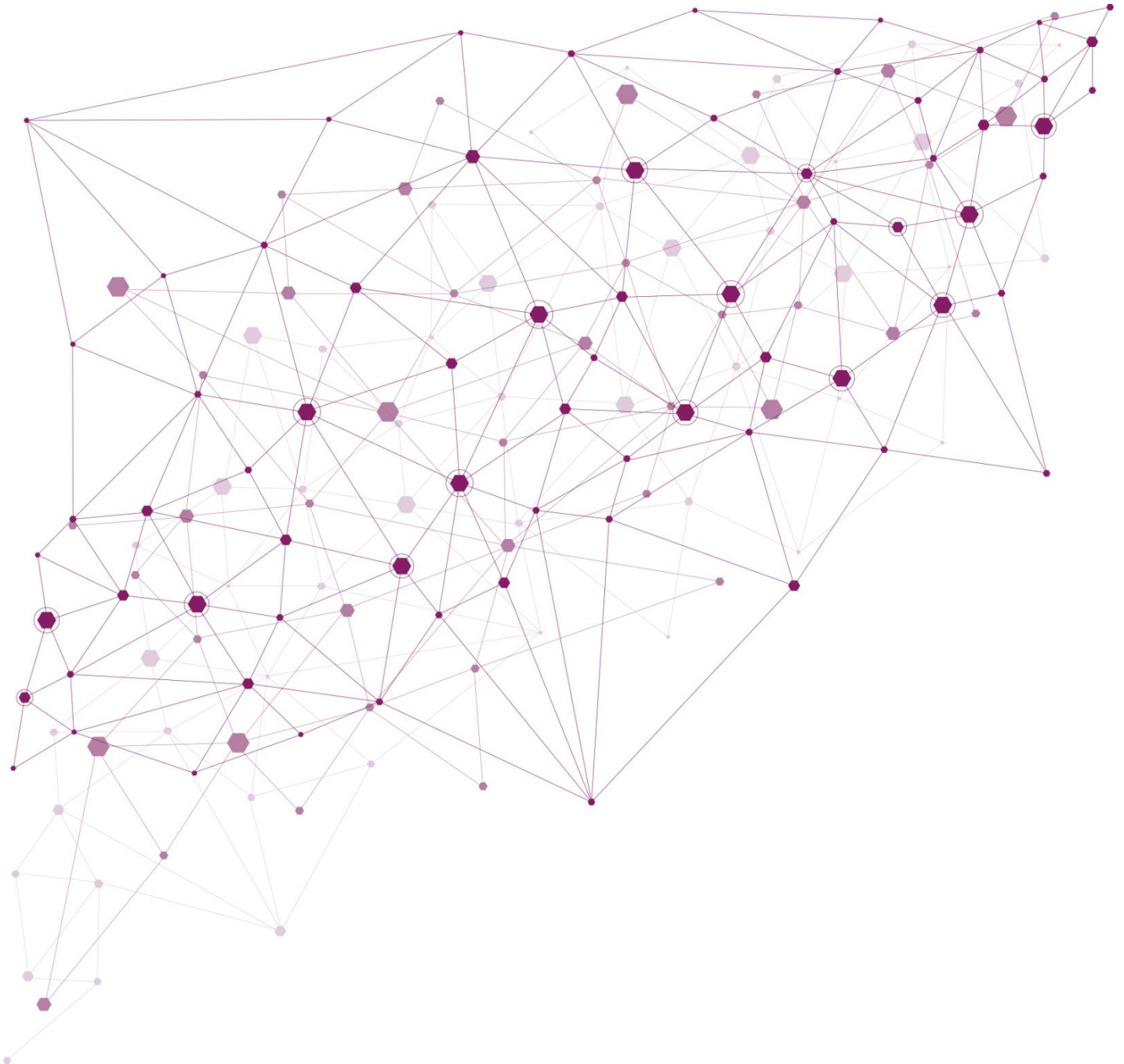


Ribble Valley Council

Perception Survey 2018



in:fusion



Ribble Valley
Borough Council

www.ribblevalley.gov.uk

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1. Executive Summary

The Ribble Valley Borough Council Perception Survey 2018 was undertaken with residents across the borough of Ribble Valley. The aim of the survey was to determine views on the local area, local public services and the local community.

608 questionnaires were returned in total with 417 of those from the Citizens' Panel, an overall response rate of 53%.

1.1. Comparison of panel vs non-panel results

Question	Panel	Non-Panel	Overall
About your local area			
Overall, how satisfied or dissatisfied are you with your local area as a place to live?	86%	67%	79%
Your local public services			
Satisfaction with keeping public land clear of litter and refuse	65%	53%	61%
Satisfaction with household refuse collection	90%	87%	89%
Satisfaction with doorstep recycling	87%	82%	85%
Satisfaction with parks and open spaces	73%	53%	66%
Agree that RVBC provides value for money	67%	47%	60%
Agree that LCC provides value for money	32%	16%	26%
Satisfaction with the way RVBC runs things	68%	32%	59%
Satisfaction with the way LCC runs things	42%	11%	24%
Information and customer service			
Informed about how and where to vote	97%	98%	97%
Informed about how council tax is spent	84%	63%	76%
Informed about how to get involved in local decisions	44%	25%	37%
Informed about the standards of service to expect	48%	32%	42%
Informed about how well the council is performing	50%	30%	43%
Informed about how to complain	45%	28%	39%
Informed overall about RVBC	54%	35%	47%
Agree it was easy to find out how to contact RVBC	87%	72%	81%

Agree I did not have to wait long to get to the right person	77%	61%	70%
Agree the staff were polite	83%	71%	78%
Agree the staff were knowledgeable	75%	59%	68%
Agree the information provided was easy to understand	82%	69%	76%
Agree that overall I was satisfied with my experience	75%	58%	68%
The local community			
Agree that I can influence local decisions	28%	19%	25%
Agree that different backgrounds get on well together	40%	26%	32%
Feel safe in the local area after dark	72%	65%	70%
Feel safe in the local area during the day	92%	87%	90%
Noisy neighbours are not a problem	95%	86%	92%
Teenagers hanging around is not a problem	42%	41%	42%
Rubbish lying around is not a problem	38%	31%	35%
Vandalism or graffiti is not a problem	43%	44%	43%
People using or dealing drugs is not a problem	35%	39%	37%
People being drunk in public is not a problem	43%	44%	43%
Agree that the Police and others are dealing with ASB	32%	26%	30%

1.2. Summary of overall results

- Health services, road and pavement repairs and the level of crime are seen to be the three most important things that make the local area a good place to live
- 79% of residents are satisfied with their local area as a place to live
- Around 9 in 10 residents are satisfied with refuse and recycling services provided by the Council
- 60% feel the Council provides value for money, down from 71% in 2015, but still higher than the County Council (26%)
- Around three fifths of residents are satisfied with the Council overall
- More than 9 in 10 residents regularly recycle glass, cans, plastic, and paper/ cardboard

- People feel less informed about the Council than they did two years ago (47% in 2018, 64% in 2015)
- The proportion of residents who feel informed about how and where to register to vote remains the same as in 2015 (97%)
- Residents still prefer the local newspaper as their source of communication about the council (44%) closely followed by the Council e-newsletter (43%) which is up on 2015 (38%)
- Perceptions of safety and anti-social behaviour in the local area are down on 2015 but 9 in 10 still feel safe during the day and 7 in 10 at night
- The perception that the police and public services are dealing with these issues successfully is down from 43% in 2015 to 29%

1.3. Panel comparison 2017 v 2015

The following table illustrates a comparison between the 2018 Citizens' Panel respondents and the 2015 overall response.

Question	2018 Panel	2015
About your local area		
Satisfaction with the local area as a place to live	86%	94%
Your local public services		
Satisfaction with keeping public land clear of litter and refuse	65%	72%
Satisfaction with household refuse collection	90%	88%
Agree that RVBC provides value for money	67%	71%
Satisfaction with the way RVBC runs things	68%	74%
Information and customer service		
Informed overall about RVBC	54%	64%
Overall satisfaction with customer experience	75%	76%
The local community		
Agree that they can influence local decisions	28%	34%
Feel safe in the local area during the day	92%	96%
Agree that the Police and others are dealing with ASB	32%	43%

2. Background and Methodology

2.1. Background

Councils all over the country are faced with decisions about reducing many of their services and whether to charge for others, as a result of reductions in government funding.

To help make decisions about where limited resources should be targeted, Ribble Valley Borough Council undertook a survey to gather residents' views on the local area, public services, specific council services and the local community. The information from the survey will be used to gather the latest view as well as comparing changes in opinion/ need from previous surveys.

2.2. Objectives

The specific objectives of the survey are to:

- Understand current views of the local area
- Better understand usage of, and satisfaction with, Council services;
- Gather views on public service providers;
- Understand views on specific services (recycling, communication and customer service);
- Gather views on the local community

2.3. Methodology

The perception survey was sent by post to 456 panel members on 10 January 2018. A further 382 email invitations were sent to panel members on the same date. A reminder was sent on 10 February, with a final closing date of 25 February 2018. Members of the public were encouraged to complete the survey online via the council's consultation page. This method was promoted on various social media platforms from RVBC social media pages.

In total 608 questionnaires were returned with 417, giving an overall response rate of 53%. Of this total, 326 responses were received by post whilst 282 responses were received online.

In order to ensure that the survey reached people in all sections of the community, respondents were asked to provide some demographic information including their gender, age, disability and ethnicity. The breakdown of respondents by these groups is provided in section 3.

The data is weighted by age, gender, disability and ethnicity to reflect the overall population of Ribble Valley, and figures are based on all respondents unless otherwise stated.

