



Feedb@ck

**May 2007 Panel Survey – safety, local
employment, sustainability and the environment**

August 2007

East Lancashire Joint Panel Survey 2007

Report produced on behalf of the 5 east Lancashire district authorities
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1 Executive Summary

1.1 Rationale for the research

The rationale for the research was to look at opinions and perceptions of residents in East Lancashire on the following topics:

- Community safety
- Local employment opportunities
- Sustainability of neighbourhoods
- Environmental issues (including climate change)

The results of the survey will be used to help the partners of the East Lancashire e-Partnership in providing robust, local, contextual information to inform plans for the future. This is the first joint panel survey of the 2007/08 financial year, with the second and final survey to be undertaken later in the year.

1.2 Community safety

- a) The vast majority know who to contact to report a crime. However...
 - Fear of repercussion and the hope that somebody else will report it affect the number that get reported
 - BME residents are far less likely to report a crime
- b) Being a victim of crime does not necessarily mean more crimes get reported than when they are simply witnessed – perhaps a result of the fear of reporting crime?
- c) Over half feel there are some or significant barriers to reporting crime
 - BME residents are far more likely to feel that the Police are not interested
- d) Personal demographics and characteristics are unlikely to have an effect as to whether residents feel harassed or intimidated
- e) Awareness of CCTV as a safety measure is high and a large proportion also feel it actually reduces crime

- f) High levels of a willingness to help create safer communities is apparent, with very few being 'not at all' willing to help out
- g) Over half have heard of PACT meetings but attendance at any of the local area meeting groups is low
 - o Barriers to attending include limited awareness, timing of meetings and the feeling of having a limited impact
 - o Only 6% stated they have no interest in the meetings
- h) The vast majority of respondents are concerned to some degree about the security of their home, especially when they are out
- i) Although the largest proportion feel that crime has stayed the same over the last 3 years, a larger proportion feel that it has increased compared to those who feel it has decreased

1.3 Local employment opportunities

- a) 24% of residents work outside of east Lancashire. However, the majority can get to work within 30 minutes
 - o Heavily dominated by Rossendale where the figure rises to 44%
- b) Managerial and professional posts account for the majority of occupations
- c) A third of respondents have had employee provided training lasting for at least one day
- d) 30% believe that there are no barriers to achieving their job goals
 - o for the remaining 70%, limited numbers of jobs in the chosen field is the main barrier
- e) Furthermore, just under half feel they can achieve their job goals in east Lancashire
 - o A surprisingly high proportion would also consider relocating to achieve their job goals

- f) Local small business is often used for general food and drink and eateries but less so for other consumables
 - o Main barrier seems to be stock choice/availability
- g) It is felt that takeaways/restaurants are over represented whilst clothing outlets are under represented
- h) Most districts tend to use a local town for their shopping needs. The exception is Pendle, whereby Burnley town centre is the most popular shopping destination
- i) For those who do not use their local town for their shopping needs (approximately 40%), the main reason is the limited variety of shops

1.4 Sustainable neighbourhoods

- a) The main problems in the neighbourhood are activities for teenagers, affordable housing and road/pavement repairs
- b) However, crime is regarded as being of greatest importance, closely followed by cleaner streets
 - o The most cited action to prevent crime is to have more police on the street
- c) The local Council are seen as the main body for implementing the suggested changes, far more than both the Police and residents themselves

1.5 The environment/climate change

- a) Nearly half feel that climate change is having an effect on east Lancashire. Roughly 40% state that the Council (both Borough and County) should place a high level of importance on tackling the issue
- b) Of all Council efforts to affect climate change, promoting recycling is seen as the most effective. Advice and discounts for home energy efficiency is an area whereby Councils can and need to improve

- c) Double glazing and loft insulation are the two most popular domestic energy efficiency measures. Cavity wall insulation is the least popular
- d) For those who have made energy efficiency changes, the main reasons for doing so are to save money on fuel bills and to make the house warmer. To help save the environment ranked in 4th place
- e) The two most popular day to day energy saving actions are switching off the lights in unused rooms and recycling waste. The extent of these two actions also compare favourably to the national picture
- f) Cost is the main barrier to being more environmentally friendly. Hence the importance of advice and discounts for home energy efficiency already mentioned above
- g) Awareness of grants/schemes to help with domestic energy efficiency measures is quite low. The number actually benefiting from these schemes is even lower
- h) Over 60% feel that the Council could and should do more to promote energy efficiency
- i) With regard to how Council budgets should be spent, there is no consensus. A roughly equal proportion feel that it should focus around both small discounts/grants available to all households whilst others feel it should focus on medium discounts/grants to help vulnerable households
- j) Awareness of domestic renewable energy products is high, but actual or planned use is very small
- k) As a result, advice from the Council on both the types of domestic renewable technologies and the planning issues would be warmly welcomed

1.6 The Survey at a glance

Community safety	Local employment opp's	Sustainable neighbourhoods	Environment/Climate change
<ul style="list-style-type: none"> • Vast majority know who to contact to report crime • However, fear of repercussion and the hope that somebody else might report affect whether crimes do get reported • Being a victim of crime does not necessarily mean more crimes get reported than when they are witnessed • Awareness of CCTV as a safety measure is high and a large proportion also feel it actually reduces crime • There is significant support in the community for residents to help create safer communities • Although the largest proportion feel that crime has stayed the same over the last 3 years, a larger proportion feel it has increased compared to those who think it has decreased 	<ul style="list-style-type: none"> • A large proportion of residents work outside east Lancashire but the majority can get to their workplace within 30 minutes • Encouragingly, a large proportion feel that there are no barriers to achieving their job goals • However, less than half feel that they can achieve their job goals within east Lancashire • Local small businesses often used for general food and drink requirements but less so for other types of consumables • Stock choice and cost are the main barriers to using local small businesses 	<ul style="list-style-type: none"> • Activities for teenagers seen as being of greatest extent in the neighbourhood • However, crime seen as being of greatest importance • The majority feel that the Council should be responsible for implementing changes to address neighbourhood problems 	<ul style="list-style-type: none"> • Nearly half feel that climate change is having an impact on east Lancashire and many agree that the Council has a big role to play in tackling the issues • Uptake of energy efficiency measures is high, although it is felt that the Council could do more to help residents access available technology • Cost is regarded as the main barrier to being more environmentally friendly • Mixed response to how Council's should spend their energy budget, split between small and medium sized grants • Awareness of domestic renewable technologies is high and people would like to install them. However, barriers are in place to prevent uptake of these technologies

2 Background and Methodology

2.1 Background to the research

The four topic areas for inclusion within the survey were agreed via the Consultation Working Group and Consultation Board. Four individual research groups were then pulled together, one for each of the topic areas, made up of specialist representatives from across each partner authority. The questions asked in the survey were then formulated and agreed within each of these four groups, with final sign off coming from the Consultation Board.

As a result, the questions that have been asked are either done so as a useful means of being able to compare to previous surveys and/or as an opportunity to find answers to questions that have previously not been asked (due to limitations in the scope of previous surveys or due to shifting priorities). This is the first time that colleagues from across the 5 partners have been consulted in a formal, decision making manner.

A total of 2795 questionnaires were returned, including 271 web responses, accounting for a total response rate of 51%. The web responses represent about 10% of all responses, which is encouraging for a web based methodology and, given that we recently expanded each Panel with newly recruited GHSS residents whose details did not include an e mail address, is equally encouraging.

2.2 Methodologies used

In order to reach as many of the 5,500 panel members across the 5 east Lancashire authorities' respondents were offered the opportunity to respond either by post or via e mail. Large print copies of the survey were also distributed for those who had requested it previously or who contacted the central team to request a copy.

The Feedback panel of 5,500 volunteers drawn from across the five districts, reflecting a cross section of the local community, were then 'weighted' by age and ethnicity to make them more representative of the population as a whole. Panel members do not receive any incentive for participation other than inclusion into a £100 prize draw.

With such a large target audience the panel provides a sufficiently robust population for the reporting of findings at both sub-regional and district level. Subgroups such as gender, age and ethnicity can also be reported with relative confidence.

2.3 Robustness of the data

How well the sample represents the population is gauged by two important statistics – the survey's margin of error and confidence level. For example, this survey has a margin of error of plus or minus 1.8% at a 95% level of confidence. This means that if the survey was conducted 100 times, the data would be within 1.8 percentage points above or below the percentage reported in 95 of the 100 surveys (see figure 2.1 below). Hence, the data is very robust.

Figure 2.1: Margins of error at 95% confidence

Survey Sample Size	Margin of Error Percent
2,795	+/- 1.8%
2,000	+/- 2
1,500	+/-3
1,000	+/-3
500	+/-4
400	+/-5
300	+/-6
200	+/-7
100	+/-10
50	+/-14

2.4 Responses to the survey

Compared to the previous joint panel survey across the 5 districts that was conducted in early 2006 (Well Being survey), responses were slightly higher this time round – 2,795 compared to 2,422. This higher amount will partly be explained by the greater number of residents that have stepped forward and asked to be part of the on-going consultation. With the exception of Burnley, all areas saw an increase in the number of responses, with Pendle accounting for the largest proportion of the total sample.

Figure 2.2: Response Rates by District

Authority	May 2007 survey	% of total	Well being survey	% of total
Burnley	501	18%	595	25%
Hyndburn	552	20%	476	20%
Pendle	785	28%	760	31%
Ribble Valley	422	15%	216	9%
Rossendale	452	16%	355	15%
Unallocated	83	3%	20	1%
Total	2,795	100%	2,422	100%

Source: May 2007 survey, Well Being survey 2006

All completed questionnaires and web responses were sent to Survey Analysis (UK) Ltd for coding and data entry. At the data entry stage of the project the data was weighted by age and by ethnicity to more accurately reflect the demographic profile of the area.

It should be noted that in advance of the next joint panel survey, residents with a track record of not responding to the surveys will be removed from the Panel list. This is a concerted effort to keep costs down and also ensure that we are effectively targeting residents who will respond and thus seen to be more environmentally friendly in terms of the level of paper wastage and postage costs.

3 Respondent Profile

3.1 Age & Gender

The following table (figure 3.1) summaries the unweighted respondent age and gender profile. There was a slight skew of responses toward females at 55%, with 45% being male. According to the 2001 census, East Lancashire has a slight female majority supporting the demographic of feedback respondents. This is also in line with gender responses seen in previous surveys.

The largest proportion of respondents fell into the 45 – 64 age bracket, accounting for 49% of all replies. Both the 25 – 44 and 65+ age groups received over a fifth of all the replies, whilst the 16 – 24 age group received a disappointing 2% (and mostly female).

Figure 3.1: Gender and age breakdown by area

Age	Number	%	Unknown		Burnley		Hyndburn		Pendle		Ribble Valley		Rossendale	
			M	F	M	F	M	F	M	F	M	F		
16-24	54	2%	1	9	3	6	2	7	4	5	1	7	2	6
25-44	553	20%	4	7	29	74	54	80	31	92	20	63	42	50
45-64	1400	50%	19	18	112	128	120	129	185	240	95	111	105	131
65+	749	27%	11	6	68	68	81	69	114	104	69	49	71	37
Unknown	39	1%	-	-	-	-	-	-	-	-	-	-	-	-
Total	2795	100%	35	40	212	276	257	285	334	441	185	230	220	224

Source: May 2007 survey (Q56 and Q57)

3.2 Ethnicity

The table below shows that 92% of respondents were from a White ethnic background, whilst 6% were from the BME community. This means that the BME population was reasonably represented in the majority of areas across East Lancashire reflective of the Census 2001 figures. However, Pendle witnesses a 12% Asian population and so is slightly under represented.

Figure 3.2: Ethnicity breakdown (weighted responses)

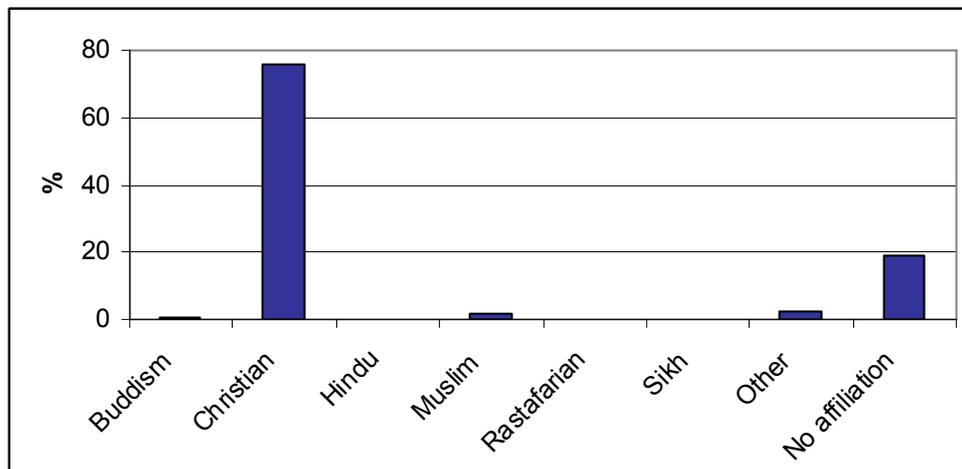
Ethnicity	%
White	92%
Mixed	1%
Asian or Asian British	5%
Black or Black British	0%
Other	0.4%
Not stated	1.6%
Total	100%

Source: May 2007 survey (Q63)

3.3 Religion

Respondents were predominantly (75%) Christian, reflecting the religious breakdown of the majority of East Lancashire. There was slight under representation in the Burnley and Pendle area that both have a higher Muslim population than is represented in the sample.

Figure 3.3: Religious breakdown



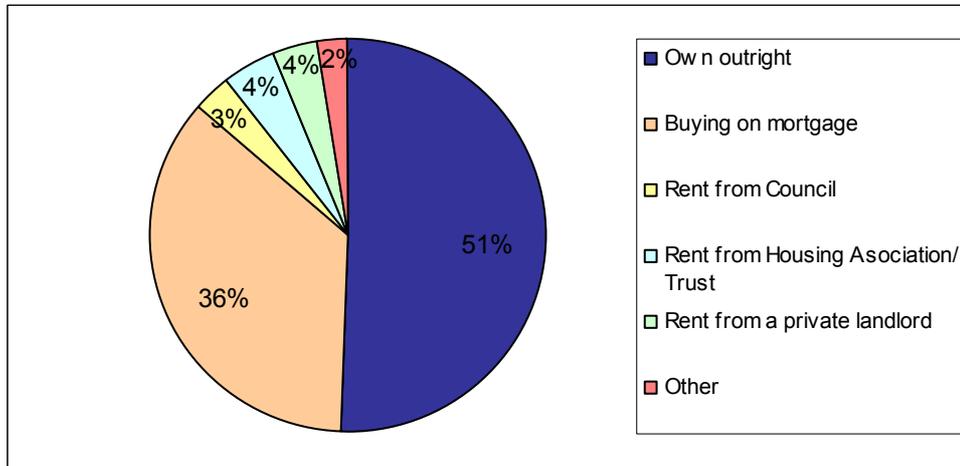
Source: May 2007 survey (Q62)

3.4 Housing Situation

Nearly 9 in 10 of all respondents either own their home or have bought using a mortgage; this increases to as high as 90% with the 45 - 64 age group and as low as 38% with the 16 – 24 age band. Interestingly, when looking across the 5 authorities,

this proportion is relatively stable, with between 84-87% of respondents in each area either owning their property or buying on a mortgage.

