



Life in Wyre

Residents Survey 2022: Rural West Area Report

(Comprising the wards of Great Eccleston, Hambleton & Stalmine, Pilling, and Preesall)

16.01.2023

Analysis and report by

NWA Social Research

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RURAL WEST 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 255 respondents were residents of the ‘Rural West’ area, (comprising the wards of Great Eccleston, Hambleton & Stalmine, Pilling, and Preesall). 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.)

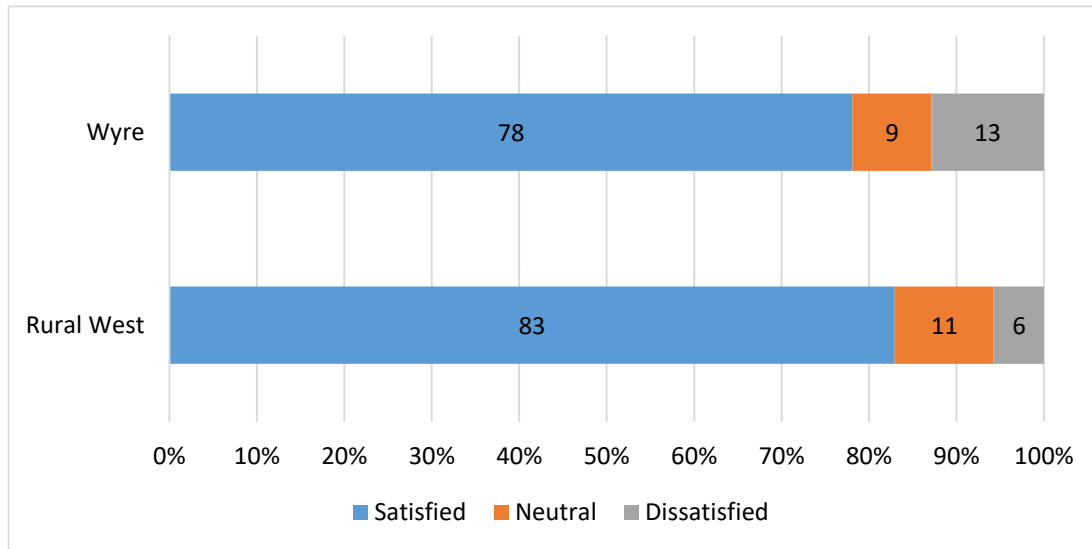
- 1.4 All survey results are subject to a ‘margin of error’ (‘Confidence Interval’): this is based on both the sample number and the proportion of respondents giving a particular response. The Confidence Interval at the ‘95% Confidence Level’ relating to the overall sample of 1,699 respondents was $\pm 2.4\%$ 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 West (255 respondents), the Confidence Interval widens to $\pm 6.1\%$ for a 50%/50% split in responses.

Living in Wyre

Local area as a place to live

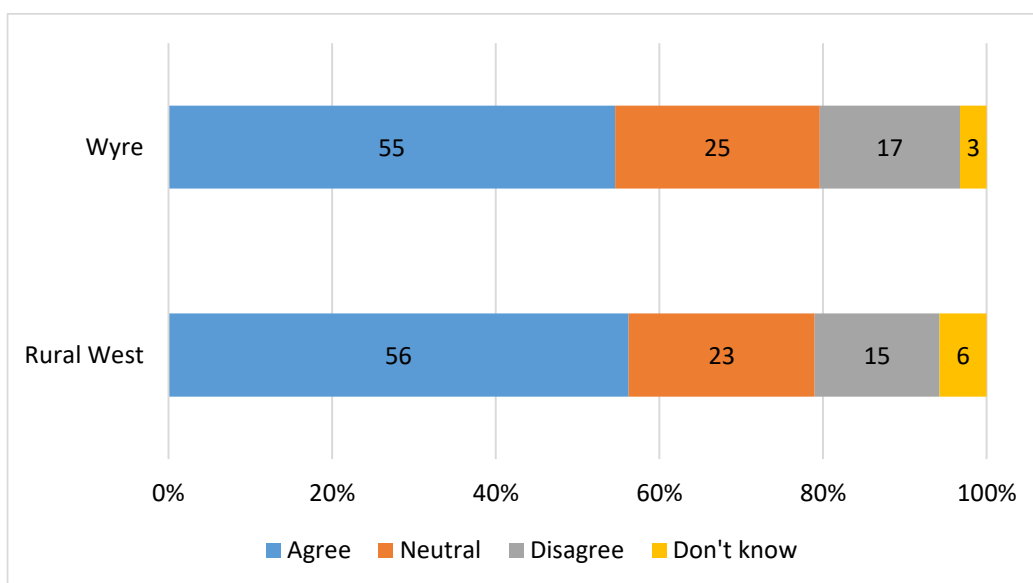
- 1.5 The large majority (83%) of Rural West residents were satisfied with their local area as a place to live, while 6% were dissatisfied, and 11% were neither satisfied nor dissatisfied: satisfaction here was higher, and dissatisfaction lower, compared to Wyre as a whole (78% satisfied/ 13% dissatisfied).

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



Value for money

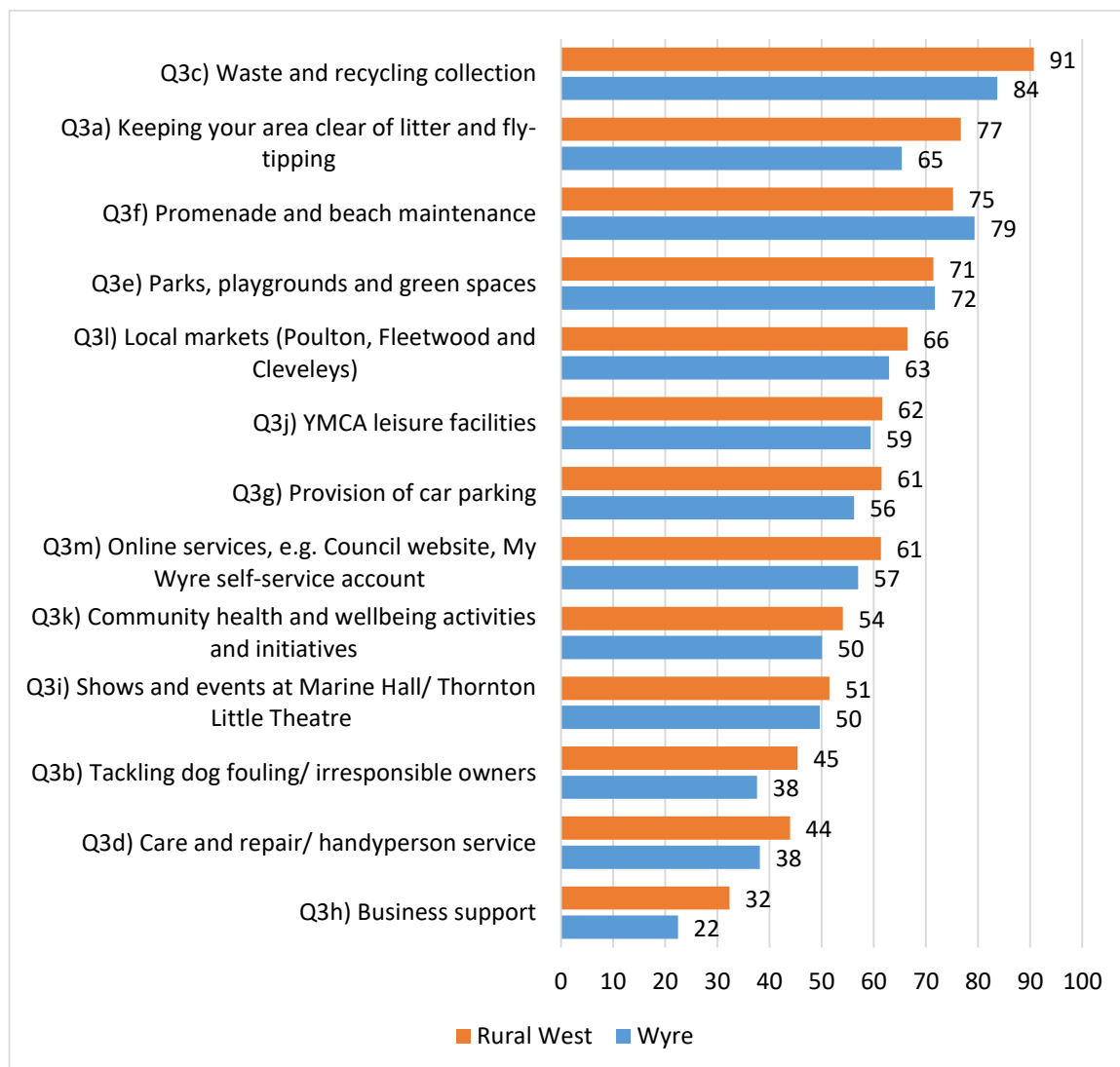
To what extent do you agree or disagree that 59p a day per household, based on a Band D property for all the services and facilities that Wyre Council provides, is value for money? (Q2: % response)