The relatively high return from non-Panel members compared to previous surveys and should be considered when reviewing the results, as set out in the Executive Summary. In particular this has had an impact on the reliability of comparisons over time.

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

3.95% at a 95 percent level of confidence. This means that if the survey was conducted 100 times, the data would be within 3.95 percentage points above or below the percentage reported in 95 of the 100 surveys (see figure 2.1 below). Typically 3% is considered to be a 'good' margin of error.

Figure 2.1: Margins of error at 95% confidence

Survey Sample Size	Margin of Error Percent
608	+/- 3.95
500	+/- 4.4
250	+/- 6.2
100	+/- 9.8

For each question in the survey, comparisons have been made between different sub-groups of respondents (namely gender, age, disability and geographic area) to look for statistically significant differences in opinion. Statistically valid differences between sub-groups are described in the main body of the report. Some groups cannot be included in the sub-group analysis as there were too few respondents to allow statistically significant results (e.g. young people and ethnic groups).

In charts or tables where responses do not add up to 100%, this is due to multiple responses or computer rounding.

Ribble Valley Borough Council ran a perception survey in 2015 using the same methodology used in 2018. The survey was sent to all panel members and in total 417 responses were received, giving a response rate of 55%.

3. Who Responded?

Please note that for the purpose of identifying the borough composition in the tables below, data has been taken from the 2011 Census or the Office for National Statistics 2016 mid-year estimates where available.

3.1. Gender

More females than males responded to the latest Perception Survey. The weighting process has brought the balance in line with the actual male/ female split for Ribble Valley.

Figure 3.1: Gender

Gender	Un-weighted	Weighted	Borough actual
Male	47%	49%	49%
Female	53%	51%	51%

3.2. Age

Given the low number of younger respondents, it was not possible to weight the different age groups in line with the actual borough percentage. To have done so would have led to unreliably high weightings being applied to a small group of respondents.

As a result, after the weighting, the youngest age group (16 to 24 year olds) has been combined with the 25 to 44 year old age group. The new 16 to 44 age group accounts for 11% of the response sample, this has been weighted up to 17% to more accurately reflect the make-up of the borough, whilst the oldest age group has been reduced to 45%, although this is still higher than the actual borough population of people aged 65 or over.

Figure 3.2: Age

Age group	Un-weighted	Weighted	Borough actual
16-44	11%	17%	33%
45-64	34%	38%	38%
65+	55%	45%	29%

3.3. Disability

15% of respondents consider themselves to have a disability which similar to the borough Census statistics. Weighting was applied to ensure any adjustments to other demographic questions did not alter the disability split.

Figure 3.3: Disability

Disability	Un-weighted	Weighted	Borough actual
Yes	15%	17%	17%
No	85%	83%	83%

3.4. Ethnicity

The unweighted ethnicity breakdown was not too dissimilar to the actual borough population.

Figure 3.4: Ethnicity

Ethnicity	Un-weighted	Weighted	Borough actual
White British	98%	98%	96%
Other	2%	2%	4%

3.5. Where they live

Respondents were asked to provide their home postcode to enable the results to be analysed by different parts of the borough. In order to achieve this, for the purposes of this report the 24 wards in Ribble Valley have been grouped to form 6 areas:

- **Clitheroe** – Low Moor and Edisford, St Mary’s, Salthill, Primrose, Littlemoor
- **RV North West** – Alston and Hothersall, Derby with Thornley, Dilworth, Ribchester and Chipping
- **RV South West** – Mellor, Wilpshire, Clayton-le-Dale with Ramsgreave, Langho, Billington and Old Langho
- **RV South East** – Whalley, Wiswell and Pendleton, Sabden, Read and Simonstone
- **RV North East**– Chatburn, Gisburn and Rimington
- **RV Central** – Aighton, Bailey and Chaigley, Waddington and West Bradford, and Bowland, Newton and Slaidburn

To ensure consistency with previous surveys, the response data has not been weighted by locality. However, the response received across the different areas of Ribble Valley is broadly in line with the actual borough population statistics.

The weighted response rate from Clitheroe has increased since the 2015 perception survey (33% from 24%) while all other areas have seen a small decrease.

Figure 3.5: Ribble Valley Areas

Area	Un-weighted	Weighted	Borough actual
Clitheroe	30%	33%	26%
RV North West	16%	16%	20%
RV South West	23%	23%	23%
RV South East	17%	17%	16%
RV North East	5%	5%	5%
RV Central	9%	8%	10%

4. Main Findings

4.1. About the local area

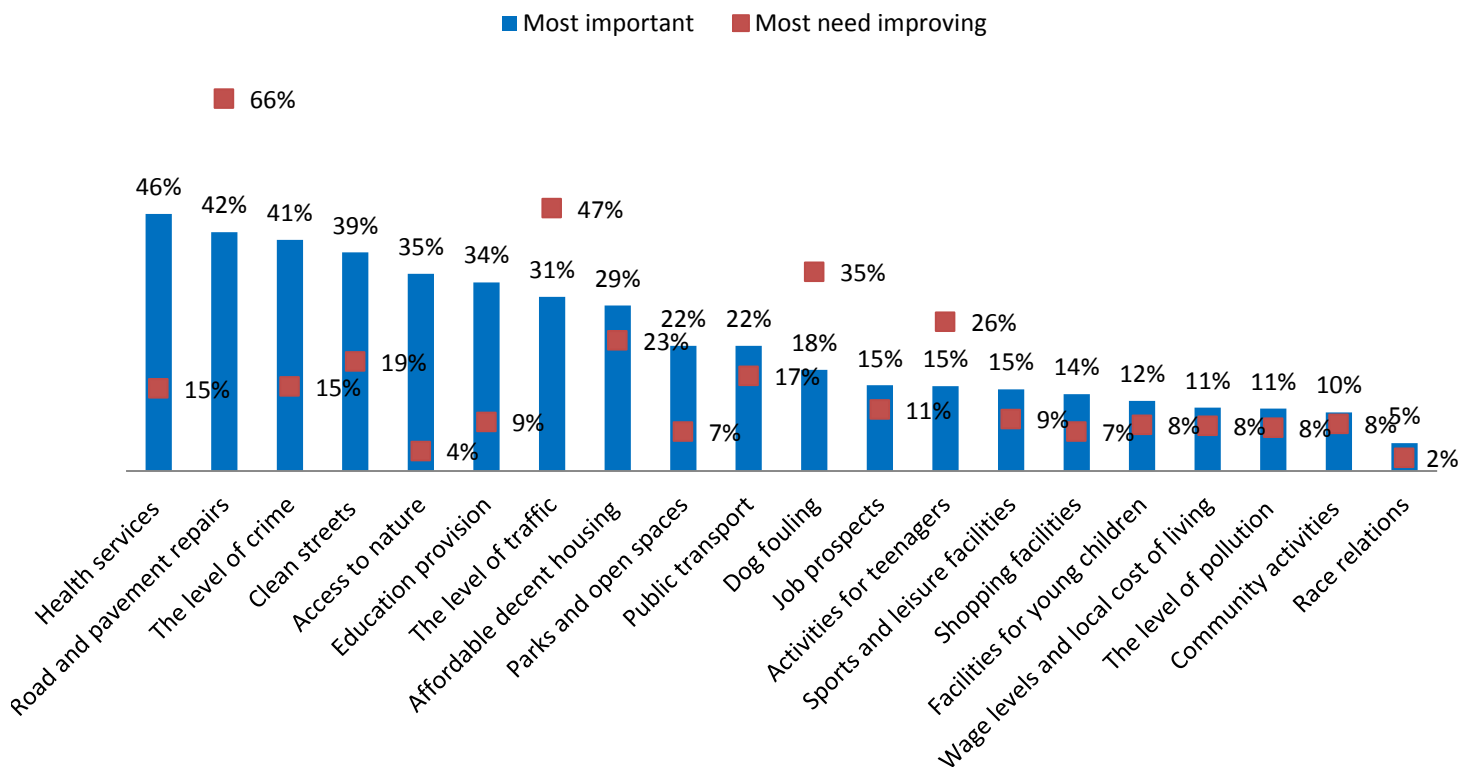
Q1 – Thinking generally, please use the left hand column to indicate which of the features listed you feel are most important in making somewhere a good place to live. In addition, please use the right hand column to indicate which of these things need improving the most in your local area.

Throughout the survey, respondents were asked to consider their ‘local area’. This was defined as the area within 15-20 minutes walking distance from their home.

Health services, road and pavement repairs and the level of crime are seen to be the three most important things that make the local area a good place to live. In the 2015 survey the three most important factors were the Health services, the level of crime and access to nature (in that order).

Figure 4.1 shows the factors most important to people (blue bars) and which people feel need most improvement (red squares). The top three things listed above do not appear to be in need of improvement. However, the second most important factor, road and pavement repairs, is considered to be the thing most in need of improvement. The level of traffic and dog fouling also appear to be in need of improvement.

