



Life in Wyre

Residents Survey 2022: Rural East Area Report

(Comprising the wards of Brock with Catterall, Calder, Garstang, and Wyresdale)

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Analysis and report by

NWA Social Research

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RURAL EAST 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 272 respondents were residents of the ‘Rural East’ area, (comprising the wards of Brock with Catterall, Calder, Garstang, and Wyresdale). 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.)

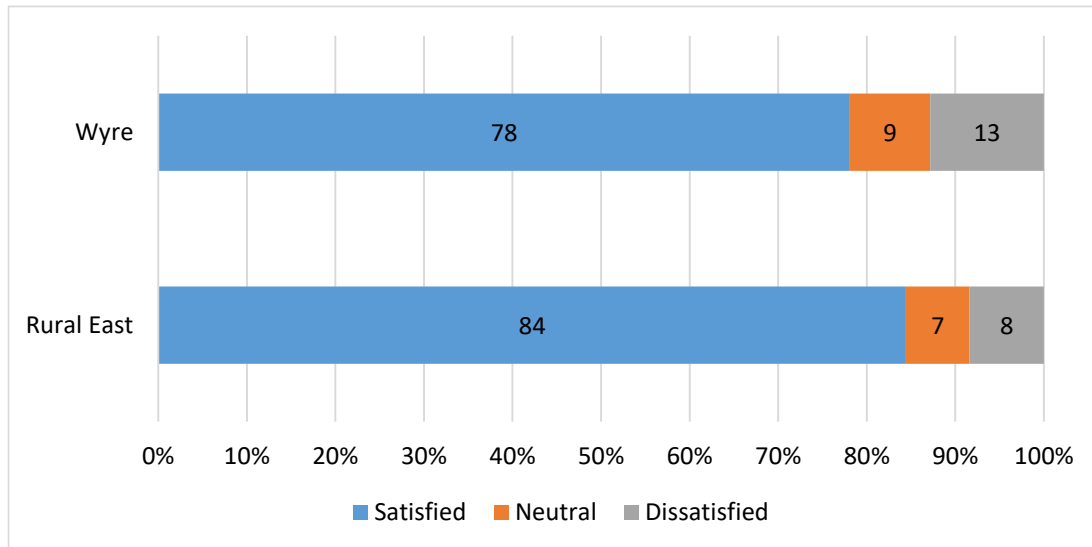
- 1.4 All survey results are subject to a ‘margin of error’ (‘Confidence Interval’): this is based on both the sample number and the proportion of respondents giving a particular response. The Confidence Interval at the ‘95% Confidence Level’ relating to the overall sample of 1,699 respondents was $\pm 2.4\%$ 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 the Rural East (272 respondents), the Confidence Interval widens to $\pm 5.9\%$ for a 50%/50% split in responses.

Living in Wyre

Local area as a place to live

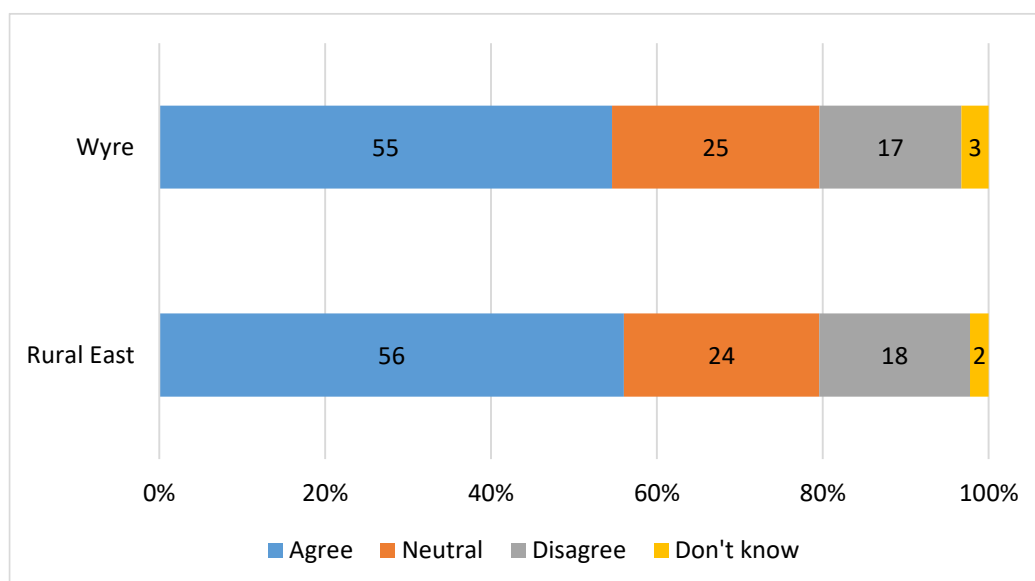
- 1.5 The large majority (84%) of Rural East residents were satisfied with their local area as a place to live, while 8% were dissatisfied, and 7% were neither satisfied nor dissatisfied: satisfaction here is higher, and dissatisfaction lower, when compared to Wyre as a whole (78% satisfied/ 13% dissatisfied).

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



Value for money

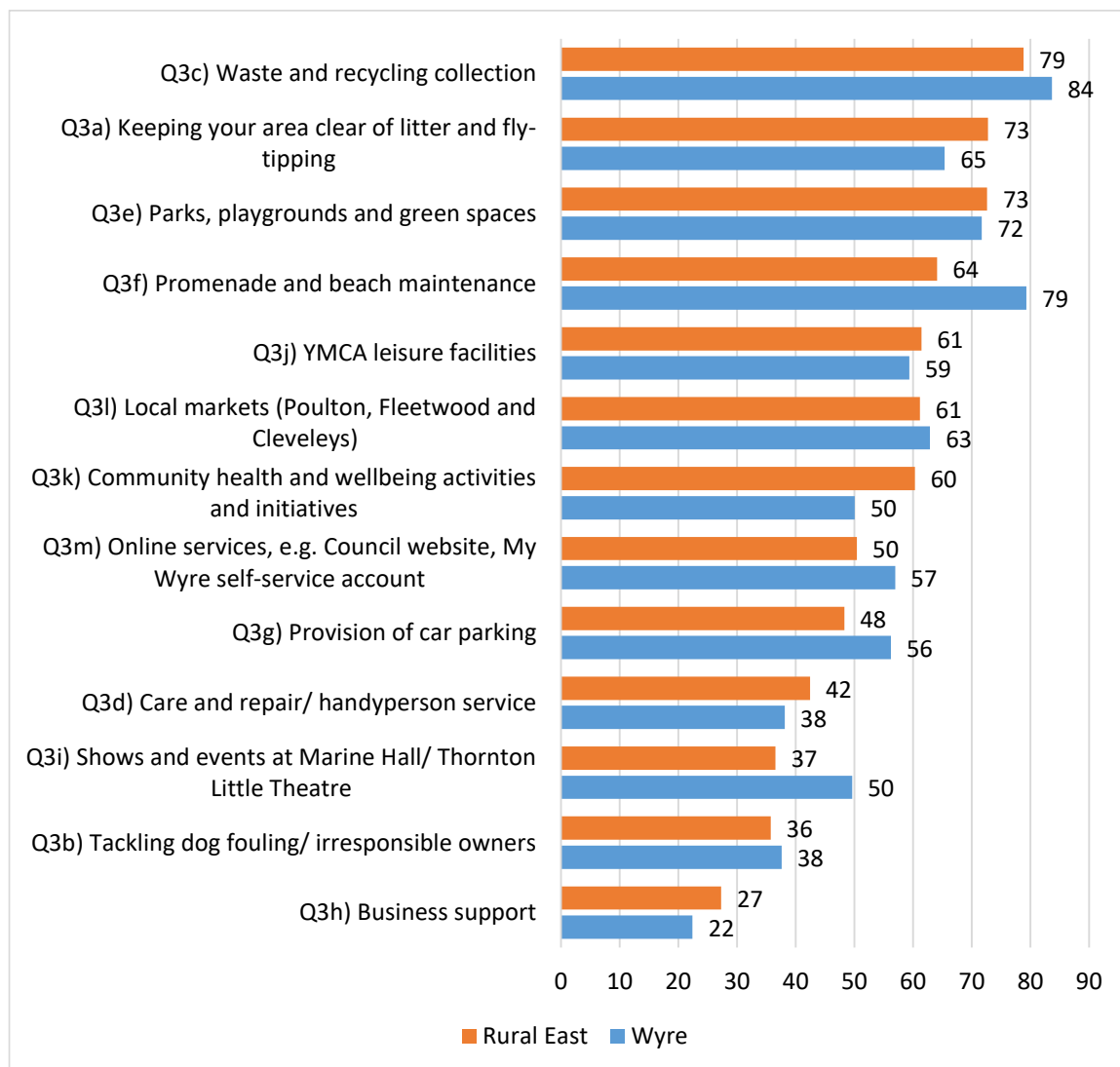
To what extent do you agree or disagree that 59p a day per household, based on a Band D property for all the services and facilities that Wyre Council provides, is value for money? (Q2: % response)



