

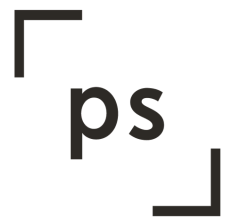


Ribble Valley
Borough Council

www.ribblevalley.gov.uk

Life in Ribble Valley.

Research Report: June 2023.



ps research

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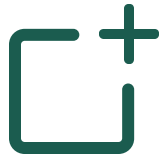
Summary.

A new approach to the council's resident survey.



Ribble Valley Borough Council's regular resident survey methodology has gradually changed over time

Over the last ten years, the methodology of the council's resident survey (like many East Lancashire authorities) has gradually shifted and changed. Previously there was a healthy Citizens' Panel but this has naturally aged and shrunk over time which has come through in the sample of responses achieved. This has then been 'topped up' in recent surveys by sharing the survey online for anyone to have their say.



So a new approach to the resident survey was taken for 2023

Recognising there is less control over the sample from an open-access survey and so less emphasis on comparisons over time, the opportunity was taken to review questions included in the survey to ensure it feels shorter and more relevant for residents. This included a new section on climate change and more focus on their local area, with the survey re-branded from a 'Perception Survey' to 'Life in Ribble Valley'.



What is the impact of moving to an open-access methodology?

- The survey is more inclusive, with anyone in the borough able to complete the survey
- However, this means there will be self-selection bias in the sample - an open-access survey is more likely to attract those either more or less positive about the council and the area
- It is not possible to benchmark reliably over time given the lack of control over the sample each time the survey is run
- Steps have been taken to mitigate the limitations of this methodology, with analysis of sub-groups including area and segmenting those more likely to be positive or negative across a range of key issues

Promoting the Life in Ribble Valley survey.



The survey was shared and promoted in a range of ways to reach as many residents as possible

An online survey was launched on 30 January and closed on 13 March 2023, with paper copies also available in public buildings.

Promotion included:

- Media and press releases to local newspapers and on the council website
- Emails sent to councillors, staff and town and parish clerks
- Contact with local colleges and sixth forms
- Social media posts on Facebook groups and council accounts for Facebook, Twitter and Instagram

The nature of this promotion means the response sample is more likely to have a connection to the council, e.g. follow on social media.



The Life in Ribble Valley survey received more engagement from residents than in recent years

770 responses were received from local residents (plus over 30 responses from people working in and visiting the borough).

This is up from 608 responses in 2018 and 417 in 2015 (when a Citizens' Panel-only methodology was used).

In addition, there was a greater spread of age groups represented in the latest survey. In 2018, over half of responses were from residents aged 65 or over (down to 33% in this survey).

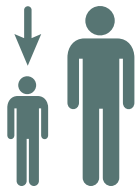
We reached over 800 people through the Life in Ribble Valley survey.

The survey asked different questions of three groups of respondents



Residents aged 25 and over

They were asked a full set of local area and council satisfaction questions and are the main focus of this report