- 1.6 Over half (56%) of Rural West 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 15% disagreed, a further 23% ‘neither agree nor disagree’, and 6% 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)



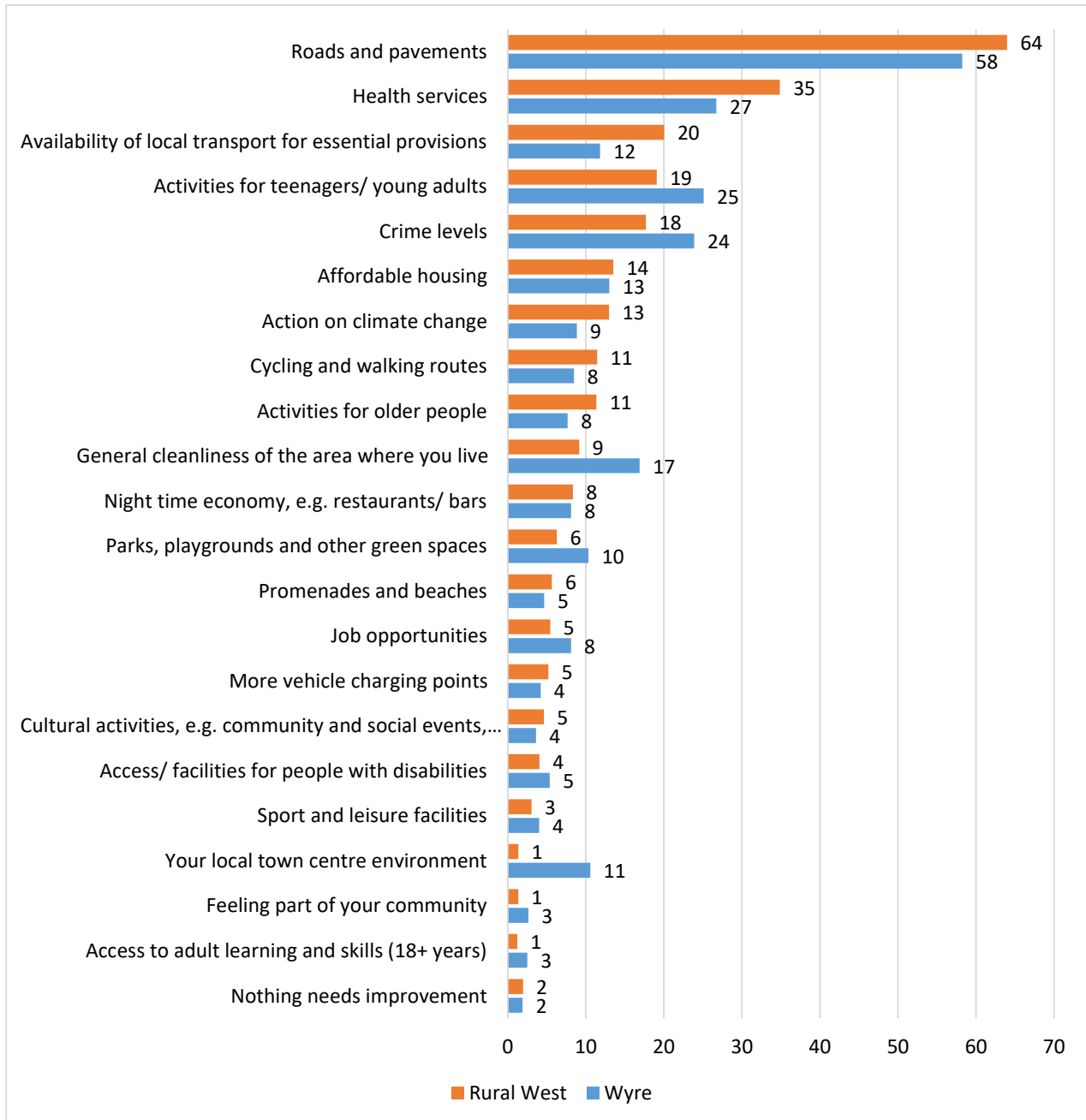
- 1.7 Among those residents of the Rural West that expressed a view, satisfaction with services/ facilities provided by Wyre Council was highest in respect of waste and recycling collection (91% satisfied; higher than the figure of 84% for Wyre), ‘keeping your area clear of litter and fly-tipping’ (77%; higher than the figure of 65% for Wyre), promenade and beach maintenance (75%), and parks, playgrounds and green spaces (71%).
- 1.8 Satisfaction was lowest in respect of tackling dog fouling/ irresponsible owners (45% satisfied/ 34% dissatisfied; more positive than the Wyre figures of 38% satisfied/ 43% dissatisfied), ‘care and repair/ handyperson service’ (44% satisfied),

and ‘business support’ (32% satisfied; higher than the figure of 22% for Wyre); although for the latter two services the majority view was ‘neither satisfied nor dissatisfied’.

Most need improving in the area

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

(Q4: % response)