- 1.6 Over half (56%) of Rural East 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 18% disagreed, a further 24% ‘neither agree nor disagree’, and 2% don’t know. Responses for Wyre overall were very 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)



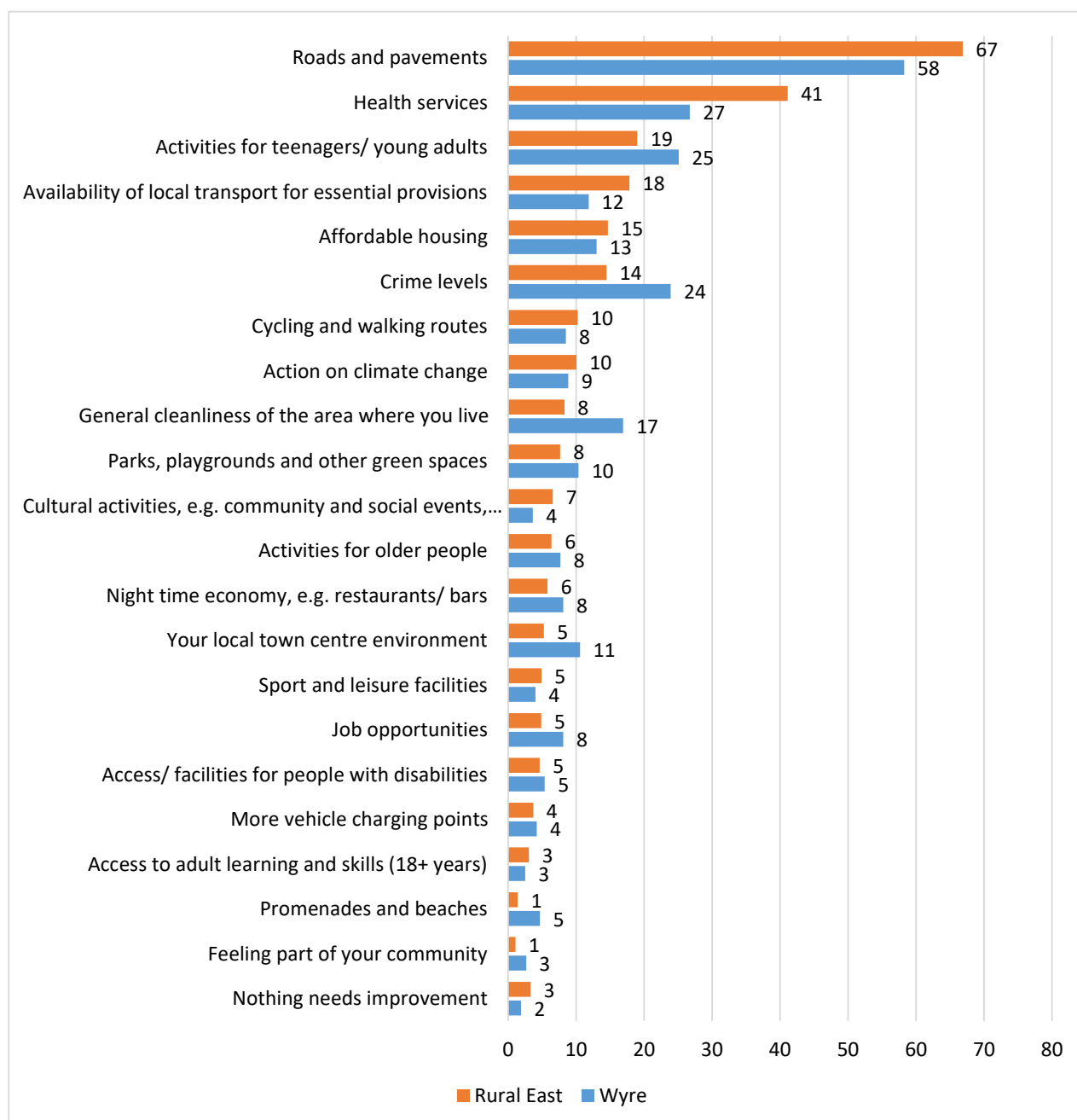
- 1.7 Among those residents of Rural East that expressed a view, satisfaction with services/ facilities provided by Wyre Council was highest in respect of waste and recycling collection (79%; lower than the figure for Wyre of 84% satisfied), ‘keeping your area clear of litter and fly-tipping’ (73%; higher than the figure of 65% for Wyre), and parks, playgrounds and green spaces (73%).
- 1.8 Satisfaction was lowest in respect of ‘business support’ (27% satisfied), tackling dog fouling/ irresponsible owners (36% satisfied/ 47% dissatisfied), ‘shows and events at Marine Hall/ Thornton Little Theatre’ (37% satisfied; lower than the 50% for Wyre), and ‘care and repair/ handyperson service’ (42% satisfied); although for

'business support' and 'handyperson service' the majority view was 'neither satisfied nor dissatisfied'. Further differences in comparison to the Wyre overall results were that residents of Rural East were significantly less likely to be satisfied with the 'provision of car parking' (48%, compared to 56% for Wyre), 'online services' (50%, compared to 57% for Wyre), and 'promenade and beach maintenance' (64%, compared to 79% for Wyre; although 32% gave neutral responses here); while they were more likely to be satisfied with 'community health and wellbeing activities and initiatives' (60%, compared to 50% for Wyre).

