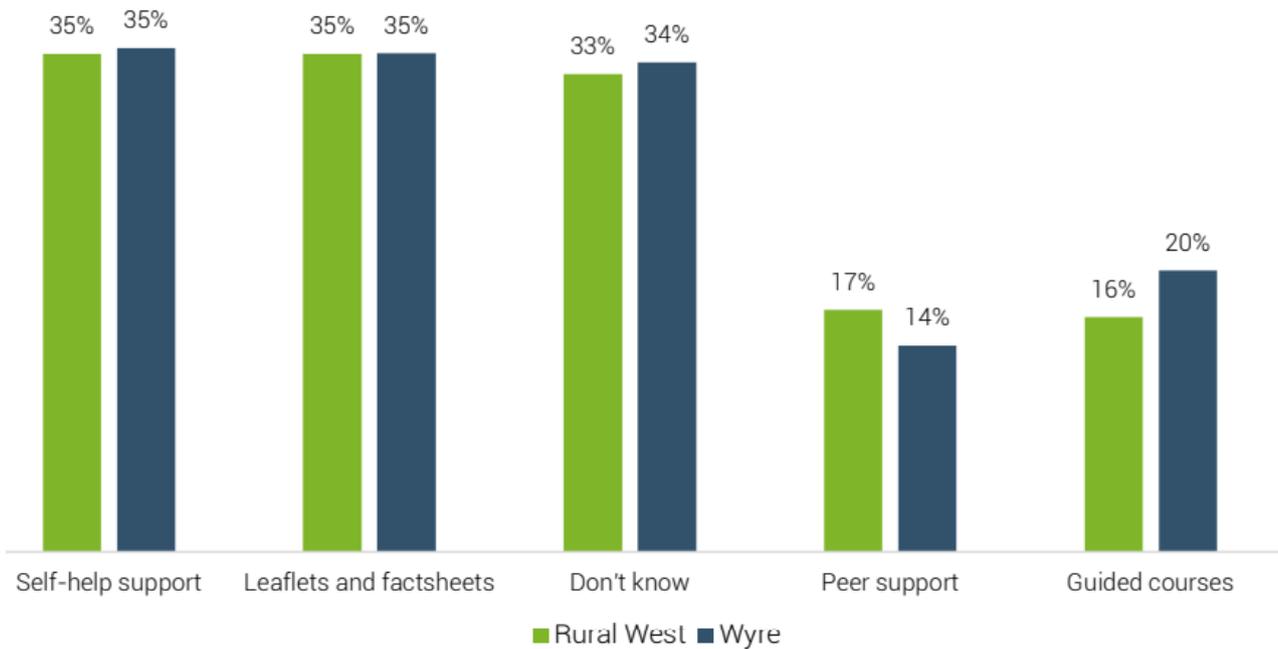
3% of Rural West respondents have used online information or support for mental health.

Figure 6.25: Have you ever used online information or support for mental health? (Q26, n = 197)



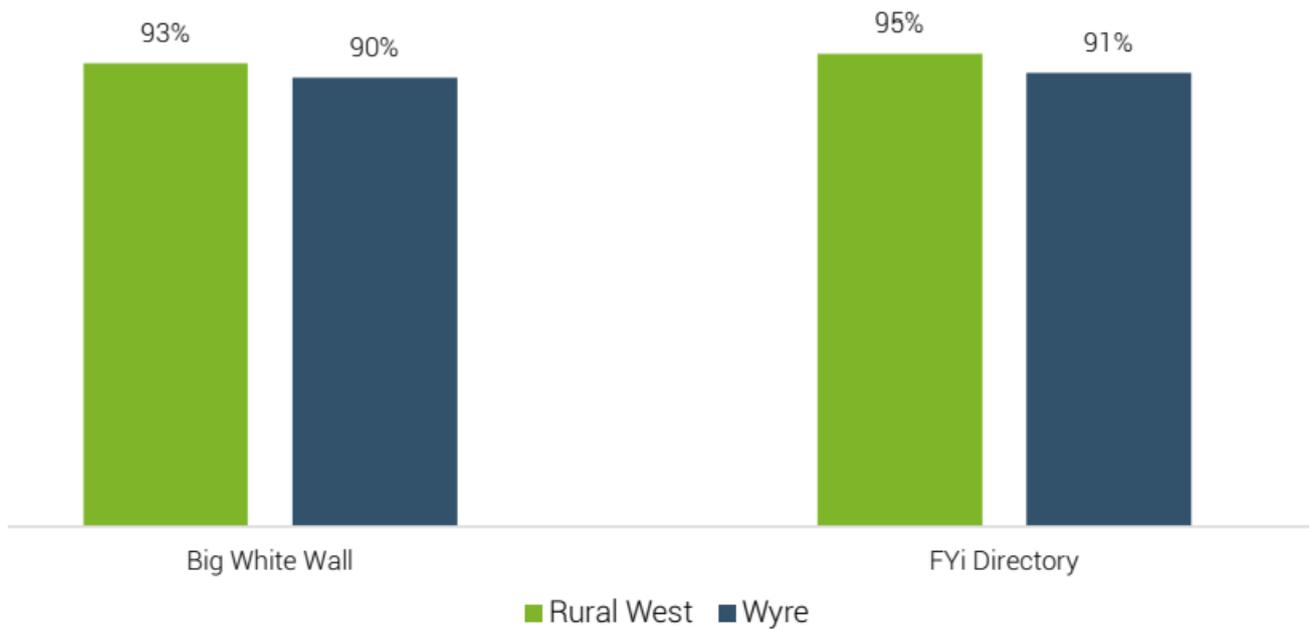
The main types of support Rural West residents would expect from an online resource are self-help support and leaflets and factsheets.

Figure 6.26: What types of support would you expect from an online resource? (Q27, n = 206)



93% of Rural West respondents are not aware of the Big White Wall, with 95% not aware of the FYi Directory.

Figure 6.27: What would best describe your awareness and use of the Big White Wall and FYi directory? (Q28, n = 176 to 192)

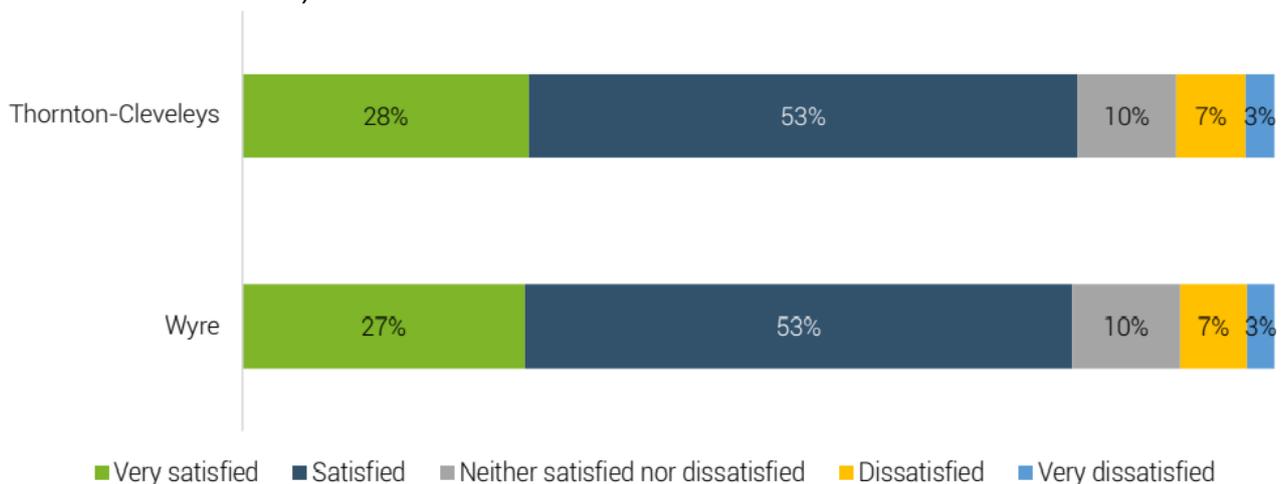


7. Thornton-Cleveleys

Living in Wyre

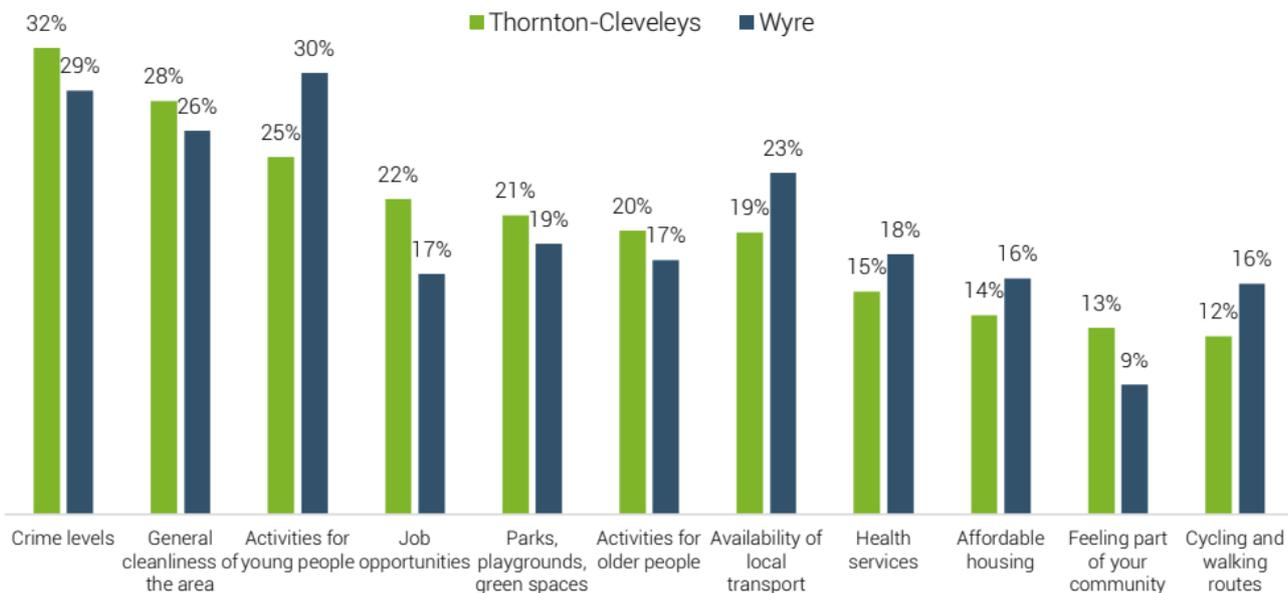
81% of Thornton-Cleveleys residents are very satisfied or satisfied with where they live, compared to 80% of all Wyre respondents and 70% of Thornton-Cleveleys respondents in 2016.

