Life in Wyre
Residents Survey 2025
Survey Report

Analysis and report by

NWA Social Research

Contents

1. SUMMARY OF MAIN FINDINGS

1.1 NWA Research was commissioned by Wyre Council to undertake a survey of residents, covering the topics of Living in Wyre, Communications, Pride in Place and Community Safety, and Your Health & Wellbeing. The survey, which had an overall achieved sample size of 1,363, took place between 10 February and 31 March 2025, and tracked the results of a similar survey of residents conducted by NWA in 2022.

1.2 Overall results combine responses from two survey cohorts: firstly a ‘Targeted Sample’ of residents randomly selected from across the borough – these were contacted by post and could either complete a paper copy of the survey or an identical online version of the survey. (857 responses received); and, secondly, a ‘General Public online’ sample – respondents in this sample were alerted to the survey via the Council’s social media channels and other Council communications, (506 responses received).

LIVING IN WYRE

1.3 Two-thirds (64%) of respondents overall were satisfied with their **local area as a place to live**, whilst 27% of respondents were dissatisfied, and 9% were ‘neither satisfied nor dissatisfied’. Compared to the 2022 Survey (78% ‘satisfied’/ 13% ‘dissatisfied’) responses are significantly less positive and more negative; however, it should be noted that there is a substantial difference between responses from the ‘Targeted Sample’ (76% ‘satisfied’/ 15% ‘dissatisfied’) and those from the ‘General Public online’ (44% ‘satisfied’/ 46% ‘dissatisfied’).

1.4 Nearly half (46%) of all respondents agreed that ‘62p a day per household, based on a Band D property, for all the services and facilities that Wyre Council provides’, represents **value for money**, whilst 28% disagreed, 23% ‘neither agree nor disagree’, and 3% ‘don’t know’. Compared to the 2022 Survey results, when 55% agreed and 17% disagreed ‘*that 59p a day for the services and facilities Wyre Council delivers is value for money*’, the level of agreement has decreased by nine per cent, and disagreement has increased by 11 per cent.

1.5 Respondents were asked to say how satisfied or dissatisfied they are with 13 different **services/ facilities provided by Wyre Council**; note that results reported here exclude ‘don’t know’ responses from the percentage calculations, as was the case in the 2022 Survey. Amongst those respondents that expressed a view, satisfaction with services/ facilities provided by Wyre Council was highest in respect of ‘waste and recycling collection’ (73% ‘satisfied’), ‘promenade and beach maintenance’ (62% ‘satisfied’), and ‘parks, playgrounds and green spaces’ (59% ‘satisfied’).

1.6 However, in comparison to the 2022 Survey findings, satisfaction with all the listed services has decreased, and dissatisfaction has increased: the largest decreases in satisfaction occurring in respect of ‘promenade and beach maintenance’ (-17%), ‘parks, playgrounds and green spaces’ (-13%), ‘waste and recycling collection’ (-11%), and ‘tackling dog fouling/ irresponsible owners’ (-11%). This latter service area also saw the largest increase in dissatisfaction (+13%), along with ‘business support (+13%).

1.7 Around half or more of respondents expressed satisfaction with ‘keeping your area clear of litter and fly-tipping’ (55% ‘satisfied’); ‘local markets’ (54%); ‘YMCA leisure facilities’ (51%); ‘provision of car parking’ (50%); and ‘online services, e.g. Council website, My Wyre self-service account’ (49%). Less than half of respondents were satisfied with ‘community health and wellbeing activities and initiatives, (e.g. walking, cycling, weight management, cardiac rehabilitation, arts programmes)’ (44%), and with ‘shows and events at Marine Hall’ (44%).

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

‘Tackling dog fouling/ irresponsible owners’ (27% ‘satisfied’/ 56% ‘dissatisfied’); over half of respondents expressed dissatisfaction here.

‘Care and repair/ handyperson service’ (28% ‘satisfied’/ 19% ‘dissatisfied), and ‘Business Support’ (17% ‘satisfied’/ 25% ‘dissatisfied’); however, the majority view on these services was the neutral ‘neither satisfied nor dissatisfied’ response, (53% and 58%, respectively).

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 (as in 2022) was ‘roads and pavements’ (64%; +6% from 58% in 2022), whilst around a quarter of all respondents referred to ‘crime levels’ (25%), ‘general cleanliness of the area where you live’ (25%; +8% from 17% in 2022), and ‘health services’ (23%; -4% from 27% in 2022). Next most frequently mentioned as needing improvement was ‘activities for teenagers/ young adults’ (18%; -7% from 25% in 2022), and 12% each mentioned ‘affordable housing’, ‘parks, playgrounds and other green spaces’, and ‘your local town centre environment’.

1.10 Respondents were asked how strongly they would support or oppose eight different **actions that Wyre Council might take to address climate change**. The most popular measures were: ‘protect and enhance our natural environment’ (87% ‘strongly support/ tend to support’), ‘setting tougher environmental standards for newer developments’ (72% ‘support’; -5% from 77% in 2022), ‘offering advice for reducing bills and improving home efficiency’ (70% ‘support’; -9% from 79% in 2022), and ‘supporting the use of sustainable and active travel (walking, wheeling and cycling)’ (65% ‘support’).

1.11 The remaining actions were supported by small majorities of respondents:

- ‘Supporting businesses and organisations to reduce their carbon footprint’ (57% ‘support’/ 8% ‘oppose’); a 13% fall in support from 70% in 2022.
- ‘Promoting schemes for residents to install renewable energy, e.g. air source heat pumps and solar panels’ (58% ‘support’/ 12% ‘oppose’). Responses here have changed a lot from 2022 (84% ‘support’/ 1% ‘oppose’), but the wording also changed from ‘Offering schemes…’ to merely ‘Supporting schemes …’.
- ‘Offering community involvement in climate change action’ (53% ‘support’/ 10% ‘oppose’).
- ‘Supporting parish/ town councils and community groups to take action on climate change’ (50% ‘support’/ 11% ‘oppose’).

1.12 Just over a third (35%) of all respondents think that Wyre Council **responds to residents’ needs** ‘a great deal’ (5%) or ‘a fair amount’ (30%), whilst a total of 48% think that it responds ‘not very much’ (32%) or ‘not at all’ (16%), and 17% ‘don’t know’. These findings are significantly less positive, and more negative, compared to those received in 2022 (46% ‘a great deal/ fair amount’/ 36% ‘not very much/ not at all’.

COMMUNICATIONS

1.13 Nearly half of all respondents (47%) think that Wyre Council **keeps residents very or fairly well informed about Council services**, whilst 47% think that they are ‘not very well informed’ (32%) or ‘not well informed at all’ (15%), and 6% don’t know. In terms of **events, activities and things to do**, 43% of all respondents think that they are very or fairly well informed by the Council, whilst 49% feel ‘not very well informed’ (33%) or ‘not well informed at all’ (16%), and 7% don’t know.

1.14 Respondents were much less likely to think that the Council keeps them well informed about **Council decisions**: 14% feel very or fairly well informed, whilst three-quarters (76%) feel ‘not very well informed’ (36%) or ‘not well informed at all’ (40%), and 10% ‘don’t know’.

1.15 Compared to the 2022 Survey findings, respondents to the current survey were significantly less likely to feel well informed in respect of each of the three aspects: ‘Council services’ 47% ‘well informed’, -11% from 58% in 2022; ‘events, activities and things to do’ 43% ‘well informed’, -7% from 50% in 2022; and ‘Council decisions’ 14% ‘well informed’, -8% from 22% in 2022.

1.16 When asked **how they prefer to receive information** about Wyre Council, the most popular options overall were ‘Facebook’ (44%; +5% from 39% in 2022), ‘Council e-newsletter’ (42%; -4% from 46% in 2022), ‘Wyre Voice residents’ magazine’ (41%), and ‘Council website’ (33%). (Note: multiple-response question with respondents allowed to select up to three options.)

1.17 Smaller minorities of respondents said that they prefer to receive Council information in a ‘local newspaper’ (13%), from their ‘local councillor’ (11%; +3% from 8% in 2022), at ‘community meetings/ events’ (11%; +3% from 8% in 2022), ‘Instagram’ (6%), and via ‘Twitter/X’ (3%; -3% from 6% in 2022).

1.18 The great majority (91%) of all respondents **use the internet** regularly – 85% use it ‘daily’ (a small increase of 3% over the 2022 figure of 82%), and 6% ‘every few days’, whilst 2% use it ‘about once a week’, 3% use it either ‘about once a month’ or ‘rarely’, and 5% ‘do not use the internet’ (a small decrease of 2% from 7% in 2022).

1.19 Those respondents that use the internet were asked **which social media platforms/ means of communication they use**. The large majority of respondents here said that they use ‘email’ (83%), whilst 74% use ‘Facebook’ (+4% from 70% in 2022), 73% use ‘WhatsApp’, and 50% use a ‘web browser’ (-6% from 56% in 2022).

1.20 Around a third of respondents who use the internet use ‘Instagram’ (32%) and the ‘Council website’ (30%), 22% use ‘video calls’ (-4% from 26% in 2022), whilst smaller numbers use ‘My Wyre self-service account’ (17%), ‘Twitter/X’ (15%; -9% from 24% in 2022), ‘TikTok’ (14%), ‘LinkedIn’ (12%; -4% from 16% in 2022), and ‘Snapchat’ (8%; -4% from 12% in 2022).

1.21 Respondents were asked to say – if they have contacted Wyre Council within the last 12 months – by **which method their last contact was made**. A total of 41% of respondents had last contacted ‘on-line’: 29% ‘via the website’, 11% ‘via email’, and 1% ‘via social media’; this total being very similar to the 2022 figure of 42% ‘last contacted online’, (online means were not sub-divided in the 2022 Survey).

1.22 Nearly a quarter (23%) of respondents had last contacted ‘by phone’ (lower than the 2022 figure of 36%), whilst small minorities had last contacted ‘in person’ (4%; 5% in 2022), ‘by post’ (1%; -2% from 3% in 2022), and ‘via my councillor’ (1%). Overall, 27% of respondents said that they had not contacted the Council in the last 12 months.

1.23 Those respondents who had 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**. The majority (56%) of respondents were satisfied with their experience, whilst 16% were ‘neither satisfied nor dissatisfied’, 28% were dissatisfied, and 1% ‘don’t know’. Compared to the 2022 results of 60% ‘satisfied’/ 16% ‘dissatisfied’, the level of dissatisfaction has increased by 12%, (the level of satisfaction is similar).

1.24 Respondents were asked how they would describe their **contact with their elected representatives** over the past 12 months. In respect of their ‘MP’, 47% of all respondents said ‘I know who they are, but haven’t contacted them in the last year’, whilst 4% said ‘I’ve contacted them in the last year, but didn’t receive a response’, and 12% that ‘I’ve contacted them in the last year and received a response’. The remaining 37% of all respondents said that they do not know who their ‘MP’ is, (2022 results were very similar). In respect of their ‘Police and Crime Commissioner’, 73% of all respondents did not know who they are, 24% said ‘I know who they are, but haven’t contacted them in the last year’, 1% had contacted them in the last year, but hadn’t received a response, and 2% had contacted them in the last year and received a response.

1.25 In respect of County, Borough, and Town/ Parish Councillors, the overall pattern of response was almost identical for each, and much the same as in 2022: three-quarters of all respondents did not know who their councillors are (75% or 76%), one-in-five (19% or 21%) said 'I know who they are, but haven't contacted them in the last year', 1% or 2% had contacted them in the last year, but hadn't received a response, and 3% to 5% had contacted them in the last year and received a response.

PRIDE IN PLACE AND COMMUNITY SAFETY

1.26 Respondents were asked to state their level of agreement or disagreement with three statements to do with **'pride in place'**. The majority of all respondents agreed with each of the three statements, agreement being highest that '*In five years, I would still like to be living in my local area*' (74% 'agree'/ 15% 'disagree'), whilst just under two-thirds agreed with the remaining two statements: '*I would recommend my local area to others*' (63% 'agree'/ 23% 'disagree'), and '*I am proud to live in my local area*' (63% 'agree'/ 18% 'disagree').

1.27 When asked to say, compared with two years ago, whether their **nearest town centre (Fleetwood, Thornton-Cleveleys, Poulton and Garstang) feels more safe or less safe than it did before**, just over half of all respondents (52%) said that it feels 'less safe', 35% were of the view that there has been 'no change', and less than one-in-ten (7%) said that it feels 'safer', (6% total either 'don't know as new to area' or 'don't know/ not sure').

1.28 Those respondents (78 people) who feel much or a little safer in their nearest town centre compared to two years ago were asked ***'Has the upgraded town centre CCTV contributed to you feeling this way?'*** Around a third (31%) of these respondents said that 'yes' the upgraded CCTV has contributed to them feeling safer, and just 2% said 'no – it has not'; however the majority responses (68% in total) related to lack of awareness that the CCTV has been upgraded: 56% 'until now I was unaware it had been' and 12% 'don't know'.

YOUR HEALTH & WELLBEING

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 all respondents (84%) said that they have done this on at least one day: 20% had done so on 'one or two' days, 25% on 'three or four' days, 15% on 'five or six' days, and 24% on 'seven' days. Compared to 2022, the frequency of undertaking physical activity of this type has increased, with greater numbers doing so on 'seven' days (24% compared to 16% in 2022), and smaller numbers doing so on 'three or four' days (25% compared to 30% in 2022), and on 'one' day (6% compared to 9% in 2022). [16% of all respondents had not exercised in this way in the past week; 16% 'none'.]

1.30 Overall, on average, respondents had exercised for 30 minutes or more on 3.7 days in the past week, higher than the 2022 figure of 3.2 days.

1.31 Two-thirds of all respondents (68%; similar to the 66% in 2022) said 'yes' they **would like to be more active**, while 32% of respondents would not like to be more active. Those respondents who would like to be more active were asked about **barriers to activity**. The two main things that respondents said stop them from being more active were 'life commitments (e.g. work, family, childcare)' (42%), and 'cost' (34%). A fifth of those respondents that would like to be more active said that issues which stop them from being active were 'self-motivation' (22%), 'not knowing what activities are available' (20%), 'timing of activities' (20%), and 'poor health' (20%), whilst 16% referred to 'mobility issues'.

1.32 Those respondents who would like to be more active were asked to indicate **which activities they would be interested in** that could help them become more active and live well; respondents could select up to five options. The most popular options were 'beginners/ taster sessions' (33%; +6% from 27% in 2022), and 'wellness sessions, e.g. yoga, meditation' (32%); whilst around a quarter referred to 'sessions specifically for older people' (28%), 'outdoor activities, e.g. walking, cycling' (26%; -15% from 41% in 2022), and 'healthy eating, e.g. weight management, nutrition' (22%; -6% from 28% in 2022).

1.33 Next most frequently mentioned activities of interest were 'exercise classes, e.g. circuits, dance' (17%; -6% from 23% in 2022), 'sports based activities, e.g. badminton, football' (14%; -4% from 18% in 2022), 'volunteering, e.g. local projects, events' (13%), 'family-based activity sessions' (13%), 'water-based activities, e.g. fishing, kayaking' (12%), 'music and drama, e.g. singing, theatre' (10%), and 'art and literature based workshops' (10%).

DIRECTION OF TRAVEL – SUMMARY TABLE

1.34 In the table below, responses from the current survey are compared with those from the previous Resident Survey in 2022.

Questions	Mar-25 (%)	Direction of travel	Diff. '25-'22 (%)	Oct-22 (%)
Q1: Overall, how satisfied or dissatisfied are you with your local area as a place to live? (Very/fairly satisfied)	64	↓	-14	78
Q2: To what extent do you agree or disagree that 62p a day per household, based on a Band D property for all the services and facilities that Wyre Council provides, is value for money? (Strongly/tend to agree)	46	↓	-9	55
Q3a) Keeping your area clear of litter and fly-tipping (Very/fairly satisfied)	55	↓	-10	65
Q3b) Tackling dog fouling/ irresponsible owners (Very/fairly satisfied)	27	↓	-11	38
Q3c) Waste and recycling collection (Very/fairly satisfied)	73	↓	-11	84
Q3e) Parks, playgrounds and green spaces (Very/fairly satisfied)	59	↓	-13	72
Q3f) Promenade and beach maintenance (Very/fairly satisfied)	62	↓	-17	79
Q3g) Provision of car parking (Very/fairly satisfied)	50	↓	-6	56
Q3i) Shows and events at Marine Hall (Very/ fairly satisfied)	44	↓	-6	50
Q3k) Community health and wellbeing activities and initiatives (Very/ fairly satisfied)	44	↓	-6	50
Q3l) Local markets (Poulton, Fleetwood and Cleveleys) (Very/fairly satisfied)	54	↓	-9	63
Q3m) Online services, e.g. Council website, My Wyre self-service account (Very/fairly satisfied)	49	↓	-8	57

Q7: To what extent do you think Wyre Council responds to residents' needs? (A great deal/ to some extent)	35	↓	-11	46
Q8a: Overall, how well informed do you think Wyre Council keeps residents about Council services? (Very/ fairly well informed)	47	↓	-11	58

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

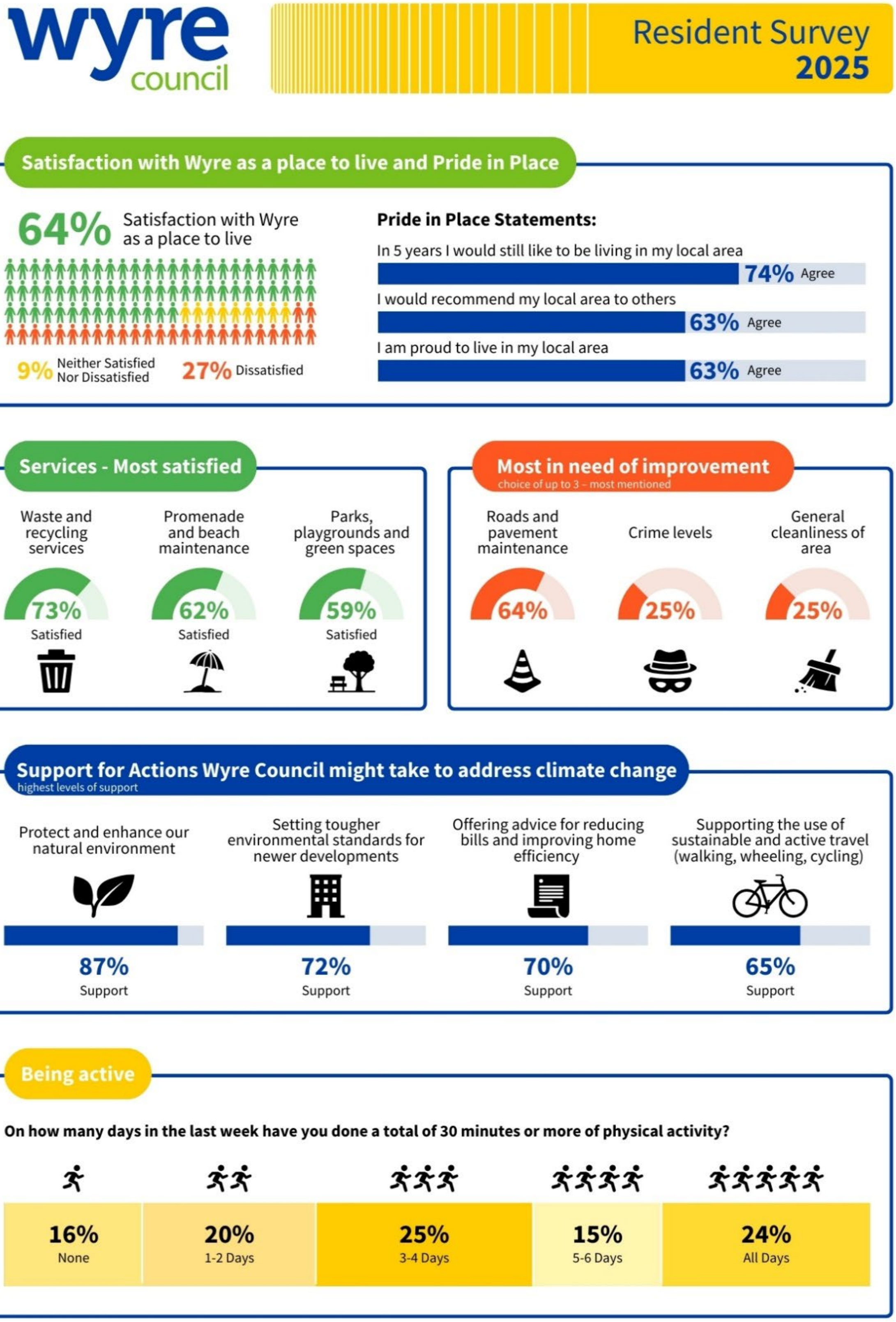


Figure 1 An infographic showing some responses to the Life in Wyre Survey.