Most need improving in the area

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

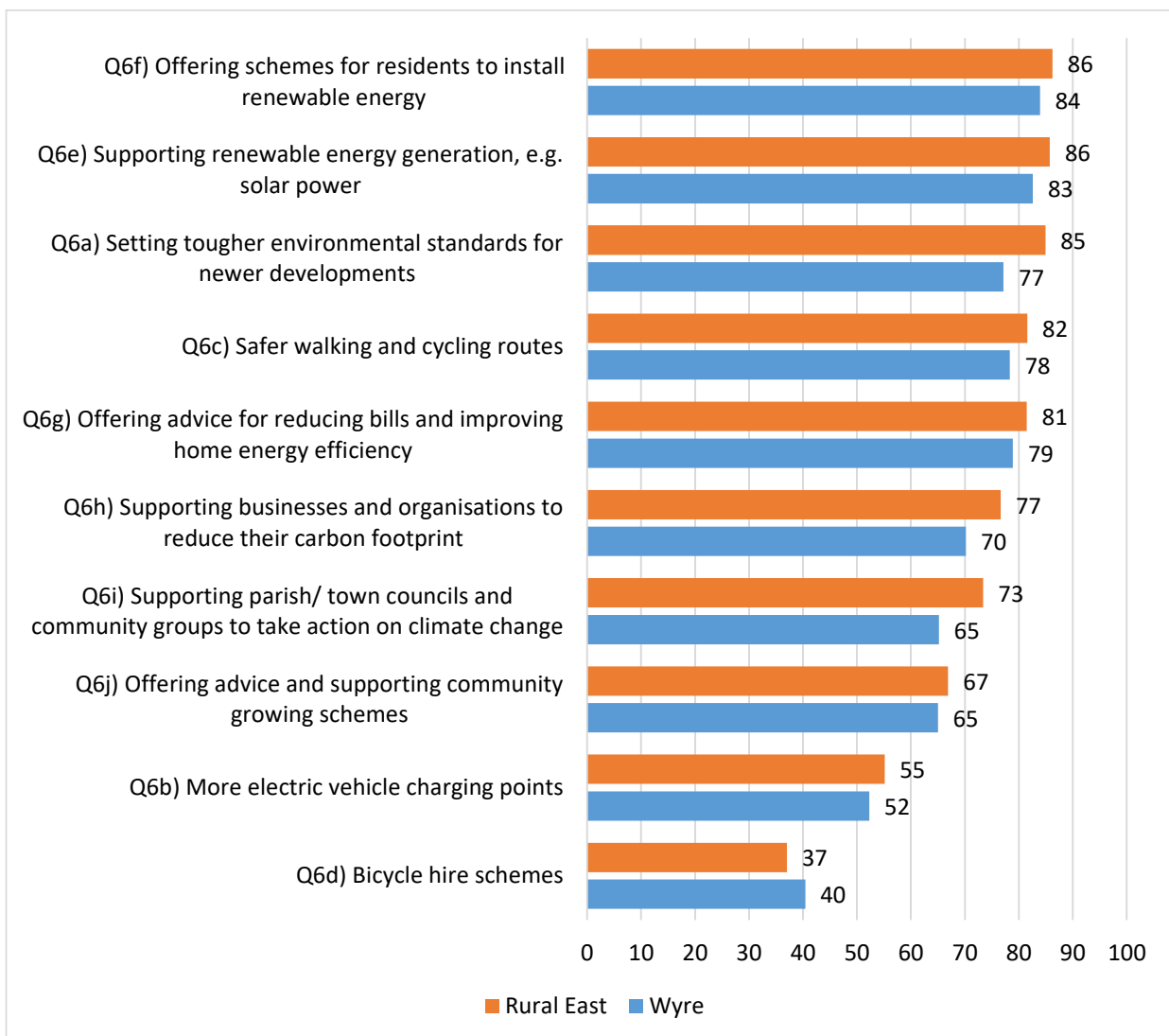
(Q4: % response)



- 1.9 When asked which things they feel most need improving in the area where they live – up to three of a list of options could be selected – the principal response among Rural East residents and for Wyre overall was roads and pavements (67%; higher than the figure of 58% for Wyre), while 41% referred to health services (higher than the 27% for Wyre), and around a fifth referred to activities for teenagers/ young adults (19%; lower than the 25% for Wyre), and availability of local transport for essential provisions (18%; higher than the 12% for Wyre).
- 1.10 Other differences compared to the Wyre overall results were that residents of the Rural East were less likely to refer to crime levels (14%, compared to 24% for Wyre), and to 'general cleanliness of the area where you live' (8%, compared to 17% for Wyre).

Actions the Council might take to address climate change

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



- 1.11 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 two-thirds or more of residents of the Rural East. The

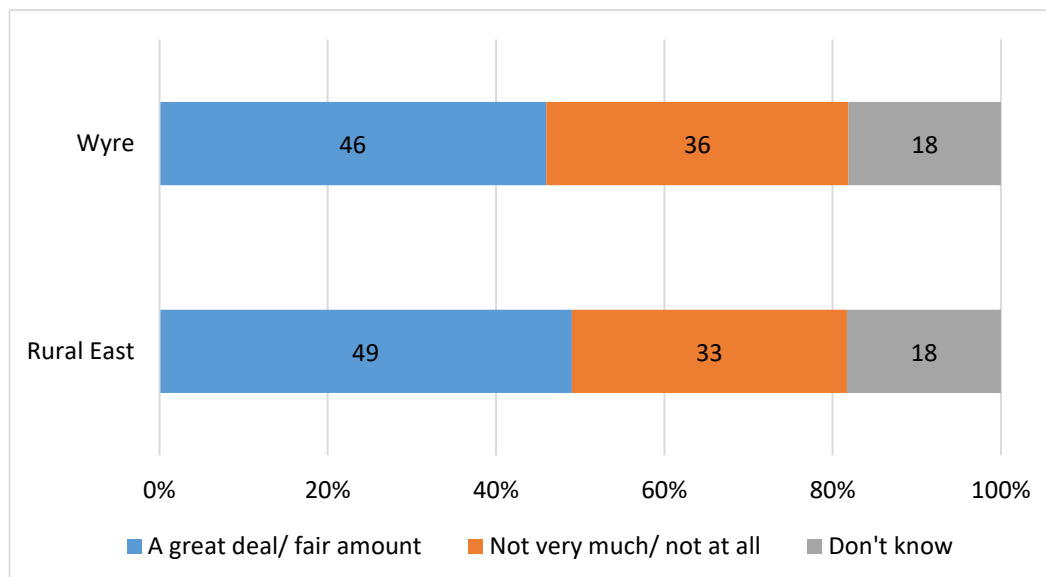
most popular measures, supported by around 80%+ of respondents were: offering schemes for residents to install renewable energy (86% strongly support/ tend to support), supporting renewable energy generation, e.g. solar power (86%), setting tougher environmental standards for newer developments (85%; higher than the 77% for Wyre), safer walking and cycling routes (82%), and offering advice for reducing bills and improving home energy efficiency (81%).