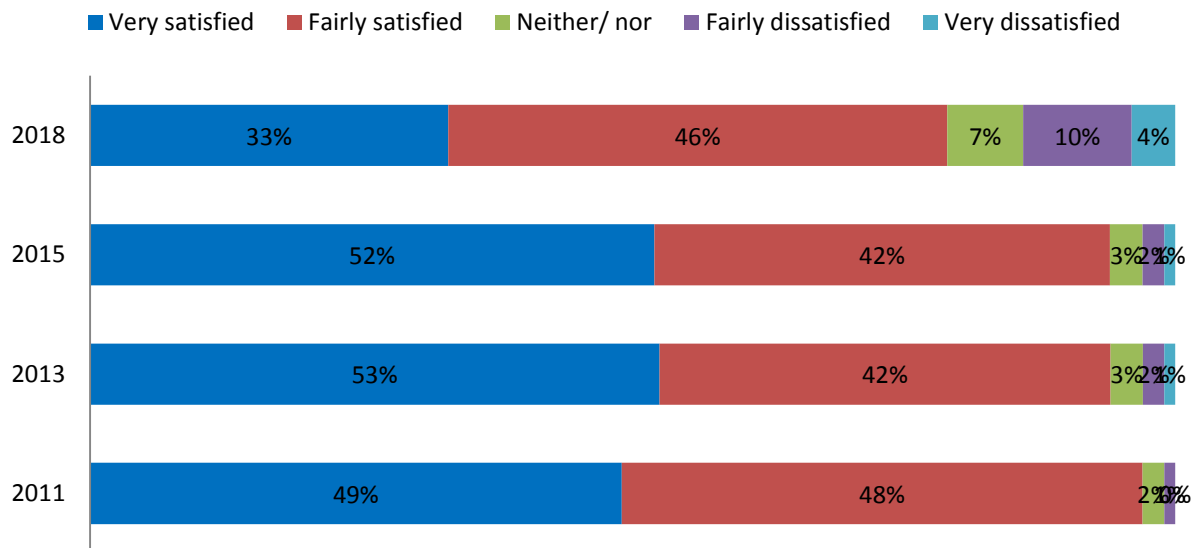
Figure 4.1: Most important and most in need of improvement in the local area (base – 41/456)



Q2 – Overall, how satisfied or dissatisfied are you with your local area as a place to live?

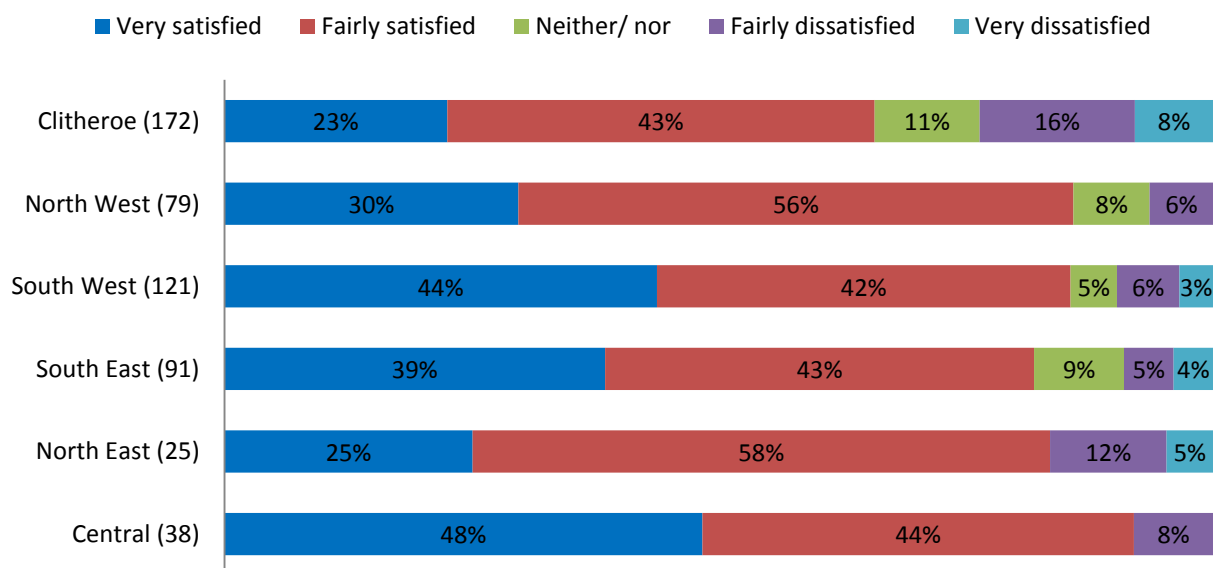
79% are very or fairly satisfied with their local area as a place to live (94% in 2015).

Figure 4.2: Satisfaction with the local area as a place to live (base – 559)



Satisfaction appears higher for residents living in the Central area of Ribble Valley and lowest (relatively) in the Clitheroe area.

Figure 4.3: Satisfaction with the local area as a place to live by area (base totals in brackets)



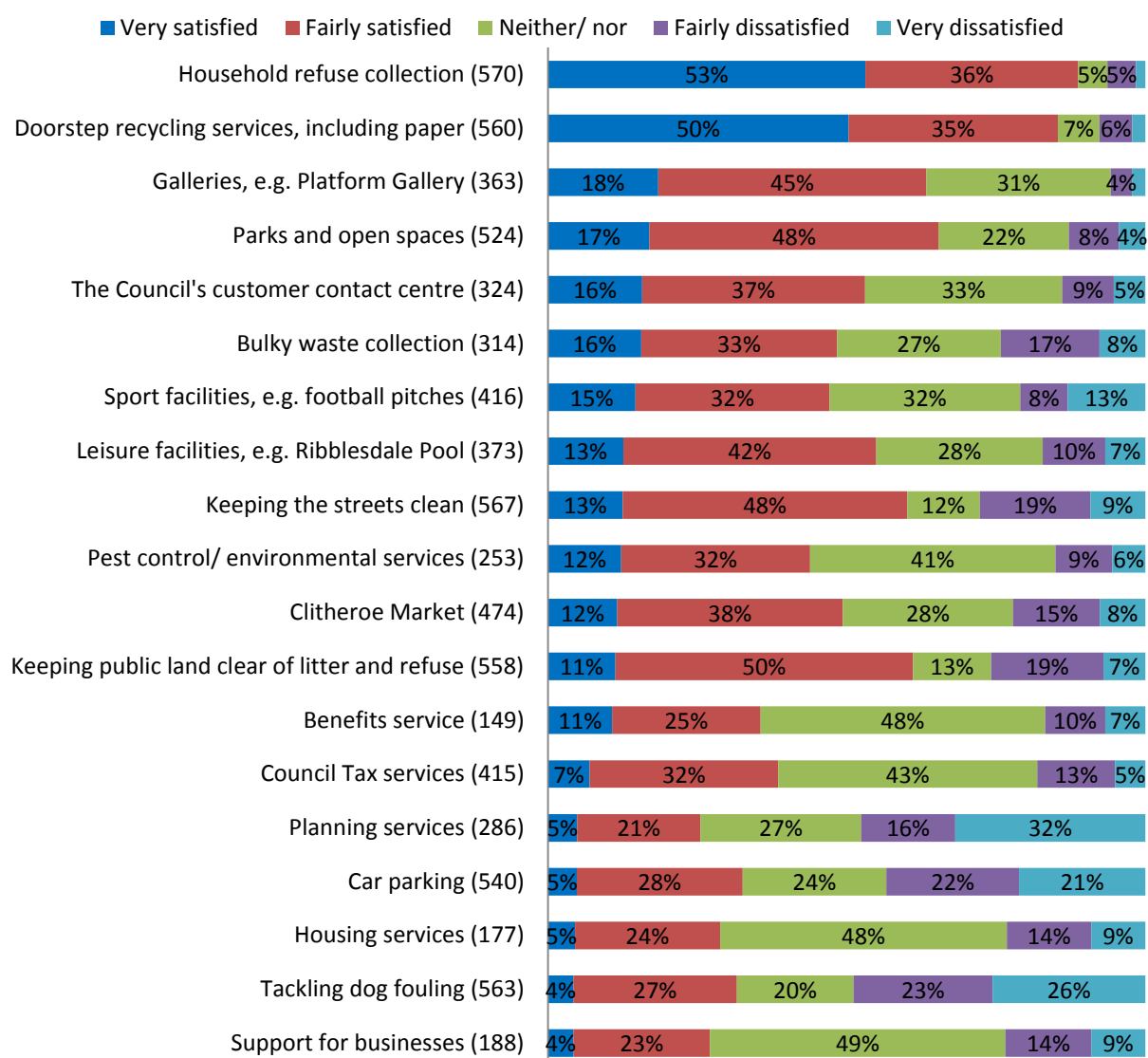
4.2. Local public services

Q3 – How satisfied or dissatisfied are you with each of the following local services/ facilities provided by Ribble Valley Borough Council in your local area?

Satisfaction appears to be at its highest for household refuse collection. 89% are very or fairly satisfied with the refuse service (88% in 2015) whilst 85% are very or fairly satisfied with doorstep recycling services (89% in 2015).

Dissatisfaction appears to be at highest for tackling dog fouling and planning. 49% are fairly or very dissatisfied with dog fouling (down from 41% in 2015) whilst 48% are fairly or very dissatisfied with planning (40% in 2015).