Figure 3.4: Housing situation

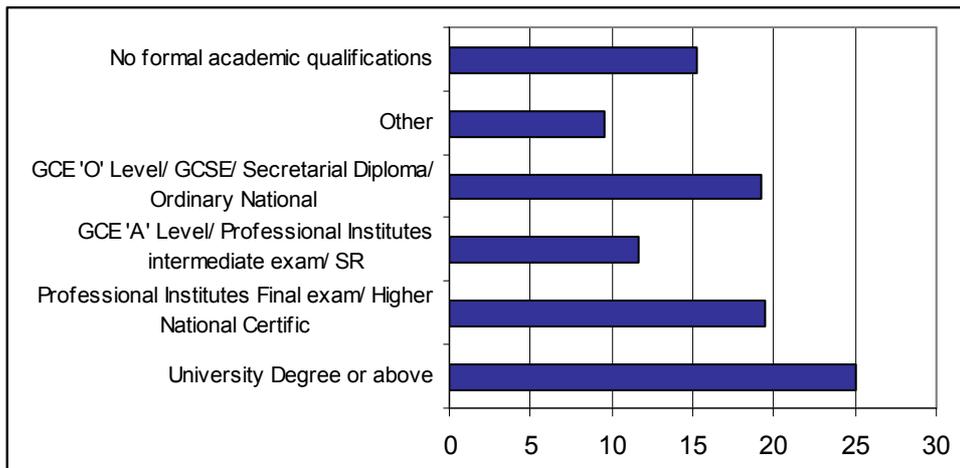


Source: May 2007 survey (Q59)

3.5 Highest level of qualification

A quarter of respondents within the east Lancashire sampled area are educated to at least degree level. Unsurprisingly this is higher in Ribble Valley at 36% and Rossendale at 33%. Burnley witnesses the lowest proportion at 17%. Degree level qualification is most popular amongst the 25-44 year olds, accounting for 36% of this age group. Those aged 65+ are more likely to either have no formal qualifications (29%) or a HNC equivalent qualification (21%). Looking at ethnic differences, BME residents are more likely to have a degree level qualification, accounting for 39% of those who responded, compared to 27% of White ethnic grouping.

Figure 3.5: Qualification levels

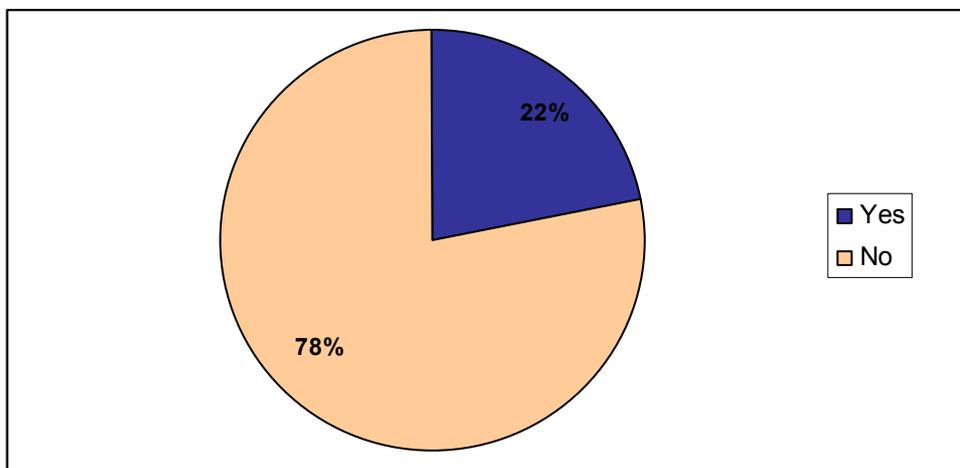


Source: May 2007 survey (Q60)

3.6 Disability

Over a fifth of residents described themselves as having some form of disability. Unsurprisingly this is correlated with age, but it is lower for women (at 19%) and lower for BME residents (at 16%). It is also lower amongst Ribble Valley residents at 17%.

Figure 3.6: Disability



Source: May 2007 survey (Q61)

4 Community safety

Section Summary

- The vast majority know who to contact to report crime. However, fear of repercussions and the hope that somebody else might report affect whether crimes do get reported
- Being a victim of crime does not necessarily mean more crimes get reported than when they are witnessed
- Awareness of CCTV as a safety measure is high and a large proportion also feel it actually reduces crime
- There is significant support in the community for residents to help create safer communities
- Although the largest proportion feel that crime has stayed the same over the last 3 years, a larger proportion feel it has increased compared to those who think it has decreased

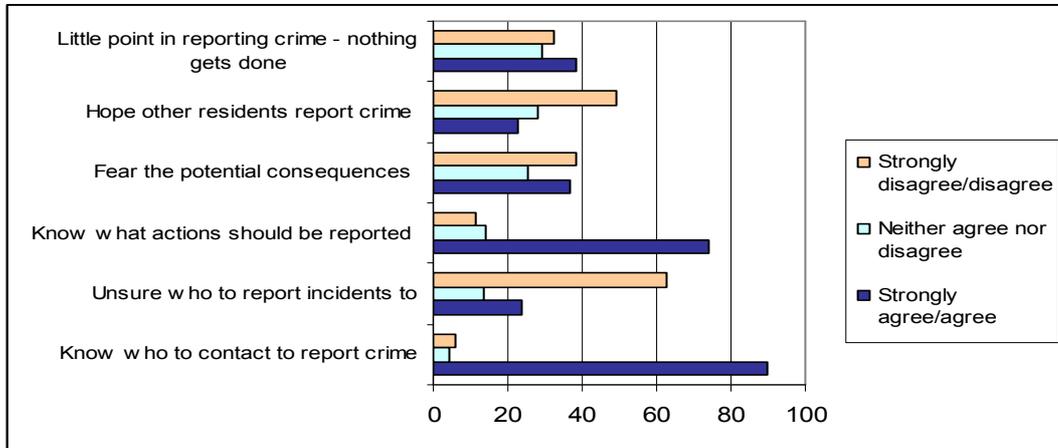
4.1 Reporting crime

Respondents were asked to rate their level of agreement or disagreement with a number of statements. Interestingly, the vast majority (90%) know who to contact to report crime. However, there is less consensus when we examine statements such as 'I fear the potential consequences of reporting crime' and 'there is little point in reporting crime as nothing ever gets done'. Perhaps the former is a symptom of a changing society where repercussions of trying to halt crime appear to be more severe. The latter is a by-product of any legal system and it is impossible to act upon and prevent all crime. However, the important message here is that people perceive nothing gets done. Action should be taken to ensure that as many reported crimes as possible are investigated to some degree.

It is important to note here the differences between ethnicity. BME residents are far more likely to not report a crime. Although 79% know who to report a crime to, 41% fear the consequences of reporting a crime (vs 36% for White residents), 34% hope that other residents will report the crime (vs 23% of White residents) and, more worryingly, 49% feel that there is little point in reporting crime (vs 37% of White residents). This is clearly an issue that needs to be addressed.

Furthermore, it also appears to be the young (16-24), females and residents from Burnley who are most likely to fear the potential consequences of reporting crime.

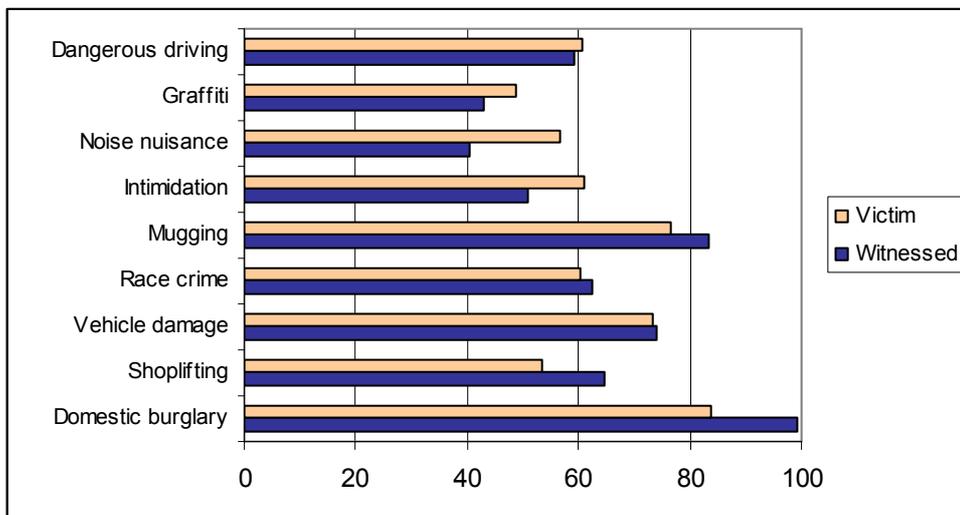
Figure 4.1: Level of agreement with the following statements



Source: May 2007 survey (Q1)

When looking at specific crimes that residents would consider reporting to the police if they either witnessed or were the victim of each crime, some interesting patterns emerge. As you would probably expect, for certain crimes (the top 4 in the chart below), being a victim is more likely to result in reporting the crime than witnessing it. However, for the bottom 5 crimes in the chart below, being the victim actually results in fewer crimes being reported compared to witnessing the crime. Perhaps this links back to the fear of reporting crime highlighted in figure 4.1 above....

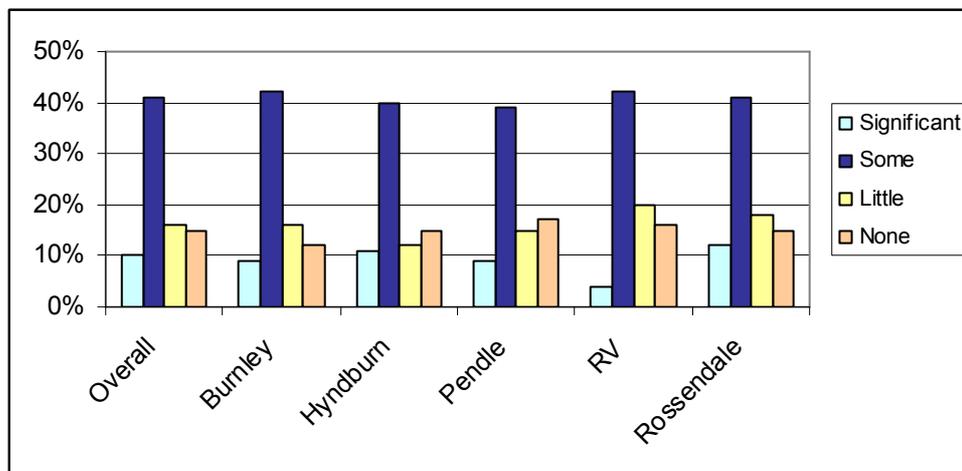
Figure 4.2: Crimes worthy of being reported



Source: May 2007 survey (Q2)

Just over 50% feel that there are either some or significant barriers to reporting crime. This reaches its peak in Rossendale at 53%. The extent of these barriers also appears to be correlated with age – the older you are, the more you perceive these barriers to be in place. It is also slightly lower for BME residents at 45%. Linking this back to figure 4.1 it seems that BME residents, although less likely to report a crime, more likely to fear the consequences and more likely to feel that there is little point in reporting crime, are less influenced by the barriers to reporting crime. Thus, other factors are at work here that are causing these findings to take place.

Figure 4.3: Extent of barriers to reporting crime

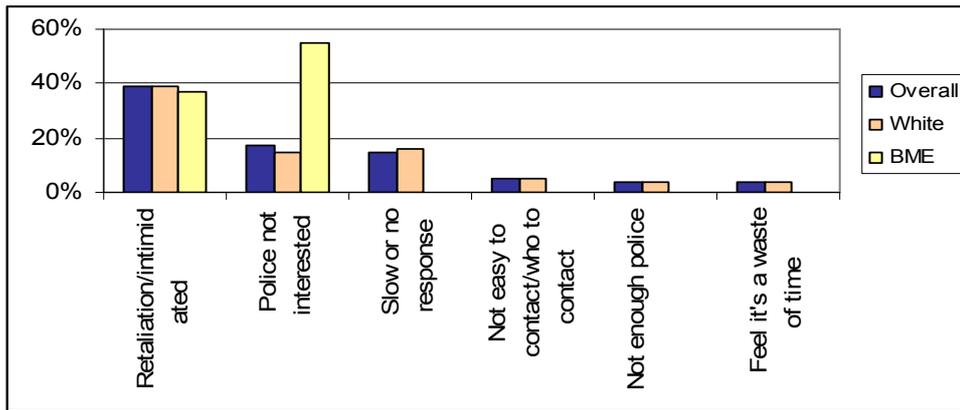


Source: May 2007 survey (Q3)

Examining these barriers in more detail, the main issue for not reporting crime is the fear of retaliation by the criminals and/or intimidation. This accounted for nearly 40% of respondents who answered the question. It was also equally cited by both White and BME residents. However, differences in ethnic background begin to materialise when examining the second most popular reason. 55% of BME residents stated that the police simply are not interested, compared to a mere 15% for White residents. This is clearly an issue that needs to be addressed and will directly impact on the finding in figure 4.1 above as to why BME residents are less likely to report a crime.

Furthermore, 16-24's are the most likely of all the age groups to fear retaliation and/or intimidation whilst at the same time being the least likely of the age groups to have the opinion that the Police are not interested.

Figure 4.4: Main barriers to reporting crime



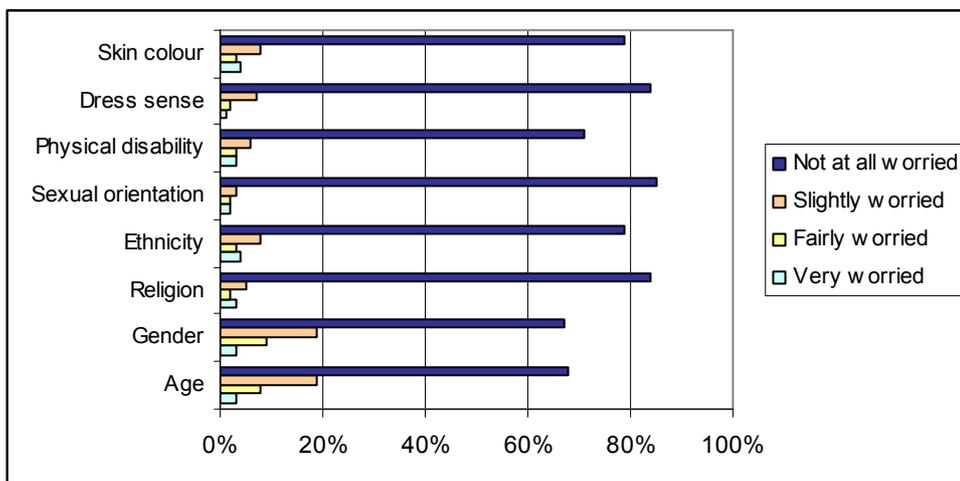
Source: May 2007 survey (Q4)

4.2 Levels of intimidation

Pursuing the issue of intimidation further, the survey went on to ask to what extent people feel worried about being intimidated/harassed due to a number of different demographics/personal characteristics.

Encouragingly, all but two of the characteristics in table 4.5 below clarified that very few residents feel intimidated due to the specific characteristic. However, gender and age came out as being the two that do cause some degree of concern, with 12% and 11% respectively feeling either very or fairly worried. In terms of age, the extreme age groups (16-24 and 65+) and BME residents show the highest levels of concern. Looking at gender, the 16-24's, BME residents and Burnley and Pendle residents account for the highest proportion.

