



Life in Wyre

Residents Survey 2022: Fleetwood Area Report

(Comprising the wards of Mount, Park, Pharos, Rossall, and Warren)

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Analysis and report by

NWA Social Research

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FLEETWOOD AREA SUMMARY REPORT

Background and Methodology

- 1.1 NWA Research was commissioned by Wyre Council to undertake a survey of residents, covering the topics of Living in Wyre, Communications, Coronavirus (Covid-19) Pandemic, Cost of Living, and Your Health & Wellbeing.
- 1.2 A mixed methodology was used, with responses being collected both by post and on-line between the dates of 1 October 2022 and 17 November 2022:

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

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

- 1.3 Overall, the achieved sample size was 1,699, of which 335 respondents were residents of the ‘Fleetwood’ area, (comprising the wards of Mount, Park, Pharos, Rossall, and Warren). Response data was weighted by ‘age x gender’ (interlocked), ward, and ethnicity to be representative of the Council area as a whole.

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

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

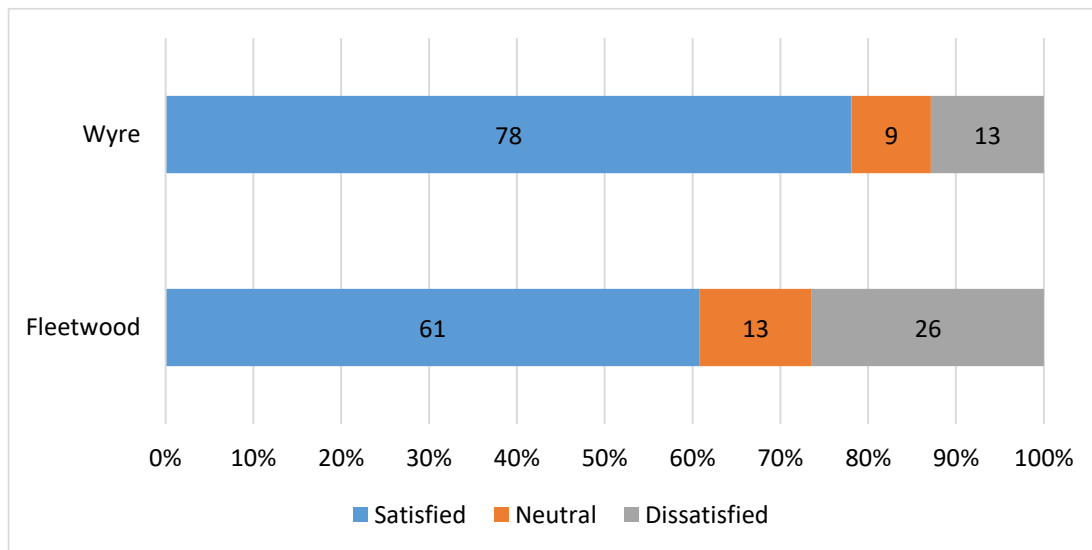
- 1.4 All survey results are subject to a ‘margin of error’ (‘Confidence Interval’): this is based on both the sample number and the proportion of respondents giving a particular response. The Confidence Interval at the ‘95% Confidence Level’ relating to the overall sample of 1,699 respondents was $\pm 2.4\%$ for a ‘worst case’ 50%/50% split in responses, meaning that the survey results can be generalised to the Wyre population with a high degree of accuracy. Considering the smaller sub-group of residents of Fleetwood (335 respondents), the Confidence Interval widens to $\pm 5.4\%$ for a 50%/50% split in responses.

Living in Wyre

Local area as a place to live

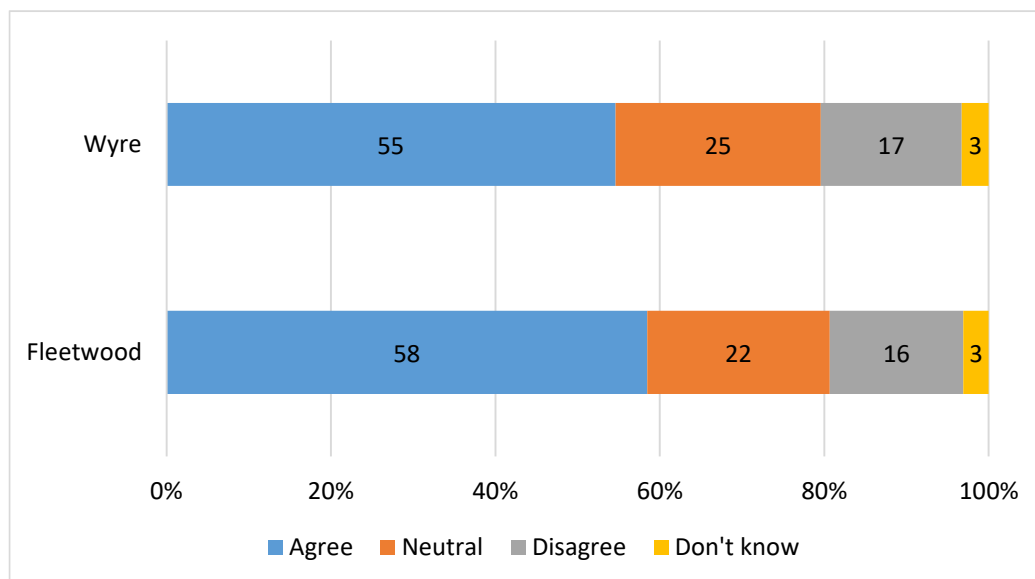
- 1.5 The majority (61%) of Fleetwood residents were satisfied with their local area as a place to live, while 26% were dissatisfied, and 13% were neither satisfied nor dissatisfied: however, the level of satisfaction here was lower, and dissatisfaction was higher, when compared to the results for Wyre as a whole (78% satisfied/ 13% dissatisfied).

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



Value for money

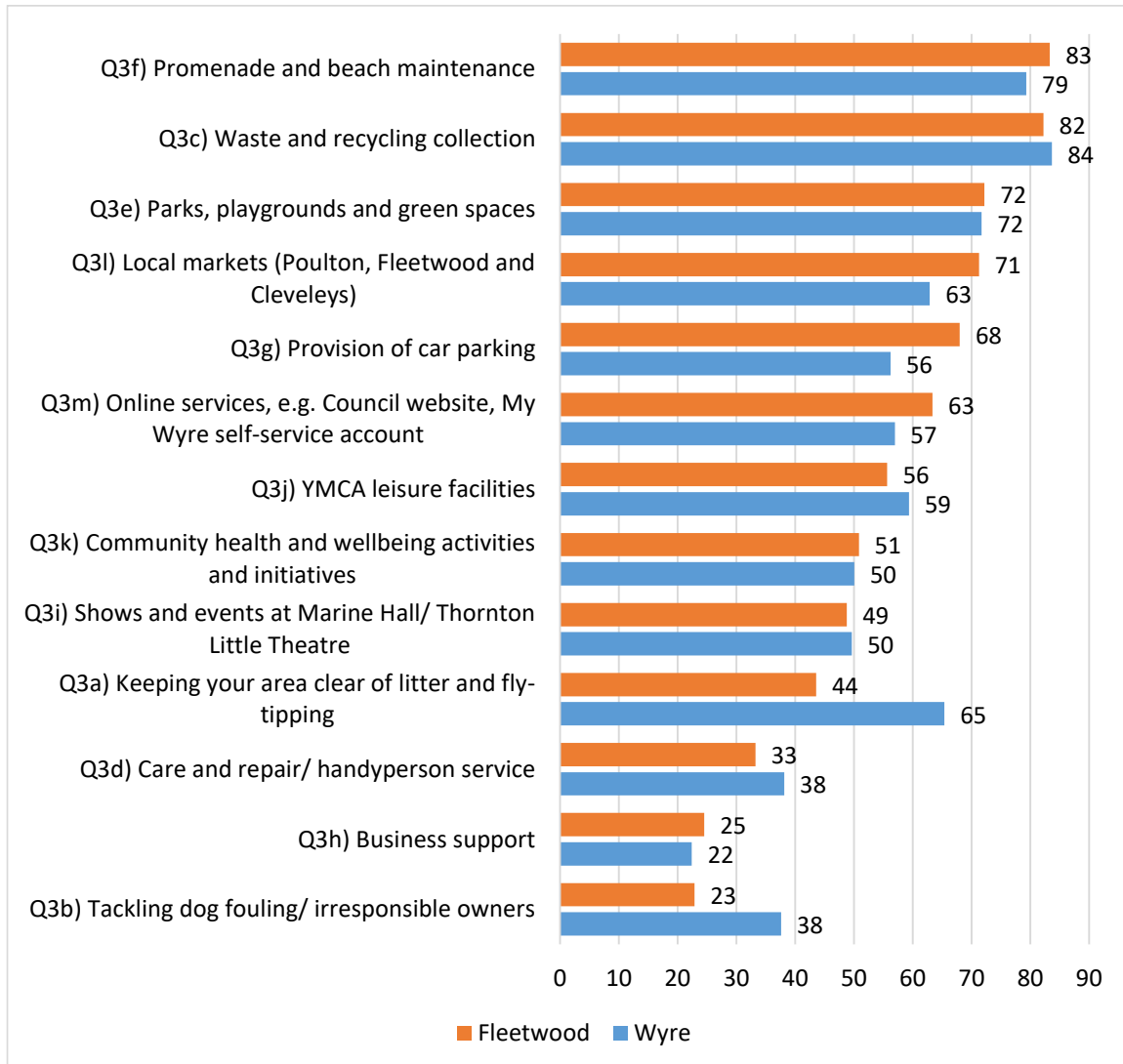
To what extent do you agree or disagree that 59p a day per household, based on a Band D property for all the services and facilities that Wyre Council provides, is value for money? (Q2: % response)