- 1.12 Least likely to be supported as actions to address climate change were more electric vehicle charging points (55% support/ 35% neutral (neither support nor oppose)/ 6% oppose), and bicycle hire schemes (37% support/ 44% neutral/ 12% oppose). Also note that residents of the Rural East were more likely to want to support businesses and organisations to reduce their carbon footprint (77%, compared to 70% for Wyre), and support parish/ town councils and community groups to take action on climate change (73%, compared to 65% for Wyre), when compared to Wyre as a whole.

Council responsive to residents’ needs?

- 1.13 Half (49%) of residents of the Rural East think that Wyre Council responds to residents’ needs a great deal (5%) or a fair amount (44%), which is similar to Wyre overall; while 33% think that it responds not very much (27%) or not at all (6%), and 18% don’t know.

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

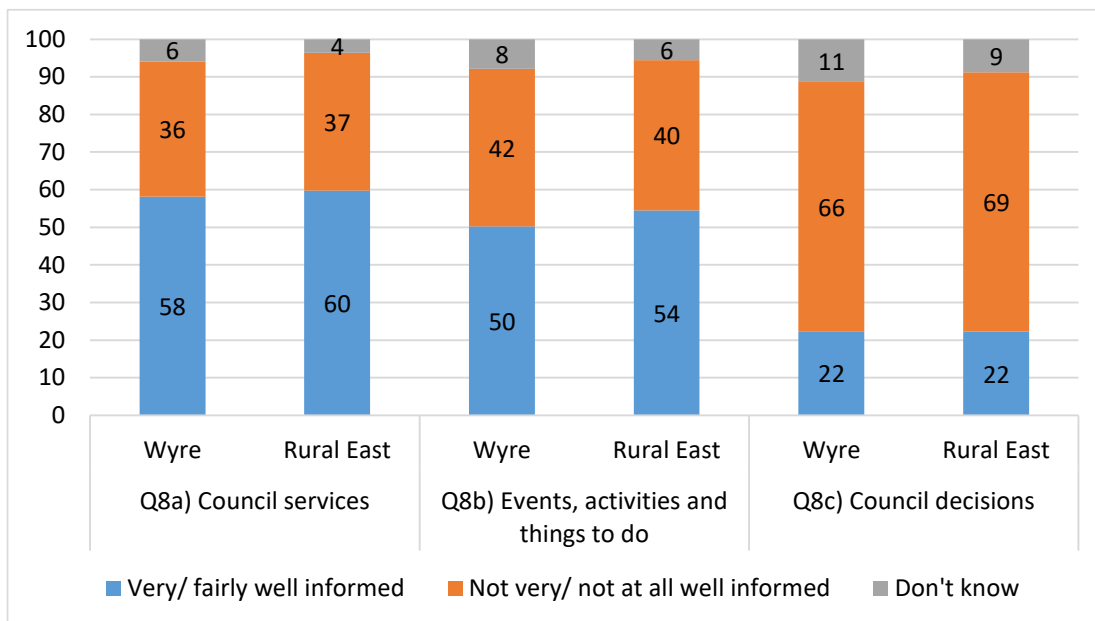


Communications

Keeping residents informed

- 1.14 Three-fifths of Rural East residents (60%) think that Wyre Council keeps residents very or fairly well informed about Council services, while 37% think that they are not very well informed (27%) or not well informed at all (9%), and 4% don't know. In terms of events, activities and things to do, over half (54%) of Rural East residents think that they are very or fairly well informed by the Council, while 40% feel not very well informed (27%) or not well informed at all (13%), and 6% don't know. Results for Wyre overall were similar for these two aspects.

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

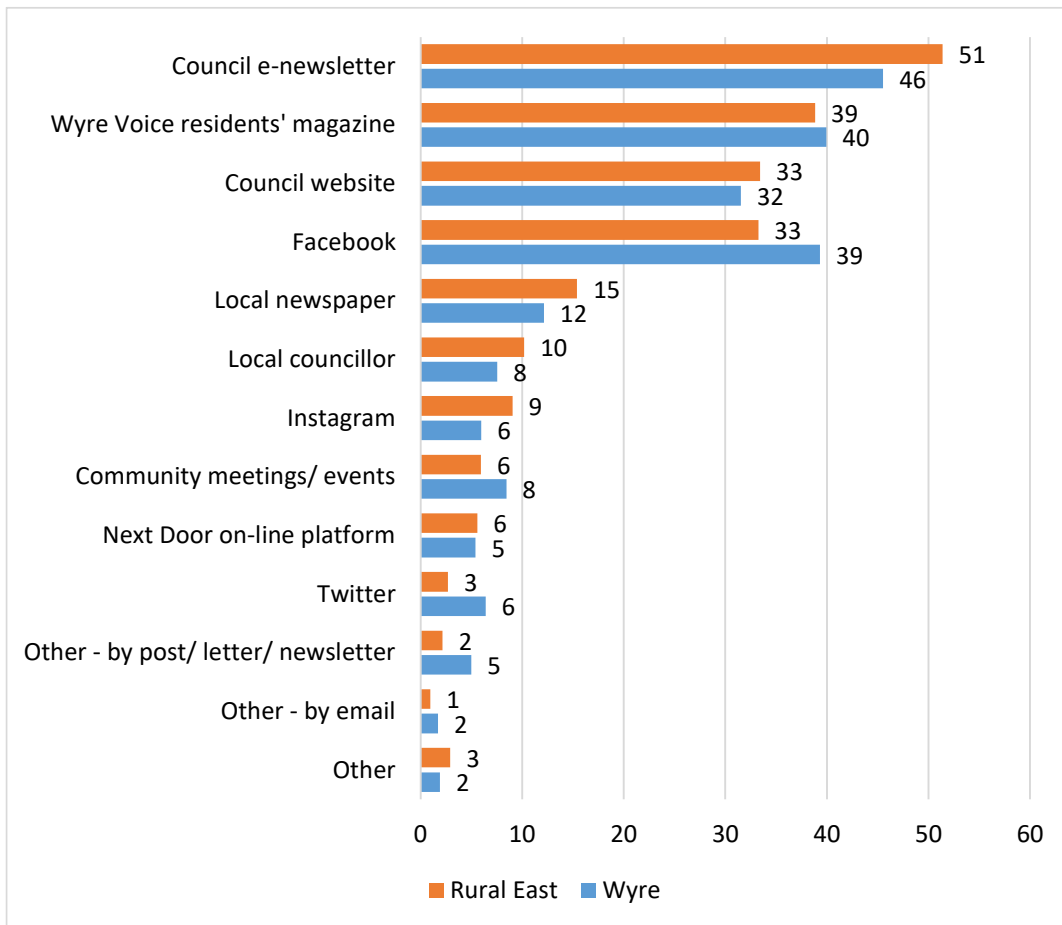


- 1.15 Respondents were much less likely to think that the Council keeps them well informed about Council decisions: 22% of Rural East residents feel very or fairly well informed, the same figure as for Wyre; while 69% feel not very well informed (38%) or not well informed at all (31%), and 9% don't know.