2. BACKGROUND, OBJECTIVES & METHODOLOGY

Background

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

- Living in Wyre
- Communications
- Pride in Place and Community Safety
- Your Health & Wellbeing.

The survey, which had an overall achieved sample size of 1,363, took place between 10 February and 31 March 2025, and tracked the results of a similar survey of residents conducted by NWA in 2022.

2.2 The ‘Living in Wyre’ and ‘Communications’ sections include core questions from LG Inform benchmarking: ‘satisfaction with local area as a place to live’; ‘value for money for the services/ facilities that the Council provides’; and ‘how well informed the Council keeps residents about Council services/ benefits’. (Data from LG Inform is gathered using telephone methodology). Currently, (as of April ’25), this data is temporarily unavailable while changes are made to the frequency of surveying; we will therefore include this benchmarking information at a later date.

2.3 As in 2022, the survey was administered by two main methods:

1) A postal survey distributed to a randomly selected sample of approximately 4,000 residents of the Council area, which was representative by ward; the first mail-out was on 10 February 2025. Reminder letters were then posted out to non-respondents on 11 March, ahead of the closing date of 31 March 2025. Respondents could also choose to complete the survey online by following the link provided in the covering letter.

2) An on-line survey, with an identical questionnaire, was made available for the general public to complete – this was advertised through the Council’s social media channels, and through other Council communications and contact lists.

2.4 A total of 1,363 completed questionnaires were received at the time of analysis to top-line findings, of which 857 were completed by respondents that were randomly selected residents of the Council area (comprising 734 surveys completed by post, and 123 completed on-line), and 506 were completed by members of the 'general public' resident in Wyre who were alerted to the survey by the Council, (mainly via social media). Note that having reviewed the respective achieved samples from the 'Sample of Residents' and 'General Public Sample', and again following the 2022 Survey methodology, the two sets of data were combined when running results; sample frame is, though, included as a cross-break in the tables of results as detailed below. The overall valid response rate to the postal survey was 21%, which was lower than in 2022 when the corresponding figure was 32%.

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

2.6 Top-line findings were then produced in the form of a marked-up questionnaire, (**Appendix 1**); this included comparative data from the 2022 Survey. Data was analysed to tables showing unweighted counts (Base Numbers) and weighted count percentages for the overall sample and the following cross-breaks:

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

Tables by Ward and Area.

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

2.7 Throughout the report below, where possible, comparisons are made with the 2022 Life in Wyre Survey, and statistically significant differences noted. As mentioned above, this survey was also carried out by NWA and used the same methodology, with the parallel online survey being advertised in the same way by the Council. It had an achieved sample size of 1,699 responses, with results being similarly weighted to be representative of the Borough as a whole.

2.8 As with all self-completion questionnaires, some individuals did not complete all questions. This may be because they did not have an opinion on the question asked, but we cannot make this assumption in full confidence, and therefore ‘missing data’ has been excluded from the ‘weighted’ analysis. Full details of such ‘missing data’ are shown in the unweighted Tables of Frequencies, (Excel format, provided separately to client). Also, for some questions, in order to enable valid comparisons with the 2022 Survey results, ‘don’t know/ not sure’ responses have been excluded from the percentage calculations. Responses to the open questions within the questionnaire are listed verbatim at **Appendix 2**.

2.9 Figures are ‘rounded’ to the nearest whole percent by the statistical software (SPSS). Due to this ‘rounding’ process, in some instances tables of percentages may not add up to 100% (i.e. they may add up to 99% or 101%). Also, in some instances, again due to the rounding process, the reported ‘total satisfaction/dissatisfaction’ may not exactly equal the ‘very’ + ‘fairly’ responses, e.g. ‘very satisfied’ = 25.3% (reported as 25%) plus ‘fairly satisfied’ = 25.3% (reported as 25%) gives ‘total satisfied’ = 50.6% (reported as 51%).

2.10 All survey results are subject to a ‘margin of error’ (‘Confidence Interval’): this is based on both the sample number and the proportion of respondents giving a particular response. The Confidence Interval at the ‘95% Confidence Level’ relating to the overall sample of 1,363 respondents was ± 2.7% for a ‘worst case’ 50%/50% split in responses, meaning that the survey results can be generalised to the Wyre population with a good degree of accuracy. (More details of the Confidence Intervals relating to the main sample sub-groups are shown in the Technical Information section at the end of this report.)

3. LIVING IN WYRE

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

3.1 Two-thirds (64%) of respondents overall were satisfied with their local area as a place to live (21% 'very satisfied' and 42% 'fairly satisfied'), whilst 27% of respondents were dissatisfied (15% 'very dissatisfied' and 12% 'fairly dissatisfied'), and 9% were 'neither satisfied nor dissatisfied'. [Note: analysis excludes a small number of 'don't know' responses – 0% (2 respondents).]

<u>How satisfied or dissatisfied are you with your local area as a place to live?</u>

(Q1: % response – by sub-group and overall, excluding 'don't know' responses)

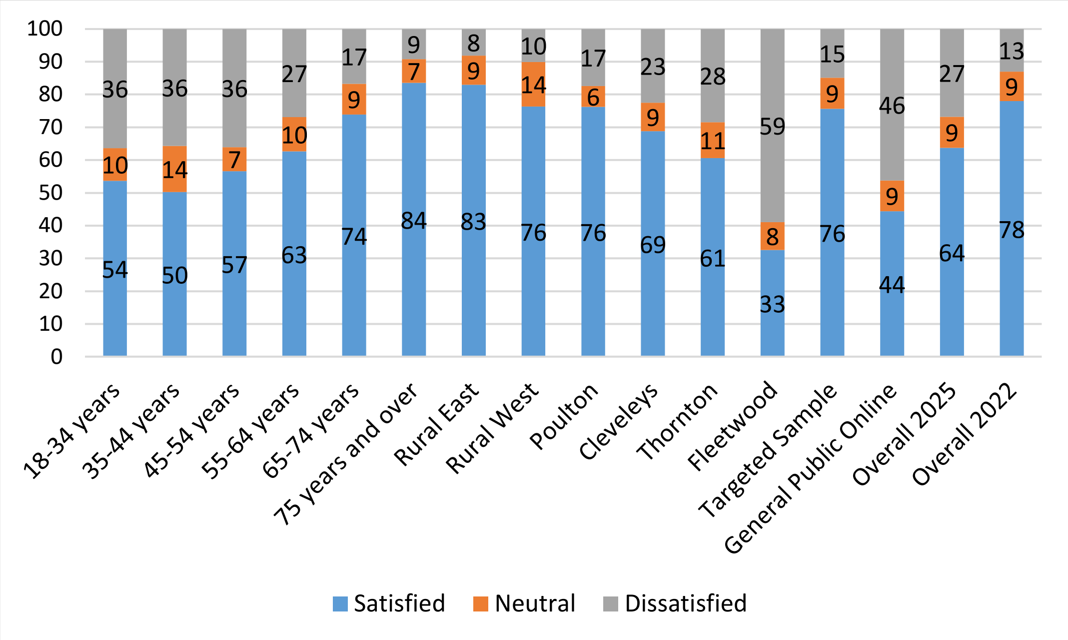


Figure 2 A bar chart representing responses to the question 'How satisfied or dissatisfied are you with your local area as a place to live?'

3.2 Compared to the 2022 Survey (78% 'satisfied'/ 13% 'dissatisfied') responses are significantly less positive and more negative; however, it should be noted that there is a substantial difference between responses from the 'Targeted Sample' (76% 'satisfied'/ 15% 'dissatisfied'; similar to 2022 results) and those from the 'General Public online' (44% 'satisfied'/ 46% 'dissatisfied'). Note that this theme of significantly more negative results amongst 'General Public online' respondents recurs throughout the survey.

3.3 Residents' satisfaction with their local area as a place to live was higher in the Rural East' (83%), 'Rural West' (76%) and 'Poulton' (76%) areas; reducing to 33% in 'Fleetwood', where the majority (59%) of respondents were 'dissatisfied'. Other sub-group variations in responses included that satisfaction tended to increase with age group, being lowest at 50% for those aged 35-44 years, rising to 74% for those aged 65-74 years, and to 84% for those aged 75 years and over; whilst dissatisfaction rose to 36% for those aged 35-44 years and 45-54 years, and to 48% for respondents whose ethnicity is 'other than White British', (this being a significant difference despite the small number, 24, of respondents involved).

Question 2: *'To what extent do you agree or disagree that 62p a day per household, based on a Band D property for all the services and facilities that Wyre Council provides, is value for money?'*

3.4 Respondents were informed as follows about Wyre Council services:

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

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

Wyre Council collects council tax on behalf of all the authorities that provide services in the area, however, Wyre's portion represents 10.2% (on a Band D property) of the total amount of your bill.

They were then asked, taking into consideration the examples listed, '*To what extent do you agree or disagree that 62p a day per household, based on a Band D* *property, for all the services and facilities that Wyre Council provides, is value for money?*'

3.5 Nearly half (46%) of all respondents agreed that '62p a day per household, based on a Band D property, for all the services and facilities that Wyre Council provides', represents value for money (9% 'strongly agree' and 38% 'tend to agree'), whilst 28% disagreed (12% 'strongly disagree' and 16% 'tend to disagree'), 23% 'neither agree nor disagree', and 3% 'don't know'. Compared to the 2022 Survey results, when 55% agreed and 17% disagreed '*that 59p a day for the services and facilities Wyre Council delivers is value for money'*, the level of agreement ('strongly agree' and 'tend to agree' responses combined) has decreased by nine per cent, and disagreement has increased by 11 per cent.

To what extent do you agree or disagree that 62p a day per household, based on a Band D property for all the services and facilities that Wyre Council provides, is value for money? (Q2: % response – by sub-group and overall)

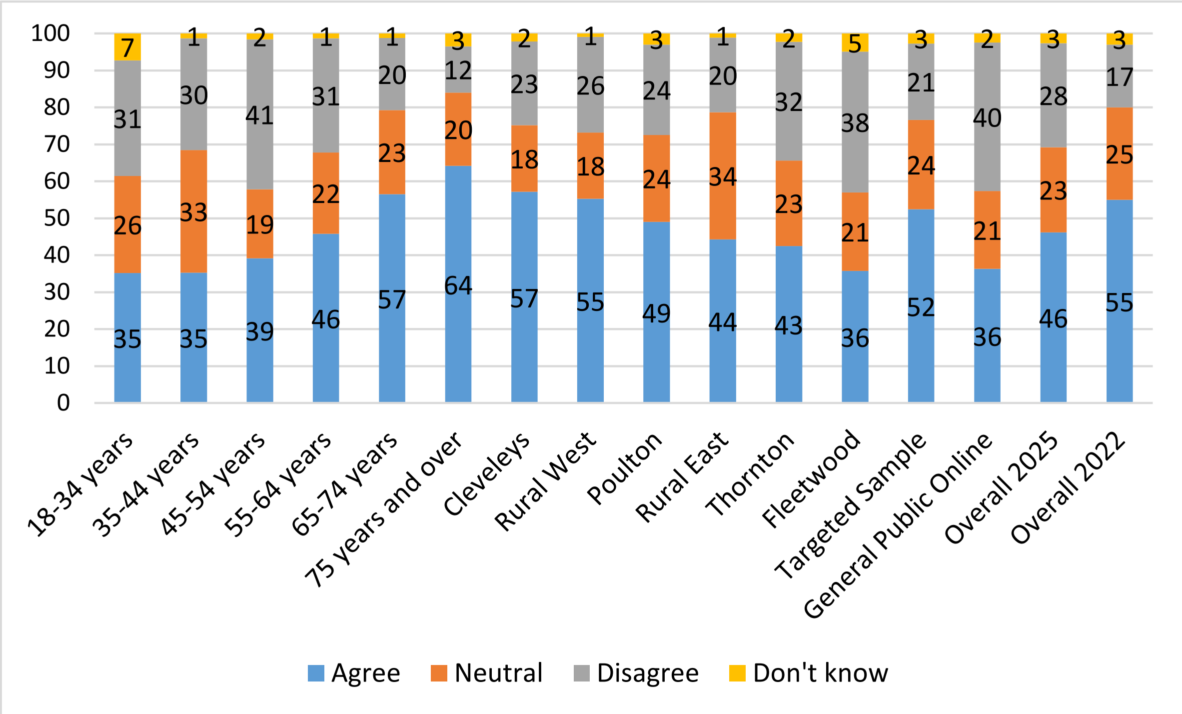


Figure 3 A bar chart representing responses to the question 'To what extent do you agree or disagree that 62p a day per household, based on a Band D property for all the services and facilities that Wyre Council provides, is value for money'

3.6 Agreement that '62p a day per household' represents value for money in this way increased with the age group of respondents, being lowest for those aged 18-34 years and 35-44 years (35% 'strongly/ tend to agree'), rising to 57% for those aged 65-74 years, and 64% for those aged 75 years and over. The level of disagreement was higher at 41% for those respondents aged 45-54 years. By area, agreement increased to 57% in 'Cleveleys' and 55% in the 'Rural West', but fell to 36% in 'Fleetwood', where 38% disagreed. Differences in views by sample frame were large: 'Targeted Sample' 52% 'agree'/ 21% 'disagree', and 'General Public online' 36% 'agree'/ 40% 'disagree'.

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

3.7 Respondents were asked to say how satisfied or dissatisfied they are with 13 different services/ facilities provided by Wyre Council, and for some services there were high levels of ‘don’t know’ responses: over half gave ‘don’t know’ responses in relation to ‘business support’ (60%) and ‘care and repair/ handyperson service’ (56%), and over a third in relation to ‘shows and events at Marine Hall’ (43%), ‘community health and wellbeing activities/ initiatives’ (37%), and ‘YMCA leisure facilities’ (36%); (see Appendix 1 for complete details). In the analysis which follows, ‘don’t know’ responses are excluded from the percentage calculations, as they were in the 2022 Survey. Results are summarised in the table below, with 2022 figures shown for comparison.

Q3a-m: Summary Table of Results with 2022 Survey comparators

(‘Don’t know’ responses excluded)

Service/ facility	Year	Satisfied (%)	Neutral (%)	Dissatisfied (%)	Base Number
Q3a) Keeping your area clear of litter and fly-tipping	**2025**	**55**	**13**	**32**	1333
	2022	65	10	24	1654
Q3b) Tackling dog fouling/ irresponsible owners	**2025**	**27**	**17**	**56**	1287
	2022	38	20	43	1586
Q3c) Waste and recycling collection	**2025**	**73**	**12**	**15**	1338
	2022	84	7	9	1665
Q3d) Care and repair/ handyperson service	**2025**	**28**	**53**	**19**	534
	2022	38	53	9	695
Q3e) Parks, playgrounds and green spaces	**2025**	**59**	**20**	**20**	1236
	2022	72	17	12	1546
Q3f) Promenade and beach maintenance	**2025**	**62**	**21**	**17**	1174
	2022	79	14	7	1397
Q3g) Provision of car parking	**2025**	**50**	**23**	**27**	1273
	2022	56	22	21	1570
Q3h) Business support	**2025**	**17**	**58**	**25**	485
	2022	22	66	12	579
Q3i) Shows and events at Marine Hall	**2025**	**44**	**40**	**16**	810
	2022	50	40	10	996

Q3j) YMCA leisure facilities	**2025**	**51**	**29**	**20**	840
	2022	59	28	13	1072
Q3k) Community health and wellbeing activities and initiatives	**2025**	**44**	**37**	**20**	874
	2022	50	35	15	1117
Q3l) Local markets (Poulton, Fleetwood and Cleveleys)	**2025**	**54**	**27**	**19**	1140
	2022	63	26	11	1373
Q3m) Online services, e.g. Council website, My Wyre self-service account	**2025**	**49**	**32**	**19**	1066
	2022	57	30	13	1289

3.8 Amongst those respondents that expressed a view ('don't know' responses excluded), satisfaction with services/ facilities provided by Wyre Council was highest in respect of 'waste and recycling collection' (73% 'very/ fairly satisfied'), 'promenade and beach maintenance' (62% 'satisfied'), and 'parks, playgrounds and green spaces' (59% 'satisfied'). However, in comparison to the 2022 Survey findings, satisfaction with all the listed services has decreased, and dissatisfaction has increased: the largest decreases in satisfaction occurring in respect of 'promenade and beach maintenance' (-17%), 'parks, playgrounds and green spaces' (-13%), 'waste and recycling collection' (-11%), and 'tackling dog fouling/ irresponsible owners' (-11%). This latter service area also saw the largest increase in dissatisfaction (+13%), along with 'business support (+13%).