1.6 Over half (58%) of Fleetwood residents agreed that '59p a day per household, based on a Band D property, for all the services and facilities that Wyre Council provides', represents value for money, while 16% disagreed, a further 22% 'neither agree nor disagree', and 3% don't know. Responses for Wyre overall were similar: 55% agree/ 17% disagree.

Satisfaction with services/ facilities

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



1.7 Among those residents of Fleetwood that expressed a view, satisfaction with services/ facilities provided by Wyre Council was highest in respect of promenade and beach maintenance (83% satisfied; higher than the figure for Wyre of 79% satisfied); waste and recycling collection (82%), parks, playgrounds and green spaces (72%), local markets (Poulton, Fleetwood and Cleveleys) (71%; higher than the figure for Wyre of 63%), and provision of car parking (68%; higher than the figure for Wyre of 56%).

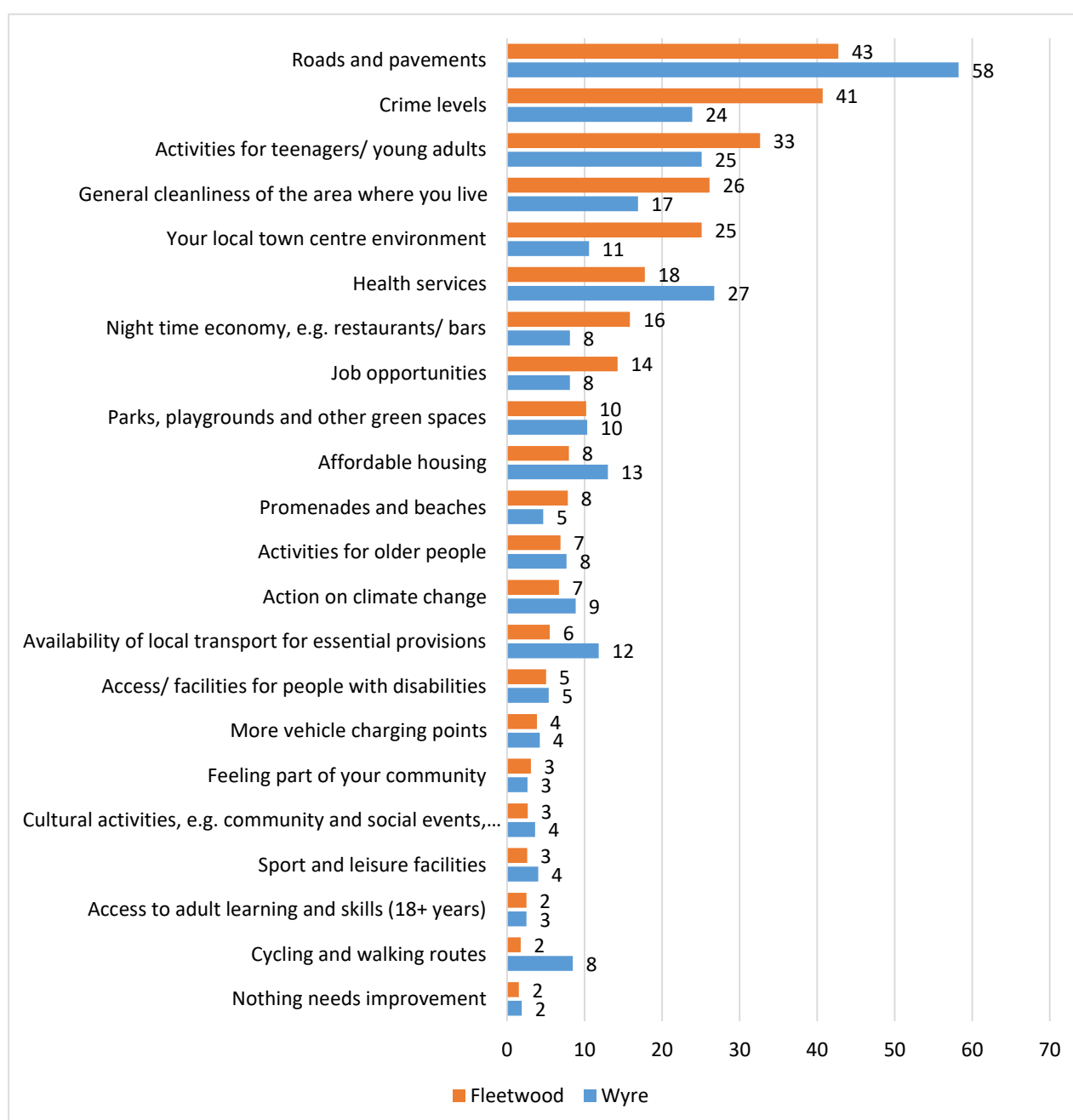
1.8 Satisfaction was lowest in respect of tackling dog fouling/ irresponsible owners (23% satisfied/ 43% dissatisfied; satisfaction here being significantly lower than in

Wyre overall, 38%), business support (25% satisfied), and 'care and repair/ handyperson service' (33% satisfied); although for the latter two services the majority view was 'neither satisfied nor dissatisfied'. Two further differences in comparison to the Wyre overall results were that residents of Fleetwood were significantly less likely to be satisfied with 'keeping your area clear of litter and fly-tipping' (44% satisfied compared to 65% for Wyre), while they were more likely to be satisfied with online services, e.g. Council website, My Wyre self-service account (63% satisfied compared to 57% for Wyre).