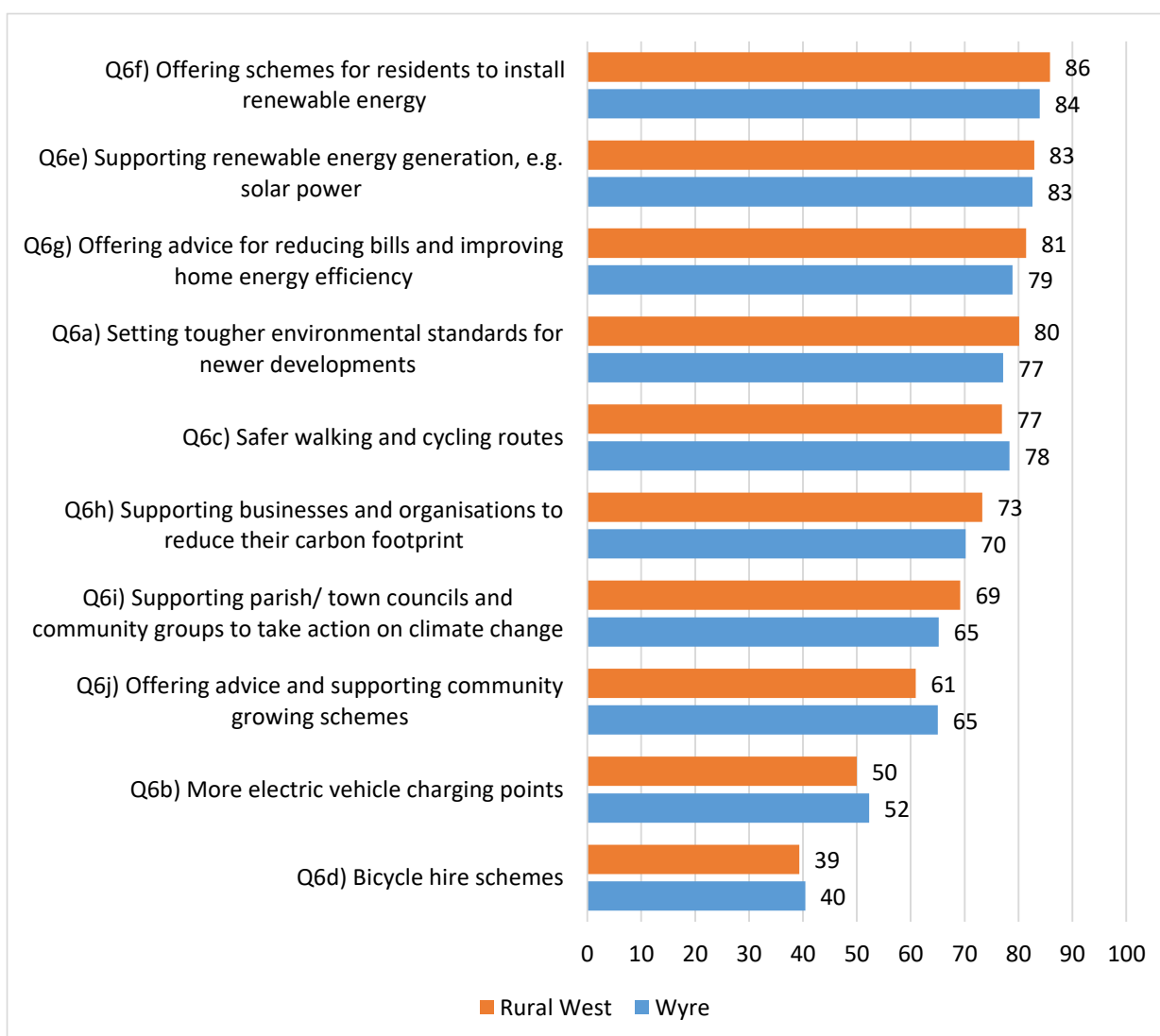


1.9 When asked which things they feel most need improving in the area where they live – up to three of a list of options could be selected – the principal response among Rural West residents and for Wyre overall was roads and pavements (64%; higher than the 58% for Wyre), while a third of respondents referred to health services (35%; higher than the 27% for Wyre), and around a fifth referred to availability of local transport for essential provisions (20%; higher than the 12% for

Wyre), activities for teenagers/ young adults (19%; lower than the 25% for Wyre), and crime levels (18%; lower than the 24% for Wyre). Further differences compared to the Wyre overall results were that Rural West residents were more likely to refer to action on climate change (13%, compared to 9% for Wyre), but less likely to refer to 'general cleanliness of the area where you live' (9%, compared to 17%), and to parks, playgrounds and other green spaces (6%, compared to 10%).

Actions the Council might take to address climate change

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



1.10 Respondents were asked how strongly they would support or oppose 10 different actions that Wyre Council might take to address climate change. All but two of the actions were supported by the majority of residents of Rural West. The most popular measures, supported by over three-quarters 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 (83%), offering advice for reducing bills and improving home energy efficiency (81%),

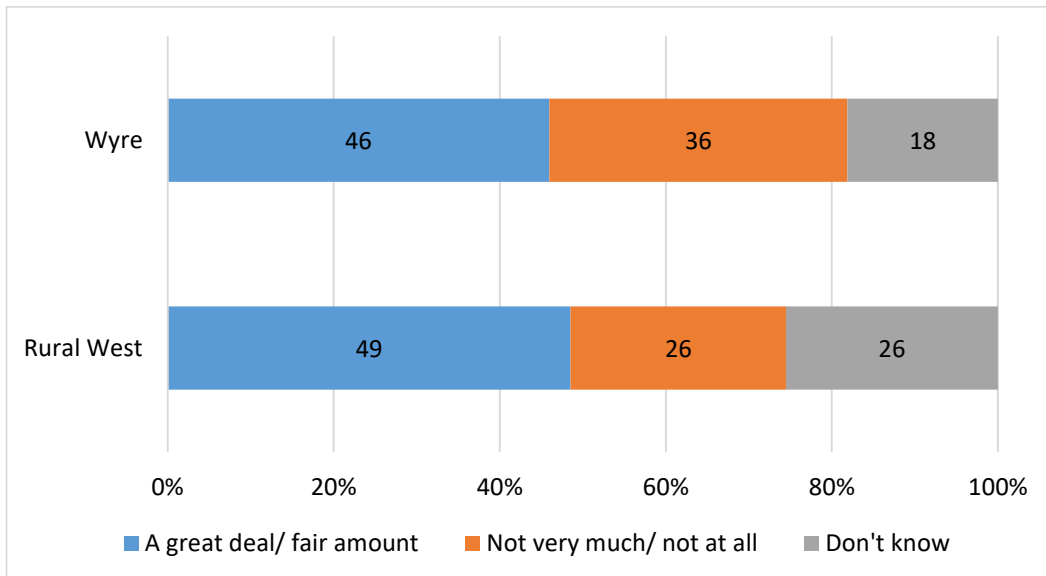
setting tougher environmental standards for newer developments (80%), and safer walking and cycling routes (77%).

- 1.11 Least likely to be supported as actions to address climate change were more electric vehicle charging points (50% support/ 35% neutral (neither support nor oppose)/ 6% oppose), and bicycle hire schemes (39% support/ 43% neutral/ 9% oppose). Responses for Wyre overall were similar to those for the Rural West.

Council responsive to residents' needs?

- 1.12 Almost half (49%) of residents of the Rural West think that Wyre Council responds to residents' needs a great deal (5%) or a fair amount (43%), which is similar to Wyre overall (46%); while 26% think that it responds not very much (21%) or not at all (5%), and 26% don't know (higher than the 18% for Wyre).