3.9 Around half or more of respondents expressed satisfaction with 'keeping your area clear of litter and fly-tipping' (55% 'satisfied'; -10% from 65% in 2022); 'local markets' (54% 'satisfied'; -9% from 63% in 2022); 'YMCA leisure facilities' (51% 'satisfied'; -8% from 59% in 2022); 'provision of car parking' (50% 'satisfied'; -6% from 56% in 2022); and 'online services, e.g. Council website, My Wyre self-service account' (49% 'satisfied'; -8% from 57% in 2022). Less than half of respondents were satisfied with 'community health and wellbeing activities and initiatives, (e.g. walking, cycling, weight management, cardiac rehabilitation, arts programmes)' (44% 'satisfied'; -6% from 50% in 2022), and with 'shows and events at Marine Hall' (44% 'satisfied'; -6% from 50% in 2022).

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

‘Tackling dog fouling/ irresponsible owners’ (27% ‘satisfied’/ 56% ‘dissatisfied’); over half of respondents expressed dissatisfaction here.

‘Care and repair/ handyperson service’ (28% ‘satisfied’/ 19% ‘dissatisfied), and ‘Business Support’ (17% ‘satisfied’/ 25% ‘dissatisfied’); however, the majority view on these services was the neutral ‘neither satisfied nor dissatisfied’ response, (53% and 58%, respectively).

3.11 There were a number of statistically significant sub-group variations in responses with regards to service satisfaction – in general, satisfaction increases with age group and is lower amongst ‘General Public online’ respondents than those in the ‘Targeted Sample’. Further details are noted below.

3.12 Satisfaction with ‘keeping your area clear of litter and fly-tipping’ was higher in the areas of ‘Poulton’ (66%), ‘Rural East’ (65%) and ‘Rural West’ (62%), reducing to 34% in ‘Fleetwood’, where over half of respondents were dissatisfied (55% ‘very/ fairly dissatisfied’). Figures for the ‘General Public online’ were 43% ‘satisfied’/ 43% ‘dissatisfied’, which compares to 62% ‘satisfied’/ 24% ‘dissatisfied’ for the ‘Targeted Sample’. (See chart overleaf.)

<u>Keeping your area clear of litter and fly-tipping</u>

(Q3a: % response – by area, sample frame and overall)

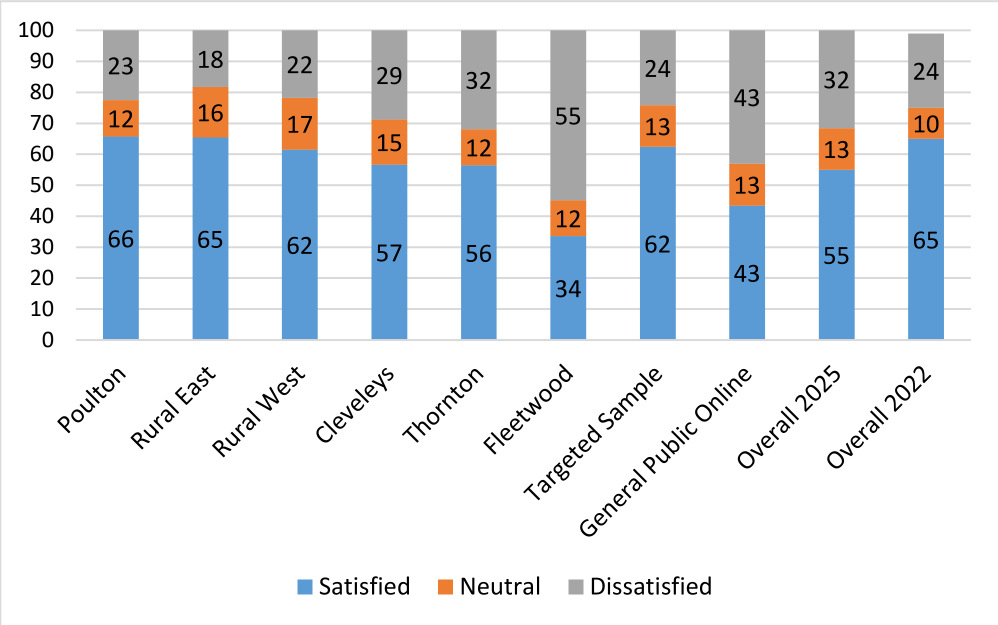


Figure 4 A bar chart representing responses to the question 'Keeping your area clear of litter and fly-tipping'

3.13 Satisfaction with 'tackling dog fouling/ irresponsible owners' was higher in the areas of 'Poulton' (40% 'very/ fairly satisfied') and 'Rural East' (38%), and lower for those living in 'Rural West' (21%), 'Cleveleys' (19%), and 'Fleetwood' (16%). Dissatisfaction rose to around two-thirds or more for those respondents living in 'Fleetwood' (70%) and 'Cleveleys' (69%), and for those aged 45-54 years (65%).

3.14 Satisfaction with the 'waste and recycling collection' service was higher in 'Poulton' (81%) and 'Rural East' (80%), and lower in 'Fleetwood' (64% 'satisfied'/ 22% 'dissatisfied'). The level of satisfaction varied by age group between 60% for those aged 18-34 years and 90% for those aged 75 years and over.

3.15 Satisfaction with 'parks, playgrounds and green spaces' ranged between 54% in 'Fleetwood' and 71% in 'Poulton', (compared to the overall response of 59%). Dissatisfaction increased to 30% for those aged 35-44 years, (compared to 20% overall).

3.16 Satisfaction with 'promenade and beach maintenance' was higher in the areas of 'Cleveleys' (73%), 'Poulton' (71%) and 'Thornton' (69%), reducing to 55% in 'Fleetwood', where 29% expressed dissatisfaction. Satisfaction was lowest for this service among those respondents aged 18-34 years (48%), and dissatisfaction increased to 25% for those aged 35-44 years.

3.17 Satisfaction with the ‘provision of car parking’ was highest in the area of ‘Fleetwood’ (55% ‘satisfied’/ 18% ‘dissatisfied’), and lowest in ‘Thornton’ (44% ‘satisfied’/ 36% ‘dissatisfied’).

3.18 Just under half (48%) of those respondents living in ‘Fleetwood’ were satisfied with ‘shows and events at Marine Hall’, whilst 25% were dissatisfied, (higher than the overall sample response of 16%). Satisfaction was lower in the Rural areas, but so was dissatisfaction – the majority responses here being neutral ‘neither satisfied nor dissatisfied’ responses, (e.g. ‘Rural East’, 30% ‘satisfied’/ 64% ‘neutral’/ 6% ‘dissatisfied’). Dissatisfaction increased to 26% for those respondents aged 35-44 years.

3.19 Satisfaction with ‘community health and wellbeing activities and initiatives’ varied with age group, being lowest for those aged 35-44 years (26% ‘satisfied’/ 34% ‘dissatisfied’), and highest for those aged 65-74 years (51% ‘satisfied’/ 9% ‘dissatisfied’), and 75 years and over (63% ‘satisfied’/ 7% ‘dissatisfied’). Area variations were not significant, except that dissatisfaction rose to 31% in ‘Thornton’, (compared to the overall response of 20% ‘dissatisfied’).

3.20 Satisfaction with ‘local markets (Poulton, Fleetwood and Cleveleys)’ was higher in the ‘Rural West’ (65% ‘satisfied’/ 15% ‘dissatisfied’) and in ‘Fleetwood’ (59% ‘satisfied’/ 20% ‘dissatisfied’), but lower in ‘Cleveleys’ at 46% ‘satisfied’/ 23% ‘dissatisfied’. (Figures for ‘Poulton’ were 51% ‘satisfied’/ 22% ‘dissatisfied’). Satisfaction levels varied by age group being lowest for those aged 35-44 years (40% ‘satisfied’/ 29% ‘dissatisfied’), and highest for those aged 75 years and over (73% ‘satisfied’/ 3% ‘dissatisfied’).

3.21 Respondents were also asked to state their level of satisfaction with any ‘other’ services and to name/comment upon these services. Based on the total sample, 48% of all survey respondents rated their satisfaction with ‘other’ services: 2% were ‘very/ fairly satisfied’, 8% ‘neither satisfied nor dissatisfied’, 18% ‘very/ fairly dissatisfied’, and 21% ‘don’t know’; whilst 3% named ‘other’ services but did not state their level of satisfaction with them, and 49% did not mention any ‘other’ services.

3.22 Where ‘other’ services have been named or commented upon, these have been coded into categories as shown in the table overleaf. The principal issue referred to was that of the ‘Jameson Road landfill site in Fleetwood’ and the ‘smell/ air pollution’ and ‘environmental health’ implications of it (8% of the total weighted sample; 105 respondents) – this is evidently a controversial site that many respondents wished to complain about. The most frequently mentioned services/ issues besides this landfill site were ‘roads/ road maintenance’ (2%; 26 respondents), ‘litter and cleanliness/ maintenance issues/ dog fouling’ (2%; 16), ‘housing/ planning/ developments’ (1%; 15), ‘parking’ (1%; 10) and ‘refuse/ recycling services’ (1%; 10) – please refer to Appendix 2 for verbatim details of responses.

	Unweighted count N; Weighted %	N	Col %
Q3) Other services/ facilities. (Coded responses)	Jameson Road Landfill site/ air quality, smell, environmental health	105	8%
	Road maintenance	26	2%
	Litter and cleanliness/ maintenance issues/ dog fouling	16	2%
	Housing/ planning/ developments	15	1%
	Parking	10	1%
	Refuse/ recycling services	10	1%
	Shopping/ markets/ town centre facilities	9	1%
	Pavement/ footpath maintenance	8	0%
	Council - contact/ communication issues	8	1%
	Anti-social behaviour/ crime/ policing/ security	8	1%
	Activities/ facilities - sport/ leisure/ community etc.	7	0%
	Online service issues	7	1%
	Bus/ transport services/ links	6	1%
	Positive comments	4	0%
	Roads - safety and traffic issues	3	0%
	Sea defences	3	0%
	Management of verges/ hedges/ trees etc.	3	0%
	Other	21	2%
	(No comments)	1094	79%
	Total	1363	100%

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

3.23 When asked which things they feel most need improving in the area where they live, (up to three of a list of options could be selected), the principal response was 'roads and pavements' (64%; +6% from 58% in 2022), whilst around a quarter of all respondents referred to 'crime levels' (25%), 'general cleanliness of the area where you live' (25%; +8% from 17% in 2022), and 'health services' (23%; -4% from 27% in 2022). (See chart overleaf.)

3.24 Next most frequently mentioned as needing improvement was ‘activities for teenagers/ young adults’ (18%; -7% from 25% in 2022), and 12% each mentioned ‘affordable housing’, ‘parks, playgrounds and other green spaces’, and ‘your local town centre environment’.

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

(Q4: % response – all respondents)

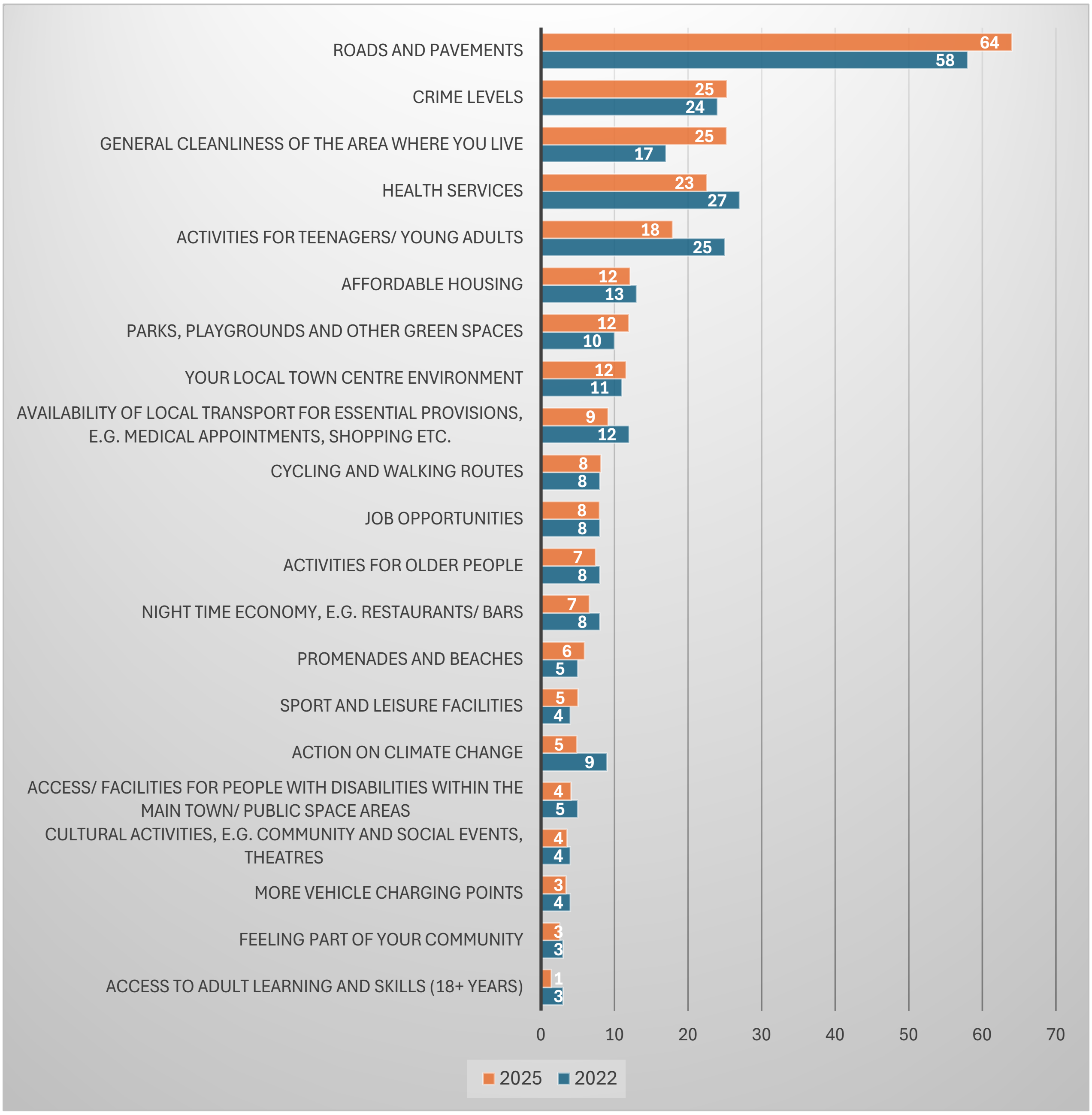


Figure 5 A bar chart representing responses to the question 'Which of these do you feel most need improving in the area where you live?'

3.25 Less than one-in-ten of all respondents felt that 'availability of local transport for essential provisions, e.g. medical appointments, shopping etc.' (9%; -3% from 12% in 2022), 'cycling and walking routes' (8%), 'job opportunities' (8%), 'activities for older people' (7%), 'night-time economy, e.g. restaurants, bars' (7%), 'promenades and beaches' (6%), 'sport and leisure facilities' (5%), and 'action on climate change' (5%; -4% from 9% in 2022) were among their top-three things most in need of improvement in the area where they live.

3.26 Small minorities of respondents (4% or less) mentioned any of the remaining response options, whilst 1% said 'nothing needs improvement', and 11% said that there are 'other' things that they feel most need improving – these 'other' things have been coded as shown in the table below, with again the 'Jameson Road landfill site' being the most frequently mentioned issue (5%; 63 respondents). Next most-mentioned were 'housing/ planning' (1%; 8), 'parking' (1%; 7), 'roads – safety and traffic problems' (0%; 6), and 'shopping facilities, restaurants, town centre facilities' (0%; 6). (See Appendix 2 for full details.)

Unweighted count N; weighted %		N	Col %
Q4) Other. (Coded responses)	Jameson Road landfill site/ air pollution, smell/ environmental health	63	5
	Housing/ planning	8	1
	Parking	7	1
	Roads - safety and traffic problems	6	0
	Shopping facilities, restaurants, town centre facilities	6	0
	Dog fouling	5	0
	Street lighting	4	0
	Parks/ green spaces	3	1
	Refuse/ recycling services	3	0
	Road maintenance	3	0
	Footway maintenance	3	0
	Graffiti	2	0
	Services - health, education etc.	2	0
	Other comments	5	0
	(Other areas for improvement not mentioned)	1145	90
	Total	1265	100

3.27 By area, (see summary table overleaf), residents of the 'Rural East' (79%), 'Rural West' (69%) and 'Cleveleys' (69%) were most likely to say that 'roads and pavements' most need improving where they live; and 'crime levels ' were most frequently referred to by residents of 'Poulton' (36%) and 'Fleetwood' (33%); whilst 'general cleanliness of the area where you live' was most likely to be referred to by residents of 'Fleetwood' (41%), and 'Health Services' by residents of 'Rural West' (43%).

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

		Area (%)						TOTAL (%)
		Cleveleys	Fleetwood	Poulton	Rural East	Rural West	Thornton	Wyre
Q4) Which of these do you feel most need improving in the area where you live?	Roads and pavements	69	45	66	79	69	67	64
	Crime levels	25	33	36	9	12	29	25
	General cleanliness of the area where you live	30	41	17	18	18	22	25
	Health services	21	9	24	33	43	13	23
	Activities for teenagers/ young adults	13	15	20	16	24	20	18
	Affordable housing	16	8	14	16	11	11	12
	Parks, playgrounds and other green spaces	14	8	7	16	12	17	12
	Your local town centre environment	5	31	15	2	1	6	12
	Availability of local transport for essential provisions	9	3	5	11	19	11	9
	Cycling and walking routes	6	1	13	13	8	10	8
	Job opportunities	4	13	5	6	5	12	8
	Activities for older people	8	6	9	8	8	7	7

	Night time economy, e.g. restaurants/ bars	2	11	5	6	7	6	7
	Promenades and beaches	13	13	1	2	3	2	6

3.28 Other notable differences by area were that residents of the ‘Rural West’ were more likely to say that ‘activities for teenagers/ young adults’ (24%), and ‘availability of local transport for essential provisions’ (19%) are among the top-three things most in need of improvement, (compared to the overall sample responses of 18% and 9%, respectively); and residents of ‘Fleetwood’ were more likely to refer to ‘your local town centre environment’ (31% compared to 12% overall).

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

3.29 Respondents were then asked in an open question to comment further if they would like to do so on any of their answers given in the ‘Living in Wyre’ section of the questionnaire so far, (i.e. satisfaction with the local area as a place to live, value for money of council tax, satisfaction with services/ facilities, and things most in need of improvement). Almost two-fifths of the total weighted sample (39%) took the opportunity to comment, with the most mentioned categories of response relating to ‘roads/ road maintenance’ (7%; 93 respondents), the ‘Jameson Road landfill site/ air pollution, smell/ environmental health’ (6%’ 79), ‘litter, cleanliness/ dog fouling’ (4%; 56), and ‘pavements/ footways/ cycleways’ (3%; 41) as shown in the table overleaf. (Responses coded by first issue referred to – please see Appendix 2 for verbatim details.)