Most need improving in the area

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

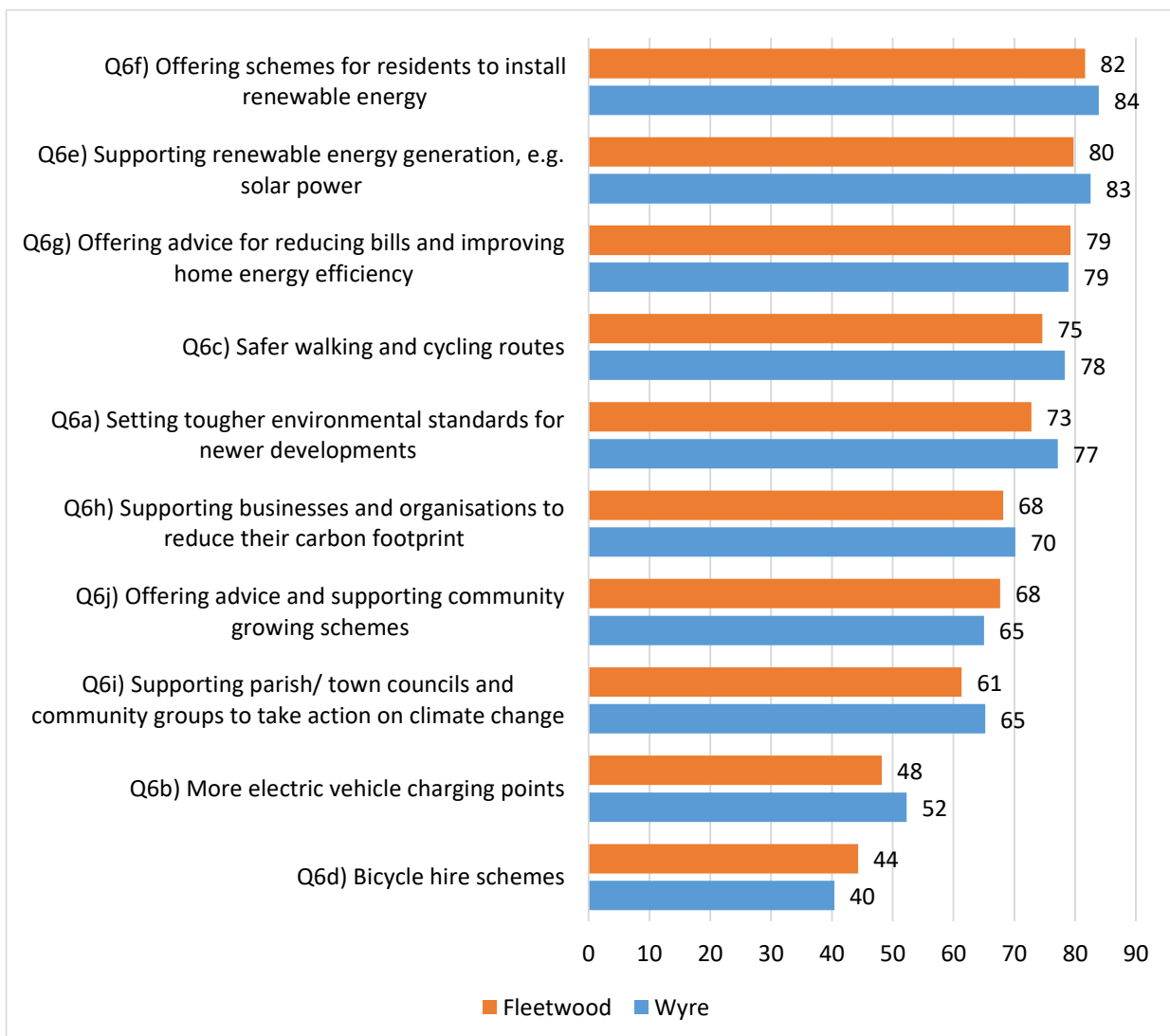
(Q4: % response)



- 1.9 When asked which things they feel most need improving in the area where they live – up to three of a list of options could be selected – the principal responses were roads and pavements (43%; lower than the figure for Wyre of 58%), and crime levels (41%; higher than the figure for Wyre of 24%), while a third of respondents referred to activities for teenagers/ young adults (33%; higher than the figure for Wyre of 25%), and around a quarter of respondents referred to ‘general cleanliness of the area where you live’ (26%), and ‘your local town centre environment’ (25%), with both these latter two figures being higher than the corresponding figures for Wyre of 17% and 11%, respectively.
- 1.10 Other differences compared to the Wyre overall results were that Fleetwood residents were less likely to refer to health services (18%, compared to 27% for Wyre), and more likely to refer to ‘night time economy, e.g. restaurants/ bars’ (16% compared to 8%), and job opportunities (14% compared to 8%).

Actions the Council might take to address climate change

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



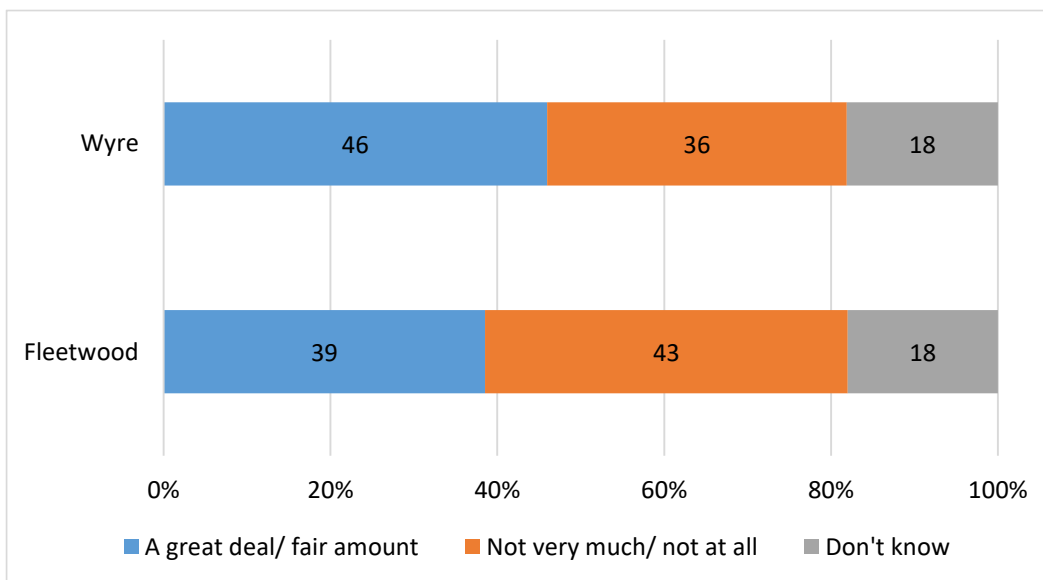
1.11 Respondents were asked how strongly they would support or oppose 10 different actions that Wyre Council might take to address climate change. All but two of the actions were supported by the majority of residents of Fleetwood. The most popular measures, supported by around three-quarters or more of respondents were: offering schemes for residents to install renewable energy (82%), supporting renewable energy generation, e.g. solar power (80% strongly support/ tend to support), offering advice for reducing bills and improving home energy efficiency (79%), safer walking and cycling routes (75%), and setting tougher environmental standards for newer developments (73%).

1.12 Least likely to be supported as actions to address climate change were more electric vehicle charging points (48% support/ 39% neutral (neither support nor oppose)/ 6% oppose), and bicycle hire schemes (44% support/ 34% neutral/ 13% oppose). Responses for Wyre overall were generally similar to those for Fleetwood.

Council responsive to residents’ needs?

1.13 Two-fifths (39%) of residents of Fleetwood think that Wyre Council responds to residents’ needs a great deal (6%) or a fair amount (33%), which is lower than for Wyre overall (46% a great deal/ fair amount); while 43% think that it responds not very much (36%) or not at all (8%), and 18% don’t know.