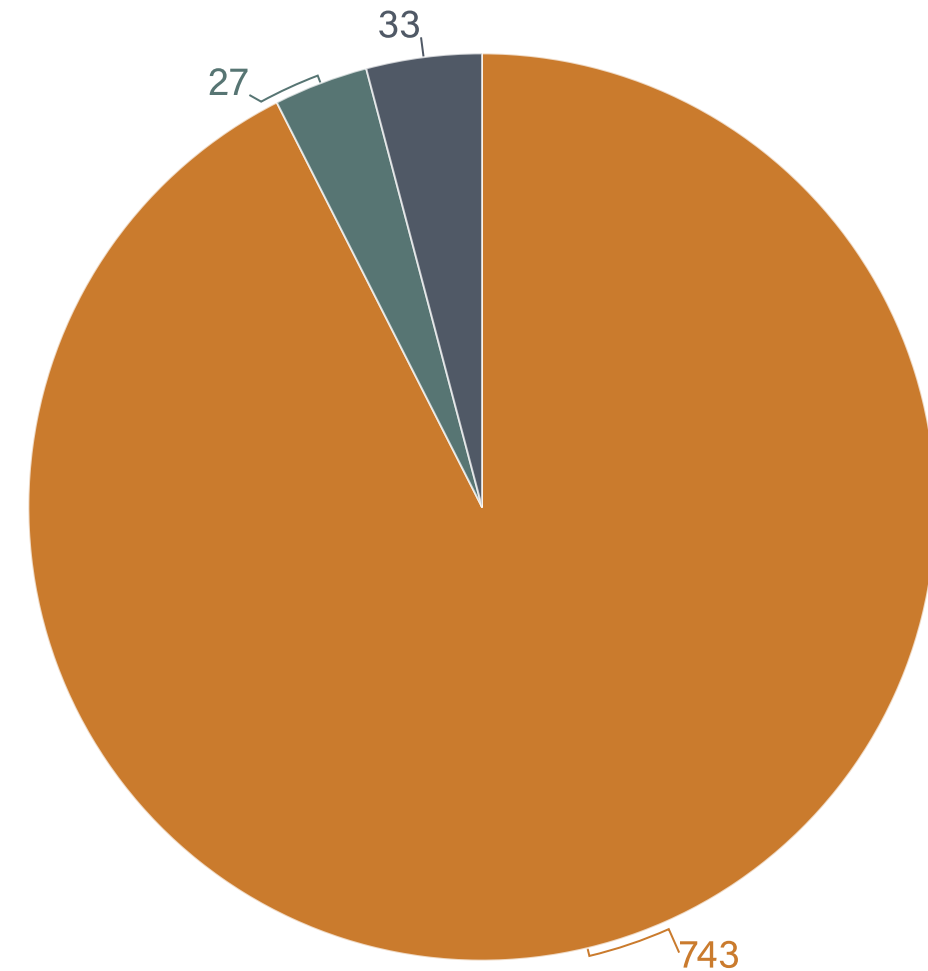
Young residents aged 16 to 24

This group are typically underrepresented in local research and were asked a short set of questions - a summary of their feedback can be found later in the report



Non-residents (such as workers or visitors)

Their general views on the borough were also captured - again a summary of their feedback is included at the end of this report