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

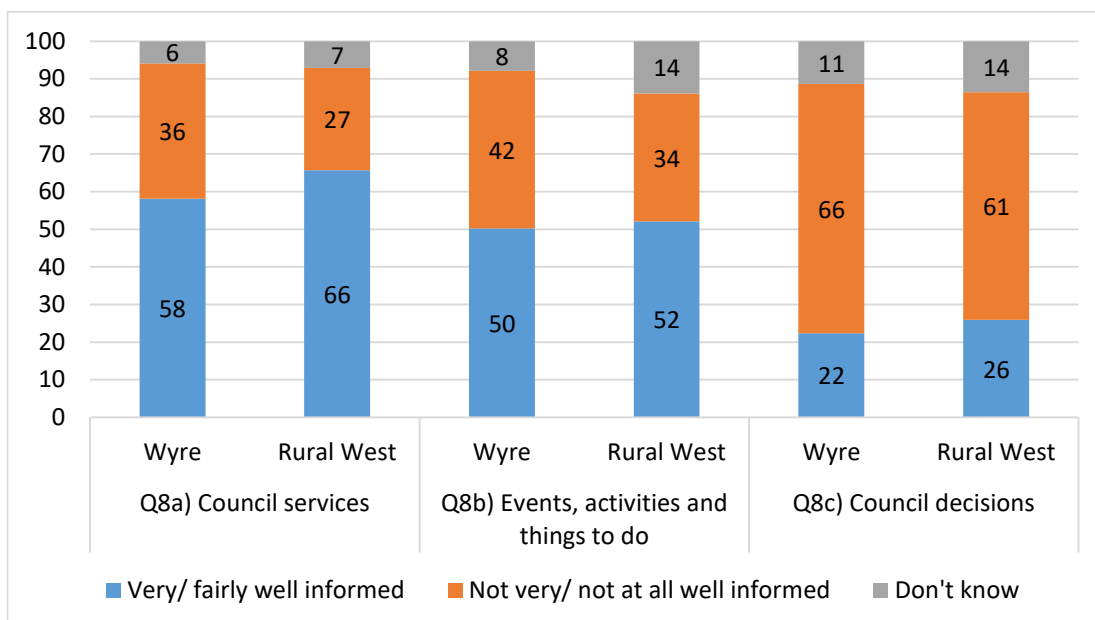


Communications

Keeping residents informed

- 1.13 Two-thirds of Rural West residents (66%) think that Wyre Council keeps residents very or fairly well informed about Council services (higher than the figure of 58% for Wyre), while 27% think that they are not very well informed (22%) or not well informed at all (5%), and 7% don't know. In terms of events, activities and things to do, just over half (52%) of Rural West residents think that they are very or fairly well informed by the Council, while 34% feel not very well informed (26%) or not well informed at all (8%), and 14% don't know.

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



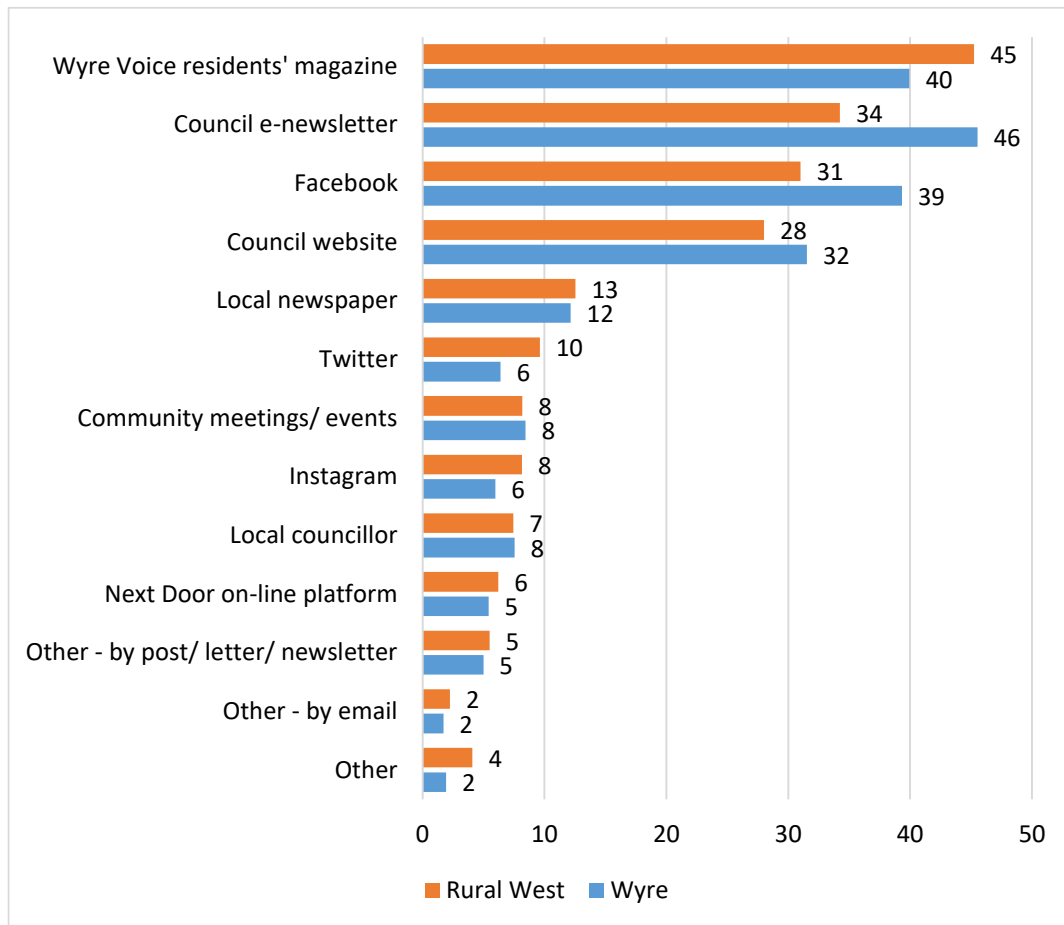
- 1.14 Respondents were much less likely to think that the Council keeps them well informed about Council decisions: 26% of Rural West residents feel very or fairly well informed, while 61% feel not very well informed (40%) or not well informed at all (21%), and 14% don't know. Results here are not significantly different to those for Wyre overall.

Information preferences

- 1.15 When asked how they prefer to receive information about Wyre Council, the most popular options among residents of the Rural West were Wyre Voice residents' magazine (45%), Council e-newsletter (34%; lower than the 46% for Wyre), Facebook (31%; lower than the 39% for Wyre), and Council website (28%). (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)

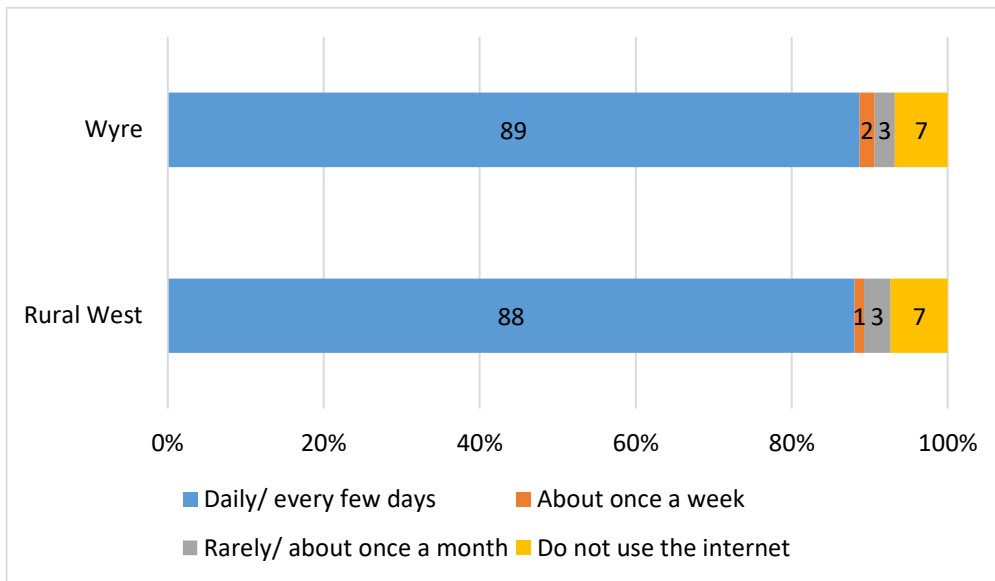


- 1.16 One further difference compared to the Wyre overall results was that Rural West residents were more likely to have a preference for receiving information by Twitter (10%, compared to 6% for Wyre).