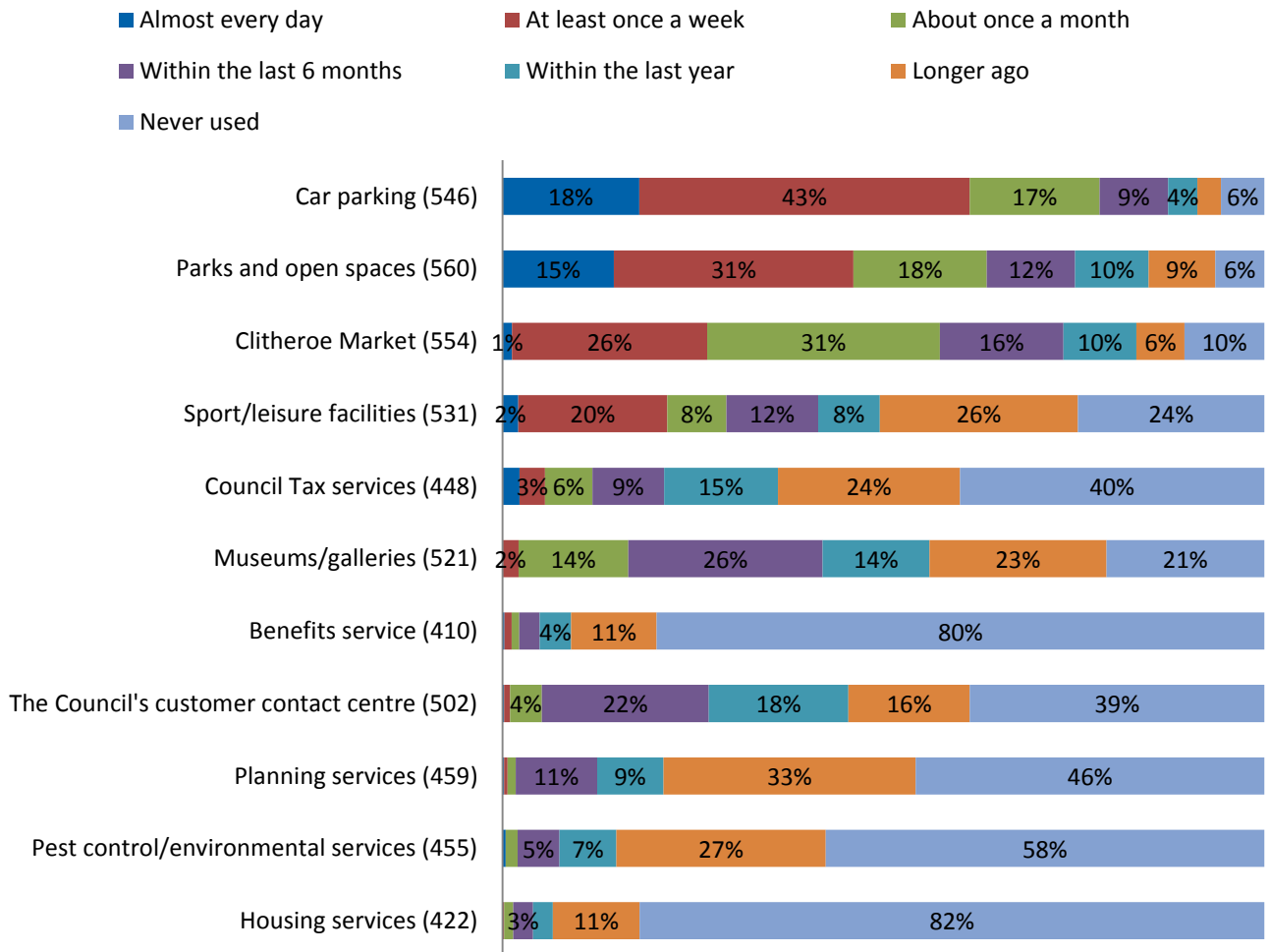
Figure 4.4: Satisfaction with Council services (base totals in brackets)



Q4 – Please indicate how frequently you have used the following public services provided by Ribble Valley Borough Council.

Parks and open spaces and car parks are the most frequently used council services. 43% visit a local park at least weekly; this has risen after falling over the last few years (37% in 2015, 42% in 2013, 49% in 2011). Three out of five residents use a local car park at least weekly.

Figure 4.5: Frequency of service use (base totals in brackets)

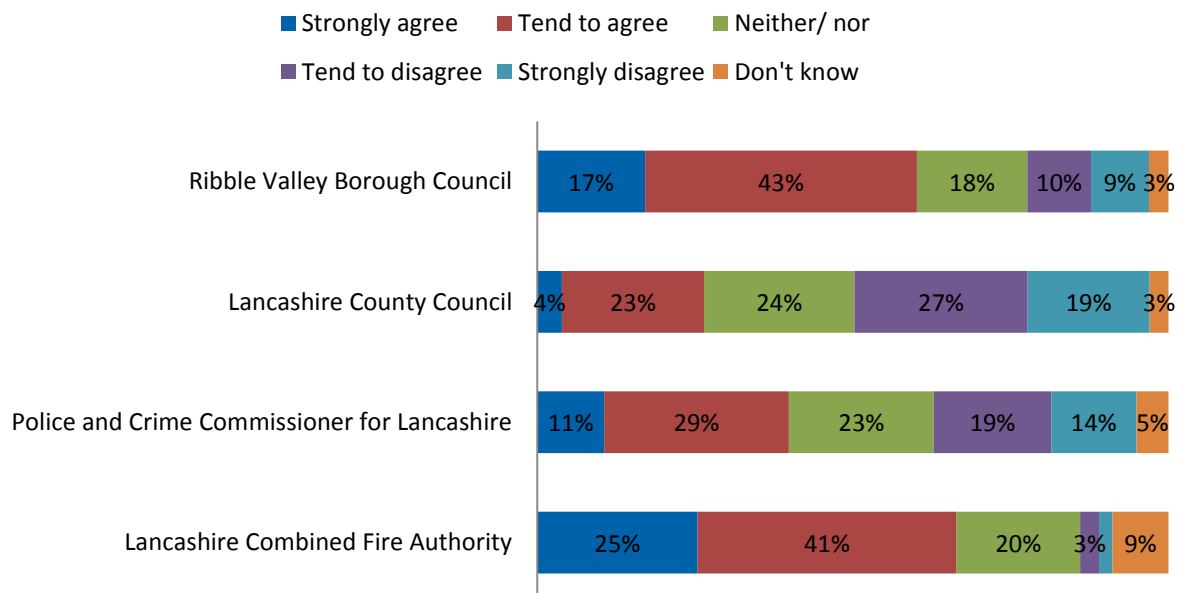


Q5 – Approximately £12 a month of your council tax payment goes to Ribble Valley Borough Council, approximately £102 a month goes to Lancashire County Council, approximately £14 a month goes to the Police and Crime Commissioner for Lancashire, and approximately £5 per month goes to Lancashire Combined Fire Authority. To what extent do you agree or disagree that the authorities provide value for money?

60% strongly or tend to agree that Ribble Valley Borough Council provides value for money, dropping from 71% in 2015. This is highest in the South West of the borough (71%) and lowest in Clitheroe (47%).

Agreement of perceived value for money from the district council is higher than the county council (26%) and the PCC (40%).

Figure 4.6: Value for money offered by local public services (base – 582)

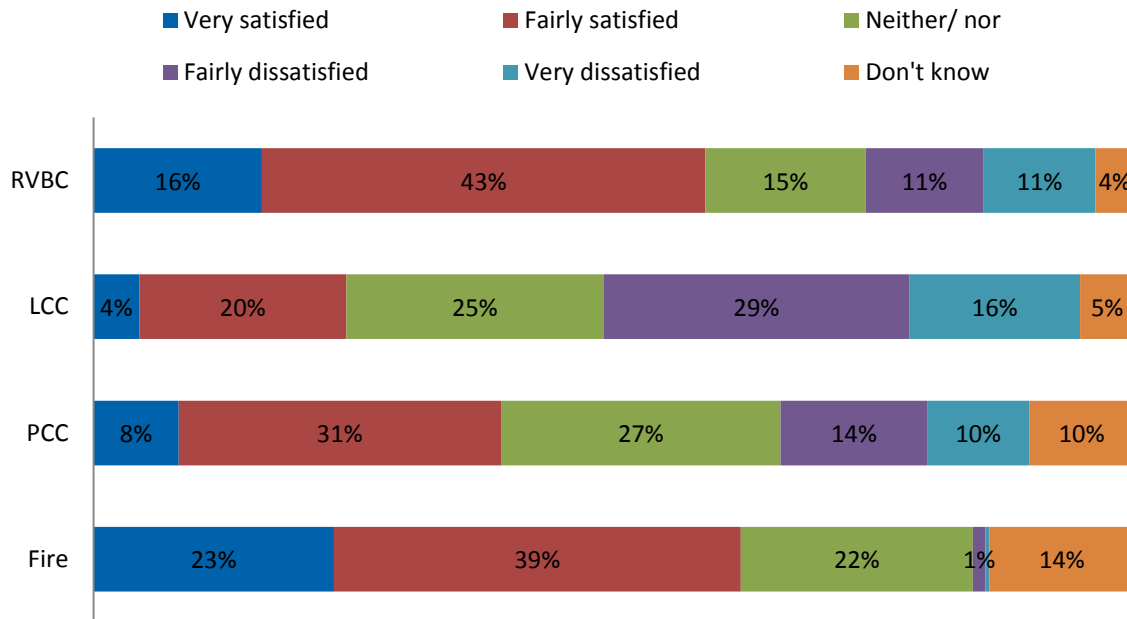


Q6 – Overall, how satisfied or dissatisfied are you with the way the different authorities runs things?

59% of residents are very or fairly satisfied with the way Ribble Valley Borough Council runs things. This compares to 74% in 2015, 76% in 2013 and 69% in 2011.

Again, satisfaction is higher than that found for the county council (24%), and the PCC (39%).