Figure 4.5: Intimidation due to demographics/characteristics

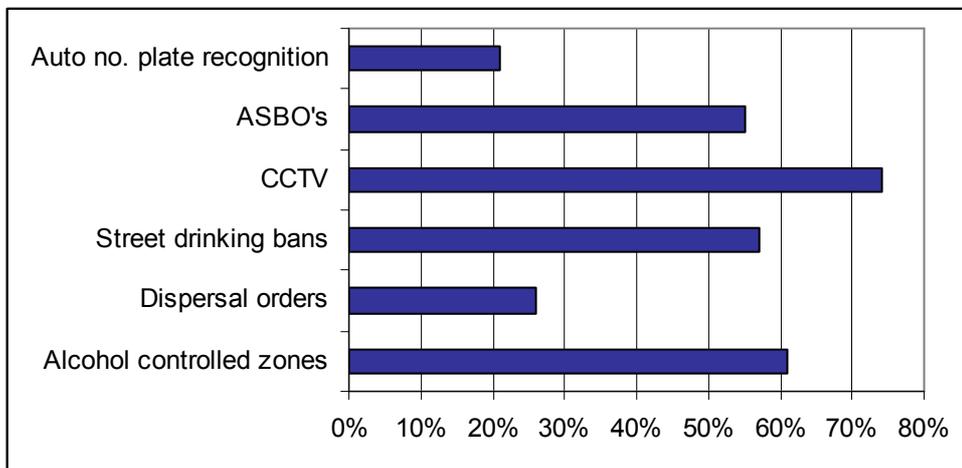


Source: May 2007 survey (Q5)

4.3 Awareness and impact of safety measures

Over 50% of respondents who answered the question stated that they were aware of ASBO's, CCTV, street drinking bans and alcohol controlled zones as being in place in their Borough. Typically, young and BME residents were less aware of these safety measures but interesting differences were noted across Boroughs. Relative to the other authorities, Burnley residents were more aware of dispersal orders, street drinking bans and ASBO's. Pendle residents were more aware of automatic number plate recognition whilst Ribble Valley residents were less aware of alcohol controlled zones. Rossendale residents were more aware of alcohol controlled zones, street drinking bans and less aware of CCTV.

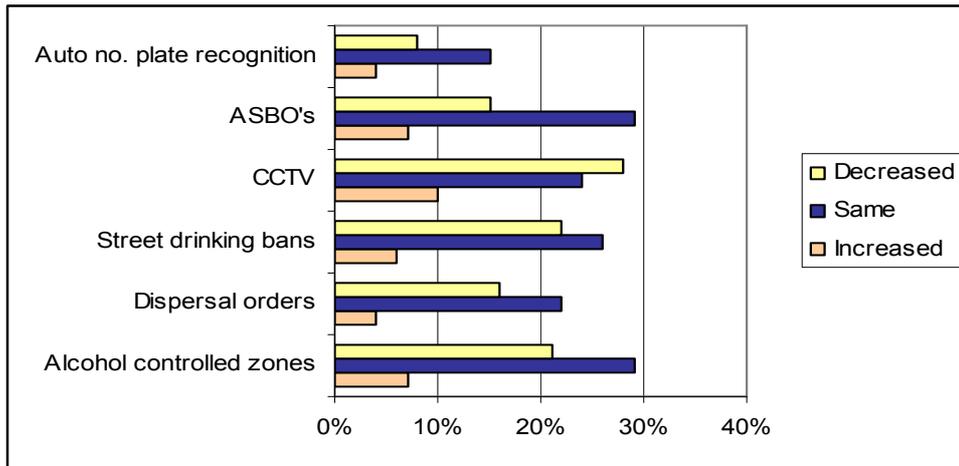
Figure 4.6: Awareness of safety measures being adopted within the Borough



Source: May 2007 survey (Q6)

When looking at the impact these safety measures have had on crime, CCTV appears to have had the greatest impact, reducing actual crime for 28% of respondents. Furthermore, CCTV is the only measure whereby the proportion who think it has reduced crime outweighs the proportion who think it has had no impact (i.e. stayed the same).

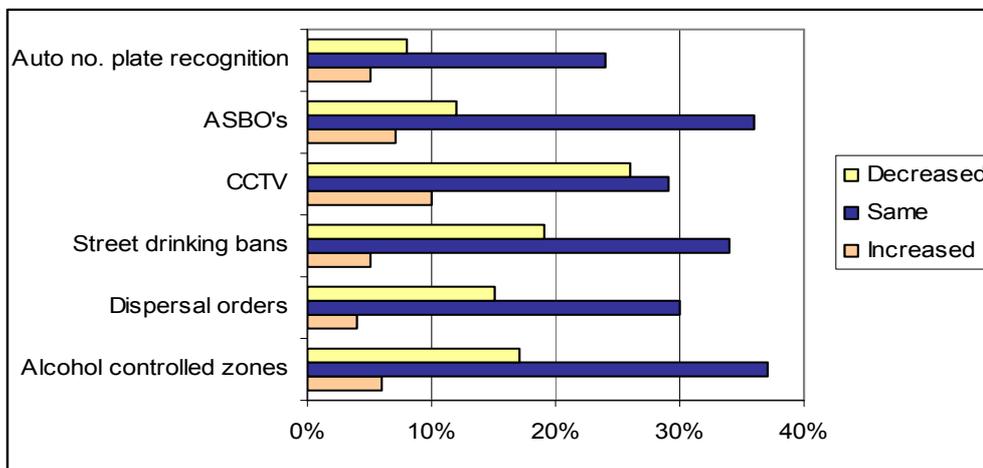
Figure 4.7: Impact of safety measures on actual crime



Source: May 2007 survey (Q7)

Again, CCTV comes out as the most effective measure for reducing the fear of crime (at 26%) but this time the proportion of residents who felt it had had limited effect was higher than those who felt it had reduced the fear of crime. It appears that although CCTV is going some way to reducing actual crime, it is having less impact on reducing the fear of crime.

Figure 4.8: Impact of safety measures on fear of crime

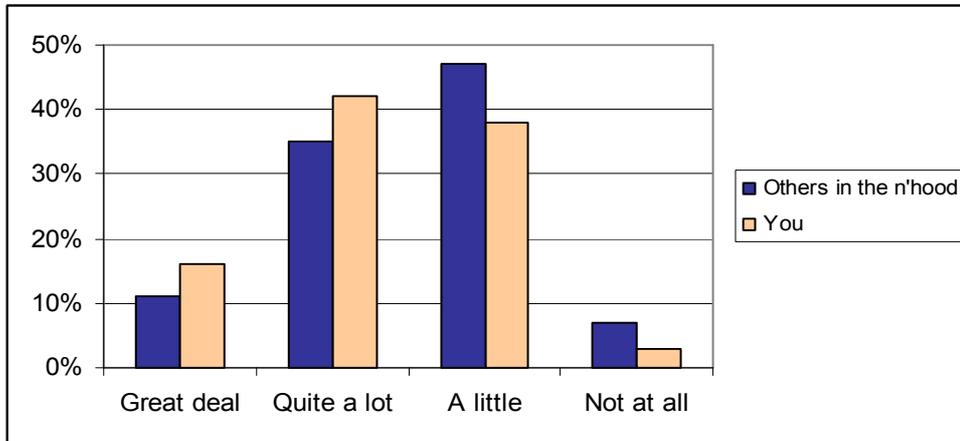


Source: May 2007 survey (Q8)

In trying to ascertain levels of willingness to help create safer communities, very few would consider themselves (and others) unwilling to help out. In fact, 16% of respondents stated that they would like to help a great deal. This is slightly higher in Burnley and slightly lower in Rossendale. An opportunity presents itself to actively

engage the community, if this is not happening already, in tackling crime and anti social behaviour.

Figure 4.9: Level of willingness to help create safer communities

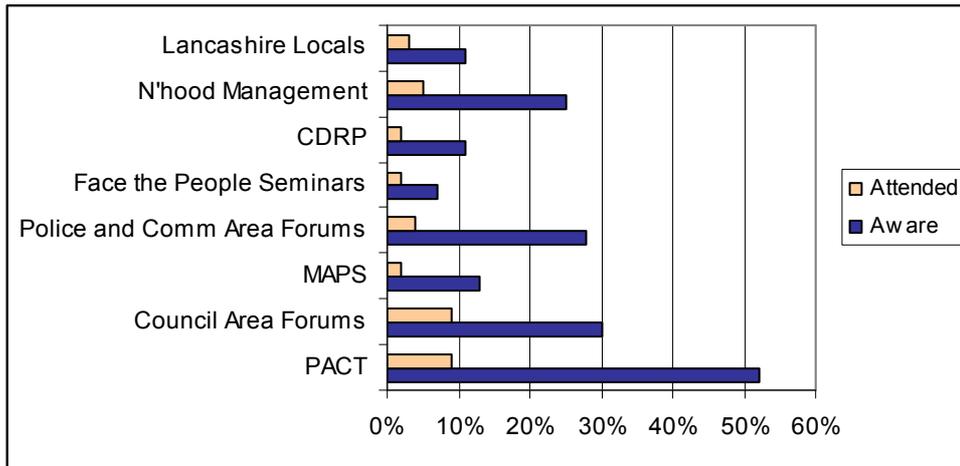


Source: May 2007 survey (Q9)

4.4 Local area meeting groups

In terms of awareness and attendance at local meetings, Police and Communities Together (PACT) is by far the meeting that most people have heard about, with over 50% stating this to be the case. Fewer than a third of residents had heard of any of the other meetings that were presented to them in the survey. Looking more closely at the attendance at these meetings, the picture looks even worse. A mere 9% have actually attended the two meetings that have the highest proportional representation – PACT (slightly lower for Ribble Valley at 7%) and Council Area Forums (higher in Hyndburn at 16%). BME resident attendance at these two meetings is also low, with Police and Community Area Forums, Face the People Seminars and Neighbourhood Management meetings being preferred.

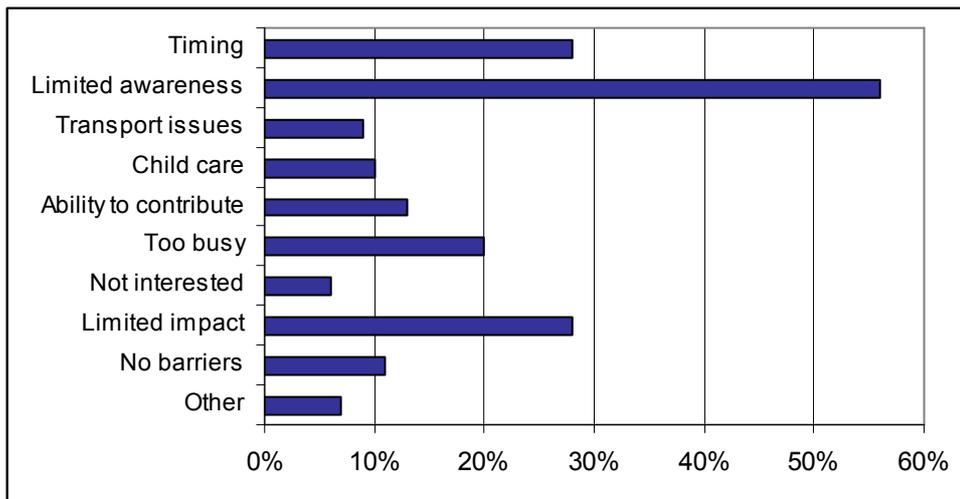
Figure 4.10: Awareness of, and attendance, at local groups



Source: May 2007 survey (Q10)

Limited awareness of meetings is seen as being the main barrier to attendance, cited by 56% of respondents. This is slightly higher in Rossendale at 60% and for BME residents, also at 60%. The 25-44 age group also appear to see this as a main concern, accounting for 64% of the responses from this age group. Furthermore, the timing of meetings and the feeling that even if they did attend it would have a limited impact on the outcome were also considered to be popular barriers. Encouragingly, only 6% stated that they were not interested. So there is a great deal of interest out there but a number of combining factors to prevent attendance.

Figure 4.11: Barriers to attending meetings

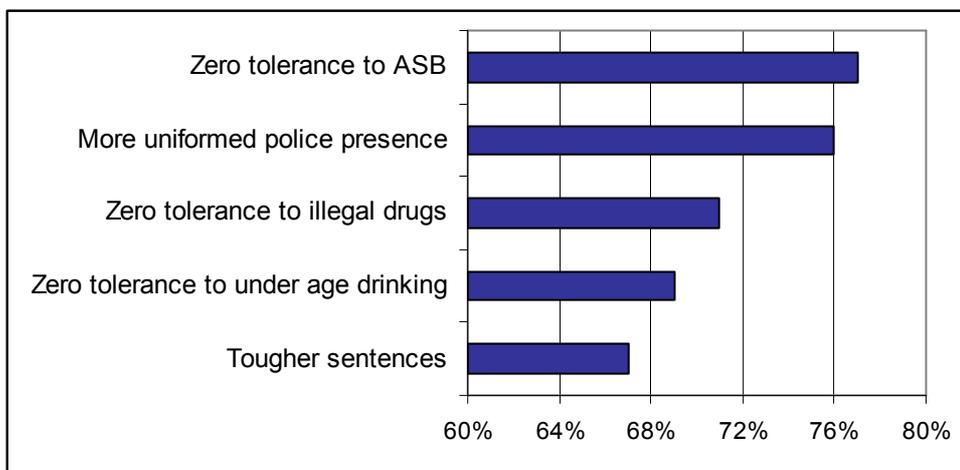


Source: May 2007 survey (Q11)

4.5 Safety in the neighbourhood and at home

Factors that would make residents feel safer in their neighbourhood are dominated by a zero tolerance approach to rule breaking (lower for Ribble Valley, BME residents and the young). No tolerance of anti-social behaviour came out as the main factor, with no tolerance of illegal drugs and under age drinking also appearing in the top 4 factors. Couple with this, an increased uniformed police presence is also seen to be a positive step forward in making the area safer. This was higher for males, older respondents and White residents.

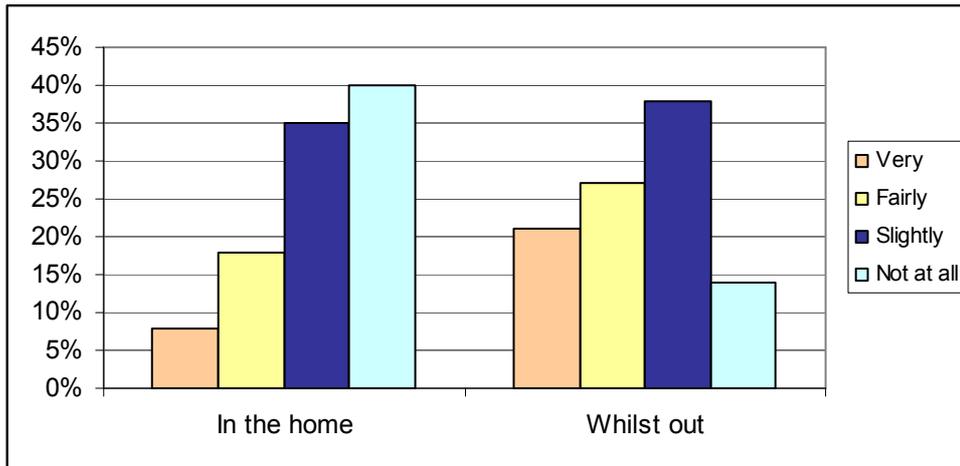
Figure 4.12: Top 5 factors that would make residents feel safer in the n'hood



Source: May 2007 survey (Q12)

Looking at the concern around security of the home, arguably the most striking finding is that whilst out, the proportion who feel very concerned about the security of their home nearly triples to 21%. This is considerable higher amongst 16-24's at 36% and amongst BME residents at an astonishing 40%. Only 14% have no concern about the security of their home whilst they are out.