Internet usage

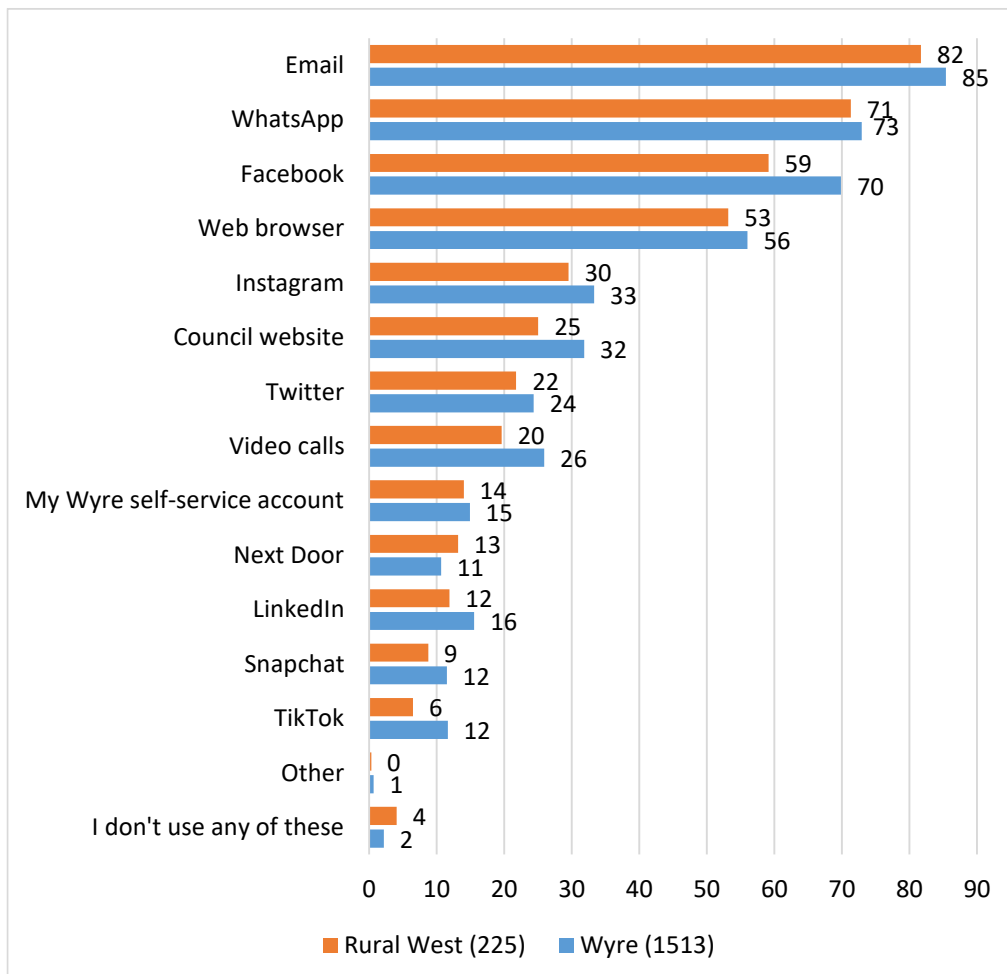
- 1.17 The great majority (88%) of Rural West residents use the internet regularly – 77% use it daily and 11% every few days, while 1% use it about once a week, 3% use it either about once a month (1%) or rarely (2%), and 7% do not use the internet. Results here are almost identical to those for Wyre overall. (See chart overleaf.)

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



Which social media platforms/ communication means used?

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

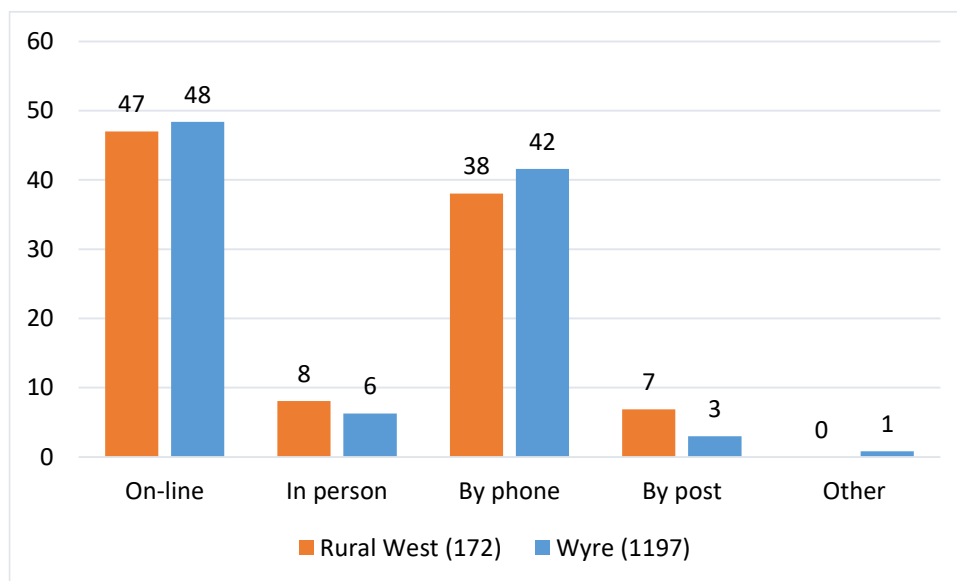


1.18 Those respondents that use the internet were asked which social media platforms/ means of communication they use. The large majority of Rural West residents here said that they use email (82%), while 71% use WhatsApp, 59% use Facebook (lower than the 70% figure for Wyre), and 53% use a web browser. Smaller numbers of those Rural West residents who use the internet use Instagram (30%), the Council website (25%; lower than the 32% for Wyre), Twitter (22%), and video calls (20%; lower than the 26% for Wyre). Residents of the Rural West were less likely to say that they use TikTok (6%, compared to 12% for Wyre), and a little more likely to say that they do not use any of the listed options (4%, compared to 2% for Wyre), when compared to the overall results for Wyre.

Method used for last contact

1.19 Respondents were asked to say – if they have contacted Wyre Council within the last 12 months – by which method their last contact was made. Excluding ‘don’t know’ responses, 47% of Rural West residents had last contacted on-line, while 38% had last contacted by phone, 8% in person, and 7% by post (higher than the figure of 3% for Wyre). Otherwise results are not significantly different to those for Wyre overall.

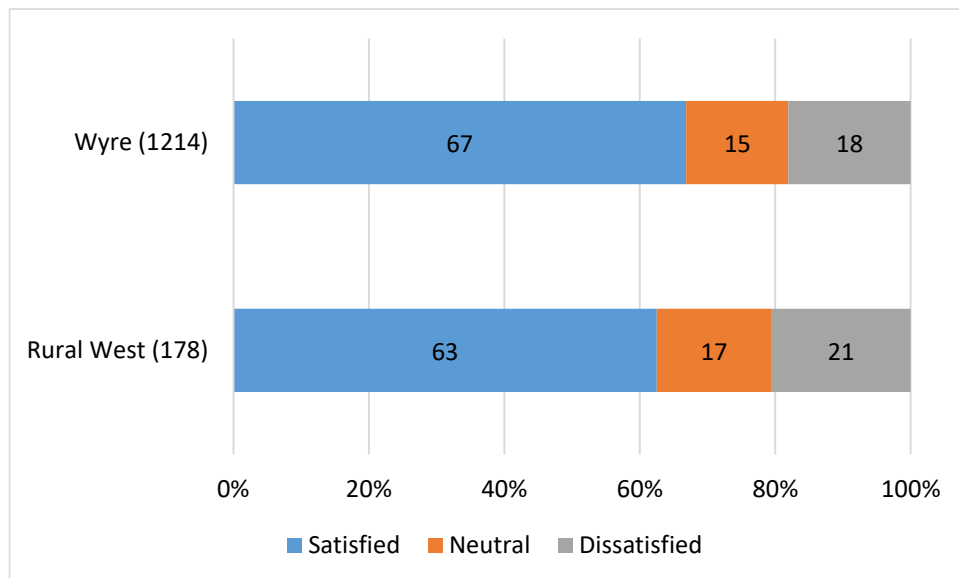
If you have contacted Wyre Council within the last 12 months, by which method was your last contact made? (Q12: % response – ‘don’t know/ not sure’ responses excluded)
(Base Numbers shown in brackets)



