Feedb@ck

Ribble Valley Winter 2007 Citizens' Panel Survey Full Report

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EXECUTIVE SUMMARY

Methodology

A paper survey was sent to all panel members. Additionally, panelists could also respond via our website, and an email invitation providing a hyperlink for the online survey was sent to those for whom we had email addresses.

Response Rates

There was an overall response rate of 52.5%. This can be broken down into 96.6% paper responses, and 3.4% email responses. This response rate is comparatively low compared to previous surveys, however, this can be accounted for due to the large number of panel members who have only recently been added to the Ribble Valley citizens' panel following the General Household Satisfaction Survey in 2006. Although these new members volunteered to be a part of the panel, they may not have realized what sort of questions would be asked, or may have found the survey too long. We also asked panel members to contribute to the Local Development Framework survey and this may have had an impact on responses.

Profile of respondents

The majority of respondents were female – 51.4% - with 46.5% of respondents being male. The largest response, by age, was from the 55-64 year old age group, with the smallest response coming from the 16-24 year old age group.

The most well represented area (by postcode) was that with the 'PR3 3' code, covering residents in Chipping, Derby and Thornley. The most poorly represented area was that with the 'BD23 3' code, which covers respondents from Gisburn and Rimington.

In accordance with local statistics, by far the majority of respondents were white – 96.9% - with an additional 0.8% white Irish, and 0.3% representing 'other' ethnicities.

When looking at respondents according to economic activity, the largest response was from those who are retired – 41.0% - with the smallest response being from those who are unemployed and available for work, just 0.3% of respondents.

KEY ISSUES

Clitheroe Market

Regular market shoppers felt that:

- More stalls / variety needed
- More local produce / 'farmers' market' style stalls needed
- Further provision of themed events would be beneficial
- Better parking facilities needed
- Market appearance needs improvement
- Cover / covered areas should be provided, particularly during the winter months

Non-market users felt that:

- Clitheroe Market is not seen as being ‘worth the effort’ of travelling to, i.e. no features that would attract a local shopper to travel to it rather than visiting other shops / markets that are more convenient
- Regular farmers’ style markets would attract new shoppers, as well as other special / themed events and a better range of goods, and better provision of local produce is needed
- The market is perceived to be in need of modernisation
- More advertising / promotion of the market is needed
- Change in opening times / hours may attract new shoppers

BACKGROUND AND METHODOLOGY

Background

The East Lancashire authorities that make up 'Feedb@ck' have agreed to carry out at least two East Lancashire-wide surveys each year and to also individually carry out two surveys every year.

Each authority ran its own survey during November 2007. Ribble Valley Borough Council has decided to theme its individual surveys around the Council's priorities and core values.

Suggestions were asked for, from service managers, regarding the themes and individual questions that were to be asked.

Several responses were received and it became clear that four key areas could be developed, these being equality and diversity, citizenship, financial reporting and issues around the shopping experience provided at Clitheroe Market.

Aims and Objectives of Research

The research has several important strategic applications within our organization. Responses from the survey will be used to gather information to help us develop the following priorities, ambitions and core values for the borough:

- To match the supply of homes in our area with the identified housing needs
- To protect and enhance the existing environmental quality of our area
- To ensure that access to services is available to all
- To treat everyone equally

The results from the survey also assisted with an audit of Clitheroe Market.

Methodology

The Corporate Services section developed a questionnaire, covering the different issues. A previous survey conducted by another East Lancashire authority was used as the starting point for the survey questions. The Corporate Management Team signed off the final draft of the survey prior to its distribution to panel members. The survey was sent via post to all panel members, along with a covering letter explaining why the different issues were being consulted upon.

The first questionnaires, together with the covering letter, were dispatched to all panelists (734 in total) on 2 November 2007. Initially, three weeks were allowed for completion of the survey, with one reminder being sent out to increase the response rate. The reminder letter was sent on 28 November 2007 to all panelists who had not returned the first questionnaire issued to them.