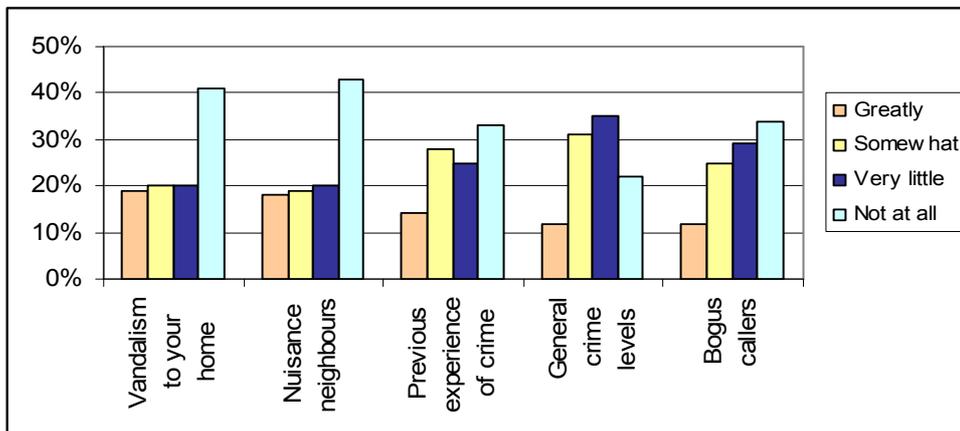
Figure 4.13: Concern around security of your home



Source: May 2007 survey (Q13)

Vandalism to the home and nuisance neighbours are the two factors that cause the greatest concern around safety in the home. Nearly 20% state that these two issues have a great influence of feelings of safety. Again, both of these factors are considerably higher for BME residents, at 39% for nuisance neighbours and 37% for vandalism to the home. This again highlights the clearly emerging fear that this group of residents have regarding the safety of their home.

Figure 4.14: Top 5 factors that influence feelings of safety in the home

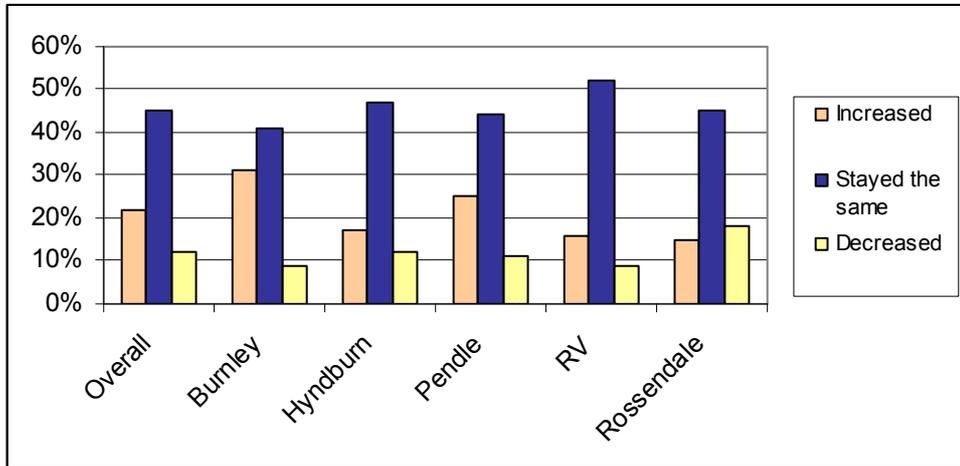


Source: May 2007 survey (Q14)

When asked for their overall opinion as to how crime had changed over the last three years, some interesting differences appear when looking at the district breakdown. Burnley residents feel that crime has increased more so than any other area (31%), whilst residents in Rossendale feel that it has decreased more so than any other area

(18%). Rossendale is the only district whereby the proportion stating that crime has fallen outweighs the proportion stating that crime has increased over the last 3 years.

Figure 4.15: Directional change in crime over the last three years



Source: May 2007 survey (Q15)

5 Local employment opportunities

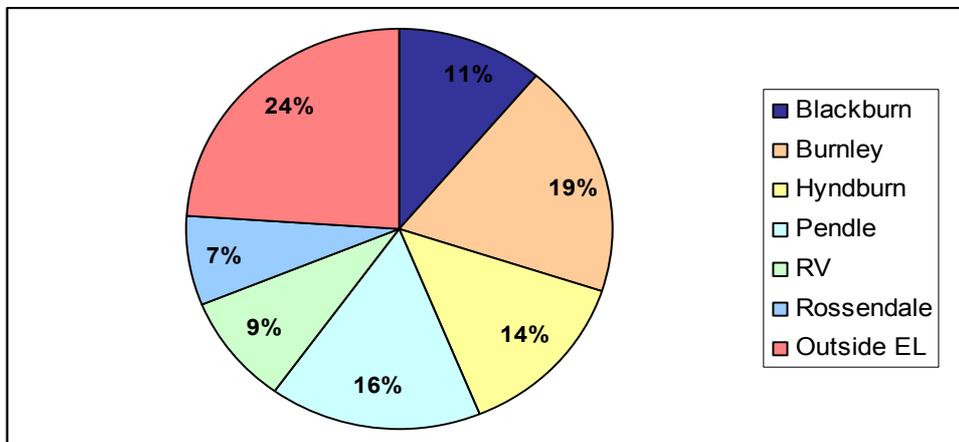
Section Summary

- A large proportion of residents work outside east Lancashire but the majority can get to their workplace within 30 mins
- Encouragingly, a large proportion feel that there are no barriers to achieving their job goals
- However, less than half feel that they can achieve their job goals within east Lancashire
- Local small businesses often used for general food and drink requirements but less so for other types of consumables
- Stock choice and cost are the main barriers to using local small businesses

5.1 Workplace details

Nearly 1 in 4 residents in either full or part time employment work outside of east Lancashire (this compares to just over 20% in the recent Living and Working panel survey, although this survey did include Blackburn). These residents are more likely to be male (34%) and aged 25-44 (29%). Unsurprisingly, this proportion working outside of east Lancashire is heavily dominated by residents from both Rossendale (44% of their respondents) and Ribble Valley (32% of their respondents). Furthermore, Rossendale is the only Borough that has more residents working outside of the east Lancashire than it does working within its own Borough boundary (and by quite a significant extent – 44% vs 32% respectively).

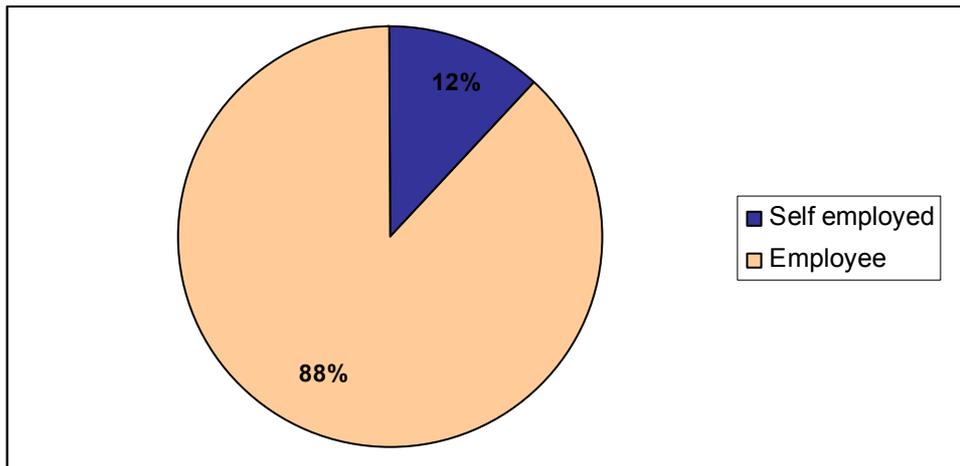
Figure 5.1 Usual place of work



Source: May 2007 survey (Q16)

88% of the workforce is employed as opposed to self employed. Self employment is much higher for men at 18% and also for the 65+ age group at a staggering 48%. It is also higher for BME residents at 28% whilst Burnley witnesses the lowest proportion of self employment at 7%. Rossendale and Ribble Valley lead the way in this respect at 17%.

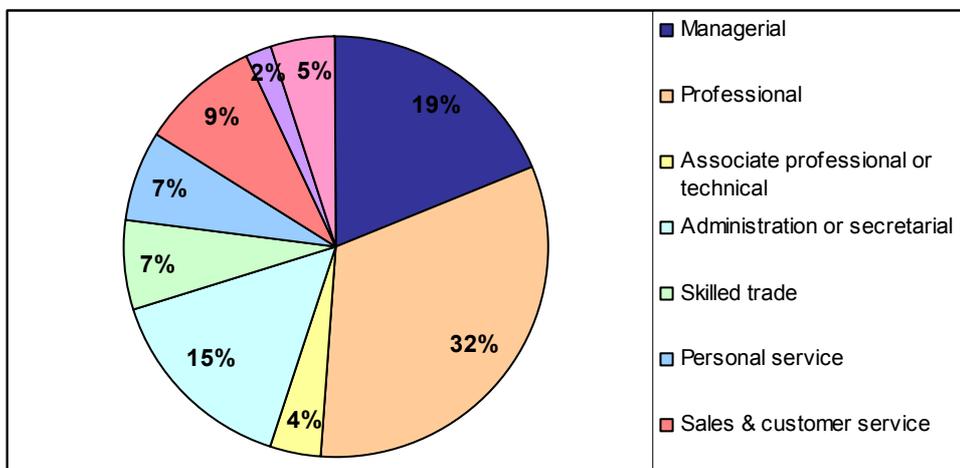
Figure 5.2 Occupational status



Source: May 2007 survey (Q17)

Over 50% of respondents are employed in either a managerial or professional role (compared to 42% in the Living and Working survey). Interestingly, Hyndburn accounts for the largest relative proportion of managerial posts (24%) whilst Rossendale accounts for the largest relative proportion of professional posts (45%). Only 9% of those who responded are employed in a sales/customer service capacity, with the largest proportion being in Burnley (14%).

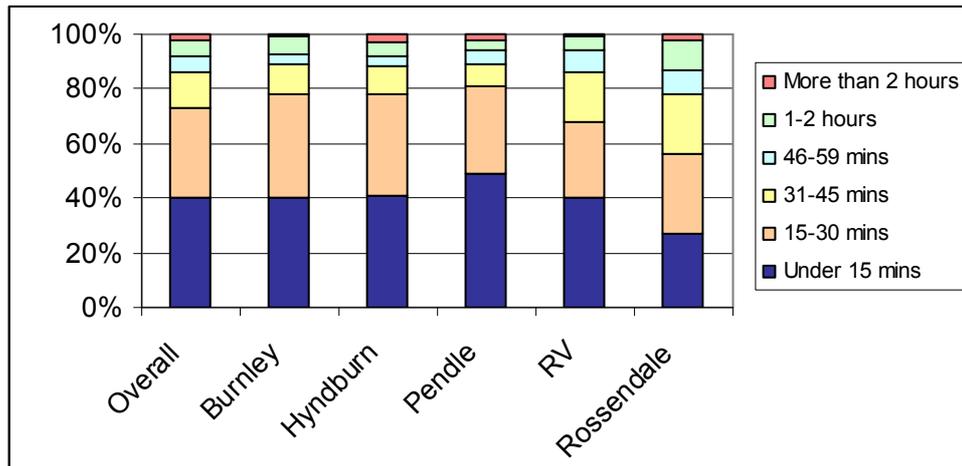
Figure 5.3 Current role



Source: May 2007 survey (Q18)

Unsurprisingly, Rossendale witnesses a much higher proportion of residents travelling a greater length of time to reach the workplace. Pendle exhibits the highest proportion of residents being able to get to work within 15 minutes (49% compared to 27% in Rossendale), whilst for BME residents 77% can reach their workplace within 15 minutes (compared to 39% of White residents)

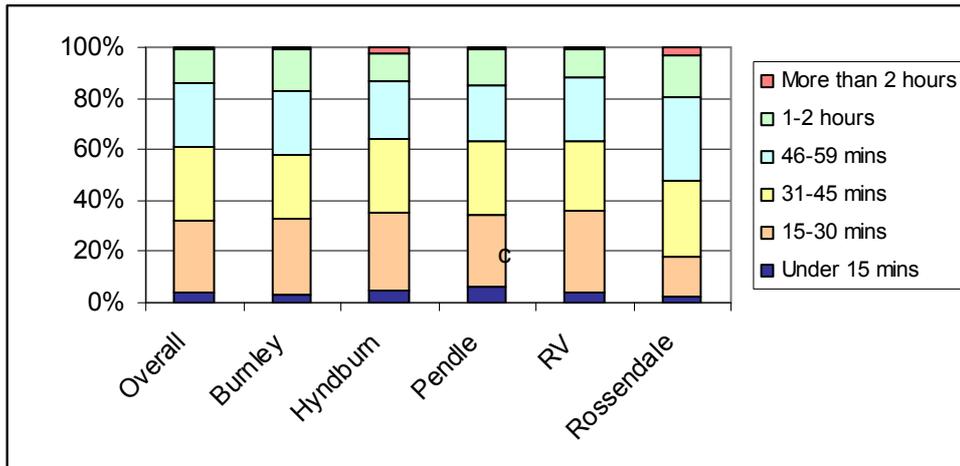
Figure 5.4 Length of typical journey to work



Source: May 2007 survey (Q19)

When asked what would be the MAXIMUM length of time people would be prepared to travel to work for the right job opportunity, the highest proportion at 29% would be prepared to travel between 31-45 minutes. Looking at the comparison across districts, Burnley, Hyndburn, Pendle and Ribble Valley exhibit a very similar response pattern. Again, BME residents show a lower willingness/ability to travel, with the highest proportion at 32% stating they would only travel between 15-30 minutes (and a similar pattern for females).

Figure 5.5 Maximum travel to work time

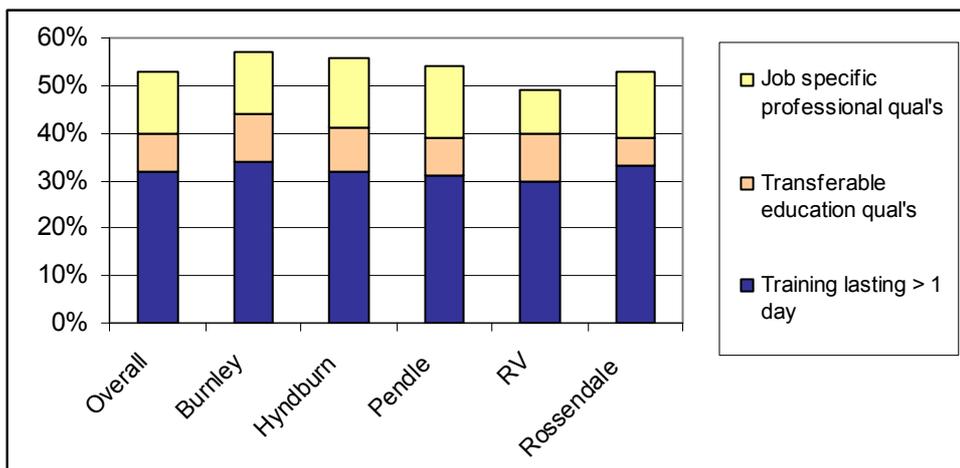


Source: May 2007 survey (Q20)

5.2 Training and aspirations

Examining the level of support employers provide staff for their personal development, nearly a third (32%) have had training that has lasted at least 1 day. More interestingly, Rossendale seems to witness the lowest proportion of educational qualifications that are transferable across professions (6%) whilst Ribble Valley sees the lowest proportion of job specific professional qualifications (9%).