Experience on last occasion of contact

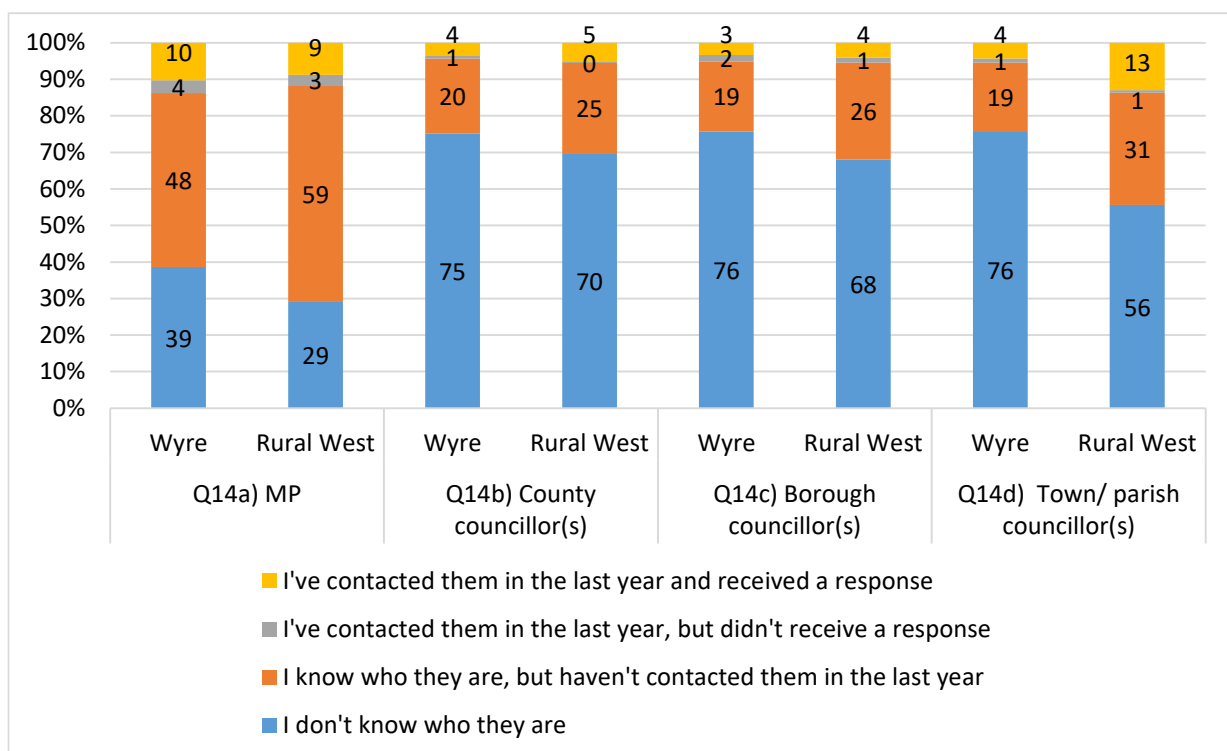
1.20 Those respondents who have contacted the Council within the last 12 months were then asked how satisfied or dissatisfied they were with that experience on the last occasion of contact. Excluding ‘don’t know’ responses, 63% of Rural West residents were satisfied, while 17% were neither satisfied nor dissatisfied, and 21% were dissatisfied. Results for Wyre were not significantly different. (See chart overleaf.)

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



Contact with elected representatives

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



1.21 Respondents were asked how they would describe their contact with their elected representatives over the past 12 months. In respect of their MP, 59% of Rural West 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

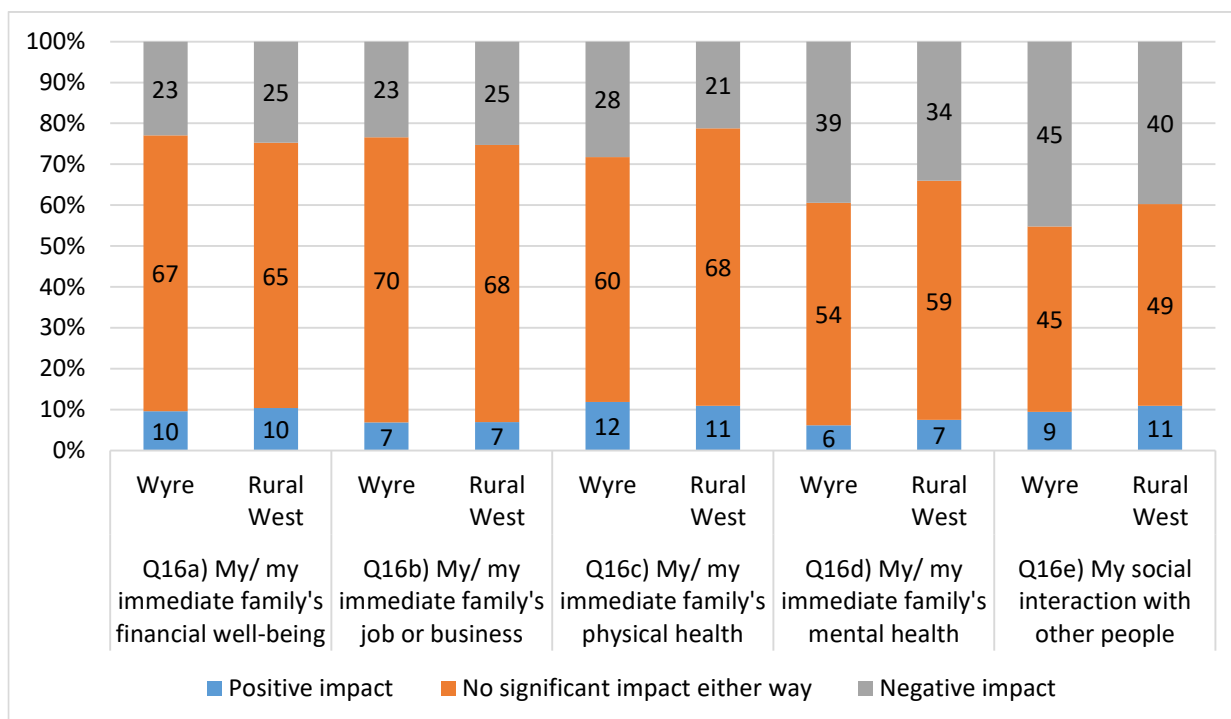
response', and 9% that 'I've contacted them in the last year and received a response'. The remaining 29% of Rural West residents said that they do not know who their MP is, which is lower than the corresponding figure of 39% for Wyre.

1.22 In respect of County and Borough Councillors, the pattern of response among Rural West residents was similar for each: over two-thirds of respondents did not know who their councillors are (70% for County Councillors; and 68% for Borough Councillors, which is lower than the 76% figure for Wyre); a quarter of respondents said 'I know who they are, but haven't contacted them in the last year', and one-in-twenty had contacted them in the last year and received a response. There were substantial differences in respect of Town/ Parish Councillors, with Rural West residents much more likely to know who their councillors are (44%, compared to 24% for Wyre), and 13% had contacted their councillors and received a response, compared to 4% for Wyre overall.

Coronavirus Pandemic

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

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



1.24 Among residents of Rural West, 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' (11% positive impact/ 40% negative impact; Net Impact Score = -29%), and 'my/ my immediate family's mental health' (7% positive/ 34% negative; Net Score = -27%).

