



Feedb@ck

Living & Working in East Lancashire 2006

Report – Wave 2

December 2006

Report Produced on behalf of Elevate by

Research and Policy Team

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Contents

	Page
Executive Summary.....	6
1.1 Rationale for the research	6
1.2 Social Cohesion	6
1.3 Local Neighbourhoods	7
1.4 Economic Vibrancy	7
1.5 Services to the Public.....	8
The Survey at a glance	9
2 Background and Methodology	10
2.1 Background to the research	10
2.2 Methodologies used	10
2.3 Robustness of the data	11
2.4 Responses to the survey.....	11
3 Respondent Profile	13
3.1 District.....	13
3.2 Age & Gender	13
3.3 Ethnicity	14
3.4 Religion.....	14
3.5 Economic Status	15
3.6 Occupational Status	16
3.7 Housing Situation.....	17
3.8 Property type.....	18
3.9 Number of bedrooms.....	19
3.10 Property satisfaction.....	19
3.11 Qualifications	20
3.12 Access to a car.....	21
4 Living in East Lancashire	22
4.1 Length of residence in East Lancashire.....	22
4.2 Why people move to East Lancashire	22
4.3 Views on the image of East Lancashire.....	23
4.4 Influence on opinion of area	25
4.5 How well individuals would speak of the area.....	26
4.6 Rating of East Lancashire as a place to live	28

5	Local Community	30
5.1	Belonging	30
5.2	Neighbourhoods as a place where people from different backgrounds get on	36
5.3	Respect of ethnic differences	37
5.4	Meeting people from different ethnic origins	38
5.5	Volunteering	39
5.6	Friends from different backgrounds	41
5.7	Influencing decision-making	42
5.8	Neighbourhood statements	43
	Rating of Neighbourhood as a place to live	45
5.9	Key Issues	46
6	Moving home and future housing plans.....	48
7	Work and Leisure in East Lancashire.....	55
8	Local service provision.....	61
9	Housing Market Renewal (HMR) Intervention Area Focus	64
9.1	Ethnicity	64
9.2	Housing situation.....	65
9.3	Property satisfaction.....	65
9.4	Economic Activity	66
9.5	Occupation.....	67
9.6	Education status.....	67
9.7	Car ownership	68
9.8	Time lived in East Lancashire.....	68
9.9	Reasons why came to East Lancashire.....	69
9.10	Image of East Lancashire.....	70
9.11	Influences on perception of East Lancashire	71
9.12	How well would you speak of your neighbourhood/ East Lancashire.....	72
9.13	Rating of East Lancashire as a place to live	73
9.14	Belonging	74
9.15	Cohesive communities	74
9.16	Local community sprit.....	75
9.17	Volunteering activity	76
9.18	Influencing decision making	77
9.19	Neighbourhood statements	77
9.20	Neighbourhood as a place to live	80
9.21	Intend to be living in East Lancashire in 5 years.....	81

Living and Working in East Lancashire 2006

9.22	Time in current home	81
9.23	Previous residence.....	82
9.24	Why moved in last 5 years	83
9.25	Intention to move home in next 5 years.....	84
9.26	Reasons for not intending to move.....	84
9.27	Why intend to move?.....	85
9.28	Essential features of a new home	86
9.29	Work in East Lancashire	87
9.30	Travel to work	88
9.31	Shopping venues	88
9.32	Access to services	89
9.33	Key issues.....	90

Executive Summary

1.1 Rationale for the research

The rationale for the research is to look at opinions and perceptions of residents in East Lancashire on the quality of life, future aspirations, image of the area, leisure attractions and where people shop. The results of the survey will help the joint partners of the East Lancashire Partnership, Elevate (Housing Market Renewal Project), Blackburn & Darwen Council and the East Lancashire e-Partnership with robust local contextual information to inform work and plan for the future. This is the second time this survey has been conducted (the first was undertaken in 2004) and so the growing wealth of feedback we receive will help understand how feelings, perceptions or needs are changing over time.

1.2 Social Cohesion

Local community cohesion and a sense of community belonging was again one of the strong themes coming out of the survey. There is strong evidence of community belonging in East Lancashire, and especially within neighbourhoods. 77% of respondents feel they belong to their neighbourhood, compared to 72% in 2004, with increasing numbers also feeling that they belong to their district.

Nearly three quarters of those surveyed agree with the statement 'people tend to know one another/help one another' – again higher than 2004. Coupled with the fact that fewer people tend to agree with the statement 'most people tend to keep themselves to themselves', this is an encouraging sign that neighbourliness is on the increase.

Despite the many positive findings, it is equally important to identify the areas where progress has been limited. When looking at neighbourhoods as a place where different backgrounds get on, differences are noted. 66% of BME respondents and only 44% of White respondents agree with this statement. Respecting ethnic differences is also an issue that is showing stunted growth, with more people disagreeing than agreeing with the statement 'my neighbourhood is a place where people respect ethnic differences'. Although these results are similar to 2004, it is the limited progress witnessed that is of concern.

Slightly fewer residents in 2006 state that they had participated in unpaid work and volunteered their services in the last 12 months (44% vs 49% in 2004). Religious activities, children's education, sports activities and assistance for the elderly were the areas benefiting the most.

1.3 Local Neighbourhoods

The population of East Lancashire is relatively stable with nearly 60% of respondents having always lived in East Lancashire and with over 65% still seeing themselves as living in East Lancashire in five years time (very similar to 2004).

The majority of respondents state that within East Lancashire, the image of the sub region is good, with less than 20% stating it to be poor. The exact opposite pattern is found when looking at the image of East Lancashire nationally. 50% state this will be poor whilst just over 15% perceive this to be good.

Over 70% of respondents (66% in 2004) would speak well of their neighbourhood and nearly 55% would speak well of East Lancashire as a whole. This is an important finding – with all the hard work and monies already spent within the region to help improve local communities, it is a crucial by-product for future activity that local residents are aware and acknowledge these efforts.

One of the main attributes identified by respondents which makes the area a good place to live is the 'access to / quality of the countryside' within East Lancashire. Difficulties in finding jobs with a decent wage is regarded as a weakness of the local area.

1.4 Economic Vibrancy

This survey highlights the relatively self contained nature of the East Lancashire economy, with nearly 80% of respondents who are in employment working in East Lancashire (up 5% on 2004) and close to 100% of residents shop for food within the area. Even for specialist goods such as furniture, occasion wear and gifts nearly 70% of respondents buy these within East Lancashire.

Increasing the use of public transport appears to be a rather difficult task – 25% state that none of the proposed options would make them use public transport whilst the only influence that has increased since 2004 is greater congestion on the roads (and

this is by no means the biggest incentive – this actually lies with providing a better bus service).

East Lancashire is less favoured for some leisure activities such as going to the theatre or concerts and despite it being the main place for work and shopping, respondents are not convinced of the economic strength of East Lancashire (similar to 2004). Less than 10% feel their neighbourhood has a strong economy and only a quarter feel that it has attractive town centres.

1.5 Services to the Public

45% of respondents state that they felt they had little influence on local decision making. Worryingly, it seems to be the youngest age group, and those likely to be amongst the population of East Lancashire for many years to come, who are most likely to disagree with this statement.

There was little change compared to 2004 when residents were asked whether they felt their comments are listened to by people who make decisions (with just under 50% disagreeing). The highest level of agreement was found with respect to the statement 'I know what plans there are to change the area in which I live'. 28% agreed with this statement (26% in 2004) although differences across the region were noted.

GP / Family Doctor services are the most highly regarded by respondents with 79% saying they are satisfied with this service (up 5% on 2004). Encouragingly, local Councils have seen some improvement over the two year period. In 2004, levels of satisfaction stood at 28% whilst in 2006 this has risen to 35%.

Highest levels of dissatisfaction remain with dentists, although the overall level of dissatisfaction has fallen slightly from 45% in 2004 to 40% in 2006.

Perhaps linked to the level of dissatisfaction with dentists, the service regarded as being the most difficult to access is that of an NHS dentist. Beyond this however, over a third of those surveyed state they have no difficulty in accessing local services.

The Survey at a glance

Social Cohesion	Local Neighbourhoods	Economic Vibrancy	Services to the public
<p>There is evidence of strong community belonging in East Lancashire.</p> <p>Over 75% of respondents feel they belong to their neighbourhood – compared to 72% in 2004</p> <p>Nearly 75% feel that people in their neighbourhood know and would help one another.</p> <p>Limited progress has been noted with regard to ethnic integration, with more people disagreeing than agreeing with the statement ‘my neighbourhood is a place where people respect ethnic differences’</p> <p>44% of respondents undertake some form of voluntary activity (down 5% on 2004), with education and religious relating activities most common. There is a relatively small untapped potential to undertake some / more volunteering.</p>	<p>The population of East Lancashire is relatively stable.</p> <p>Nearly 60% of respondents have always lived in East Lancashire.</p> <p>Over 65% still see themselves as living in East Lancashire in 5 years.</p> <p>Over 70% would speak well of their neighbourhood and 55% would speak well of East Lancashire as a whole.</p> <p>Accessibility to/beautiful countryside regarded as a popular feature of East Lancashire. Difficulties in finding jobs with a decent wage were seen as a weakness of the area.</p> <p>Whilst the image of East Lancashire with East Lancashire itself is perceived to be good, respondents feel that the area’s national reputation is poor.</p>	<p>Strong evidence is presented of East Lancashire having a relatively self-contained economy</p> <p>Nearly 80% of those who are in employment work in East Lancashire (up 5% on 2004)</p> <p>98% of residents shop for food within East Lancashire</p> <p>Even for specialist goods such as furniture, occasion wear and gifts nearly 70% of respondents buy these within East Lancashire</p> <p>East Lancashire is less favoured for some leisure activities such as going to the theatre or concerts</p> <p>Despite it being the main place for work and shopping, respondents are not convinced of the economic strength of East Lancashire. Less than 10% feel their neighbourhood has a strong economy and only a quarter feel it has attractive town centres.</p>	<p>Respondents feel disconnected from local decision-making, with only 45% feeling that they can influence decisions in their area.</p> <p>Increasing numbers are aware of the plans to change the area in which they live.</p> <p>GP/Family Doctor services are the most highly regarded by respondents, with local Councils seeing an improvement in their service provision (from 28% to 35% satisfied).</p> <p>Dental services have the highest level of dissatisfaction with 40% dissatisfied (down from 45% on 2004)</p> <p>Over 40% cited that they found NHS dentists difficult to access locally.</p>

2 Background and Methodology

2.1 Background to the research

A questionnaire, covering the issues of living and working in East Lancashire was developed by the Partnership, designed to enable a direct comparison with the questionnaire used in the first wave of this research (2004). The survey was sent via post to all panel members along with a covering letter explaining why the different issues were being consulted upon. Respondents had the option of completing the survey online, requesting a large print version and even the option to have the questions translated into another, more familiar language.

The first questionnaires, together with the covering letter, were despatched to all panellists and a sample of over 2000 residents from Blackburn with Darwen on August 21st 2006. A reminder letter and a further set of questionnaires were sent towards the end of September.

A total of 3185 questionnaires were returned, including 345 web responses, (which represents about 11% of all responses, encouraging for a web based methodology and up from 8% on the previous wave).

2.2 Methodologies used

This survey is the second of its kind, utilising the resources of the established East Lancashire Feedback Citizen's Panel. As this survey is designed to cover the whole of East Lancashire it also included a sample of over 2000 residents from the Blackburn and Darwen area taken randomly from the electoral register along with a covering letter explaining why the different issues were being consulted upon.

The Feedback panel of 4016 volunteers drawn from across the five districts, reflecting a cross section of the local community and the Blackburn and Darwen sample, were then 'weighted' 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 a sample of over 6000 residents / members across the whole of East Lancashire 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 1.7% at a 95 percent level of confidence. This means that if the survey was conducted 100 times, the data would be within 1.7 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*
3,185	+/- 1.7%
3,000	+/- 1.8%
2,000	+/- 2
1,500	+/-3
1,000	+/-3
500	+/-4
400	+/-5
300	+/-6
200	+/-7
100	+/-10
50	+/-14
*Assumes a 95% level of confidence	

2.4 Responses to the survey

Compared to the previous wave conducted in 2004, responses were slightly higher for this survey. Blackburn was disappointingly low, despite best efforts to try and boost the response rate. Burnley and Hyndburn saw an increase in their response rate whilst Ribble Valley and Rossendale witnessed a drop in response. This drop is mostly accounted for by the large number of additional surveys sent out above and beyond

the panel members themselves. If you look purely at the response rate from the panel members in Ribble Valley and Rossendale, the %'s increase to 58% and 51% respectively.

Figure 2.2: Response Rates by District

Authority	2006 responses	% of total sample	2004 responses	% of total sample
Blackburn	436	21.1	484	29.8
Burnley	463	47.3	465	44.6
Hyndburn	543	67.0	504	50.6
Pendle	705	67.6	867	74.2
Ribble Valley	389	36.0	245	69.2
Rossendale	558	32.9	352	69.2
Unallocated	91			
Total	3185	41.0	2917	51.2

Source: Living and Working in East Lancashire 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.

3 Respondent Profile

3.1 District

Although response rates were, on the whole, better than previous studies, the Panel will be 'refreshed' early 2007 to identify those members who have a limited track record of responding and to provide the opportunity for new members to voice their opinions. These new members have been recruited via the Best Value surveys each authority has undertaken this autumn, highlighting evidence of their desire to help the Partnership working within East Lancashire.

The Blackburn and Darwen sample of over 2000 residents produced a response rate of 21% which is below average for a postal survey to a random sample of residents just using a covering letter to encourage and participate with the research. However, with over 430 responses the sample was satisfactory and represented the people's views of Blackburn on all the relevant issues.

3.2 Age & Gender

The following table (figure 3.1) summaries the unweighted respondent age and gender profile. There was a slight skew of response towards the female respondent at 55%, with 45% male. According to the 2001 census, East Lancashire has a slight female majority supporting the demographic of feedback respondents.

The trend of female respondents outnumbering the males switches when looking at the 65+ age category, with the males outnumbering the females by over 10%. This is apparent in all areas other than Blackburn and Burnley (where the numbers are fairly equal).

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 4%.

Figure 3.1: Gender and age breakdown by area

Age	Number	%	Unknown		Blackburn		Burnley		Hyndburn		Pendle		Ribble Valley		Rossendale	
			M	F	M	F	M	F	M	F	M	F	M	F		
16-24	110	4%	0	1	9	26	4	10	5	12	6	5	1	11	7	13
25-44	688	22%	12	14	35	56	34	66	54	70	39	94	24	58	69	63
45-64	1522	49%	23	24	56	97	99	113	121	128	174	252	90	98	121	126
65+	802	26%	7	7	30	33	63	66	77	70	105	104	61	50	78	51
Total	3122	100%	42	46	130	212	200	255	257	280	324	455	176	217	275	253

Source: Living and Working in East Lancashire 2006 (Q37 and Q38)

3.3 Ethnicity

The table below shows that 90% of respondents were from a White ethnic background, whilst 10% were from the BME community. This means that the BME population was represented in the majority of areas across East Lancashire reflective of the Census 2001 figures. However, the areas of Blackburn witness a 20% Asian population and the Borough of Pendle a 14% Asian population – as a result, both these districts are slightly under represented.

Figure 3.2: Ethnicity breakdown (weighted responses)

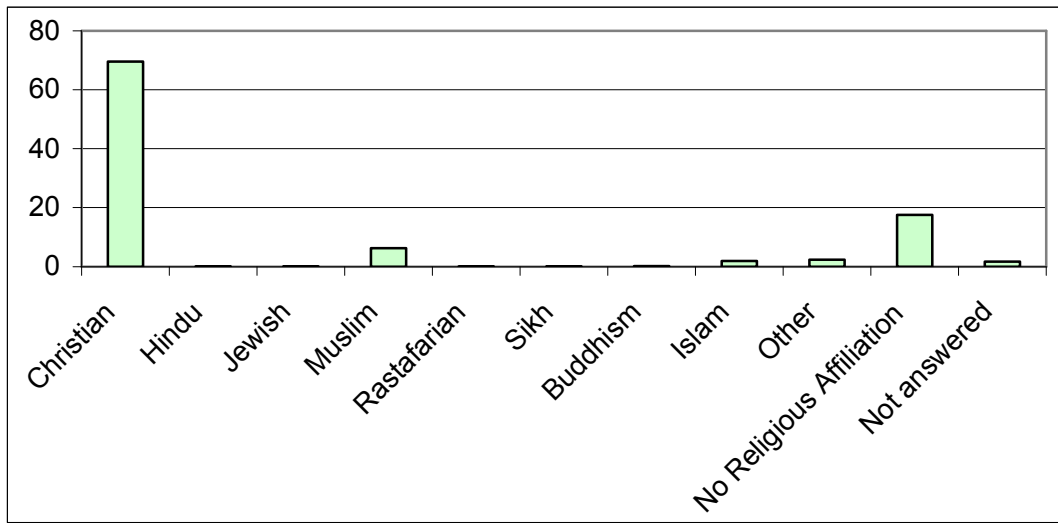
	Number	%
White	2861	89.8
Mixed	23	0.7
Asian or Asian British	257	8.1
Black or Black British	10	0.3
Other ethnic group	8	0.3
Total	3159	99.2
Not answered	26	0.8
Total	3185	100

Source: Living and Working in East Lancashire 2006 (Q52)

3.4 Religion

Respondents were predominantly (nearly 70%) Christian, reflecting the religious breakdown of the majority of East Lancashire. There was slight under representation in the Pendle and Blackburn area that both have a higher Muslim population than is represented in the sample.

Figure 3.3: Religious breakdown

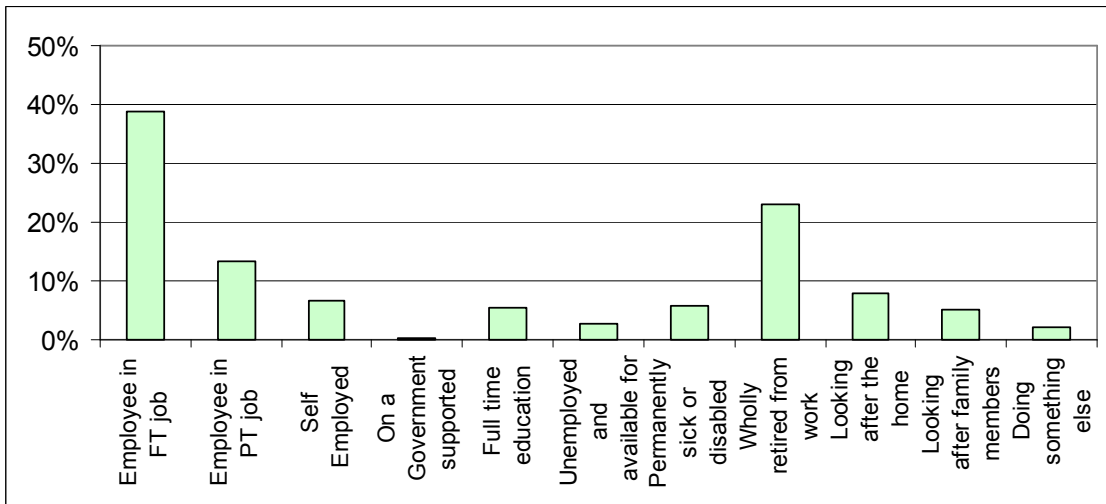


Source: Living and Working in East Lancashire (Q51)

3.5 Economic Status

As can be seen from the chart below 39% of respondents are in full time employment, with the second largest group (23%) classified as being retired from work. The breakdown of economic activity of the weighted respondents to the survey is closely reflective of the population as a whole as profiled in the 2001 census and is very similar to the breakdown found in the 2004 survey.

Figure 3.4: Economic Status breakdown

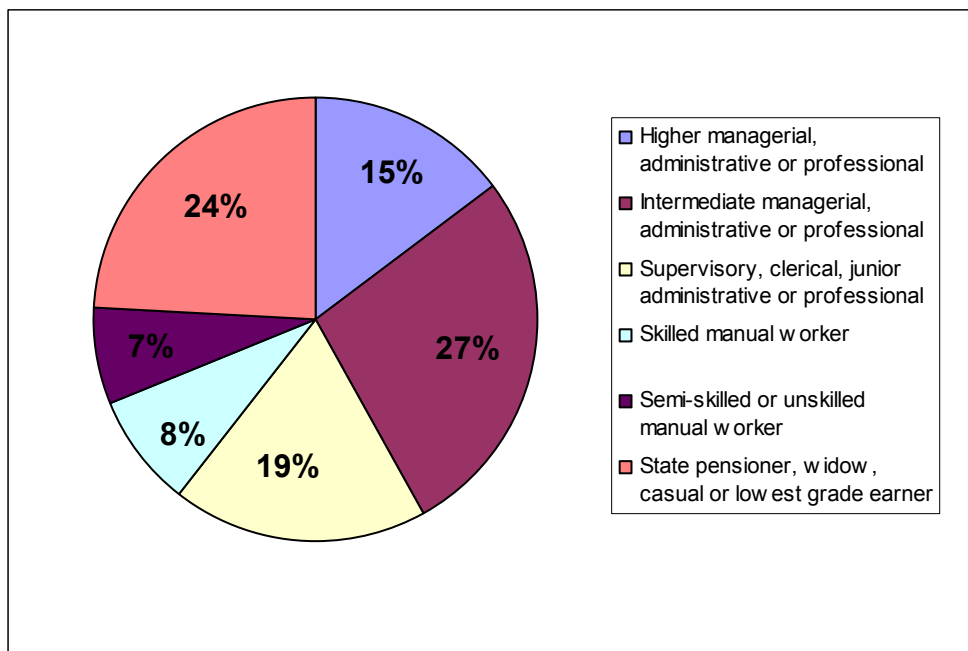


Source: Living and Working in East Lancashire 2006 (Q45)

3.6 Occupational Status

The chart below shows the occupational status of the survey respondents. Just over 40% of respondents are in a management level position, with nearly a quarter of respondents being classified as a state pensioner, widow, casual or lowest grade earner. In 2004, the proportion of state pensioners was slightly higher at 28%, with management positions being slightly less at 40%.

Figure 3.5: Occupational status breakdown



Source: *Living and Working in East Lancashire 2006 (Q48)*

The table below shows a breakdown of respondents' occupational status by age band, ethnicity and district. The pattern within the districts tend to reflect what might be expected – the greatest % of higher managerial positions are held by residents living within Rossendale and Ribble Valley. BME respondents have much fewer within the state pensioner, widow, casual or lowest grade earner. The pattern found within the age bandings concurs with expectations – higher managerial roles are typically held by older residents, whilst intermediate management and supervisory posts are more likely to be occupied by younger residents.

Figure 3.6: Occupational status breakdown

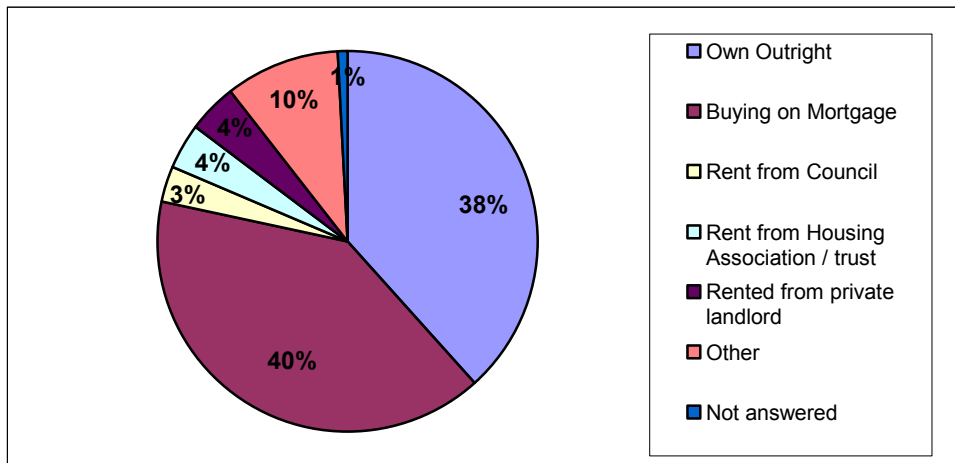
	Higher managerial, administrative or professional	Intermediate managerial, administrative or professional	Supervisory, clerical, junior administrative or professional	Skilled manual worker	Semi-skilled or unskilled manual worker	State pensioner, widow, casual or lowest grade earner
All	14.6%	22.9%	15.8%	8.3%	6.6%	31.8%
16-24	4.9%	34.3%	30.2%	12.5%	11.7%	6.4%
25-44	20.9%	38.0%	23.7%	8.5%	6.7%	2.1%
45-64	17.8%	25.4%	18.3%	11.6%	9.2%	17.6%
65+	2.9%	2.5%	1.6%	0.9%	0.7%	91.5%
White	15.1%	26.3%	18.5%	8.6%	6.6%	25.0%
BME	12.4%	36.5%	22.9%	6.5%	11.2%	10.6%
Blackburn	10.5%	29.9%	23.9%	7.6%	8.9%	19.1%
Burnley	11.4%	23.0%	20.5%	7.1%	10.2%	27.8%
Hyndburn	13.8%	29.6%	15.0%	12.0%	5.5%	24.1%
Pendle	11.9%	24.5%	19.0%	6.8%	8.6%	29.1%
Ribble Valley	20.5%	25.3%	17.5%	7.9%	6.5%	22.3%
Rossendale	20.2%	29.9%	17.2%	9.1%	2.3%	21.3%

Source: Living and Working in East Lancashire 2006 (Q48)

3.7 Housing Situation

Over three quarters 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 35% with the 16 – 24 age band. It is interesting to note that the equivalent figure for the 16-24 age band was 40% in 2004. Thus, the research suggests that fewer 16 – 24 year olds either own their home or have taken out a mortgage to purchase a home (a reflection of the difficulties encountered in getting onto the housing market ladder). Furthermore, Pendle, Hyndburn and Burnley have the highest percentage of owner occupiers (with Ribble Valley sitting close behind these three), a reflection of affordability issues starting to materialise in Ribble Valley.

Figure 3.7: Housing situation

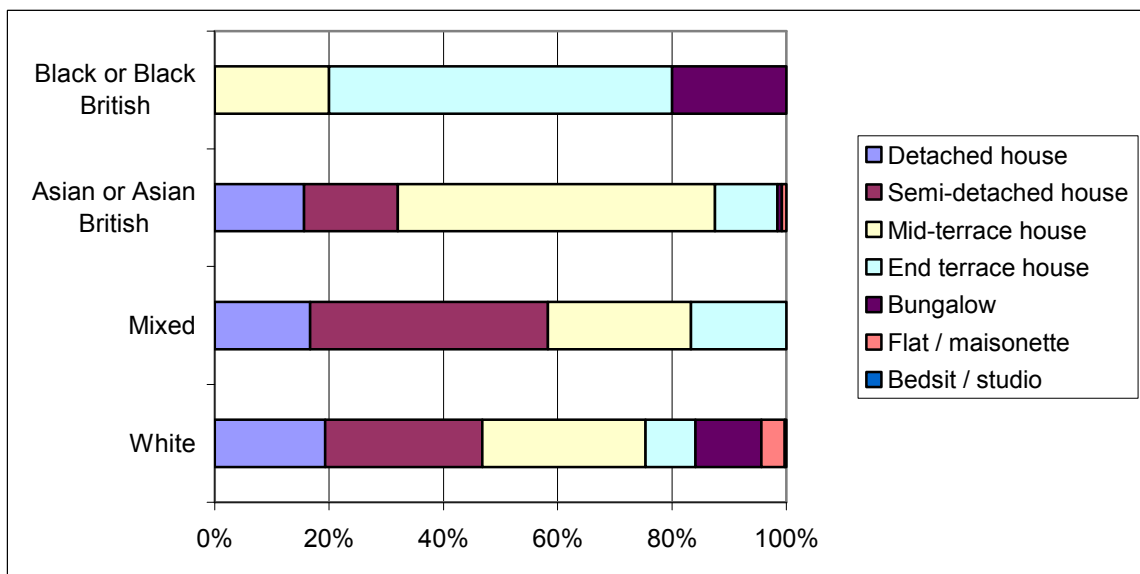


Source: Living and Working in East Lancashire 2006 (Q39)

3.8 Property type

An interesting mix of responses was noted when looking at the types of property local residents live in. The Asian population has the highest proportion of terraced housing (66%), whilst semi-detached and detached properties are most likely to be occupied by either Mixed or White ethnicities. As expected, Ribble Valley accounts for the largest proportion of detached housing, whilst Hyndburn is marginally higher when it comes to terraced housing stock.