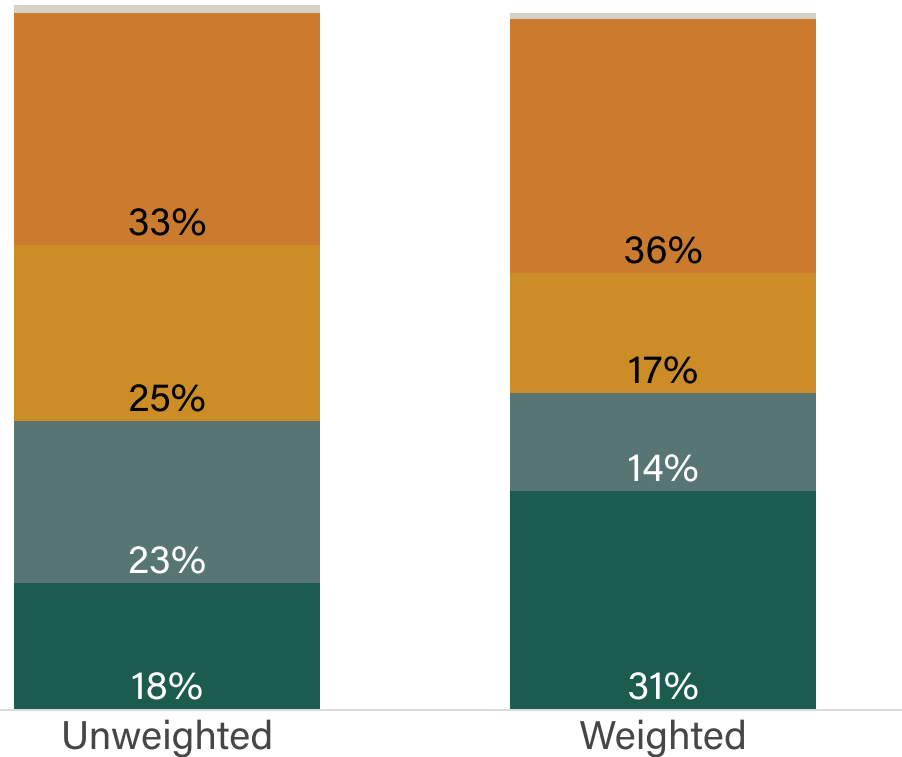


● Residents aged 25+ ● Residents aged 16 to 24 ● Non-residents

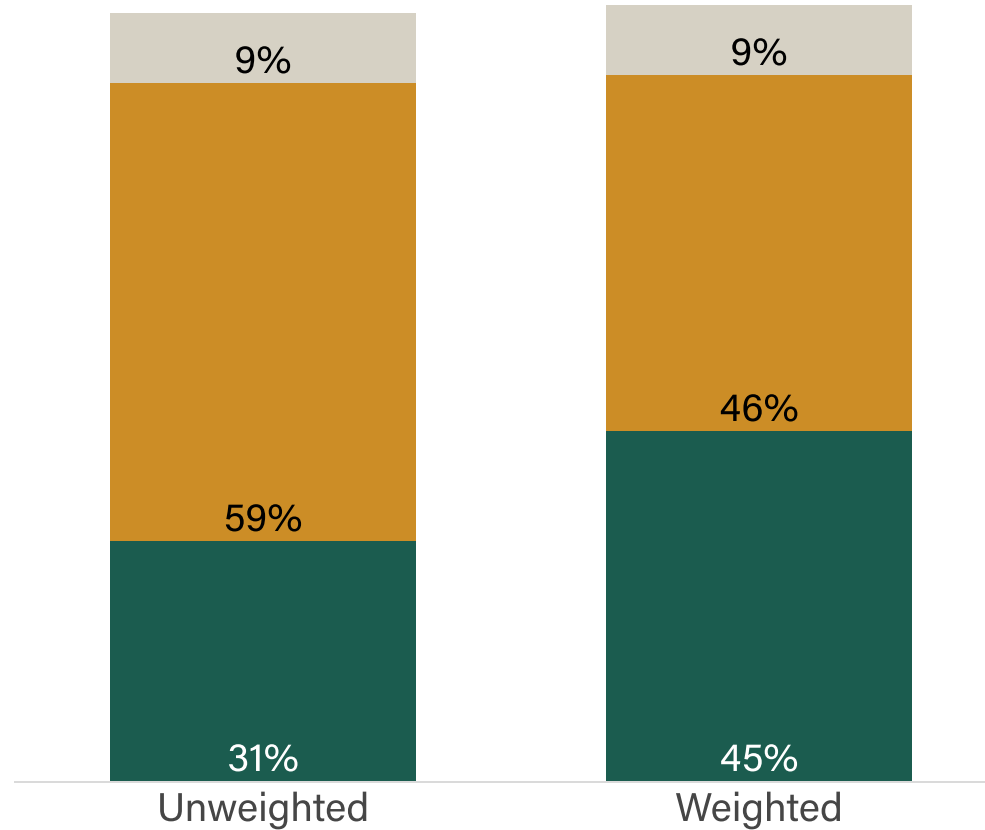
Data is weighted by age and gender to be representative of the borough.

Weighting is a statistical process to ensure the survey sample more closely reflects the actual Ribble Valley population

More 45 to 64 year olds responded compared to the actual population



More females responded compared to the actual population



18%

Have a long-term physical or mental condition or illness

69% do not have;
12% prefer not to say

89%

Describe themselves as White

1% are in another ethnic group; 10% prefer not to say

Q. Which age group do you belong to?
(All Residents aged 25+ - n = 743)

Q. What is your gender?
(All Residents aged 25+ - n = 743)

People from all over the borough responded to the survey.

Of those who told us where they live (one in three did not provide a full postcode or refused), these were matched to wards and then grouped into six Ribble Valley 'areas'

North East

Chatburn; Gisburn and Rimington

North West

Alston and Hothersall; Derby and Thornley; Dilworth; Ribchester; Chipping

Central

West Bradford and Grindleton; Bowland; Waddington, Bashall Eaves and Mitton; Hurst Green and Whitewell

Clitheroe

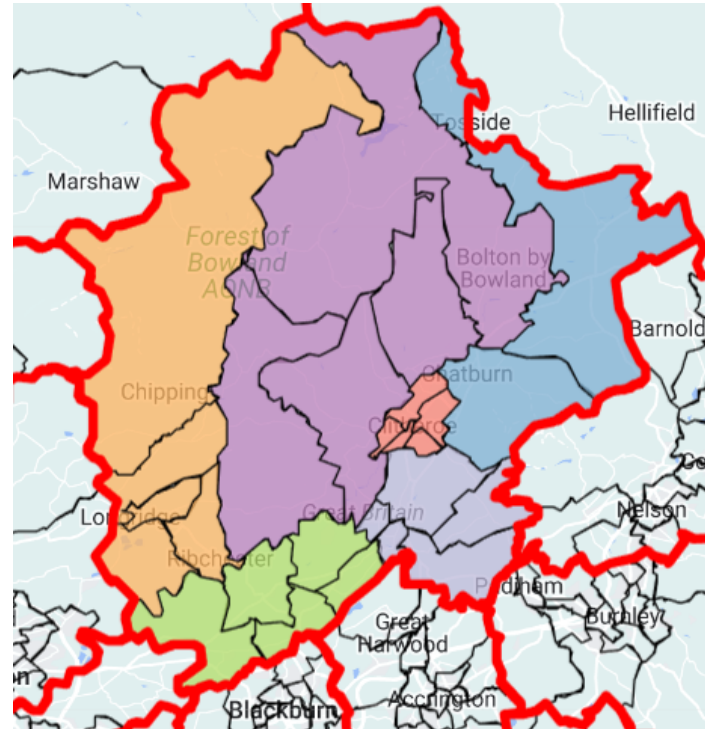
Edisford and Low Moor; St Mary's; Salthill; Primrose; Littlemoor

South East

East Whalley, Read and Simonstone; Whalley Nethertown; Whalley and Painter Wood; Wiswell and Barrow; Sabden