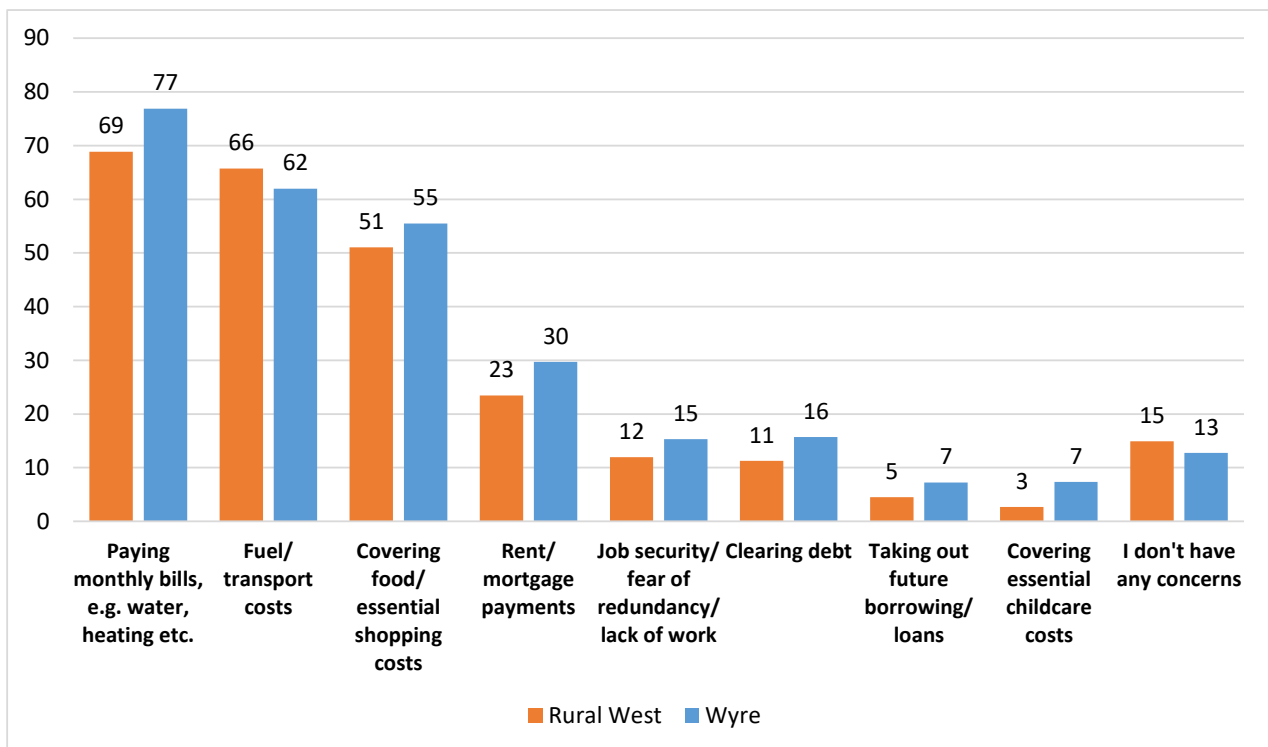
1.25 For the remaining three aspects, more than two-thirds of Rural West residents felt that the pandemic has had no significant impact either way on them, but Net Scores were still negative: 'My/ my immediate family's job or business', 7% positive/ 25% negative/ Net Score -18%; 'My/ my immediate family's financial well-being' 10% positive/ 25% negative/ Net Score -14%, and 'My/ my immediate family's physical health', 11% positive/ 21% negative/ Net Score -10%. Note that the perceived negative impact on physical health was lower in the Rural West compared to the corresponding overall figure for Wyre (21% negative, compared to 28% for Wyre).

Cost of Living

Main concerns

1.26 When asked about their main concerns regarding their financial security over the coming 12 months, in light of the 'UK experiencing a substantial increase in the cost of living', the aspects of most concern to residents of Rural West were paying monthly bills, e.g. water, heating, etc. (69%; lower than the 77% figure for Wyre), fuel/ transport costs (66%), and covering food/ essential shopping costs (51%).

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

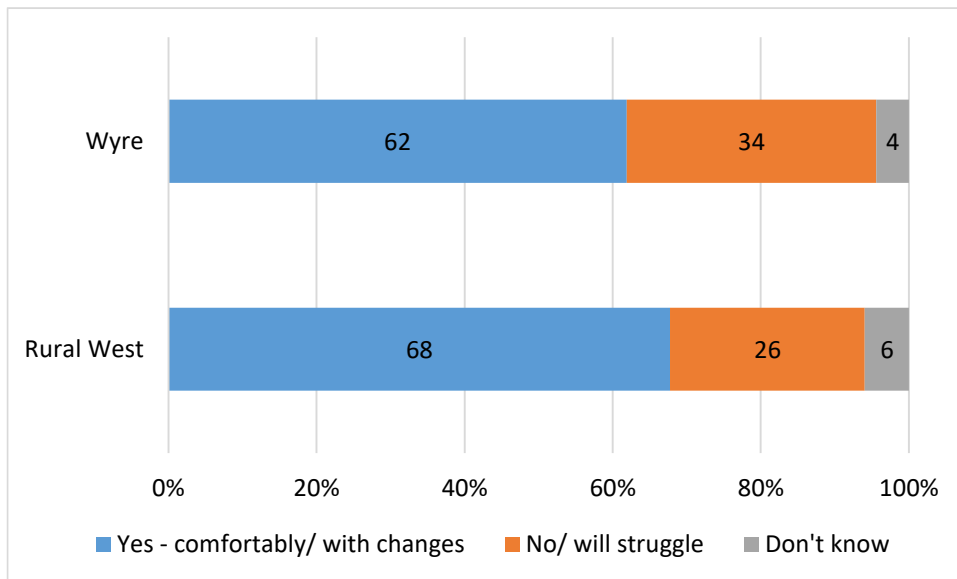


1.27 Around a quarter of Rural West residents (23%) were concerned about rent/ mortgage payments (lower than the 30% for Wyre), while smaller numbers referred to job security/ fear of redundancy/ lack of work (12%), clearing debt (11%; lower than the 16% for Wyre), taking out future borrowing/ loans (5%), and covering essential childcare costs (3%; lower than the 7% for Wyre). One-in-seven (15%) of Rural West residents said that they don't have any concerns.

Able to meet rise in living costs?

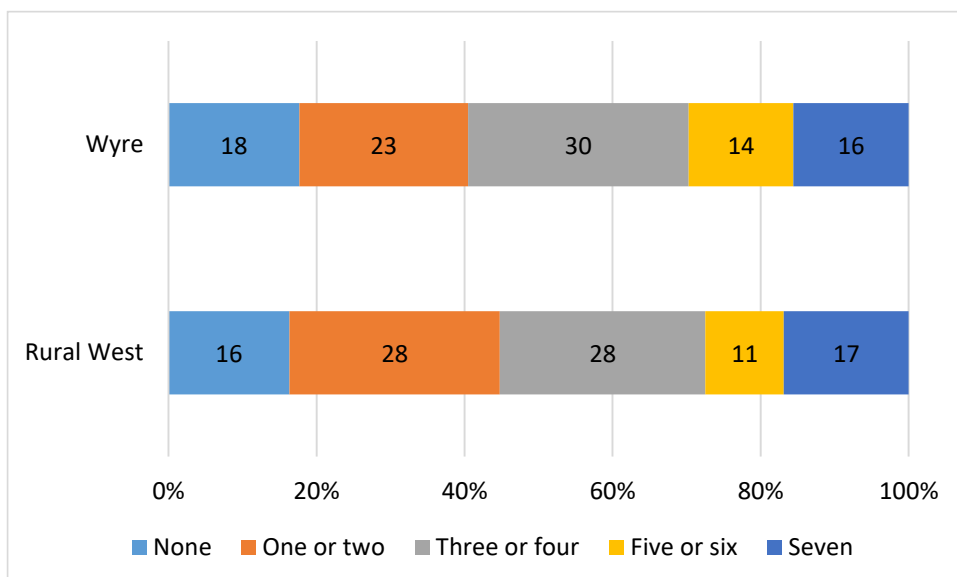
1.28 Two-thirds (68%) of Rural West residents think that they will be able to meet the rise in essential living costs either comfortably (7%) or by making changes (61% 'yes, but I will have to make changes'), while a total of 26% said that they will struggle (24%) or will not be able to meet the rise in costs (2% 'no, I won't cope'), and 6% don't know. Results here are more positive than those for Wyre overall 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