Figure 3.8: Property type

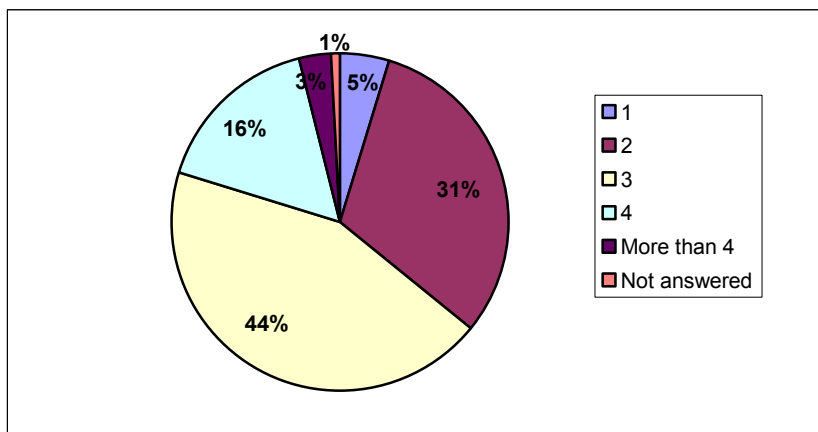


Source: Living and Working in East Lancashire 2006 (Q40)

3.9 Number of bedrooms

As you would expect, the majority (75%) of properties are made up of either 2 or 3 bedrooms. However, nearly of fifth of properties contain at least 4 bedrooms. These are typically found in Ribble Valley and Rossendale although all 6 districts have a reasonable proportion, ranging from 14% (Hyndburn) to 30% (Ribble Valley). Also worth mentioning is the fact that Ribble Valley also accounts for the largest proportion of 1 bed properties (nearly 7%). This adds further weight to the suggestion that this district is beginning to show signs of affordability constraints. It is also evident that Asian and Mixed ethnicities are more likely to have a larger number of bedrooms, with 10% of Asian respondents stating that they have more than 4 bedrooms.

Figure 3.9: Number of bedrooms



Source: *Living and Working in East Lancashire 2006 (Q41)*

3.10 Property satisfaction

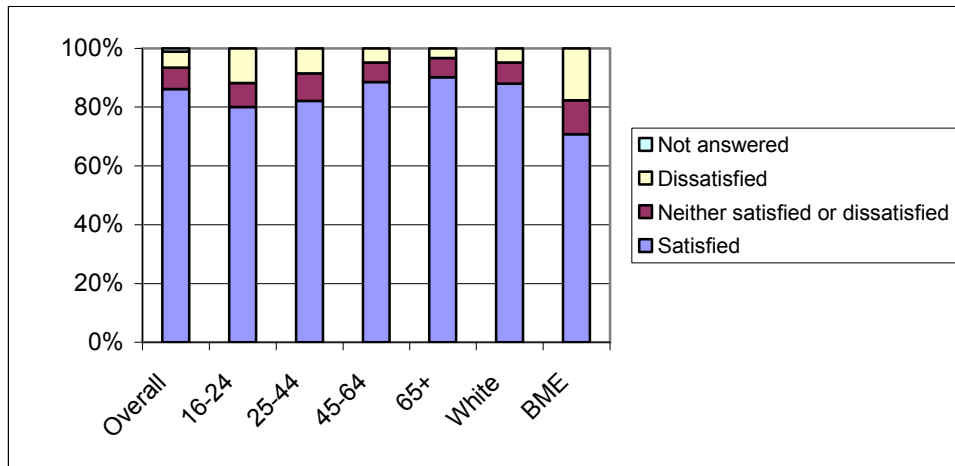
Figure 3.10 below highlights differing levels of satisfaction with current property across both age bands and also ethnic backgrounds. It is evident that the 16-24 age band have a higher level of dissatisfaction, with this level of dissatisfaction decreasing as you progress through each age band. This might suggest one of two causes:

1. Limited housing choice within East Lancashire, particularly for the young with different needs and aspirations to the older generation
2. Affordability constraints – for those who have owned their property for many years, this is perhaps less of an issue. For those who have been forced to purchase a property at a lower standard than they would ideally have liked, dissatisfaction is the natural outcome

There is also a high level of dissatisfaction amongst the BME community, with just under a fifth of respondents stating they are either 'fairly dissatisfied' or 'very

dissatisfied' with their property. This is perhaps coupled with the fact that terraced stock makes up a large proportion of the Asian property type (see figure 3.8 above). These properties may be smaller than is required and in a state of requiring a significant degree of repair due to the age of these buildings. This same logic could also be put forward as an explanation as to why Hyndburn has a slightly higher level of dissatisfaction when compared to the other East Lancashire districts.

Figure 3.10: Satisfaction levels

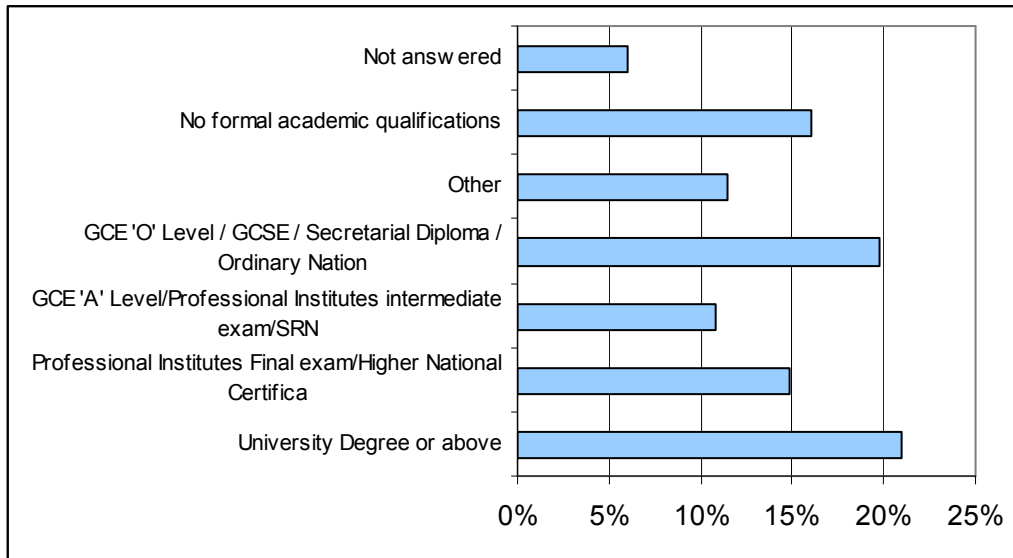


Source: *Living and Working in East Lancashire 2006 (Q42)*

3.11 Qualifications

Figure 3.8 below shows over a fifth of respondents having obtained a university degree or above, with these rates being higher amongst Mixed ethnic respondents and people from the Ribble Valley area. This compares favourably with the 2001 census that reports a figure of 15% for the percentage of 16 – 74 year olds with a first degree or higher in East Lancashire and is a similar finding to that highlighted in the 2004 survey. Just under 35% of the citizen's panel 65+ age group have no formal academic qualifications, with the figure standing at 3% for the 16 – 24 age group. This is an improvement on the 2004 survey whereby the figures were 40% and 5% respectfully.

Figure 3.8: Qualifications breakdown



Source: *Living and Working in East Lancashire 2006 (Q49)*

3.12 Access to a car

Similar patterns in car ownership can be seen compared to the 2004 survey. Over 86% of respondents have access to a car, with this figure being slightly lower in the 16 – 24 and 65+ age groups. Blackburn and Burnley are the only districts to witness a fall in the percentage of residents who have access to a car.

Figure 3.11: Percentage of respondents with access to a car by age, ethnicity and Borough

	Yes		No	
	2006	(2004)	2006	(2004)
All	86%	85%	13%	15%
16-24	82%	80%	18%	20%
25-44	91%	88%	9%	12%
45-64	91%	91%	9%	10%
65+	78%	73%	22%	27%
White	87%	85%	13%	15%
BME	85%	86%	15%	14%
Burnley	84%	87%	16%	13%
Blackburn	80%	83%	20%	17%
Pendle	89%	87%	11%	13%
Hyndburn	85%	82%	15%	18%
Rossendale	91%	87%	9%	13%
Ribble Valley	92%	87%	8%	13%

Source: *Living and Working in East Lancashire 2006 (Q50)*

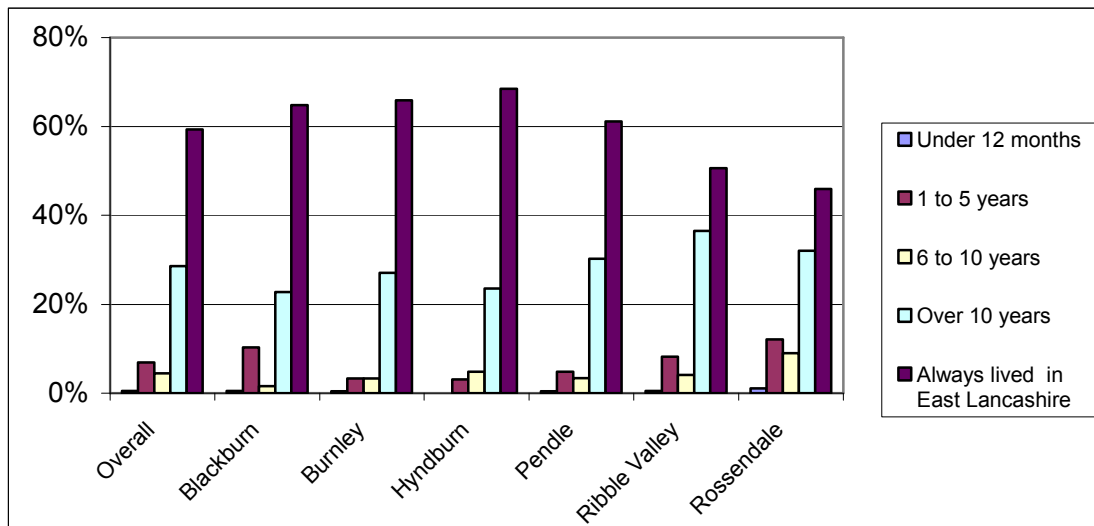
4 Living in East Lancashire

4.1 Length of residence in East Lancashire

The majority of respondents (88%) say they have lived in East Lancashire for over 10 years. Ribble Valley and Rossendale have the lowest % of respondents who have lived in the Borough all their lives, accounting for 51% and 49% respectively.

Rossendale also has the highest proportion of residents who have lived there less than 5 years, perhaps indicative of the area as a newly formed commuter base to Manchester. Overall, however, the population appears to be relatively stable – this finding is very similar to that found in 2004.

Figure 4.1: Length of residence in East Lancashire breakdown by Borough



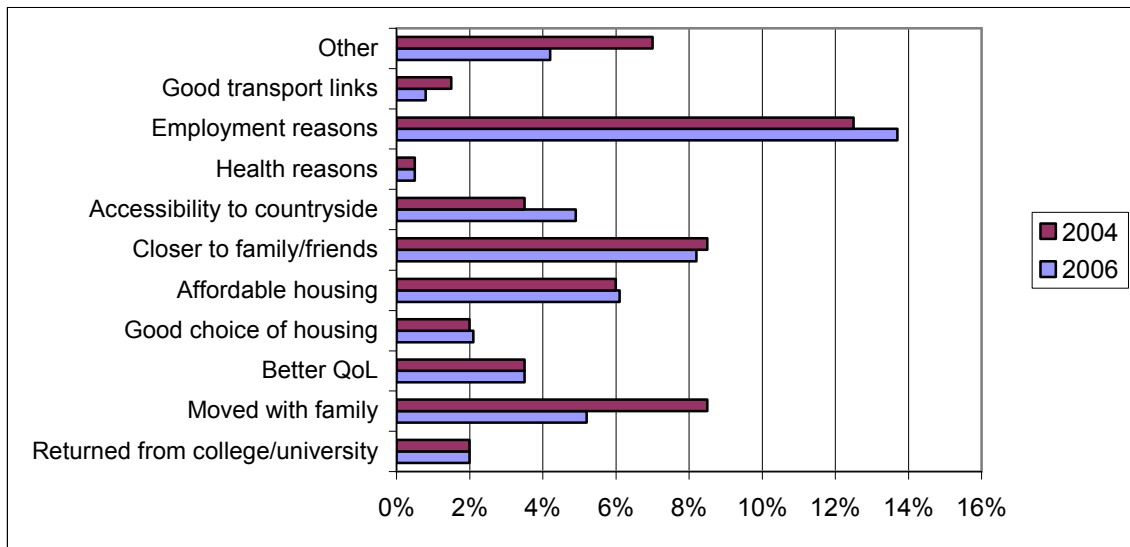
Source: Living and Working in East Lancashire (Q1)

4.2 Why people move to East Lancashire

Employment remains the main “pull” into East Lancashire (dominated by the 45-64 and 65+ age groups) at nearly 14%, with 8% moving to be closer to their family/friends.

Moving to East Lancashire as a child with the family appears to be less of a driver this time round, perhaps suggesting a shifting tide away from the traditional ‘stable’ community to a more diverse and dynamic community. There was little difference found between White and BME respondents, with both these groups showing similar drivers.

Figure 4.2: Why people move to East Lancashire

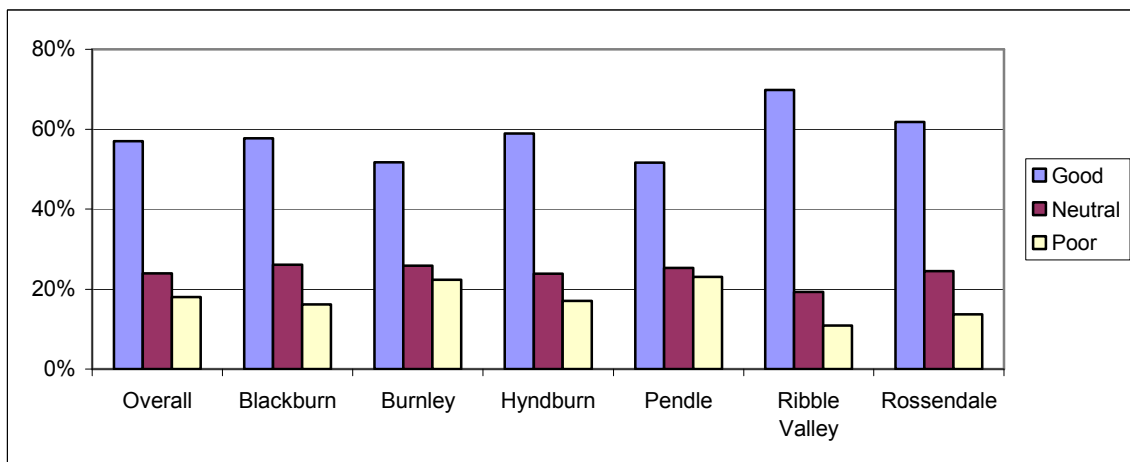


Source: *Living and Working in East Lancashire (Q2)*

4.3 Views on the image of East Lancashire

Over half of all respondents say that within East Lancashire the image of their sub region is good. This is a similar finding to that found in the 2004 survey. Fewer respondents this time round gave a neutral response and a slightly higher number stated the image is poor. Ribble Valley and Rossendale have the highest 'good' response and also the lowest 'poor' response. This is unsurprising for Ribble Valley but Rossendale in the 2004 survey was regarded as one of two districts (along with Pendle) as having the best positive image. Pendle is still seen as having a relatively poor image, closely followed by Burnley.

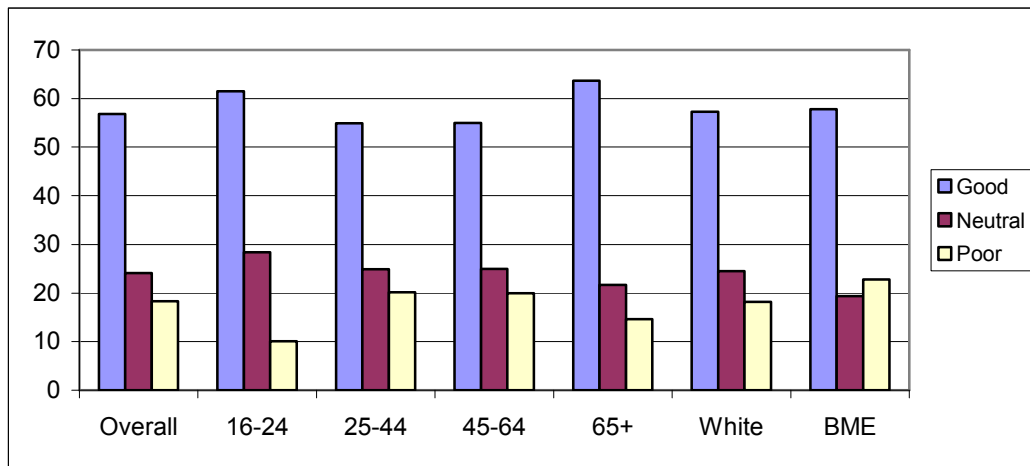
Figure 4.3 Image of East Lancashire within East Lancashire



Source: *Living and Working in East Lancashire 2006 (Q3)*

Looking at the breakdown of the image of East Lancashire by age and ethnicity it is interesting to note the positive responses provided by the youngest and the oldest age categories. Over 60% stated that the image of East Lancashire from within East Lancashire was either very good or good, and a mere 10% of the 16-24 age group stated that this image was poor. It appears to be the middle aged respondents who regard the image as being less positive.

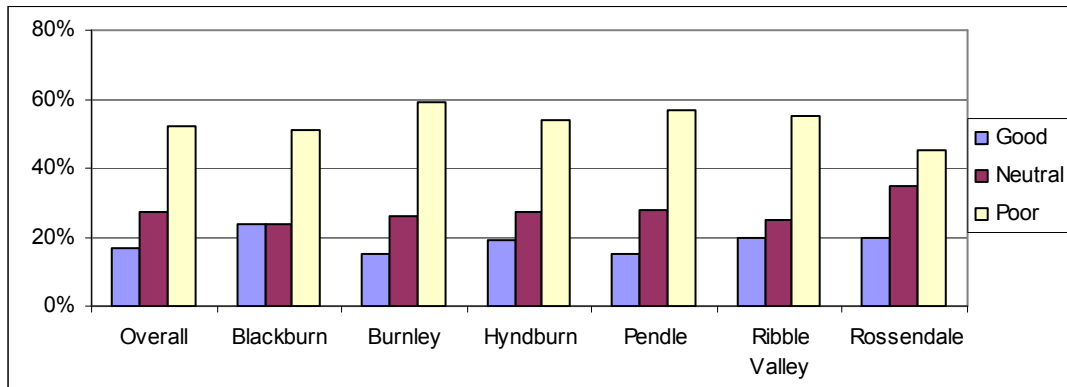
Figure 4.9 Image of East Lancashire within East Lancashire breakdown by age and ethnicity



Source: *Living and Working in East Lancashire 2006 (Q3)*

The exact opposite pattern is witnessed when looking at how residents think the image of East Lancashire is regarded nationally. Overall, over 50% of respondents think that this image will be poor – this trend was also witnessed across all 6 districts, with Burnley residents (at nearly 60%) stating the highest perceived level of poor image and Rossendale the lowest (45%). This is a marginal improvement on the 2004 survey, as 15% (overall) stated that the national image would be seen as being good. The results below show this has increased slightly to 17%. The youngest age bracket (16-24) were more likely to state that the national image is positive – 33% stated that the image is either very good or good. BME respondents were also more likely to regard the national image of East Lancashire more favourably – 32% stated the image was very good/ good compared to only 18% from White respondents.

Figure 4.10 Image of East Lancashire nationally



Source: *Living and Working in East Lancashire 2006 (Q3)*

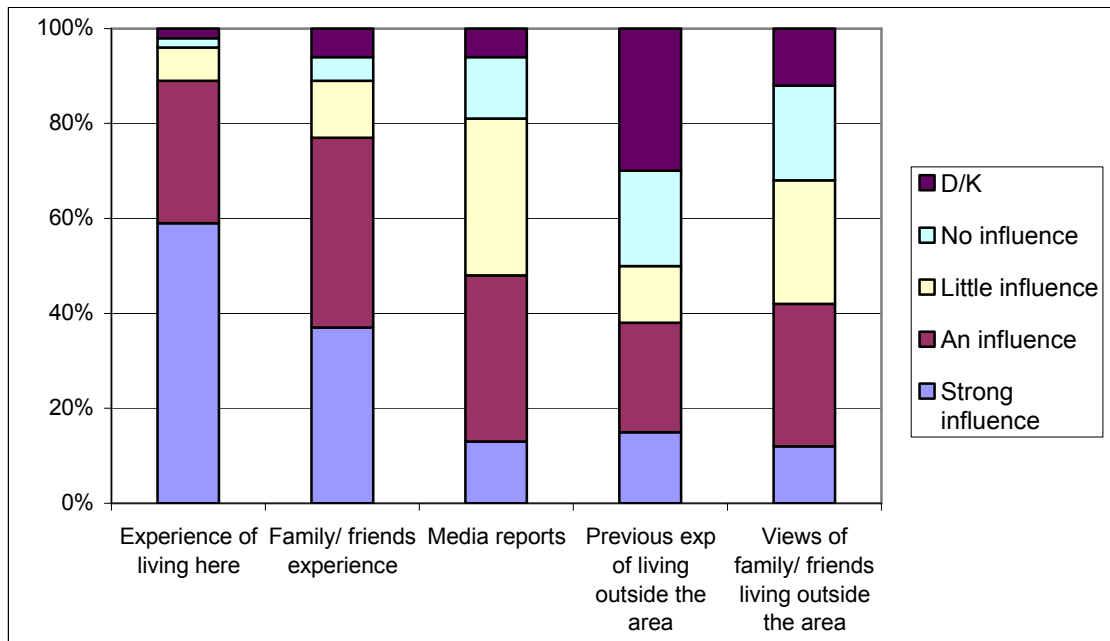
For those who described the image of East Lancashire as being 'poor', the following reasons were most often cited:

- Cloth cap image
- Too many immigrants
- Shabby housing/ old housing/ derelict housing
- Negative press reports
- Negative preconceptions
- Dirty

4.4 Influence on opinion of area

When asked what factors influenced their perception of East Lancashire, the majority of respondents (89%) felt that living in the area influences their opinion, with nearly 60% being strongly influenced. These results (across all the influences) are very similar to the 2004 survey. The residents from Ribble Valley and Pendle recorded the highest response to this option (compared to Hyndburn and Rossendale in 2004), as did respondents in the age range of 45 – 64 (comparable to 2004). Over three quarters of respondents also feel that family / friends who live in the area are some kind of an influence. Little difference was noted between ethnicities across these two main influences.

Figure 4.11 Influence on opinion of area



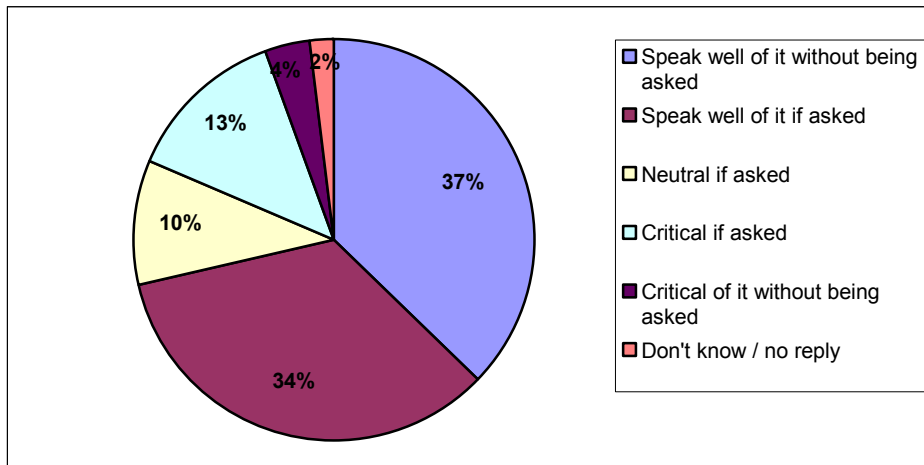
Source: *Living and Working in East Lancashire 2006 (Q5)*

4.5 How well individuals would speak of the area

Residents are important advocates for their area and so respondents were asked how well they would speak of their neighbourhood and East Lancashire as a whole. Over 70% of respondents have said they would speak well of their neighbourhood. This is a slight improvement on the 2004 survey where 66% stated this to be the case. This finding is particular true in Ribble Valley, with 90% speaking well of their neighbourhood. Again this is an improvement on the 2004 results, where the comparable figure stood at 80% for Ribble Valley. In fact, Blackburn, Pendle and Rossendale have seen an improvement in this measure, whilst for Burnley and Hyndburn the % has fallen slightly.

White respondents were more likely to state they would speak well of their neighbourhood compared to BME respondents (71% vs 64%), however, both ethnicities (especially the BME respondents) have shown a marked improvement on the 2004 results (previously only 67% and 55% respectfully).

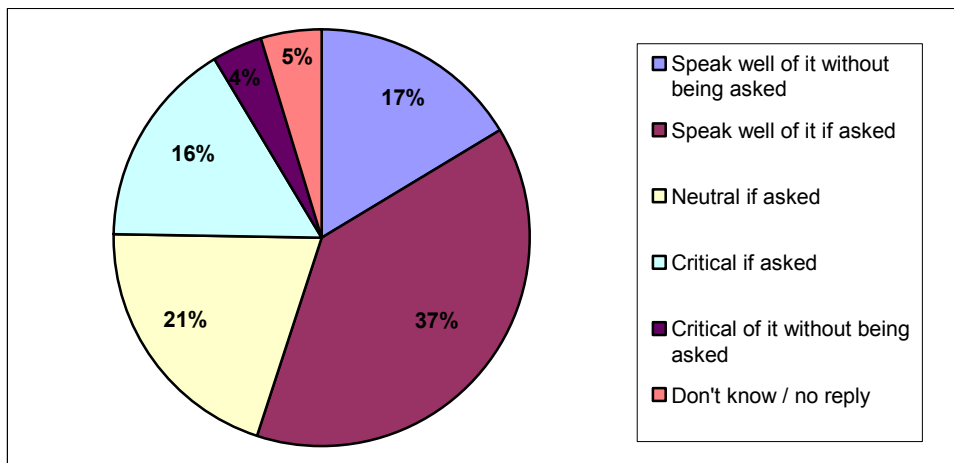
Figure 4.12 How well individuals would speak of their neighbourhood



Source: *Living and Working in East Lancashire 2006 (Q6)*

Nearly 55% of respondents would speak well of East Lancashire. Encouragingly, this figure is 5% higher than that found in the 2004 survey (50%). A fifth would give their opinion of East Lancashire as 'Neutral' if asked, and similarly one fifth would be critical, which is higher to that found with the neighbourhood response. It appears that progress is being made both at a neighbourhood level and also at the East Lancashire level. The gap between these two also seems to be widening, suggesting that the neighbourhood satisfaction is growing at a faster rate than that of East Lancashire.