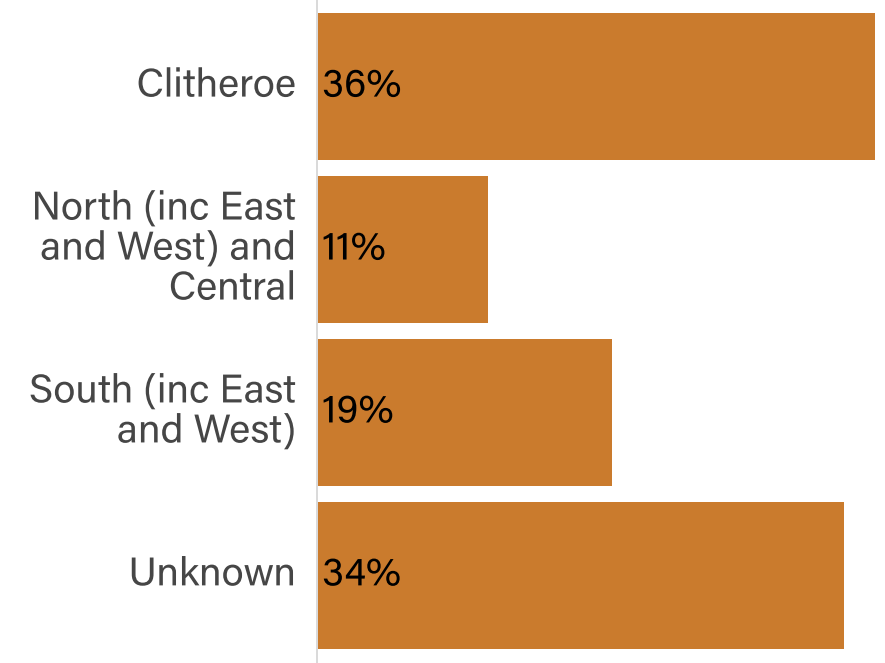
South West

Mellor; Clayton-le-Dale and Salesbury; Wilpshire and Ramsgreave; Billington and Langho; Brockhall and Dinckley



For the analysis within this report we have grouped these further into three broad areas

Clitheroe residents are overrepresented compared to the actual population, but analysis tests indicate this has little impact on headline statistics within this report



Overall, residents are satisfied with their local area as a place to live.



4 in 5 residents are satisfied with their local area as a place to live

Lower in Clitheroe than other areas



Most feel their area is a safe place where people get on well together



Living in and close to countryside is by far the thing residents of all ages like most about their local area



But beyond that, different age groups are more likely to value different things

- 25 to 44 year olds are more likely to value the variety of shops in their area
- 45 to 54 year olds are more likely to comment on the quiet, village/town feel
- Residents aged 65+ are more likely to value access to shops and services



But there are a wide range of things that residents would change about their local area

This was most likely to focus on roads, the level of housing development and cleanliness of streets / public spaces



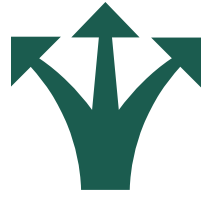
Those not satisfied with their local area were more likely than others to highlight cleanliness of streets, litter and dog fouling



Despite feeling safe in their area, some felt there were a number of anti-social behaviour issues

- A third of people feel taking or dealing drugs in their local area is a problem
- More than one in five feel teenagers hanging around streets, vandalism/deliberate damage or people being drunk/rowdy in public is a problem in their area

But satisfaction is lower with Ribble Valley Borough Council.



General satisfaction on the way Ribble Valley Borough Council runs things and whether the council provides value-for-money is mixed

- 40% are satisfied with the way the council runs things, whilst 26% are neutral and 32% are dissatisfied
- 40% agree that the council provides value-for-money, whilst 24% are neutral and 31% are dissatisfied



Those dissatisfied with the council were more likely to feel they can't influence decisions and highlight a range of issues in their area

These issues included the cleanliness of streets, crime levels and anti-social behaviour



When residents contact the council, the method they use appears to impact on satisfaction

- Two in five residents had contacted the council in the last six months
- They were more likely to make contact if they were under the age of 65 and were not satisfied with their area
- Three in five made contact by telephone, with a third using email and 17% in-person
- 35% of those contacting by email were dissatisfied with the experience, compared to 20% of those visiting in-person and 25% using the telephone

There is a link between feeling informed and how residents view the council.



More than half of residents do not feel informed about council services



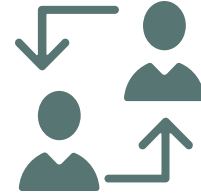
There's a link between feeling informed about council services and feeling that it delivers value-for-money

64% of residents who feel well informed agree that the council provides value for money, compared to 27% of those who do not feel well informed



And three in five residents do not feel they can influence decisions in their local area

This group were more likely than others to highlight fewer housing developments as something that would improve their local area



So what do residents want from communication and engagement with the council?