3.30 Further issues referred to by 2% of the total weighted sample were: ‘town and village centre facilities/ shopping/ (lack of) investment’ (2%; 33), ‘services – health, education, etc.’ (2%; 27), ‘housing/ planning, developments’ (2%; 26), ‘anti-social behaviour/ crime/ policing’ (2%; 25), and ‘roads – safety and traffic issues’ (2%; 19).

Unweighted Count N; weighted %		N	Col %
Q5) If you would like to expand on any of your answers given thus far, please comment: (Coded responses)	Roads/ road maintenance	93	7
	Jameson Road landfill site/ air pollution, smell/ environmental health	79	6
	Litter, cleanliness/ dog fouling	56	4
	Pavements/ footways/ cycleways	41	3
	Town and village centre facilities/ shopping/ investment	33	2
	Services - health, education etc.	27	2
	Housing/ planning/ developments	26	2
	Anti-social behaviour/ crime/ policing	25	2
	Roads - safety and traffic issues	19	2
	Bus/ public transport services/ links	13	1
	Green spaces/ parks	12	1
	Activities/ facilities for children/ young people	11	1
	Parking	9	1
	Activities/ facilities - other	8	1
	Activities - sport/ leisure facilities/ gyms	7	1
	The Council/ councillors	7	0
	Street lighting	5	0
	Beaches	4	0
	Business/ economy	4	0
	Accessibility issues	4	0
	Refuse/ recycling services	3	0
	Drainage/ flooding	3	0
	Management of verges/ hedges/ trees etc.	2	0
	(Positive comments)	2	0
	Other	20	2
	(No comments)	850	61
	Total	1363	100

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

3.31 Respondents were asked how strongly they would support or oppose eight different actions that Wyre Council might take to address climate change. The most popular measures were: 'protect and enhance our natural environment' (87% 'strongly support/ tend to support'), 'setting tougher environmental standards for newer developments' (72% 'support'; -5% from 77% in 2022), 'offering advice for reducing bills and improving home efficiency' (70% 'support'; -9% from 79% in 2022), and 'supporting the use of sustainable and active travel (walking, wheeling and cycling)' (65% 'support').

<u>Which of the following actions would you support Wyre Council taking to address climate change?</u> (Q6a-h: % response – all respondents)

		Support (%)	Neutral (%)	Oppose (%)	Don't know (%)
Q6a) Setting tougher environmental standards for newer developments	2025	72	18	6	4
	2022	77	16	2	5
Q6b) Supporting the use of sustainable and active travel (walking, wheeling and cycling)	2025	65	25	6	5
Q6c) Promoting schemes for residents to install renewable energy, e.g. air source heat pumps and solar panels (2022: 'Offering …')	2025	58	25	12	5
	2022	84	12	1	3
Q6d) Offering advice for reducing bills and improving home efficiency	2025	70	22	4	4
	2022	79	17	2	2
Q6e) Supporting businesses and organisations to reduce their carbon footprint	2025	57	28	8	7
	2022	70	22	3	5
Q6f) Supporting parish/ town councils and community groups to take action on climate change	2025	50	33	11	5
	2022	65	26	4	4
Q6g) Protect and enhance our natural environment	2025	87	8	2	3

Q6h) Offering community involvement in climate change action	2025	53	32	10	5

3.32 The remaining actions were supported by small majorities of respondents:

- ‘Supporting businesses and organisations to reduce their carbon footprint’ (57% ‘support’/ 8% ‘oppose’); a 13% fall in support from 70% in 2022.
- ‘Promoting schemes for residents to install renewable energy, e.g. air source heat pumps and solar panels’ (58% ‘support’/ 12% ‘oppose’). Responses here have changed a lot from 2022 (84% ‘support’/ 1% ‘oppose’), but the wording also changed from ‘Offering schemes…’ to merely ‘Supporting schemes …’.
- ‘Offering community involvement in climate change action’ (53% ‘support’/ 10% ‘oppose’).
- ‘Supporting parish/ town councils and community groups to take action on climate change’ (50% ‘support’/ 11% ‘oppose’).

3.33 Respondents could also mention any ‘other’ climate change measures that they might support or oppose: based on the total sample, 10% of all respondents to the survey said that they supported ‘other’ measures, 8% ‘neither support nor oppose’ them, 1% oppose them, 14% ‘don’t know’, 4% commented on ‘other’ measures but did not state their level of support for them, and 63% did not mention any ‘other’ climate change measures. Comments here are listed verbatim at Appendix 2, sorted by whether respondents said that they supported or opposed the action. Suggestions for climate change measures that respondents would support included limiting/ reducing the number of housing developments, not building on green belt land, and supporting/ improving recycling schemes; however, the largest group of respondents referred to the issue of the ‘Jameson Road Landfill site’, many calling for it to be closed down. There was also a number of comments from respondents expressing their doubts about/ lack of belief in the reality of climate change.

3.34 Generally, sub-group variations in responses to these questions on climate change were small. However, note that women respondents were significantly more likely than men to support the actions ‘supporting businesses and organisations to reduce their carbon footprint’ (64% ‘support’, compared to 50%); ‘supporting parish/ town councils and community groups to take action on climate change’ (58% compared to 44%), and ‘offering community involvement in climate change action’ (59% compared to 48%).

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

3.35 Just over a third (35%) of all respondents think that Wyre Council responds to residents' needs 'a great deal' (5%) or 'a fair amount' (30%), whilst a total of 48% think that it responds 'not very much' (32%) or 'not at all' (16%), and 17% 'don't know'. These findings are significantly less positive, and more negative, compared to those received in 2022 (46% 'a great deal/ fair amount'/ 36% 'not very much/ not at all'.

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

(Q7: % response – by sub-group and overall)

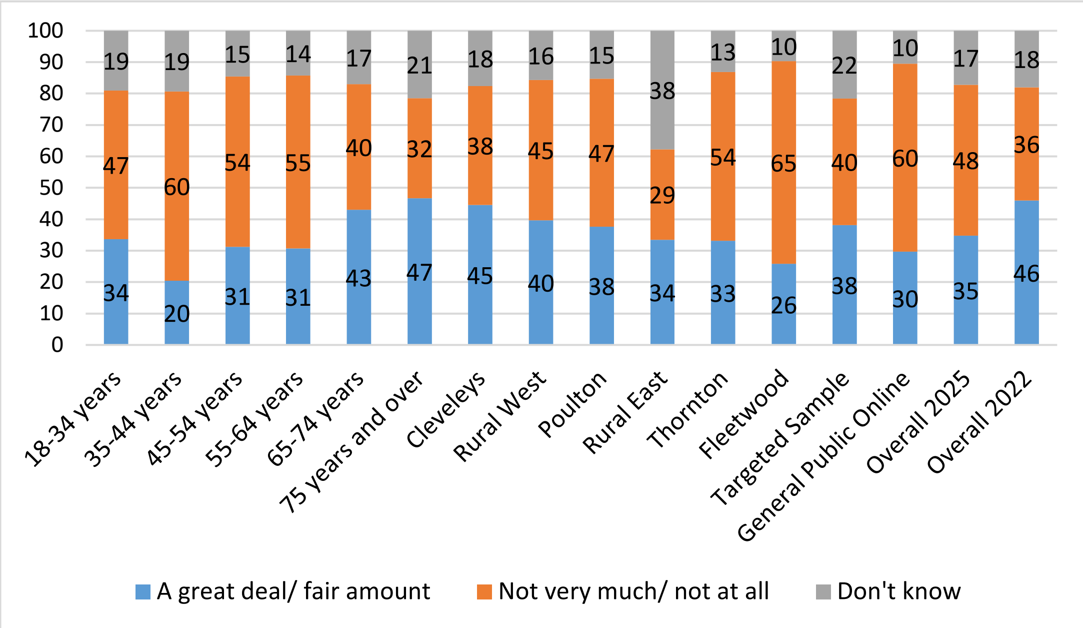


Figure 6 A bar chart representing responses to the question 'To what extent do you think Wyre Council responds to residents' needs?'

3.36 The majority or major response in all age groups up to the age of 64, and in both sample frames was that the Council responds 'not very much or not at all' to residents' needs. More positive responses were received from respondents aged 65-74 years (43% 'a great deal/ fair amount') and 75 years and over (47% 'a great deal/ fair amount'), and those living in 'Cleveleys' (45% 'a great deal/ fair amount'). Negative responding increased to 65% in 'Fleetwood', and 54% in 'Thornton'.

4. COMMUNICATIONS

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

4.1 Nearly half of all respondents (47%) think that Wyre Council keeps residents well informed about 'Council services' (8% 'very well informed' and 38% 'fairly well informed'), with this figure varying between 33% for those aged 18-34 years and 60% for those aged 75 years and over; whilst 47% overall think that they are 'not very well informed' (32%) or 'not well informed at all' (15%), and 6% 'don't know'. Respondents from the 'General Public online' sample (55% 'not very/ not at all well informed') were more likely to feel that the Council does not keep them well informed about services, than those in the 'Targeted Sample' (42%).

<u>Overall, how well informed do you think Wyre Council keeps residents about …. ?</u>

(Q8a-c: % response – all respondents)

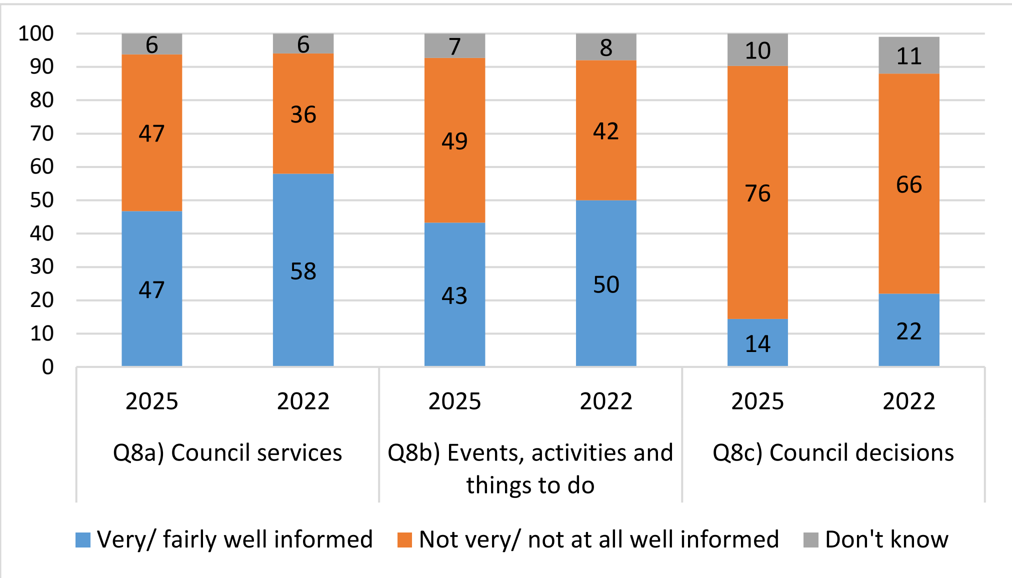


Figure 7 A bar chart representing responses to the question 'Overall, how well informed do you think Wyre Council keeps residents about...'

4.2 In terms of 'events, activities and things to do', a total of 43% of all respondents think that they are 'very well informed' (8%) or 'fairly well informed' (36%) by the Council, whilst 49% feel 'not very well informed' (33%) or 'not well informed at all' (16%), and 7% 'don't know'. The numbers feeling well informed by the Council increased with the age group of respondents from 23% for those aged 18-34 years, to 52% for those aged 65-74 years, and 53% for those aged 75 years and over.

4.3 Respondents were much less likely to think that the Council keeps them well informed about ‘Council decisions’: 14% feel well informed (2% ‘very well informed’ and 12% ‘fairly well informed’), whilst three-quarters (76%) feel ‘not very well informed’ (36%) or ‘not well informed at all’ (40%), and 10% ‘don’t know’. Again, positive responding increased with the age group of respondents, rising from 6% ‘very/ fairly well informed’ for those aged 35-44 years, to 20% for those aged 65-74 years, and 21% for those aged 75 years and over.

4.4 Compared to the 2022 Survey findings, respondents to the current survey were significantly less likely to feel well informed in respect of each of the three aspects: ‘Council services’ 47% ‘well informed’, -11% from 58% in 2022; ‘events, activities and things to do’ 43% ‘well informed’, -7% from 50% in 2022; and ‘Council decisions’ 14% ‘well informed’, -8% from 22% in 2022.

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

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

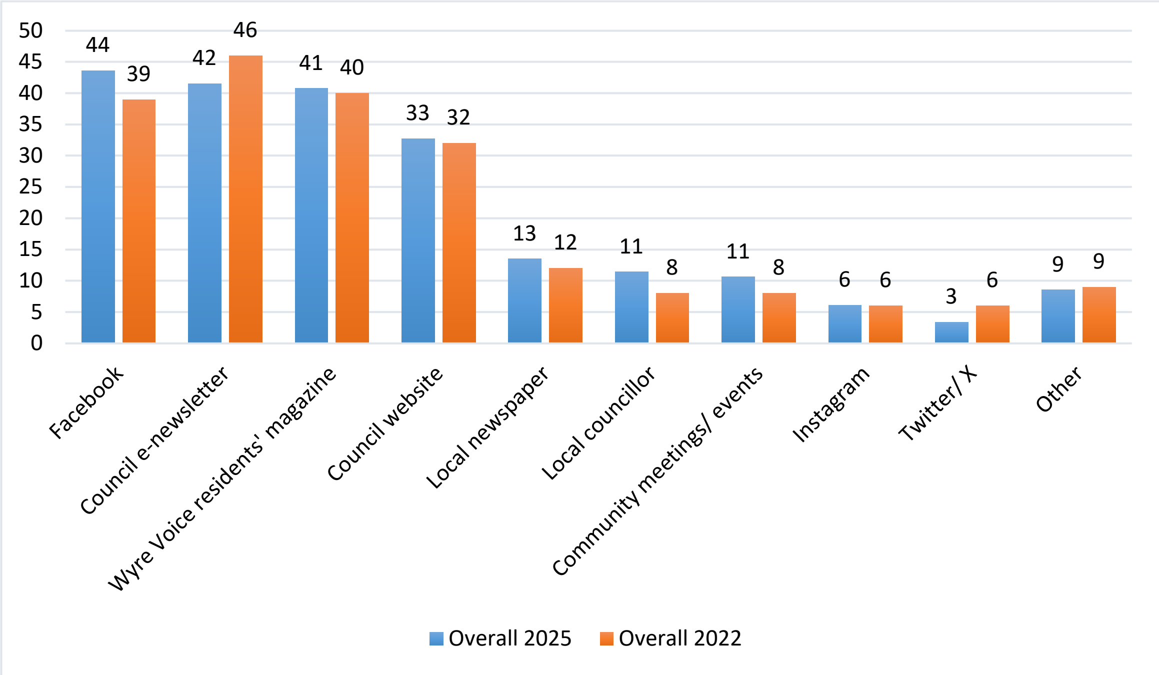


Figure 8 A bar chart representing responses to the question 'How do you prefer to receive information about Wyre Council?'

4.5 When asked how they prefer to receive information about Wyre Council, the most popular options overall were 'Facebook' (44%; +5% from 39% in 2022), 'Council e-newsletter' (42%; -4% from 46% in 2022), 'Wyre Voice residents' magazine' (41%), and 'Council website' (33%). (Note that this was a multiple-response question with respondents being allowed to select up to three options.)

4.6 Smaller minorities of respondents said that they prefer to receive Council information in a 'local newspaper' (13%), from their 'local councillor' (11%; +3% from 8% in 2022), at 'community meetings/ events' (11%; +3% from 8% in 2022), 'Instagram' (6%), and via 'Twitter/X' (3%; -3% from 6% in 2022). A total of 9% of all respondents mentioned 'other' means, the majority of which were requests to receive Council information 'by post/ letter/ newsletter' or 'by email', (see Appendix 2 for details).

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

<u>Q9: Preferred means of receiving information about the Council</u>

Analysis by age group and sample frame (% response)

	Facebook	Council e-newsletter	Wyre Voice residents' magazine	Council website	Local newspaper	Local councillor	Community meetings/ events	Instagram	Twitter/ X
18-34 years	47	39	23	29	14	7	1	13	7
35-44 years	60	40	35	46	18	6	8	9	2
45-54 years	55	47	37	27	11	12	8	9	7
55-64 years	45	45	38	39	8	13	12	6	2
65-74 years	37	42	50	35	12	12	18	2	1
75 years and over	28	39	56	23	20	16	14	0	1
Targeted Sample	35	43	48	32	15	12	10	6	3
General Public online	58	38	30	34	11	11	11	7	5
Overall	**44**	**42**	**41**	**33**	**13**	**11**	**11**	**6**	**3**

4.8 Preference for receiving information by 'Facebook' was higher for those aged 35-44 years (60%), and 45-54 years (55%), decreasing to 28% for those aged 75 years and over; and there was a similar pattern of response in relation to the 'Council website' – preference for this being highest for those aged 35-44 years (46%), and lowest for those aged 75 years and over (23%). Older respondents aged 65-74 years (50%) and 75 years and over (56%) had a greater preference for receiving information in the 'Wyre Voice residents' magazine', and in a 'local newspaper' (20% of those aged 75 years and over, compared to 13% overall).

4.9 Respondents from the 'General Public online' sample had a greater preference for receiving Council information via 'Facebook' (58%, compared to 44% overall and 35% for the 'Targeted Sample'), but were less likely to have a preference for the 'Wyre Voice residents' magazine' (30%, compared to 41% overall and 48% for the 'Targeted Sample'). 'General Public online' respondents were also slightly less likely to prefer to receive information in a ‘Council e-newsletter’ (38%, compared to 42% overall), and in a ‘local newspaper’ (11%, compared to 13% overall).

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

4.10 The great majority (91%) of all respondents use the internet regularly – 85% use it ‘daily’ (a small increase of 3% over the 2022 figure of 82%), and 6% ‘every few days’, whilst 2% use it ‘about once a week’, 3% use it either ‘about once a month’ (0%; 7 respondents) or ‘rarely’ (2%), and 5% ‘do not use the internet’ (a small decrease of 2% from 7% in 2022).

How often do you use the internet?