Figure 7.1: Overall, how satisfied or dissatisfied are you with where you live? (Q1, n = 312, excludes 'don't know')



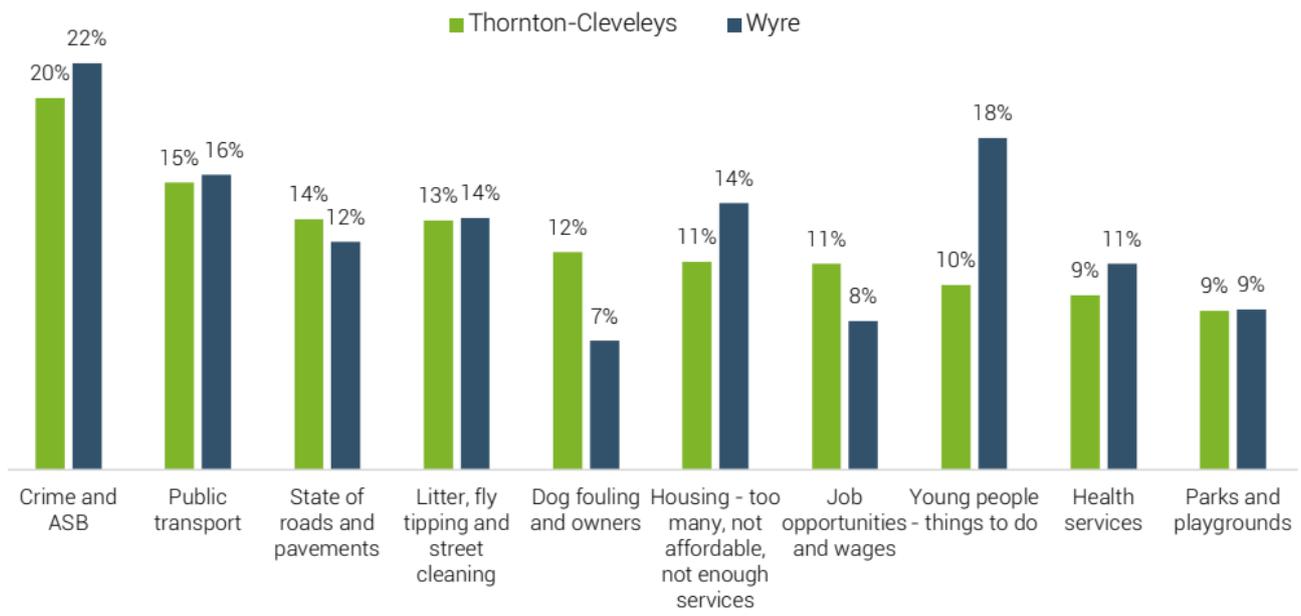
Respondents were asked to select up to 5 aspects of their local area that they feel need improving. A number of changes were made to the options and wording in the 2018 survey. Of the options provided in 2018, crime levels and the general cleanliness of the area are most in need of improvement according to Thornton-Cleveleys residents.

Figure 7.2: Which of these, if any, do you feel most need improving where you live? (Q2, n = 327)



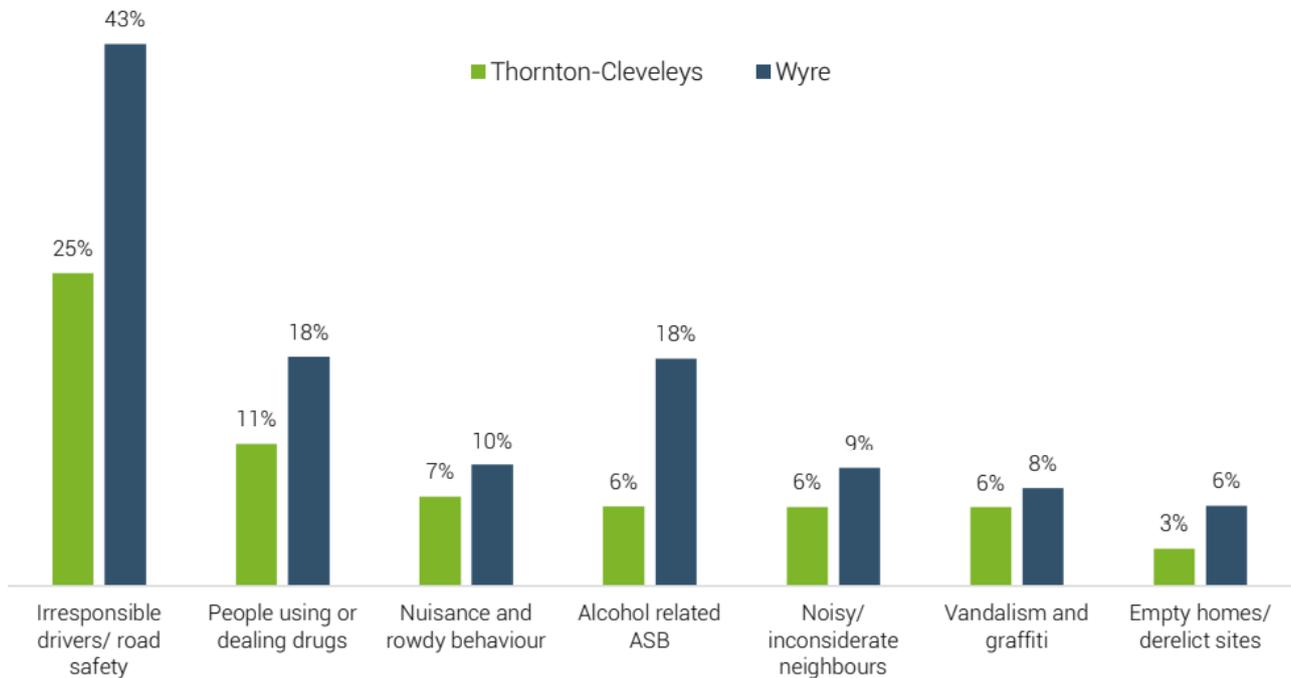
When asked to explain the choices made about improvements needed in the local area, the main comments related to crime and anti-social behaviour.

Figure 7.3: Coded comments about improvements where they live (Q3, n = 201)



When asked how much of a problem certain issues are where they live, 25% of Thornton-Cleveleys residents consider irresponsible drivers and road safety a problem in the area.

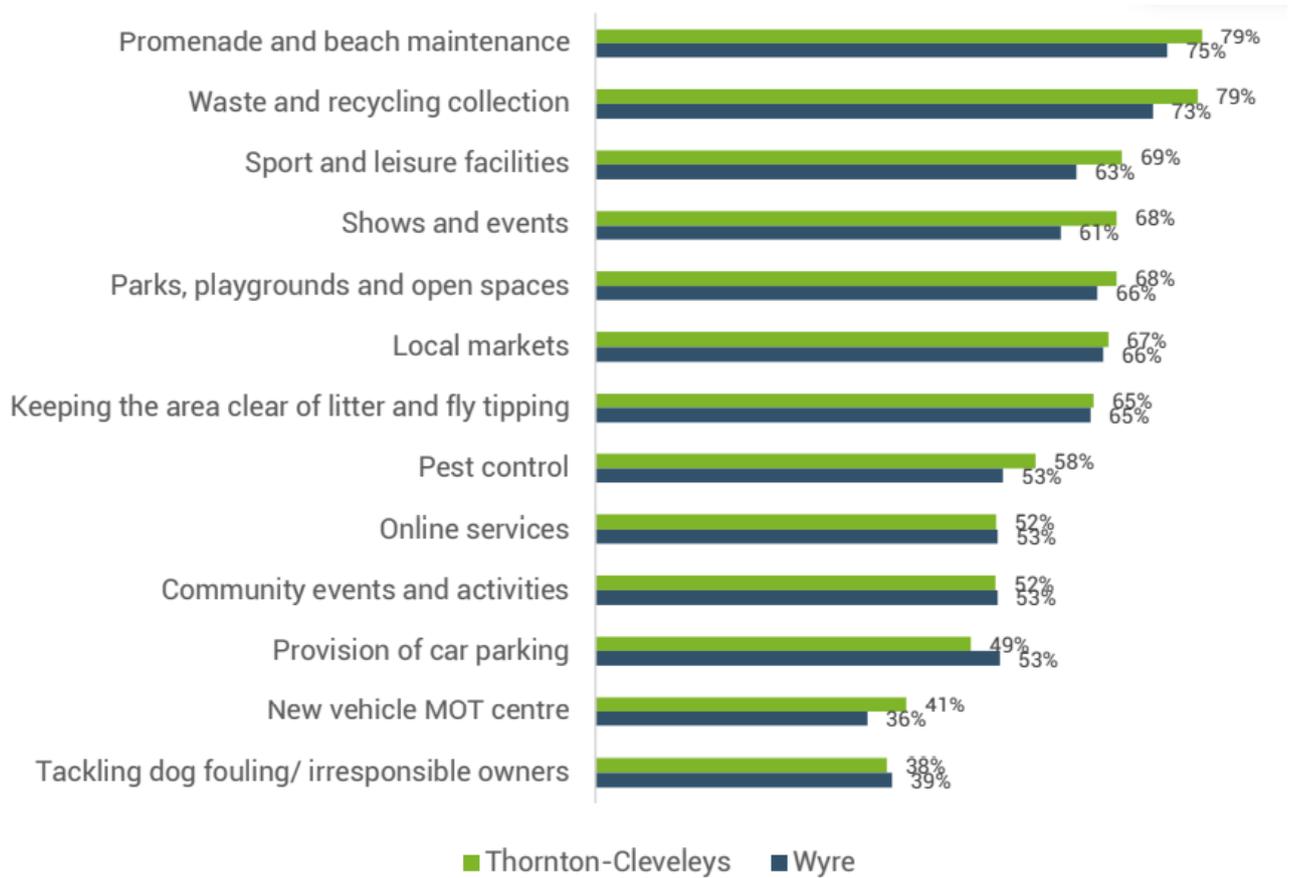
Figure 7.4: Thinking about where you live, how much of a problem, if at all, do you think each of the following are? (Q4, n = from 245 to 296, % very or fairly big problem)