Panelists could also respond via our website, and a hyperlink was provided for the online survey for those whom we had email addresses for.

SNAP survey software was used to produce the survey and to analyse responses. A 'Z-test' was carried out to highlight issues that were statistically important or significant. Only these issues have been included in the report when comparing answers based on gender, age, disability etc. Due to the poor response rates from BME panel members analysis cannot be carried out on this basis. Also due to a poor response rate from 16-24 year olds, respondents in this age category have been combined with 25-34 year olds to make age comparisons more robust.

Response Rates

Overall the response rate for the survey was 52.5%, which is good for a mainly postal questionnaire with no incentive. When broken down this showed that 95.6% responded by paper and 4.4% responded by e-mail.

The Feedback Panel

This survey is the fourth survey of the Ribble Valley Feedback Citizens' Panel. It is a panel of (currently) 734 volunteers drawn from across the district, roughly representing a cross-section of the local community. Panel members do not receive any incentive for participation, other than inclusion into a £100 prize draw for East Lancashire-wide surveys.

Profile of respondents

This section examines the characteristics of the respondents to the survey, in terms of their demographic profile.

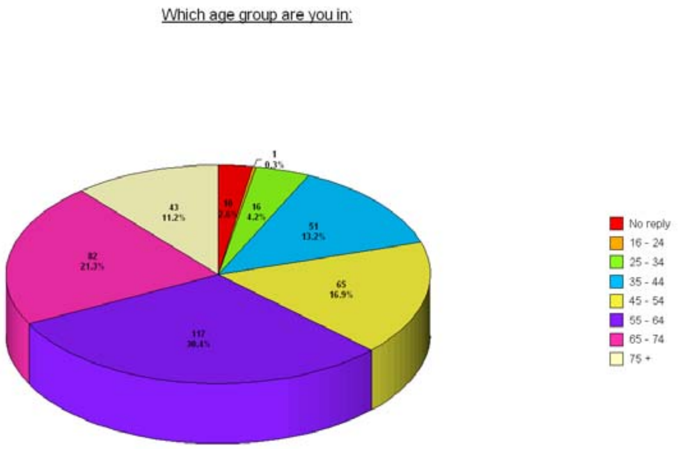
Age and Gender

Figure: 1.1 Gender profile

Are you:	**Number**	**Percentage**
Male	179	46.5%
Female	198	51.4%

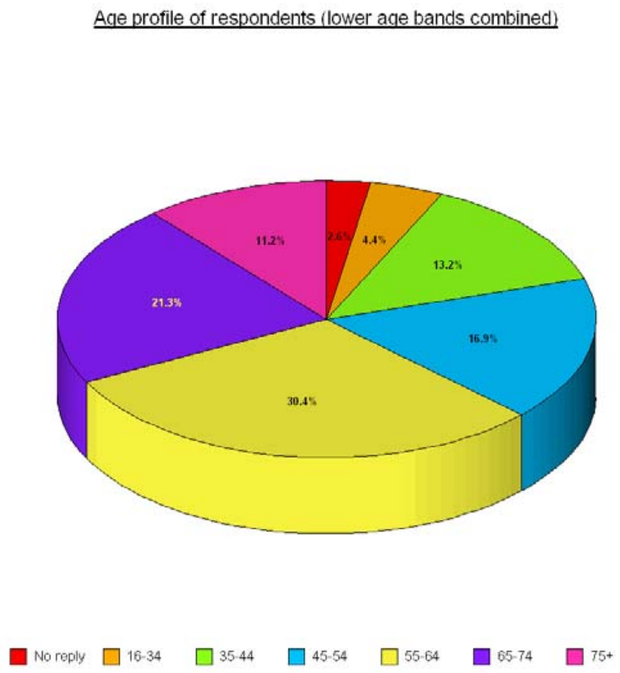
Source: Ribble Valley 2007 Winter Survey

Figure: 1.2 Age profile (before combination of lower age bands)