Figure 4.7: Satisfaction with the way different authorities run things (base – 576)

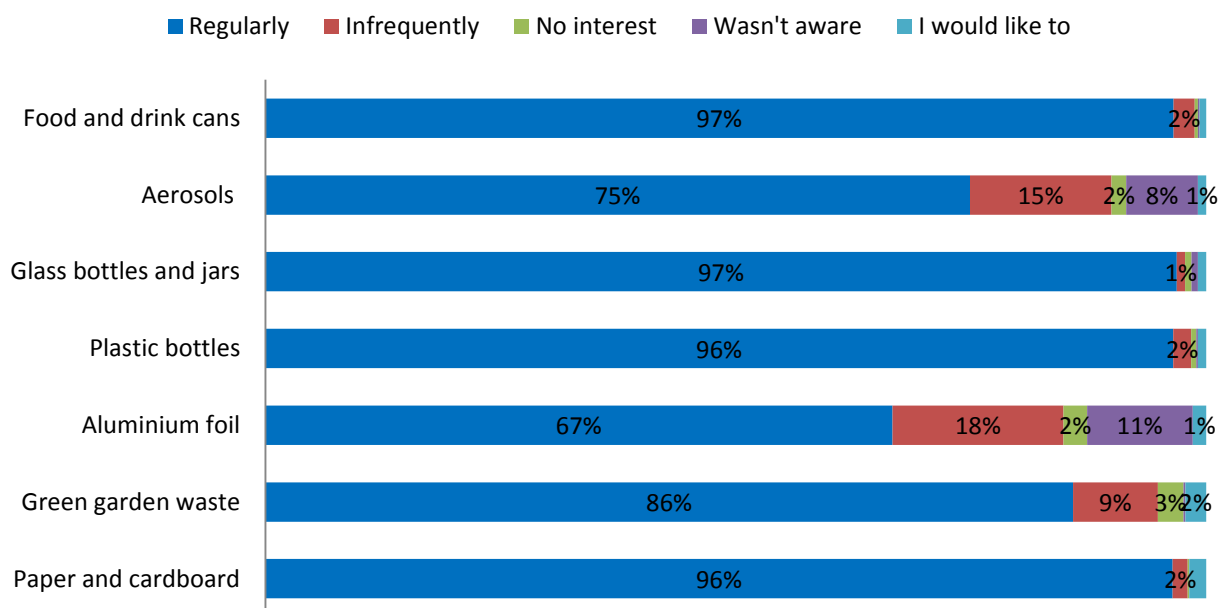


4.3. Recycling services

Q7 – We would like to know more about your recycling habits

Recycling is high across the borough, with more than 9 in every 10 residents regularly recycling glass, cans, plastic and paper/ cardboard.

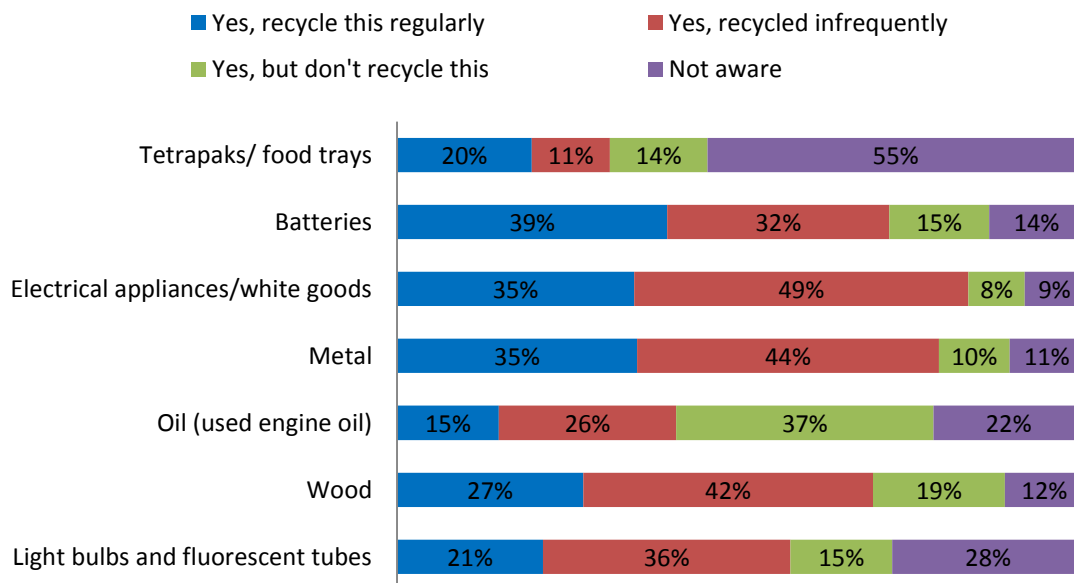
Figure 4.8: Recycling frequency (base – 579)



Q8 - Are you aware that the following waste can be recycled at one of the Lancashire County Council's Household Waste Recycling Centres (such as Henthorn, Clitheroe and Chapel Hill, Longridge)?

With the exception of tetrapacks, awareness is high for additional materials which can be recycled at household recycling centres across the borough.

Figure 4.9: Awareness of additional recycling materials (base – 566)



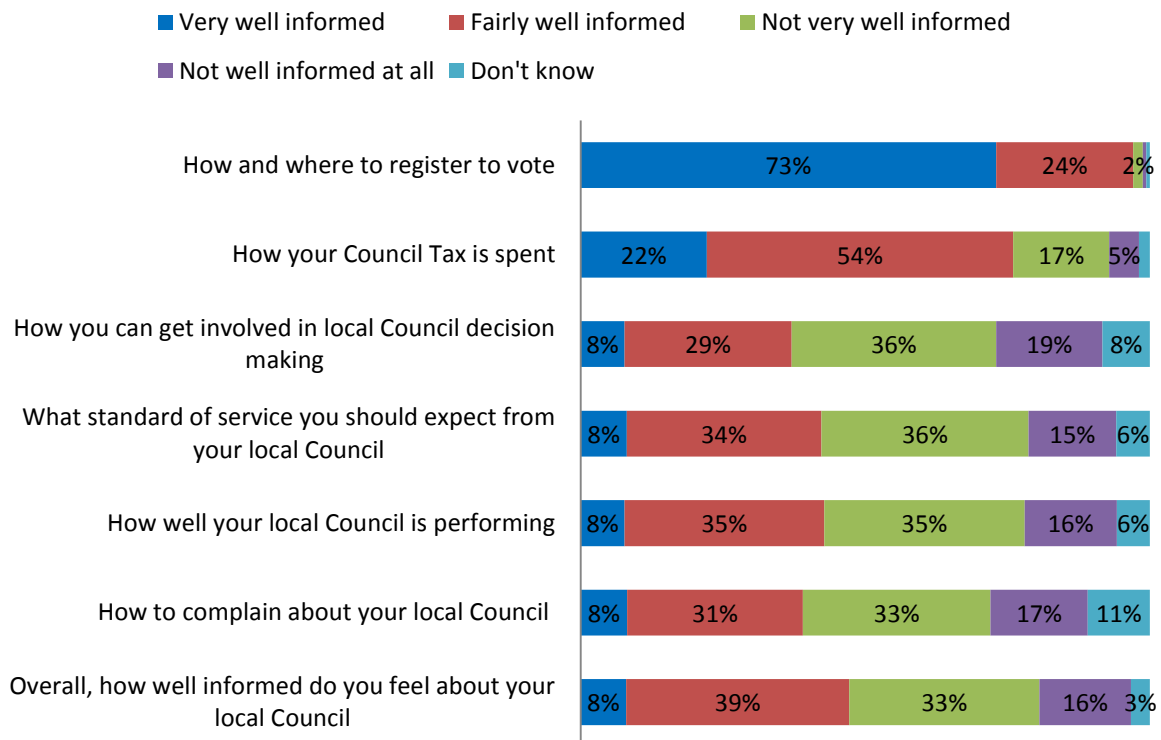
4.4. Information and customer service

Q9 – How well informed, if at all, do you feel about each of the following?

The level to which residents feel informed varies according to each statement below.

97% feel very or fairly well informed about how and where to vote. This falls to 39% with regard to how to complain about your local council and 37% for how you can get involved in local council decision making.

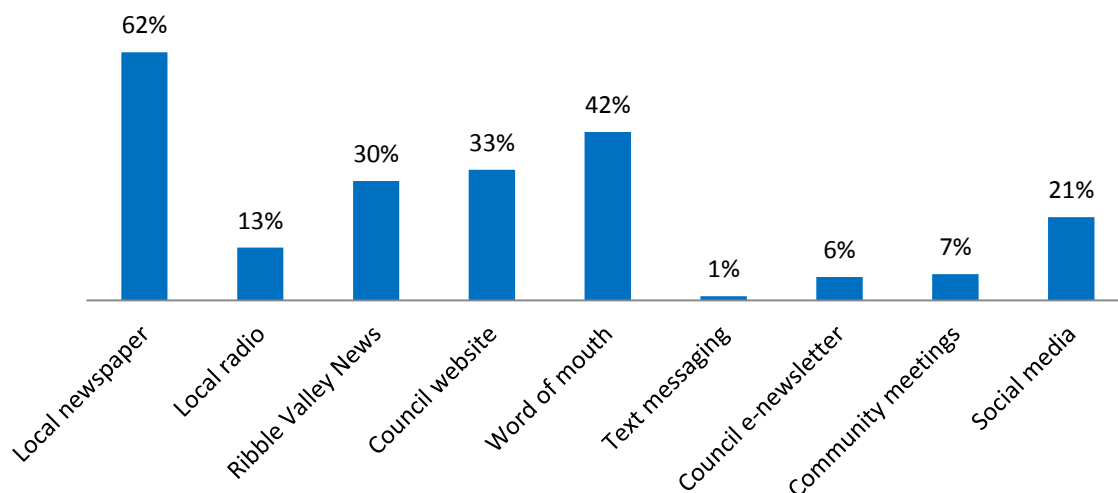
Figure 4.10: How well informed residents feel (base – 578)



Q10 – How do you receive information about the Council? (base – 538)

Three fifths of residents currently receive information about the council from their local newspaper. Two fifths receive their information through word of mouth followed by one-third who receive information from the Council website.