(Q10: % response – by sub-group and overall)

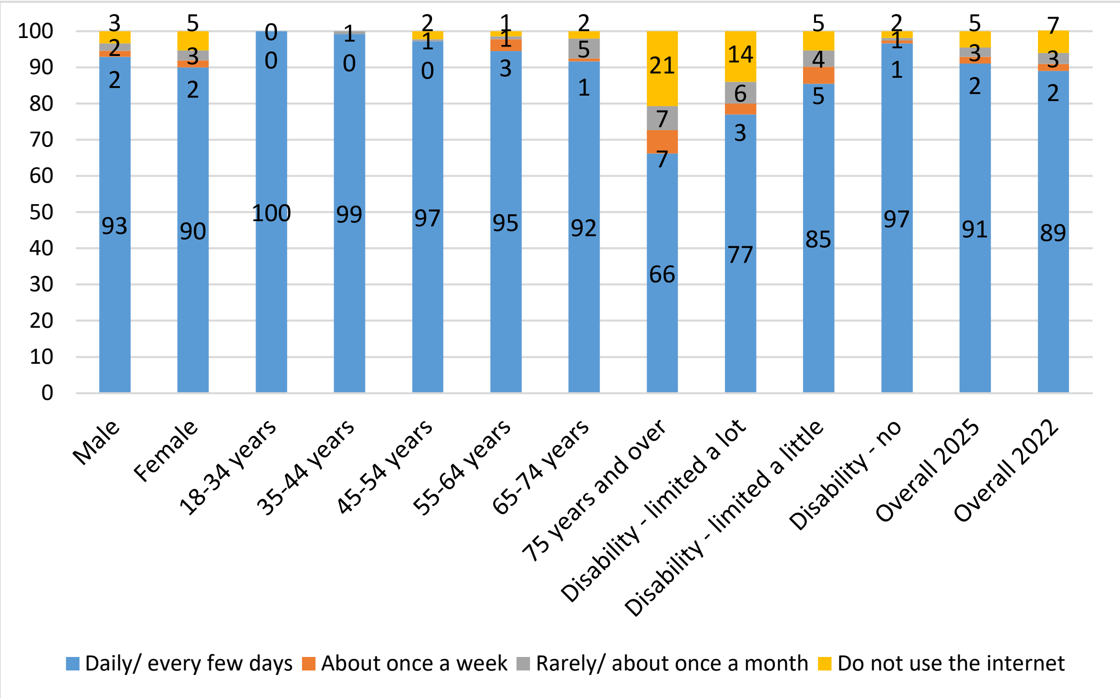


Figure 9 A bar chart representing responses to the question 'How often do you use the internet?'

4.11 Frequency of usage varies widely with respondents’ age group: 100% of those aged under 35 years were regular users of the internet (18-34 years, 94% ‘daily’ and 6% ‘every few days’), falling very slightly to 99% for those aged 35-44 years, 97% for those aged 45-54 years, and to 95% for those aged 55-64 years, but being much lower for those aged 75 years and over (66%; 54% ‘daily’ and 12% ‘every few days’). A fifth (21%) of those aged 75 years and over said that they ‘do not use the internet' (though this is lower than the 2022 figure of 28%), and this number was also significantly higher among those respondents with a long-term illness/ disability which limits their day-to-day activities 'a lot' (14% 'do not use the internet'). There was also variation in frequency of use by 'sample frame': for the 'Targeted Sample' 77% use the internet 'daily', 9% 'every few days', and 7% 'do not use the internet'; whilst for the 'General Public online' sample 96% use it 'daily', 2% 'every few days', and 0% said that they 'do not use the internet'.

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

<u>Do you use any of the following social media platforms/means of communication?</u>

(Q11: % response – those who use the internet – Base No. = 1,250)

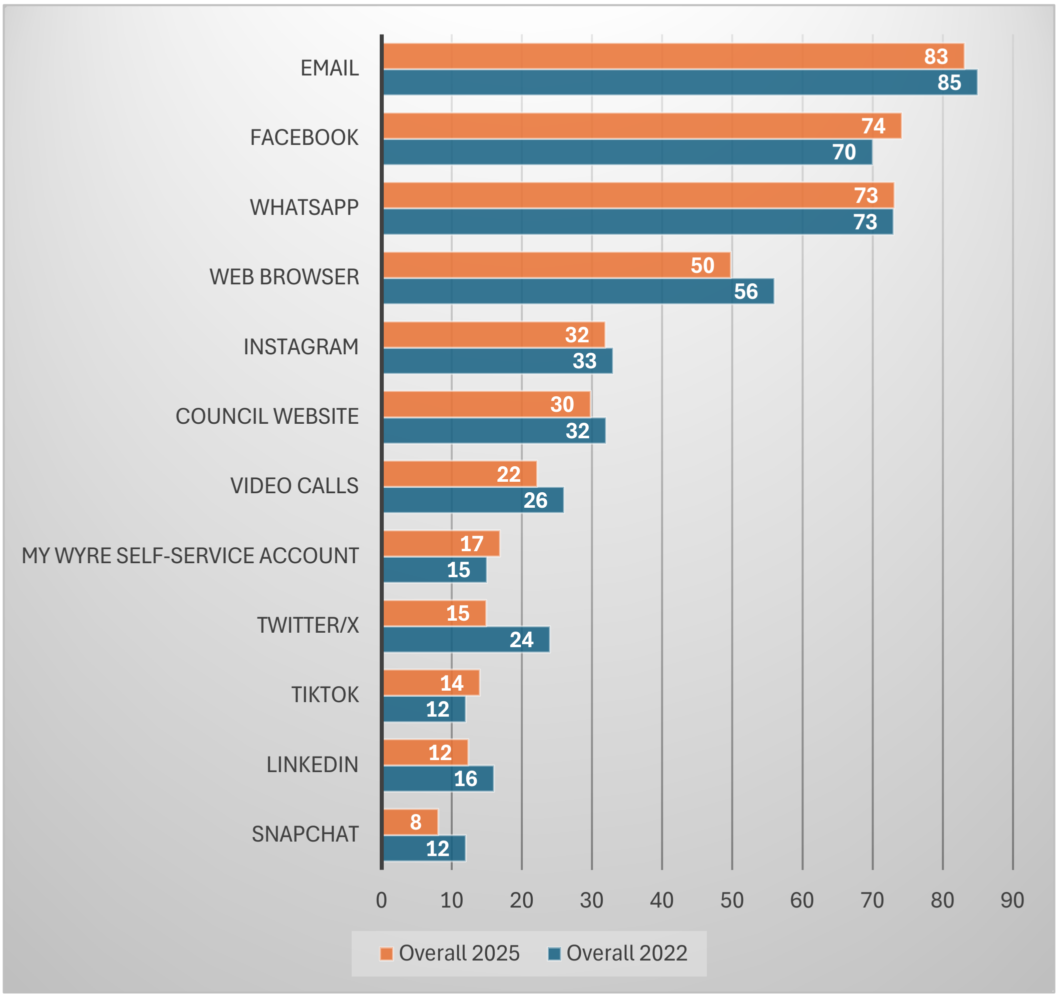


Figure 10 A bar chart representing responses to the question 'Do you use any of the following social media platforms/means of communication?'

4.12 Those respondents that use the internet were asked which out of a list of 12 social media platforms/ means of communication they use, or if they use any other social media. The large majority of respondents here said that they use 'email' (83%), whilst 74% use 'Facebook' (+4% from 70% in 2022), 73% use 'WhatsApp', and 50% use a 'web browser' (-6% from 56% in 2022).

4.13 Around a third of respondents who use the internet use 'Instagram' (32%) and the 'Council website' (30%), 22% use 'video calls' (-4% from 26% in 2022), whilst smaller numbers use 'My Wyre self-service account' (17%), 'Twitter/X' (15%; -9% from 24% in 2022), 'TikTok' (14%), 'LinkedIn' (12%; -4% from 16% in 2022), 'Snapchat' (8%; -4% from 12% in 2022), and 'other social media/ communication means' (2%; 25 respondents – details at Appendix 2). (2% said that they do not use any of the listed options.)

4.14 Again, as might be expected, usage of social media varied significantly with age group, tending to be highest in the younger age groups (under 45 years), and lowest for those aged 75 years and over. For example, usage of 'Facebook' varied from 87% for those aged 18-34 years down to 57% for those aged 75 years and over, 'WhatsApp' from 85% for those aged 35-44 years down to 60% for those aged 75 years and over, and 'Instagram' from 55% of 18-34 year olds to 5% of those 75 years and over. Usage of 'Twitter/X' was actually highest at 25% for those in the 35-44 years age bracket, (compared to 15% overall). Usage of 'Snapchat' (25% compared to 8% overall) and 'TikTok' (40% compared to 14% overall) was particularly high for those respondents aged 18-34 years.

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

4.15 Respondents were asked to say, if they have contacted Wyre Council within the last 12 months, by which method their last contact was made. A total of 41% of respondents had last contacted 'on-line': 29% 'via the website', 11% 'via email', and 1% 'via social media'; this total being very similar to the 2022 figure of 42% 'last contacted online', (online means were not sub-divided in the 2022 Survey). Nearly a quarter (23%) of respondents had last contacted 'by phone' (lower than the 2022 figure of 36%), whilst small minorities had last contacted 'in person' (4%; 5% in 2022), 'by post' (1%; -2% from 3% in 2022), and 'via my councillor' (1%). A further five respondents (0%) said they had last contacted by 'other' means, and just over a quarter (27%) said that they had not contacted the Council in the last 12 months.

If you have contacted Wyre Council within the last 12 months, by which method was your last contact made? (Q12: % response – all respondents)

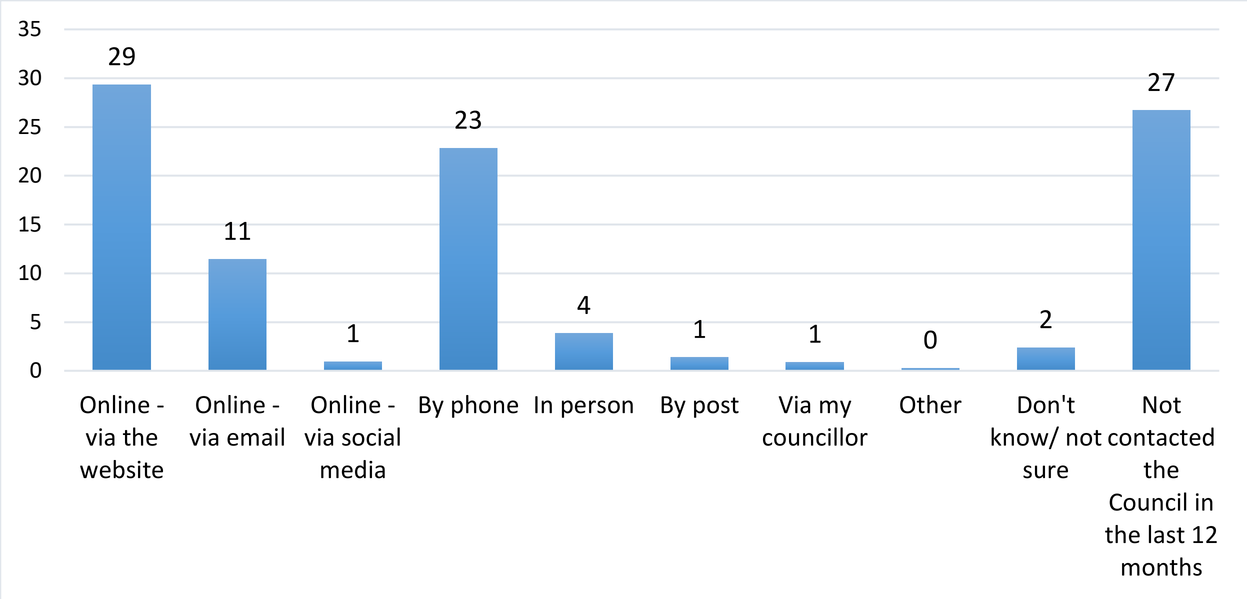


Figure 11 A bar chart representing responses to the question 'If you have contacted Wyre Council within the last 12 months, by which method was your last contact made?'

4.16 Those respondents aged 35-54 years (50%) and those from the 'general public' sample (50%) were most likely to have last contacted the Council 'on-line' (either via the website, email or social media – combined figure), with this reducing to 17% for those aged 75 years and over. Last having contacted 'by phone' was likeliest for those aged 75 years and over (36%), falling to 12% for those aged 35-44 years; whilst last having contacted 'in person' was also most likely among those aged 75 years and over (12%).

<u>If you have contacted Wyre Council within the last 12 months, by which method was your last contact made?</u> (Q12: % response – by age group for main means of contact)

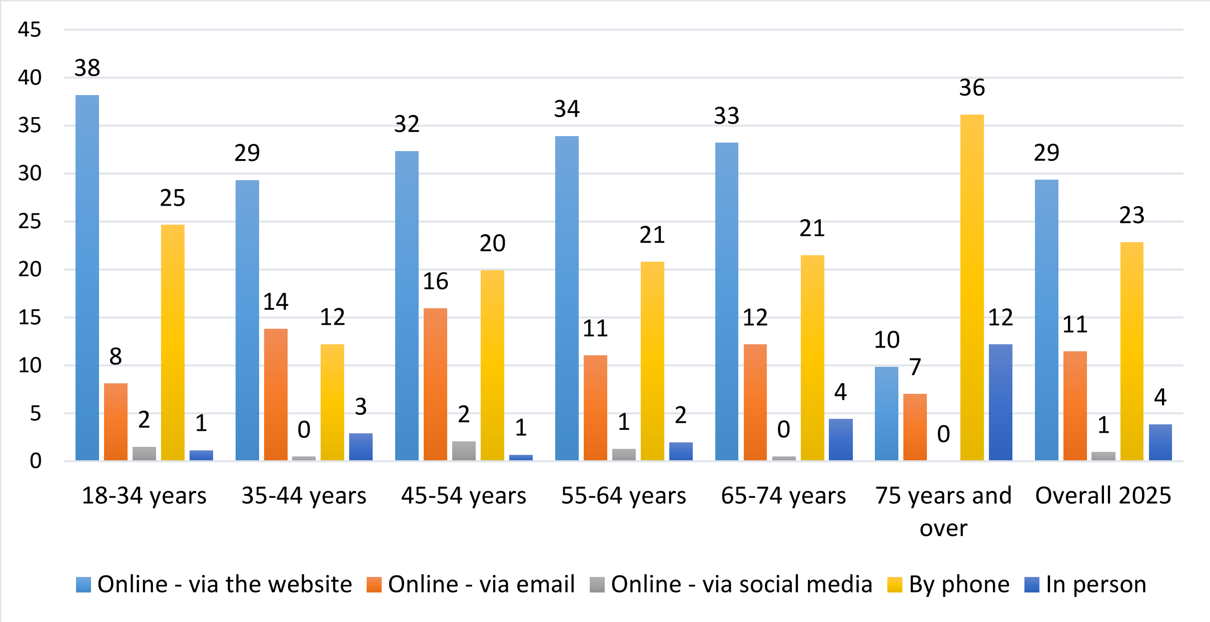


Figure 12 A bar chart representing responses to the question 'If you have contacted Wyre Council within the last 12 months, by which method was your last contact made?'

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

4.17 Those respondents who had 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. The majority (56%) of respondents were satisfied with their experience (24% 'very satisfied' and 32% 'fairly satisfied'), whilst 16% were 'neither satisfied nor dissatisfied', 28% were dissatisfied (17% 'very dissatisfied' and 11% 'fairly dissatisfied'), and 1% 'don't know'. Compared to the 2022 results of 60% 'satisfied'/ 16% 'dissatisfied', the level of dissatisfaction has increased by 12%, (the level of satisfaction is broadly similar). (See chart overleaf.)

Thinking about the last contact you made, how satisfied or dissatisfied were you with that experience? (Q13: % response – those who have contacted the Council in the last 12 months; by sub-group and overall)

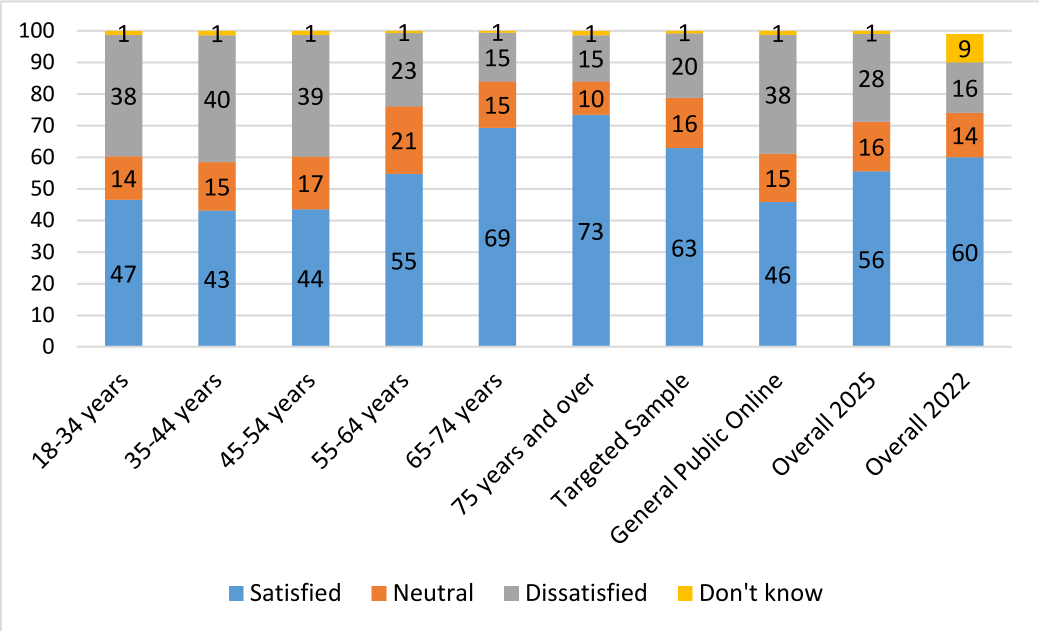


Figure 13 A bar chart representing responses to the question 'Thinking about the last contact you made, how satisfied or dissatisfied were you with that experience?'

Thinking about the last contact you made, how satisfied or dissatisfied were you with that experience? (Q13: % response – by last method of contact and overall) (Base Numbers shown in brackets)

		Q13) Thinking about the last contact made, how satisfied or dissatisfied were you with that experience?			
		Satisfied	Neutral	Dissatisfied	Don't know
Q12) If you have contacted Wyre Council within the last 12 months, by which method was your last contact made?	Online - via the website (350)	57%	19%	23%	1%
	Online - via email (145)	41%	9%	50%	0%
	Online - via social media (10)	44%	8%	42%	5%
	In person (59)	75%	9%	16%	0%
	By phone (292)	60%	14%	24%	2%

	By post (14)	37%	39%	24%	
	Via my councillor (11)	45%	16%	40%	
Total	**Overall (886)**	**56%**	**16%**	**28%**	**1%**

4.18 The level of satisfaction increased to 75% ‘very/ fairly satisfied’ for those respondents who had last contacted ‘in person’ (based on 59 respondents), and satisfaction was also higher for respondents aged 65-74 years (69%) and those aged 75 years and over (72%). Satisfaction was lower, and dissatisfaction higher, for those respondents who had last contacted ‘via email’ (41% ‘satisfied’/ 50% ‘dissatisfied’, those aged 35-44 years (43% ‘satisfied’/ 40% ‘dissatisfied’) and 45-54 years (44% ‘satisfied’/ 39% ‘dissatisfied’), and those respondents from the ‘General Public online’ sample (46% ‘satisfied’/ 38% ‘dissatisfied’).