Source: Ribble Valley 2007 Winter Survey

Figure: 1.3 Age profile (after combination of lower age bands)



Source: Ribble Valley 2007 Winter Survey

Postcode area

Figure: 1.4 Postcode profile

Post code	Ward area	Number	Percentage
BB7 1	Littlemoor, Wiswell & Pendleton, Salthill, Primrose	55	14.3%
BB7 2	St Mary's, Salthill, Primrose, Edisford and Lowmoor	47	12.2%
BB7 3	Waddington and West Bradford, Aighton, Bailey & Chaigley, Bowland, Newton and Slaidburn	15	3.9%
BB7 4	Chatburn, Waddington and West Bradford, Gisburn & Rimington, Bowland, Newton and Slaidburn	27	7.0%
BB6 8	Langho, Ribchester	27	7.0%
PR3 2	Dilworth, Alston and Hothersall, Ribchester, Aighton, Bailey & Chaigley	12	3.1%
PR3 3	Chipping, Derby and Thornley	66	17.1%
BB7 9	Aighton, Bailey & Chaigley, Whalley, Billington & Old Langho, Sabden, Wiswell & Pendleton	48	12.5%
BB12 7	Wilpshire, Clayton-le-Dale with Ramsgreave	22	5.7%
BB1 9	Mellor	43	11.2%
BB2 7	Read and Simonstone	24	6.2%
BD23 3	Gisburn & Rimington	0	0%
BD23 4	Gisburn & Rimington	1	0.3%

Post code	Ward area	Number	Percentage
TOTAL		385	

Source: Ribble Valley 2007 Winter Survey

Ethnicity

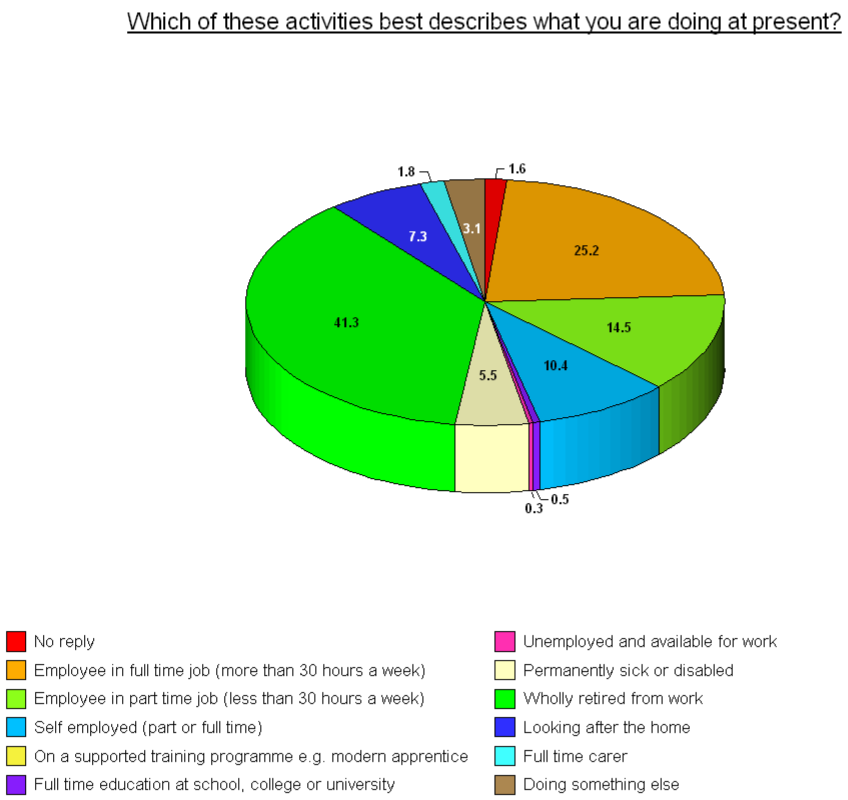
Figure: 1.5 Ethnicity profile

What is your ethnic origin?	Number	Percentage	Actual Percentage (Census data)
White	373	96.9%	98.4%
White Irish	3	0.8%	
Mixed Race	0	0%	0.4%
Asian	0	0%	0.8%
Black/Black British	0	0%	0.1%
Chinese or other ethnic group	1	0.3%	0.3%