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

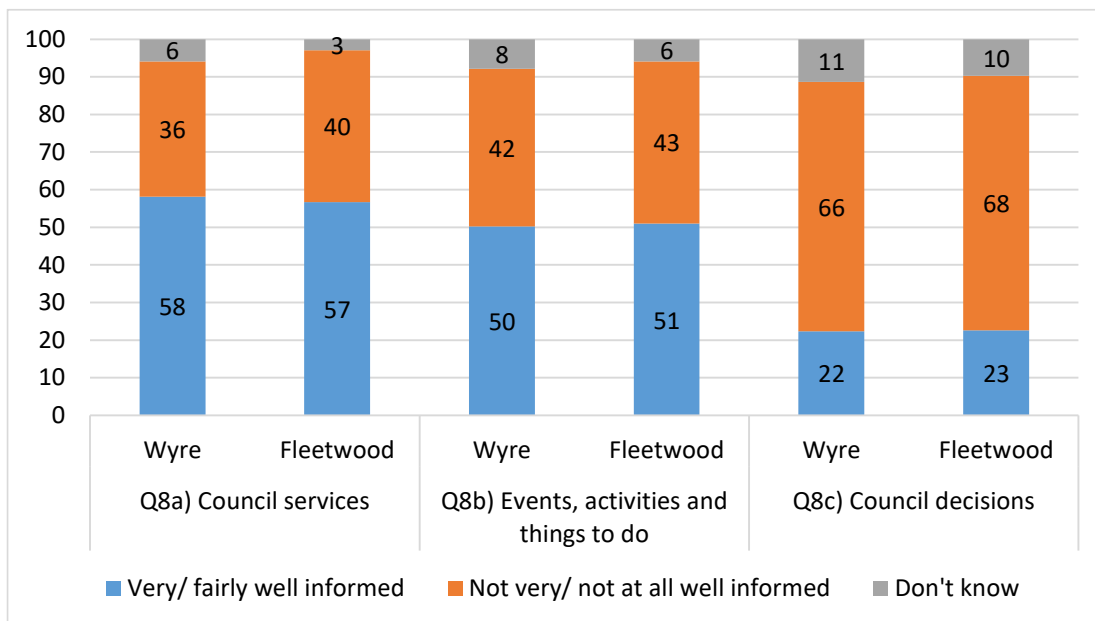


Communications

Keeping residents informed

- 1.14 Over half of Fleetwood residents (57%) think that Wyre Council keeps residents very or fairly well informed about Council services, while 40% think that they are not very well informed (29%) or not well informed at all (11%), and 3% don't know. In terms of events, activities and things to do, half (51%) of Fleetwood residents think that they are very or fairly well informed by the Council, while 43% feel not very well informed (29%) or not well informed at all (14%), and 6% don't know. Results for Wyre overall were very similar for these two aspects.

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



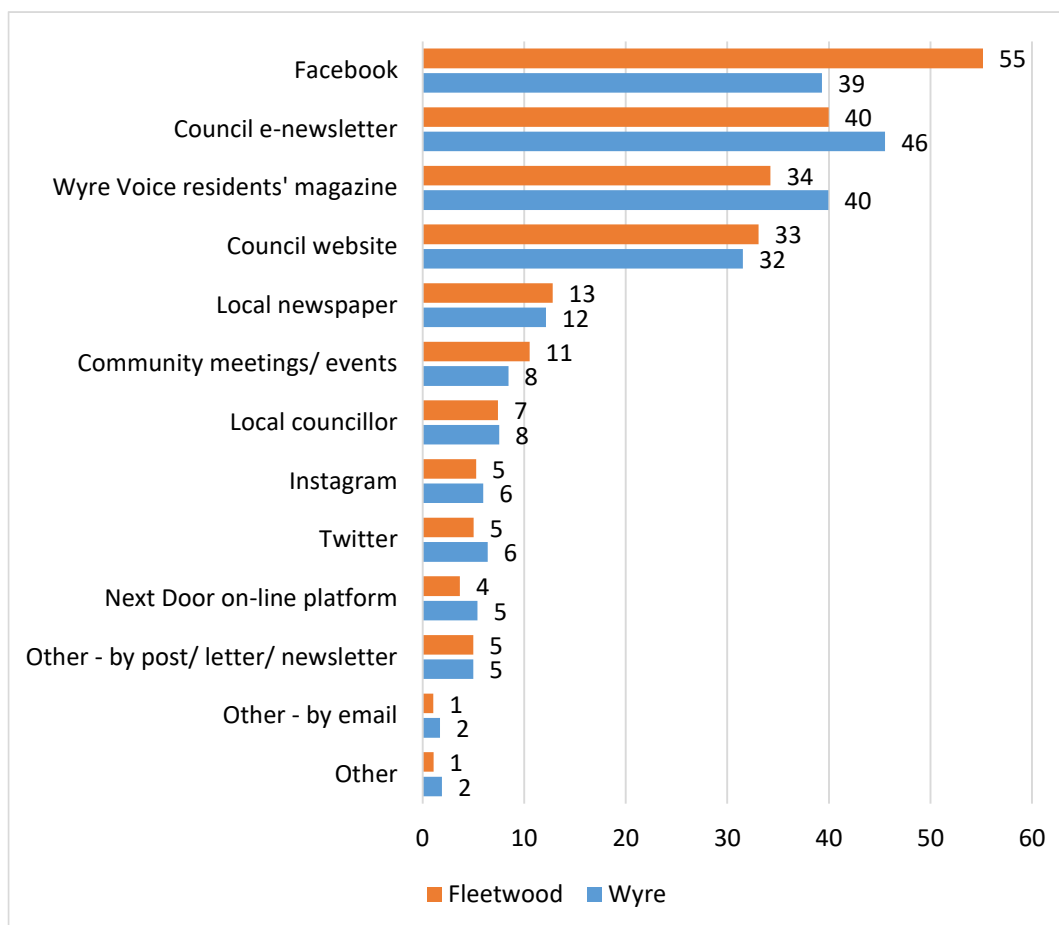
- 1.15 Respondents were much less likely to think that the Council keeps them well informed about Council decisions: 23% of Fleetwood residents feel very or fairly well informed, while 68% feel not very well informed (37%) or not well informed at all (31%), and 10% don't know. Results here for Wyre overall were again very similar.

Information preferences

- 1.16 When asked how they prefer to receive information about Wyre Council, the most popular options among residents of Fleetwood were Facebook (55%; higher than the figure for Wyre of 39%), Council e-newsletter (40%; lower than the 46% for Wyre), Wyre Voice residents' magazine (34%; lower than the 40% for Wyre), and Council website (33%). (Note: multiple-response question with respondents allowed to select up to three options.)

How do you prefer to receive information about Wyre Council?

(Q9: % response)