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

4.19 Respondents were asked how they would describe their contact with their elected representatives, [MP, Police and Crime Commissioner, County Councillor(s), Borough Councillor(s), and (if applicable) Town/ Parish Councillor(s)], over the past 12 months. In respect of their ‘MP’, just under half of all respondents (47%) said ‘I know who they are, but haven’t contacted them in the last year’, whilst 4% said ‘I’ve contacted them in the last year, but didn’t receive a response’, and 12% that ‘I’ve contacted them in the last year and received a response’. The remaining 37% of all respondents said that they do not know who their ‘MP’ is, with this figure reducing to 32% for those respondents aged 65-74 years, and those living in ‘Fleetwood’, but rising to 45% in ‘Cleveleys’. Results here are very similar to those from 2022.

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

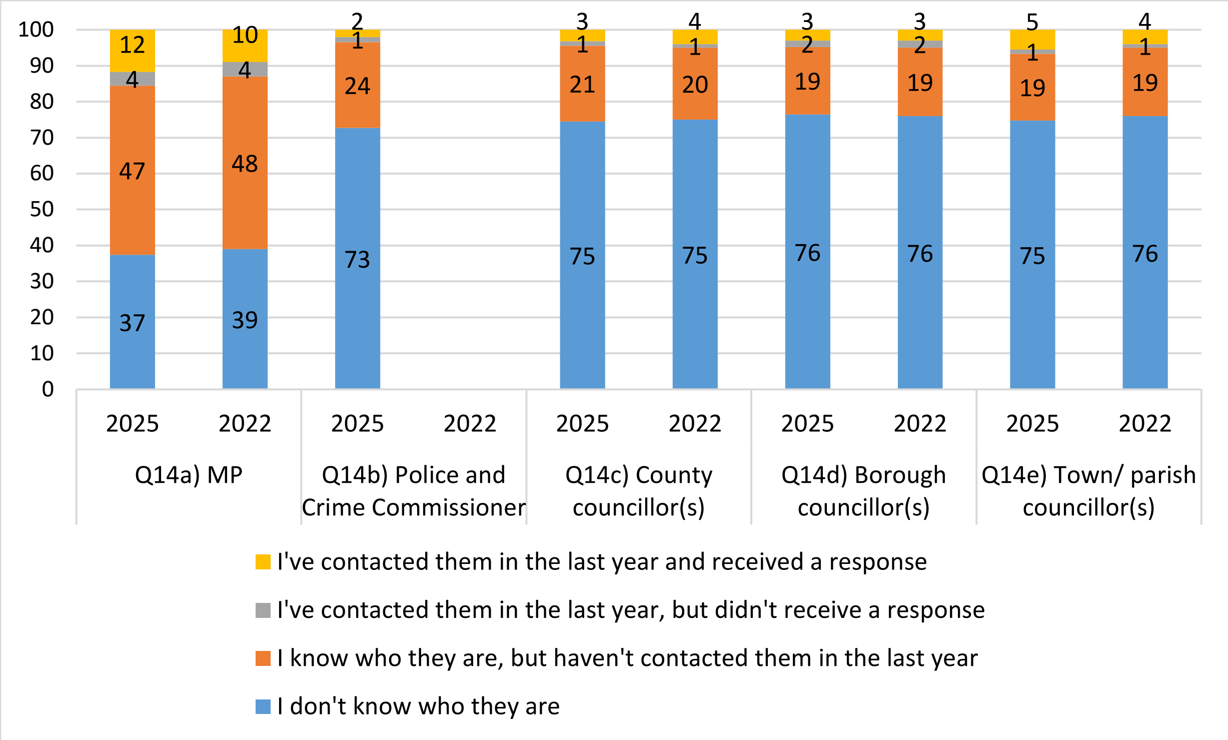


Figure 14 A bar chart representing responses to the question 'Which of the following best describes your contact with your elected representatives over the past 12 months?'

4.20 In respect of their 'Police and Crime Commissioner' (current survey question only), 73% of all respondents did not know who they are (reducing to 68% for those aged 55-64 years), 24% said 'I know who they are, but haven't contacted them in the last year', 1% had contacted them in the last year, but hadn't received a response, and 2% had contacted them in the last year and received a response.

4.21 In respect of County, Borough, and Town/ Parish Councillors, the overall pattern of response was almost identical for each, and much the same as in 2022: three-quarters of all respondents did not know who their councillors are (75% or 76%), one-in-five (19% or 21%) said 'I know who they are, but haven't contacted them in the last year', 1% or 2% had contacted them in the last year, but hadn't received a response, and 3% to 5% had contacted them in the last year and received a response; this latter figure varied by area only in respect of Town/ Parish Councillors – 15% of residents in the 'Rural West' and 11% in the 'Rural East' had contacted and received a response, reducing to 1% in 'Poulton' and 'Thornton', and 0% (no respondents) in 'Cleveleys'.

4.22 Generally, respondents in older age groups, female respondents and those from the 'general public' sample were less likely to say they do not know who their councillors are, i.e. they were more likely to know the name of their councillors or to have contacted them in the last year. For example, in the case of ‘County Councillors’, awareness was lowest at 15% ‘know/ have contacted in the last year’ for those aged 18-34 years, rising to around a third of those aged 55 years and over, and to 31% for ‘General Public online’ respondents. Awareness was at 30% for female respondents, compared to 21% for males.

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

4.23 Finally in this section, respondents were asked if they had any 'other comments about Wyre Council communications', and 17% of the total weighted sample made comments – these have been coded as shown in the table below, (see Appendix 2 for verbatim details). The main themes of response were 'general negative comments about Council communications or lack of communication' (3%; 44 respondents), and comments about 'contact with elected members' (3%; 41), whilst 2% commented on '(poor) communication regarding the Jameson Road landfill site' (17 respondents), and 1% (10) said that the Council had given 'no reply' or been 'unresponsive' to the contact they had made. (See Appendix 2 for verbatim details.) (Note that 3% of the total weighted sample, 28 respondents, commented about the Jameson Road landfill site, but that these were complaints/ calls for it to be closed, etc. rather than comments on Council communications.)

		N	Col %
Q15) Do you have any other comments about Wyre Council communications? (Coded responses)	General comments – negative/ lack of or poor communication	44	3
	Contact with elected members	41	3
	Communication re Jameson Road landfill site	17	2
	No reply/ unresponsive	10	1
	General comments/ suggestions	7	1
	Contact via social media/ online	7	1
	Lack of transparency	6	0
	General comments - positive	6	0
	Telephone contact	5	0
	Housing/ planning - communication issues	3	0
	Information provision/ availability	3	0
	Council website	2	0
	Other	10	1
	(Not made contact)	4	0
	(no comments)	1149	83

	(Jameson Road landfill site)	28	3
	(Other comments unrelated to communications)	21	2
	Total	1363	100

5. PRIDE IN PLACE AND COMMUNITY SAFETY

Question 16: *'How much do you agree or disagree with the following statements….?'*

5.1 Respondents were asked to state their level of agreement or disagreement with three statements to do with 'pride in place'. The majority of all respondents agreed with each of the three statements, agreement being highest that '*In five years, I would still like to be living in my local area*' (74% 'agree'/ 15% 'disagree'), whilst just under two-thirds agreed with the remaining two statements: '*I would recommend my local area to others*' (63% 'agree'/ 23% 'disagree'), and '*I am proud to live in my local area*' (63% 'agree'/ 18% 'disagree'). [Note: 'agree' and 'disagree' are combined responses here, i.e. 'agree' = 'definitely agree' plus 'tend to agree', and 'disagree' = 'definitely disagree' plus 'tend to disagree'].

How much do you agree or disagree with the following statements?

(Q16a-c: % response – all respondents)

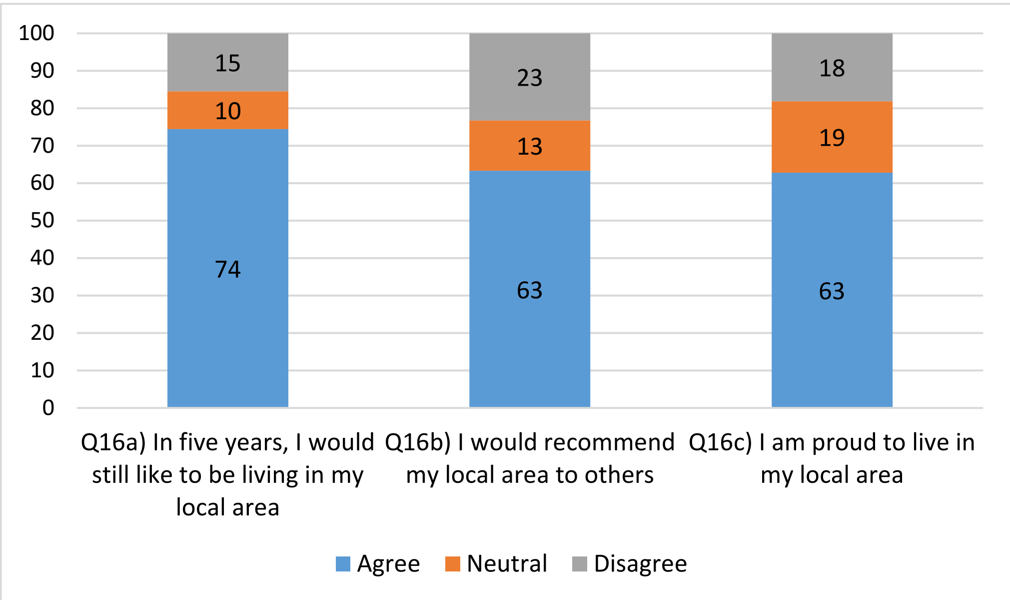


Figure 15 A bar chart representing responses to the question 'How much do you agree or disagree with the following statements?'

5.2 In terms of significant differences in responses by sub-group, the pattern of responses was very similar for each of the three statements: there was a strong relationship to age, with agreement rising with age group (generally agreement significantly lower for those aged 18-34 years and 35-44 years, and significantly higher for those 65 years and over); whilst by area agreement was typically higher in the ‘Rural East’ and ‘Rural West’, and in ‘Cleveleys’ and ‘Poulton’, but lowest in ‘Fleetwood’. Agreement was also higher, and disagreement lower, for respondents in the ‘Targeted Sample’ compared to those in the ‘General Public’ sample. Full details are illustrated in the following charts.

In five years, I would still like to be living in my local area

(Q16a: % response – by sub-group and overall)

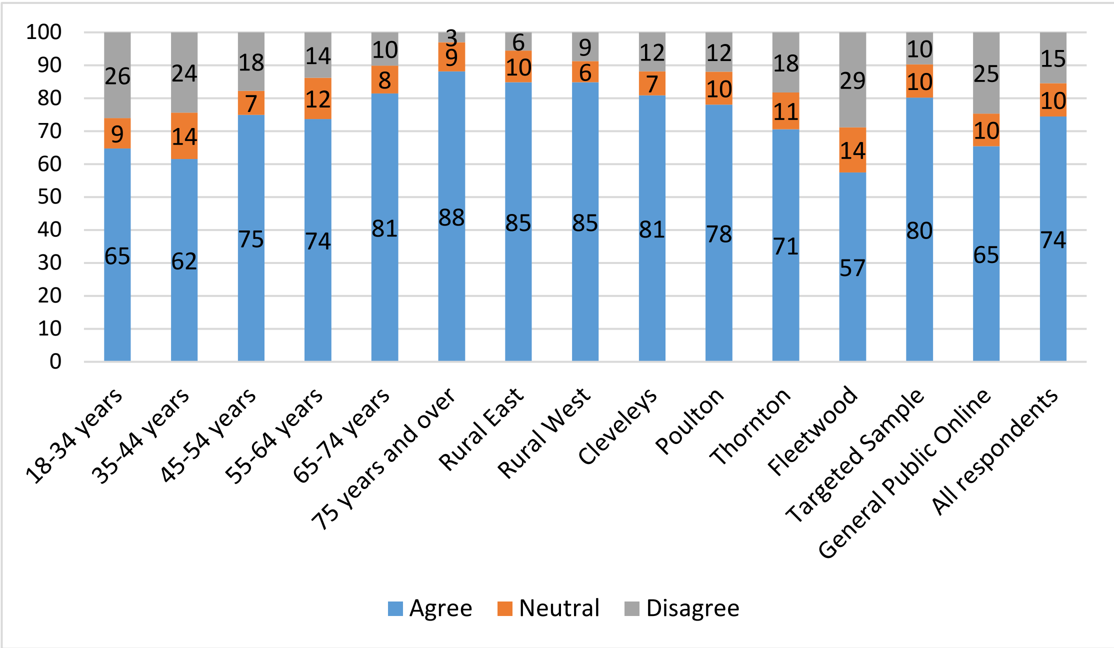


Figure 16 A bar chart representing responses to the statement 'In five years, I would still like to be living in my local area'

I would recommend my local area to others

(Q16b: % response – by sub-group and overall)

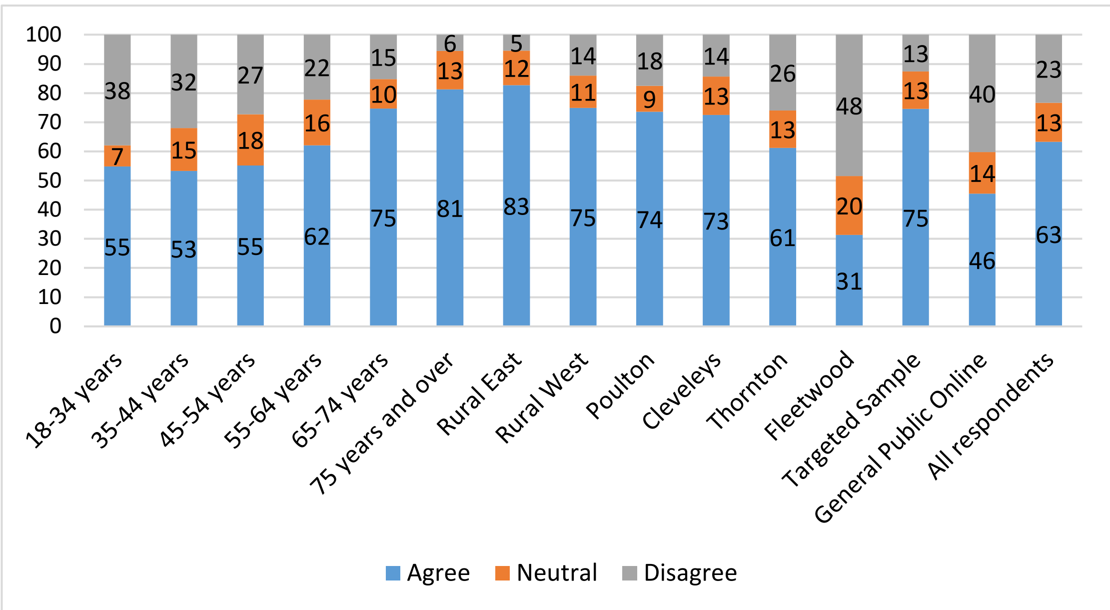


Figure 17 A bar chart representing responses to the statement 'I would recommend my local area to others'

I am proud to live in my local area

(Q16c: % response – by sub-group and overall)

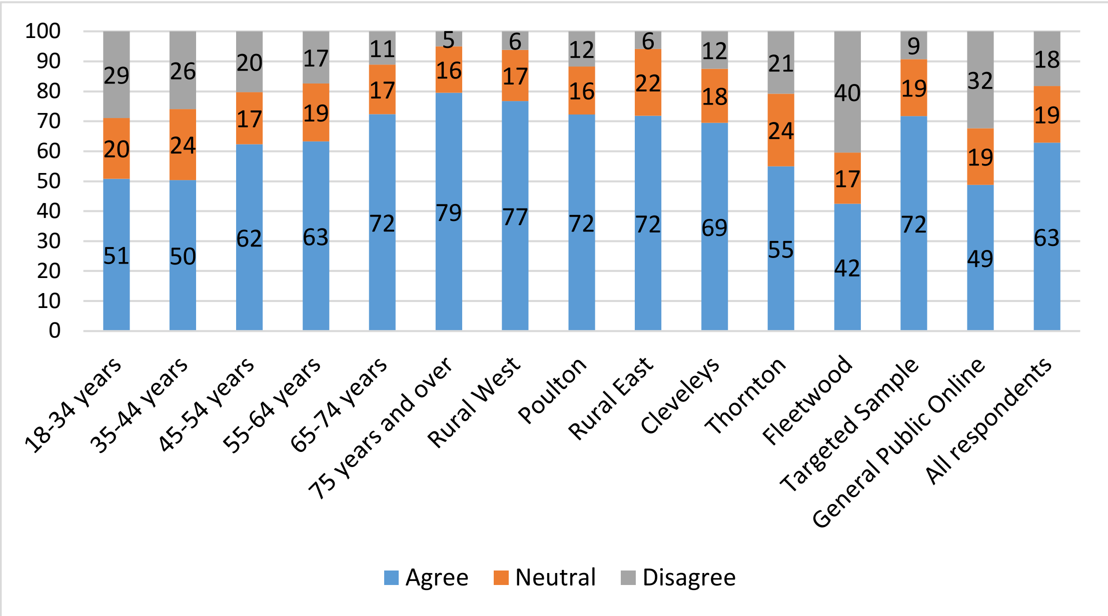


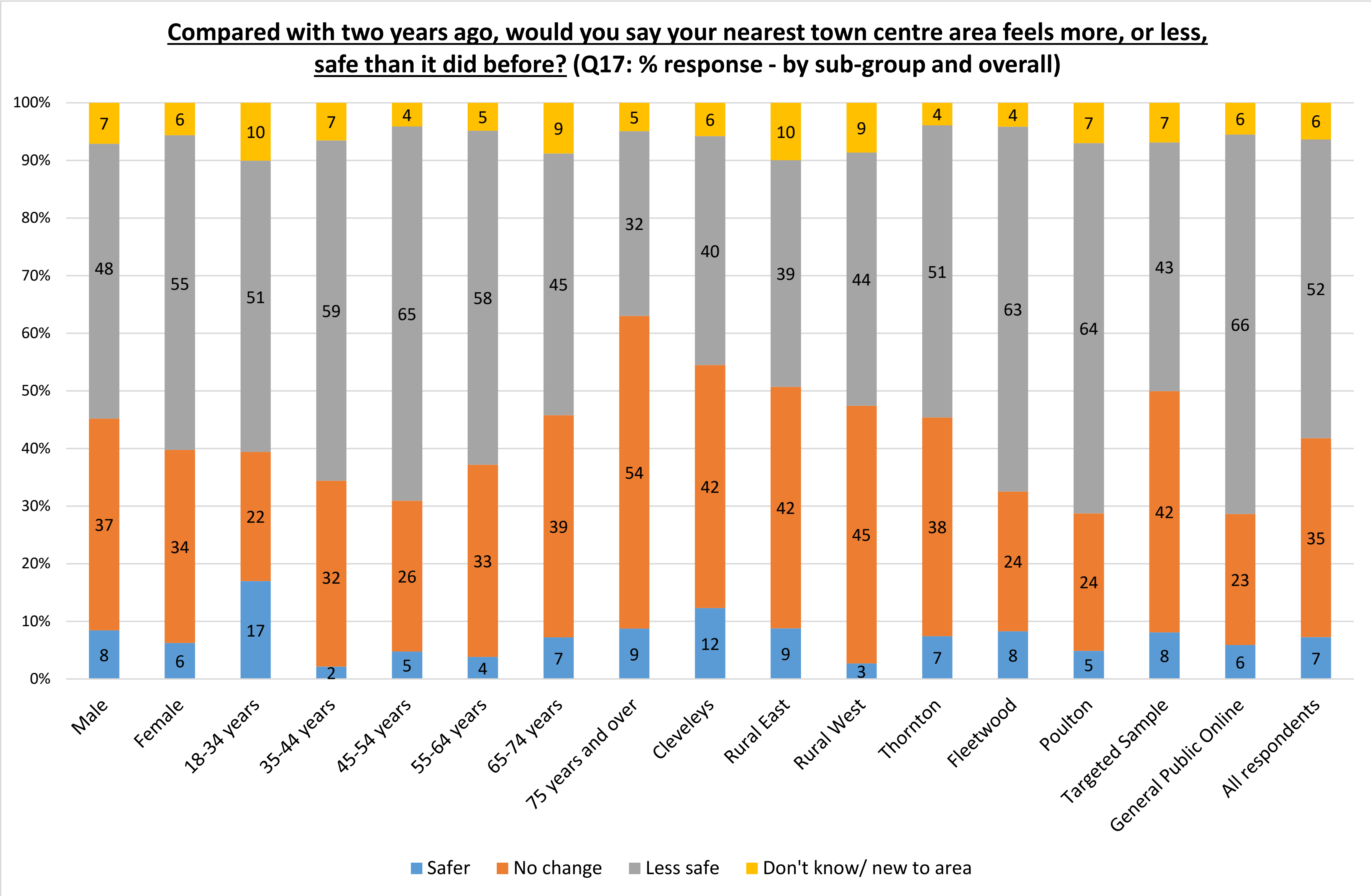
Figure 18 A bar chart representing responses to the statement 'I am proud to live in my local area'