Local Council

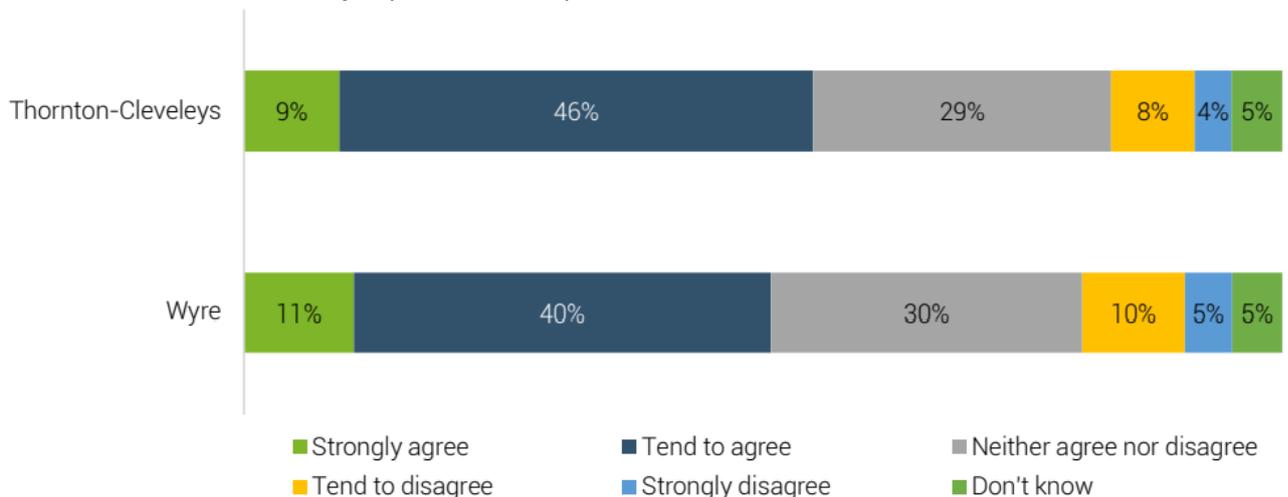
Satisfaction with Wyre Council services is highest for promenade and beach maintenance and waste and recycling collection.

Figure 7.5: How satisfied or dissatisfied are you with each of the following services/ facilities provided by Wyre Council? (Q5, n = 315)



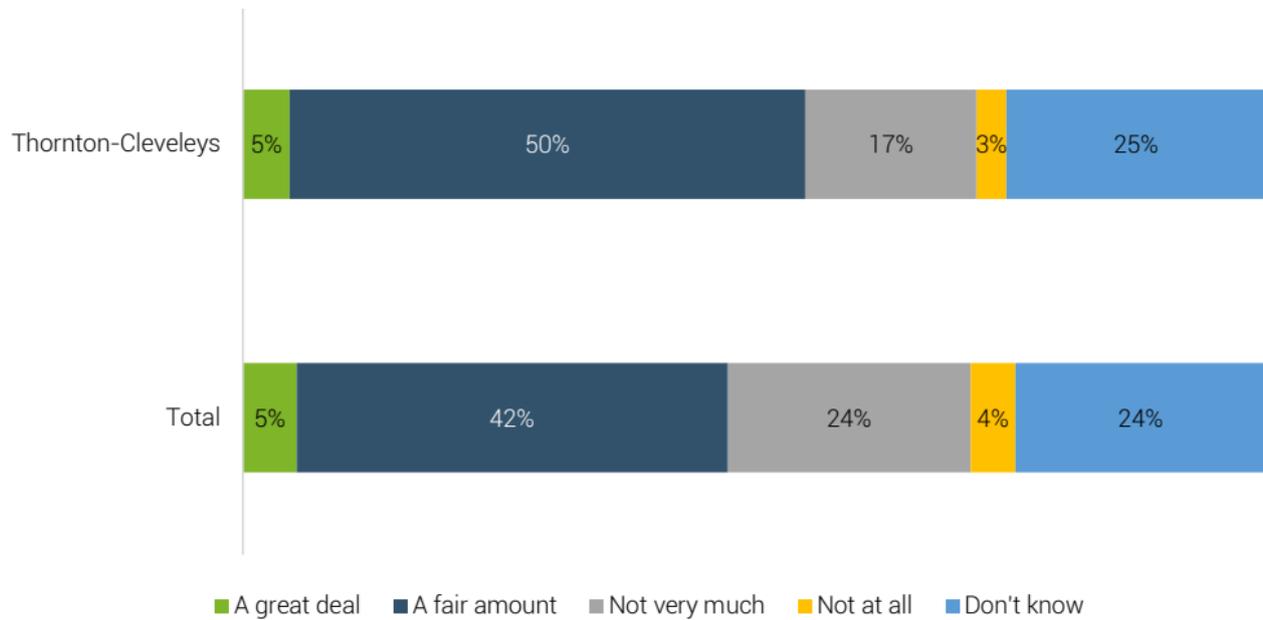
55% of Thornton-Cleveleys residents strongly or tend to agree that 53p a day for the services and facilities Wyre Council delivers is value for money, compared to 51% of residents across the borough.

Figure 7.6: To what extent do you agree or disagree that 53p a day for all the services and facilities is value for money? (Q7, n = 315)



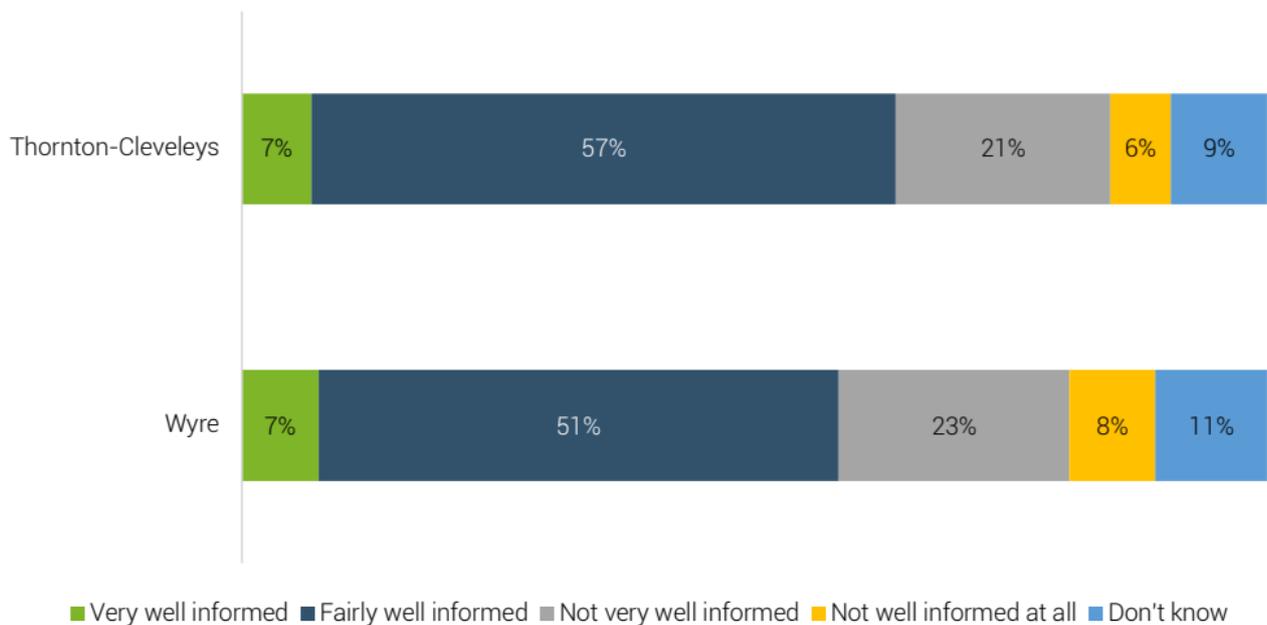
55% of respondents in Thornton-Cleveleys feel that Wyre Council responds to its residents' needs a great deal or a fair amount, compared to 47% of residents across the borough.

Figure 7.7: Would you say the council responds to its residents' needs? (Q8, n = 323)



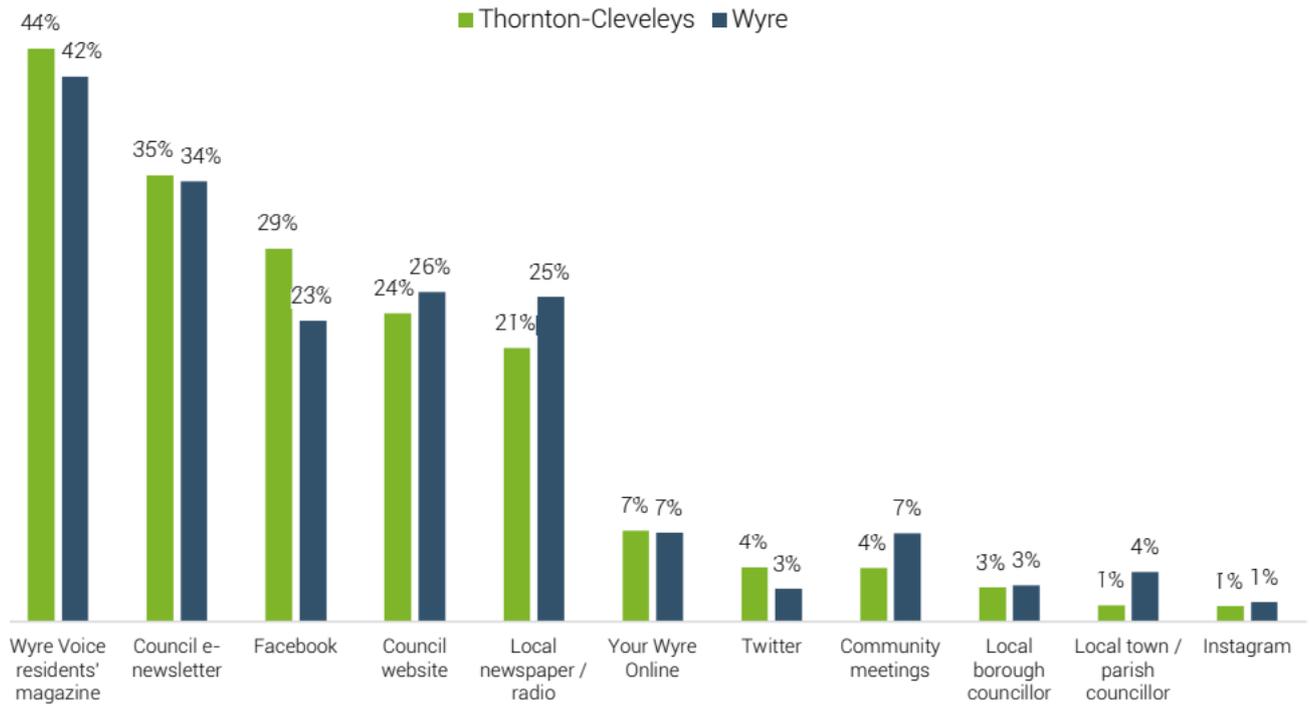
64% of Thornton-Cleveleys respondents feel that Wyre Council keeps its residents very or fairly well informed about services, news and events, compared to 58% of residents across the borough.