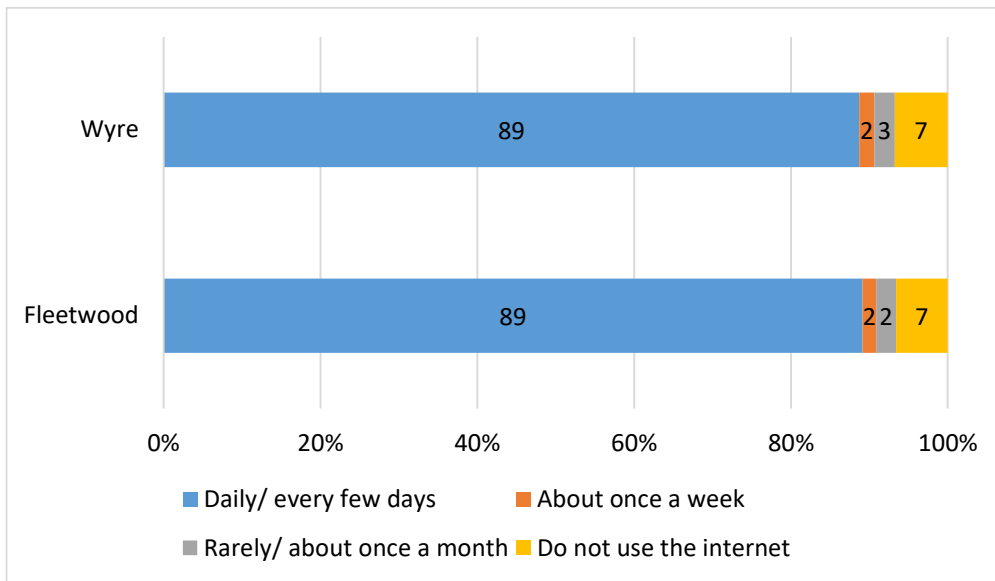


1.17 Results were otherwise similar to those for Wyre overall.

Internet usage

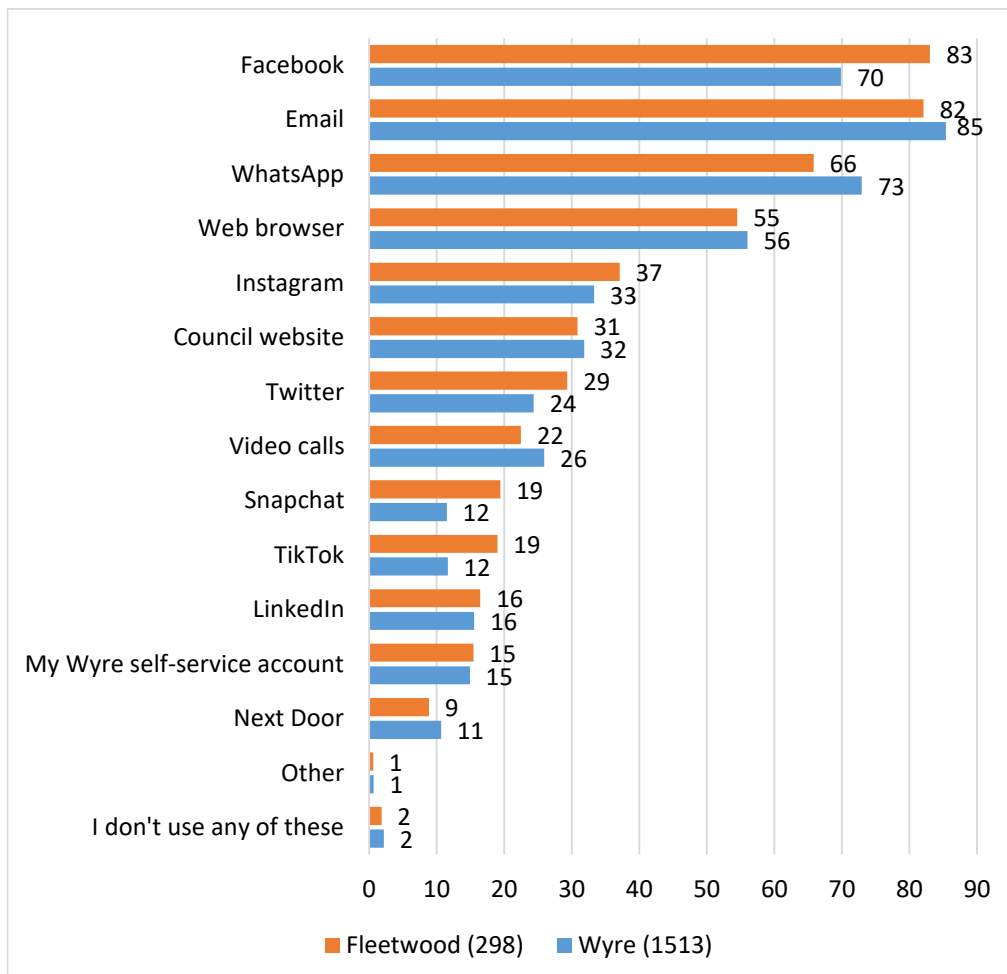
1.18 The great majority (89%) of Fleetwood residents use the internet regularly – 81% use it daily and 8% every few days, while 2% use it about once a week, 2% use it either about once a month (0%; one respondent) or rarely (2%), and 7% do not use the internet. Results for Wyre were almost identical. (See chart overleaf.)

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



Which social media platforms/ communication means used?

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

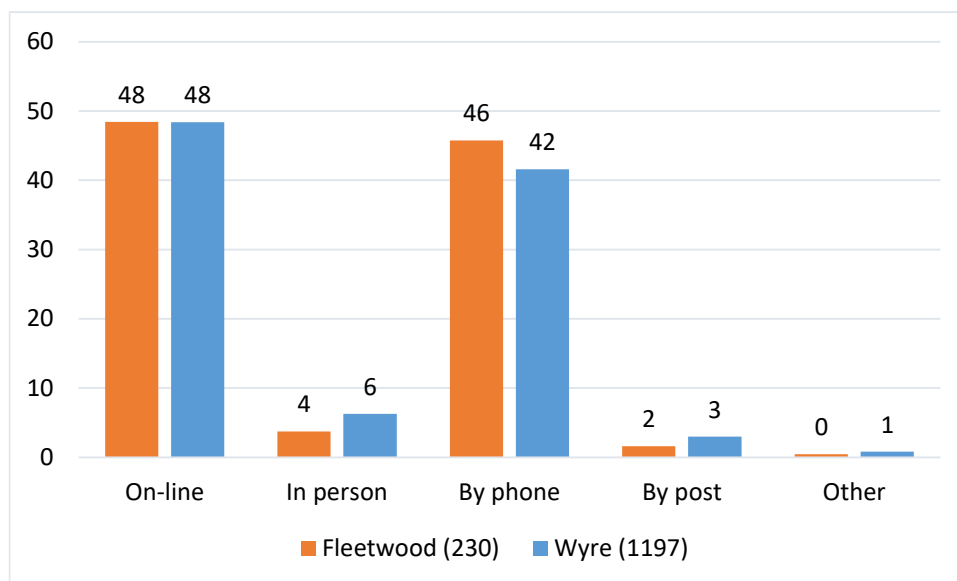


1.19 Those respondents that use the internet were asked which social media platforms/ means of communication they use. The large majority Fleetwood residents here said that they use Facebook (83%; higher than the 70% for Wyre), and email (82%), while 66% use WhatsApp (lower than the Wyre figure of 73%), and 55% use a web browser. Smaller numbers of those Fleetwood residents who use the internet use Instagram (37%), the Council website (31%), and Twitter (29%; higher than the 24% for Wyre). Other differences to Wyre overall were that residents of Fleetwood were more likely to use Snapchat (19% compared to 12% for Wyre), and TikTok (19% compared to 12%).

Method used for last contact

1.20 Respondents were asked to say – if they have contacted Wyre Council within the last 12 months – by which method their last contact was made. Excluding ‘don’t know’ responses, 48% of Fleetwood residents had last contacted on-line, while 46% had last contacted by phone, 4% in person, and 2% by post. Results are not significantly different to those for Wyre overall.

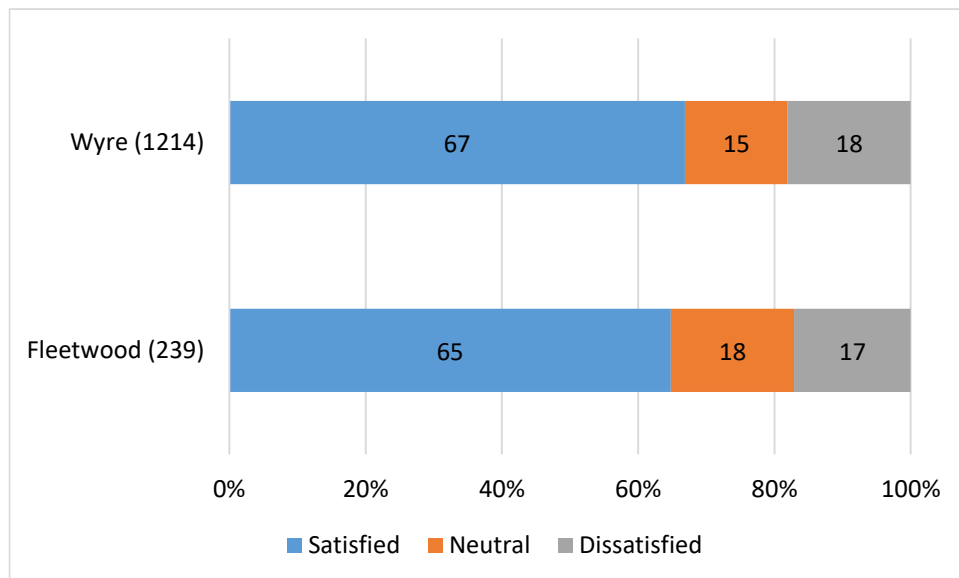
If you have contacted Wyre Council within the last 12 months, by which method was your last contact made? (Q12: % response – ‘don’t know/ not sure’ responses excluded)
(Base Numbers shown in brackets)