Source: Ribble Valley 2007 Winter Survey

Activity

Figure: 1.6 Activity profile



Source: Ribble Valley 2007 Winter Survey

DETAILED ANALYSIS

CLITHEROE MARKET

The final section of the questionnaire asked panel members about their experiences of shopping at Clitheroe Market. Those respondents who had not visited the market in the last 6 months were asked about their shopping habits, their opinions of the market, and potential future improvements which could be made to attract them to shop at the market. These results have been used as part of an audit of Clitheroe Market, and will aid in the future production of a market development scheme.

Overall, over 60% of respondents had visited Clitheroe Market in the last 6 months.

Figure: 5.1 Last 6 months – all

Have you shopped at Clitheroe Market in the last 6 months?	
Base	385
No reply	0.8%
Yes	62.6%
No	36.6%

Source: Ribble Valley 2007 Winter Survey

Respondents in the 45-54 age group are less likely to shop at Clitheroe Market than other age groups.

The following 9 questions were only asked of market shoppers, with a section specifically for non-market users following this.

Of all the panel respondents, nearly 63% had shopped at Clitheroe market in the last 6 months. Firstly, we asked these respondents how often they visited the market. Most respondents visited the market on a regular monthly basis, and over a fifth visited the market on a weekly basis. Nearly 80% shop at the market at lest once a month.

Figure: 5.2 Frequency of visiting market – all

How often do you visit Clitheroe market?	
Base	241
No reply	-
More than once a week	17.8%
Once a week	22.4%
Every 2 weeks	14.5%
Once a month	24.1%
Less than once a month	21.6%

Source: Ribble Valley 2007 Winter Survey

When analysing responses to each activity within this question according to age, gender or disability the following points were selected, by the SNAP software, as being statistically important:

- 65-74 year olds are most likely to shop at the market more than once a week, more likely than any other age group and they are much less likely to only shop once a month
- 16-34 year olds are likely to visit once a month, again much more likely than any other age group
- 45-54 and 55-64 year olds are most likely to shop less than once a month

Figure: 5.3 Frequency of visiting market – age split

How often do you visit Clitheroe market?	No reply	16-34	35-44	45-54	55-64	65-74	75+
More than once a week	66.7%	7.7%	10.7%	7.1%	13.2%	32.8%	15.6%
Once a week	33.3%	-	32.1%	21.4%	21.1%	27.9%	15.6%
Every 2 weeks	-	23.1%	10.7%	10.7%	14.5%	14.8%	18.8%
Once a month	-	61.5%	25.0%	14.3%	23.7%	18.0%	31.3%
Less than once a month	-	7.7%	21.4%	46.4%	27.6%	8.2%	18.8%

Source: Ribble Valley 2007 Winter Survey

The following question asked respondents on which day/s they usually visited the market. This revealed that overall, Saturday is the most popular shopping day, as stated by over 60% of respondents.

Figure: 5.4 Day of visit – all

On what day do you usually visit the market?	
Base	241
No reply	2.9%
Tuesday	48.5%
Thursday	26.6%
Saturday	61.4%

Source: Ribble Valley 2007 Winter Survey

When analysing responses to each activity within this question according to age, gender or disability the following points were selected, by the SNAP software, as being statistically important:

- respondents aged 65-74 are most likely to shop at the market on a Tuesday
- those aged 75+ are least likely to shop at the market on a Saturday

The survey then sought to find out which time of day was most popular for shoppers to visit the market. Overall, respondents preferred to shop at the market between 9:00am and 11:00am.