Figure 4.13 How well individuals would speak of East Lancashire



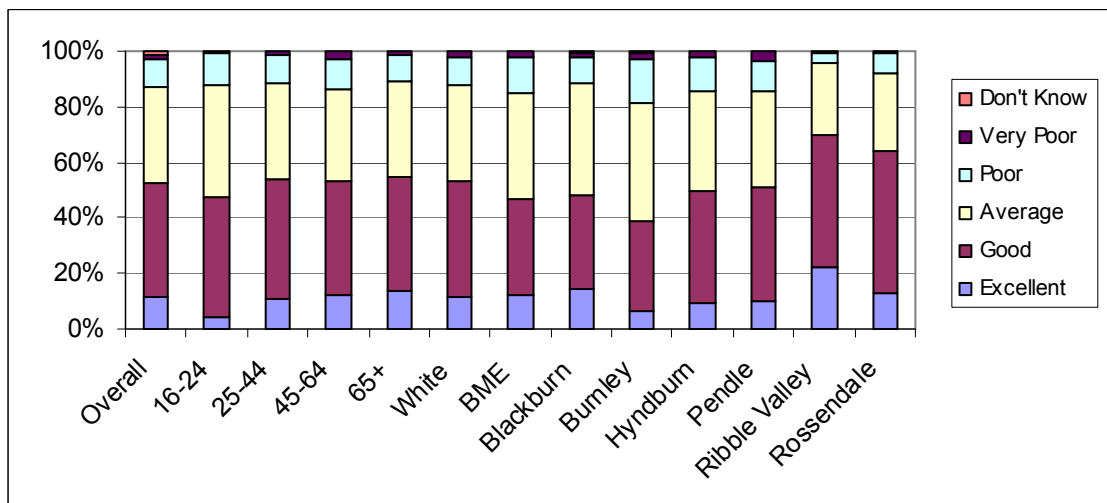
Source: *Living and Working in East Lancashire 2006 (Q6)*

4.6 Rating of East Lancashire as a place to live

Over half of all respondents say that East Lancashire is a good place to live. This is a slight improvement on 2004. In particular over 60% of respondents in Ribble Valley and Rossendale enjoy the pleasures of East Lancashire. It is interesting to note the shifts since 2004 – Ribble Valley, Rossendale and Pendle have all improved, whilst Hyndburn and Burnley’s rating has worsened. The overall situation has improved slightly with 53% stating East Lancashire is a good place to live. The number of BME residents rating East Lancashire as a good place to live has also fallen over the two year period.

The least satisfied respondents are those from Burnley, of whom 18% rated East Lancashire as being either a poor or very poor place to live (this compares to 13% in 2004).

Figure 4.14 Rating of East Lancashire as a place to live



Source: Living and Working in East Lancashire 2006 (Q7)

4.9 Key issues

- East Lancashire has a relatively stable population base, with Rossendale showing signs of becoming less so as its links to Greater Manchester appear to grow
- Employment remains the driving force in bringing people to East Lancashire, closely followed by the desire to be closer to family/ friends
- Residents of East Lancashire regard the area as having a good image. However, these same residents perceive that the image of East Lancashire

Living and Working in East Lancashire 2006

nationally will be poor, influenced by its 'cloth cap' image and reports of high levels of immigration

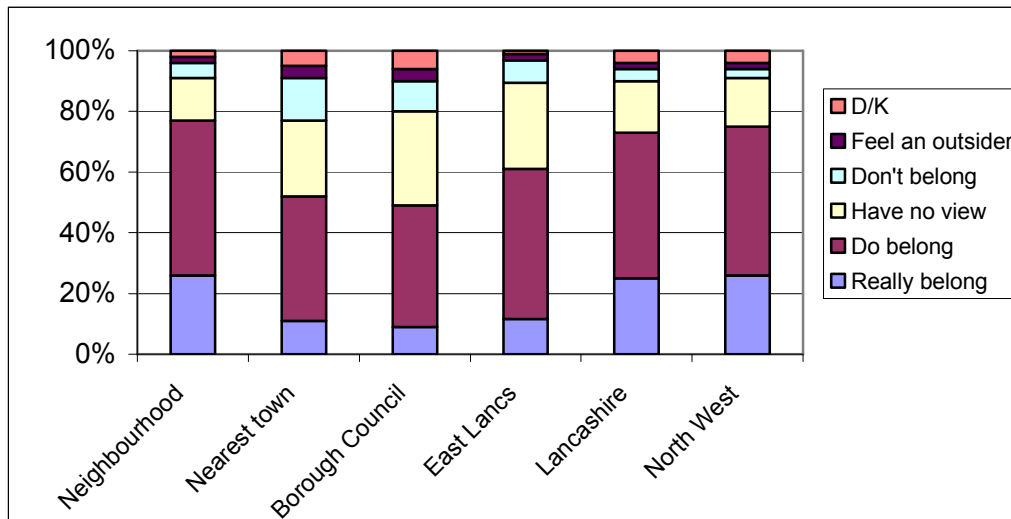
- Over 70% of respondents state that they would speak well of their neighbourhood (a slight improvement on 2004) with White respondents being more favourable than BME residents. Over half of those surveyed would also speak well of East Lancashire
- Ratings of East Lancashire as a whole are improving – over 50% would rate the area as a good place to live

5 Local Community

5.1 Belonging

77% of respondents felt a real sense of belonging to their neighbourhood, 5% higher than the last time the survey was undertaken. This feeling was strongest amongst the 65+ age group and residents from Ribble Valley and Rossendale, with increasing numbers compared to the 2004 results. When looking at the ethnic split, the BME feeling of belonging is less pronounced than last time round – only 74% felt a sense of belonging to their neighbourhood compared to 81% in 2004.

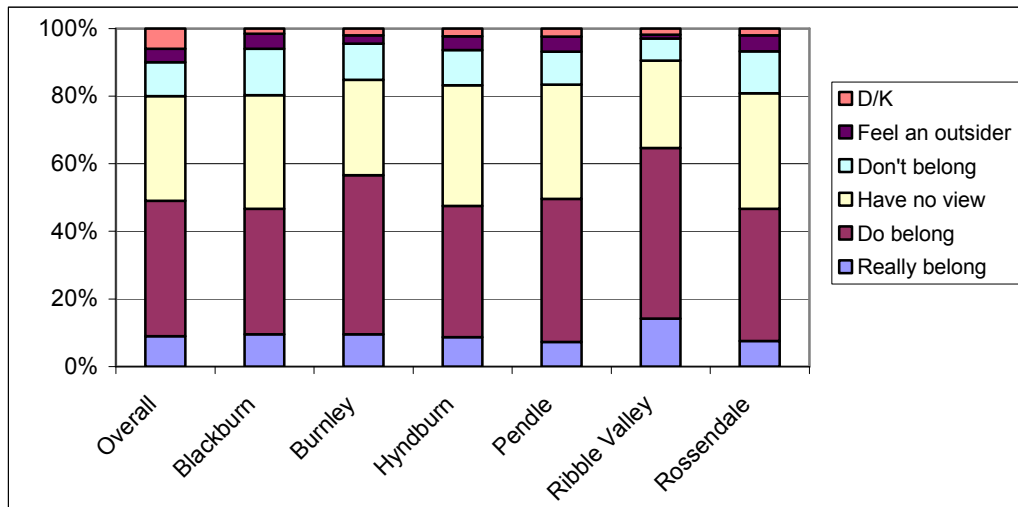
Figure 5.1 Feeling of Belonging to Local Area



Source: Living and Working in East Lancashire 2006 (Q8)

Worryingly, less than half of all respondents felt a sense of belonging to their local district, although this was up by 7% on the 2004 figure. This is typically a trait of the younger respondents, although the comparison to 2004 shows that this is becoming less of an age issue. The BME community feel they belong to their district more than the White community – 8% vs 15% respectively (these figures were similar at around 16% in 2004). Blackburn and Rossendale residents appear to be the most disgruntled, with 19% and 17% respectively stating they feel as though they do not belong (an increase of 4% and 5% on 2004).

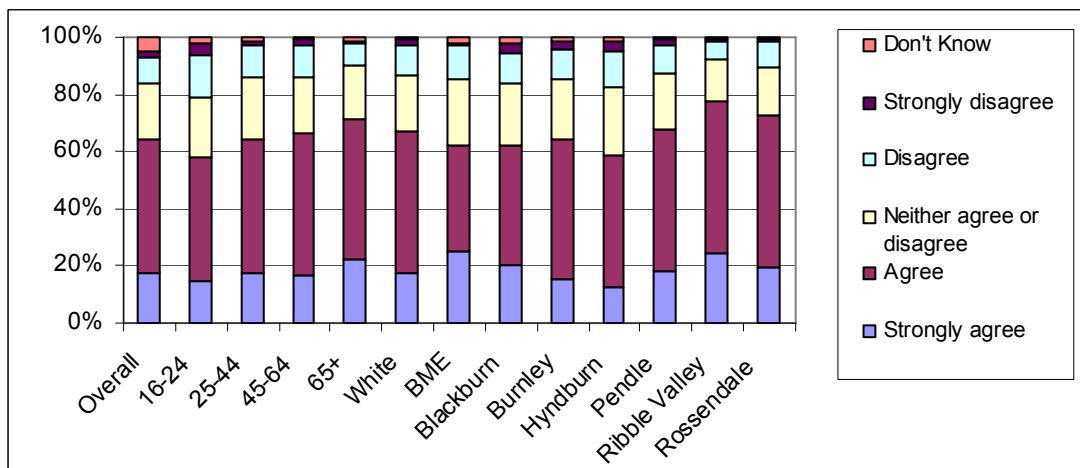
Figure 5.2 Feeling of belonging to district analysed by district



Source: Living and Working in East Lancashire 2006 (Q8)

Over 70% of the respondents from Ribble Valley, Rossendale and the 65+ age group tended to be more likely to agree with the statement *'People tend to know one another / help one another in their neighbourhood'*. The %'s are an overall improvement on the 2004 survey, with Burnley losing out on the top spot. The consistently higher %'s are encouraging, reflecting the fact that the area is becoming more neighbourly.

Figure 5.3 People tend to know one another / help one another

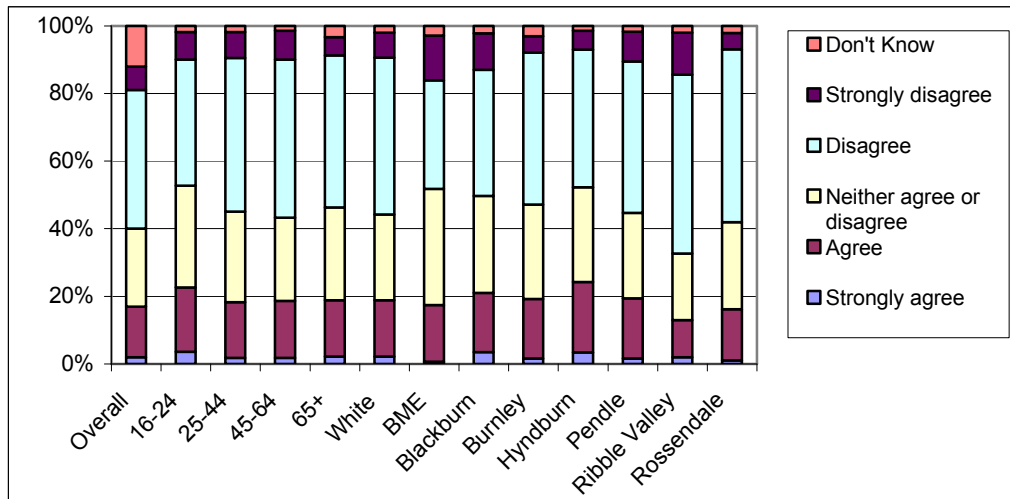


Source: Living and Working in East Lancashire 2006 (Q12)

Over 48% of all respondents said they disagreed with the following statement *'People tend to know one another but do not help one another'*, up from 42% previously. Again this is notably higher for Ribble Valley (an increase from 46% in 2004 to 65%). BME respondents have the highest proportion of 'strongly disagree' responses along with

the smallest number of 'strongly agree' responses. Hyndburn and the 16-24 age group have the highest number of residents agreeing with this statement. These increasing percentages highlight the growing perceptions of neighbourliness across the area.

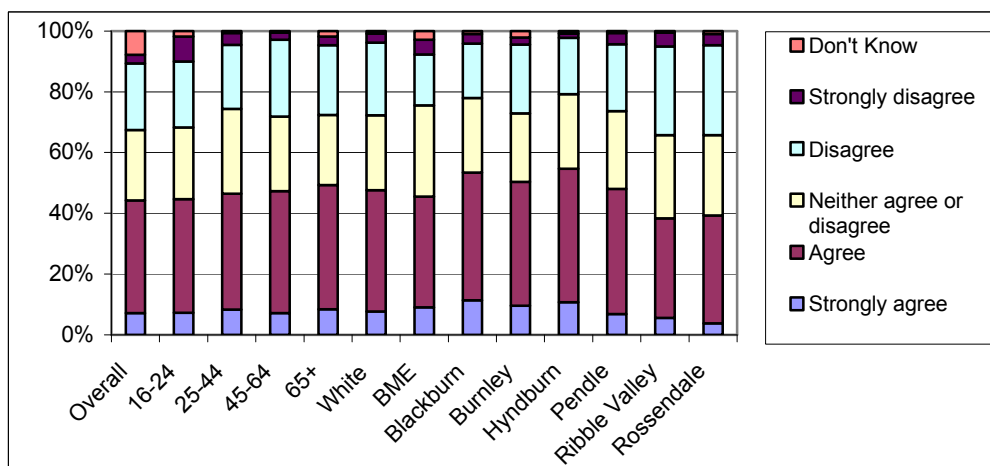
Figure 5.4 People tend to know one another but do not help one another



Source: Living and Working in East Lancashire 2006 (Q12)

Most people with an opinion (44%) tend to agree with the statement that '*most people keep themselves to themselves*'. This is slightly lower than in 2004, perhaps reflecting a greater degree of community interaction. Blackburn and Hyndburn seem to lead the way in agreeing with this statement, overtaking the 2004 lead from Rossendale. In fact, Rossendale has seen a dramatic decline in the % of residents agreeing with this statement (50% down to 39%).

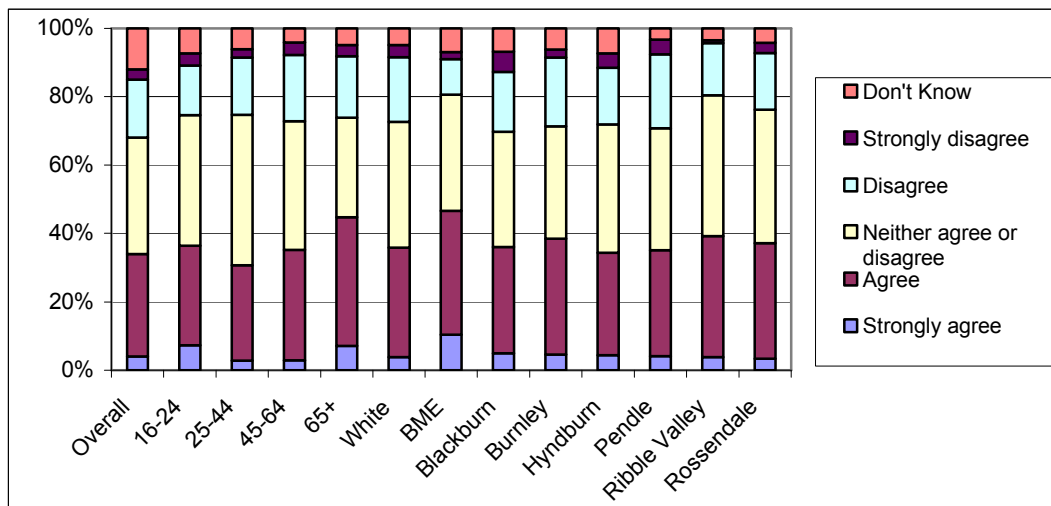
Figure 5.5 Most people keep themselves to themselves



Source: Living and Working in East Lancashire 2006 (Q12)

The 2004 survey found that respondents had mixed feelings when it came to having things in common with their neighbours. Just under a third of respondents said they had things in common, and again a third of respondents said they didn't have things in common with people in their neighbourhood. Contrasting this to the 2004 study, a greater proportion of responses (34%) stated that they agreed with the statement whilst only 20% stated some level of disagreement. It is also interesting to note that the BME respondents had the highest proportion of agreement, although this was a similar finding in the 2004 survey. This is again evidence towards a gradually increasing cohesive neighbourhood.

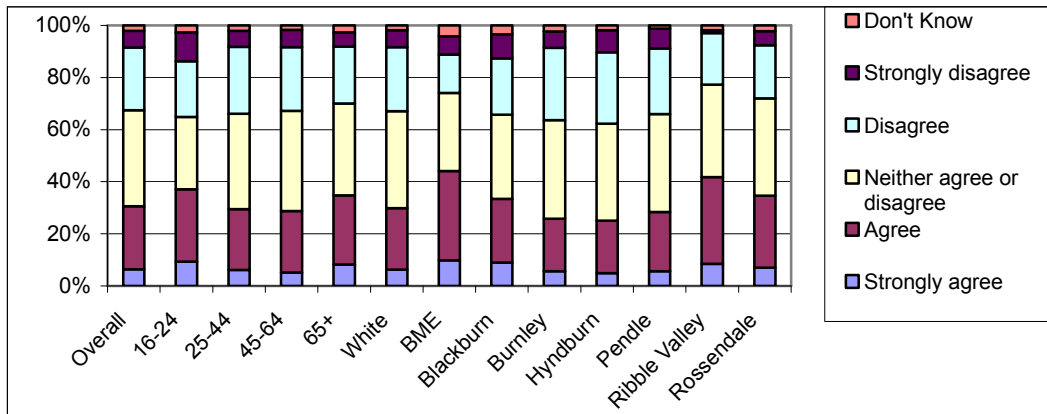
Figure 5.6 Most people have a lot in common



Source: *Living and Working in East Lancashire 2006 (Q12)*

Nearly 30% of respondents identified their neighbourhood as a close knit community (up by 3% on 2004). Respondents from the BME community and Ribble Valley were most likely to agree with this statement. The BME finding is similar to 2004 but Ribble Valley have shown a vast improvement (from 25% in 2004 to 42%). Burnley and Hyndburn are most likely to disagree with this statement (and Burnley were most likely to disagree in 2004).

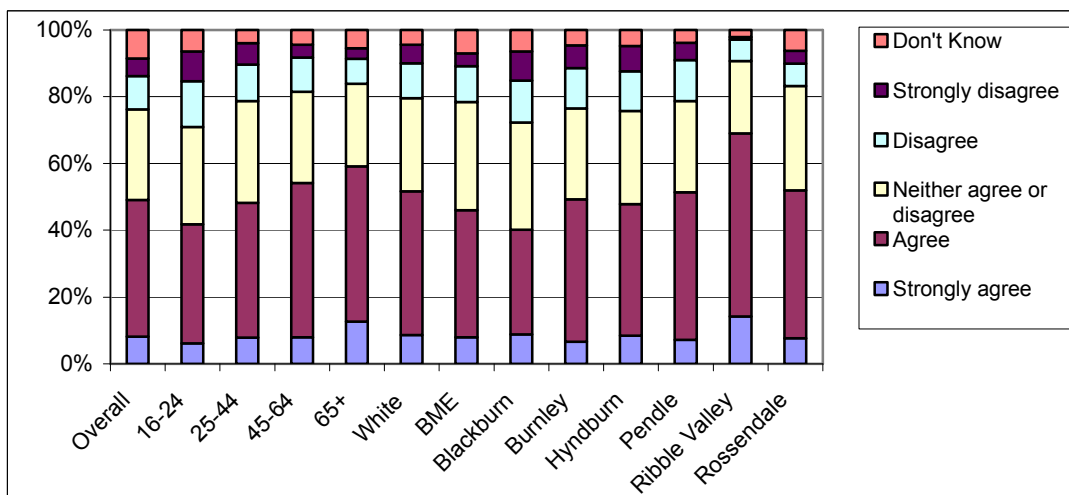
Figure 5.6 This is a close knit community



Source: Living and Working in East Lancashire 2006 (Q12)

Nearly 50% of respondents stated that people in their neighbourhood could be trusted, an increase of 4% on 2004's findings. The oldest age group (65+) and Ribble Valley were most likely to agree with this statement. The youngest age group (16-24) and Blackburn residents were most likely to disagree with the statement. The age trend is similar to that found in 2004 (with the older residents in agreement) but the district findings are more pronounced. In 2004, there was no clear winner, with Ribble Valley and Burnley seeing 50% of their residents agreeing with the statement and Rossendale polling the lowest % of residents in agreement. In 2006, the differences are marked, with Ribble Valley clearly leading the way and Blackburn lagging behind somewhat.

Figure 5.7 People in my neighbourhood can be trusted

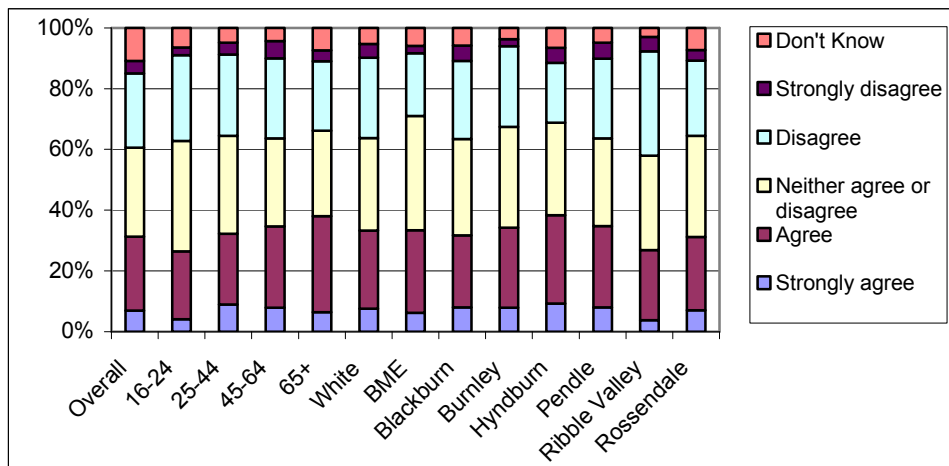


Source: Living and Working in East Lancashire 2006 (Q12)

A similar proportion of residents across East Lancashire both agree and disagree with the statement *'people do not share the same values'* within their neighbourhood. This again appears to be linked to age – the older you are the more likely you are to agree with the statement. Hyndburn has a slightly higher % of residents in agreement, although this is not too dissimilar across the 6 authorities (with the exception of Ribble Valley where the % is notably lower).

That said, the findings are an improvement on 2004, where only 24% overall disagreed with the statement (vs 29% in 2006). The age trend was less pronounced in 2004 and the district findings were much less dispersed, ranging from 29% in agreement in Burnley to 34% in agreement in Pendle.

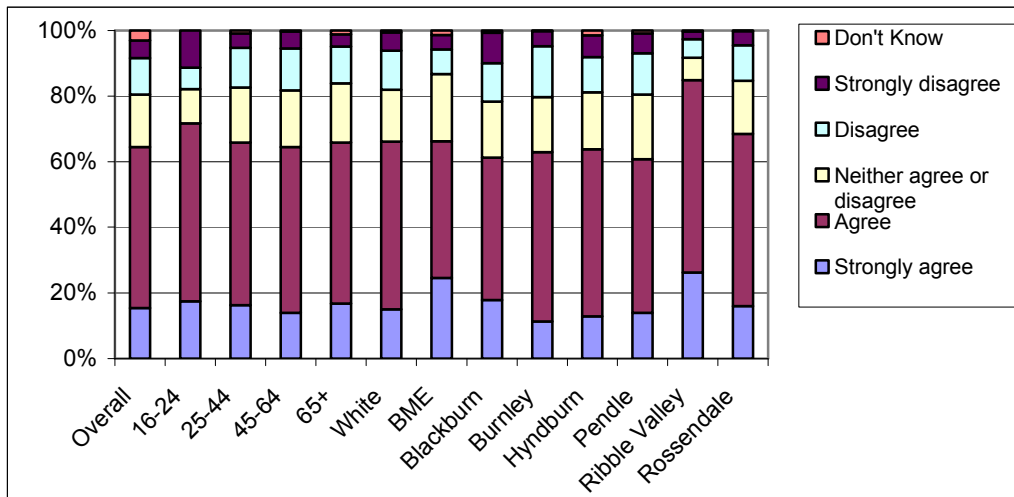
Figure 5.8 People do not share the same values



Source: Living and Working in East Lancashire 2006 (Q12)

64% of individuals feel safe in their neighbourhood, 5% higher than 2004. The youngest age group tend to feel safer than any other age group, whilst residents from Ribble Valley and Rossendale also feel much safer in their neighbourhood. Again, the age finding was less pronounced in 2004 – a mere 50% of people aged 16-24 stated they felt safe, compared to 72% in 2006. The age group who felt the safest was in fact the 45-64's in 2004. All districts have seen an improvement in this safety rating since 2004, with Ribble Valley and Rossendale seeing the greatest % increases.

Figure 5.9 I feel safe in my neighbourhood

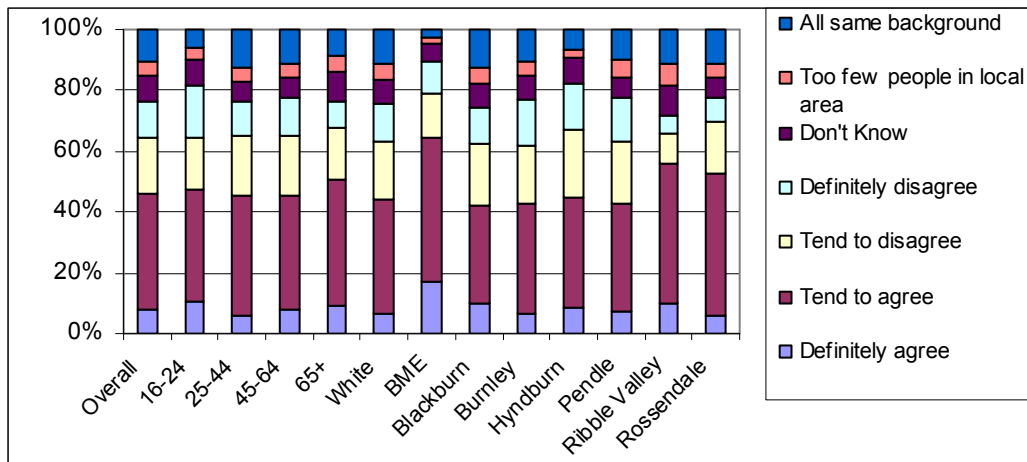


Source: Living and Working in East Lancashire 2006 (Q12)

5.2 Neighbourhoods as a place where people from different backgrounds get on

The most noticeable difference when looking at responses to whether the neighbourhood is a place where people from different backgrounds get on is that found between the BME community and the White community. Two thirds of all BME respondents said that their neighbourhoods were places where people from different backgrounds got on, compared to a mere 44% of White respondents. This is similar to 2004, although the gap is marginally widening. Despite all the positive findings from this study it is clear that ethnic differences are still apparent and is potentially worsening, an issue that will need to be carefully addressed by the districts and Elevate moving forward.