Experience on last occasion of contact

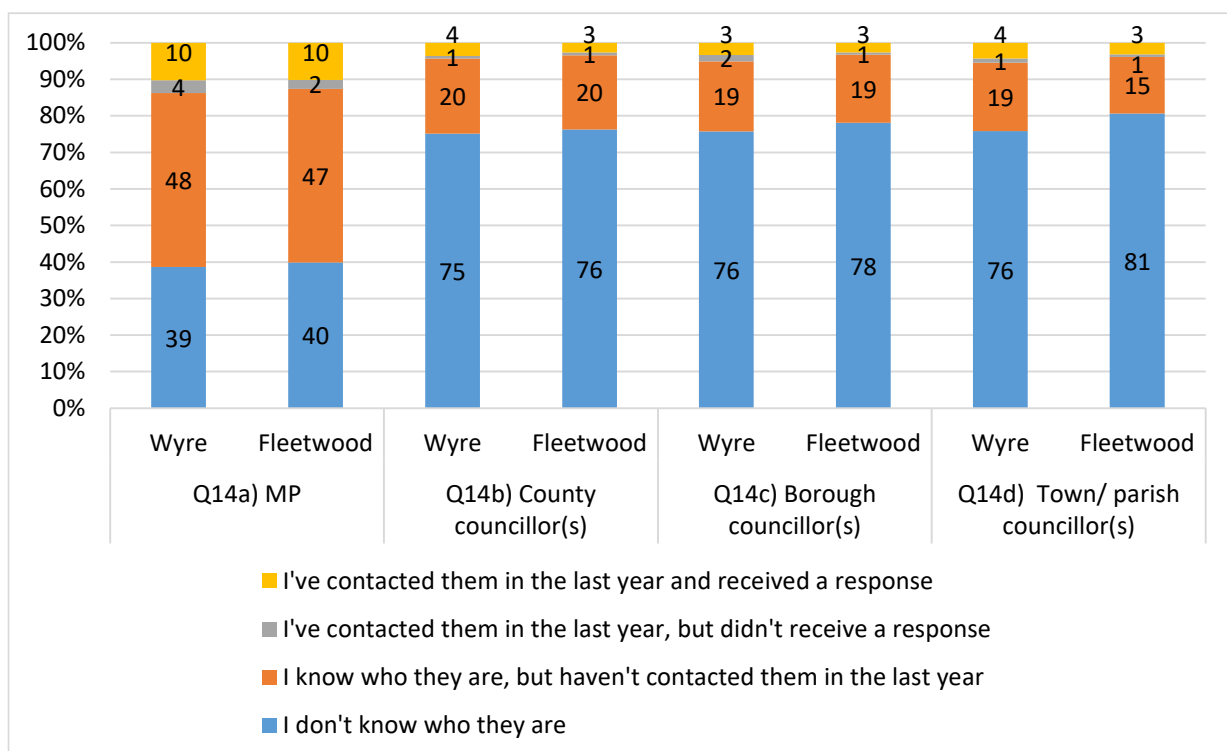
1.21 Those respondents who have contacted the Council within the last 12 months were then asked how satisfied or dissatisfied they were with that experience on the last occasion of contact. Excluding ‘don’t know’ responses, 65% of Fleetwood residents were satisfied, while 18% were neither satisfied nor dissatisfied, and 17% were dissatisfied. Results for Wyre were similar. (See chart overleaf.)

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



Contact with elected representatives

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



1.22 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 Fleetwood residents said 'I know who they are, but haven't contacted them in the last year', while 2% said 'I've contacted them in the last year, but didn't receive a

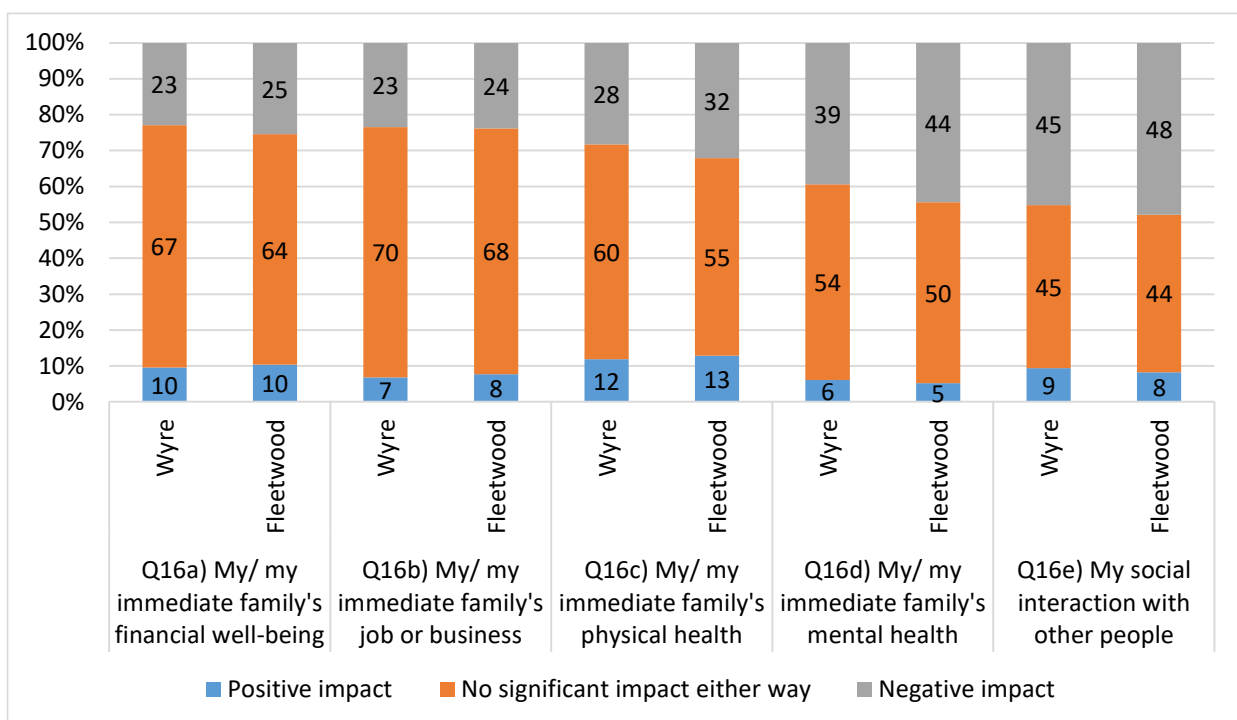
response', and 10% that 'I've contacted them in the last year and received a response'. The remaining 40% of Fleetwood residents said that they do not know who their MP is.

- 1.23 In respect of County, Borough, and (if applicable) Town/ Parish Councillors, the pattern of response among Fleetwood residents was similar for each: around three-quarters of respondents did not know who their councillors are, around a fifth of respondents 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 3% had contacted them in the last year and received a response. Residents of Fleetwood (81%) were more likely to say that they do not know who their town/ parish councillor(s) are, compared to Wyre residents overall (76%).

Coronavirus Pandemic

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

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



- 1.25 Among residents of Fleetwood, for each of the aspects the 'net impact' ('positive impact' minus 'negative impact' percentage) of the pandemic was perceived to be negative. The negative impact was felt to be greatest in respect of respondents' 'social interaction with other people' (8% positive impact/ 48% negative impact; Net Impact Score = -40%), and 'my/ my immediate family's mental health' (5% positive/ 44% negative; Net Score = -39%). Note that the perceived negative impact on mental health was higher in Fleetwood compared to the corresponding overall figure for Wyre (44% negative, compared to 39% for Wyre).