Half of residents aged 16-44 receive information about the council through social media (51%) compared to just 11% of those over 65.

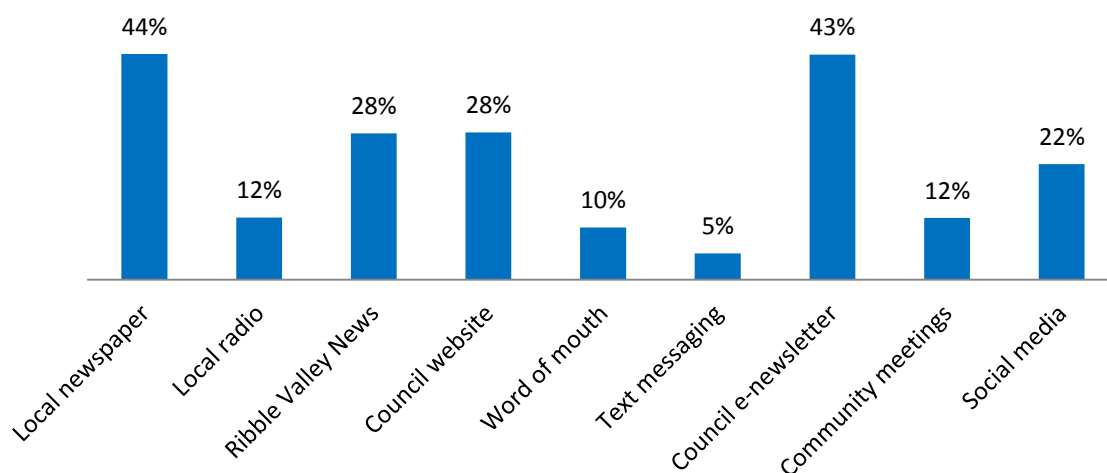


Q11 – How would you prefer to receive information about the Council?

44% of residents prefer to receive information about the Council through the local newspaper, higher for those aged 65 or over (54%). They also like to find out about the Council through Ribble Valley News and the Council e-newsletter.

Text messaging and social media are less popular communication methods for receiving information about the Council. 53% of 18 to 44 year olds would like to receive information through Facebook or Twitter compared to 37% in 2015.

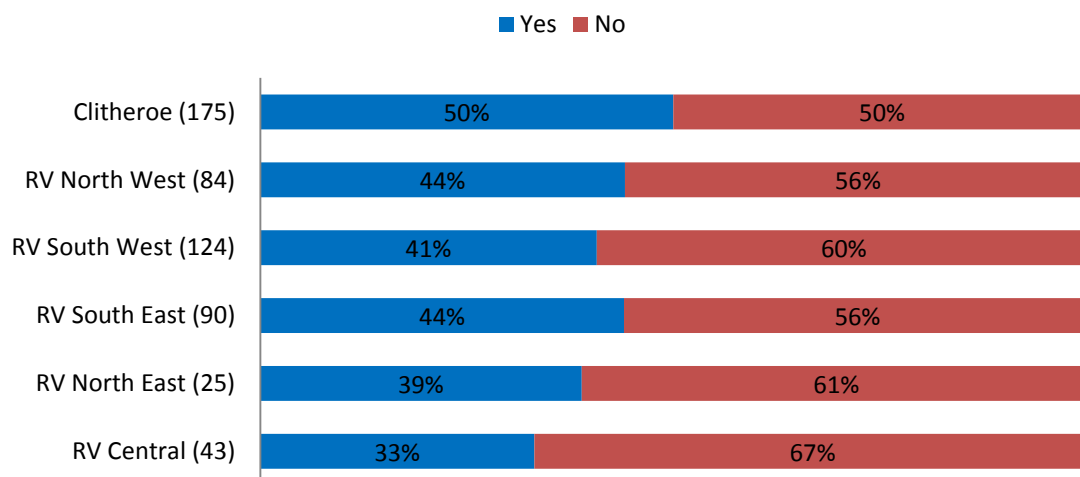
Figure 4.11: Communication preferences (base – 548)



Q12 – Have you contacted the Council in the last 6 months?

Overall, 44% of respondents had contacted the Council in the last 6 months, up from 40% in 2015. Residents living in the Clitheroe area appear most likely to contact the Council (50%), with those in the Central of the borough least likely (33%).

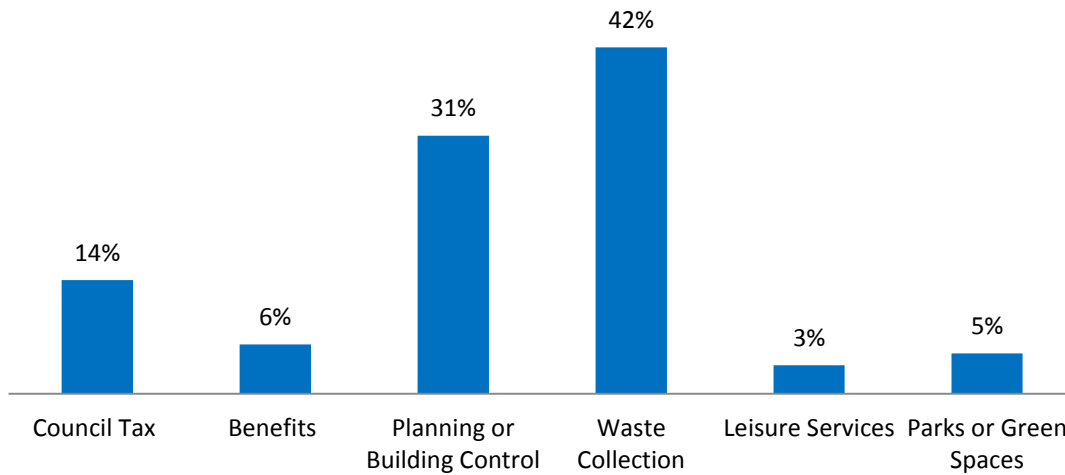
Figure 4.12: Whether residents have contacted the Council in the last 6 months (base totals in brackets)



Q13 – Thinking of the last contact, what was it about?

The main reasons for contacting the Council in the last 6 months were matters relating to waste collection or planning and building control. On further analysis, a number of ‘other’ reasons were given for contacting the Council, including dog fouling, road maintenance and pest control.

Figure 4.13: Reason for contact (base – 197)

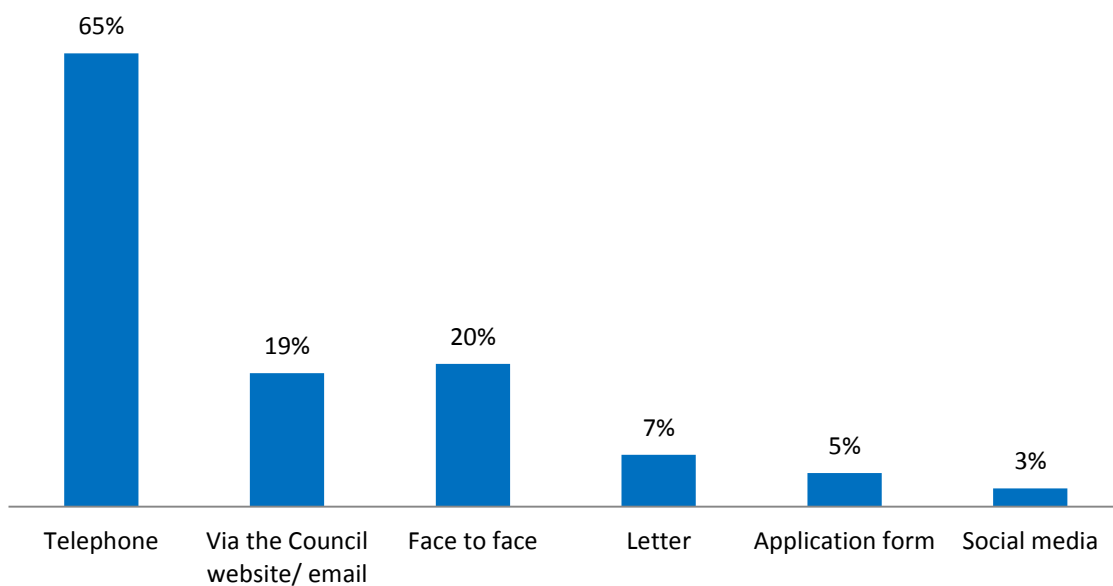


Q14 – How did you contact the Council?

The vast majority of contact was made by telephone (65%) which is down from 73% in 2015. Residents aged 65 or over are more likely to contact the Council in person (25%).

Residents of RV South West are most likely to telephone the Council (76%), whilst Clitheroe residents are most likely to contact the Council in person (26%).

Figure 4.14: Contact channels (base – 231)



Q15 - Still thinking of that contact, please indicate whether you agree or disagree with the following statements about the council’s customer service.

69% of people agreed that they were satisfied with their experience of contacting the Council, which is down from 76% in 2015.