Figure 5.10 Neighbourhoods as places where people from different backgrounds get on

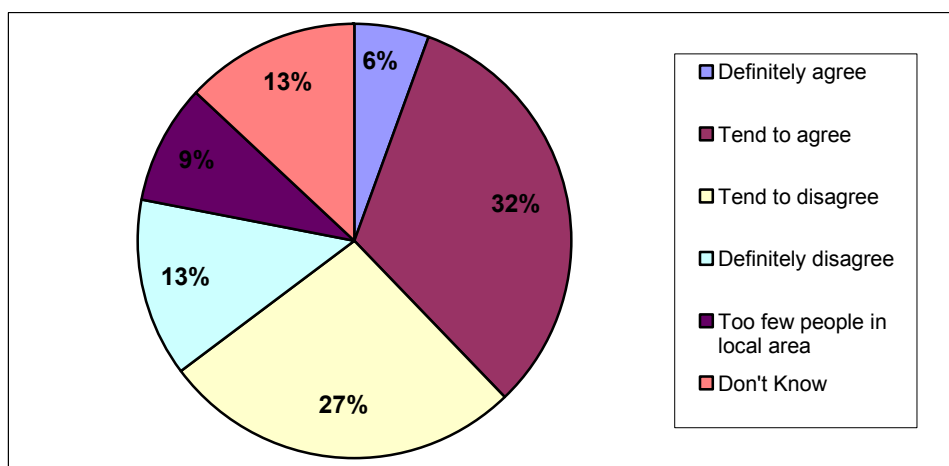


Source: Living and Working in East Lancashire 2006 (Q9)

5.3 Respect of ethnic differences

Looking at the ethnic issue a little further, more people disagreed than agreed when asked if their neighbourhood is a place where residents respect ethnic differences. All be it a similar result to 2004, this difference is beginning to widen, highlighting potential cohesion issues across East Lancashire.

Figure 5.11 Respect of Ethnic Differences



Source: Living and Working in East Lancashire 2006 (Q10)

As in 2004, BME respondents were far more likely to agree with this statement (68% agreed compared to 34% of White respondents). However, compared to 2004, this figure has fallen nearly 10%, from 77%. Thus, even those respondents who previously

agreed that their neighbourhood is a place where residents respect ethnic differences, this level of agreement appears to be dwindling.

The areas that have more respondents disagreeing with the statement were from Hyndburn, and Burnley. It is important to note that all authorities witnessed a higher % of responses disagreeing with the statement compared to 2004. Ribble Valley saw a slight reduction (from 34% to 31%) whilst Burnley remained consistent. This is an important finding and something that needs to be brought to the attention of all those involved in neighbourhood management and cohesion across the area.

Figure 5.11 Respect of Ethnic Differences table

	Definitely agree	Tend to agree	Tend to disagree	Definitely disagree	Too few people in local area	Don't Know/ No reply
Overall	6%	32%	27%	13%	9%	13%
16-24	11%	34%	29%	17%	5%	5%
24-44	5%	33%	29%	13%	7%	13%
45-64	5%	31%	28%	14%	11%	12%
65/+	5%	34%	23%	10%	13%	16%
White	4%	30%	28%	14%	10%	13%
BME	17%	51%	18%	8%	2%	4%
Blackburn	10%	32%	23%	17%	7%	12%
Burnley	3%	28%	26%	18%	9%	16%
Hyndburn	7%	29%	32%	14%	6%	13%
Pendle	4%	33%	29%	12%	10%	12%
Ribble Valley	5%	37%	23%	9%	11%	15%
Rossendale	6%	36%	28%	12%	11%	8%

Source: Living and Working in East Lancashire 2006 (Q10)

5.4 Meeting people from different ethnic origins

Over half of all respondents were most likely to meet and talk with people from different ethnic origins at the local shops. This was above two thirds for Asian respondents and 53% for White respondents. This is a very similar finding to the 2004 survey. In fact, all of the situations listed below follow a similar pattern to that found in 2004. The second most common place was 'at work' with 45%, although this was higher for Blackburn residents at 56%.

Amongst the other main places are restaurants, pubs, cinemas and community centres, accounted for mostly by younger residents, who have also cited places of study as being a place where different ethnic origins mix. It is important to note that for

all the scenarios below, the %'s are much higher for BME respondents than for White respondents. This suggests that BME residents mix more with people from other ethnic backgrounds – in some cases, this difference is quite stark (i.e. at a place to study).

Figure 5.12 Meeting People from different Ethnic Origins

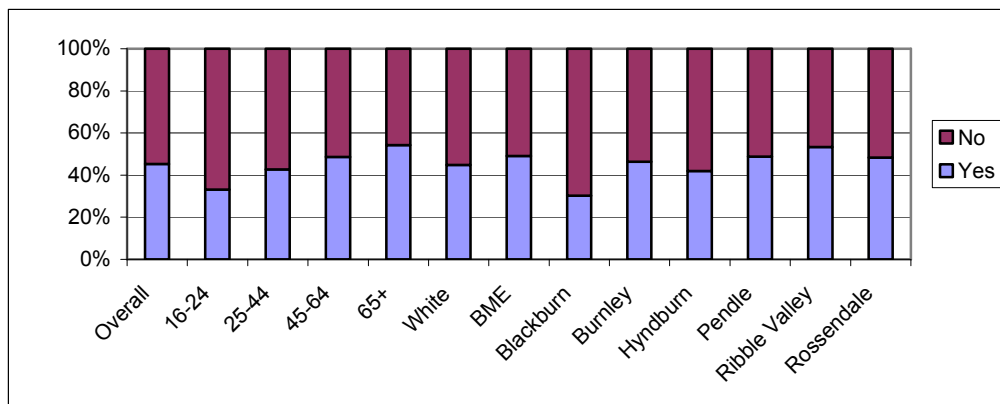
	All	White	BME
At local shops	54%	53%	69%
At work	45%	44%	59%
At a place to study	17%	14%	44%
At a place of worship	8%	6%	25%
At relatives homes	8%	5%	30%
At restaurants, pubs, cinemas	33%	31%	47%
In your neighbourhood	29%	26%	57%
On buses or trains	21%	20%	31%
At sports or fitness clubs	14%	12%	31%
At youth clubs	2%	2%	9%
At other places	19%	18%	29%
None of these	16%	17%	3%

Source: Living and Working in East Lancashire 2006 (Q11)

5.5 Volunteering

44% of all respondents said they had participated in unpaid work and volunteered their services in the last 12 months (compared to 49% in 2004). This was more common with the over 45's, especially with the 65+ age band. More people in Ribble Valley tend to volunteer their services (this honour fell with Burnley in 2004), whilst respondents in Blackburn tend to participate in voluntary activities on fewer occasions (in 2004 this spot was occupied by Rossendale).

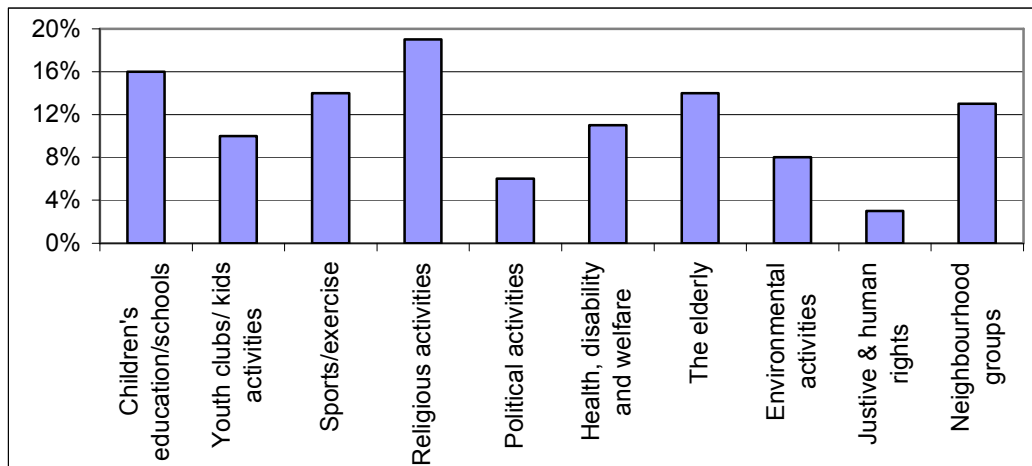
Figure 5.12 Volunteering



Source: Living and Working in East Lancashire 2006 (Q13)

The four main activities people tend to undertake and volunteer their services for are: religious activities, children’s education, sports activities and assistance for the elderly. These main activities are the same as those identified in the 2004 survey. A higher percentage of residents in Burnley (18%) were likely to care for the elderly, whilst a small proportion (5%) of residents in Blackburn helped with children’s education. Asian respondents were more likely to be involved in volunteering their time to religious activities and children’s education.

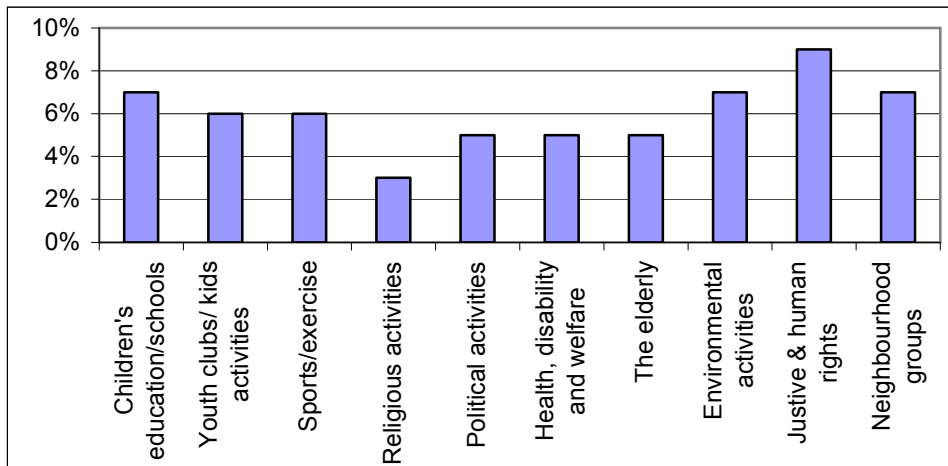
Figure 5.13 Volunteering by type of activity



Source: *Living and Working in East Lancashire 2006 (Q14)*

There is relatively little untapped volunteering potential, but the type of activities people said they would give up their free time for were activities such as justice and human rights, children’s education, environmental activities and neighbourhood groups. As in 2004, the age group that wanted to get more involved was the 16 – 24 year olds (at least twice as likely as any other age group)

Figure 5.14 Want to volunteer by type of activity



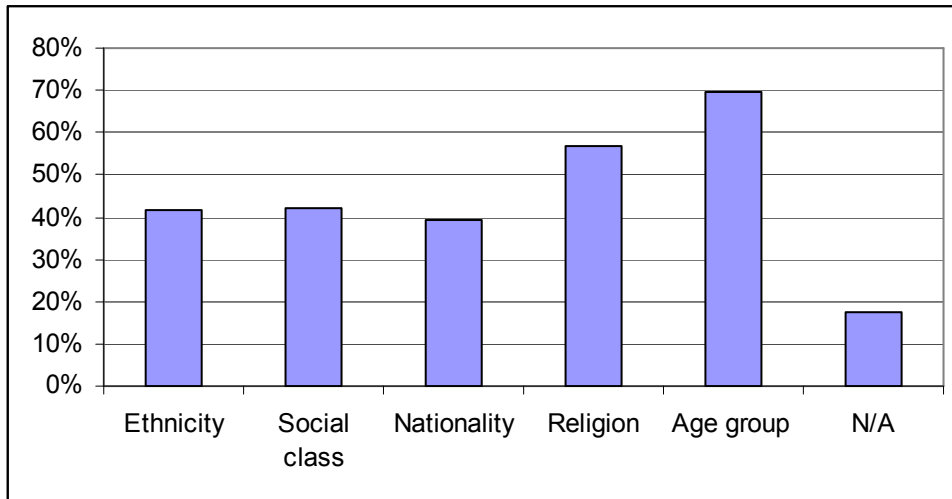
Source: *Living and Working in East Lancashire 2006 (Q14)*

5.6 Friends from different backgrounds

Despite suggestions above that there is still evidence of limited compatibility between different ethnic groups, it appears that residents across East Lancashire have a variety of friends from a variety of different backgrounds. Age stands out as the background most people tend to have other friends from, but it is encouraging to see that ethnicity, social class, nationality and religion all account for a large (and reasonably equal) proportion. This should serve as a solid foundation to address any further differences in the local communities.

As might perhaps be expected, the older age group (65+) have fewer friends across all the different backgrounds listed below. What is an interesting finding is that BME residents are far more likely to have friends from a different ethnic background, nationality and religion. This perhaps points to the fact that a barrier to fully cohesive and integrated communities could potentially stem from the White population. Hyndburn appears to be the most consistent district at having the lowest proportion of residents with friends from a different background – in particular, ethnicity, social class, and nationality.

Figure 5.15 Friends from different backgrounds

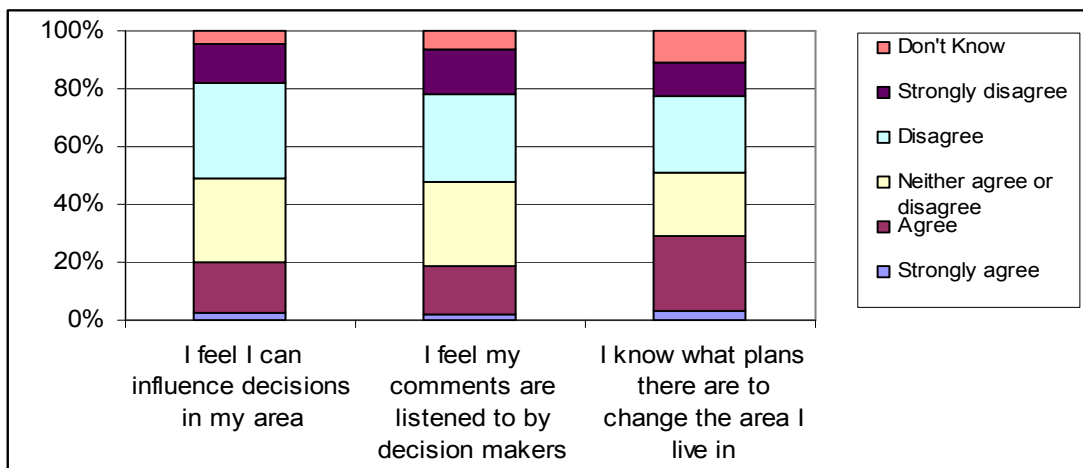


Source: Living and Working in East Lancashire 2006 (Q15)

5.7 Influencing decision-making

Panel members perceived that they had little influence on local decision-making, with 45% of respondents saying they disagree/ strongly disagree with the statement 'I feel I can influence decisions in my area'. This is a slight increase on the 2004 figure but the % of people who agreed with the statement also rose slightly (from 18% to 20%), so the overall effect is balanced. Worryingly, the youngest age group were most likely to disagree with this statement. As they will help make up the local population for many years to come it is important that this perception is addressed. Also, BME residents were more likely to state that they could influence decisions in their area: only 34% disagreed compared to 47% from the White community.

Figure 5.15 Local influence/knowledge



Source: Living and Working in East Lancashire 2006 (Q16)

Respondents gave a similar response to the statement *'I feel my comments are listened to by the people who make decisions'*, with 45% of people disagreeing and just under a third neither agreeing nor disagreeing with the statement. This result is comparable to that found in 2004.

Of all the three statements, the highest level of agreement was with respect to *'I know what plans there are to change the area in which I live'*. 28% agreed with this statement (26% in 2004), however differences across the area were noted. The responses across districts ranged from 23% in agreement in Blackburn to 35% in agreement in Burnley. The BME respondents were also less likely to disagree with this statement (24% disagreed compared to 39% of White residents).

5.8 Neighbourhood statements

The top five statements that over half of respondents agreed with regarding their neighbourhood were as follows:

	<u>2006</u>	<u>(2004)</u>
• Accessible countryside	91%	86%
• Beautiful countryside	88%	81%
• Suffers from crime like all areas	67%	65%
• It is in need of a facelift	60%	61%
• Opportunities for outdoor leisure	59%	52%

Source: *Living and Working in East Lancashire 2006 (Q17)*

The top three statements were exactly the same as in 2004, the only difference being that affordable good housing was met with significantly greater agreement in 2004 (62%) than it was in 2006 (34%). This is perhaps reflective of the state of the current housing and employment market, with house prices increasing at a much faster rate than incomes. Fuelled by a high level of media coverage this will likely be a very topical conversation round the dinner table.

Interestingly, the youngest age group were less likely to agree with all of these top 5 statements. That is encouraging for the statement *'It suffers from crime like all areas'* and *'it is in need of a facelift'* but less so for the other 3. This could simply be due to the fact that they have yet to appreciate the finer aspects of East Lancashire. On the other hand, this could be a case of mis-targetted communications and marketing. It is worrying to note that opportunities for outdoor leisure are agreed with to a lesser

extent. With growing concerns nationally over obesity amongst the younger age group, it is important that these people are active and remain active.

This difference of opinion is seen to an even greater extent when looking at ethnic backgrounds. The BME community is far less likely to agree with all 5 of the above statements, again highlighting the fact there are groups of residents who feel they do not have the same sort of privileges as those from other sections of the community. Looking at the district response, there aren't too many surprises. Blackburn had fewer respondents agree with accessibility and beautiful countryside, whilst the opportunities for outdoor leisure were seen as being fewer in Blackburn, Burnley and Hyndburn. Good choice of housing received less support from those in Burnley and Hyndburn.

The bottom five statements that respondents agreed with regarding their neighbourhood were as follows:

	<u>2006</u>	<u>(2004)</u>
• Easy to find jobs with a decent wage	8%	8%
• Strong economy with high tech industries	9%	8%
• Strong economy and industrial base	14%	12%
• It is an area of high crime	17%	18%
• It has attractive town centres	25%	19%

Source: *Living and Working in East Lancashire 2006 (Q17)*

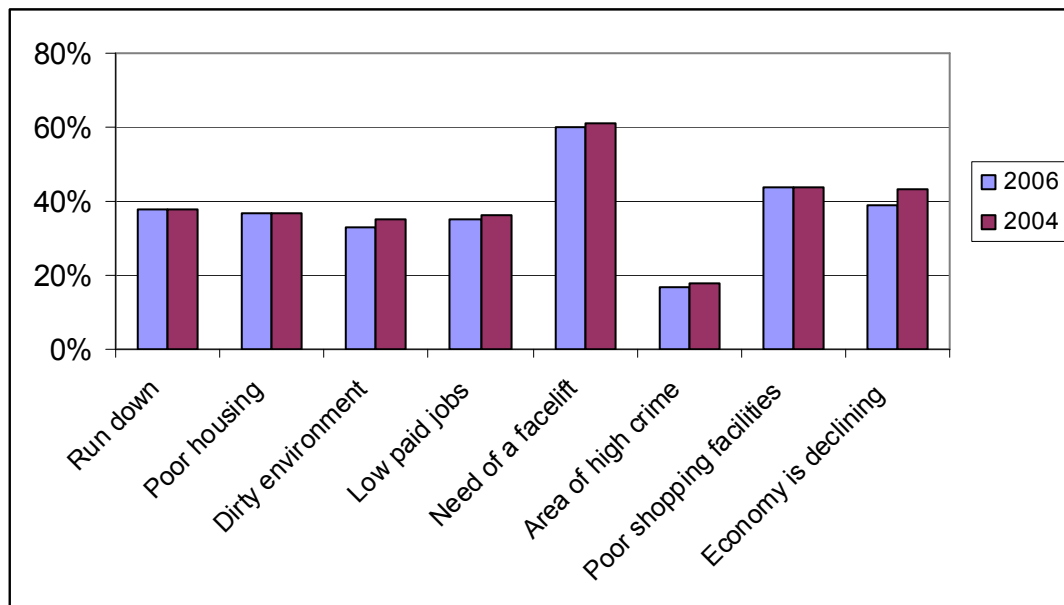
Comparing these bottom 5 statements to those found in 2004, the results are positive. 4 of the 5 statements have seen an improvement over the two year period, with a marked increase in the number of residents who agree that their neighbourhood has attractive town centres.

Rather surprisingly, a higher proportion of younger respondents (16-24) agreed with the statements '*It is easy to find jobs with a decent wage*' and '*It is an area of high crime*'. Again there appeared to be clear differences when looking at ethnicity – a higher proportion of BME respondents stated that their area has attractive town centres and that it is easy to find a job with a decent wage. However, the same respondents also declared a higher level of agreement with the statement '*It is an area of high crime*'. Blackburn and Burnley have the highest level of agreement that their area has a high level of crime, whilst Burnley reports the lowest level of agreement with the statement '*It is easy to find jobs with a decent wage*'. Rossendale seems to have the highest level of dissatisfaction with its town centres.

Looking at the negative statements listed at Q17, the response compared to 2004 follows a similar trend, with the positive outcome that for some of the statements the % who agreed has fallen slightly in 2006. This was the case for 5 out of the 8 negative statements (see figure 5.17 below)

The negative statement with the highest level of agreement is that the area is in need of a facelift; this fell by 1% over the period. BME residents feel slightly stronger about this statement, with 69% agreeing that the area needs a facelift. Interestingly, 26% of residents in Ribble Valley feel that there area requires a facelift. However, this was considerably lower than the other 5 districts.

Figure 5.17 Negative statements where respondents strongly agree / agree as a percentage

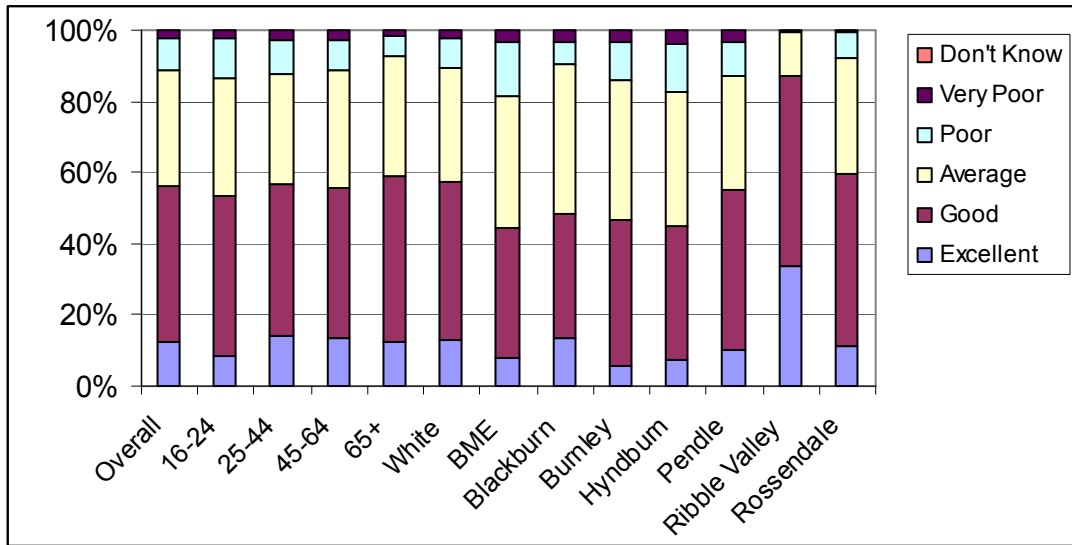


Source: Living and Working in East Lancashire 2006 (Q17)

Rating of Neighbourhood as a place to live

Over 55% of respondents rated their neighbourhood as a good place to live; this is 3% higher than in 2004. Respondents from Ribble Valley and Rossendale rate their neighbourhoods the highest. It is interesting to note that the BME community seem to be less satisfied with their neighbourhood – only 45% rate it as a good place to live. Overall, a mere 11% rated their neighbourhood as being poor (a similar finding to 2004).

Figure 5.20 Rating of Neighbourhood as a place to live



Source: Living and Working in East Lancashire 2006 (Q18)

5.9 Key Issues

- A sense of ‘belonging’ to the neighbourhood is increasing, particularly amongst the older residents and those from Ribble Valley and Rossendale. Lower numbers feel that they belong to their district, although this has increased compared to 2004
- Feelings of ‘neighbourliness’ also appear to have increased since 2004. A greater proportion state that people tend to know one another and help each other
- There are mixed feelings when it comes to having things in common with your neighbour. An equal number agree and disagree with this statement, although the evidence does appear to point towards an increasingly cohesive neighbourhood
- Differences are still apparent when it comes to examining how well residents from different backgrounds get on. The BME community are far more likely to agree with this statement, with the White community less so. More people tended to disagree with the statement ‘people respect ethnic differences’, a potential cause for concern. But it also appears that residents have friends from a variety of ethnic backgrounds, so the picture is not entirely clear

Living and Working in East Lancashire 2006

- The ability to influence local decision making is seen as limited, particularly amongst the younger age group. This has important consequences for the years that follow
- Increasing numbers rate their neighbourhood as a good place to live, although the BME community seem to be less satisfied with their neighbourhood

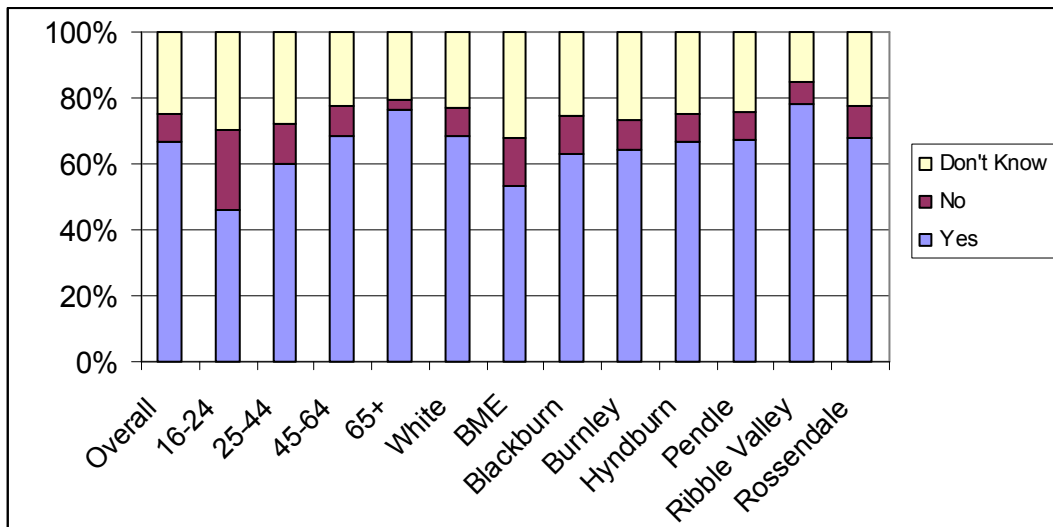
6 Moving home and future housing plans

6.1 Living in East Lancashire

The majority of respondents (66% and as high as 78% in Ribble Valley) see themselves still living in East Lancashire in five years time. However, this was 20% lower amongst the 16 – 24 age group. A quarter felt they did not know and 9% said that they could not see themselves still living in East Lancashire and expected to move in the next five years, increasing to 24% for the 16-24 age group. It seems that the BME community are also more likely aspire to move out of East Lancashire in the near future – just over 50% stated they would likely be living in East Lancashire in 5 years time.