- Frequency of communication across different methods - social media, emails, in the community
- Engage as well as communicate - listening and consulting on changes that affect them



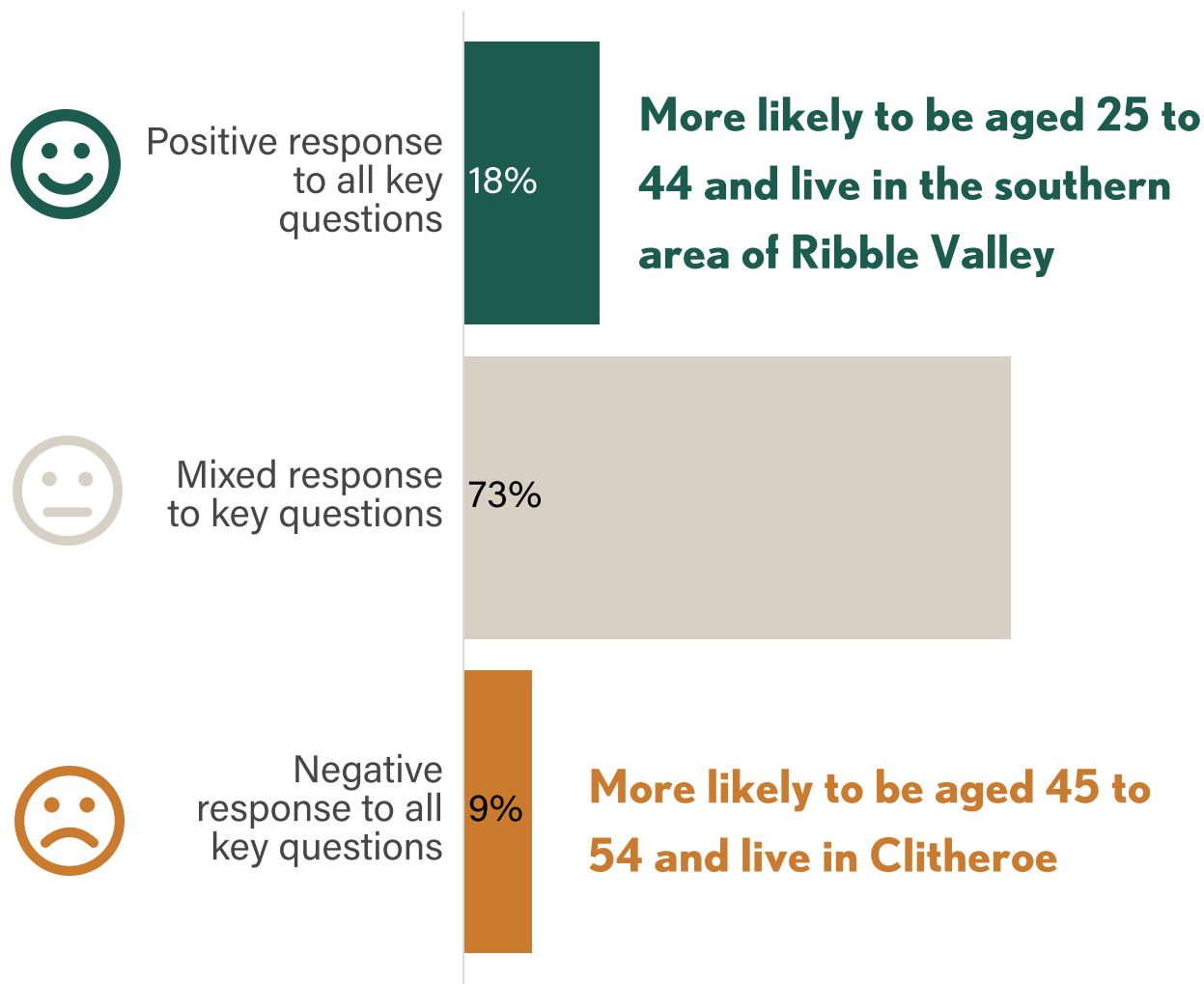
Age is a factor in the types of communication methods residents are more likely to engage with

- 25 to 44 year olds are more likely to find information about their area on social media, particularly local groups
- 45 to 54 year olds also use social media in this way, but not quite to the same extent
- 55 to 64 year olds are more likely than others to use local news websites
- Those aged 65+ are more likely to read local newspapers and want info straight through their door

One in ten residents are negative across a range of key questions.

Residents have been grouped based on their response to a set of key questions: satisfaction with the local area, satisfaction with the way Ribble Valley Borough Council runs things, agreement that the council provides value-for-money and how well informed they feel the council keeps them about services

9% of residents were negative in all key questions



What stands out about the positive respondents?

- Value the variety of shops in their area and small town/village feel
- More likely to feel parks and open spaces, access to GPs/health services and low levels of crime are important
- Less likely to feel improvements are needed in the cleanliness of streets and crime levels
- But more likely than others to want improvements in public transport links

And what are the issues for the negative respondents?