Figure 5.6 Employer support for personal development



Source: May 2007 survey (Q21)

30% of respondents stated that they feel there are no barriers to them achieving the job goals that they have. This is much lower for BME residents (13%) and also for residents in Burnley (22%), Pendle (23%) and Ribble Valley (25%). However, the main

barrier appears to be a limited number of jobs in the chosen field. This is much higher for 25-44 year olds (27%) and also higher for residents in Rossendale (21%). Looking at each district specifically, the main barrier seems to be:

- Burnley – Limited number of jobs in your chosen field (18%)
- Hyndburn - Limited number of jobs in your chosen field (17%)/ Lack of the right skills/qualifications (17%)
- Pendle – Self confidence (15%)
- Ribble Valley – Limited number of jobs in your chosen field (13%)
- Rossendale - Limited number of jobs in your chosen field (21%)

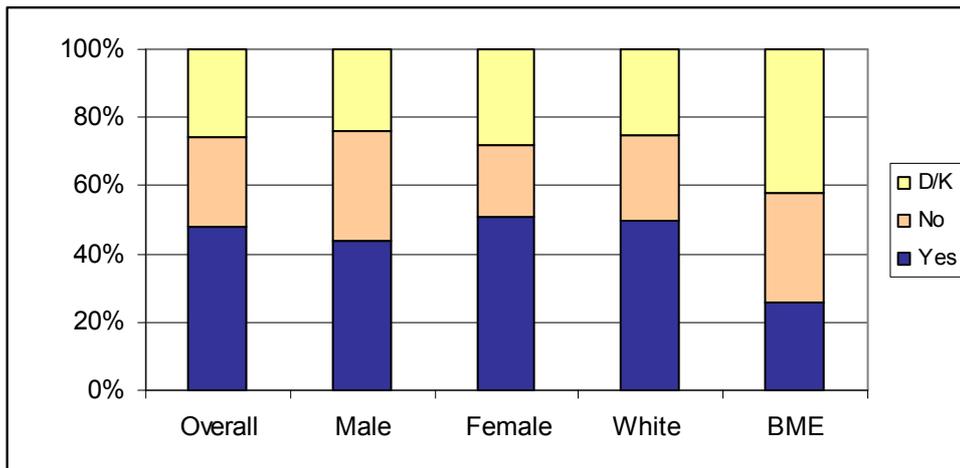
Figure 5.7 Barriers to achieving career goals

Barrier	%
No barriers	30%
Limited number of jobs in your chosen field	17%
Lack of the right type of experience	12%
Lack of the right skills/qualifications	12%
Self confidence	12%
Too much competition for jobs	11%
Where you live	8%
Family ties	7%
Lack of/cost of childcare facilities	5%
Access to/cost of transport	5%
Discrimination	4%
Cultural/language barriers	2%
Previous unemployment periods/having a criminal record	1%
Other (mainly age)	4%

Source: May 2007 survey (Q22)

Nearly 50% believe that they can achieve their job goals in east Lancashire whilst 26% feel this is not possible. BME residents are the most likely group to feel this frustration, with 32% stating that they cannot achieve their job goals within east Lancashire.

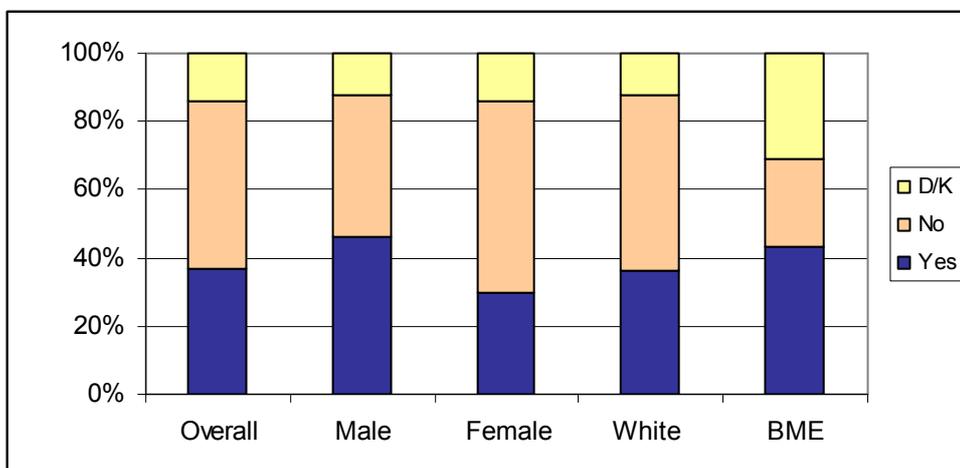
Figure 5.8 Feeling of being able to achieve job goals in east Lancashire



Source: May 2007 survey (Q23)

Those groups who feel that they cannot achieve their job goals in east Lancashire are also the groups who would be most likely to relocate to continue pursuing their goals. For men this proportion stands at 46% whilst for BME residents 43% would consider relocating. This compares to an overall figure of 37%. The proportion is also higher in Rossendale (44%) and the lowest in Ribble Valley (33%)

Figure 5.9 Whether you would relocate to pursue job goals



Source: May 2007 survey (Q24)

5.3 Local town centres

The use of local small business for shopping needs is variable. For general food and drink and eating establishments, local small business is either sometimes used or frequently used in over 70% of cases. However, for the remaining 4 shopping needs in figure 5.10 below, the proportion who never use local small businesses is quite stark,

with furniture and furnishings seeing the highest proportion at 32%. This is higher amongst the young (36%) and Hyndburn residents (36%) yet lower for BME residents (12%).

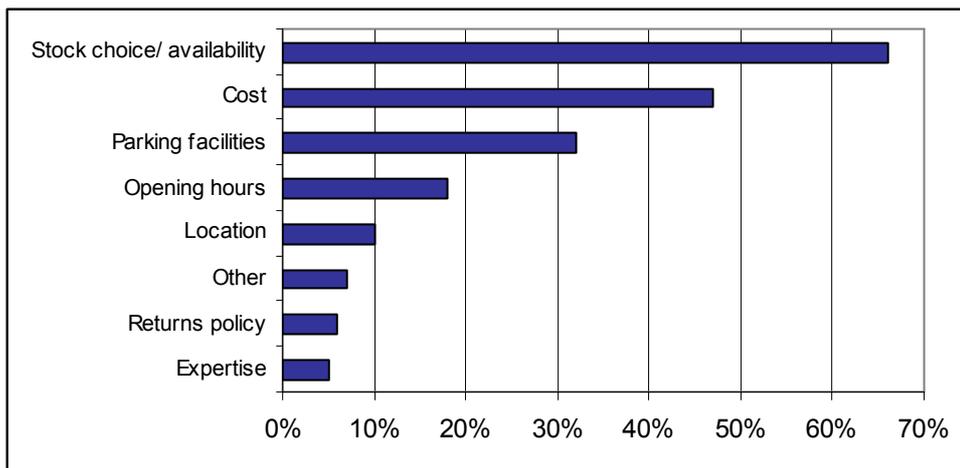
Figure 5.10 Use of local small business for shopping needs

Need	Main source	Sometimes	Rarely	Not at all
General food and drink	25%	48%	21%	6%
Takeaways/restaurants	25%	46%	18%	12%
Clothing	9%	31%	32%	29%
Electrical items	11%	31%	32%	27%
Furniture & furnishings	8%	26%	33%	32%
Gift shopping	12%	48%	22%	18%

Source: May 2007 survey (Q25)

The main barriers to using local small businesses are stock choice (66%), cost (47%) and parking facilities (32%). The emergence and diversification of the large supermarket chain into electrical items, clothing etc coupled with the growing presence of internet suppliers will be having a large impact on local business. Cost appears to be more of an issue for the 16-24's (61%) and for Burnley residents (54%). Parking facilities are more important to BME residents (46%) but less important to Hyndburn residents (20%).

Figure 5.11 Barriers to using local small businesses



Source: May 2007 survey (Q26)

Looking at the representation of local small businesses a similar pattern emerges to that found in figure 5.10 above. For general food and drink and eating establishments, the greatest proportion feel these are adequately represented (all be it that the latter is

considered to be over represented by 43% of respondents). Clothing, electrical items and furniture stores are considered to be underrepresented. District differences are quite marked. A lack of clothing stores is more severe in Pendle (73%), electrical item stores apparently lacking in Rossendale (70%) and furniture stores limited in their existence in Rossendale (62%) and Pendle (65%).

Figure 5.12 Representation of local small business

Need	Under	Adequate	Over	Don't know
General food and drink	25%	61%	8%	6%
Takeaways/restaurants	6%	45%	43%	6%
Clothing	62%	29%	2%	8%
Electrical items	47%	42%	2%	9%
Furniture & furnishings	56%	32%	1%	10%
Gift shopping	41%	49%	2%	8%

Source: May 2007 survey (Q27)

Figure 5.13 below highlights the 3 most popular towns used by respondents in each district. Burnley residents have the strongest affiliation with their local town centre – 82% of Burnley respondents state this to be the town centre they use most often. What is of interest is that the only district not to have one of it's own town centres as the most commonly used is Pendle. 36% of Pendle residents prefer to head into Burnley for their shopping needs.

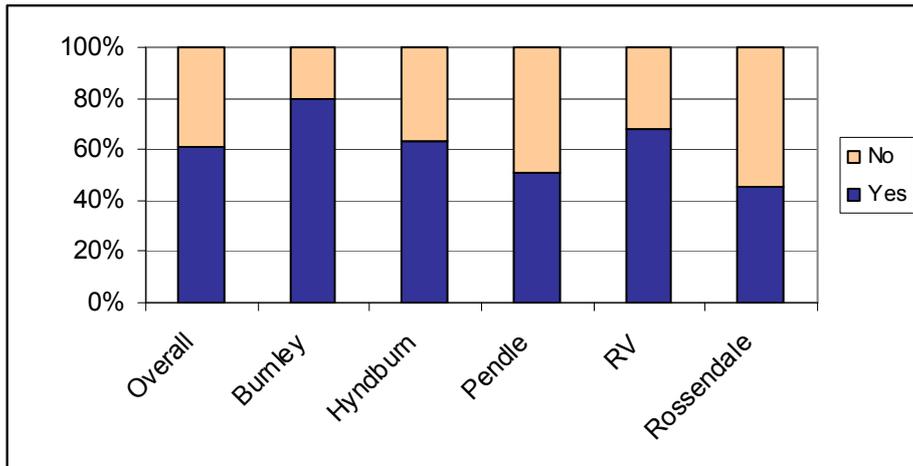
Figure 5.13 Commonly used town centres

District	Town 1	Town 2	Town 3
Burnley	Burnley (82%)	Manchester (7%)	Accrington (3%)
Hyndburn	Accrington (56%)	Blackburn (19%)	Manchester (5%)
Pendle	Burnley (36%)	Nelson (24%)	Colne (20%)
Ribble Valley	Clitheroe (46%)	Blackburn (21%)	Preston (11%)
Rossendale	Rawtenstall (35%)	Bury (14%)	Accrington (10%)

Source: May 2007 survey (Q28)

Just over 60% of residents tend to shop in their nearest town centre. This is higher for Burnley (linked to the finding in figure 5.13 above whereby 82% use Burnley as their main shopping town) and lower for Pendle and Rossendale.

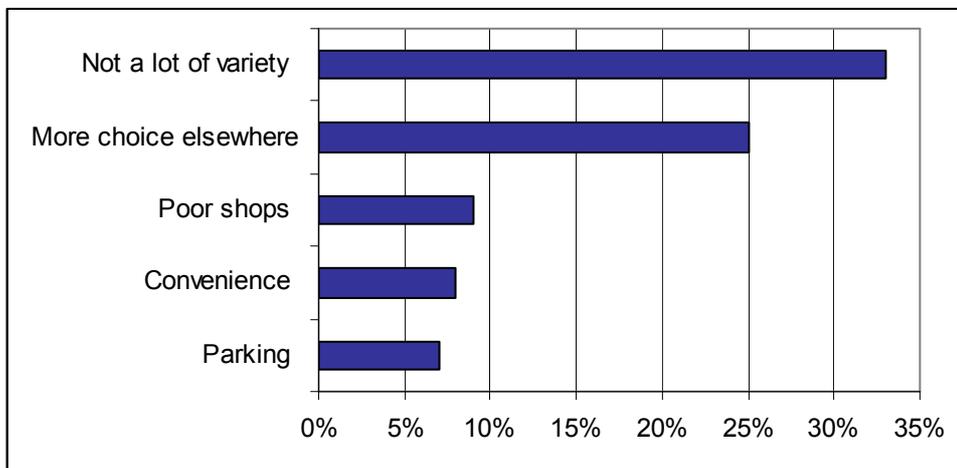
Figure 5.14 Is the closest town centre the one used most often?



Source: May 2007 survey (Q29)

The main reason for not using the nearest town centre is linked to variety and choice – 58% of respondents cited this as the main reason. This seems to be higher for younger and BME residents and, as you would expect given that residents in Pendle tend to use Burnley as their main shopping centre, much higher for Pendle.

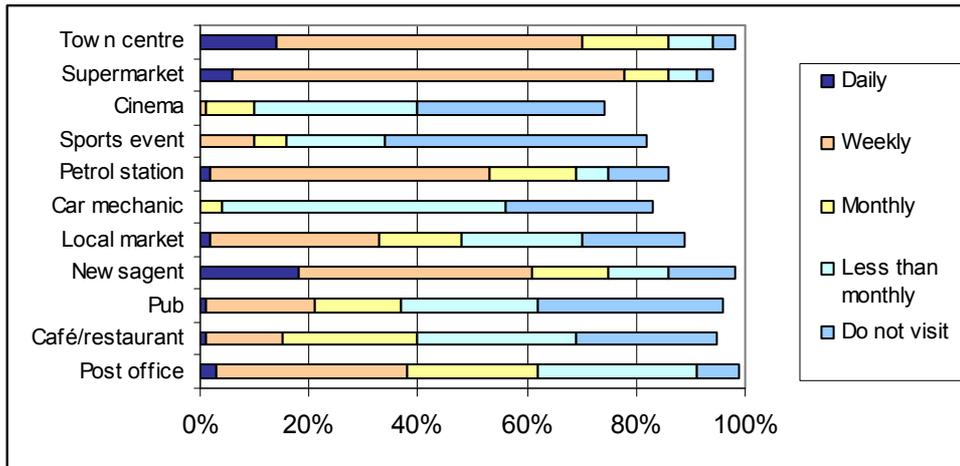
Figure 5.15 Reasons for not using the nearest town centre



Source: May 2007 survey (Q30)

The most commonly used facilities include the supermarket, town centre, newsagent and petrol station. Cinemas and car mechanic are frequented less often.