Figure: 5.5 Time of visit – all

At what time of day do you usually visit the market?	
Base	241
No reply	3.3%
9 - 11am	45.2%
11am - 1pm	39.8%
1 - 3pm	24.1%
After 3pm	4.6%

Source: Ribble Valley 2007 Winter Survey

Those aged 55-64 are most likely of all the age groups to visit the market between 11:00am and 1:00pm.

Respondents were asked how long they had been a shopper at Clitheroe market for. The results clearly illustrate that there is a large established customer base at the market, with fewer ‘new’ shoppers.

Figure: 5.6 Regular shoppers – all

How long have you been a shopper at the market?	
Base	241
No reply	0.8%

0 - 2 years	7.1%
3 - 5 years	13.3%
6 - 10 years	12.4%
10 years +	66.4%

Source: Ribble Valley 2007 Winter Survey

When analysing responses to each activity within this question according to age, gender or disability the following points were selected, by the SNAP software, as being statistically important:

- When looking at results according to age group, the likelihood of a respondent being a 'long term' shopper increases with age. Whilst respondents aged 16-44 are most likely of all the age groups to be a 'new' shopper.

Respondents were then asked about what attracted them to shop at Clitheroe market. Respondents were invited to select as many responses as were appropriate from the given list. The majority of respondents (61%) stated that they shopped at Clitheroe market because of the personal, friendly service, with a further 51% shopping at the market for a particular stall. The least common reason for shopping at the market was through habit (14.9%).

Figure: 5.7 Reasons for visit – all

Why do you shop at Clitheroe market? (Please tick all that apply)	
Base	241
No reply	2.5%
For a particular product	45.6%
For a particular stall	51%
Like the area / to visit	32%
Good variety of stalls	32.8%
Good value	45.2%
Good range of products available	34%
Personal, friendly service	61%
Convenience	40.7%
Habit	14.9%
Atmosphere	33.6%

Source: Ribble Valley 2007 Winter Survey

Respondents were asked about the kinds of goods that they bought from the market. They were asked to select as many answers from the given list as were appropriate. The most popular goods purchased at the market are food goods (89.6%) with a large number of respondents also purchasing plants and flowers (58.5%). The least popular goods type was cosmetics (0.4%).

Figure: 5.8 Goods bought – all

What sorts of goods do you buy at the market?	
Base	241
No reply	1.2%
Food	89.6%
Tools / equipment	21.6%
Toys	5.4%
Clothing	24.9%
Bedding, curtains and cushions	14.1%
Pet food / products	29.5%
Household goods e.g. cleaning products, mop, cloths etc	38.6%
Cosmetics	0.4%
Plants and flowers	58.5%
Fashion accessories	5.8%
Fabrics	16.6%
Electrical goods / watches	23.7%
Other	15.4%

Source: Ribble Valley 2007 Winter Survey

When analysing responses to each activity within this question according to age, gender or disability the following points were selected, by the SNAP software, as being statistically important:

- people who class themselves as mentally or physically disabled are far more likely, than those who are not, to shop on the market for household goods e.g. cleaning products, mop, cloths etc
- older age groups are more likely to purchase clothing from the market (75% of the 65-74 and 75+ age groups) in comparison with 0% of 35-44 year olds
- 45-54 and 65-74 year olds are more likely to purchase bedding and curtains etc…
- the 75+ age group are more likely to purchase household goods
- 35-44 year olds are far less likely than the older age groups to purchase plants and flowers