They are significantly more likely to raise issues with:

- Cleanliness of streets and level of dog fouling
- Condition of roads and pavements
- Levels of crime and anti-social behaviour

The biggest areas for improvement are not borough council services.

When asked to select the top three things most in need of improvement in the Ribble Valley area, the most selected issues were:



State of roads, pavements and traffic management

84% of respondents selected this

"It is time the roads were properly repaired and not just patched up. Their condition endangers the people of the town and makes leisure activities such as cycling too hazardous."



Access to GPs and other health services

41% of respondents selected this

"Better access to health services - no NHS dentist availability, no specialist audiology either private or NHS"



Transport links, including public transport

37% of respondents selected this

"Improvement of public transport. More frequent bus services to places that are not as accessible at current moment."

84% of residents feel the state of roads, pavements and traffic management is an area for improvement across the borough.

Comments in the survey reveal a wide range of concerns about roads, contributing factors and how it has an impact



There were a range of issues raised specifically about the roads

- State and condition of the roads
- Volume of traffic on the roads
- Level of roadworks and suitability of the road network
- Unsafe parking on streets and roads
- Speeding and unsafe driving



A number of contributing factors were highlighted

- Level of housing development - increase in local population, increased heavy duty vehicles
- Lack of/ insufficient public transport networks (particularly from younger people)
- Lack of/ limited cycle lanes
- Lack of pedestrianisation, e.g. crossings



A ripple effect of impacts

- Road safety for cars/drivers
- Road safety for cyclists and pedestrians, particularly children
- Climate impact with increased traffic
- General inconvenience - congestion, journeys taking longer

Residents aged 25 to 44 appear to have different needs to older residents.

All residents value access to countryside and nature across the borough, but when we look beyond that we can see differences amongst the 25 to 44 year old age group

They are more likely to...



Value access to good schools



Also value the night-time economy, but would like to see more on this

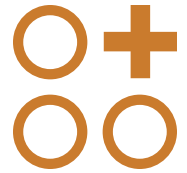


Want to see improvement in facilities and activities for children and young people, including parks and open spaces



Want more career and job prospects in the borough

And we can see different priorities in different parts of the borough.



There was a noticeably different response from Clitheroe residents around area satisfaction and council views

They are less likely to feel they can influence decisions, higher dissatisfaction with how dog fouling is being tackled, higher dissatisfaction with the council overall and more likely to disagree that the council provides value-for-money



But there are different priorities and areas of improvement highlighted by residents across the borough



Clitheroe

- More likely to highlight easy access to shops and services as the best thing about their area (but want to see improvements in the variety and offer)
- More likely to want cleaner streets and improvements to the condition of roads and pavements



North and Central

- Countryside particularly important to them
- More likely to feel community is important to an area, as well as low crime levels
- Much more likely than others to feel transport links need improving across the borough



South

- Also appreciate the countryside, but also value the quiet, small town/village feel of their area
- Less likely to want better facilities in their local area
- More likely to feel clean streets and transport links are important in the borough

Some residents feel the fabric of the borough is starting to change.



When asked what one change they would like to see over the next ten years, the strongest theme was concern around future house building and developments

Even more so than roads and cleanliness which was a bigger immediate issue for many residents



Residents are concerned about the long-term impact on the countryside and character of the area

They feel they might lose the thing that they value most about living in the borough, with countryside and green spaces being 'spoilt' - the character of Ribble Valley's towns and villages came through strongly as something non-residents value too

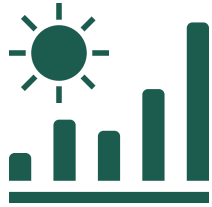
It's not just about housing developments though...



There is a perception from some that residents and the council are not taking enough pride in the area

Some feel the deterioration in the state of roads, increase in litter and level of dog fouling over recent years suggests a general lack of care in the borough - levelled both at residents and the council

Over half of residents are very concerned about climate change.



Four in five are at least a little concerned about climate change

Of those not concerned at all, they are more likely to be male residents



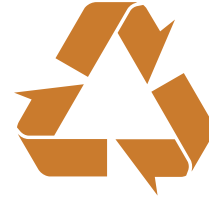
Four in five are also doing something already to help reduce carbon emissions

Over half of these want to do more



But one in five admit they are not doing much

- And half of these are not looking to do anything at the moment
- Those who do want to do something are more likely to be aged 25 to 44



Recycling is the biggest area people are doing something around or willing to do more on

This was an area residents felt the council could do more to support and enable residents



There were some differences in the things people would do by age

- 25 to 44 year olds are more interested than others in renewable energy sources
- 45 to 54 year olds more interested in growing their own food
- Those aged 65+ more likely to use or be willing to use public transport



A wide range of suggestions were made about how the council and other local organisations could 'lead by example' on climate change

Resident views on...
Their local area.