Overall, there has been a marginal improvement on the 2004 figures. Those declaring they will be living in East Lancashire in 5 years time has increased by 1%, whilst the number who state they will not be living in East Lancashire has fallen by 2%. Thus, movement is heading in the right direction.

Figure 6.1 Still living in East Lancashire in 5 years time



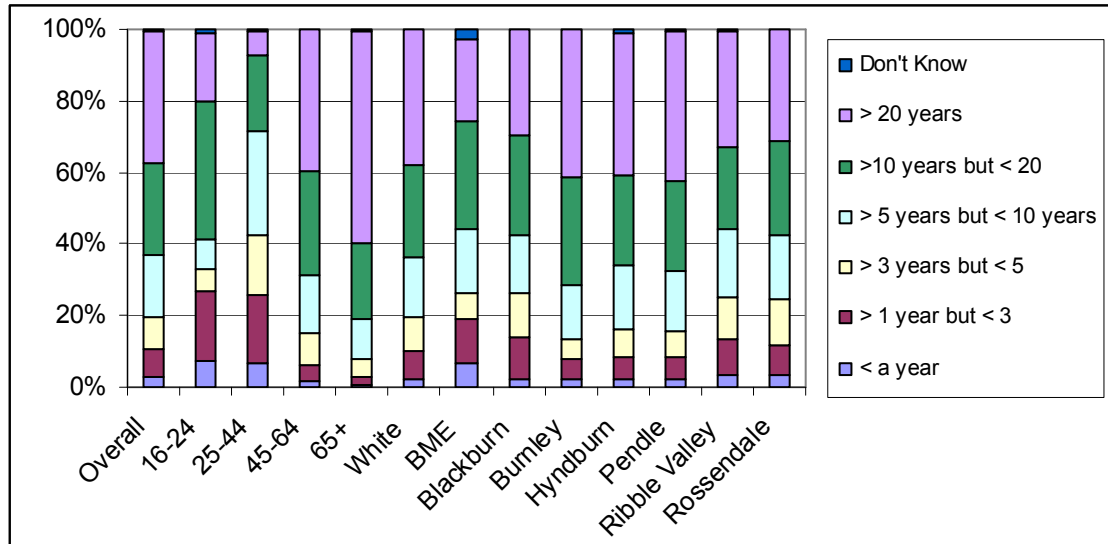
Source: *Living and Working in East Lancashire 2006 (Q19)*

6.2 Time lived in current home

Increasing proportions of the East Lancashire population have been living in their current homes for longer. 80% have lived in their current home for more than 5 years (compared to 73% in 2004), with only 11% having lived in their home for less than 5 years. Taking this even further, a huge 63% have lived in their home for more than 10 years. This may be reflective of the current housing market, in the fact that people are

finding it difficult to move/ step onto the housing ladder. That said, there is clear evidence that people are not moving and remaining in their current situation for longer. This leads to the issue of local aspirations – is this limited movement due to financial constraints or simply the fact that they are content to remain where they are?

Figure 6.2 Time lived in current home

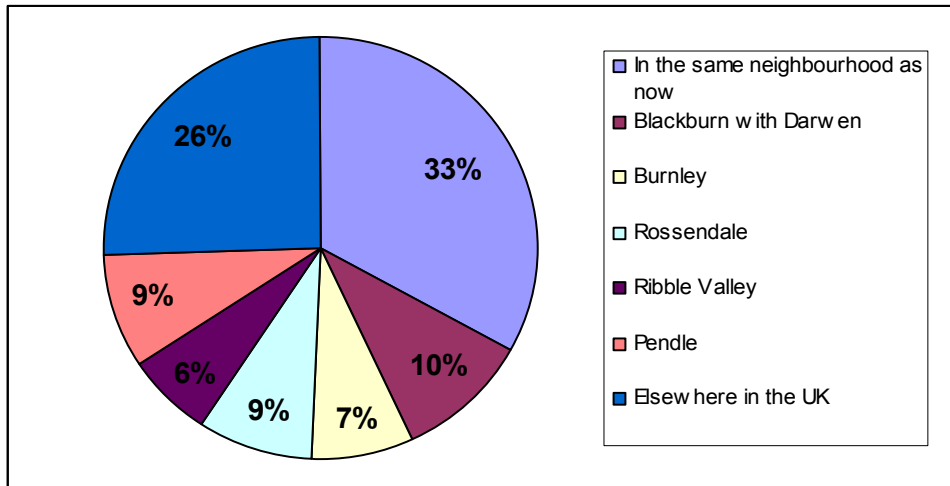


Source: Living and Working in East Lancashire 2006 (Q20)

6.3 Previous home address

Figure 6.3 below highlights that a third of those who moved in the last 5 years previously lived in the same neighbourhood as they do now. When looking at the movement out of the districts it appears that there is a similar level of out migration, with Blackburn with Darwen seeing the highest amount. It is interesting to note the level of in migration from the rest of the UK – this accounts for a significant proportion of those who moved in the last 5 years.

Figure 6.3 Previous residential details



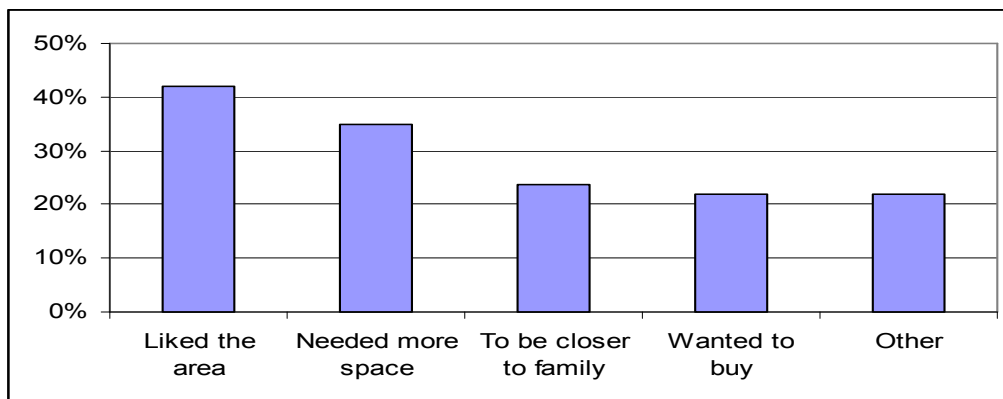
Source: *Living and Working in East Lancashire 2006 (Q21)*

6.3 Reasons why people have moved

The five top reasons why people had moved in the past 5 years can be seen in figure 6.4 below. These are very similar to those found in the 2004 survey, with people liking the area being the most popular reason. However, the extent of each of these reasons is more significant in 2006. Only 33% stated that liking the area was a reason to move in 2004, compared to a much higher 42% in 2006. Likewise, in 2004 only 29% stated that needing more space was a reason whilst in 2006 this increased to 35%.

BME residents are far less likely to move to an area because they like it, with Rossendale respondents being the exact opposite. Increased living space is more of a reason to move for the two extreme age groups, whilst wanting to buy is much more of a driver for the middle aged.

Figure 6.4 Top 5 reasons why people moved



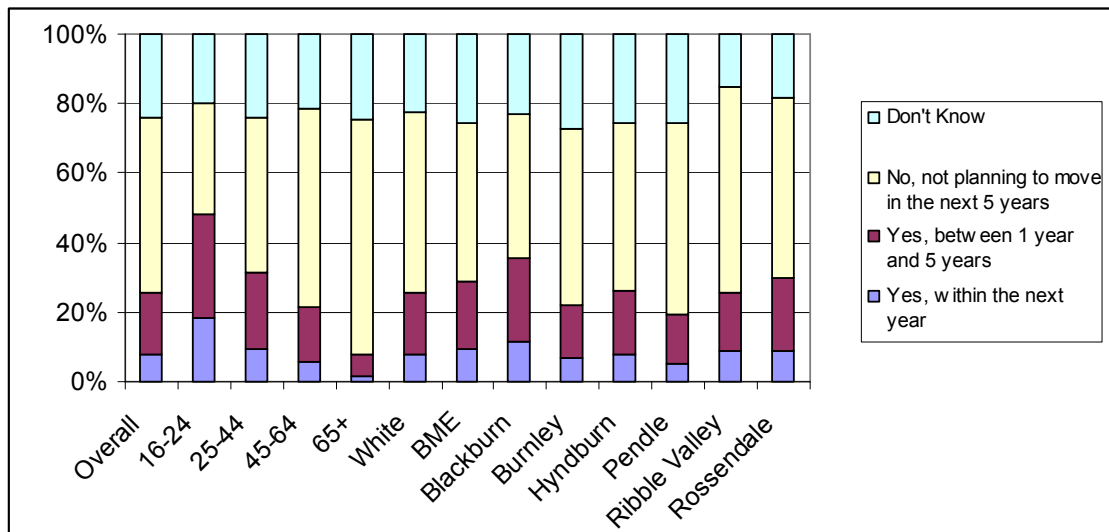
Source: *Living and Working in East Lancashire 2006 (Q22)*

The 5 least popular reasons for moving include better employment prospects, racial harassment, better public transport, better shops/leisure and the requirement for less space. Little differences were noted across age and ethnic background but Blackburn had a higher proportion of residents claiming they moved to achieve better employment prospects. These 5 least popular reasons are very similar to those found in the 2004 survey.

6.4 Intending to move from current home in the next 5 years

Over a quarter of respondents stated that they are intending to move within the next 5 years. It seems that the intention to move is closely correlated to age – the younger you are, the more likely you will be to want to move within the next 5 years. This is not surprising, as more and more pressure is being placed on the younger generation to try and either move up the property ladder or, indeed, get onto the property ladder. These findings closely match those from the 2004 survey.

Figure 6.4 Intending to move in next 5 years

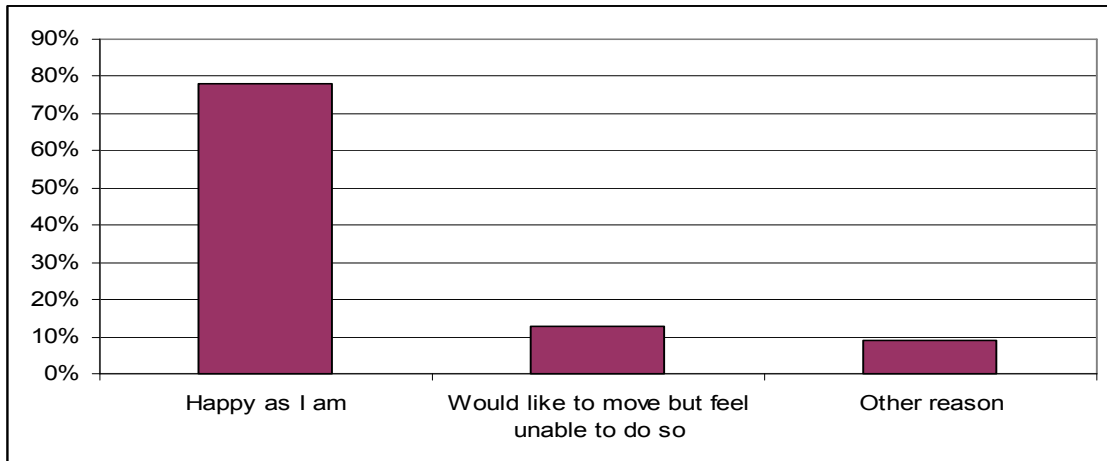


Source: Living and Working in East Lancashire 2006 (Q23)

6.5 Reasons for not planning to move in the next 5 years

For those residents not planning on moving within the next 5 years (approximately 75%), the main reason for this is because they are happy where they are currently situated. This is very encouraging.

Figure 6.5 Reasons for not planning to move in next 5 years



Source: *Living and Working in East Lancashire 2006 (Q24)*

However, a small proportion (13%) state they would like to move but feel unable to do so. On further investigation this yields some interesting findings – the proportion is highest for residents living in Ribble Valley and again we see a close correlation with age. However, this time the correlation is in reverse age order, i.e. the older you are the more likely you are to feel unable to move. This infers that the current housing market is not only affecting the young. It may make it difficult for younger residents to step onto the property ladder but they feel able to do so (or indeed are being given help to do so). For the older residents, although they are on the property ladder, moving up the ladder is something they feel unable to do. Perhaps this could be linked to parents/ grandparents provided financial help to their children in order to allow them a route into property ownership (cost/ finances were the most frequently cited reason for not being able to move). It is important to raise the fact that the highest proportion unable to move currently live in Ribble Valley. This leads us to conclude that affordability issues are spreading to the rural areas of East Lancashire and have now taken over as the area of (potential) greatest concern.

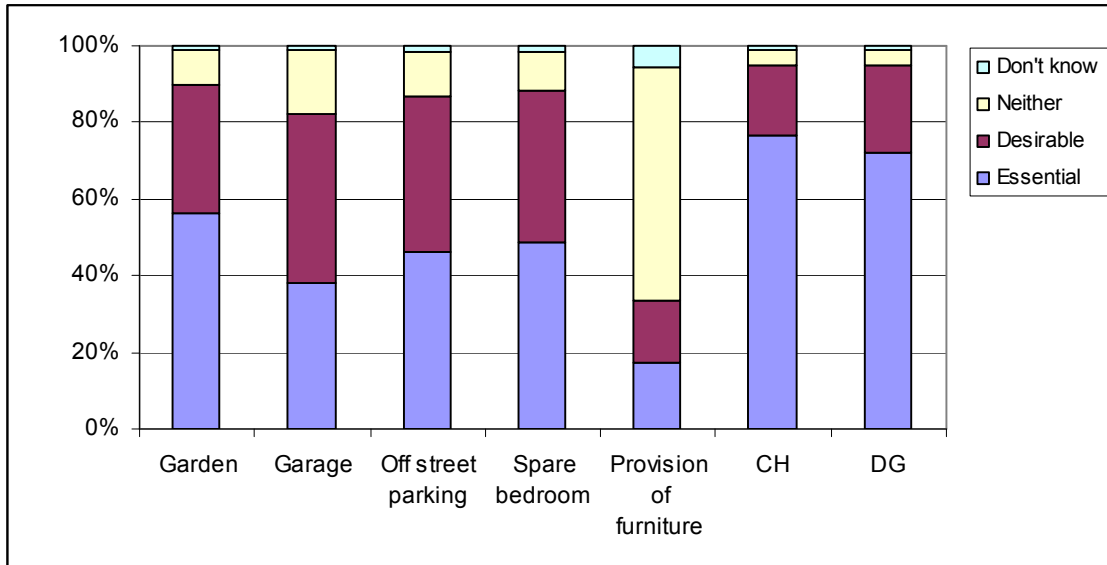
6.6 3 most important reasons if planning to move

For the 26% of respondents planning to move within the next 5 years, the 3 most important reasons were to increase living space (28%), a liking of the area (21%) and problems with the neighbours (19%). Similar reasons were noted in the 2004 survey, with safety/ fear of crime being more prevalent than a need for space. It is reassuring to note that factors such as poor quality neighbourhood and racial harassment do not make an appearance in the top 3 reasons.

6.7 Essential features in your next home

When asked about the essential/ desirable features of their next home, the comfort factors of central heating and double glazing were the clear winners, with over 70% of those who answered the question stating these to be essential. These two features were slightly more popular amongst the BME community. The provision of furniture and a garage were seen to be less essential.

Figure 6.6 Features required in next home



Source: *Living and Working in East Lancashire 2006 (Q26)*

6.8 Key issues

- The population of East Lancashire is relatively stable, although the youngest age group (16-24) show the greatest degree of mobility. The number of respondents stating that they will not be living in East Lancashire in 5 years time has fallen since 2004
- 80% have lived in their current home for more than 5 years. This may be reflective of current housing market constraints, an 'inability' to be able to move or simply the fact that people like where they are living
- A third of those who moved in the last 5 years previously resided in the same neighbourhood. This is positive reading, highlighting the fact that a large proportion of the population are happy with their neighbourhood (confounded by the fact that the main reason for moving is because people like the area)
- The spiralling housing market is affecting all ages, not only the young. Perhaps this is linked to parents/grandparents lending children money to access the

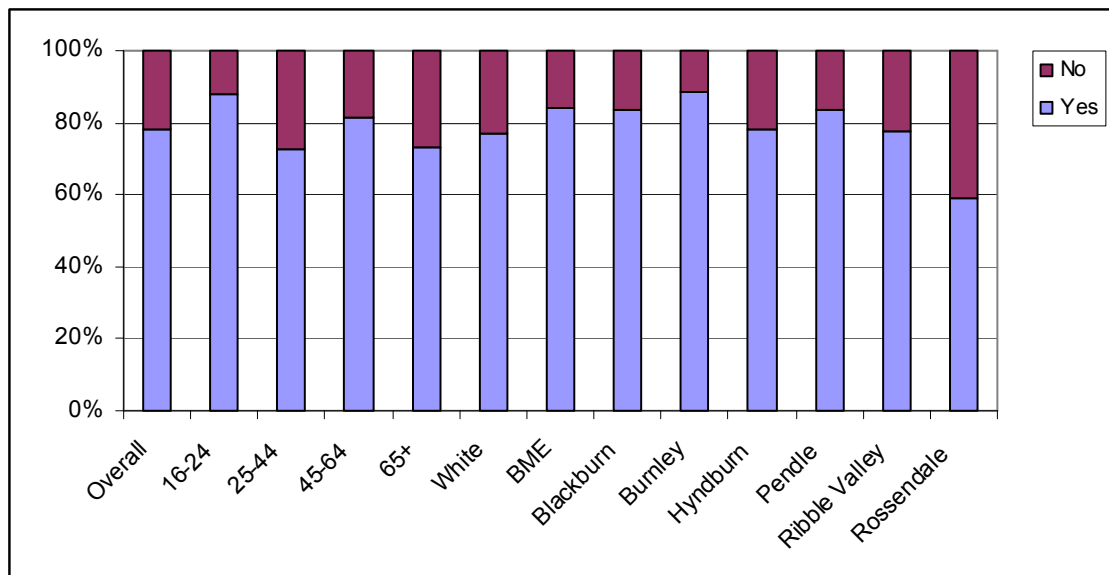
property ladder. Affordability issues also appear to be spreading to the rural areas of East Lancashire, with Ribble Valley seeing the highest proportion of residents who feel unable to move

7 Work and Leisure in East Lancashire

7.1 Work in East Lancashire

Nearly 80% of respondents stated they work in East Lancashire (an increase of 5% on 2004). This was slightly higher amongst BME respondents, but considerably lower for respondents from Rossendale. This is a large drop on the equivalent figure for Rossendale from 2004, highlighting the fact that the area is becoming an increasing attraction for commuters.

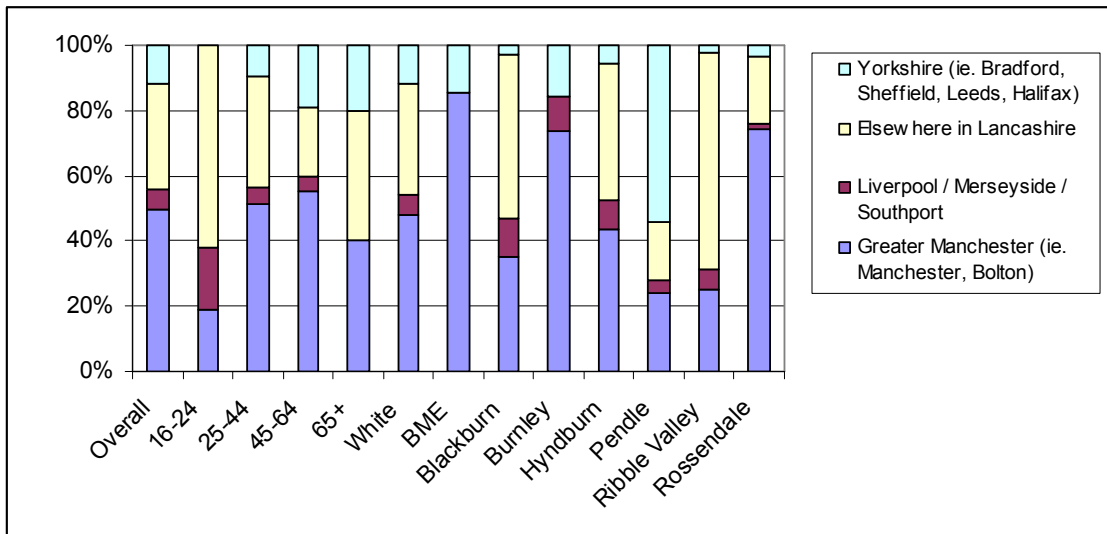
Figure 7.1 Work in East Lancashire (where in employment)



Source: *Living and Working in East Lancashire 2006 (Q27)*

For the 20% who do not work in East Lancashire, Greater Manchester accounts for nearly 50% of these. Looking at the split by district, it is not surprising to see that for Rossendale nearly 75% of those who work outside East Lancashire work in Greater Manchester (a higher proportion than in 2004). What is perhaps a little more surprising is the fact that for Burnley the figures are very similar to Rossendale, with even more commuting further a field to the likes of Liverpool and Yorkshire. It is also interesting to note that BME residents are more likely to work in Greater Manchester if they don't work in East Lancashire.

Figure 7.2 Place of work (if outside East Lancashire))



Source: *Living and Working in East Lancashire 2006 (Q28)*

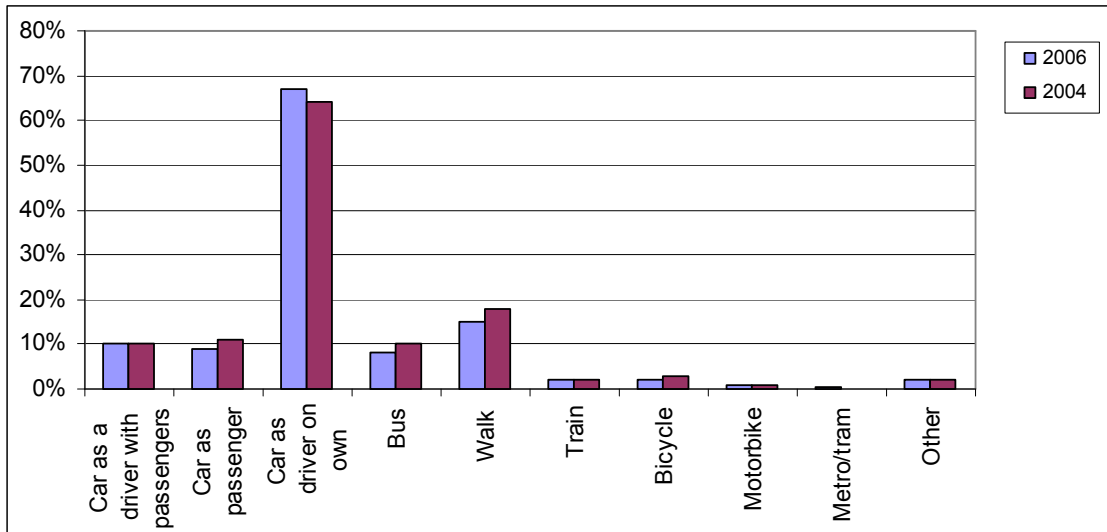
7.2 Business activity

When asked what sort of business/ activities your workplace is involved in, a long list of answers were provided, the most common of which were: education/ schooling, retail, civil service/ local government, engineering, NHS, banking/ finance and manufacturing.

7.3 Travelling to work

The majority of people (67%) who travelled to work did so by car on their own. This is slightly higher than the 2004 figure, offset by lower numbers travelling by bus and walking to work. The overall pattern compared to 2004 is very similar, once again this raises concerns about sustainability and future congestion issues, with lone drivers being so dominant.

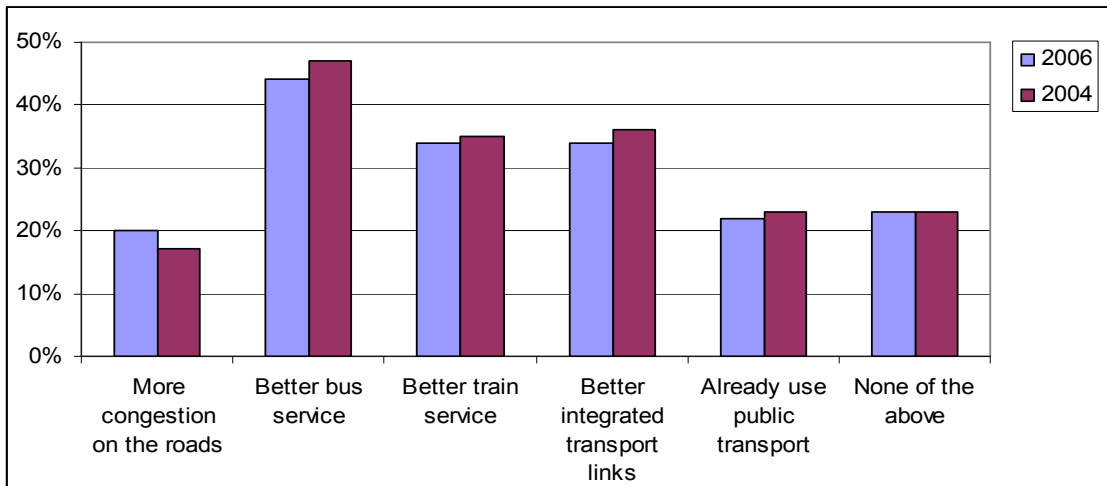
Figure 7.3 Travelling to work



Source: *Living and Working in East Lancashire 2006 (Q30)*

The survey went on to ask what might encourage respondents to consider making greater use of public transport. The biggest incentive at 44% would be a better bus service (compared to 47% in 2004), followed by better integrated transport links and a better train service at 34%. More congestion on the roads is the only influence that has increased since 2004. Nearly a quarter of respondents state that none of the proposed changes would make them consider using public transport. The older age group (65+) appear to give contrasting opinions on the topic of public transport. Whilst the proposed changes would make them consider using public transport (more so than any other age group) they are also the age group that declares 'none of the above' in the largest relative proportion. It also appears that Burnley residents are less willing to consider any public transport improvements.

Figure 7.4 Would any of the following make you consider using public transport



Source: Living and Working in East Lancashire 2006 (Q32)

7.3 Where residents do their shopping

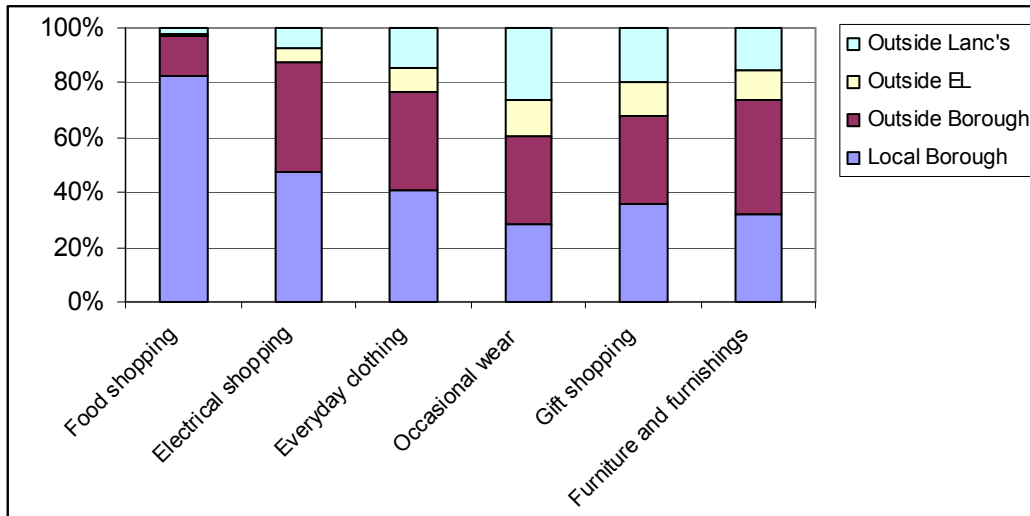
83% of respondents shopped for food within their local borough (compared to 85% in 2004), with a further 15% shopping outside their borough but still within East Lancashire. In Ribble Valley this was slightly higher with 25% of residents tending to shop for food outside their borough.