Question 17: *' Compared with two years ago, would you say your nearest town centre area feels more, or less, safe than it did before? ….?'*

5.3 When asked to say, compared with two years ago, whether their nearest town centre (Fleetwood, Thornton-Cleveleys, Poulton and Garstang) feels more safe or less safe than it did before, just over half of all respondents (52%) said that it feels 'less safe' (30% 'much less safe' and 22% 'a little less safe'), 35% were of the view that there has been 'no change', and less than one-in-ten (7% to nearest whole per cent) said that it feels 'safer' (2% 'much safer' and 6% 'a little safer'), (6% total either 'don't know as new to area' or 'don't know/ not sure'). (See chart overleaf.)

5.4 Female respondents were more likely than males to say that compared with two years ago their nearest town centre feels 'less safe' (55% 'less safe' compared to 48% for male respondents). By age group, 'safer' response percentages were highest for those aged 18-34 years (17%), and lowest for those aged 35-44 years (2%); whilst 'less safe' responses were highest for those aged 45-54 years (65%), reducing to 45% for those aged 65-74 years and to 32% for those aged 75 years and over.

5.5 By area, respondents' perceptions of safety in their nearest town centre were most positive in Cleveleys (12% 'safer'/ 40% 'less safe'); whereas they were least positive in the areas of 'Fleetwood' (8% 'safer'/ 63% 'less safe') and 'Poulton' (5% 'safer'/ 64% 'less safe').



Compared with two years ago, would you say your nearest town centre area feels more, or less, safe than it did before? (Q17: % response - by sub-group and overall)
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Male
Female
18-34 years
35-44 years
45-54 years
55-64 years
65-74 years
75 years and over
Cleveleys
Rural East
Rural West
Thornton
Fleetwood
Poulton
Targeted Sample
General Public Online
All respondents
Safer
No change
Less safe
Don't know/ new to area

Figure 19 A bar chart representing responses to the statement 'Compared with two years ago, would you say your nearest town centre area feels more or less safe than it did before?'

Question 18: *' (If much/ a little safer) Has the upgraded town centre CCTV contributed to you feeling this way?'*

5.6 Those respondents who feel much or a little safer in their nearest town centre compared to two years ago were asked '*Has the upgraded town centre CCTV contributed to you feeling this way?*' Around a third (31%) of these respondents said that 'yes' the upgraded CCTV has contributed to them feeling safer, and just 2% said 'no – it has not'; however the majority responses (68% in total) related to lack of awareness that the CCTV has been upgraded: 56% 'until now I was unaware it had been' and 12% 'don't know'.

5.7 The chart below shows the results split by area, sample (Targeted/ General Public) and overall for those feeling safer (78 respondents) – base numbers of respondents are very small though, so are provided for information purposes only and cannot be regarded as statistically robust.

<u>Has the upgraded town centre CCTV contributed to you feeling this way?</u>

(Q18: % response – if 'much/ a little safer' – 78 respondents overall)

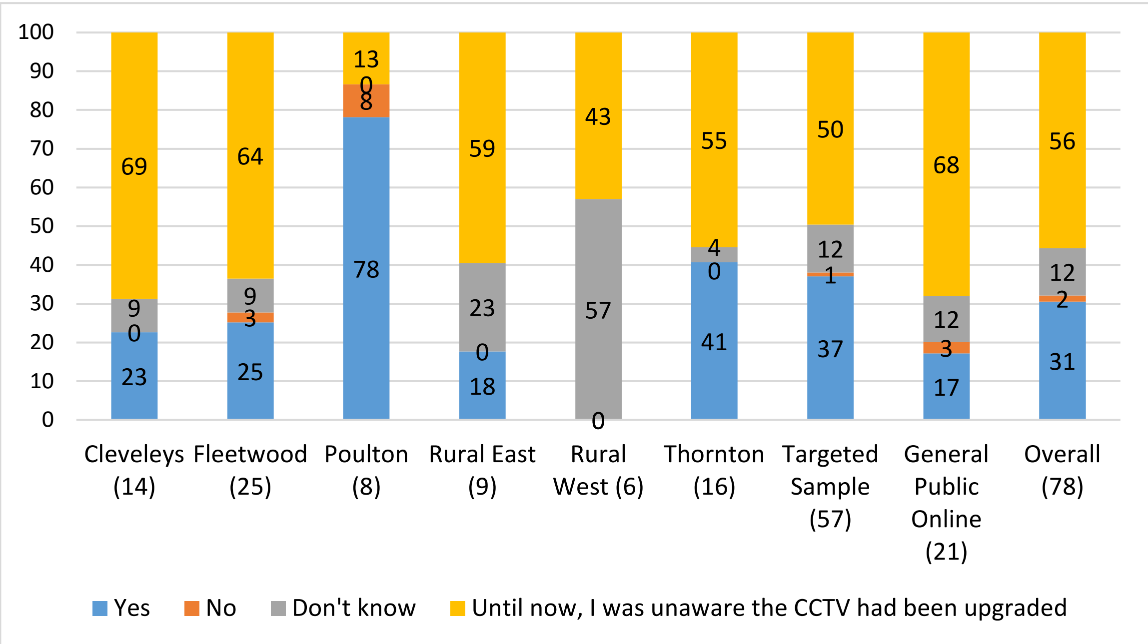


Figure 20 A bar chart representing responses to the question 'Has the upgraded town centre CCTV contributed to you feeling this way?'

6. YOUR HEALTH AND WELLBEING

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

6.1 When asked '*In the past week, on how many days have you done a total of 30 minutes or more of physical activity, which was enough to raise your breathing rate?*' the large majority of all respondents (84%) said that they have done this on at least one day: 20% had done so on 'one or two' days (6% 'one' and 14% 'two'), 25% on 'three or four' days (15% 'three' and 11% 'four'), 15% on 'five or six' days (10% 'five' and 5% 'six'), and 24% on 'seven' days. Compared to 2022, the frequency of undertaking physical activity of this type has increased, with greater numbers doing so on 'seven' days (24% compared to 16% in 2022), and smaller numbers doing so on 'three or four' days (25% compared to 30% in 2022), and on 'one' day (6% compared to 9% in 2022).

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 – by sub-group and overall)

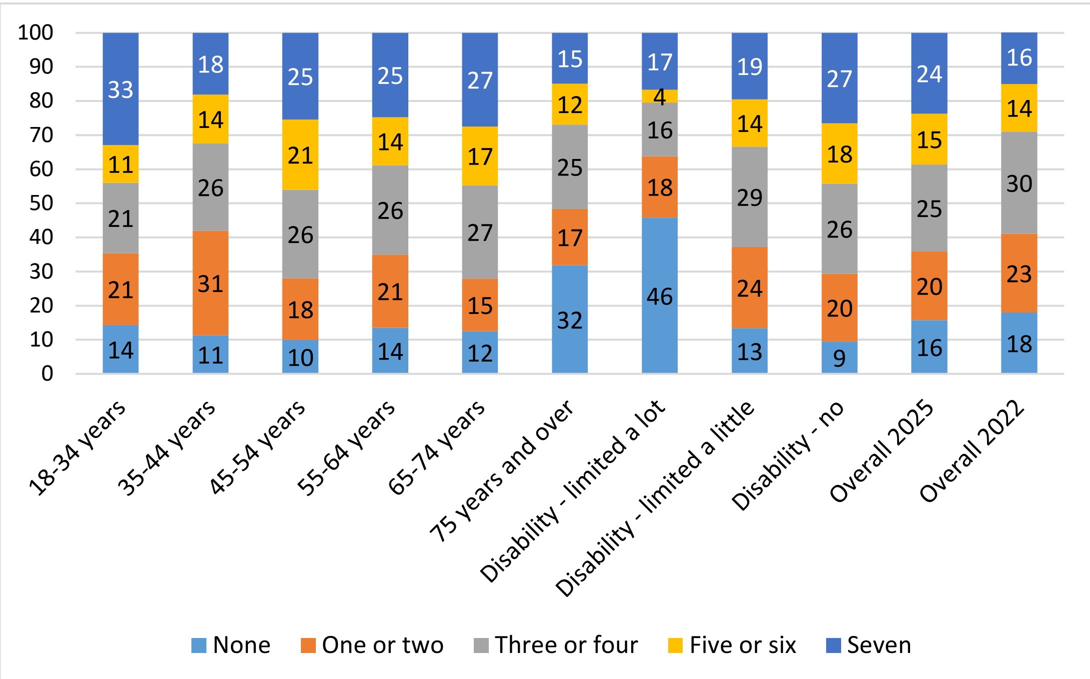


Figure 21 A bar chart representing responses to the question 'In the past week, on how many days have you done a total of 30 minutes or more physical activity, which was enough to raise your breathing rate?'

6.2 Overall, on average, respondents had exercised for 30 minutes or more on 3.7 days in the past week, higher than the 2022 figure of 3.2 days. By age group, this average was highest at 4.1 days for those aged 45-54 years, and 4.0 days for those aged 65-74 years, and lowest at 2.8 days for those aged 75 years and over. Frequency of undertaking physical activity was a little higher for males than females (average of 3.9 days, compared to 3.5 days for females). (Differences by area and sample frame were small.)

6.3 One-in-six (16%) of all respondents said that they had not exercised in this way in the past week (16% 'none'), with this varying by age group, being lowest at 10% 'none' for those aged 45-54 years, and 12% for those aged 65-74 years, increasing to 32% of those aged 75 years and over; and also being higher at 46% for those respondents whose activities are limited 'a lot' by a long-term disability/ health problem. One further difference to note was that male respondents were more likely than females to have done this type of physical activity every day/ 'seven' days in the last week, (28% compared to 21% for females).

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

6.4 Two-thirds of all respondents said 'yes' they would like to be more active (68%; similar to the 66% figure in 2022), with this increasing to around three-quarters of those aged under 45 years (77% for 18-34 year olds, and 76% for 35-44 year olds), but being lower at 60% for those aged 65-74 years, and 62% for those aged 75 years and over. Overall, 32% of respondents would not like to be more active.

Would you like to be more active?

(Q20: % response – by age group and overall)

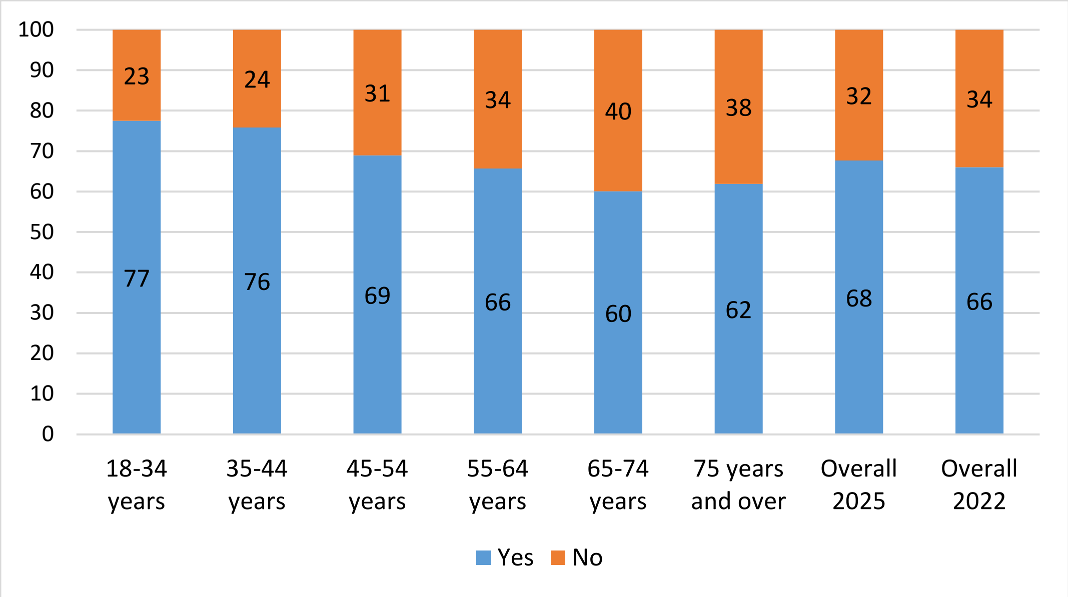


Figure 22 A bar chart representing responses to the question 'Would you like to be more active?'

6.5 Differences by gender, area and sample frame were not significant; however, the ‘yes’ response percentage was higher for respondents who have a health problem/ disability that limits their activities ‘a little’ (74% ‘yes, would like to be more active’).

Question 21: *'What stops you from being more active?'*

6.6 Those respondents who would like to be more active were asked about barriers to activity. The two main things that respondents said stop them from being more active were 'life commitments (e.g. work, family, childcare)' (42%; rising to 63% for those aged 18-34 years, and 74% for those aged 35-44 years, but reducing to 25% for those aged 65-74 years, and 13% for those aged 75 years and over), and 'cost' (34%; varying from 49% for those aged 18-34 years, down to 18% for those aged 75 years and over). 'Cost' was also more of a factor for female respondents than for males (37% compared to 28%).

<u>What stops you from being more active?</u>

(Q21: % response – those who would like to be more active; Base No. = 829)

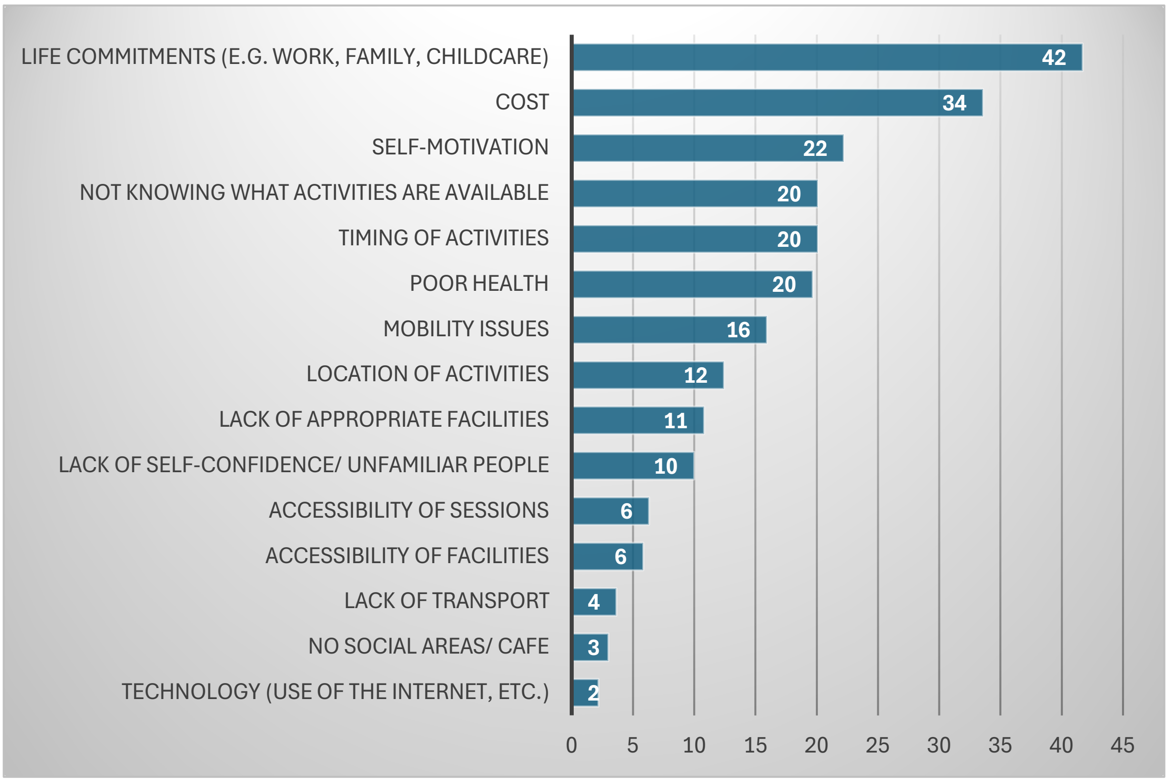


Figure 23 A bar chart representing responses to the question 'What stops you being more active?'