Figure 7.8: Overall how well informed do you think Wyre Council keeps residents about services, news and events? (Q9, n = 324)



Thornton-Cleveleys residents prefer to receive information about the council through the Wyre Voice residents' magazine or the council e-newsletter.

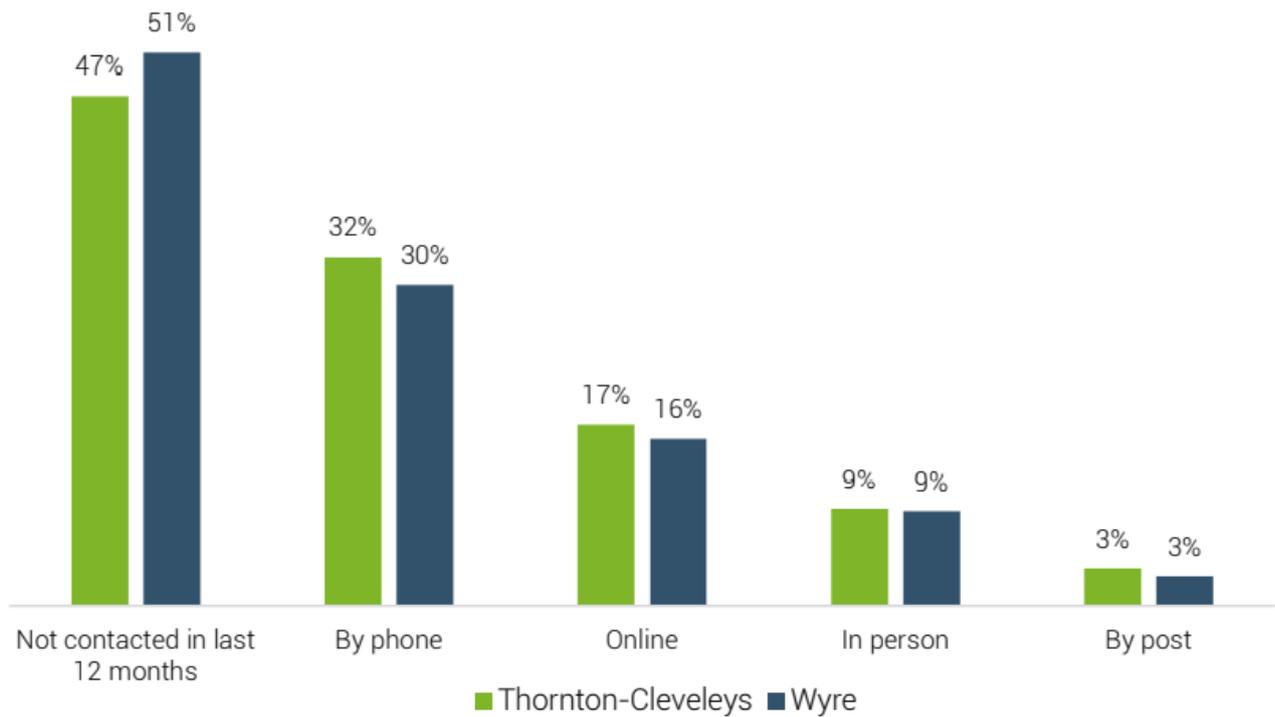
Figure 7.9: How do you prefer to receive information about the council? (Q10, n = 327)



Contacting the Council

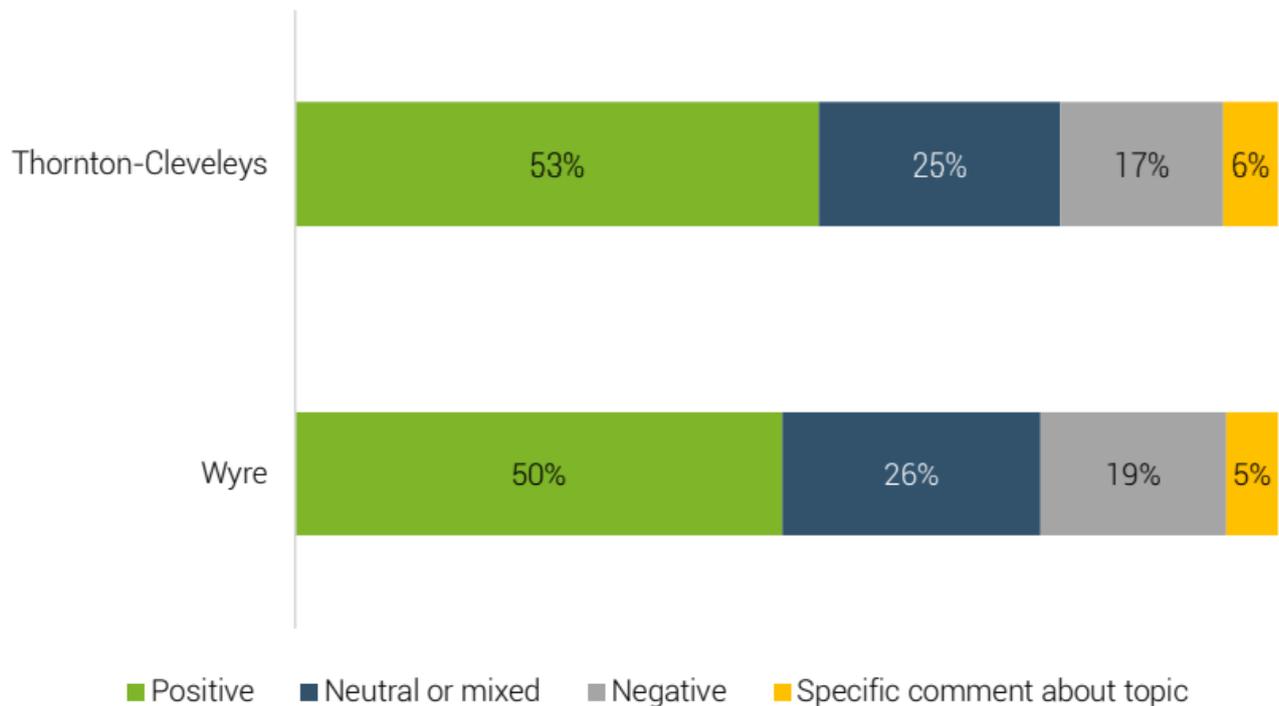
47% of Thornton-Cleveleys residents had not contacted Wyre Council in the last 12 months. 32% contacted the council by phone and 17% online.

Figure 7.10: Have you contacted the council within the last 12 months? (Q11a, n = 327)



Respondents were also asked an open-ended question about the customer experience, which has been coded. 53% of Thornton-Cleveleys residents recall a positive experience.

Figure 7.11: If you have contacted the council in the past 12 months, how was the customer experience? (Q11b, n = 113)



The survey also asked respondents if they know who their local borough councillor(s) are. There is no town or parish council in Thornton-Cleveleys.

62% of Thornton-Cleveleys residents do know who their local borough councillor is.

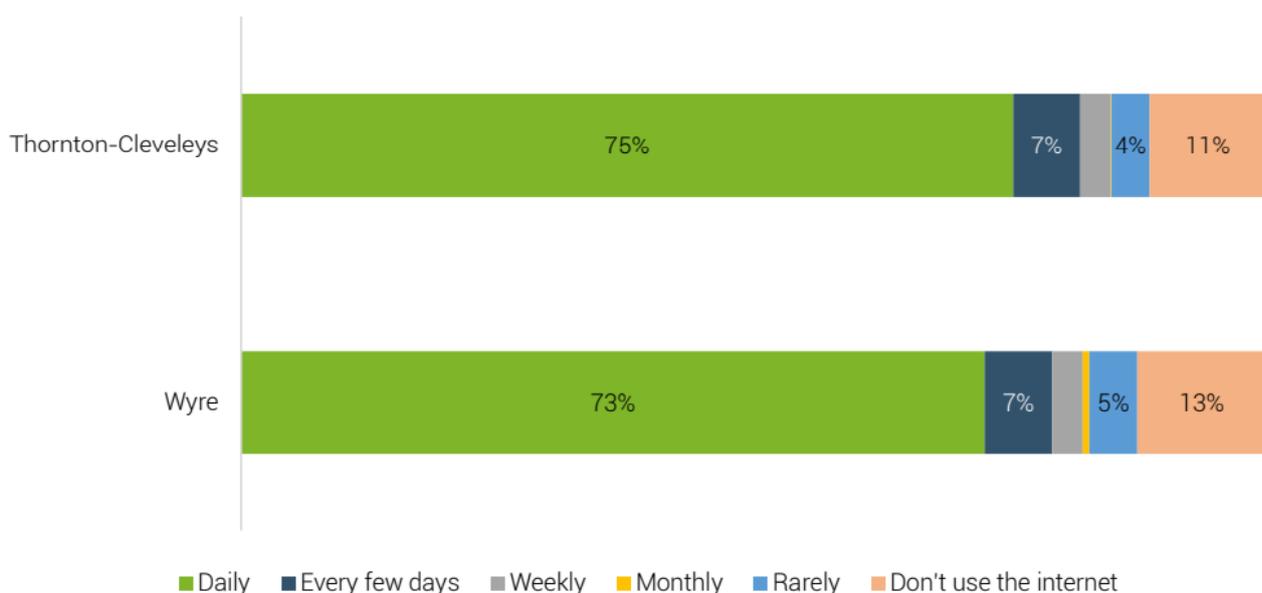
Figure 7.12: Which of the following statements best describes your contact with your local councillor(s) over the past year? (Q12, n = 327)