Information preferences

- 1.16 When asked how they prefer to receive information about Wyre Council, the most popular options among residents of the Rural East were Council e-newsletter (51%), Wyre Voice residents' magazine (39%), Council website (33%), and Facebook (33%; lower than the figure for Wyre of 39%). (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)

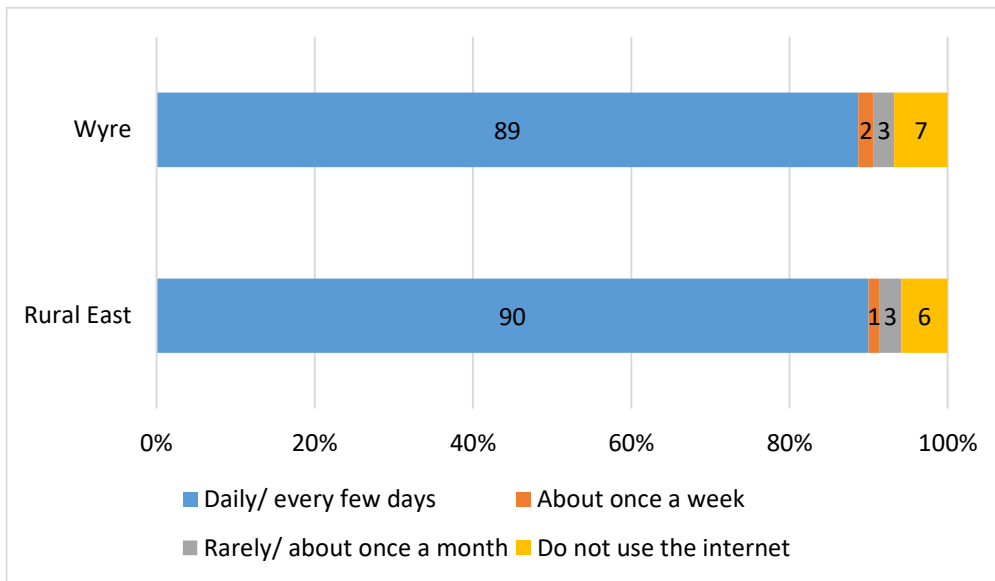


1.17 Other differences to the Wyre overall results were that Rural East residents were more likely to prefer to receive information via Instagram (9% compared to 6% for Wyre), but less likely to want to receive it via Twitter (3% compared to 6% for Wyre).

Internet usage

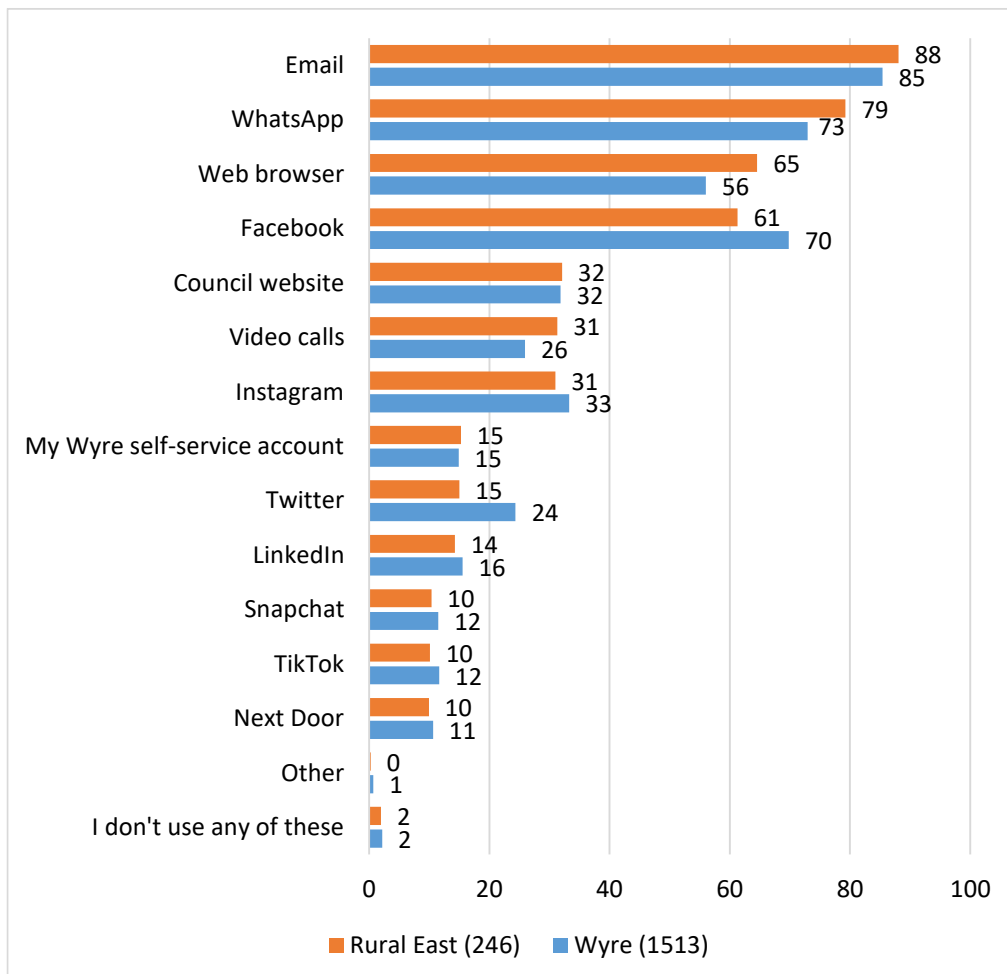
1.18 The great majority (90%) of Rural East residents use the internet regularly – 86% use it daily and 4% every few days, while 1% use it about once a week, 3% use it either about once a month (1%) or rarely (2%), and 6% do not use the internet. Results for Wyre as a whole were almost identical. (See chart overleaf.)

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



Which social media platforms/ communication means used?

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

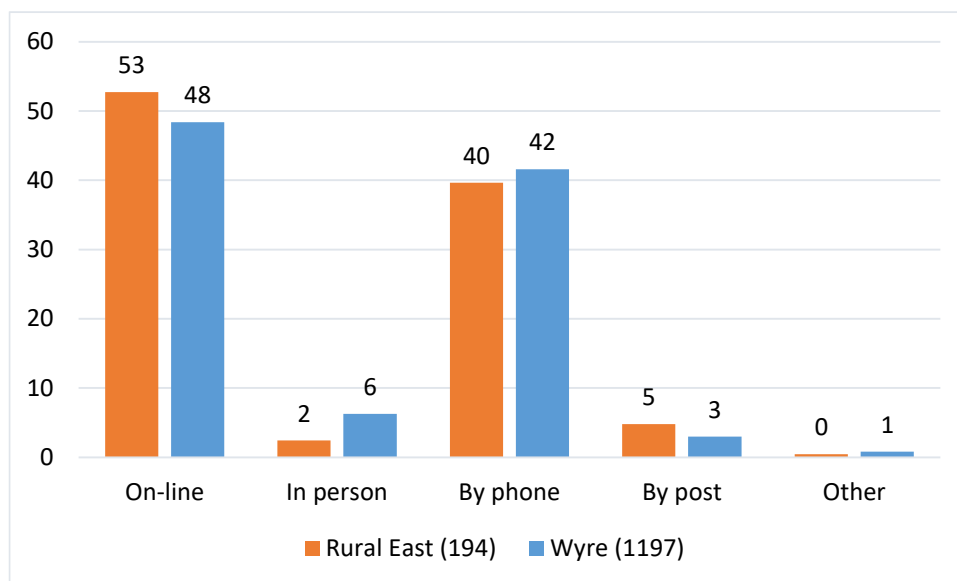


1.19 Those respondents that use the internet were asked which social media platforms/ means of communication they use. The large majority Rural East residents here said that they use email (88%), while 79% use WhatsApp (higher than the 73% for Wyre), 65% use a web browser (higher than the 56% for Wyre), and 61% use Facebook (lower than the 70% for Wyre). Smaller numbers of those Rural East residents who use the internet use the Council website (32%), video calls (31%), and Instagram (31%). One further difference compared to the Wyre overall results was that residents of the Rural East were less likely to say that they use Twitter (15%, compared to 24% for Wyre).