Figure: 5.9 Goods bought – age split

What sorts of goods do you buy at the market?	No reply	16-34	35-44	45-54	55-64	65-74	75+
Food	33.3%	100%	100%	82.1%	82.9%	95.1%	93.8%
Tools / equipment	-	15.4%	7.1%	28.6%	21.1%	31.1%	15.6%
Toys	-	7.7%	10.7%	-	5.3%	6.6%	3.1%
Clothing	33.3%	7.7%	-	25.0%	18.4%	44.3%	31.3%
Bedding, curtains and cushions	-	7.7%	-	21.4%	13.2%	21.3%	12.5%
Pet food / products	-	15.4%	39.3%	21.4%	26.3%	41.0%	21.9%
Household goods e.g. cleaning products, mop etc	33.3%	53.8%	17.9%	25.0%	36.8%	45.9%	53.1%
Cosmetics	-	-	-	3.6%	-	-	-
Plants and flowers	66.7%	53.8%	35.7%	53.6%	57.9%	68.9%	65.6%
Fashion accessories	33.3%	7.7%	3.6%	10.7%	5.3%	6.6%	-
Fabrics	-	38.5%	14.3%	17.9%	15.8%	16.4%	12.5%
Electrical goods / watches	33.3%	7.7%	10.7%	21.4%	30.3%	27.9%	18.8%
Other	-	7.7%	10.7%	14.3%	19.7%	14.8%	15.6%

Source: Ribble Valley 2007 Winter Survey

The next question asked respondents what particular stall or product at the market they would recommend to a friend and why. There was a good response to this question (55%) and the results were interesting in that the top three recommended stalls / products were all food types. Furthermore the reasons for recommending these stalls/products show that provision of local, fresh produce and good quality produce is very important to market customers. The verbatim responses to this question are attached for information (appendix H).

Top five recommended stalls / products:

1. Fresh fruit and vegetable stalls
2. Butchers
3. Cheese stall
4. Watch repair stall
5. Fabrics and sewing accessories stall

Top five reasons for recommending a particular stall / product:

1. Provision of local, fresh / organic produce
2. Availability of good quality produce
3. Helpful, friendly and knowledgeable staff
4. Good selection of products available
5. Good value for money

Respondents were then invited to rate various aspects of their market shopping experience. Market users rated the friendliness of market stallholders very highly (44% rated this 'very good' and 45.6% 'good'). The most poorly rated aspect of the market shopping experience was availability of parking (rated 'poor' or 'very poor' by 17.4% overall).

Figure: 5.10 Market experience - all

How do you rate the following aspects of shopping at the market:	Base	No reply	Very good	Good	Average	Poor	Very poor
Convenience	241	4.10%	33.6%	47.3%	14.1%	0.8%	-
Friendliness	241	2.9%	44%	45.6%	7.5%	-	-
Value for money	241	4.1%	25.3%	50.2%	19.1%	0.8%	0.4%
Choice & variety	241	8.3%	17.4%	33.6%	31.1%	7.5%	2.1%
Facilities (cafe, toilets etc)	241	10.8%	14.9%	27.4%	37.3%	7.9%	1.7%
Atmosphere	241	10%	15.8%	42.3%	22.8%	8.7%	0.4%
Surroundings / appearance	241	10.8%	10.4%	39%	30.3%	7.5%	2.1%
Cleanliness	241	7.1%	13.7%	49.8%	27.8%	1.7%	-
Ease of access	241	4.1%	17.8%	52.7%	20.3%	4.6%	0.4%
Availability of parking	241	7.1%	16.6%	31.1%	27.8%	13.3%	4.1%

Source: Ribble Valley 2007 Winter Survey

The final question to market shoppers gave respondents the opportunity to make any comments or suggestions for improvements at the market. The full list of verbatim comments can be seen at *appendix I*. The top five responses were:

1. More stalls / variety
2. More local produce and 'farmers' market' style stalls
3. More themed events
4. Improved parking provision
5. Improved appearance

The remaining questions in this section were only asked of panel members who had not visited the market in the last 6 months. Overall, 37% of respondents had not shopped at Clitheroe market in the last 6 months. Firstly, we asked these respondents why they had not shopped at the market in the last 6 months. The most popular answer from respondents was that they would rather shop elsewhere, closely followed by lack of time.

When looking at responses according to age groups 45-54 year olds were most likely to tell us they did not have the time. There was no other statistical difference between the remaining answers and the split of responses.