Just under half (46%) of all respondents shopped for electrical goods inside their borough, down slightly from 53% in 2004, while a similar number (39%) shopped outside the borough but still within East Lancashire. Again more residents (60%+) in Ribble Valley and also in Hyndburn tended to shop outside, venturing into other towns in East Lancashire.

Over three quarters of people shopped for every day clothes in East Lancashire (comparable to 2004), with the remainder venturing outside to access the bigger towns. This was the case with people from Rossendale and Ribble Valley. Unlike 2004, it wasn't the younger age group accounting for the larger proportion of these residents (most likely the 45-64 age group, perhaps reflecting a shift in disposable incomes)

Nearly 70% of respondents shopped for specialist goods such as furniture, occasion wear and gifts within East Lancashire (up from 60% in 2004). For those likely to shop outside East Lancashire, the majority tend to go further a field and shop outside Lancashire. Residents from Rossendale and Ribble Valley were most likely to follow this trend, while those from Blackburn and Burnley less so.

Figure 7.5 Where residents do their shopping



Source: *Living and Working in East Lancashire 2006 (Q33)*

7.4 Leisure activities

The table below shows where people tend to undertake a variety of leisure activities. The popular choices with residents in their local borough were to visit parks and open spaces (most popular in Burnley and Pendle), go walking (more so in Pendle) and participate in sports (more so in Burnley, Pendle and Ribble Valley). Compared to 2004, the findings are similar in their outcome but the localised extent of these activities is slightly reduced. Visiting local parks has fallen 3%, whilst walking and participating in sport within the local Borough has fallen 1% and 10% respectively.

People tended to go outside their boroughs if they were going to the cinema, theatres, museums and galleries, while going to concerts and Theme Parks was virtually all undertaken outside of East Lancashire. All these tend to be “high spend” leisure activities. Again the trend compared to 2004 is for the % within the local Borough to fall. In fact, the only leisure activity that has increased since 2004 within the local Borough has been visiting museums. This points towards a declining use of local facilities (where these are available) and an increased use of external facilities.

Figure 7.6 Where do you usually undertake the following leisure activities

	Within Local Borough	Outside Borough but Within East Lancashire	Outside East Lancashire but Within Lancashire (eg Preston, Blackpool)	Outside Lancashire (eg Bolton, Leeds, Manchester)	Not Applicable / Don't do
Going to the Cinema	30%	23%	5%	8%	28%
Going to the Theatre	11%	11%	10%	34%	29%
Going to a Concert	10%	11%	9%	39%	26%
Participating in Sport	38%	8%	2%	4%	37%
Visiting Parks & open spaces	64%	22%	9%	8%	7%
Watching live sport	22%	10%	3%	9%	46%
Walking & rambling	53%	22%	10%	10%	16%
Visiting Museums / galleries	21%	20%	12%	27%	27%
Visiting Theme Parks	2%	5%	12%	20%	54%

Source: *Living and Working in East Lancashire 2006* (Q34)

7.5 Key Issues

- In terms of work and spending, East Lancashire is a relatively self contained economy; 80% state they work within East Lancashire and close to 100% of residents shop for food within the sub region. Even for specialist goods such as furniture, occasional wear and gifts, nearly 70% of respondents bought these within East Lancashire. Leisure activities such as going to the theatre or concerts were less likely to be undertaken within East Lancashire.
- The majority of people who travelled to work did so by car on their own and only 10% use public transport. A more integrated transport system incorporating better bus and train services would encourage more respondents to consider using more public transport in the future. However, nearly 25% of those surveyed declared that nothing would make them use public transport.

8 Local service provision

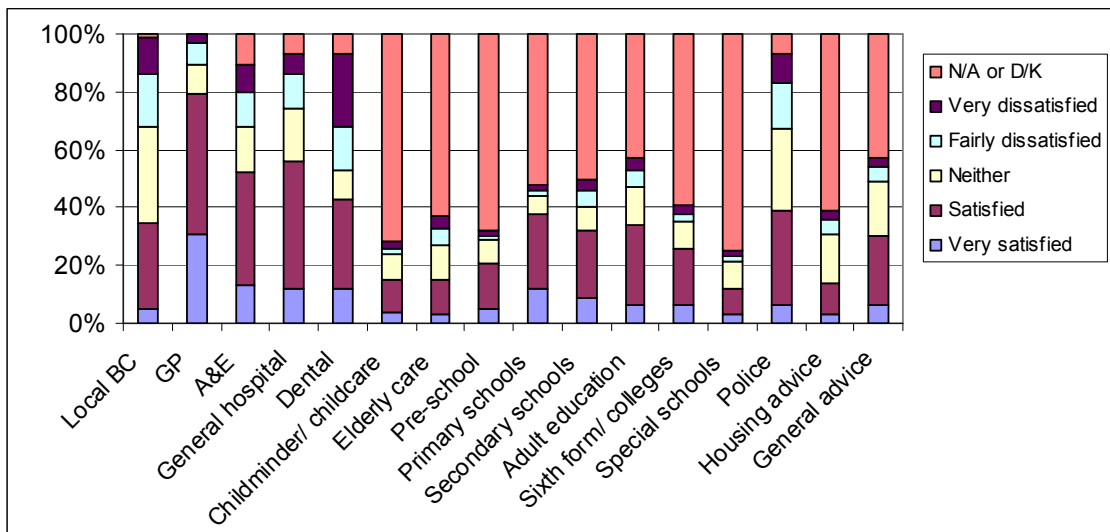
8.1 Satisfaction with services

GP / Family Doctor services were the most highly regarded public services with 79% of respondents saying they were satisfied with the service (up 6% on 2004). This varied between age groups with over 85% of the 65 plus age band but as low as 71% for the 16 – 24 age group. However, this gap between the age groups has narrowed since 2004, with the 16-24 group starting to close this gap. BME residents appear to be less satisfied with their family doctor – only 13% are very satisfied, compared to 32% of White residents.

The local Borough Council has also seen improvement over the period. In 2004, levels of satisfaction stood at 28% whilst in 2006 this has increased to 35%. Satisfaction is highest in Ribble Valley and lowest in Rossendale, with ethnic background and age showing limited differences. As well as satisfaction with local government increasing, levels of dissatisfaction have also decreased, from a high of 38% in 2004 to 31% in 2006.

In 2004, Dental services had the highest level of dissatisfaction with over 45% of respondents dissatisfied. This pattern has not changed in 2006, although the level of dissatisfaction has fallen slightly to 40%.

Figure 8.1 Satisfaction with Services (where expressed an opinion / used)

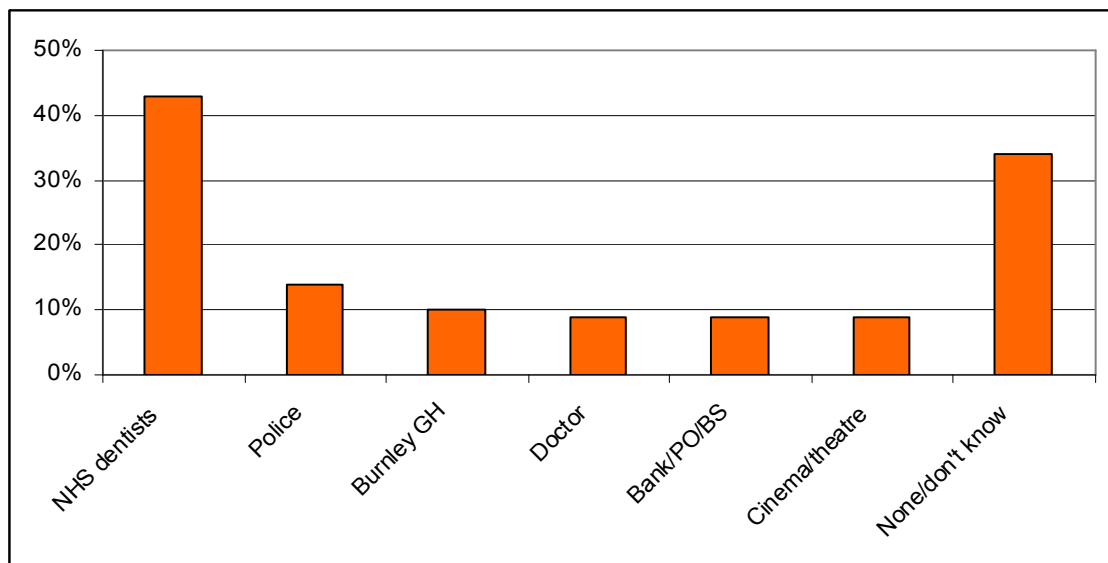


Source: Living and Working in East Lancashire 2006 (Q35)

8.2 Accessibility of services

Over 40% of respondents stated that they had found it difficult to access an NHS dentist. This was by far the most difficult to access local service, with BME residents stating a higher degree of difficulty (56% compared to 42% of White residents). That said, over a third of respondents declared that they had no difficulty in accessing local services. In fact, this proportion is slightly higher amongst the older age group (65+). You might hypothesise that this older age group would have increasing difficulty in accessing these services but it appears not to be the case.

Figure 8.2 Services regarded as difficult to access



Source: *Living and Working in East Lancashire 2006 (Q36)*

8.2 Key issues

- The family doctor continues to gain the satisfaction of the public, at the expense of the local dentist. The dentist remains the most unpopular service provider
- Most services are relatively easy to access, with the exception of NHS dentists. The age trend that you might expect to see here (i.e. the older generation having increased difficulty) is not apparent

9 Housing Market Renewal (HMR) Intervention Area Focus

This section highlights some of the main findings for the Living and working in East Lancashire survey for the Housing Market Renewal (HMR) intervention area residents. The analysis, where possible, looks to compare the **5 district intervention areas** with **the intervention area average** and **East Lancashire average**. From an analysis of post codes 918 respondents from a total of 3185 (29%) lived within an HMR intervention area. This compares to 709 respondents from a total of 2917 (24%) in 2004.

District	Respondents in intervention area	% of each district's respondents
Blackburn	187	43%
Burnley	185	40%
Hyndburn	168	31%
Pendle	306	43%
Rossendale	72	13%

9.1 Ethnicity

The ethnic origin of respondents in the HMR intervention area is more diverse than East Lancashire as a whole, with a greater proportion of Asian or Asian British inhabitants (18%). This becomes more interesting when comparing the ethnic split to 2004 – a greater proportion of HMR area residents in 2004 were White (86%) whilst a lower number were Asian (14%). This suggests an emerging trend within the intervention areas, that Asian residents are moving into these areas and that White residents are moving out. This is a positive finding, as the attempts to create more culturally diverse areas appears to be taking shape (either naturally or via intervention). It will be important to keep an eye on this trend, to ensure that the split does not swing the opposite way and results in heavily concentrated Asian and White populations.

Figure 9.1: Ethnicity

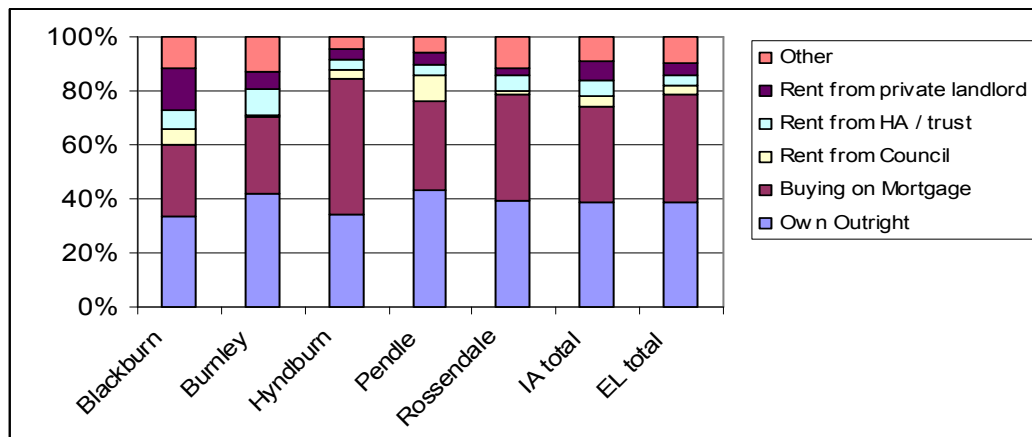
	Intervention Area	East Lancs
White	81%	90%
Mixed	1%	1%
Asian or Asian British	18%	8%
Black or Black British	1%	0%
Other ethnic group	1%	0%

Source: Living and Working In East Lancashire 2006 (Q52)

9.2 Housing situation

38% of the HMR intervention area respondents own their property outright (37% in 2004). Levels of outright ownership are highest in Pendle and Burnley, reflective of the length of time occupants have lived in their home in Figure 9.22 below. Again, the pattern compared to 2004 is very similar, with those renting from the Council showing a slight drop.

Figure 9.2: Housing tenure

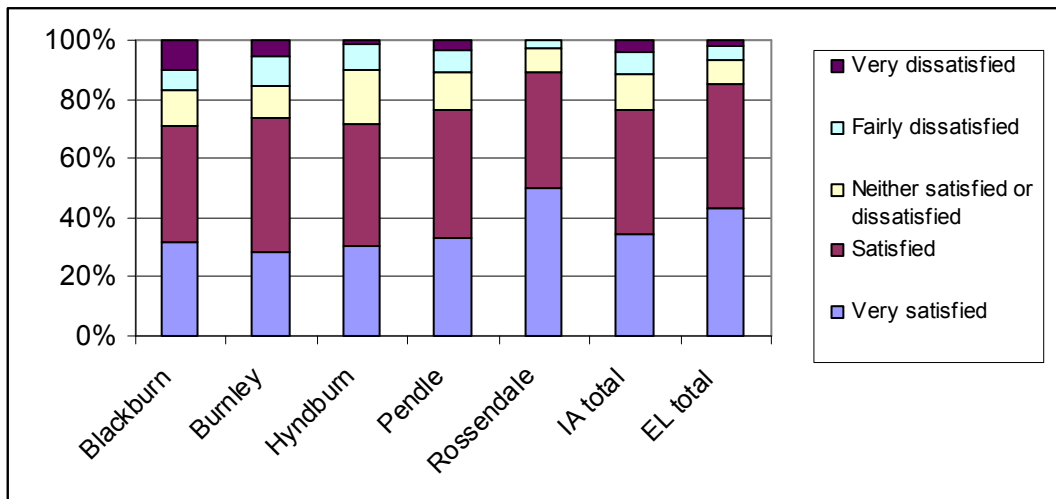


Source: Living and Working In East Lancashire 2006 (Q39)

9.3 Property satisfaction

76% of HMR intervention area residents are satisfied with their current property, compared to the East Lancashire average of 85%. Rossendale reports the highest level of satisfaction (89%) whilst Hyndburn and Blackburn witness the lowest (71%). It is interesting to note here that Rossendale intervention area residents are more satisfied with their property than the East Lancashire average.

Figure 9.3: Satisfaction with current property



Source: Living and Working In East Lancashire 2006 (Q42)

9.4 Economic Activity

A lower proportion of the HMR intervention area respondents are in full time work than the East Lancashire average, with a 4% greater proportion permanently sick or disabled. Looking at the 2004 results, the difference in FT employment is identical but a there was a greater differential in PT employment, with the HMR area residents accounting for a greater proportion in 2004. Those permanently sick or disabled were much lower and in line with the East Lancashire average.

Figure 9.4: Economic Activity of respondents

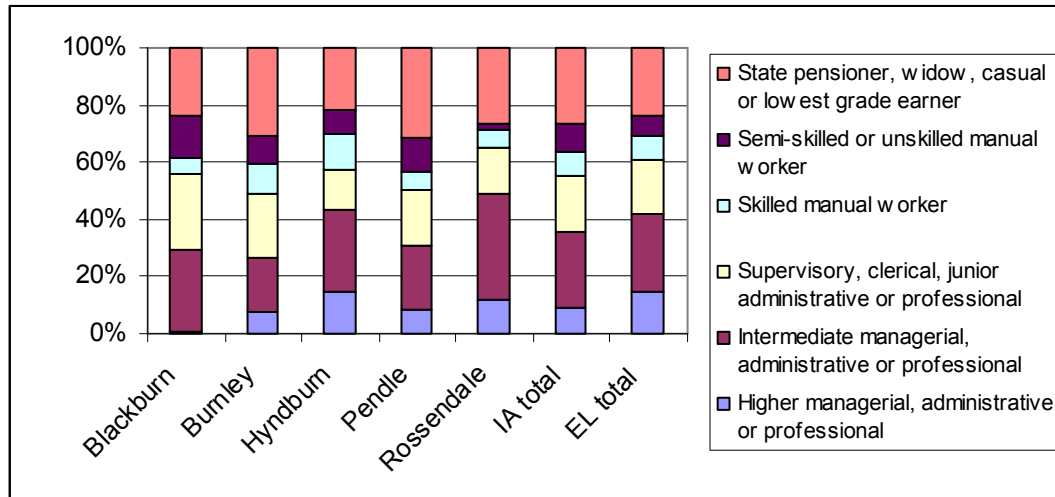
	Intervention Area	East Lancashire
Employee in full time job	34%	39%
Employee in part time job	14%	13%
Self Employed	5%	7%
On a Government supported training	0%	0%
Full time education	6%	5%
Unemployed and available for work	5%	3%
Permanently sick or disabled	10%	6%
Wholly retired from work	21%	23%
Looking after the home	9%	8%
Looking after family members	7%	5%
Doing something else	2%	2%

Source: Living and Working In East Lancashire 2006 (Q45)

9.5 Occupation

The HMR intervention area has a lower proportion of managerial workers and a higher proportion of state pensioners and semi-skilled workers, compared to the East Lancashire average. Interestingly, Blackburn has very few higher managerial roles, despite it being one of the largest towns in East Lancashire.

Figure 9.5: Occupation of respondents

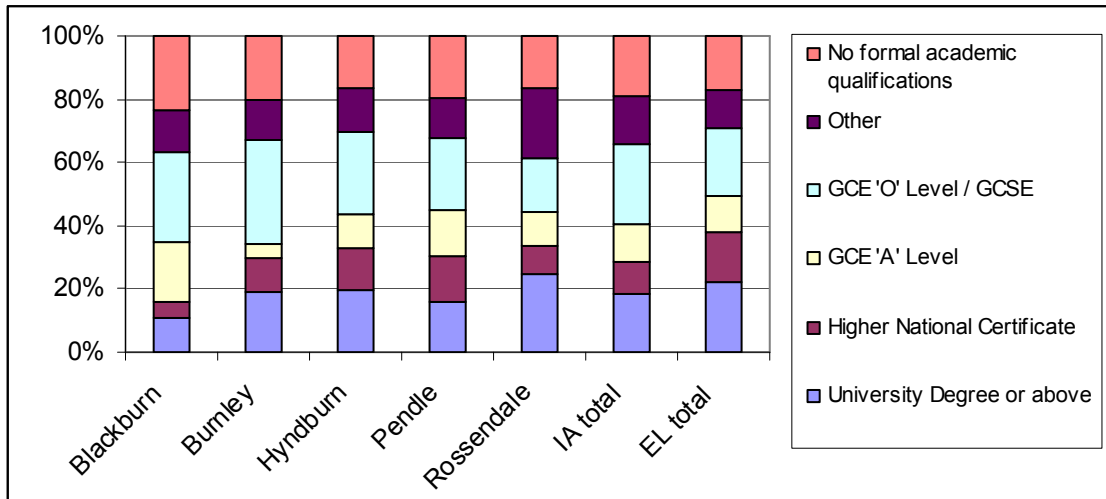


Source: Living and Working In East Lancashire 2006 (Q48)

9.6 Education status

Mirroring the differences in occupation demonstrated above, the HMR intervention area respondents have lower levels of qualifications compared to the average in East Lancashire. 18% of HMR area residents hold a university degree (21% in East Lancashire) whilst 11% hold a HNC (15% in East Lancashire). A higher proportion of HMR residents state that GCSE's are their highest qualification held.

Figure 9.6: Highest academic qualifications held

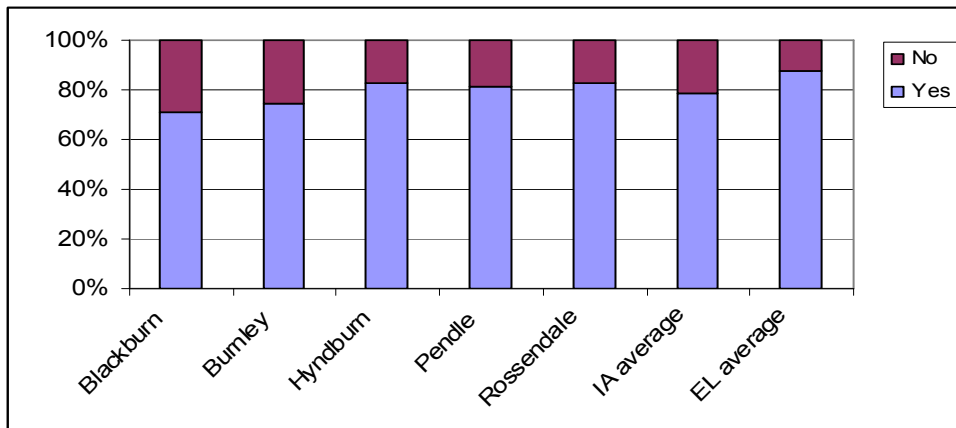


Source: Living and Working In East Lancashire 2006 (Q49)

9.7 Car ownership

Car ownership in the HMR intervention area is slightly lower than the East Lancashire average, with 8% fewer respondents saying they have access to a car. This is even lower in Blackburn, perhaps the result of the town's public transport links. Compared to 2004, the % having access to a car in the intervention area has fallen from 81% to 78%, whilst the % in East Lancashire has risen from 85% to 87%.

Figure 9.7: Car ownership



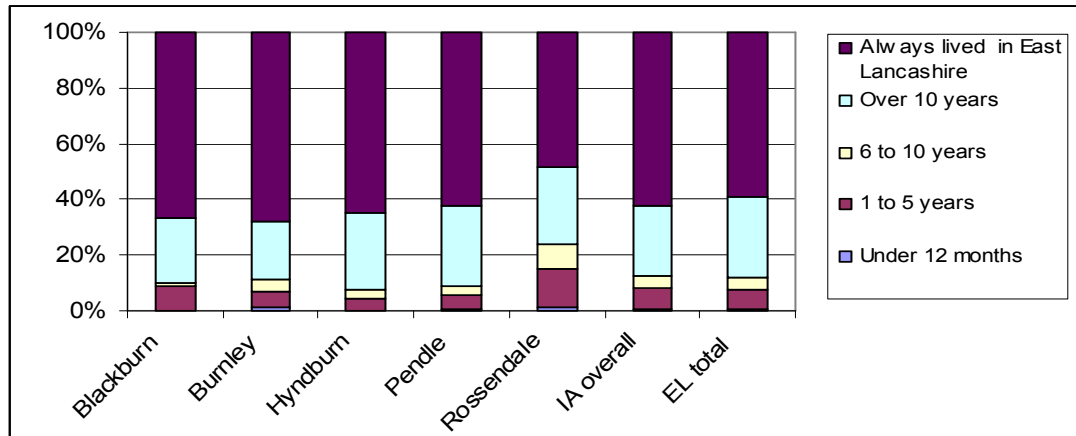
Source: Living and Working In East Lancashire 2006 (Q50)

9.8 Time lived in East Lancashire

Within the HMR Intervention Area, over 60% of respondents have lived in East Lancashire all their lives, indicating population stability on a par with East Lancashire

generally. This finding is very similar to that found in the 2004 survey. Looking at the individual district intervention areas, Rossendale has the lowest proportion of residents who have lived there all their lives, again reflecting the suggestion that the area is a good commuter base for Greater Manchester.

Figure 9.8: How long lived in East Lancashire



Source: Living and Working In East Lancashire 2006 (Q1)

9.9 Reasons why came to East Lancashire

For those who have not lived in East Lancashire all their lives, the main reasons as to why they came to live in the area are access to employment, to be closer to family/friends and because they moved here with their family. Compared to the East Lancashire total, employment is less significant whilst moving with the family is more of a contributing factor. Again these findings are similar to those found in 2004. What is interesting to note is the pattern of responses in Rossendale - 18% moved to the area to find affordable housing whilst 11% moved there for employment reasons. These figures are much higher than the total IA average, perhaps again reflective of its commuter status.

Figure 9.9: Why came to East Lancashire

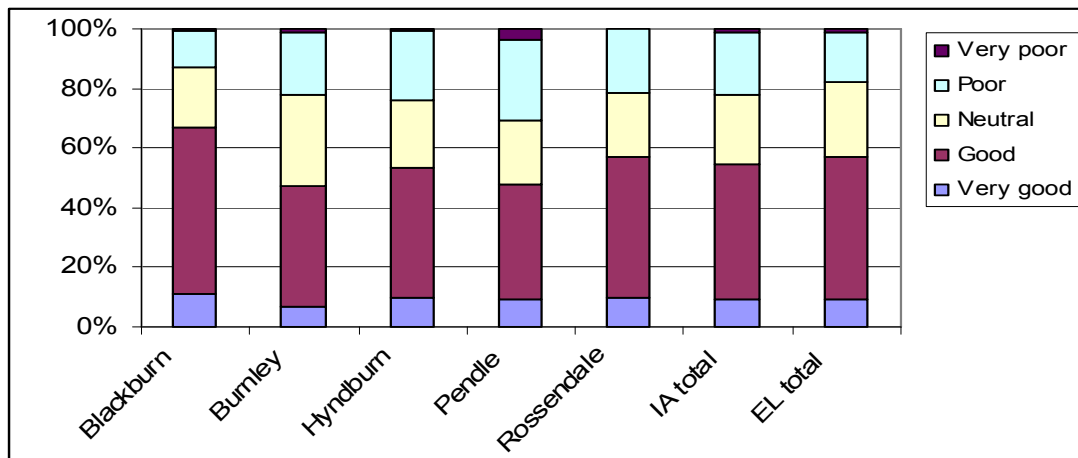
	HMR Intervention Area	East Lancashire
Returned from college/university	2%	2%
Moved with family	7%	5%
Better QoL	2%	4%
Good choice of housing	1%	2%
Affordable housing	5%	6%
Closer to family/friends	8%	8%
Accessibility to countryside	2%	5%
Health reasons	1%	1%
Employment reasons	8%	14%
Good transport links	0%	1%
Other	5%	4%

Source: *Living and Working In East Lancashire 2006 (Q2)*

9.10 Image of East Lancashire

Overall, respondents in the HMR intervention area hold views on the image of East Lancashire that closely correspond with those of the rest of East Lancashire, with over half feeling that the image of East Lancashire within the area is good or very good. Differences can be seen across each districts intervention area, with Blackburn being the most positive and Burnley the least. These results compare favourably to 2004 where the intervention area average was just under 50%. Hence, progress is being made.