78% of residents are satisfied with their local area.

This is similar to the local area satisfaction level reported in the 2018 Ribble Valley Resident Survey (79%)



What do we mean by the local area?

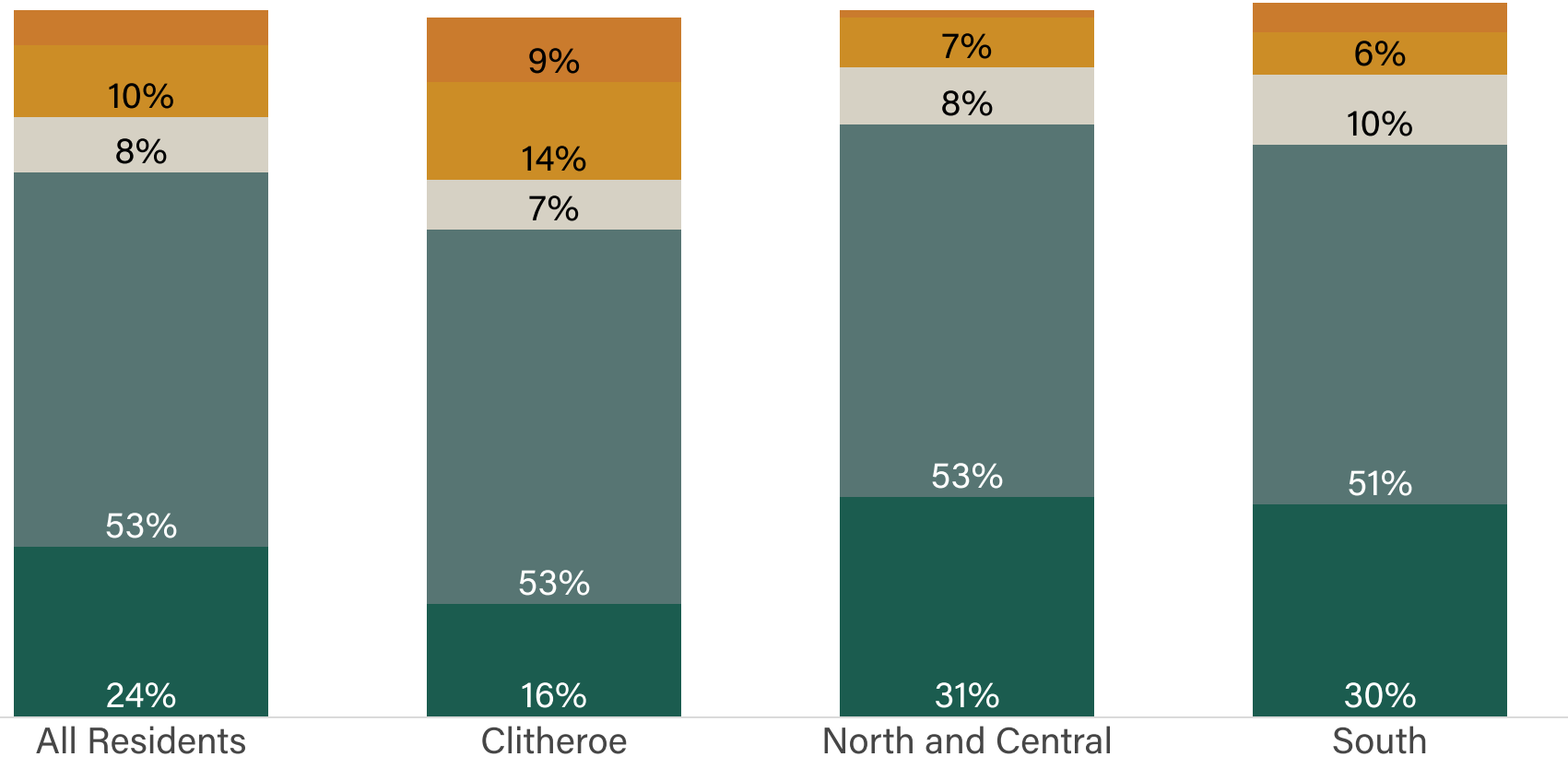
The area within 20 minutes walking distance from home



Residents aged 65 or over are more likely to be satisfied with their local area

82% are very or fairly satisfied, compared to 77% of 25 to 44 year olds, 72% of 45 to 54 year olds and 75% of 55 to 64 year olds