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 Rural East residents had last contacted on-line, while 42% had last contacted by phone, 2% in person (lower than the 6% for Wyre), and 5% by post.

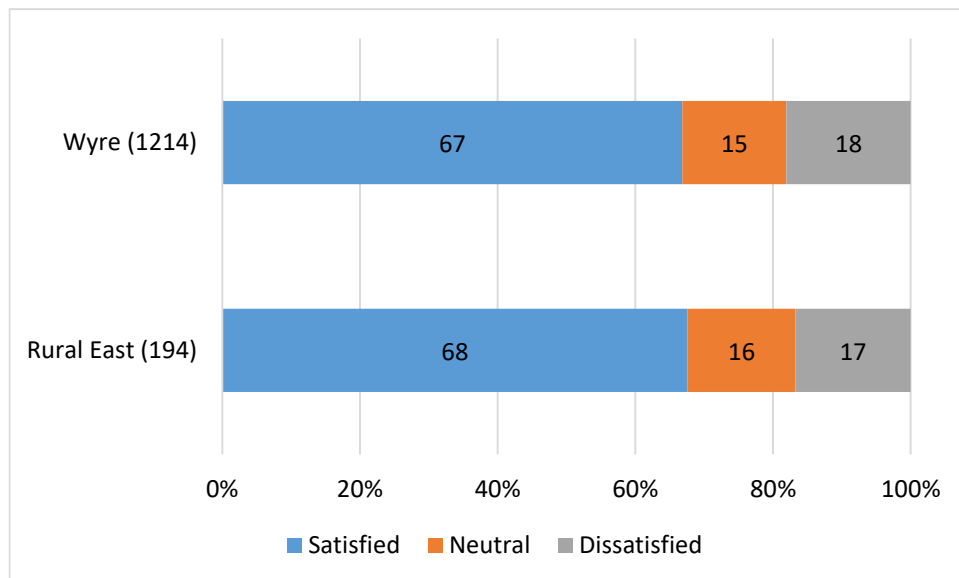
If you have contacted Wyre Council within the last 12 months, by which method was your last contact made? (Q12: % response – ‘don’t know/ not sure’ responses excluded)
(Base Numbers shown in brackets)



Experience on last occasion of contact

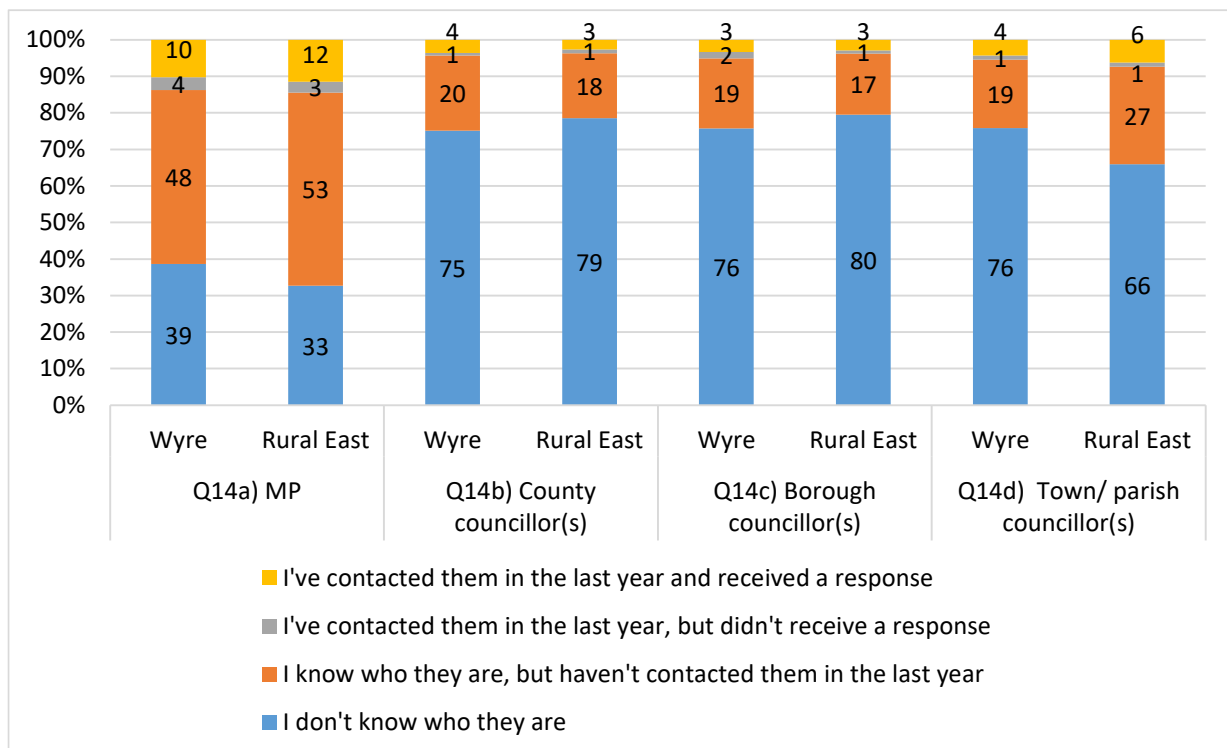
1.21 Those respondents who have contacted the Council within the last 12 months were then asked how satisfied or dissatisfied they were with that experience on the last occasion of contact. Excluding ‘don’t know’ responses, 68% of Rural East residents were satisfied, while 16% were neither satisfied nor dissatisfied, and 17% were dissatisfied. Results for Wyre were very 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, 53% of Rural East residents said 'I know who they are, but haven't contacted them in the last year', while 3% said 'I've contacted them in the last year, but didn't receive a

response', and 12% that 'I've contacted them in the last year and received a response'. The remaining 33% of Rural East residents said that they do not know who their MP is – lower than the figure for Wyre overall of 39%.