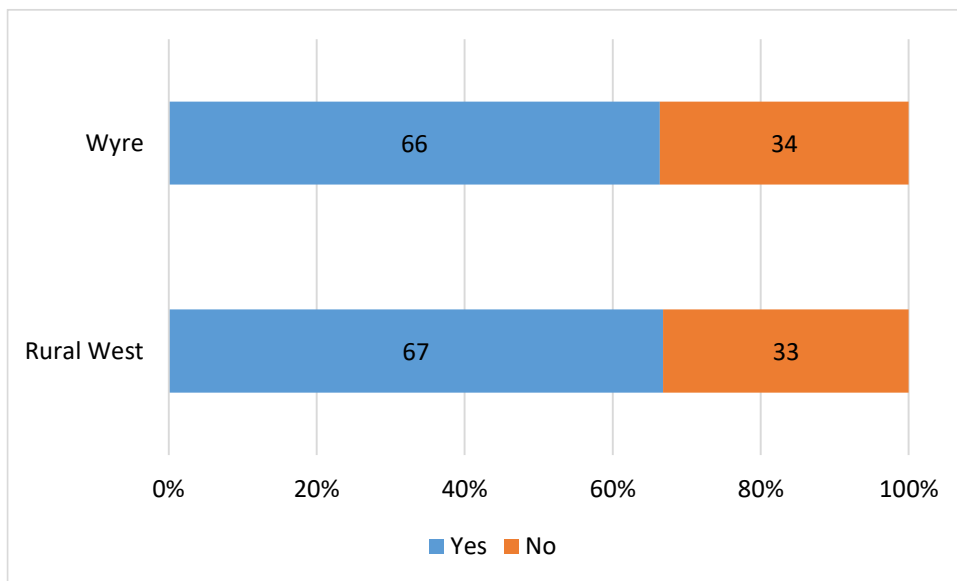
In the past week, on how many days have you done a total of 30 minutes or more of physical activity, which was enough to raise your breathing rate?
(Q19: % response)



1.29 When asked ‘*In the past week, on how many days have you done a total of 30 minutes or more of physical activity, which was enough to raise your breathing rate?*’ the large majority of Rural West residents (84%) said that they have done this on at least one day: 28% had done so on one or two days (higher than the Wyre figure of 23%), 28% on three or four days, 11% on five or six days, and 17% on seven days; while 16% said that they had not exercised in this way in the past week (16% ‘none’). Overall figures for Wyre were similar, apart from the exception already stated.

Like to be more active?

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

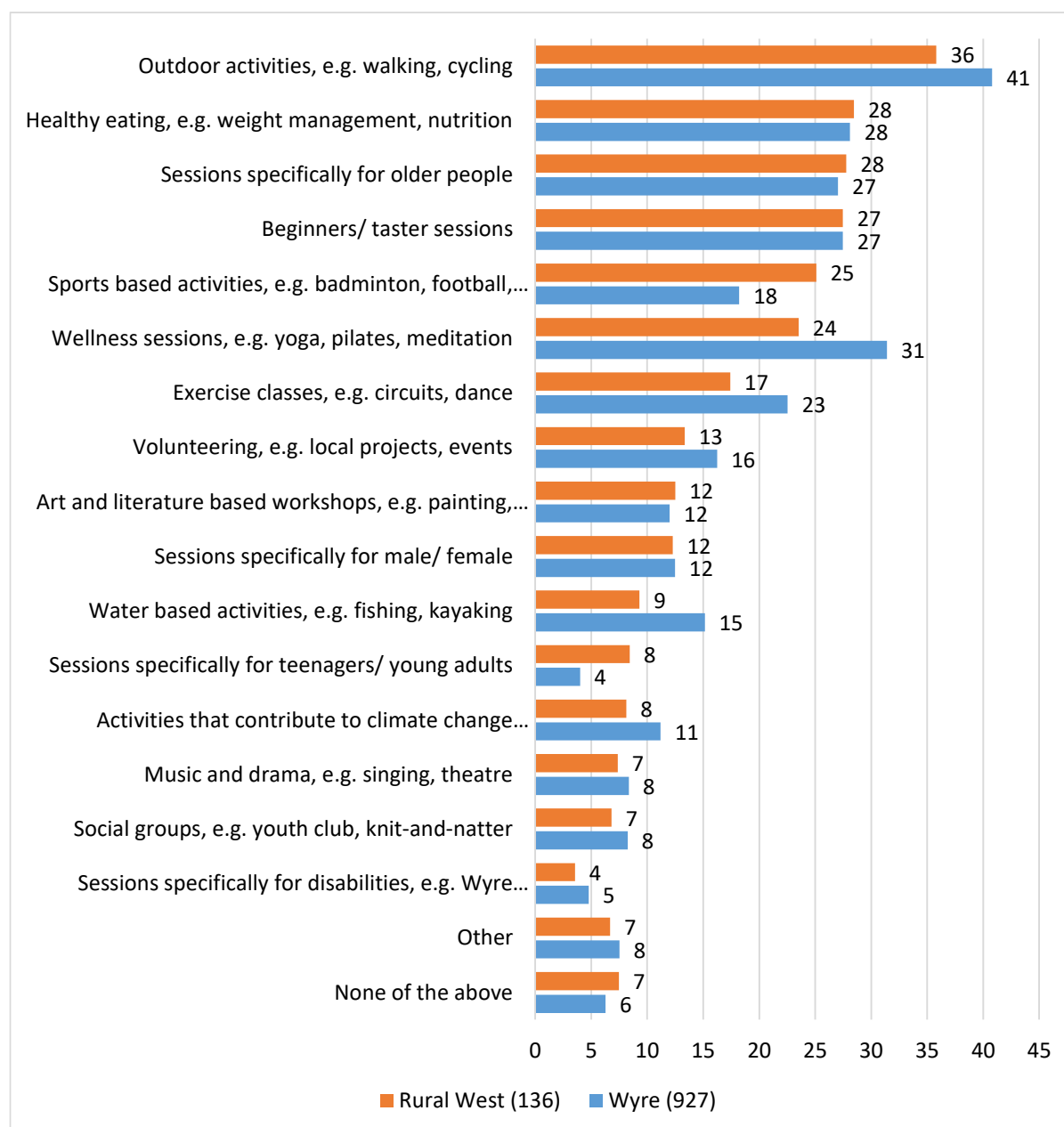


1.30 Two-thirds (67%) of residents of the Rural West said ‘yes’ they would like to be more active, while 33% of respondents would not like to be more active; results are almost identical to Wyre as a whole.

Activities of interest

1.31 Those respondents who would like to be more active were asked to indicate which activities they would be interested in that could help them become more active and live well; respondents could select up to five options. The most popular options among residents of the Rural West were outdoor activities, e.g. walking, cycling (36%), followed by healthy eating, e.g. weight management, nutrition (28%), sessions specifically for older people (28%), beginners/ taster sessions (27%), sports-based activities, e.g. badminton, football, tennis (25%; higher than the 18% for Wyre), and wellness sessions, e.g. yoga, pilates, meditation (24%). (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)



1.32 Two further differences compared to the Wyre overall results were that Rural West residents were less likely to refer to water-based activities, e.g. fishing, kayaking (9%, compared to 15%), and more likely to refer to sessions specifically for teenagers/ young adults (8%, compared to 4%); otherwise differences were not significant due to the relatively small numbers of respondents involved.