Figure 4.15: Satisfaction with most recent council contact (base – 250)

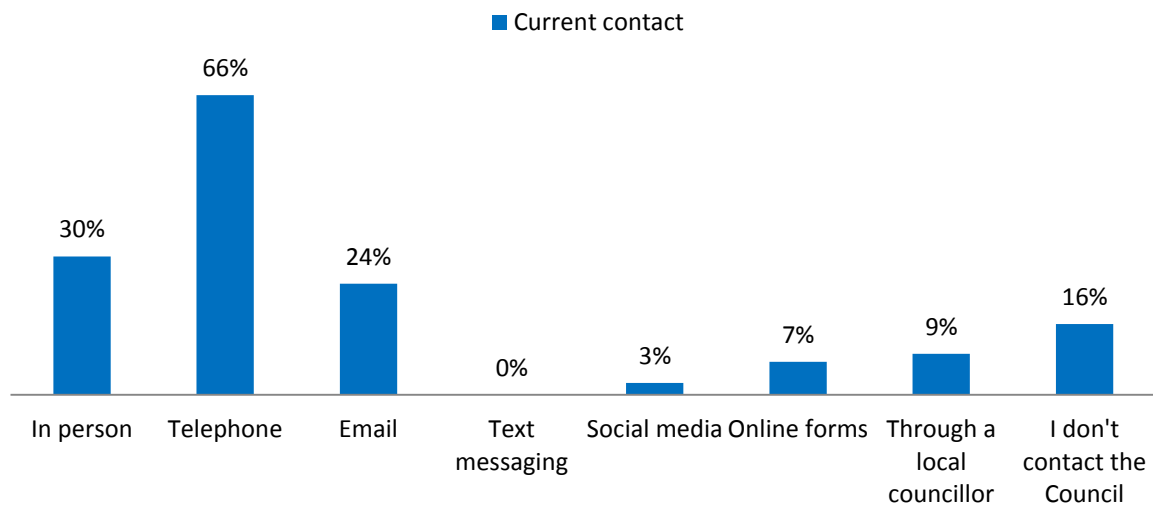


Q16 – How do you currently contact the Council?

Two thirds of respondents to the survey contact the Council over the phone while 30% contact in person and 24% contact by email. Since 2015 there has been a decrease in residents using the telephone to contact the council (73% in 2015) whilst there has been an increase in contact via the website/ email (15% in 2015).

Residents from Clitheroe are more likely than other regions to contact the Council in person (41%) whilst those in the South West of the borough are least likely (14%).

Figure 4.16: Current contact (base – 567)



Q17 – How would you prefer to contact the Council?

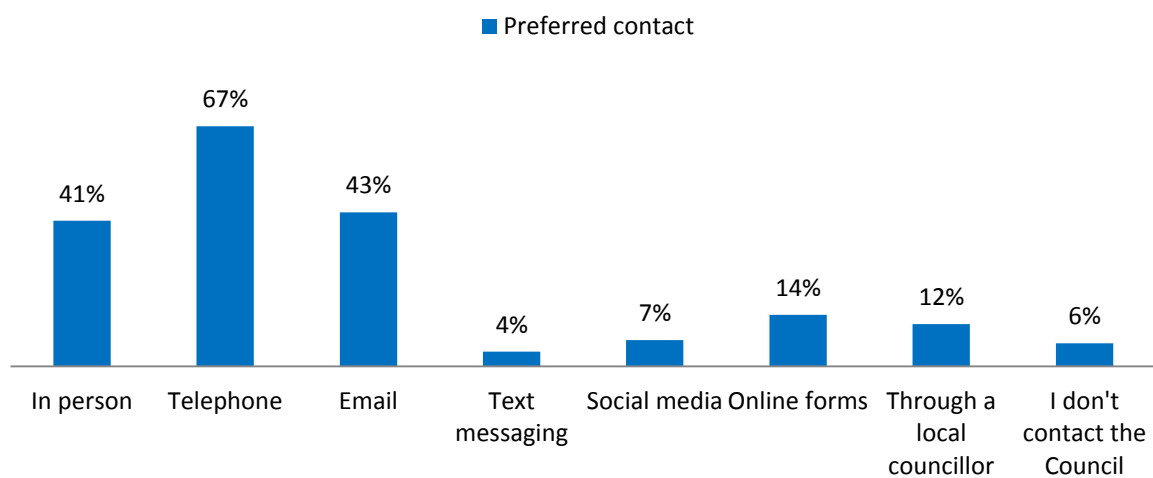
All respondents to the survey were asked how they would like to contact the Council. Two-thirds would prefer to make contact by telephone and nearly half would like to visit in person.

Two in five would contact the Council by email. 7% would contact by social media, up from 2% in 2015

44% of residents aged 45 to 64 would contact the Council by email, dropping to 26% of residents aged 16-44. 50% of residents aged 16-44 would like to contact the council via social media.

80% of RV North West residents would prefer to contact the Council by telephone, higher than any other area in the borough. 68% of RV Central residents would prefer to contact the Council in person, higher than any other area.

Figure 4.17: Preferred contact (base – 565)



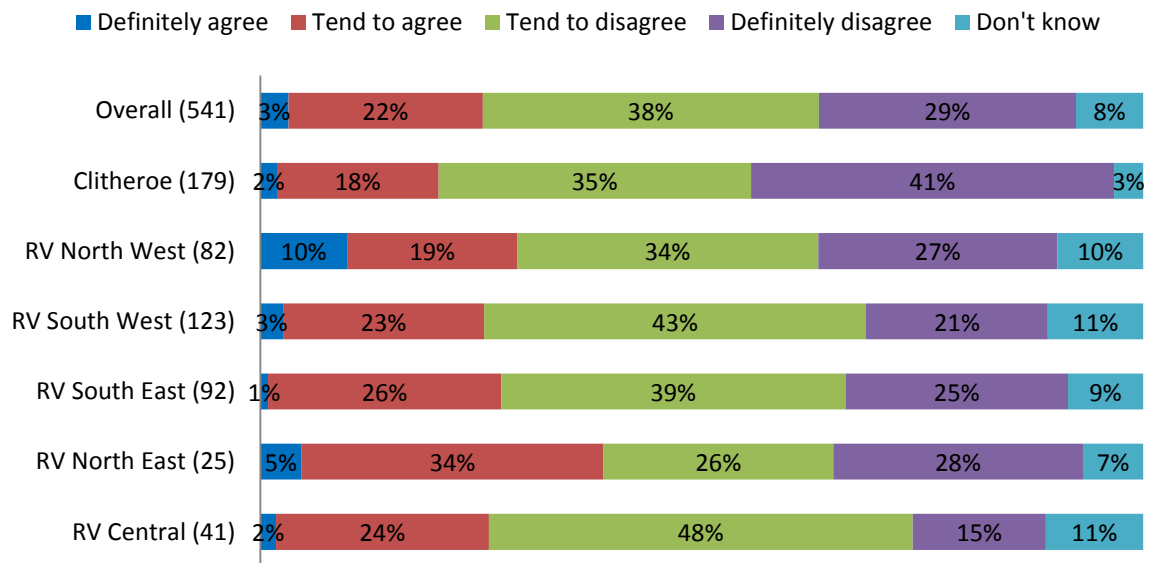
4.5. The local community

Q18 – Do you agree or disagree that you can influence decisions affecting your local area?

25% of respondents definitely or tend to agree that they can influence local decisions, down from 34% in 2015.

Residents in the North East of the borough appear more likely to agree that they can influence local decisions. 77% of Clitheroe residents disagree that they can influence local decisions.

Figure 4.18: Whether residents feel they can influence local decisions (base totals in brackets)

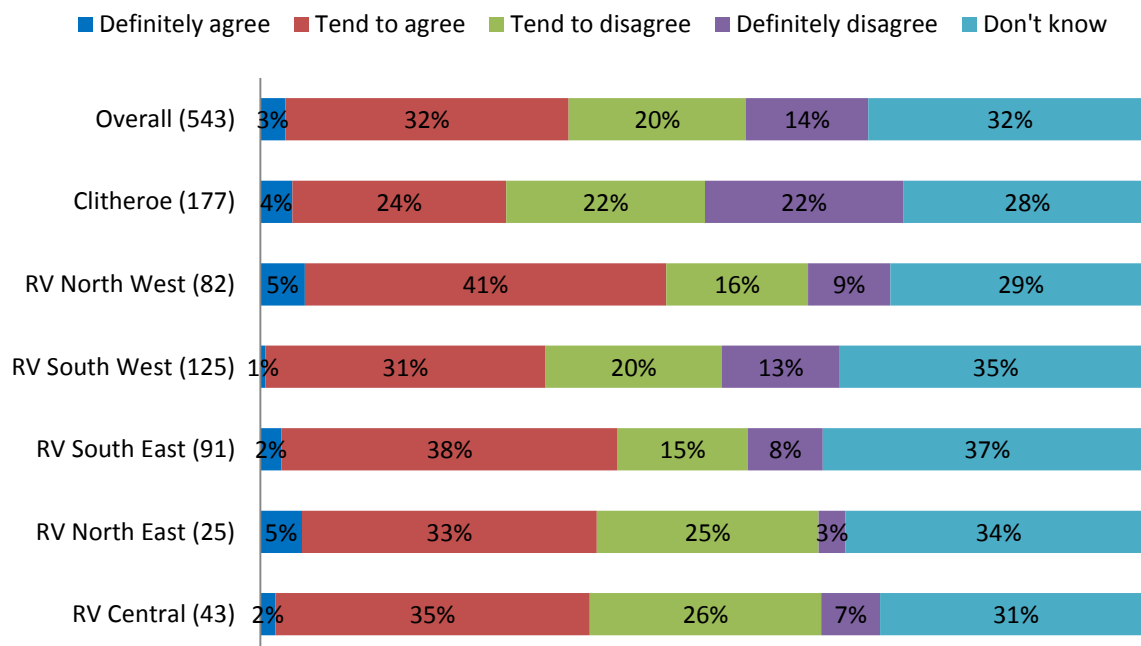


Q19 – To what extent do you agree or disagree that the Council takes an active role in supporting the local community and makes a difference to quality of life by working in partnership?

35% agree that the Council's partnership working does make a difference; this is down from 48% in 2015.