Figure: 5.11 Reasons for not visiting – all

Why have you not shopped at the market in the last 6 months?	
Base	141
No reply	15.60%
It doesn't sell anything that I want	9.20%
I don't like the atmosphere / appearance	9.90%
I don't have the time to go there	26.20%
It isn't open at convenient times for me	8.50%
I don't know when it is open	20.60%
I don't know where it is	7.10%
I don't like markets	9.20%
There isn't anywhere to park	20.60%
It's too expensive	1.40%
I'd rather shop elsewhere	29.80%
I don't think the products are very good quality	4.30%
It isn't accessible enough for me	12.10%

Source: Ribble Valley 2007 Winter Survey

In addition to the list of reasons for not having visited the market in the last 6 months, respondents were given the option to select 'other' and provide their own answer. Almost a fifth of respondents (19%) gave an alternative reason for not having visited the market recently. A full list of the verbatim responses is provided for information – see Appendix J. The top five responses were as follows:

1. Clitheroe is too far away
2. I use the market near to where I live
3. I prefer to shop elsewhere
4. Lack of free parking
5. I like Clitheroe market but don't often visit

The following question was designed to find out if those who did not visit Clitheroe market visited other markets, or if they preferred not to visit markets at all. Almost half of all respondents (48.2%) had visited another market in the last 6 months.

Figure: 5.12 Other local markets – all

Have you visited any other local market in the last 6 months?	
Base	141
No reply	0.70%
Yes	48.20%
No	51.10%

Source: Ribble Valley 2007 Winter Survey

Additionally, respondents who responded 'yes' to this question were asked which market they had visited and what had attracted them to it – 46.1% responded to this question (a 96% response rate of those who had replied 'yes' to the previous question). A full list of comments is attached for information – see Appendix K. The top five 'other' markets visited in the last 6 months were:

1. Blackburn
2. Longridge
3. Preston
4. Skipton
5. Bury

The top five reasons for visiting 'other' markets were:

1. It's local / convenient
2. Variety of goods
3. Fresh / local, quality produce
4. Provision of good / free parking
5. Competitively priced products

The next question asked respondents where they usually shopped for food and household goods. These are the main products supplied by the stalls at the market, and so this question was designed to assess which local suppliers are the main competitors of the market. 98% of respondents answered this question and a full list of the verbatim comments is available – see Appendix L. The top five responses were:

1. Tesco
2. Local independent shops
3. Supermarket (unspecified)
4. Asda
5. Small chain store e.g. Spar

These answers suggest that although there is much competition from large organisations such as Tesco and Asda, there is also a sizeable, established customer base which chooses to shop at local, independent retailers – this was the second most popular answer overall. This implies that local people are keen to support locally produced goods such as those stocked by the majority of stalls at the market.

In order to better understand customer shopping habits, respondents were asked why they shopped at their usual store(s). The most popular response was that it was convenient (78%). The least popular response from the list provided was that it 'caters for people like me' (44%).

Figure: 5.13 Why shop in usual place – all

Why do you shop there? Please tick all that apply.	
Base	141
No reply	3.50%
Good value	64.50%
Good quality	66.70%
Convenient	78.00%
Good range of products	75.20%
Easy to get to	69.50%
Caters for people like me	44.00%

Source: Ribble Valley 2007 Winter Survey

Respondents were also given the option to select 'other' in response to this question, and to provide their own answer – almost a fifth of respondents (19.1%) chose to do so. A list of all the responses given can be seen at Appendix M. The top three responses were:

1. Availability of good / free parking
2. Convenience / local
3. Availability of local / organic goods

Therefore, whilst parking provision and convenience were the most important considerations for people when choosing where to shop, the availability of local and organic goods was also a priority.

The next question asked respondents how we could attract them to shop at Clitheroe Market. Respondents were invited to select as many answers from the given list as were appropriate. The most popular response overall was to provide better parking (29.1%), whilst the least popular response was to provide more children's activities (4.3%).