Online Access

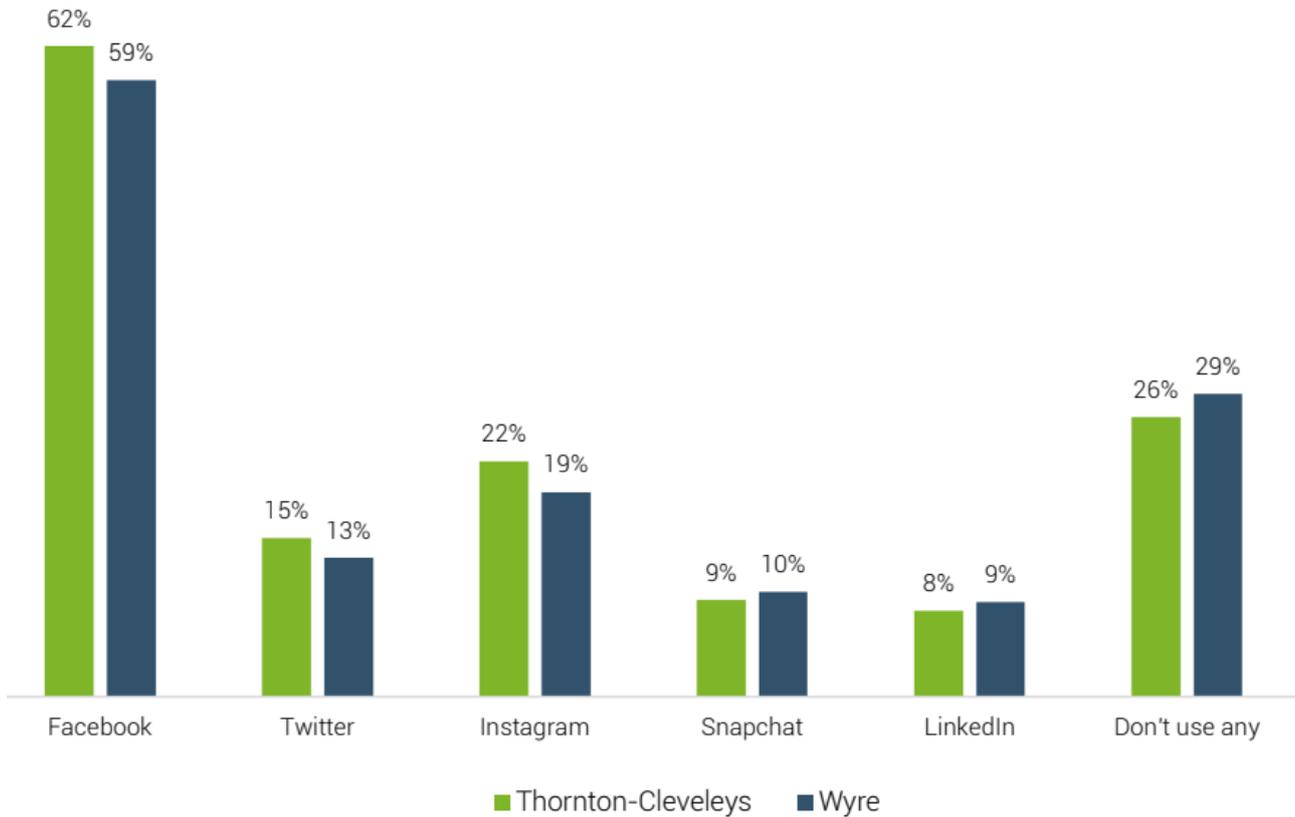
Overall, 89% of Thornton-Cleveleys residents use the internet at least occasionally.

Figure 7.13: How often do you use the internet? (Q13, n = 327)



Of those Thornton-Cleveleys residents who use the internet, 74% use one or more social media platforms.

Figure 7.14: Do you use any of the following social media platforms? (Q14, n = 327)

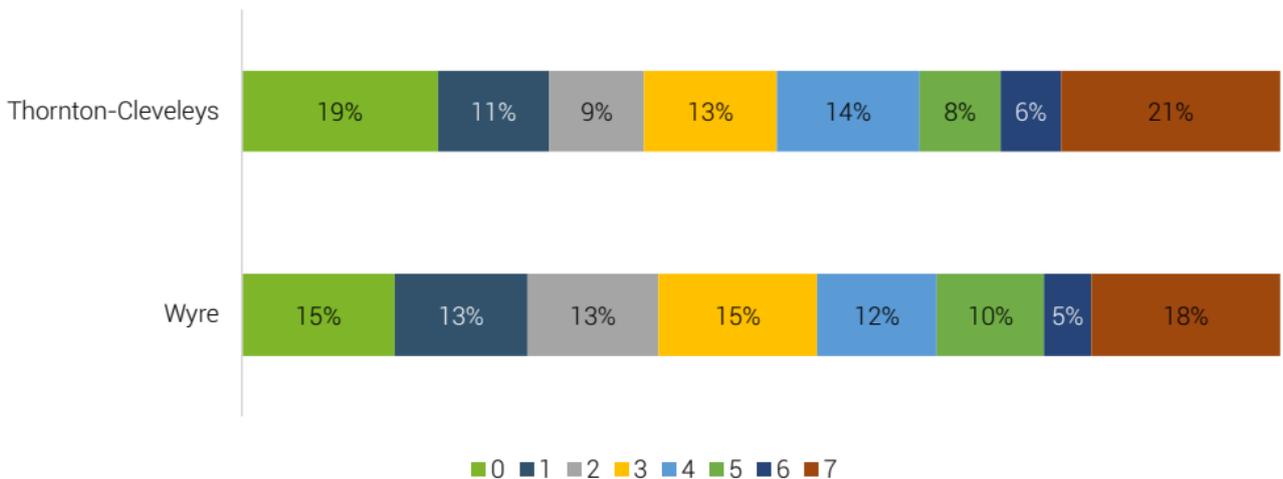


Wellbeing

Respondents were asked how many days they have done a total of 30 minutes or more of physical activity in the past week.

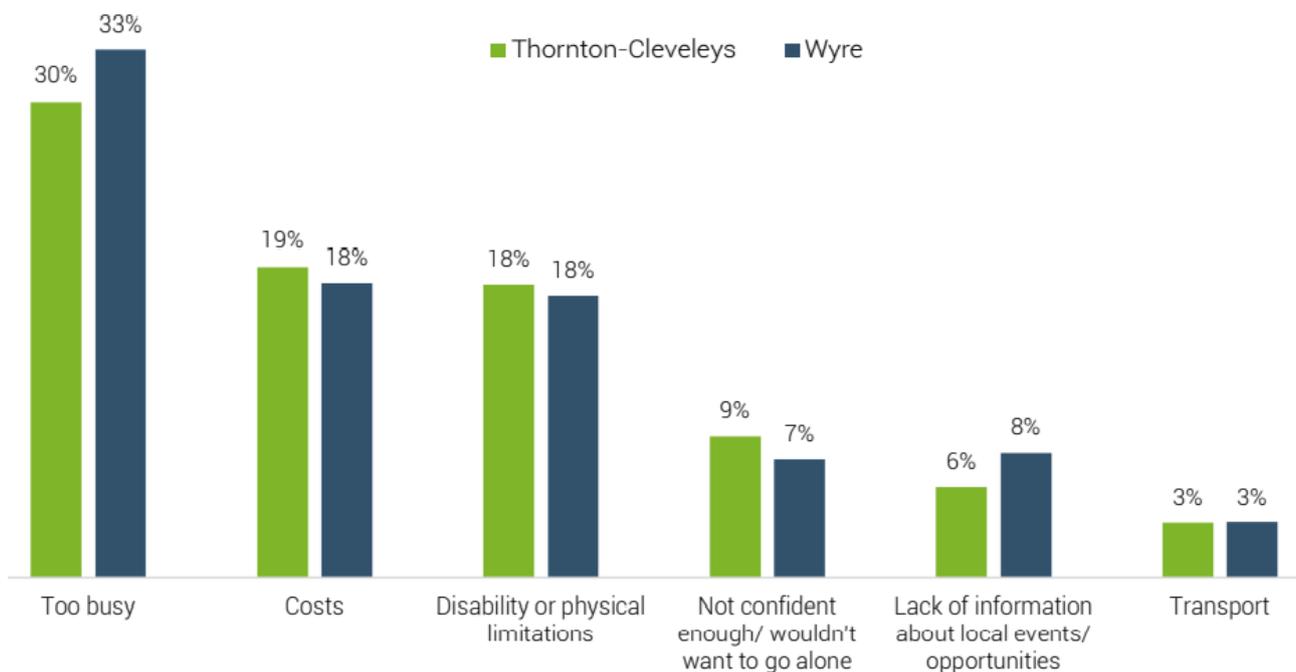
Thornton-Cleveleys residents had done at least 30 minutes of physical activity on average 3.4 days over the past week. 19% of respondents had not managed to do at least 30 minutes of physical activity on any day in the past week.