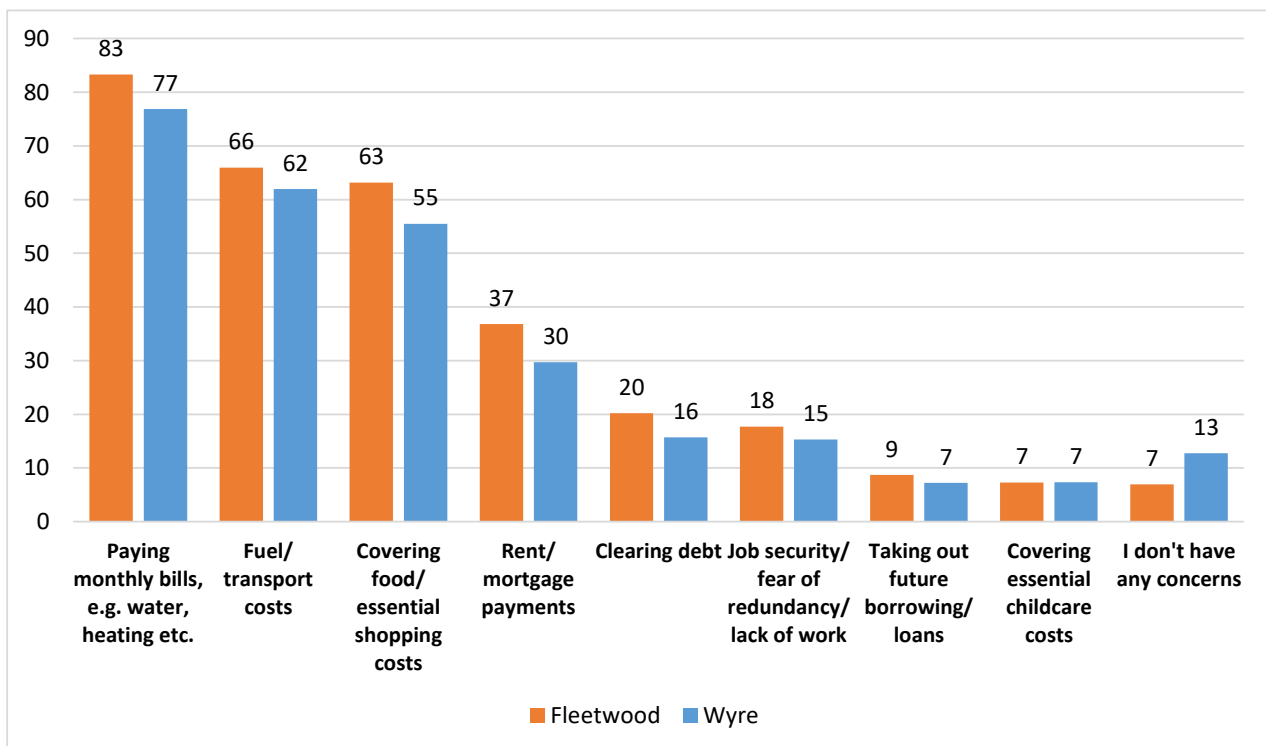
1.26 For the remaining three aspects, more than half of Fleetwood residents felt that the pandemic has had no significant impact either way on them, but Net Scores were still negative: 'My/ my immediate family's job or business', 8% positive/ 24% negative/ Net Score -16%; 'My/ my immediate family's financial well-being' 10% positive/ 25% negative/ Net Score -15%, and 'My/ my immediate family's physical health', 13% positive/ 32% negative/ Net Score -19%.

Cost of Living

Main concerns

1.27 When asked about their main concerns regarding their financial security over the coming 12 months, in light of the 'UK experiencing a substantial increase in the cost of living', the aspects of most concern to residents of Fleetwood were paying monthly bills, e.g. water, heating, etc. (83%; higher than the 77% for Wyre), fuel/ transport costs (66%), and covering food/ essential shopping costs (63%; higher than the 55% for Wyre).

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

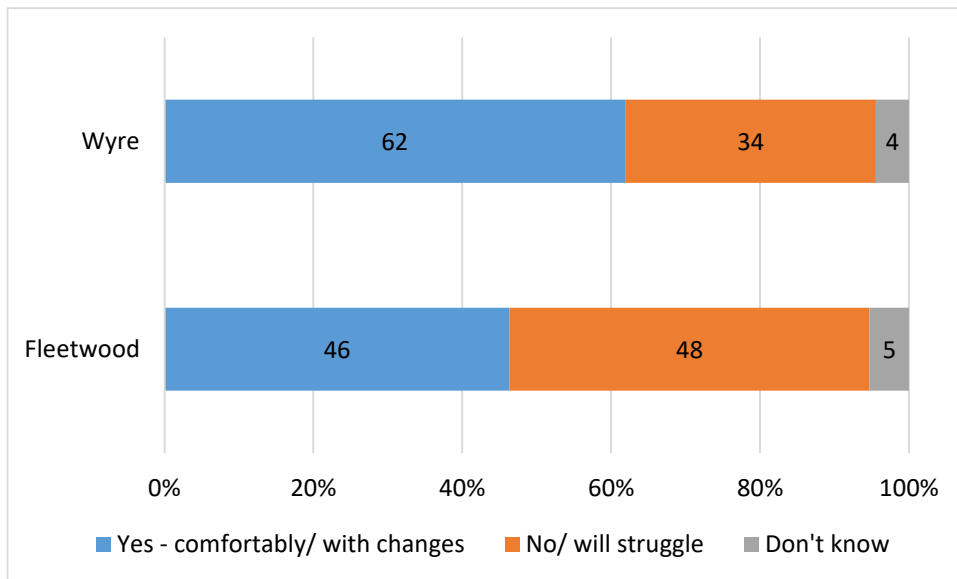


1.28 Over a third (37%) of Fleetwood residents were concerned about rent/ mortgage payments (higher than the figure for Wyre of 30%), while smaller numbers referred to clearing debt (20%), job security/ fear of redundancy/ lack of work (18%), taking out future borrowing/ loans (9%), and covering essential childcare costs (7%). One-in-fourteen (7%) of Fleetwood residents said that they don't have any concerns; lower than the 13% for Wyre overall.

Able to meet rise in living costs?

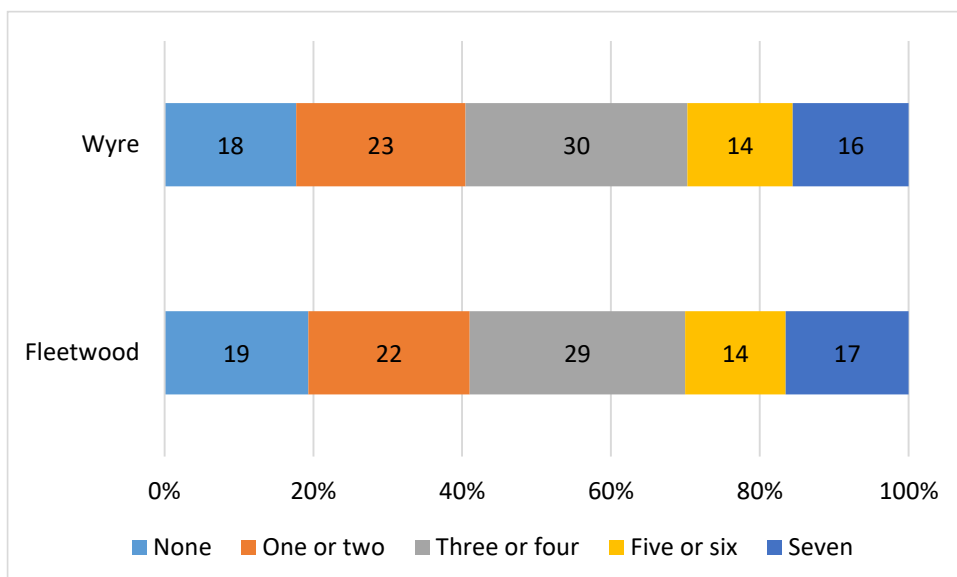
1.29 Less than half (46%) of Fleetwood residents think that they will be able to meet the rise in essential living costs either comfortably (2%) or by making changes (44% 'yes, but I will have to make changes'), while a total of 48% said that they will struggle (42%) or will not be able to meet the rise in costs (6% 'no, I won't cope'), and 5% don't know. Overall results for Wyre were significantly more positive: 62% 'yes – comfortably/ with changes', and 34% 'no/ will struggle'.