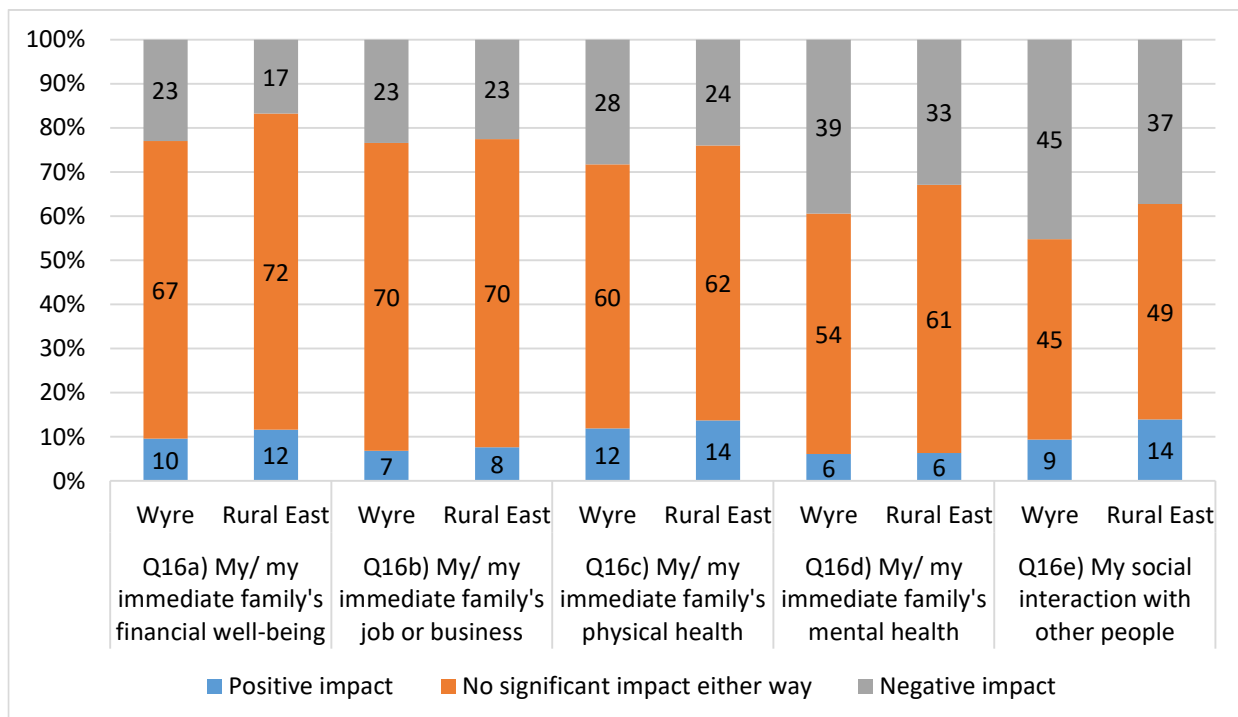
1.23 In respect of County, and Borough Councillors, the pattern of response among Rural East residents was similar for each: four-fifths of respondents did not know who their councillors are, around one-in-six of respondents said 'I know who they are, but haven't contacted them in the last year', between 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 the Rural East (66%) were less likely to say that they do not know who their town/ parish councillor(s) are, compared to Wyre residents overall (76%), and more likely to say that 'I know who they are, but haven't contacted them in the last year' (27%, compared to 19% for Wyre)

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 Rural East, 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 'my/ my immediate family's mental health' (6% positive/ 33% negative; Net Score = -27%), and respondents' 'social interaction with other people' (14% positive impact/ 37% negative impact; Net Impact Score = -23%). However, note that the perceived

negative impacts for both these aspects were lower in the Rural East compared to Wyre overall: mental health, 33% negative impact compared to 39% in Wyre; and social interaction, 37% negative impact compared to 45% in Wyre.

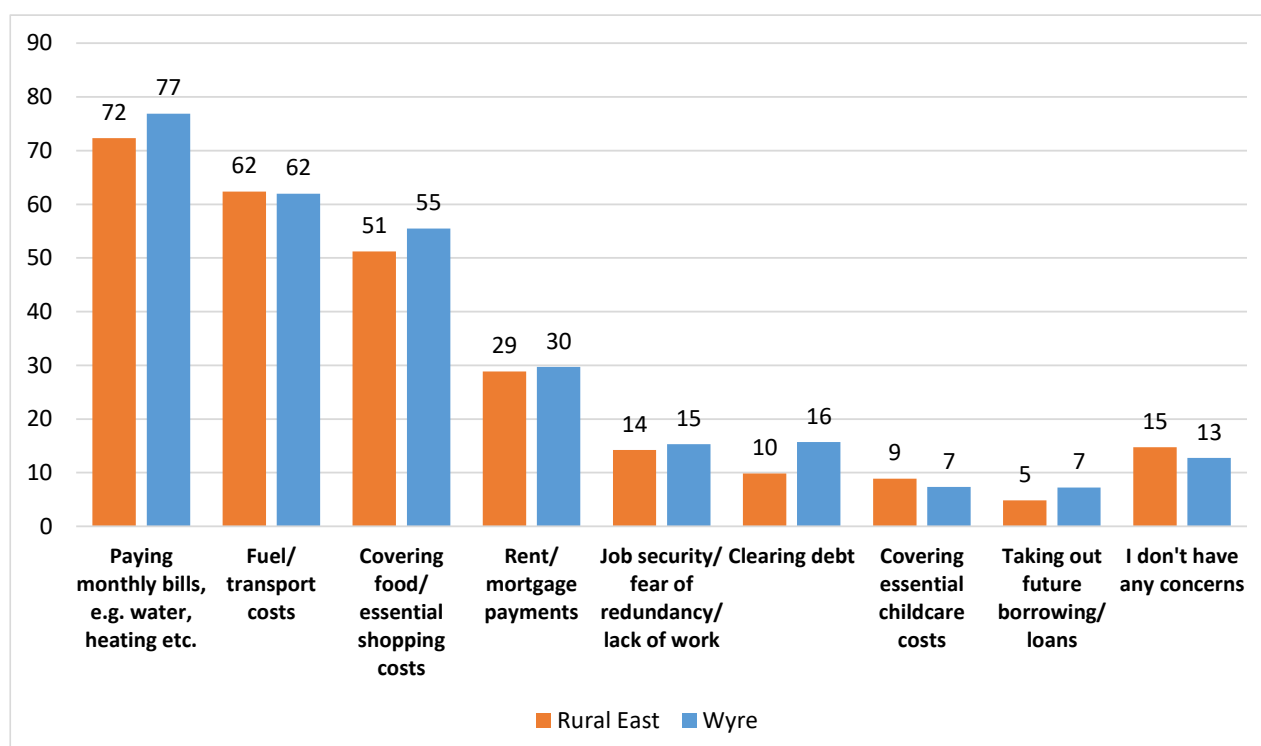
- 1.26 For the remaining three aspects, the majority of Rural East residents felt that the pandemic has had no significant impact either way on them, but Net Scores were still negative: 'My/ my immediate family's job or business', 8% positive/ 23% negative/ Net Score -15%; 'My/ my immediate family's physical health', 14% positive/ 24% negative/ Net Score -10%; and 'My/ my immediate family's financial well-being' 12% positive/ 17% negative/ Net Score -5%; with the perceived negative impact for this latter aspect being lower than that for Wyre overall (17%, compared to 23%).

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 the Rural East were paying monthly bills, e.g. water, heating, etc. (72%; lower than the figure of 77% for Wyre), fuel/ transport costs (62%), and covering food/ essential shopping costs (51%).