Figure 7.15: 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? (Q16, n = 310)



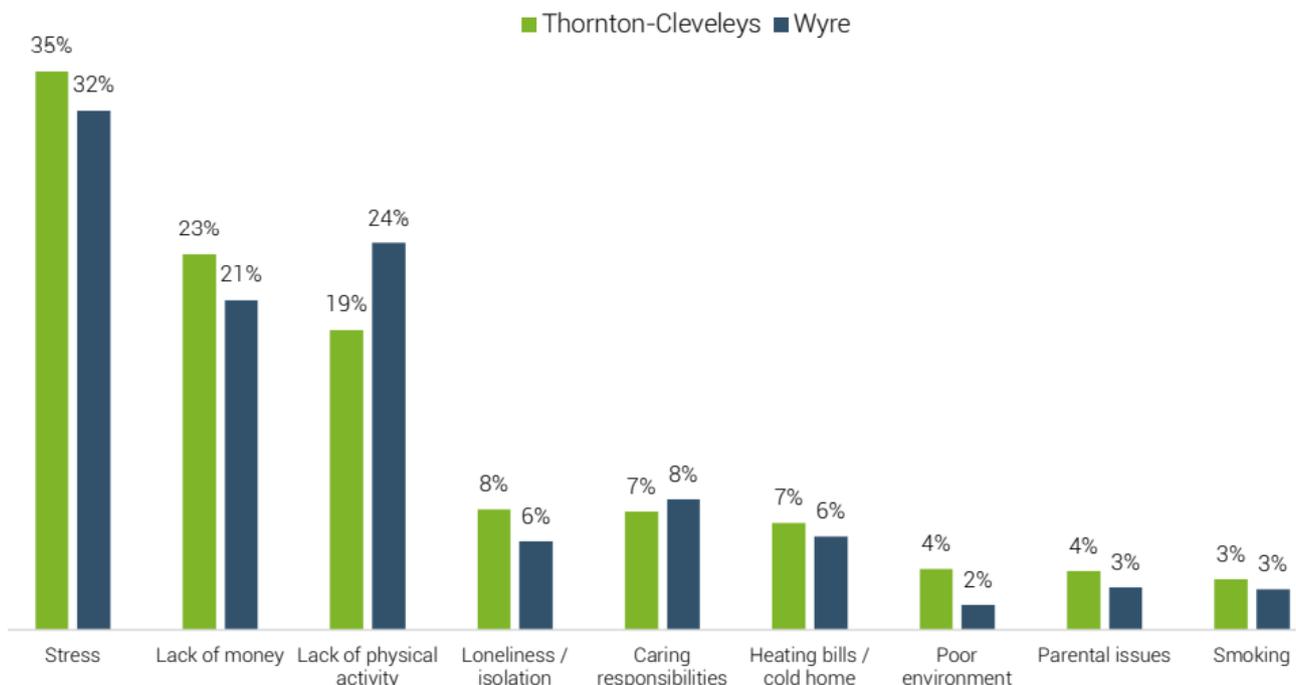
When asked what was holding them back, 30% of Thornton-Cleveleys respondents indicated that they are too busy.

Figure 7.16: If you are not as active as you would like to be, what is holding you back? (Q17, n = 327)



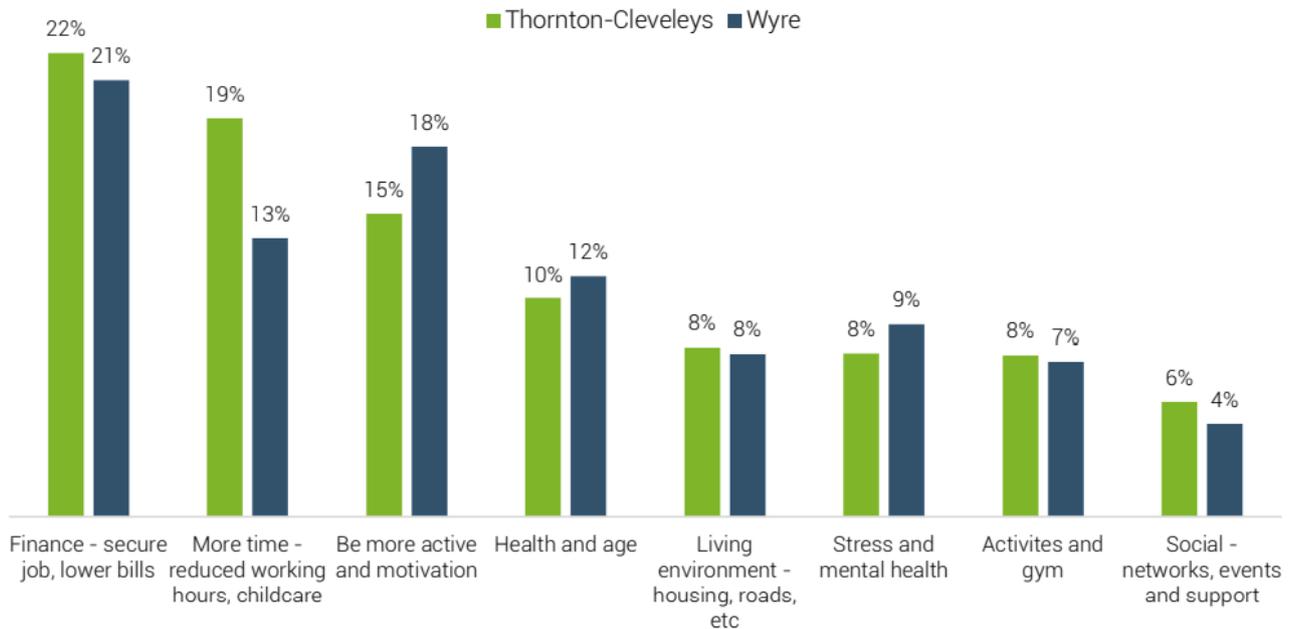
Stress has the biggest negative impact on Thornton-Cleveleys residents' wellbeing.

Figure 7.17: What has the biggest negative impact on your wellbeing? (Q18, n = 327)



Respondents were asked an open-ended question to explain what one action they would take to improve their lifestyle or environment. The main theme was finance, including having a secure job and lower cost of bills.

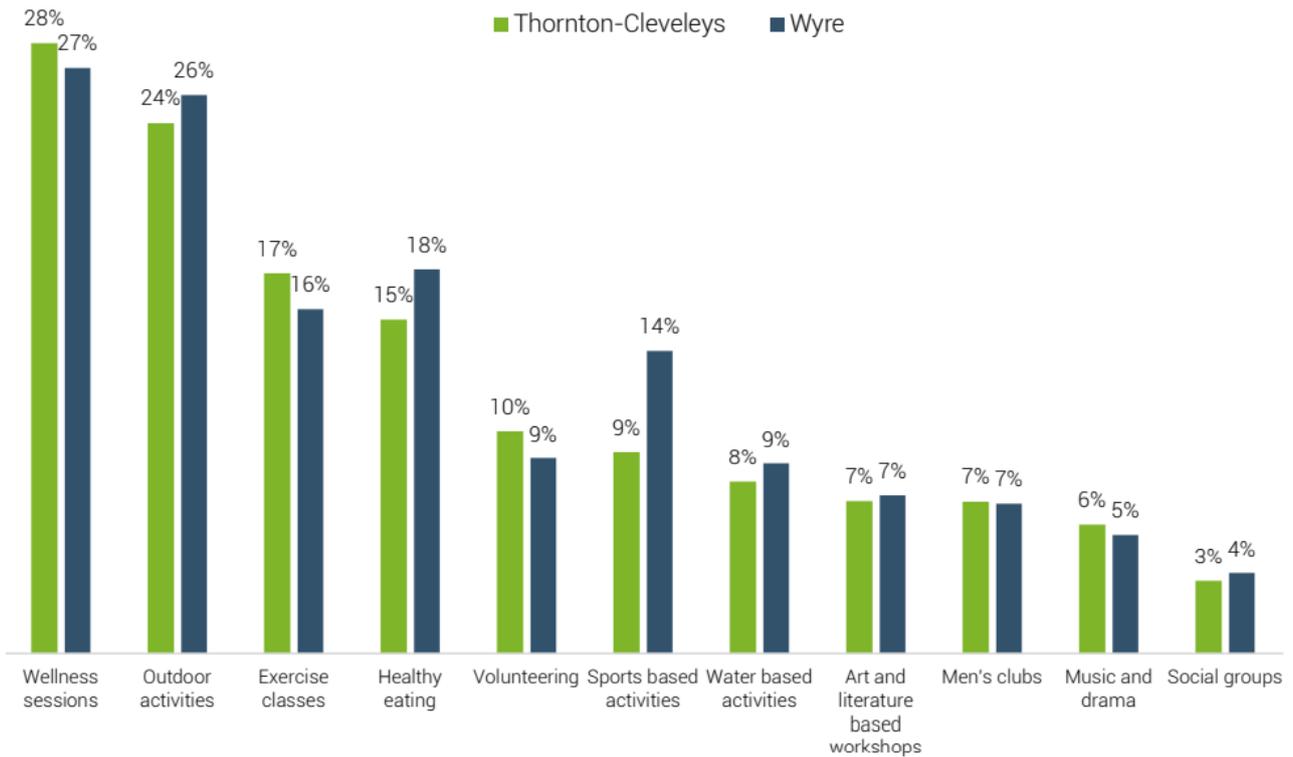
Figure 7.18: What one action would you want to take to improve your living environment/lifestyle? (Q19, n = 125)



Finally, respondents were asked what activities they would be interested in to help them become more active and live well.

The most popular selection for Thornton-Cleveleys residents was wellness sessions such as yoga or pilates.