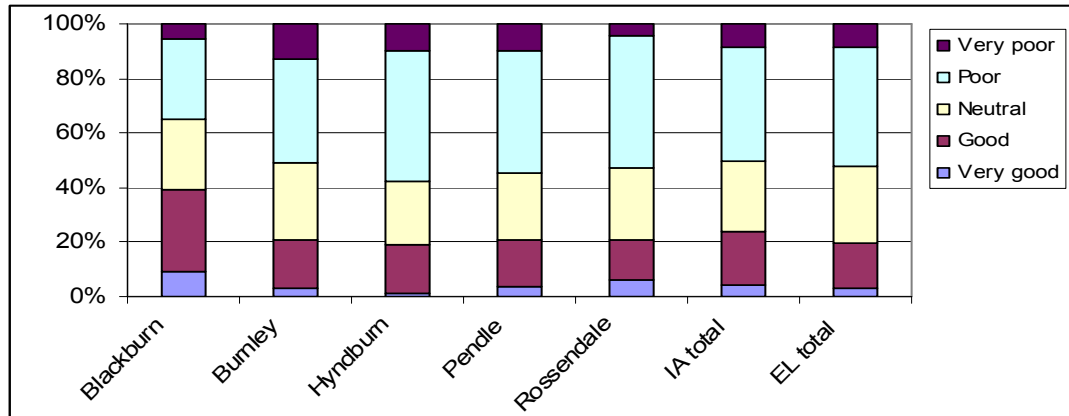
Figure 9.10a: The image of East Lancashire (within East Lancs)



Source: *Living and Working In East Lancashire 2006 (Q3)*

However, when looking at the image of East Lancashire from a national perspective, the role is reversed. The majority of respondents in both the intervention area as a whole and East Lancashire believe this image to be poor. Interestingly, Blackburn perceives the national image to be rather more positive than its neighbours. Again, compared to 2004 the results are favourable, with fewer stating that the image will be poor.

Figure 9.10b: The image of East Lancashire (nationally)

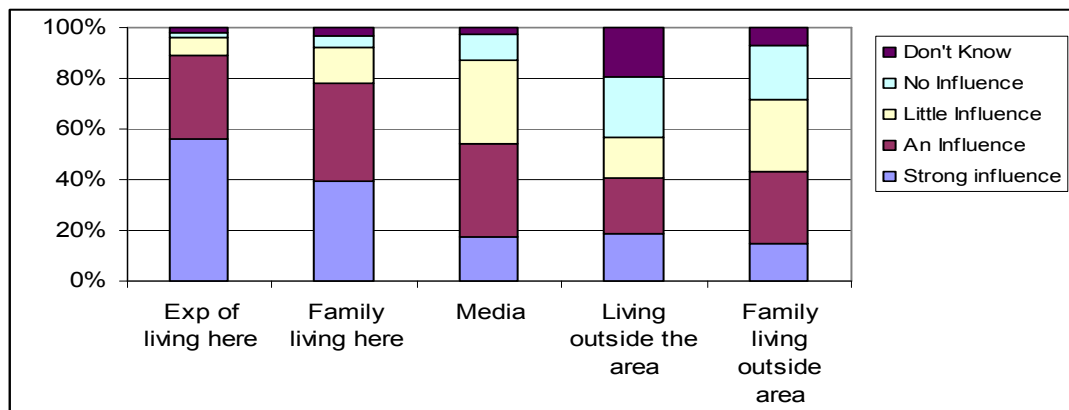


Source: *Living and Working In East Lancashire 2006 (Q3)*

9.11 Influences on perception of East Lancashire

56% of respondents living in the intervention area feel that living in the area has the strongest influence on their perception of East Lancashire as a place to live. 39% of respondents said their family had a strong influence and over half cited the media as having either a strong or some influence. Again, these results reflect the East Lancashire findings (see Figure 4.11 above)

Figure 9.11: Influence on perception of image of East Lancashire



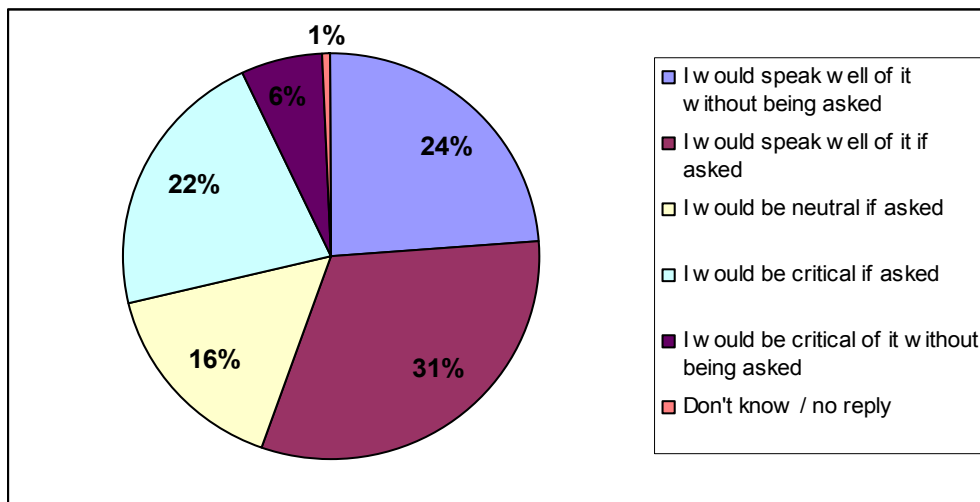
Source: *Living and Working In East Lancashire 2006 (Q5)*

9.12 How well would you speak of your neighbourhood/ East Lancashire

Nearly a quarter of residents within the HMR area would speak well of their neighbourhood without being asked. This compares to 37% of residents across East Lancashire as a whole (see figure 4.12 above). On the other hand, 28% of HMR area respondents would be critical, compared to 23% in East Lancashire. This highlights potential cause for concern. Obtaining resident 'buy-in' is crucial for the success of any intervention strategy. Rossendale intervention area residents speak relatively well of their neighbourhood, with 32% speaking well of it without being asked and 13% critical of it. Burnley residents on the other hand are the most critical – only 19% would speak well of their neighbourhood and 40% would be critical of it.

Compared to 2004 the results are less favourable. A fifth of respondents from the HMR intervention area said they would be critical of their neighbourhood, with a massive 44% saying they would speak well of it without being asked. On this evidence alone, it appears the area has slipped a little since the last survey.

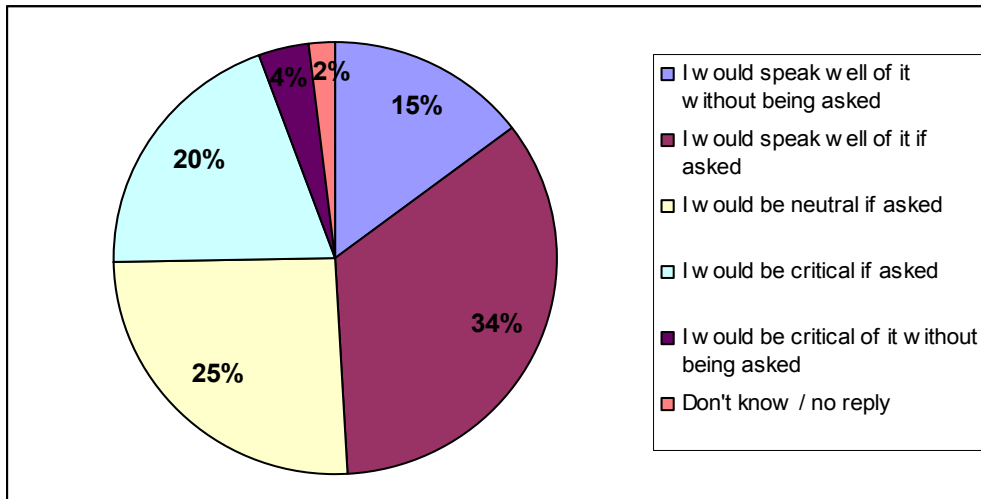
Figure 9.12a: How well respondents would speak of their neighbourhood



Source: Living and Working In East Lancashire 2006 (Q6)

Turning to East Lancashire, a mere 15% of HMR area residents would speak well of the area (compared to 25% in 2004), although these numbers are broadly comparable to those found for all the survey respondents (see figure 4.13 above)

Figure 9.12b: How well respondents would speak of East Lancashire

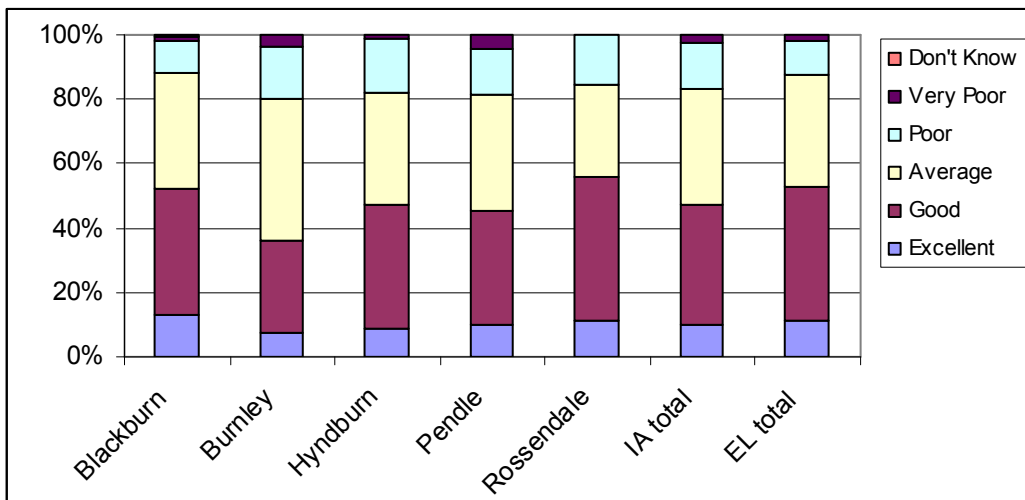


Source: Living and Working In East Lancashire 2006 (Q6)

9.13 Rating of East Lancashire as a place to live

Residents within the intervention area rate living in the area slightly less favourably than East Lancashire residents as a whole (47% vs 53% rate the area as either excellent or good). Again there is variation across the 5 individual intervention areas, with Burnley rating living in the area the lowest (36% rate it as excellent or good) with Rossendale showing the greatest levels of satisfaction (56% rating it as excellent or good)

Figure 9.13: Rating of East Lancashire as a place to live

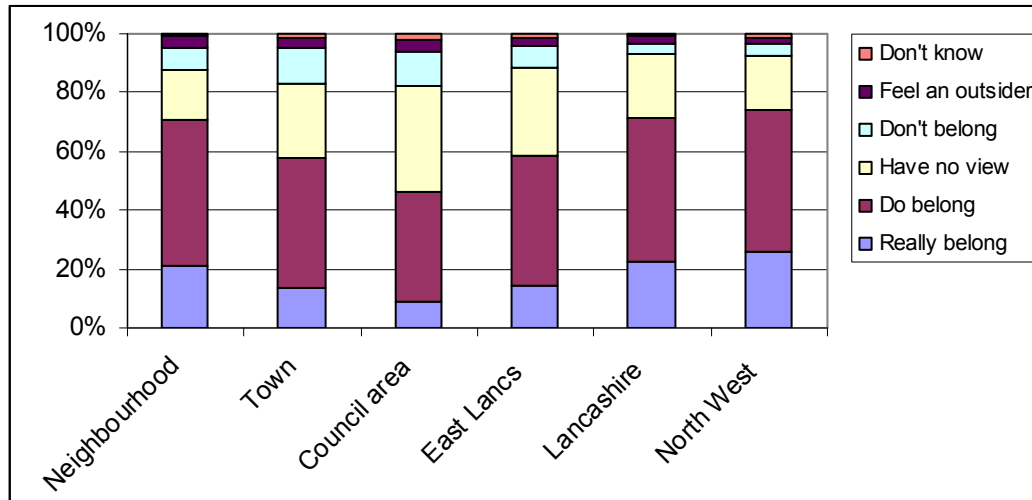


Source: Living and Working In East Lancashire 2006 (Q7)

9.14 Belonging

71% of the HMR Intervention Area respondents feel that they belong to their local neighbourhood, compared to 74% in 2004. Feelings of belonging are high across the different locations, but noticeably lower in belonging to the district. The pattern is similar to that noted for all East Lancashire respondents (see figure 5.1 above)

Figure 9.14: Sense of belonging

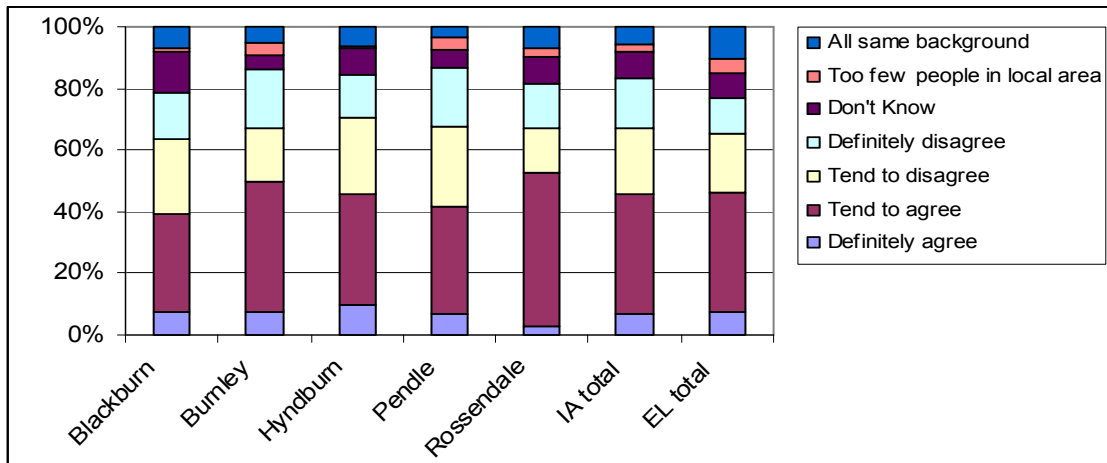


Source: Living and Working In East Lancashire 2006 (Q8)

9.15 Cohesive communities

37% of respondents from the HMR intervention area disagreed that people from different backgrounds get on in their area (compared to 28% in 2004), 7% higher than the East Lancashire average. However, when looking at those who agreed with the statement (46%), the picture is very similar to that of the East Lancashire population. Blackburn seems to have the lowest proportion where different backgrounds get on (39%) whilst Rossendale has the highest proportion (53%).

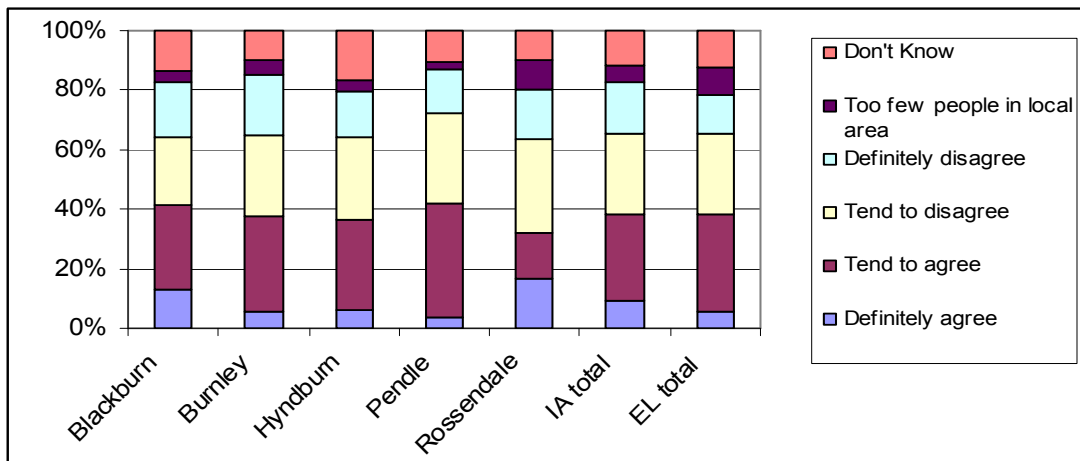
Figure 9.15a: Getting on with people from different backgrounds



Source: Living and Working In East Lancashire 2006 (Q9)

Looking at the extent to which respondents agree that their neighbourhood is one where people respect ethnic differences, nearly 40% of HMR area respondents agree with this statement. This is very similar to both the East Lancashire population and also the 2004 survey. Interestingly, Rossendale, who in figure 9.15a above tend to get on well with people from different backgrounds, have the lowest figure (only 32% agree).

Figure 9.15b: Respecting ethnic differences



Source: Living and Working In East Lancashire 2006 (Q10)

9.16 Local community spirit

Compared to 2004, the level of community spirit appears to be diverging. For East Lancashire, on all but one of the statements the %'s have improved. However, for the intervention area, only three of the statements have seen a positive improvement (a lot in common, close knit community and sharing the same values). Trust seems to be an

issue within the intervention area, with only 37% agreeing that people can be trusted. Feelings of safety have also diverged with only just over half of those in the Intervention Area stating that they feel safe in their neighbourhood.

Figure 9.16: Community spirit (% that agree with each statement)

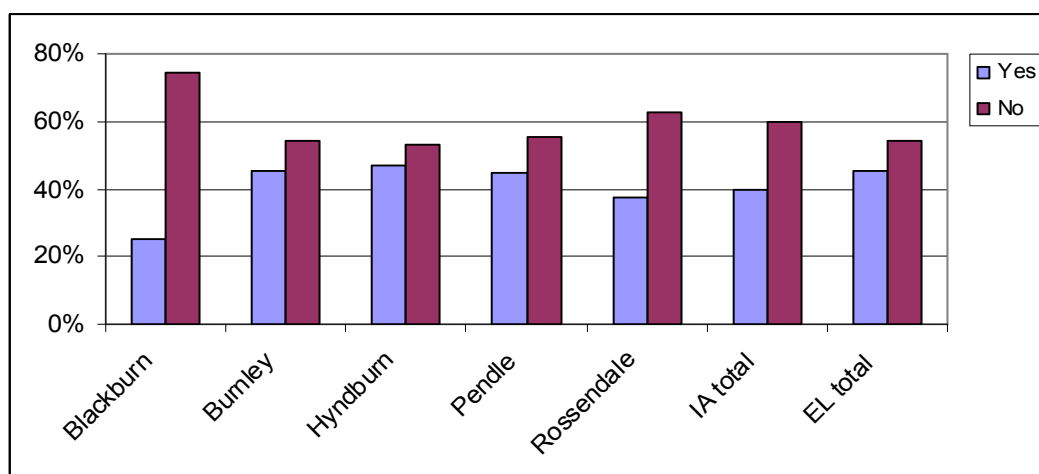
	Intervention Area	East Lancs
People know one another / help one another	58%	66%
People know one another but don't help one another	26%	19%
Most people keep themselves to themselves	48%	47%
People have a lot in common	35%	35%
This is a close knit community	30%	31%
People in my community can be trusted	37%	51%
People do not share the same values	41%	33%
I feel safe in my neighbourhood	54%	66%

Source: Living and Working In East Lancashire 2006 (Q12)

9.17 Volunteering activity

Respondents in the Blackburn intervention area display a greater propensity to not involve themselves in volunteering schemes. Only residents in Hyndburn are more likely to get involved in unpaid activities compared to the East Lancashire average. This is a role reversal since 2004, whereby residents in the intervention area were (marginally) more likely to volunteer their services.

Figure 9.17: Levels of volunteering

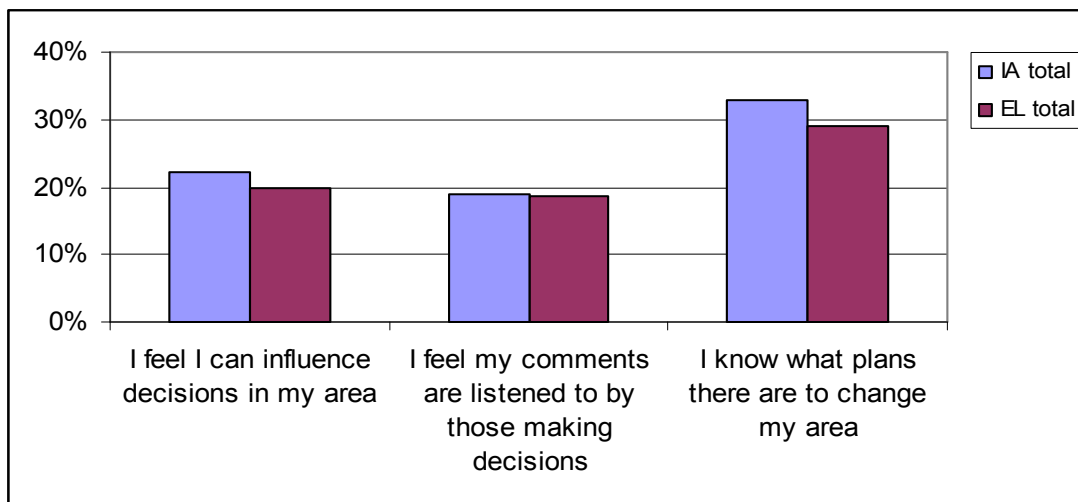


Source: Living and Working In East Lancashire 2006 (Q13)

9.18 Influencing decision making

Over 20% of respondents in the HMR area feel that they can influence local decisions. HMR respondents, compared to the East Lancashire average, also feel that they know what plans are afoot in their local area. Compared to 2004, these results are very positive – only 18% of HMR residents felt they could influence local decisions whilst on all three statements the East Lancashire average was greater than the HMR area average. This success could be allocated to the communication process of the individual districts and Elevate over the past 2 years in actively engaging with the local community.

Figure 9.18: Influencing local decision-making

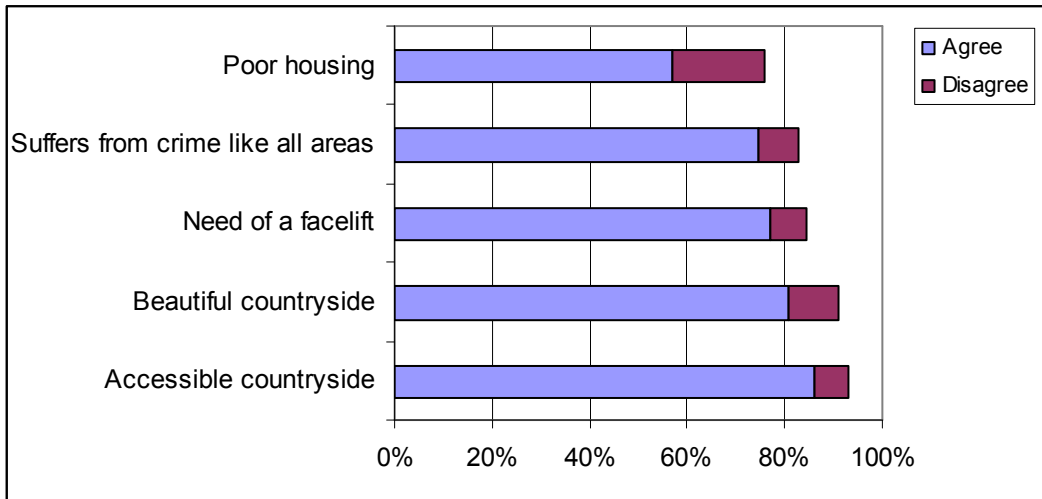


Source: *Living and Working In East Lancashire 2006 (Q16)*

9.19 Neighbourhood statements

The HMR intervention area respondents display similar perceptions to the East Lancashire average (see section 5.8 above). The top 2 most agreed with statements are identical, with over 80% agreeing that their neighbourhood has both accessible and beautiful countryside. More HMR respondents agreed with the fact that the area needs a facelift (77% vs 60%) and poor housing was seen as a greater factor amongst HMR residents (57% vs 38%).

Figure 9.19a: Statements with the highest % in agreement



Source: *Living and Working In East Lancashire 2006 (Q17)*

Looking at the remaining positive neighbourhood statements, the majority of the statements see fewer HMR residents agreeing with them compared to the East Lancashire average. In particular, a good mix of quality housing and a good choice of type and size of housing fare less favourably. With regard to safety, the HMR areas are considered to be less safe than the rest of East Lancashire. Compared to 2004, all 3 of these statements have fallen to some extent.

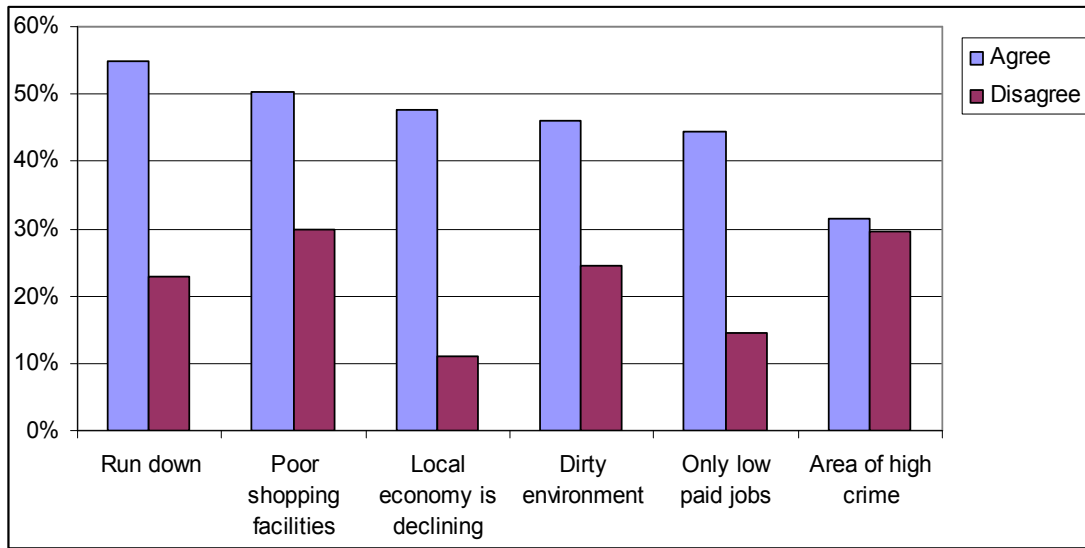
Figure 9.19b: Remaining positive features of neighbourhood (% of respondents agreeing with statement)

	Intervention area	East Lancs
There are lots of opportunities for outdoor leisure	51%	59%
It has attractive town centres	22%	25%
It has clean and well maintained town centres	32%	31%
It has good shopping facilities	36%	34%
Good mix of quality housing	38%	48%
A good choice of type and size of housing	42%	53%
It has affordable good housing	32%	32%
It is a safe place to live	36%	48%
It has a strong economy with high tech industries	9%	9%
It has a strong economy and industrial base	13%	14%
It is easy to find jobs with a decent wage	7%	8%

Source: *Living and Working In East Lancashire 2006 (Q17)*

Turning our attention to the negative neighbourhood statements, respondents living in the HMR intervention area express greater concerns compared to the East Lancashire average. The negative statement that most HMR residents agreed with was that the area is run down (55% agreed with this compared to 38% in East Lancashire as a whole). Looking at the remaining 5 negative statements (in terms of the % who agreed), all of these are above the East Lancashire average. When comparing the findings to 2004, the situation is confounded. All 6 statements in 2004 received lower levels of agreement from HMR residents, and it appears that divergence is beginning to take place between HMR residents and East Lancashire as a whole.