Figure 5.16 Frequency of use of facilities



Source: May 2007 survey (Q31)

6 Sustainable neighbourhoods

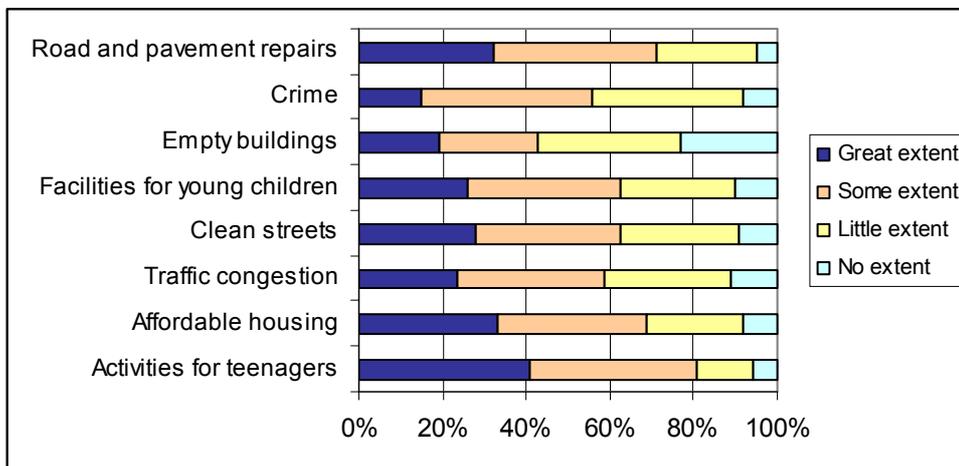
Section Summary

- Activities for teenagers seen as being of greatest extent in the neighbourhood
- However, crime seen as being of greatest importance
- The majority feel that the Council should be responsible for implementing changes to address neighbourhood problems

6.1 Identifying neighbourhood problems

Activities for teenagers, road and pavement repairs and affordable housing seem to be the 3 main issues identified within local neighbourhoods. Looking at each of these in turn, perhaps surprisingly the young are more likely to highlight activities for teenagers. Affordable, decent housing is more important for the young, females, BME residents and those living in Ribble Valley (yet again re-enforcing the affordability issues in this area). Finally, road and pavement repairs appear to be more of a problem for BME residents and those living in Rossendale.

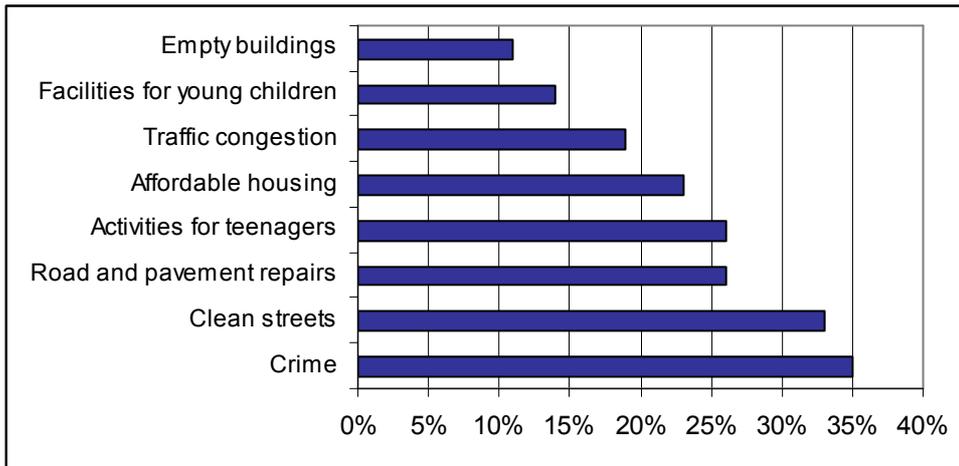
Figure 6.1 Problems in the neighbourhood



Source: May 2007 survey (Q32)

All be it that activities for teenagers, affordable housing and road and pavement repairs are considered to be the main problems in neighbourhoods, crime and clean streets are cited as being the two factors that are of greatest importance (35% and 33% respectively). The level of crime is a greater issue for BME residents and those living in Burnley whilst cleaner streets is a concern for those aged 65+ and BME residents.

Figure 6.2 Issues identified as being of greatest importance



Source: May 2007 survey (Q33)

Examining the actions that residents feel should be taken, increasing the number of police officers (and indeed existing presence) and providing a place for teenagers to go are considered to be the two most agreed upon actions. Both of these will go some way to helping reduce both actual crime and the fear of crime.

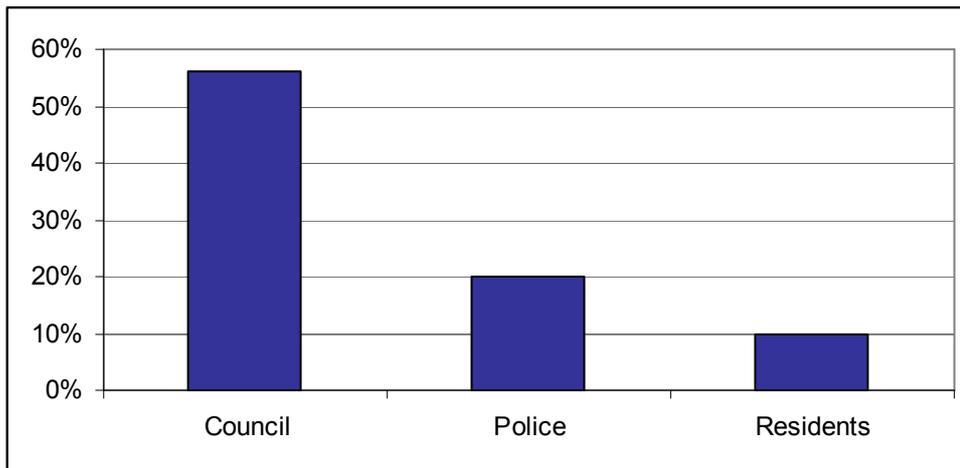
Figure 6.3 Actions that should be taken

Action	%
More police	14%
A place for teenagers to go	12%
More affordable houses	8%
Sort out the roads and pavements	8%
More street cleaners	6%
More bins/litter patrols	6%
More activities for young children	6%

Source: May 2007 survey (Q34)

In trying to identify who residents feel should be responsible for taking the above action, it appears that this mantle rests with the local Council (56%). This is encouraging in one sense, as residents feel that local Council has the ability and capacity to implement these changes, even if they are not directly the responsibility of local government (i.e. more police officers). It is important that local Council is at least seen to be initiating this change, be it internally or by influencing those authorities who can make the change (i.e police).

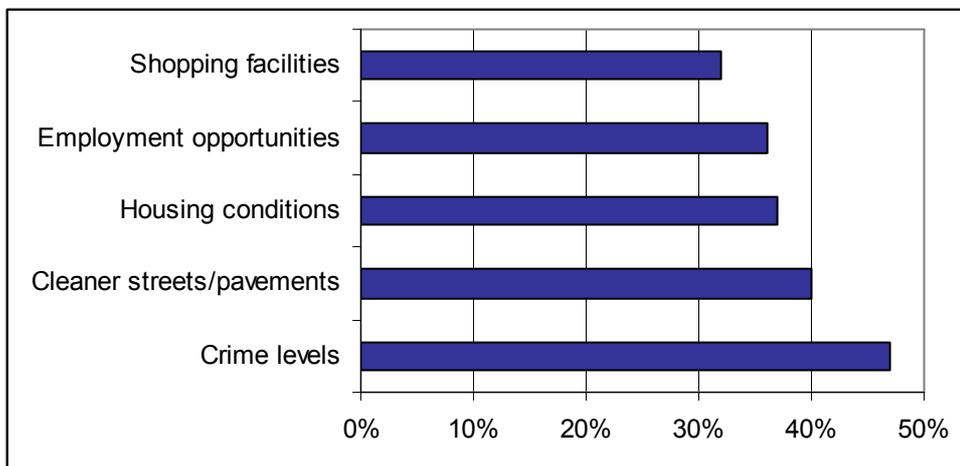
Figure 6.4 Person/body responsible for implementing the action



Source: May 2007 survey (Q35)

Focussing specifically on changes to the local Borough to make it a better place to live, consistently cited were crime levels and cleaner streets/pavements. Also of importance were housing condition, employment opportunities and shopping facilities. This essentially consolidates the fact that crime and street cleanliness are important issues for local residents and should be at the forefront of service delivery.

Figure 6.5 Top issues that should be focussed on



Source: May 2007 survey (Q36)

7 The environment and climate change

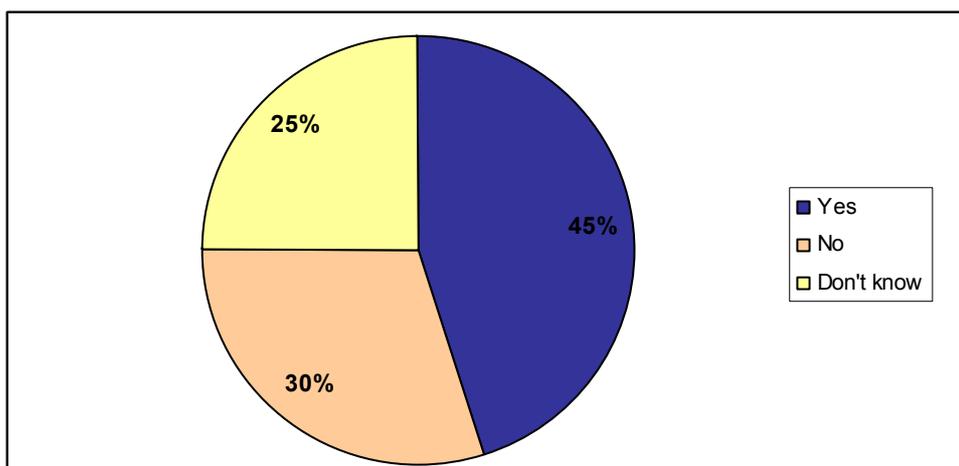
Section Summary

- Nearly half feel that climate change is having an impact on east Lancashire and many agree that the Council has a big role to play in tackling the issues
- Uptake of energy efficiency measures is high, although it is felt that the Council could do more to help residents access available technology
- Cost is regarded as the main barrier to being more environmentally friendly
- Mixed response to how Council's should spend their energy budget, split between small grants to help everyone and medium sized grants to help the vulnerable
- Awareness of domestic renewable technologies is high and people would like to install them. However, barriers are in place to prevent uptake of these technologies
- Information provided by the Council around technologies available and planning issues would be welcomed

7.1 Impact and reaction to climate change

45% of respondents feel that climate change is having an impact on east Lancashire. This is higher for BME residents at 54% and higher for those living in Rossendale and Pendle at 50% and 48% respectively.

Figure 7.1 Level of agreement that CC is having an effect on east Lancs

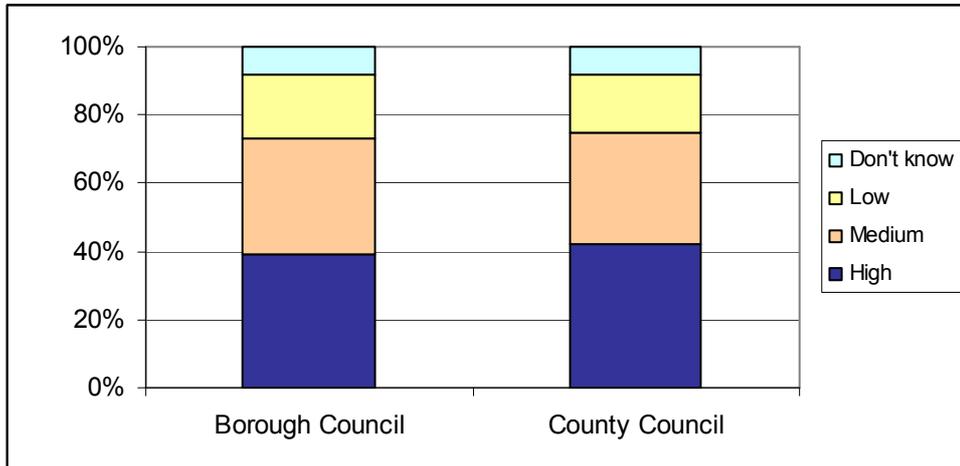


Source: May 2007 survey (Q37)

Approximately 40% of respondents think both the Borough Council and County Council have a high level of importance in tackling climate change. This % is only marginally

higher for County as it is the Borough, perhaps suggesting that people think the issue is a local one as well as a global problem. Women and BME residents are the two groups most likely to feel that these two organisations have an important role to play in tackling climate change.

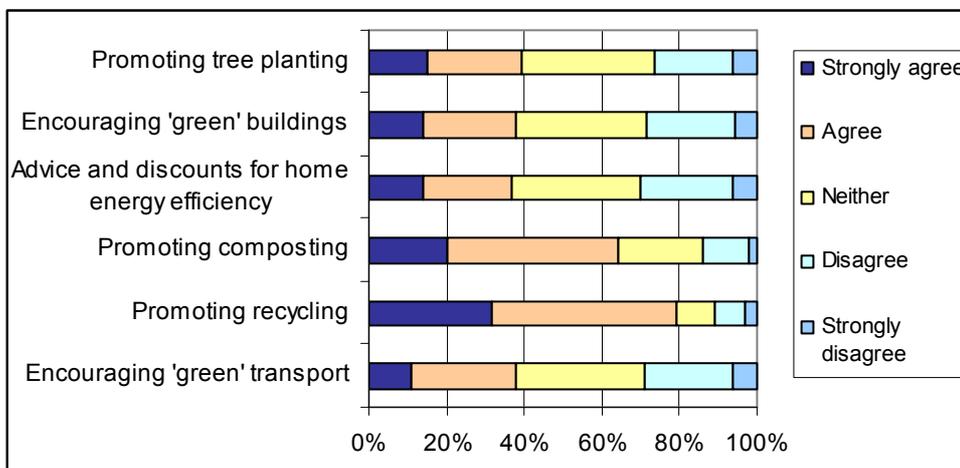
Figure 7.2 Importance to be placed on climate change



Source: May 2007 survey (Q38)

Residents appear to be mostly satisfied with Council attempts to promote recycling and composting, with 80% and 64% respectively stating they strongly agree/agree with the statement. Composting appears to be positively correlated with age and also more successful in Pendle, whilst recycling again seems to be considered to be more successful in Pendle. The other 4 initiatives are considered to be equally successful, with a much lower 38-39% of respondents stating they strongly agree/agree.

Figure 7.3 Extent to which the Council does enough to affect climate change



Source: May 2007 survey (Q39)

When asked for other factors that the Council should consider to tackle climate change, the largest proportion re-iterated the importance of recycling (29%). This was higher for females and younger residents, lower for Pendle (linked to the finding in figure 7.3 above) and highest for Ribble Valley. There were also a small number of residents claiming for people to be fined if they do not recycle their waste.

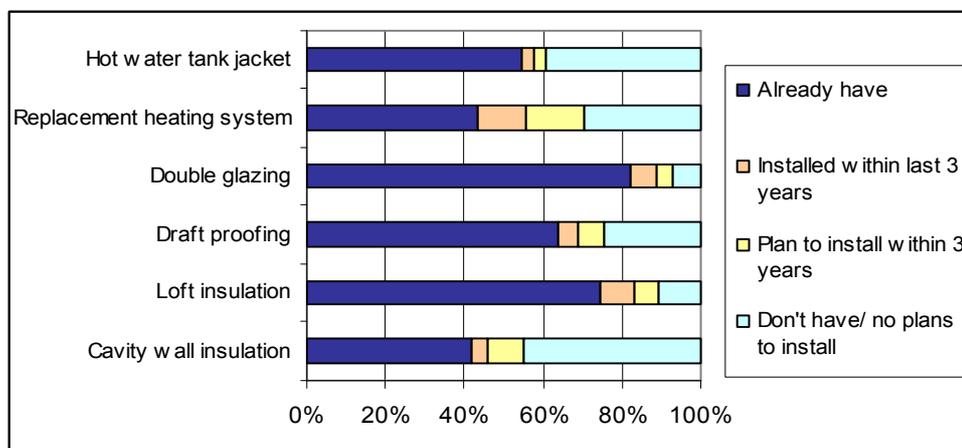
Figure 7.4 Other factors that Councils should consider

Factor	%
Better promoting of recycling	29%
Cheaper/improved public transport	11%
A more educated resident base	8%
Introduction of wind turbines	7%
Grants to make homes energy efficient	6%

Source: May 2007 survey (Q40)

Double glazing and loft insulation are the two energy efficiency measures that have proved to be most popular, with 82% and 75% having these in place at the time of the survey. Both these measures are popular amongst the 65+ age group and also White residents. However, draft proofing appears to be less popular in Rossendale whilst loft insulation is a more popular measure in Ribble Valley. Cavity wall insulation sits at the opposite end of the spectrum, with the fewest proportion of residents having this already (42%) and the highest proportion that have no plans to install it (45%). This will be affected by the technical specialism required to install the insulation (as oppose to draft proofing and loft insulation) and also by the fact that some houses simply do not have cavity walls.