Figure 7.19: What activities would you be interested in that could help you become more active and live well? (Q20, n = 327)

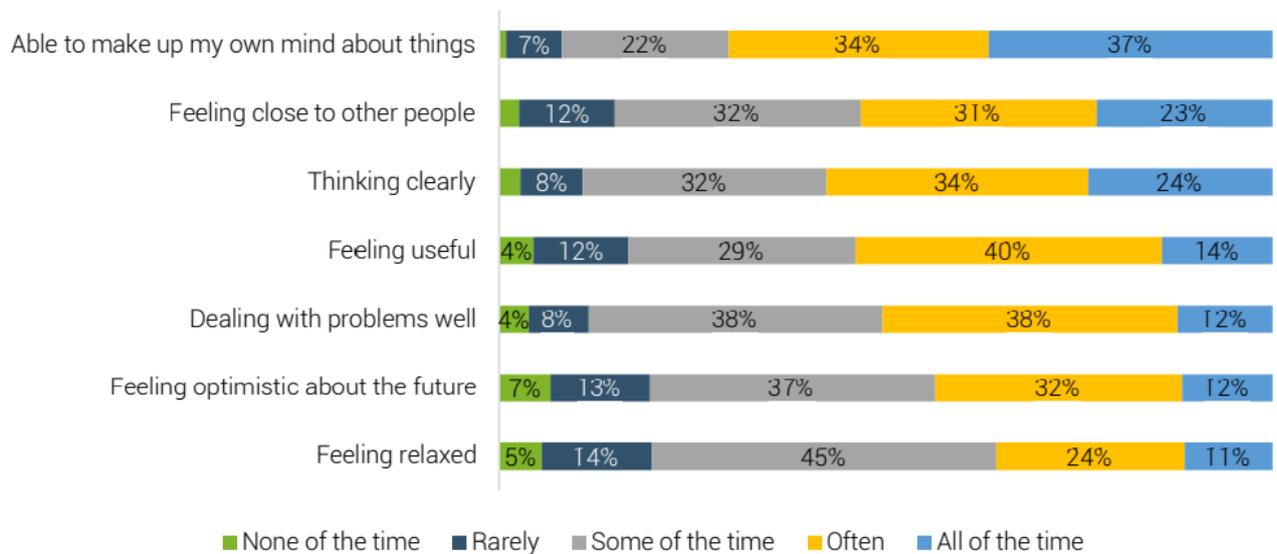


Mental Health

Respondents were asked a range of questions relating to mental health. Firstly, they were asked to respond to a range of statements about thoughts and feelings in the Short Warwick-Edinburgh Mental Wellbeing Scale (SWEMWBS), which measures the mental wellbeing in the general population.

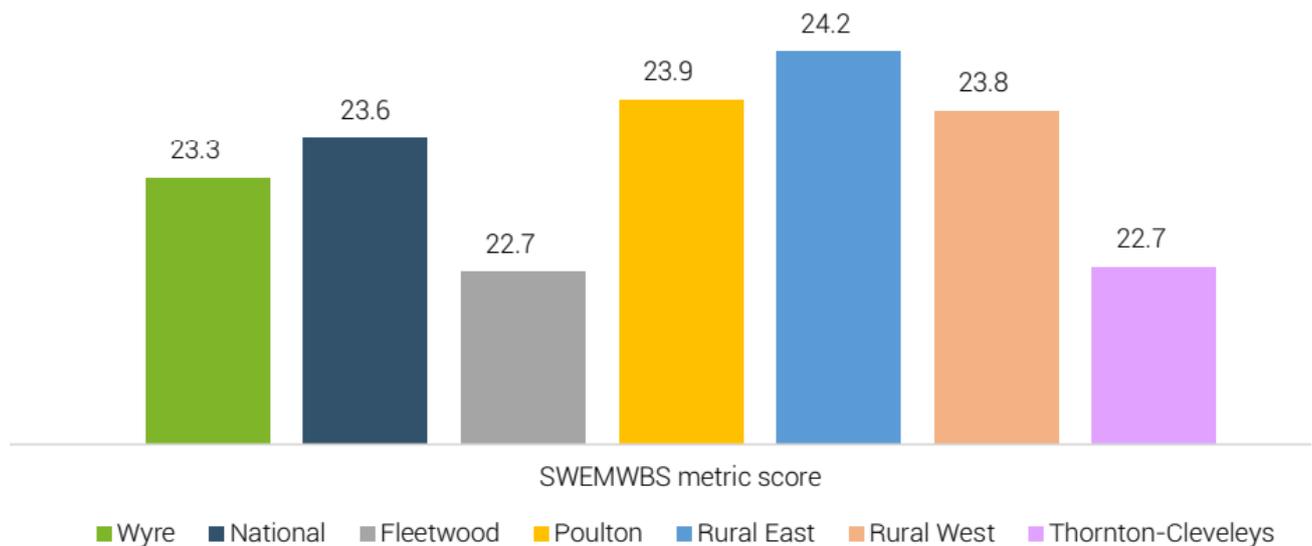
It is scored by first creating a sum of the 7 items and then converting the total score to a metric score. Scores range from 7 to 35 with a higher score indicating higher positive mental wellbeing.

Figure 7.20: Below are some statements about feelings and thoughts. Please select one option which best describes your experience for each statement over the last 2 weeks. (Q22, n = 261 to 292)



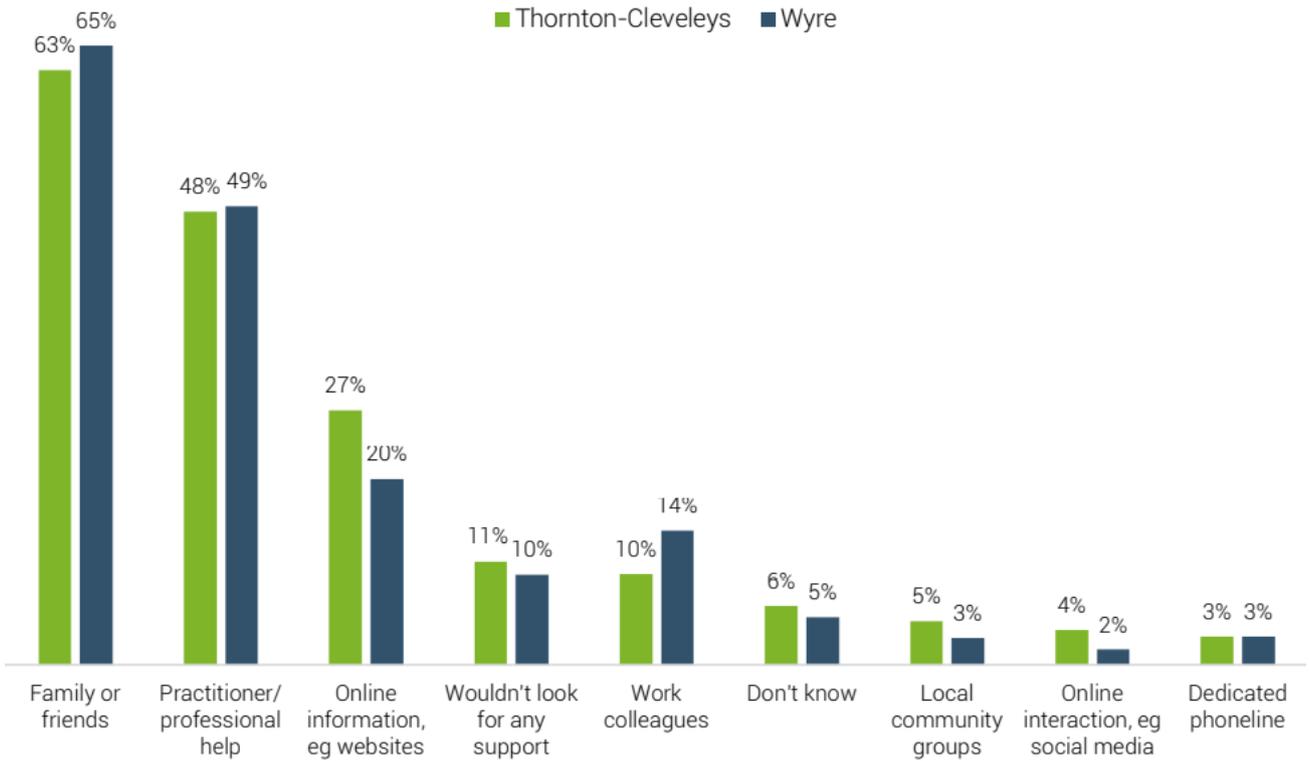
The metric WEMWBS score for Thornton-Cleveleys is 22.7, compared to the Wyre score of 23.3 and national score of 23.6.

Figure 7.21: Below are some statements about feelings and thoughts. Please select one option which best describes your experience for each statement over the last 2 weeks. (Q22, n = 246, SWEMWBS metric scores)



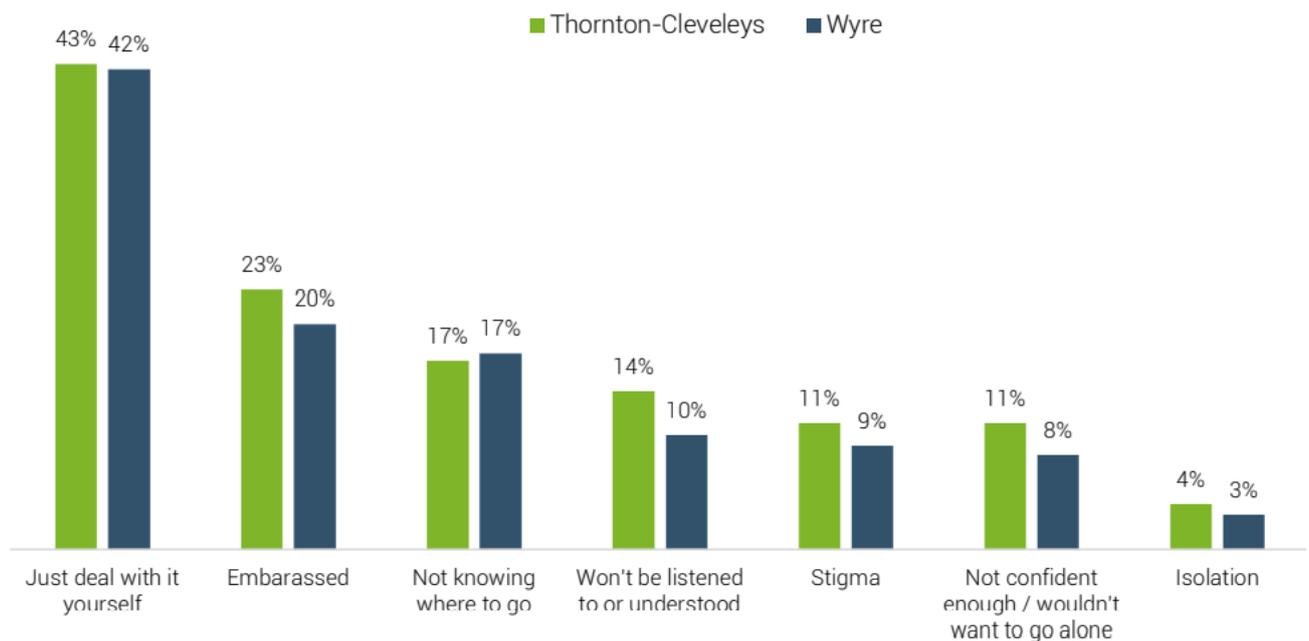
If Thornton-Cleveleys respondents needed help and support with their mental health, they are most likely to go to family or friends.