Residents from the North West of the borough were more likely to agree that the council takes an active role in the local community.

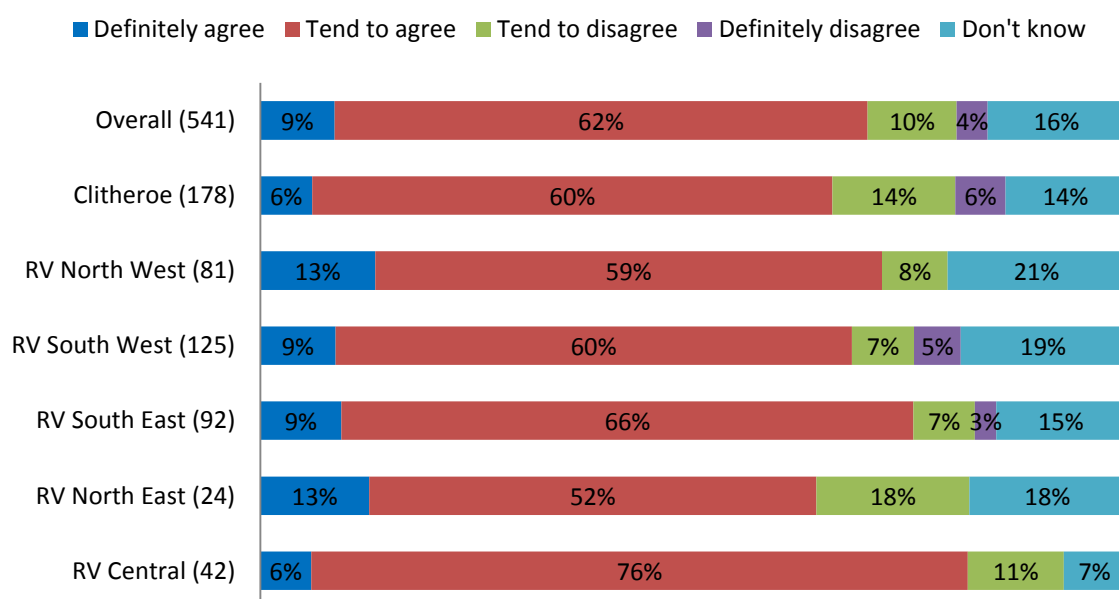
Figure 4.19: Agreement with council partnership working (base totals in brackets)



Q20 – To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?

70% of respondents definitely or tend to agree that people from different backgrounds get on well together (72% in 2015, 70% in 2013 and 66% in 2011). The level of agreement is highest in the Central part of the borough (82%).

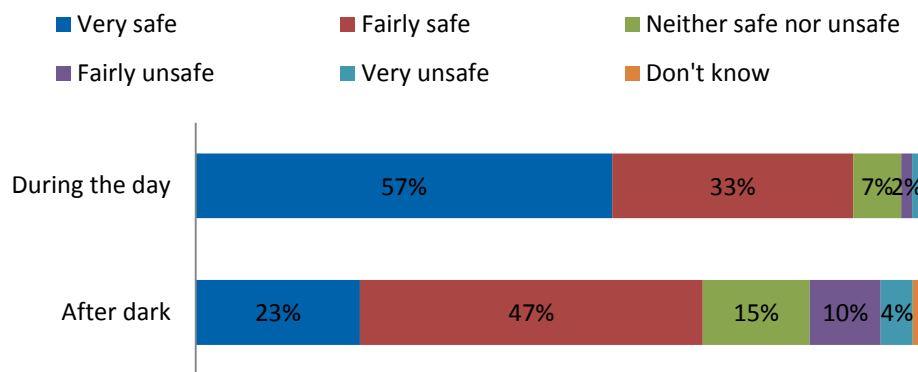
Figure 4.20: Whether people from different backgrounds get on well together (base totals in brackets)



Q21/Q22 – How safe or unsafe do you feel when outside in your local area after dark/ during the day?

90% of respondents feel very or fairly safe during the day, which down from 96% in 2015. 70% feel very or fairly safe in their local area after dark (81% in 2015).

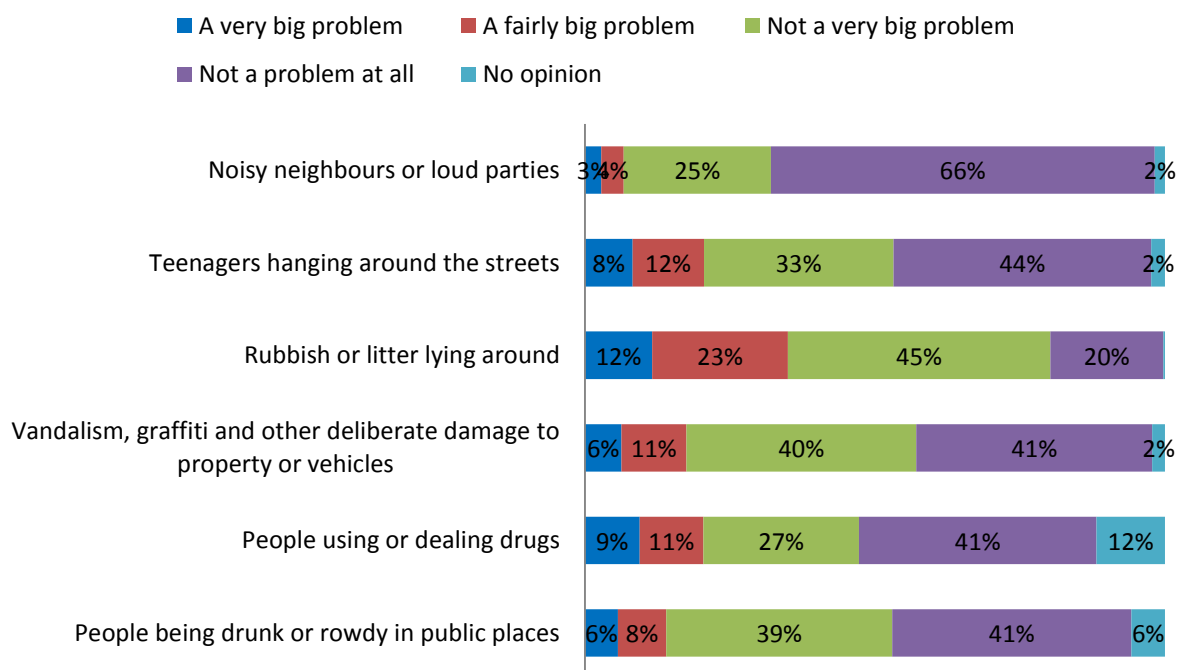
Figure 4.21: Perceptions of safety (base – 578)



Q23 – Thinking about your local area, how much of a problem, if at all, are each of the following anti-social behaviour issues?

Like previous years, perceptions of anti-social behaviour issues being a problem in the borough are low. 35% of people think rubbish or litter lying around is a very or fairly big problem, up from 18% in 2015.

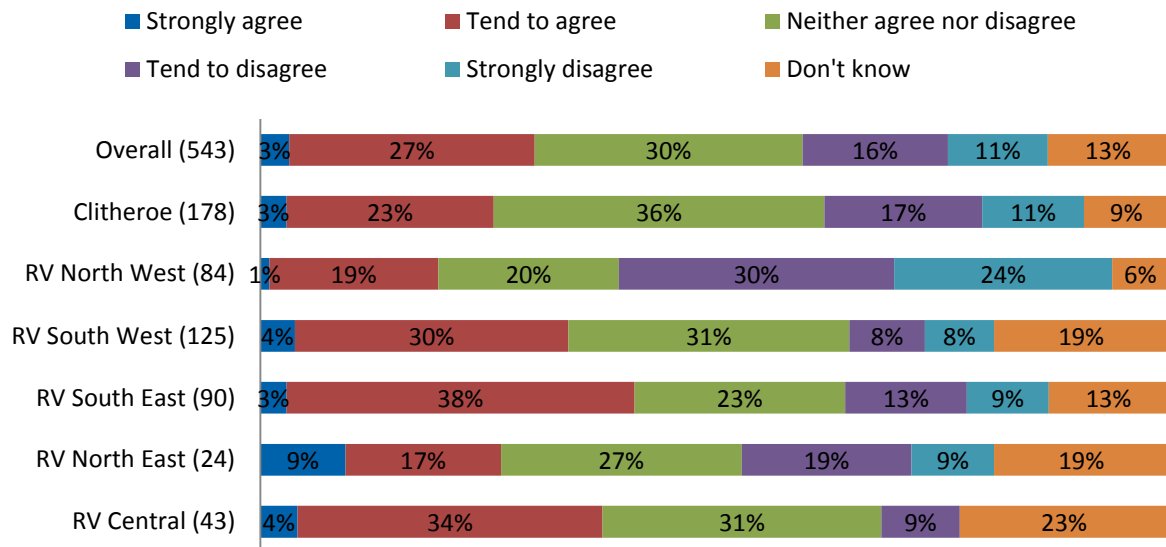
Figure 4.22: Anti-social behaviour problems (base – 576)



Q24 – How much would you agree or disagree that the Police and other local public services are successfully dealing with issues in your local area?

30% of respondents agree that the police and other public services are successfully dealing anti-social behaviour and crime in their local area. This is down from 43% in 2015. Residents in the South East area had the highest level of agreement (41%).

Figure 4.23: Whether police and other public services are dealing with local anti-social behaviour and crime (base totals in brackets)



4.6. Final comments

Of the comments made, the condition of roads and pavements were mentioned most often.

Figure 4.24: Categorising comments made by residents (base – 326)