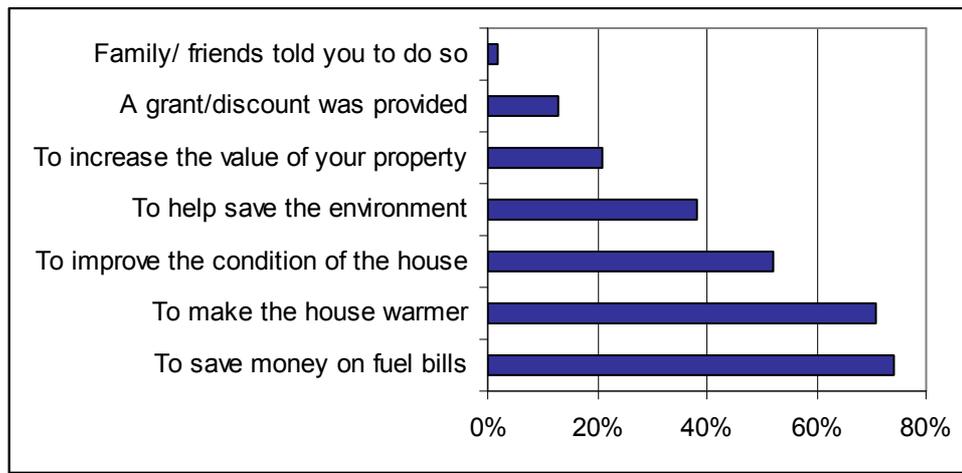
Figure 7.5 Uptake of energy efficiency measures



Source: May 2007 survey (Q41)

The two most popular reasons for making improvements to the energy efficiency of the home are to save money on fuel bills (74%) and to make the house warmer (71%). Saving money on the bills is less important for 16-24's, whilst making the house warmer seems to be more of a reason in Pendle and less so in Rossendale. Encouragingly, nearly 40% of residents made the improvement to help save the environment – a group more likely to be made up of women, BME residents and those living in Pendle and Ribble Valley.

Figure 7.6 Reasons for improving the energy efficiency of the home

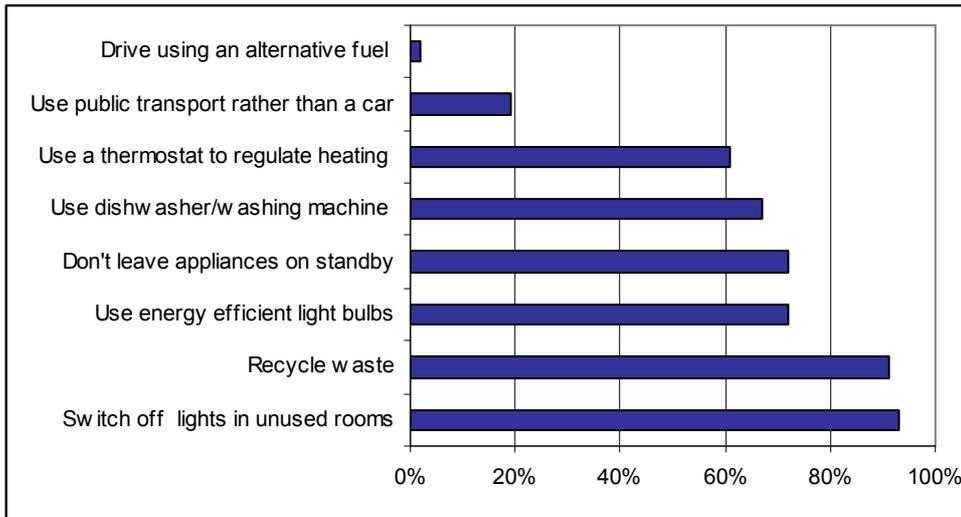


Source: May 2007 survey (Q42)

6 out of the 8 prompted energy saving actions in the survey are used by at least 60% of respondents on a regular basis to help the environment. The two most popular actions are to turn off lights when leaving a room and to recycle waste. The two least popular actions are to use public transport rather than the car and to consider using alternative fuel sources other than traditional petrol or diesel.

Comparing these findings to the UK results of a recent (2007) global survey undertaken by Continental Research (covering 1,081 respondents across the UK, Japan, USA and Germany), the national picture is much less encouraging. Only 88% switch off unused lights (vs 93% in this survey) and 86% recycle waste (vs 91%). The remaining figures in the national survey are very similar, with the exception of the bottom two actions (using public transport and alternative fuel sources) being slightly more favourable at the national level (36% and 7% respectively).

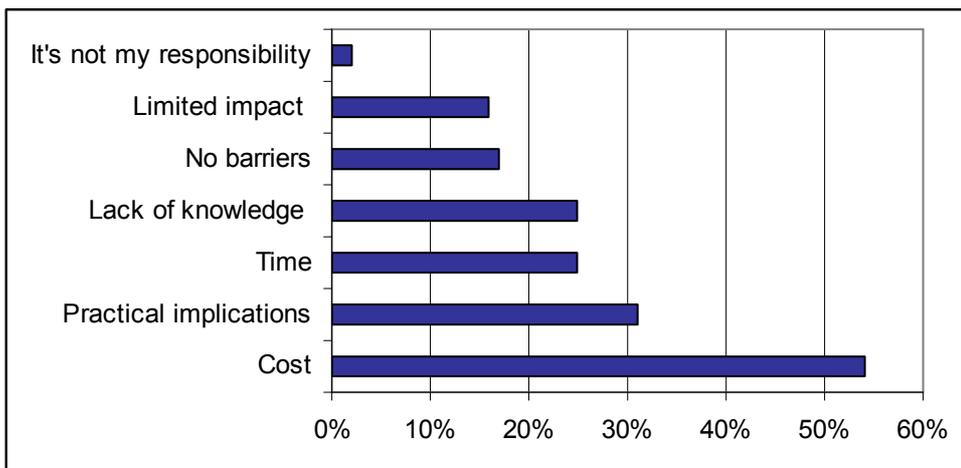
Figure 7.7 Extent of energy saving actions to help the environment



Source: May 2007 survey (Q43)

Cost is far and away the most important barrier that limits resident's ability to act in an environmentally friendly manner. Nearly 55% claimed this as a barrier, with this figure being higher for 16-24's (72%), higher for BME residents (69%) and higher in Burnley (58%). Thus, a very quick win and one that will have a relatively large impact on uptake of environmentally friendly actions would be to help reduce the cost of doing so. Furthermore, a mere 2% claimed that helping the environment is not their responsibility. This is encouraging and helps to highlight the fact that self denial is a very limited barrier.

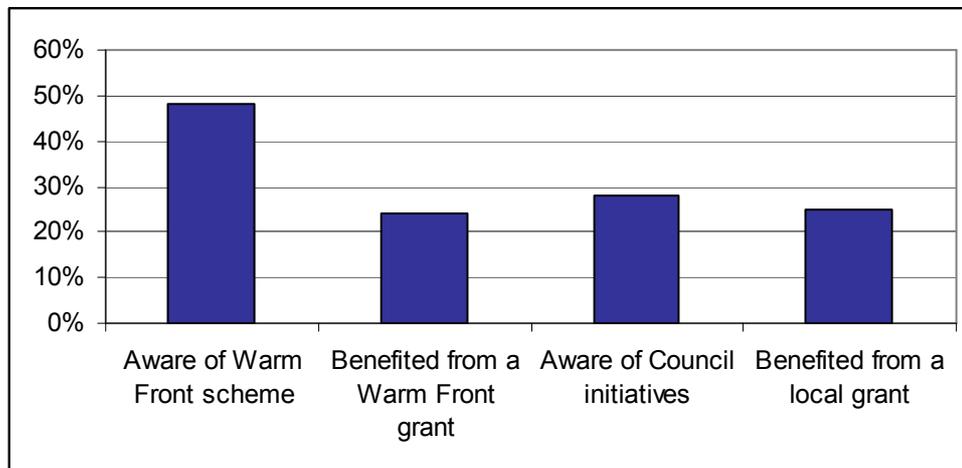
Figure 7.8 Barriers to being environmentally friendly



Source: May 2007 survey (Q44)

Looking at schemes designed to help people afford to implement environmentally friendly changes, awareness of the Warm Front scheme is much higher than the awareness of local Council initiatives (48% vs 28% respectively). Of those who have heard of the 2 schemes, an equal proportion (25%) have actually benefited from each of these schemes. Those most likely to have benefited from a Warm Front grant are men (28%), the 65+ age group (32%), BME residents (43%) and those living in Burnley (35%). Similarly those benefiting from a locally provided grant are likely to be men (31%), the 65+ age group (35%) and BME residents (32%). Those living in Rossendale are the least likely district to have benefited from a local grant at 19%.

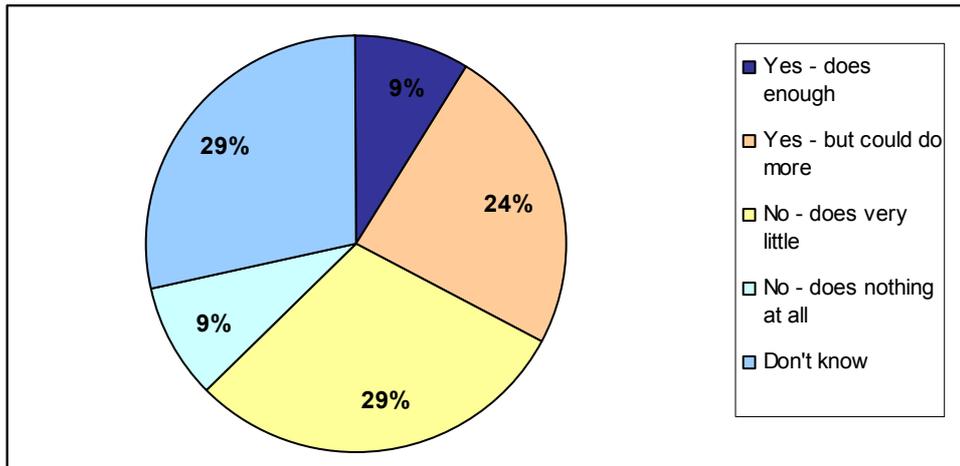
Figure 7.9 Awareness of, and those who have benefited from, grant options



Source: May 2007 survey (Q45, Q46, Q47, Q48)

A varied response was witnessed when residents were asked whether the Council does enough to promote energy efficiency. 9% stated that they successfully achieve this, with 62% stating that they could do more (to differing extents). Looking specifically at those who responded 'no' to the question (either 'no – does very little' or 'no – does nothing at all') Rossendale came out with the highest proportion at 48% of respondents whilst Pendle does relatively favourably at a lower proportion of 28%.

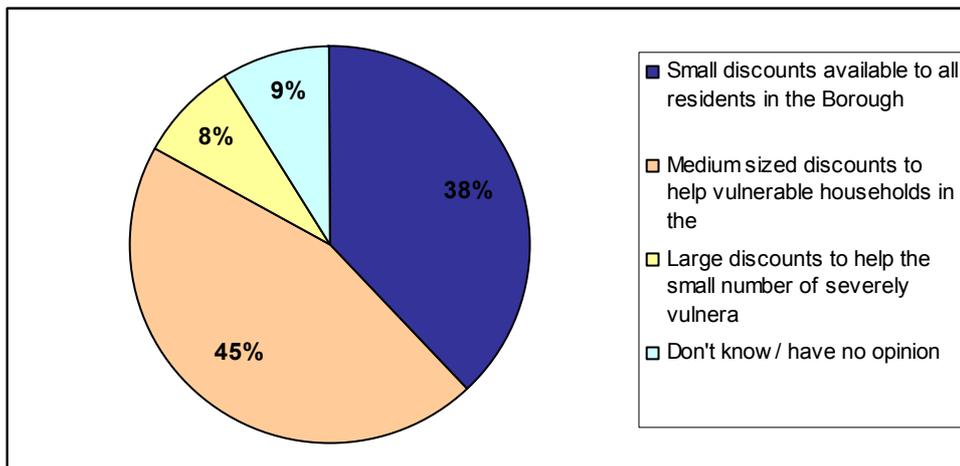
Figure 7.10 Extent to which Council does enough to promote energy efficiency



Source: May 2007 survey (Q49)

It appears that there is no consensus as to how residents think Council monies should be spent in helping residents with domestic energy efficiency. 38% feel that small discounts available to all would be the best option whilst a slightly larger 45% think that medium sized grants to help a smaller number of vulnerable households is the better option. Small discounts are favoured more in Hyndburn and Pendle whilst medium grants are favoured in Burnley, Rossendale and Ribble Valley.

Figure 7.11 How Council budgets should be spent

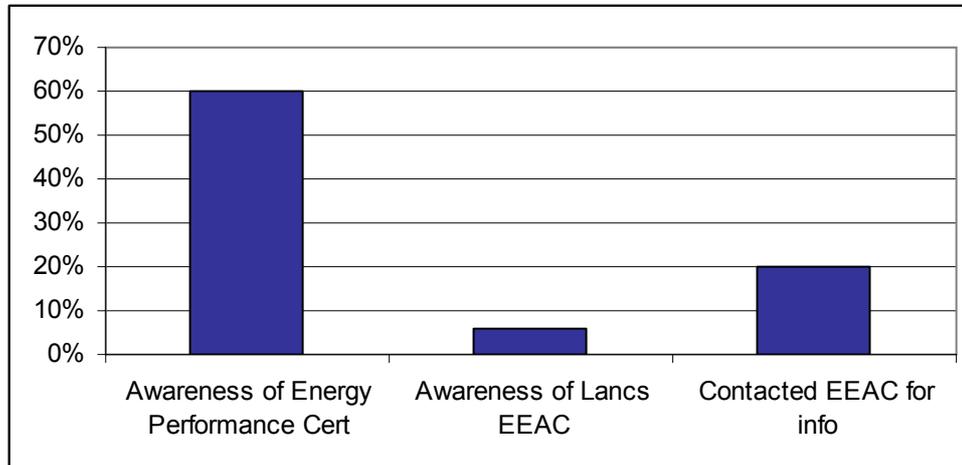


Source: May 2007 survey (Q50)

With regard to awareness of the governments required Energy Performance Certificate that is to be produced as part of the Home Information Pack, 60% of respondents stated they were aware of this (considerably higher for those aged 45+ and White residents). However, awareness of Lancashire's Energy Efficiency Advice Centre is

minimal, with only 6% stating to be aware of the Centre (higher for BME residents and those living in Pendle). Of this 6%, a further 20% had actually contacted the Advice Centre for information.