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



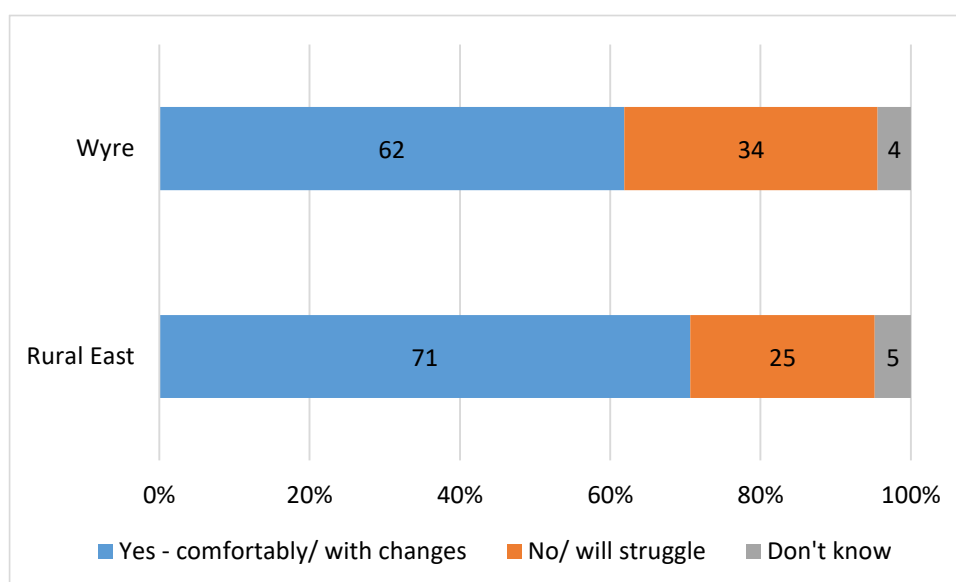
- 1.28 Over a quarter of Rural East residents (29%) were concerned about rent/ mortgage payments, while smaller numbers referred to job security/ fear of redundancy/ lack of work (14%), clearing debt (10%; lower than the 16% for

Wyre), covering essential childcare costs (9%), and taking out future borrowing/ loans (5%). One-in-seven (15%) of Rural East residents said that they don't have any concerns.

Able to meet rise in living costs?

1.29 Nearly three-quarters (71%) of Rural East residents think that they will be able to meet the rise in essential living costs either comfortably (11%) or by making changes (60% 'yes, but I will have to make changes'), while a total of 25% said that they will struggle (22%) or will not be able to meet the rise in costs (3% 'no, I won't cope'), and 5% don't know. These are more positive responses than the corresponding results for Wyre of 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)

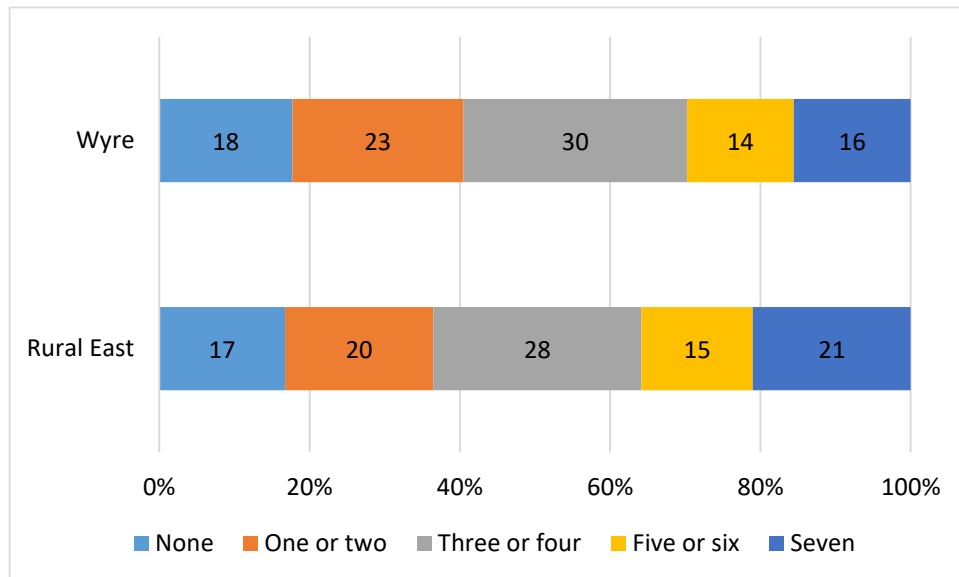


Your Health & Wellbeing

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 Rural East residents (83%) said that they have done this on at least one day: 20% had done so on one or two days, 28% on three or four days, 15% on five or six days, and 21% on seven days (higher than the figure of 16% for Wyre); while 17% said that they had not exercised in this way in the past week (17% 'none'). Otherwise the overall figures for Wyre were similar.

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?

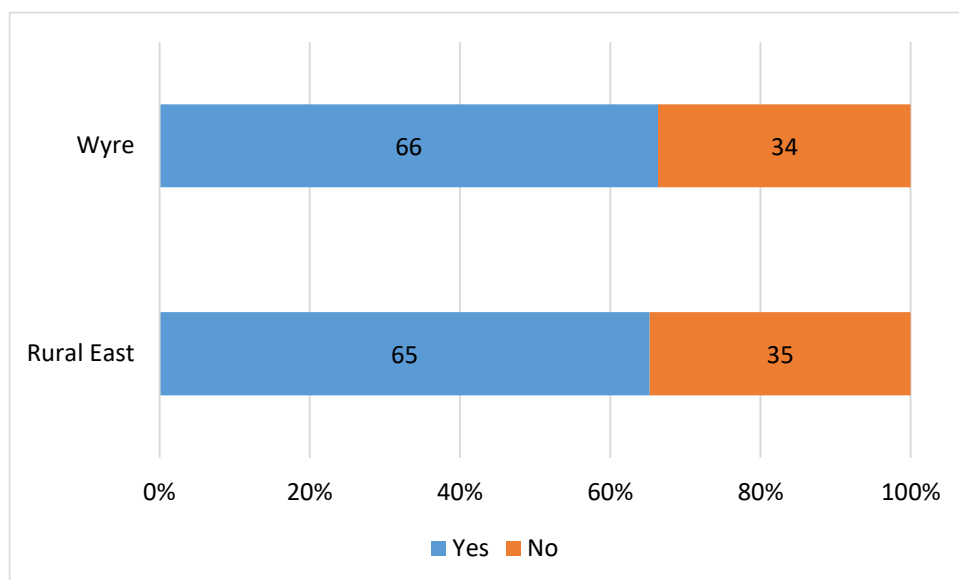
(Q19: % response)



Like to be more active?

Would you like to be more active?

(Q20: % response)



1.31 Two-thirds (65%) of residents of the Rural East said 'yes' they would like to be more active, while 35% of respondents would not like to be more active; results are very 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 Rural East were outdoor activities, e.g. walking, cycling (46%), followed by exercise classes, e.g. circuits, dance (35%; higher than the 23% for Wyre), beginners/ taster sessions (32%), and wellness sessions, e.g. yoga, pilates, meditation (31%),
- 1.33 Around a quarter of Rural East residents would be interested in sessions specifically for older people (27%), healthy eating, e.g. weight management, nutrition (26%), volunteering, e.g. local projects, events (25%; higher than the 16% for Wyre), and sport-based activities, e.g. badminton, football, tennis (22%). (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)