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



Your Health & Wellbeing

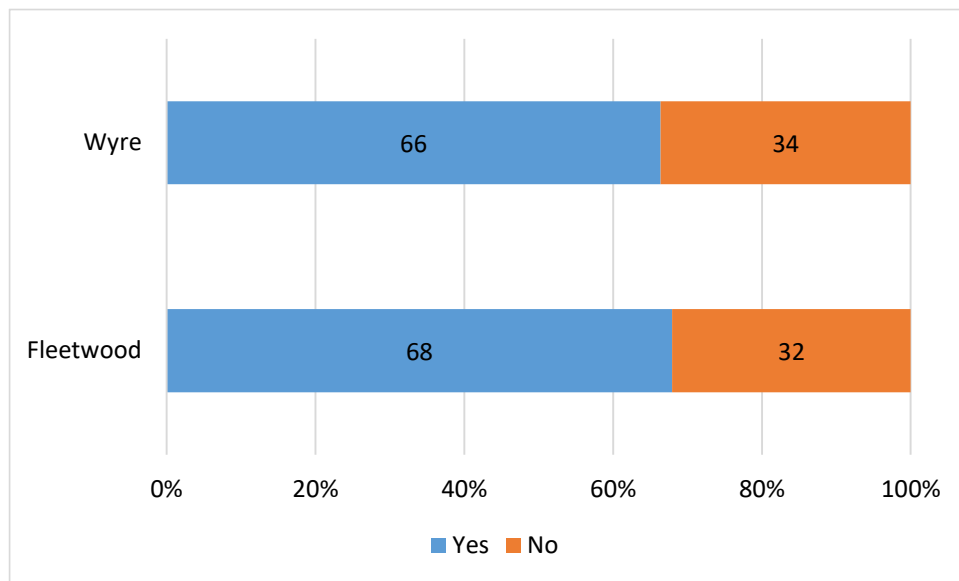
In the past week, on how many days have you done a total of 30 minutes or more of physical activity, which was enough to raise your breathing rate?
(Q19: % response)



1.30 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 Fleetwood residents (81%) said that they have done this on at least one day: 22% had done so on one or two days, 29% on three or four days, 14% on five or six days, and 17% on seven days; while 19% said that they had not exercised in this way in the past week (19% ‘none’). Overall figures for Wyre were very similar.

Like to be more active?

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



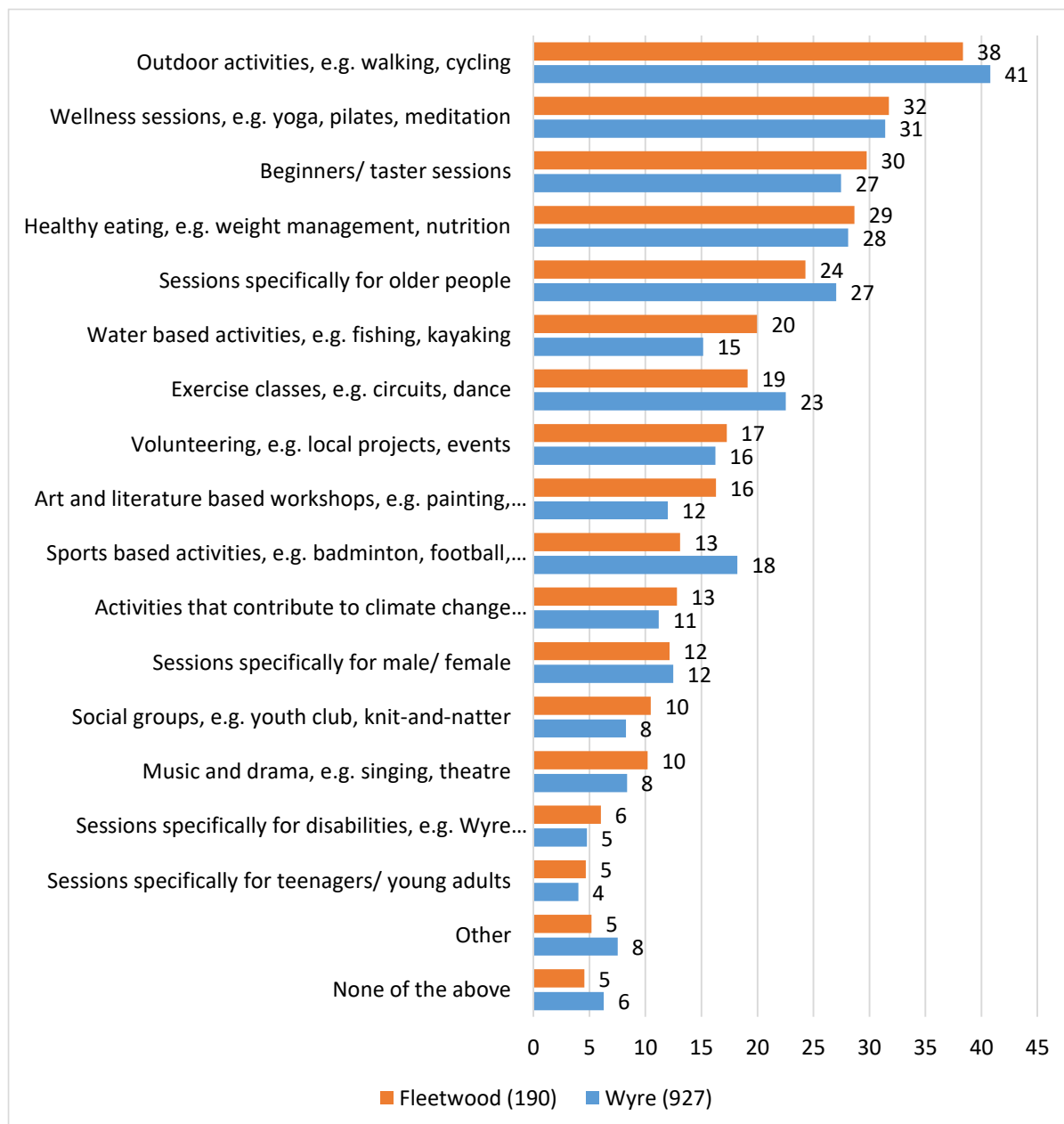
1.31 Two-thirds (68%) of residents of Fleetwood said ‘yes’ they would like to be more active, while 32% of respondents would not like to be more active; results are similar to Wyre as a whole.

Activities of interest

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 among residents of Fleetwood were outdoor activities, e.g. walking, cycling (38%), followed by wellness sessions, e.g. yoga, pilates, meditation (32%), beginners/ taster sessions (30%), healthy eating, e.g. weight management, nutrition (29%), and sessions specifically for older people (24%).

1.33 One-in-five Fleetwood residents would be interested in water-based activities, e.g. fishing, kayaking (20%; higher than the figure of 15% for Wyre overall), and exercise classes, e.g. circuits, dance (19%). (See chart overleaf.)

What activities would you be interested in that could help you become more active and live well? (Q21: % response – those who would like to be more active; Base Numbers shown in brackets)



1.34 One further difference compared to the overall results for Wyre was that Fleetwood residents were less likely to be interested in sports-based activities, e.g. badminton, football, tennis, (13% compared to 18% for Wyre); otherwise the figures for Wyre were similar to those for Fleetwood.