Figure 9.19c: Remaining negative features of neighbourhood (% of respondents agreeing with statement)

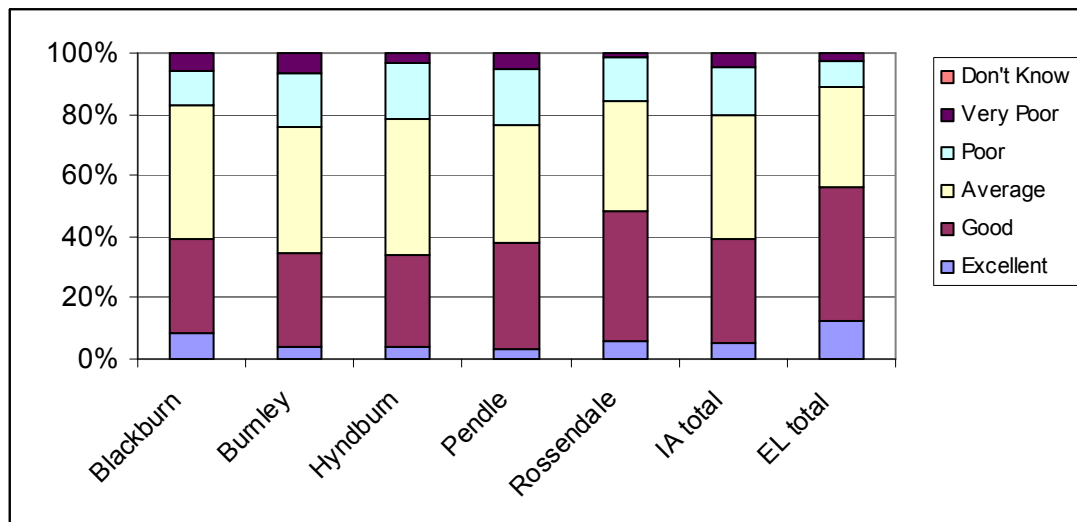


Source: *Living and Working In East Lancashire 2006 (Q17)*

9.20 Neighbourhood as a place to live

Just under 40% of HMR intervention area respondents rate their area as a good place to live, with 5% rating it as excellent. Compared to 2004, this is an overall drop in satisfaction – 50% previously rated it as a good place to live and 10% rated it as excellent. Opinions across the 5 individual intervention areas are similar, with Rossendale being the slight exception, displaying an opinion more closely matching the East Lancashire average.

Figure 9.20: Opinion of Neighbourhood as a place to live

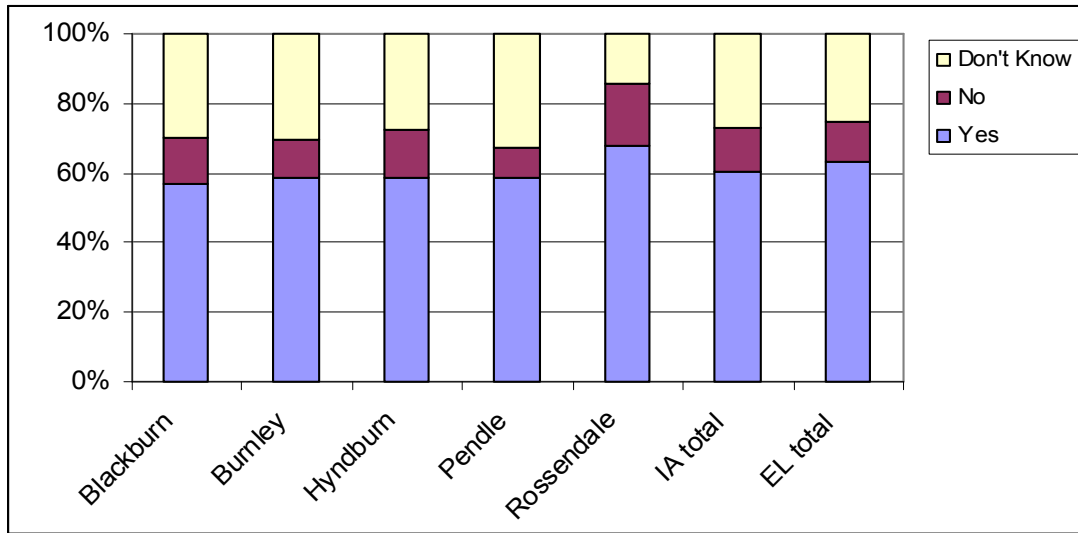


Source: *Living and Working In East Lancashire 2006 (Q18)*

9.21 Intend to be living in East Lancashire in 5 years

Despite the large scale changes that are planned slightly fewer HMR Intervention Area respondents believe they will be living in East Lancashire in 5 years time. This is a similar finding to 2004, although the numbers have fallen – 65% of HMR respondents stated they would be living in East Lancashire in 2004, compared to 60% in 2006.

Figure 9.21: Intention of living in East Lancashire in 5 years time

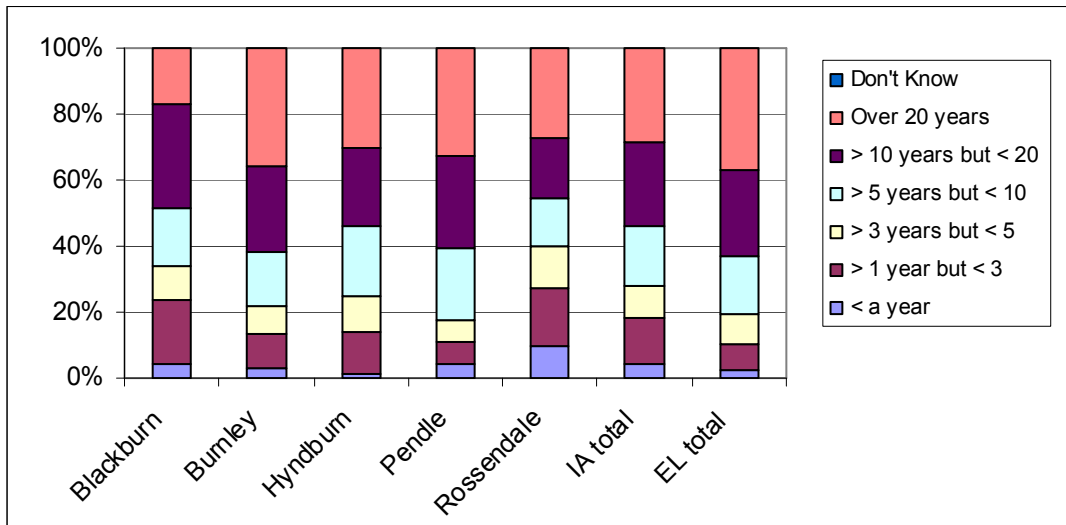


Source: *Living and Working In East Lancashire 2006 (Q19)*

9.22 Time in current home

Respondents in both East Lancashire and the HMR areas follow a similar pattern when asked how long they had lived in their current home, with residents in the HMR area having lived in their homes for marginally less time than the East Lancashire average. This contradicts the findings in 2004 where HMR area residents had been living in their homes for longer than the East Lancashire average (31% having lived there for more than 20 years compared to 28% in 2006). Interestingly, Rossendale have the highest relative proportion of residents within their HMR area that have lived there for less than a year, with Burnley having the greatest proportion who have lived there for more than 20 years.

Figure 9.22: Length of time living in current home

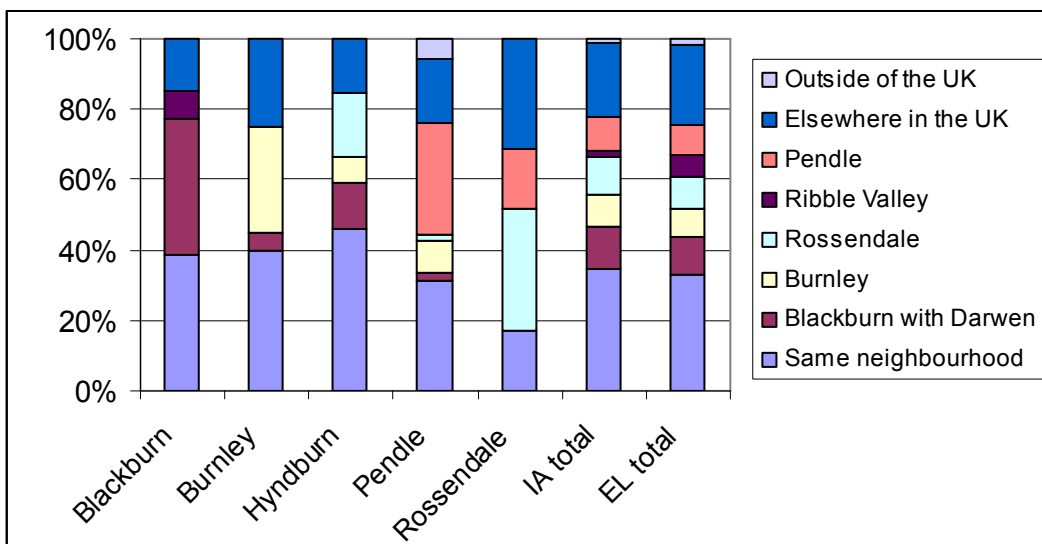


Source: Living and Working In East Lancashire 2006 (Q20)

9.23 Previous residence

When looking a little closer at the previous address of those who lived in their current home for less than 5 years, it is interesting to note the clear difference in Rossendale. A much greater proportion have previously lived elsewhere in the UK and, likewise, a much smaller proportion previously resided in the same neighbourhood.

Figure 9.23: Location of previous residence



Source: Living and Working In East Lancashire 2006 (Q21)

9.24 Why moved in last 5 years

Of those that have actually moved house in the last 5 years, issues of needing more space, attraction to the area and to be closer to family/friends are key drivers. The influence of these three factors is slightly less in the HMR area, particularly when looking at needing more space (25% vs 35%) and liking the area (24% vs 42%). This difference is accounted for by drivers such as cheaper housing (18%), access to shops/ services (14%) and to build new relationships (21%). Compared to 2004, the results are similar. However, the difference between the HMR area and East Lancashire (particularly on the top three drivers) seems to be widening, with the HMR area %'s falling and the East Lancashire average %'s increasing.

Figure 9.24: Reasons why moved home (if moved in the last 5 years)

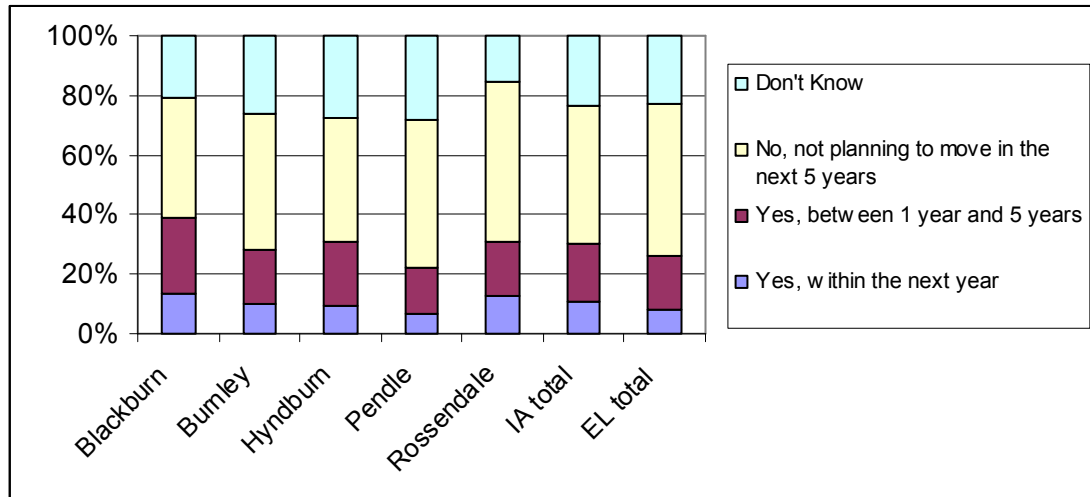
	Intervention Area	East Lancs
To be closer to family/friends	22%	24%
Better access to work	12%	12%
Safety / fear of crime	7%	11%
Better shops / leisure	7%	4%
Poor quality neighbourhood	4%	8%
Needed more space	25%	35%
Needed less space	5%	2%
Anti-social behaviour/neighbour problems	11%	12%
Racial harassment	3%	1%
Wanted to buy	20%	22%
Family Breakdown	5%	6%
New relationship	21%	16%
Health Reasons	7%	6%
Better Schools	2%	10%
Liked the area	24%	42%
Nearer shops / services	14%	8%
Good / better public transport	6%	4%
Better employment prospects	4%	2%
Moved with job	6%	7%
Cheaper housing / Rent	18%	13%
Other	28%	22%

Source: Living and Working In East Lancashire 2006 (Q22)

9.25 Intention to move home in next 5 years

The HMR intervention area responses are slightly higher than the East Lancashire average, with 30% (compared to 26% in East Lancashire) intending to move within 5 years. Interestingly, this is the highest within Blackburn with Darwen's intervention area, with 39% declaring an intention to move.

Figure 9.25: Intention to move from current home in the next 5 years

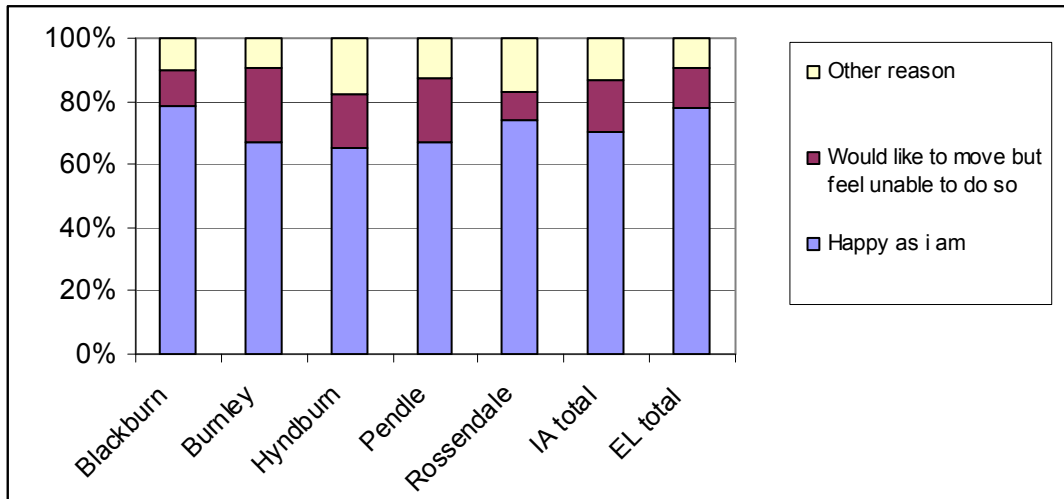


Source: Living and Working In East Lancashire 2006 (Q23)

9.26 Reasons for not intending to move

Encouragingly, 70% of HMR area respondents who are not intending to move in the next 5 years are happy with where they are living (slightly higher at 78% in East Lancashire). However, 16% would like to move but feel unable to do so whilst in Burnley's intervention area this increases to 24%. Given the HMR activity taking place in Burnley this is of potential concern – if anything, we would hope that this % within active intervention areas would be lower than the average, as efforts have begun to help those who are unable to move.

Figure 9.26: Reasons for not intending to move home in the next 5 years



Source: *Living and Working In East Lancashire 2006 (Q24)*

9.27 Why intend to move?

Respondents gave a wide variety of reasons why they intend to move in the next five years. For HMR respondents, the most important reason was due to the poor quality of their existing neighbourhood. This proportion was nearly double that found for East Lancashire as a whole (32% vs 17%). This is highest in Burnley and Pendle at 40%, with Rossendale the lowest (at 0%). It is evident at present that the perception of neighbourhoods within the intervention areas is still of concern, despite the large amount of monies being invested. Perhaps expecting these perceptions to change ‘over night’ is unrealistic, with the more likely outcome that results will hopefully materialise over the longer term. Compared to 2004, the HMR area figure has increased from 27% to 32%.

It is also worth noting that safety/fear of crime is more of a factor in the HMR areas than East Lancashire (27% vs 17%). In combination with the poor quality housing, this raises questions as to whether residents are aware of the work that is being undertaken and, if they are, why these factors are still of such a concern (again, perhaps it is a little too early to tell). That said, compared to 2004, the HMR area figure has decreased considerably – from 37% to 27%.

Anti social behaviour appears to be a growing factor. In 2004, this accounted as a reason for wanting to move for 20% of HMR area respondents. In 2006, this has increased to 27% and is considerably higher than the East Lancashire average.

Figure 9.27: Why respondents would like to move

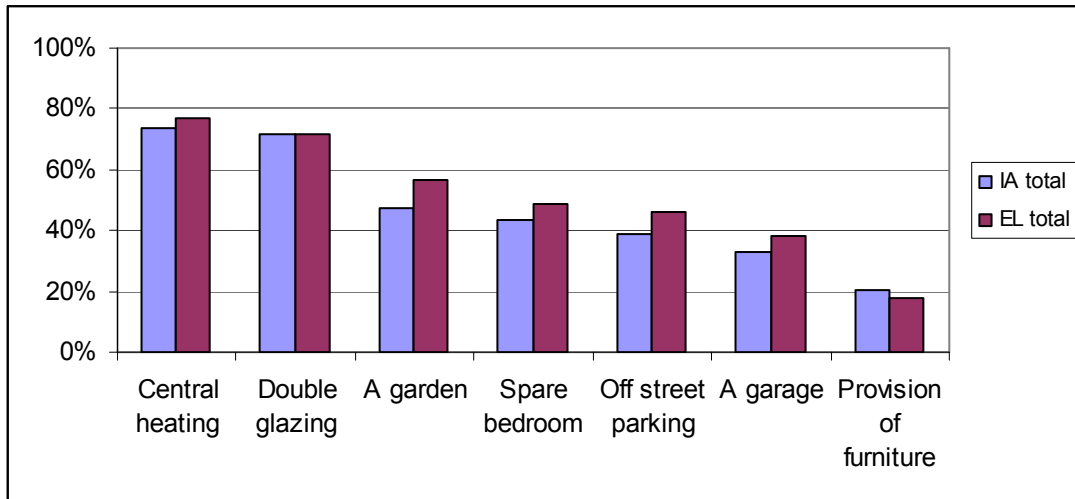
	Intervention Area	East Lancs
To be closer to family/friends	13%	13%
Better access to work	18%	14%
Safety / fear of crime	27%	17%
Better shops / leisure	12%	13%
Poor quality neighbourhood	32%	17%
Needed more space	28%	28%
Needed less space	9%	11%
Anti-social behaviour/neighbour problems	27%	19%
Racial harassment	9%	5%
Want to buy	10%	12%
New relationship	5%	7%
Health Reasons	8%	8%
Better Schools	7%	6%
Liked the area	19%	21%
Nearer shops/services	5%	6%
Good/better public transport	3%	6%
Better employment prospects	15%	16%
Moving with job	4%	6%
Cheaper housing / rent	10%	7%
Family breakdown	2%	2%
Other	8%	11%

Source: Living and Working In East Lancashire 2006 (Q25)

9.28 Essential features of a new home

Central heating and double glazing are considered the most essential features a new home should include. Interestingly, HMR area residents are less 'fussy' when it comes to the essential features of a new home. On all but one of the 7 attributes listed below, the East Lancashire average is higher than that of the HMR area. This may boil down to aspirations and/or a perceived reality that these features will not be accessible in their next home.

Figure 9.28: Essential features of a new home

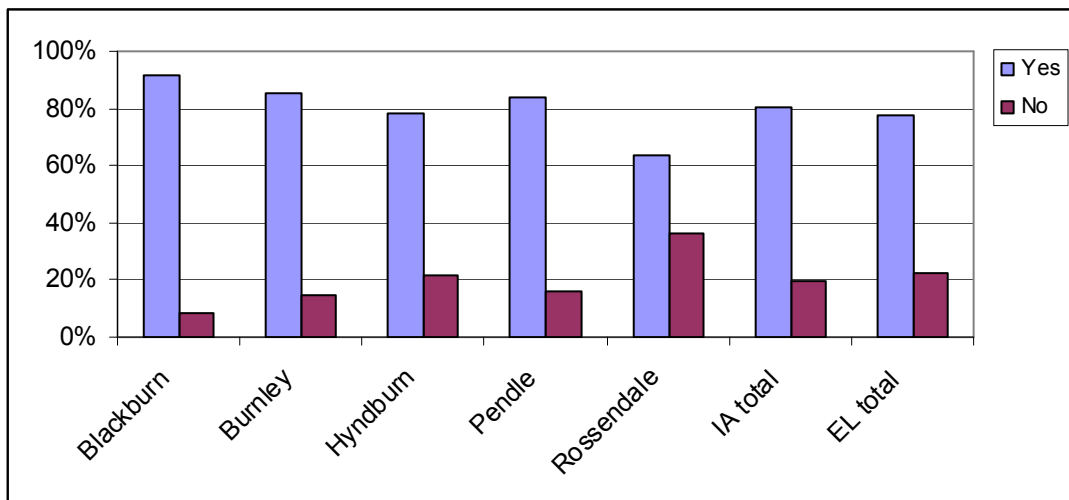


Source: *Living and Working In East Lancashire 2006 (Q26)*

9.29 Work in East Lancashire

A slightly higher number of HMR area residents work in East Lancashire compared to the East Lancashire average (81% vs 78%). Perhaps unsurprisingly, a much lower number of HMR area residents in Rossendale work in East Lancashire. On closer investigation, 66% of these work in Greater Manchester (compared to an East Lancashire average of 50%).

Figure 9.29: Percentage of respondents working in East Lancashire



Source: *Living and Working In East Lancashire 2006 (Q27)*

9.30 Travel to work

The majority of respondents drive to their place of work alone in their cars. Respondents in the HMR intervention area are more likely to walk to work (25% vs 15%), indicating that for HMR residents work is quite close to home. Compared to 2004, these results are very similar, all be it that the percentages comparing the HMR area and East Lancashire were closer to each other (indicating yet again divergence between these two groups of residents).

Figure 9.30: Methods of travelling to work

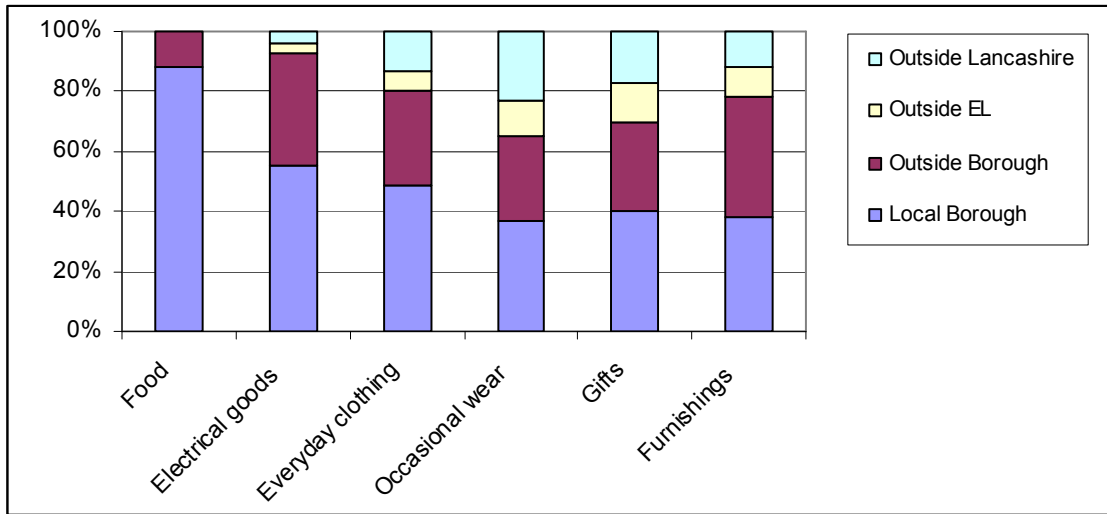
	Intervention Area	East Lancashire
Car as a driver with passengers	13%	10%
Car as passenger	12%	9%
Car as driver on own	53%	67%
Bus	14%	8%
Walk	25%	15%
Train	3%	2%
Bicycle	3%	2%
Motorcycle	3%	1%
Other	2%	3%

Source: *Living and Working In East Lancashire 2006 (Q30)*

9.31 Shopping venues

Respondents living in the HMR intervention area closely follow the pattern of East Lancashire responses with, for example, close to 100% doing their food shopping within East Lancashire. However, HMR area residents are more likely to undertake their shopping within the local Borough compared to the East Lancashire average. Comparing these findings to 2004, the differences are minimal – it appears that little has changed in shopping preferences over the last 2 years.

Figure 9.31: Where respondents buy certain goods



Source: Living and Working In East Lancashire 2006 (Q33)

9.32 Access to services

Looking at the 3 most difficult to access services (dentist, police and doctor), HMR area respondents seem to have a greater difficulty in accessing these compared to the East Lancashire average. This could be the result of many factors – proximity to home, means of transportation (see Figure 9.7 above), health issues etc. Compared to 2004, the trend is much the same. None the less, it is encouraging to note that a third of all respondents have no difficulty in accessing local services.

Figure 9.32: Services which are hard to access

Services hard to Access	Intervention Area	East Lancs
NHS Dentist	48%	43%
Doctor	13%	9%
Burnley General Hospital	10%	10%
Hospital - Other	7%	8%
NHS Direct / Health Service	7%	5%
Police	17%	14%
Adult Education	5%	6%
Recycling	7%	7%
Bank/ PO/ Building Society	7%	9%
Local Council / Town Hall	7%	7%
Library	1%	2%
Specialist food retailers (e.g. butcher)	4%	6%
Cinema/ theatre/ cultural facilities	9%	9%
None	33%	34%

Source: *Living and Working In East Lancashire 2006 (Q36)*

9.33 Key issues

- 18% of the Elevate intervention area is now accounted for by Asian or Asian British residents. This is an increase on 2004 and points towards a more diverse culture beginning to emerge
- Satisfaction with current property is lower in the intervention area, particularly in Blackburn and Hyndburn
- Burnley intervention area residents have the most negative opinion of the image of East Lancashire, although the intervention area average is not too dissimilar to the East Lancashire average. Furthermore, the latter group believe the nationally perceived image of East Lancashire to be less favourable than the intervention area residents
- Intervention area residents speak less well of their neighbourhood, especially in Burnley where 40% are critical of it. In 2004 (overall), only a fifth of residents would be critical of their neighbourhood
- Community spirit/ cohesion appear to be heading in an unfavourable direction. Compared to 2004, the level of community spirit is diverging, with intervention area residents less positive about community interaction and East Lancashire

becoming more positive. 37% of HMR residents disagreed that people from different backgrounds get on (28% in 2004) – this is an important finding, especially given the changing ethnic breakdown of the intervention areas

- HMR residents feel that they have a greater impact on influencing local decisions with nearly a third knowing what plans there are to change their area (up from 25% in 2004)
- Poor housing and stock in need of a facelift are statements that intervention area residents agreed with to a greater extent than East Lancashire as a whole. Furthermore, 55% voiced the opinion that their area is run down (38% for the East Lancashire average and 40% from the 2004 survey)
- That said, nearly 40% rate their neighbourhood as a good/excellent place to live (all be it down from 51% in 2004), with 20% stating it to be poor/very poor (up from 13% in 2004). The majority of HMR respondents (60%) expect to be living within East Lancashire in 5 years time, with 16% of those not intending to move feeling trapped/unable to move