Figure 7.22: If you needed help and support with your mental health and wellbeing, where might you go? (Q23, n = 327)



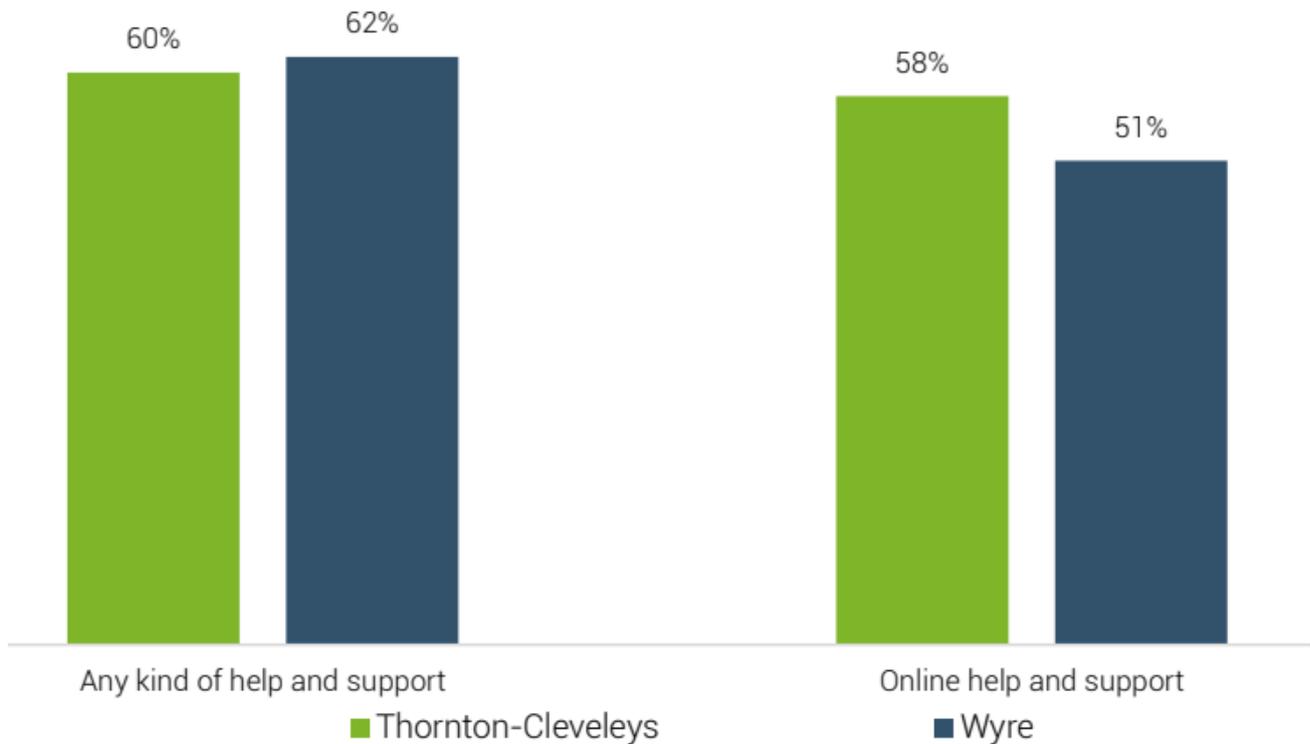
The biggest reason Thornton-Cleveleys respondents gave for not seeking help was that they would 'just deal with it' themselves.

Figure 7.23: If you needed help and support with your mental health and wellbeing, what would stop you from seeking help? (Q24, n = 327)



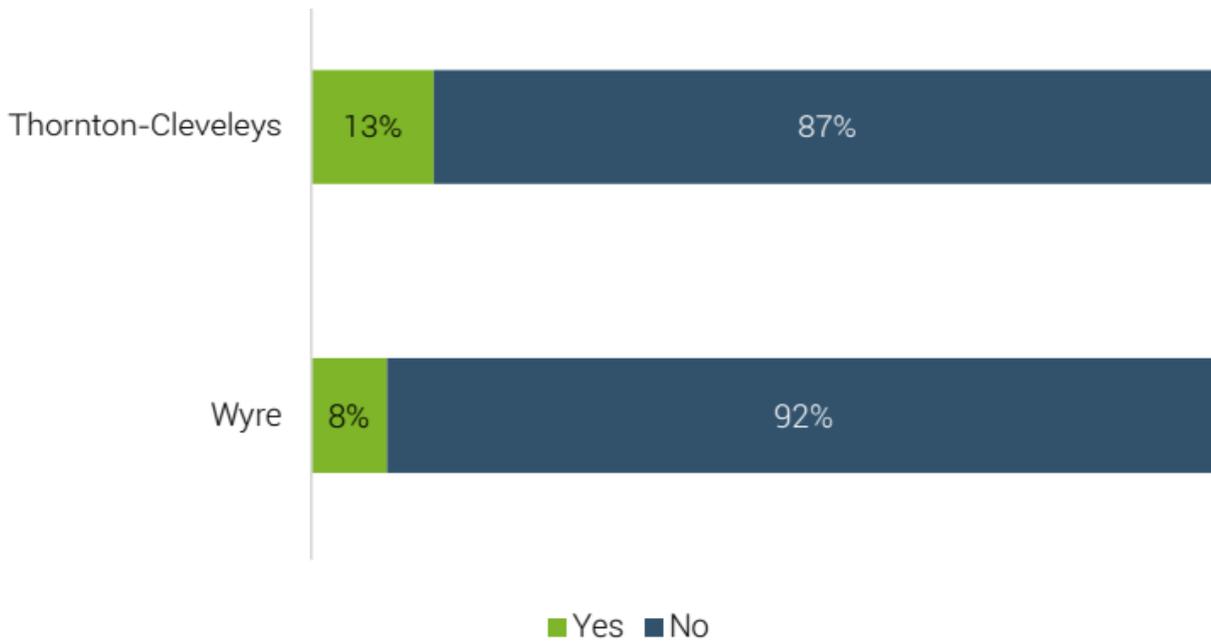
60% of Thornton-Cleveleys respondents suggested it is very likely or quite likely that they would seek any kind of help and support for mental health if they needed it, compared to 58% who would seek online help and support.

Figure 7.24: If you needed mental health help and support, how likely is it that you would seek...? (Q25, n = 207 to 300)



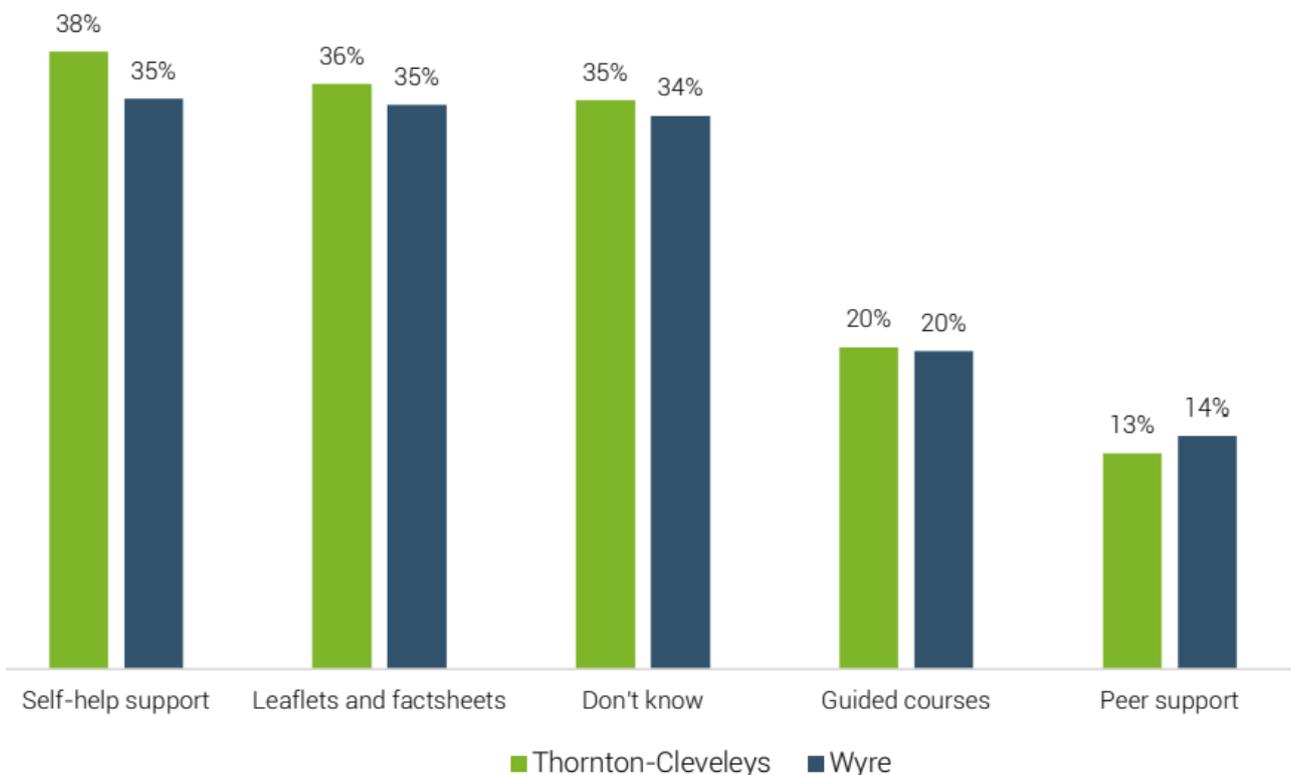
13% of Thornton-Cleveleys respondents have used online information or support for mental health.

Figure 7.25: Have you ever used online information or support for mental health? (Q26, n = 312)



The main types of support Thornton-Cleveleys residents would expect from an online resource are self-help support and leaflets and factsheets.

Figure 7.26: What types of support would you expect from an online resource? (Q27, n = 327)



86% of Thornton-Cleveleys respondents are not aware of the Big White Wall, with 88% not aware of the FYi Directory.

Figure 7.27: What would best describe your awareness and use of the Big White Wall and FYi directory? (Q28, n = 279 to 297)