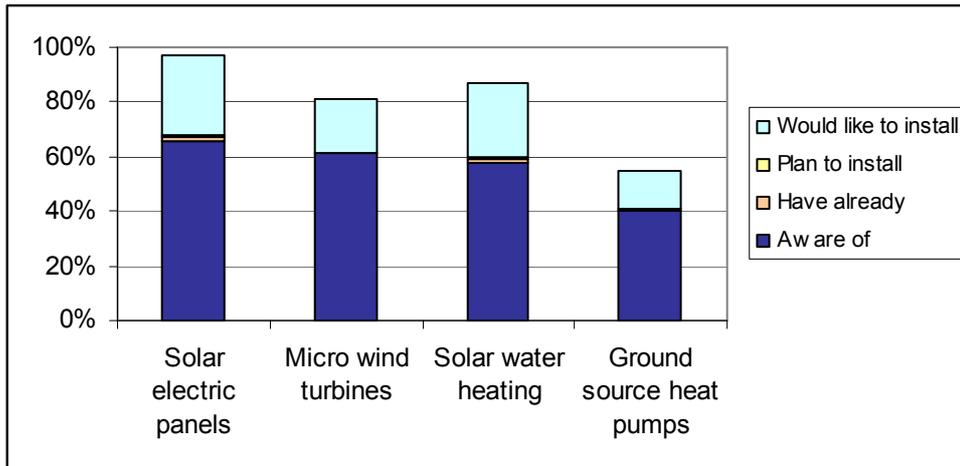
Figure 7.12 Awareness of EPC and Lancs Energy Efficiency Advice Centre



Source: May 2007 survey (Q51, Q52, Q53)

Awareness of domestic renewable energy products is encouragingly high, with around 60% being aware of solar electric panels, micro wind turbines and solar water heating (and typically higher for men, White residents and those living in Ribble Valley). However, actually use of or planned use of is very small, with a maximum of 1% having installed any of the measures or planning to install the products. That said, a large proportion across all 4 products would like to install the energy saving devices but it appears that barriers are in place to prevent this happening (most likely linked to the results found in figure 7.8 above). Those wanting to introduce the products are most likely to be male, of BME ethnic background and those aged 25-44. Marginal differences were noted across districts.

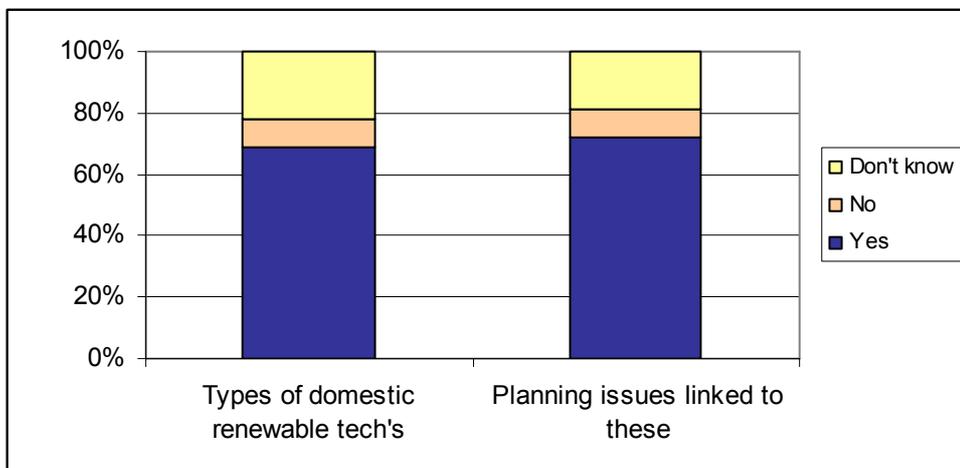
Figure 7.13 Awareness and uptake of domestic renewable energy products



Source: May 2007 survey (Q54)

It appears that residents would find advice from the Council on both the types of domestic renewable technologies (69% in favour) and the planning issues that affect each of the technologies (72% in favour) very useful. Those more likely to be in favour of both types of advice are men and residents living in Rossendale and Ribble Valley. Although there are a large proportion who don't know whether the advice would be useful, those stating that it would not be of use are very much in the minority (9% in both cases). Thus there is an unmet need here to provide residents with the advice they require to make the necessary changes. Linking this to figure 7.8, 25% stated that 'lack of knowledge' was a barrier to being more environmentally friendly. By having this advice and support available (and obviously telling people it is available) will help to reduce this barrier quite significantly.

Figure 7.14 Usefulness of advice from the Council



Source: May 2007 survey (Q55)

8 District specific summary analysis

8.1 Burnley

Residents in Burnley are most likely (relative to other areas) to:

- Know what actions should be reported as a crime (81%)
- Fear the potential consequences of reporting crime (41%)
- Feel intimidated due to demographics and personal characteristics (avg 30%)
- Be aware of safety measures that have been adopted in the area (avg 54%)
- Not attend local meetings as they are too busy (27%)
- Feel that crime has decreased over the last 3 years (18%)
- Find cost a barrier to using local small business for their shopping needs (54%)
- Use their nearest town centre for their shopping needs (80%)
- Feel that activities for teenagers are a problem in the neighbourhood (44%)
- State that crime levels and cleaner streets/pavements should be focussed on to make the Borough a better place to live (56% and 50% respectively)
- Consider making energy efficiency improvements to their home (avg 9%)
- Cite cost as a barrier to being environmentally friendly (58%)
- Be aware of the Warm Front grant scheme (54%)
- Have benefited from the Warm Front grant scheme (35%)
- Prefer medium sized discounts to help vulnerable households (48%)

However, they are also least likely (relative to other areas) to:

- Report a crime, either as a witness (avg 56%) or as a victim (avg 58%)
- Be concerned about the security of their home whilst at home (50%)
- Be self employed (7%)
- Feel that there are no barriers to achieving the job goals they have (22%)
- Think that climate change is having an effect on east Lancashire (43%)
- Have made improvements to the energy efficiency of their home (avg 58%)
- Be aware of the government's Energy Performance Certificate (54%)
- Be aware of domestic renewable energy products (avg 53%)

8.2 Hyndburn

Residents in Hyndburn are most likely (relative to other areas) to:

- Want an increased uniformed police presence and tougher sentences for criminals to make neighbourhoods feel safer (81% and 73% respectively)
- Feel that crime has increased over the last 3 years (31%)
- Feel that there are no barriers to achieving the job goals they have (41%)
- Find stock choice/availability the main barrier to using local small business for their shopping needs (70%)
- Strongly agree that the Council does enough to tackle the causes and effects of climate change (18%)
- Cite limited impact of making a change as a barrier to being environmentally friendly (17%)
- Believe that there are no barriers to being environmentally friendly (20%)
- Have benefited from a local Council run initiative that offers grants towards heating and insulation (27%)
- Prefer small discounts available to all households (43%)
- Have accessed the Lancashire Advice Centre for information (34%)

However, they are also least likely (relative to other areas) to:

- State that safety measures have helped to decrease actual crime (avg 16%)
- State that safety measures have helped to reduce fear of crime (avg 14%)
- Use local small business for their shopping needs (avg 14%)
- Think that climate change is having an effect on east Lancashire (43%)
- Want to install domestic renewable energy products (avg 21%)

8.3 Pendle

Residents in Pendle are most likely (relative to other areas) to:

- Feel intimidated due to demographics and personal characteristics (avg 40%)
- Not attend local meeting groups as there is limited opportunity to make a difference (31%)
- Want an increased uniformed police presence to make neighbourhoods feel safer (81%)
- Be able to get to work in less than 15 minutes (49%)
- Find affordable, decent housing a problem in the neighbourhood (32%)
- Think that both the Borough Council and County Council should place a high level of importance on tackling climate change (43% and 45% respectively)
- Strongly agree that the Council does enough to address the causes and effects of climate change (avg 23%)
- Have made energy efficiency improvements to make the house warmer (79%)
- Switch off lights in used rooms and recycle waste to save energy (96% and 97% respectively)
- Be aware of the Warm Front grant scheme (55%)
- Be aware of local Council run initiatives that offer grants towards heating and insulation (36%)
- Feel that their Council goes some way to promoting energy efficiency in the home (42%)
- Prefer small discounts available to all households (43%)
- Be aware of the Lancashire Energy Advice Centre (9%)

However, they are also least likely (relative to other areas) to:

- Have heard about a local meeting group (avg 20%)
- Have attended a local meeting group (avg 3%)
- Fear nuisance neighbours and vandalism to the home (29% both instances)

8.4 Ribble Valley

Residents in Ribble Valley are most likely (relative to other areas) to:

- Report a crime if they are the victim (average 70%)
- Cite retaliation/intimidation as the main barrier to reporting crime (43%)
- State that safety measures have helped to decrease actual crime (avg 21%)
- Feel that people in their neighbourhood would help to create safer communities (52% quite a lot/a great deal)
- Be concerned about the security of their home whilst at home (69%)
- Fear nuisance neighbours and vandalism to the home (47% and 41%)
- Be self employed (17%)
- Use local small business for their shopping needs (avg 18%)
- Have made improvements to the energy efficiency of their home (avg 66%)
- Cite practical implications as a barrier to being environmentally friendly (39%)
- Prefer medium sized discounts to help vulnerable households (52%)
- Be aware of the government's Energy Performance Certificate (69%)
- Be aware of domestic renewable energy products (avg 63%)

However, they are also least likely (relative to other areas) to:

- Fear the potential consequences of reporting crime (27%)
- Feel that there is little point in reporting crime as nothing gets done (20%)
- Highlight barriers to reporting crime (4% state a significant extent)
- Feel that the Police are not interested in residents reporting crime (10%)
- Feel intimidated due to demographics and personal characteristics (avg 2%)
- Be aware of safety measures that have been adopted in the area (avg 45%)
- Have heard about a local meeting group (avg 20%)
- Have attended a local meeting group (avg 3%)
- Want an increased uniformed police presence and zero tolerance approach to make neighbourhoods feel safer (68%)
- Have undertaken a professional qualification in the last 2 years (9%)
- Feel that activities for teenagers are a problem in the neighbourhood (28%)
- Strongly agree that the Council does enough to tackle the causes and effects of climate change (12%)
- Recycle waste to save energy (82%)
- Believe that there are no barriers to being environmentally friendly (13%)

8.5 Rossendale

Residents in Rossendale are most likely (relative to other areas) to:

- Report a crime if they witness the event (avg 62%)
- State that safety measures have helped to decrease actual crime (avg 20%)
- Feel that safety measures have helped to reduce fear of crime (avg 19%)
- Have heard about a local meeting group (avg 25%)
- Have attended a local meeting group, all be it small in number (avg 6%)
- Not attend local meetings as they feel they have limited knowledge/awareness of such meetings (60%)
- To want police patrol cars to make the neighbourhood feel safer (48%)
- Most likely to work outside of east Lancashire (44%)
- Be self employed (17%)
- Be in either a managerial or professional post (66%)
- Consider relocating out of east Lancashire to pursue job goals (44%)
- Think that local small business is under represented (avg 46%)
- Feel that activities for teenagers are a problem in the neighbourhood (44%)
- Feel that road and pavement repairs are a problem in the neighbourhood (45%)
- Think that climate change is having an effect on east Lancashire (50%)
- Feel that their Council does not do enough to promote energy efficiency in the home (48%)
- Want to install domestic renewable energy products (avg 25%)
- Find advice from the Council on domestic renewable technologies, and planning issues linked to these, useful (73% and 76% respectively)

However, they are also least likely (relative to other areas) to:

- Feel intimidated due to demographics and personal characteristics (avg 9%)
- Feel that people in their neighbourhood would help to create safer communities (40% quite a lot/a great deal)
- Be able to get to work in less than 15 minutes (27%)
- Have obtained an educational qualification in the last 2 years (6%)
- Feel they can achieve their job goals in east Lancashire (40%)
- Use local small business for their shopping needs (avg 14%)
- Have made energy efficiency imp's to make the house warmer (65%)
- Be aware of, and benefited from, local Council run initiatives offering grants towards heating and insulation (17% and 19% respectively)

9 So what does it all mean?

9.1 Community safety

- Fear of repercussion is a main reason for not reporting crime – it is essential that people can remain anonymous (if they so wish) and that the Police/Council respect this right and also promote and help to raise awareness of this
- BME residents are far more likely to feel that the Police are not interested in what they have to say. In essence, this is either a direct or indirect form of discrimination (be it real or perceived). Regardless, the matter presents itself and Police authorities need to be made aware of this finding
- Residents have told us that they are willing to help to create safer communities. Our Community Safety teams must take this on board and utilise this willingness in a manner that benefits both the Council, the Police and local residents
- Attendance at local area meeting groups is low. However, very few are not interested in attending. Thus, the vast majority would be interested in attending but other barriers are in place to prevent attendance. These barriers need to be examined and minimised as far as possible
- Linked to both Community Safety and Sustainable Neighbourhoods is the issue of crime. People are concerned about the security of their home whilst they are out and cite reducing crime as being of greatest importance. Community Safety teams need to work closely with the Police to ensure that feelings of safety (and actual crime) are a top priority and that sufficient resource is devoted to the cause

9.2 Local employment opportunities

- Only a third of residents have had employee provided training lasting for at least 1 day. To what extent local Council's can affect this is debatable but there may be scope to incentivise staff training, for both the business and the employee (and thereby increasing the skill base of east Lancashire)
- 70% feel there are barriers to achieving their job goals. East Lancashire needs to a greater variety and quantity of jobs to have any realistic effect of attracting local residents who travelling to the likes of Manchester and Leeds. However, the likelihood of ever being able to do this is limited

- The balance of specialities offered by local business needs to be addressed. There is an over supply of restaurants/takeaways but a clear need (and hence under supply) of clothing, furniture and electrical outlets. There is no short term fix to this but planning teams should be made aware of these local needs
- Pendle in particular has quite significant leakage of residents into Burnley when looking at places visited for shopping needs. The reason for this is a limited choice/ variety of shops. Thus, Pendle needs to ensure that plans are afoot to improve the variety and quality of its town centre shopping areas

9.3 Sustainable neighbourhoods

- The main problem in the neighbourhood is considered to be that of activities for teenagers. This also helps to tie together the concerns around the safety of the home and the level of crime being of greatest importance. There is likely to be a domino effect here – improve the facilities/options for teenagers and this will likely reduce both the level of crime and also concern around the safety of the home
- Residents do want to see more Police on the street. There is probably little the Council can do to affect this other than to progress the issue with local Police authorities. This is very much like reverting to how things used to be, and there are other examples where this has happened successfully. For example, in the banking sector, being able to contact your local branch direct. This may seem like a trivial point but the impact this has had on customer satisfaction is enormous
- Regardless of the power and scope the Council has in making/addressing any of these concerns, residents see the local Council as the one to address these issues. Thus, it is important that Councils are actively pursuing these concerns, so that residents are aware that the momentum has been initiated by their local Council. If we don't, then we run the risk of being perceived to have not listened to what residents have told us

9.4 Environment/climate change

- Borough Councils should place a high and increasing importance on tackling factors that have an impact on climate change (and more importantly, be seen to be doing so)

- Advice and discounts for home energy efficiency is an area where Councils need to improve. Residents need this and it also offers a visible mechanism for the Council to demonstrate its commitment to tackling climate change
 - As cost is seen as being the main barrier to being environmentally friendly, some means of either encouraging uptake based on other benefits or reducing the cost itself (i.e. grants) needs to take place
- Linked to the above, awareness and uptake of grants/discount schemes is low. These need to be promoted more effectively to the audience most suitable/eligible to benefit from the scheme. Again, this is a win win situation. Residents get the financial assistance they require (whilst also making their home more energy efficient) and the Council is seen as being at the forefront in making the local area more efficient in its energy wastage
- In better understanding how Council budgets should be spent, this is perhaps best examined at a local level to identify the needs within each area
 - Burnley/Ribble Valley/Rossendale = medium sized grants
 - Hyndburn/Pendle = small sized grants

This needs to be communicated to individual Home Energy teams to feed into their present and future funding allocation plans
- Beyond simple domestic household energy efficiency improvements, residents also want information and advice on renewable energy products. Again, the Council is ideally placed to offer this facility whilst also making it known this advice on the technologies available and planning issues is available