6.7 A fifth of those respondents that would like to be more active said that issues which stop them from being active were 'self-motivation' (22%; rising to 28% for those aged 65-74 years), 'not knowing what activities are available' (20%; rising to

27% for those aged 65-74 years), ‘timing of activities’ (20%; rising to 34% for those aged 35-44 years), and ‘poor health’ (20%), whilst one-in-six referred to ‘mobility issues’ (16%), 12% to ‘location of activities’ (rising to 24% in the ‘Rural West’), 11% to ‘lack of appropriate facilities’ (rising to 19% in the ‘Rural West’), and 10% to ‘lack of self-confidence/ unfamiliar people’.

6.8 The greatest issues for those respondents aged 75 years and over were ‘mobility issues’ (43% compared to 16% overall), and ‘poor health’ (38% compared to 20% overall); and these were also significantly more of a problem for those aged 65-74 years.

6.9 Small minorities of respondents referred to ‘accessibility of sessions’ (6%; rising to 15% in the ‘Rural East’), ‘accessibility of facilities’ (6%; rising to 11% in the ‘Rural West’), ‘lack of transport’ (4%), ‘no social areas/ café’ (3%), and ‘technology (use of the internet, etc.)’ (2%) as being things which stop them from being more active; whilst 10% commented on ‘other’ issues – including 3% (20 respondents) that mentioned the ‘air pollution/ smell from Jameson Road landfill site’, 2% (11) that gave details of how their ‘life/ work commitments’ were a barrier, and 1% (11) that gave details of how their ‘health problems’ were a barrier, (see Appendix 2 for verbatim responses).

Question 22: *'What activities would you be interested in that could help you become more active and live well?’*

6.10 Those respondents who would like to be more active were then asked to indicate which activities they would be interested in that could help them ‘become more active and live well’ – respondents could select up to five options out of a total of 18 activities listed. The five most popular options were ‘beginners/ taster sessions’ (33%; +6% from 27% in 2022), and ‘wellness sessions, e.g. yoga, meditation’ (32%); whilst around a quarter referred to ‘sessions specifically for older people’ (28%), ‘outdoor activities, e.g. walking, cycling, bootcamps, Couch to 5K’ (26%; -15% from 41% in 2022), and ‘healthy eating, e.g. weight management, nutrition’ (22%; -6% from 28% in 2022). In 2022, these same five options were also the ones of most interest, but the order of interest was different: ‘outdoor activities’ was most popular, followed by ‘wellness sessions’, ‘healthy eating’, ‘beginners/ taster sessions’ and ‘sessions for older people’. (See chart overleaf.)

6.11 Next most frequently mentioned activities of interest were ‘exercise classes, e.g. circuits, dance’ (17%; -6% from 23% in 2022), ‘sports based activities, e.g. badminton, football, tennis’ (14%; -4% from 18% in 2022), ‘volunteering, e.g. local projects, events’ (13%), ‘family-based activity sessions’ (13%), ‘water-based activities, e.g. fishing, kayaking’ (12%), ‘music and drama, e.g. singing, theatre’ (10%), and ‘art and literature based workshops, e.g. painting, creative writing’ (10%).

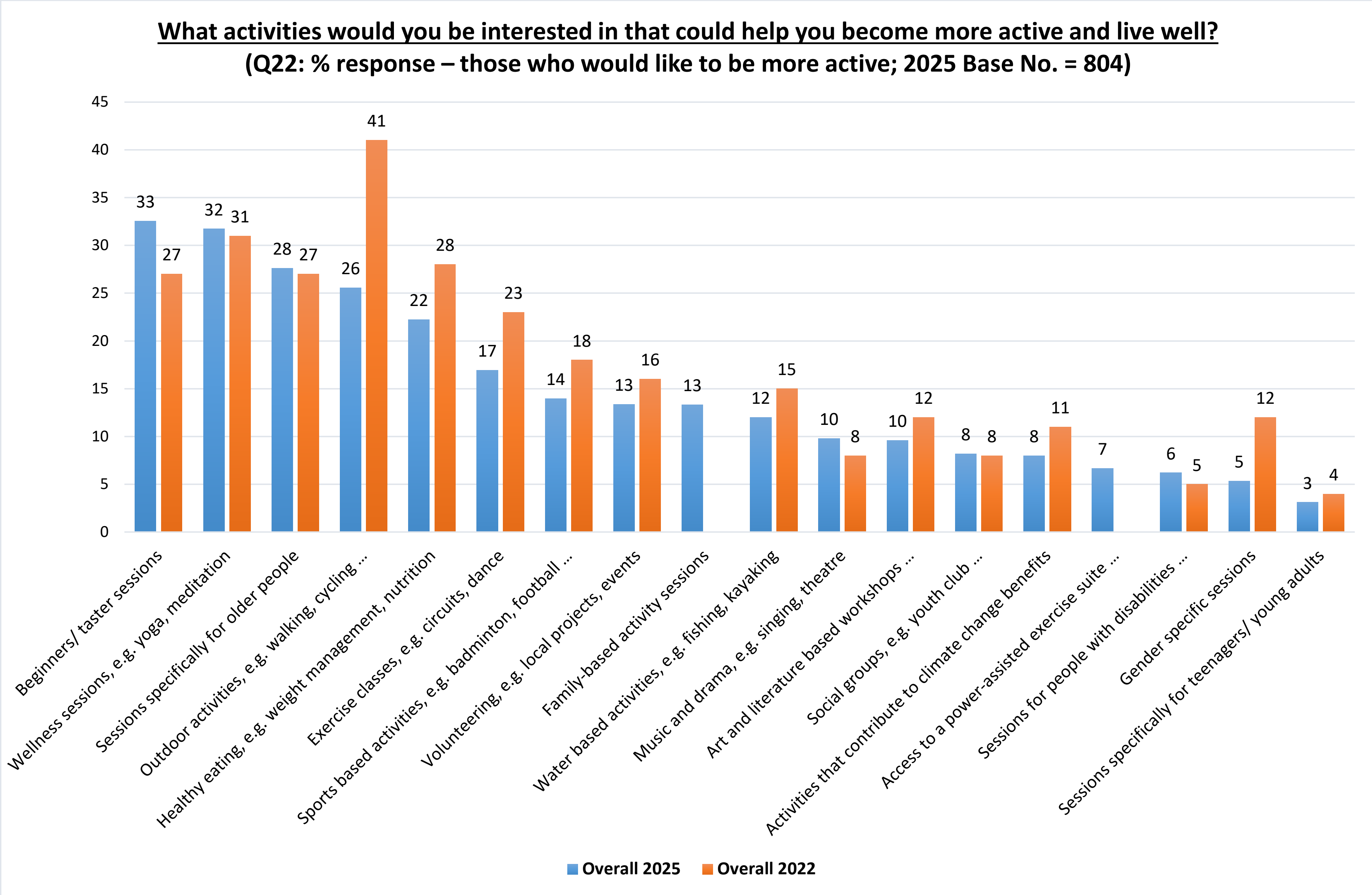


Figure 24 A bar chart representing responses to the question 'What activities would you be interested in that could help you become more active and live well?'

6.12 Less than 10% of respondents said that they would be interested in ‘social groups, e.g. youth club, knit-and-natter’ (8%), ‘activities contributing to climate change benefits’ (8%), ‘access to a power-assisted exercise suite for those with limited mobility, a long-term health condition and/or requiring injury rehab’ (7%), ‘sessions for people with disabilities’ (6), ‘gender specific sessions’ (5%; -7% from 12% in 2022), and ‘sessions specifically for teenagers/ young adults’ (3%). A further 8% of respondents would be interested in ‘other’ activities, most-mentioned here was ‘swimming/ aqua aerobics’ (1%; 15); see table below and Appendix 2 for full details), and 11% would not be interested in any of the listed activities.

		N	Col %
Q22) Other. (Coded responses)	Swimming/ aqua aerobics	15	1
	Gyms/ exercise facilities	5	0
	Cycling/ cycleways	3	0
	Activities for elderly/ reduced mobility/ disabled	3	0
	Personal safety concerns	3	0
	Walking (further comments)	2	0
	Activities for young families/ childcare	2	0
	Dog-friendly activities	2	0
	Gardening	2	0
	(Landfill/ smell)	4	1
	Other activities (not stated)	5	1
	Other activities	12	2
	(Yes - would like to be more active and mentioned listed activities, not 'other')	746	92
	Total	804	100

6.13 There were various notable sub-group differences in interest levels:

By gender, female respondents were significantly more likely to be interested in the following activities than were males: ‘beginners/ taster sessions’ (41% compared to 25%), ‘wellness sessions’ (45% compared to 18%), ‘exercise classes’ (22% compared to 12%), ‘family-based activity sessions’ (19% compared to 7%), and ‘gender specific sessions’ (10% compared to 0%).

By age group, disability and caring status: interest in 'beginners/ taster sessions' and 'wellness sessions' ranged from around 40% for those aged 45-54 years down to 17% for those aged 75 years and over; interest in 'sessions for older people' increased to 55% for those aged 65-74 years, 58% for those aged 75 years and over, 42% for those 'limited a lot' and 41% for those 'limited a little' by a long-term illness/ disability, and 37% for carers; 'healthy eating' was of most interest to those 'limited a little' by illness/ disability (33% compared to 22% overall); 'sports based activities' were of most interest to those aged 18-34 years (24%) and those aged 35-44 years (29%) and the same was true of 'family based activities' – the figures being 25% and 37%, respectively, (compared to the overall figure of 13%). Interest in 'access to a power-assisted exercise suite …' (25% compared to 7% overall) and 'sessions for people with disabilities' (29% compared to 6% overall) was highest for those 'limited a lot' by an illness/ disability.

7. ABOUT YOURSELF

Sample Profile

Question 23: *'Which of the following best describes your gender?'*
Question 24: *'Which of these age groups applies to you?'*

7.1 Overall, 46% of respondents stated that they are 'male', and 52% 'female', while 3% 'prefer not to say'. Age groups are shown in the figure below. Only two respondents (0%) were aged under 18 years, and 1% (five respondents) were aged 18-24 years; the largest numbers falling into the 45-54 years (15%), 55-64 years (19%), and 65-74 years (18%) age brackets.

Age Group: (% response: Base Number = 1,345)

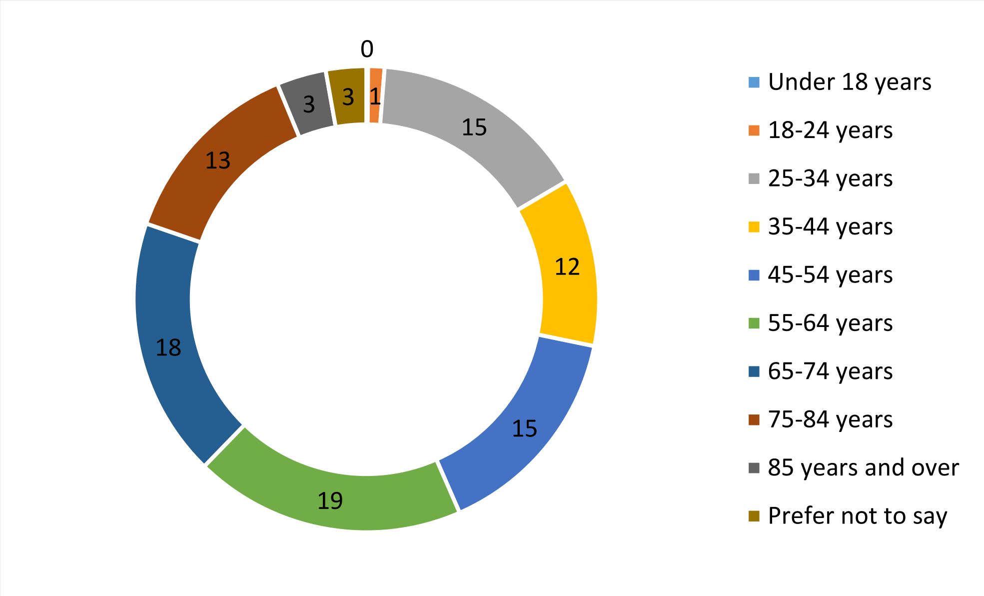


Figure 25 A radial bar chart representing responses to the question 'Which of these age groups applies to you?'

***Question 27:** 'Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?'*

7.2 A total of 34% of all respondents said that their day-to-day activities are 'limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months: 14% 'limited a lot', and 20% 'limited a little'; whilst 62% said that their activities are not limited in this way, and 4% 'prefer not to say'.

***Question 28:** 'Do you have a role as a carer for a relative or friend?'*

7.3 One-in-six (17%) of all respondents said that they have a role as a carer for a relative or friend, whilst 78% do not, and 6% 'prefer not to say'.

***Question 25:** 'Can you please confirm your full post code?*

7.4 Respondents were asked to provide their home postcode, and where this was given this was used to check their ward of residence: the weighted sample profile by ward and area of the borough is shown in the table below. (Total unweighted Base Number 1,362.)

		Unweighted Count	Weighted %
Ward	Bourne	64	6%
	Breck	62	4%

	Brock with Catterall	28	4%
	Calder	36	2%
	Carleton	51	4%
	Cleveleys Park	50	4%
	Garstang	93	6%
	Great Eccleston	37	4%
	Hambleton & Stalmine	68	4%
	Hardhorn with High Cross	71	6%
	Jubilee	57	4%
	Marsh Mill	81	6%
	Mount	73	4%
	Park	62	4%
	Pharos	62	4%
	Pheasant's Wood	35	1%
	Pilling	25	2%
	Preesall	71	5%
	Rossall	79	5%
	Stanah	60	4%
	Tithebarn	52	4%
	Victoria & Norcross	56	4%
	Warren	64	4%
	Wyresdale	25	2%
	Total	**1,362**	**100%**
Area	Cleveleys	163	13%
	Fleetwood	340	23%
	Poulton	236	18%
	Rural East	182	14%
	Rural West	201	16%
	Thornton	240	17%
	Total	**1,362**	**100%**

Question 26: *'Which of these groups do you consider yourself to belong to?'*

7.5 The great majority (96%) of all respondents described their ethnic group as 'White – British', while 1% were 'White – Other', and 0% (5) 'White – Irish'. Small numbers of respondents said that they belong to any other ethnic groups: 'Mixed/

Multiple ethnic background' 0% (3), 'Asian/ Asian British - Indian' 0% (3), 'Arab' 0% (2), 'Other ethnic background' 0% (2). (2% 'Prefer not to say')

***Question 29:** 'Would you like to sign up to the Council's E-newsletter?'*

7.6 Half of the total weighted sample (50%) provided a contact email address when asked if they would like to sign-up to the Council's E-newsletter.

Technical Information

7.7 The survey data was weighted on age and gender (interlocked) and by ward, as noted briefly in the 'Background' section. Full details of the weights are shown in the following table.

WEIGHTS APPLIED TO SURVEY DATA				
Male	**Wyre Borough Population %**	**Achieved Sample %**	**Age x Gender Weight**	**Weighted* Sample %**
18 to 34 years	10.1	1.7	5.883428	10.1
35 to 44 years	5.9	2.9	2.035974	5.9
45 to 54 years	7.7	3.8	2.014053	7.7
55 to 64 years	8.7	9.1	0.955611	8.7
65 to 74 years	8.6	11.1	0.777333	8.6
75 years and over	7.2	11.4	0.626262	7.2
				(* Weighted by Age x Gender Weight)
Female	**Wyre Borough Population %**	**Achieved Sample %**	**Age x Gender Weight**	**Weighted* Sample %**
18 to 34 years	9.7	3.0	3.184385	9.7
35 to 44 years	6.2	5.8	1.065483	6.2
45 to 54 years	8.4	7.6	1.096123	8.4
55 to 64 years	9.5	14.4	0.658961	9.5
65 to 74 years	9.1	17.2	0.529016	9.1
75 years and over	9.1	11.9	0.764405	9.1
				(Weighted by Final Weight)**
Ward	**Wyre Borough Population %**	**Achieved (Weighted) %**	**Ward Weight**	**Weighted** Sample %**
Bourne	5.8	4.9	1.186819	5.8
Breck	3.9	5.2	0.75349	4.0
Brock with Catterall	4.1	2.4	1.6876	3.8
Calder	2.2	2.2	1.016966	2.2

Carleton	4.1	3.7	1.127193	4.1
Cleveleys Park	4.4	3.4	1.307469	4.3
Garstang	6.2	6.8	0.904929	6.2
Great Eccleston	3.6	3.0	1.234101	3.5
Hambleton & Stalmine	4.2	4.4	0.967188	4.3
Hardhorn with High Cross	5.7	4.4	1.286297	5.8
Jubilee	4.4	3.6	1.236552	4.5
Marsh Mill	5.9	5.7	1.042079	5.9
Mount	4.3	6.6	0.655082	4.4
Park	4.0	4.5	0.892026	4.1
Pharos	4.4	6.8	0.650533	4.5
Pheasant's Wood	1.4	2.7	0.533812	1.4
Pilling	2.4	2.0	1.220639	2.5
Preesall	5.2	4.0	1.297262	5.3
Rossall	5.4	5.3	1.011659	5.4
Stanah	4.1	3.9	1.048727	4.1
Tithebarn	3.8	4.1	0.943903	3.8
Victoria & Norcross	3.9	4.5	0.86902	3.9
Warren	4.2	4.3	0.987309	4.3
Wyresdale	2.2	1.9	1.135845	2.1

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

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

Cleveleys: Cleveleys Park; Jubilee; Victoria & Norcross

Fleetwood: Mount; Park; Pharos; Rossall; Warren

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

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

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

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

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

		Number	Confidence Intervals		
			50/50%	30/70%	10/90%
			+/-%	+/-%	+/-%
Gender	Male	524	4.3	3.9	2.6
	Female	785	3.5	3.2	2.1
Age Group	18 to 34 years	61	12.5	11.5	7.5
	35 to 44 years	115	9.1	8.4	5.5
	45 to 54 years	149	8.0	7.4	4.8
	55 to 64 years	309	5.6	5.1	3.3
	65 to 74 years	367	5.1	4.7	3.1
	75 years and over	306	5.6	5.1	3.4
Limiting long term health problem/ disability?	Yes, limited a lot	226	6.5	6.0	3.9
	Yes, limited a little	317	5.5	5.0	3.3
	No	737	3.6	3.3	2.2
Ethnicity	White British/ Irish/ Other	1,294	2.7	2.5	1.6
	BME Groups	24	20.0	18.3	12.0
Sample Frame	Targeted Sample	857	3.3	3.1	2.0
	General Public Online	506	4.4	4.0	2.6
Area	Cleveleys	163	7.7	7.0	4.6
	Fleetwood	340	5.3	4.9	3.2
	Poulton	236	6.4	5.8	3.8
	Rural East	182	7.3	6.7	4.4
	Rural West	201	6.9	6.3	4.1
	Thornton	240	6.3	5.8	3.8
Total	**All respondents**	**1,363**	**2.7**	**2.4**	**1.6**