Figure: 5.14 Market attractions – all

How could we attract you to shop at Clitheroe Market?	
Base	141
No reply	41.80%
Improve location	9.90%
Provide special offers	8.50%
Improve selection of goods available	21.30%
Improve the appearance of the market	12.10%
Provide option to be able to pay by card not cash	22.00%
Themed shopping i.e. Christmas market, Halloween market etc	25.50%
More local produce	24.10%
Childrens' activities	4.30%
Better facilities	9.90%
Better parking	29.10%
Different opening times / days	13.50%
Improve accessibility	5.00%

Source: Ribble Valley 2007 Winter Survey

16-34 year olds were most likely to think that providing the option to be able to pay by card not cash would attract them to use the market, far more so than 55-64 year olds. This age group and female respondents were most interested in the provision of children's activities. People who class themselves as mentally or physically disabled are more likely tho think that improved access would attract them.

Additionally, respondents were given the option of submitting an 'other' response of their own – over a quarter of respondents did so (29%). A full list of responses is provided at Appendix N. The top five responses given were:

1. Unlikely I will visit / not interested
2. Live too far away to shop there
3. Hold a regular farmers' market
4. Advertise / promote the market more
5. Change the opening times / days

These responses illustrate that although some respondents have not visited the market because they do not like markets in general, others are put off by the distance they would have to travel to get to Clitheroe. It should be noted however, that all respondents are based within the Ribble Valley area, and as many are prepared to travel to other markets, perhaps distance is only an important factor because they do not feel that Clitheroe Market is worth travelling the distance, whereas Skipton Market, for example, may be worth going that extra mile. On a more positive note, many of the respondents would be attracted to the market if a regular farmers' market were provided, again emphasising the desire for local people to buy fresh, local produce.

Finally, respondents were asked for any other comments they would like to make about the market, or any suggestions for improvements. Just under a quarter of respondents (24%) provided comments. The full list of these comments is provided at Appendix O. The most popular comments made were:

1. Provide a better range of goods, particularly local produce
2. Provide a regular farmers' market
3. Modernisation of the market is needed
4. Provide special / themed markets
5. Nothing would attract me / it's too far away

The majority of the comments made are constructive, and again, reveal that local people would be attracted to the market if they were aware that a good range of fresh, locally produced goods was available. Furthermore, the provision of special / themed events, particularly a farmers' market, was a popular suggestion.

FINAL COMMENT

At the end of each questionnaire, panel members are invited to give any other comments that they wish to make. Almost a quarter of respondents (23.6%) did so. The most common response, accounting for 29% of the comments made, was expressing thanks to be able to take part, and encouraging the team to continue with the work being done. Furthermore, 14% of comments received expressed a hope that the responses would be put to good use. A further 14% of respondents stated that they were confused about what services Ribble Valley Borough Council is responsible for – this confusion was reinforced by a number of comments that were made requesting action be taken on numerous issues that the Council is not responsible for, including street lighting, highways repairs and a reduction in speed limits. Here are some of the comments that were received (all comments are listed at Appendix P):

- "Keep up the good work. You are generally giving a good service, and you compare very favourably when compared to surrounding local authorities. Thank you"
- "I hope these surveys are used to make improvements"
- "Could you do 'Idiots Open Day - Guide to Local Councils'? I have absolutely no idea what you do"
- "I hope my comments and views will be carefully considered. Thank you"
- "Given the wealth/diversity/beauty of the Ribble Valley I am disappointed that it is such a boring place to bring up my children - any change towards more vibrancy and ethical/sustainable living would be great"
- "I think that the new bin system (red, blue and green) is a great idea. We are recycling for fun - before it was difficult, but no excuses now, and should be installed in EVERY household"
- "At last, RVBC seem to be taking more interest (including financial) in Longridge"
- "Clitheroe is a great place to live. If I won the lottery I would not move out of the Ribble Valley."

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