Satisfaction with the local area is lower in Clitheroe compared to other areas

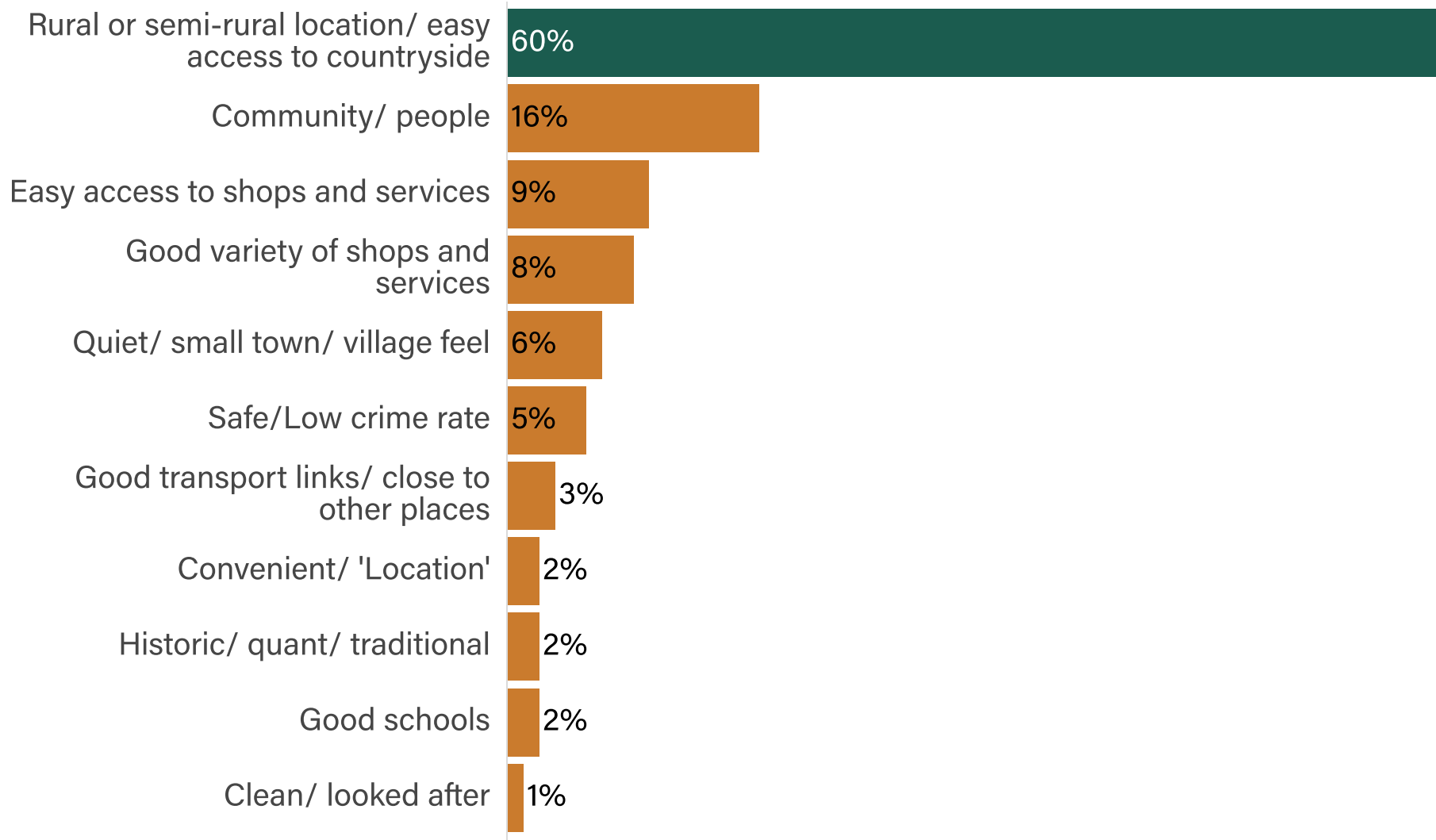


● Very satisfied ● Fairly satisfied ● Neither/ nor ● Fairly dissatisfied ● Very dissatisfied

Q. Overall, how satisfied or dissatisfied are you with your local area as a place to live?
 (All Residents - n = 743; Clitheroe - n = 265; North and Central - n = 81; South - n = 140)

Residents most value the countryside in their local area.

60% commented on the rural location or access to countryside as the thing they like most about living in their local area



Q. What one thing do you like most about living in your local area?

Open-text coded: all residents (n = 689)



There are some differences by age group again

- 25 to 44 year olds were more likely than others to comment on the variety of shops and services (e.g. independent shops, local market)
- 45 to 54 year olds were more likely than others to comment on the quiet, small village feel of their area
- 65+ year olds were more likely than others to comment on easy access to shops and services

The combination of being close to both countryside and local shops and services is well liked.



The location: between countryside and town

Many residents commented not only on how they value the rural location, but the fact that they are able to easily access both the countryside and town.



Rural but not too far from a larger community with more facilities.



Easy access to shops and services

Of those residents who say that they like how close they are to shops and services, many seem to particularly value that these are within walking distance.



So many facilities within a 15 minute walk maximum. It's amazing!!



Variety of shops and services

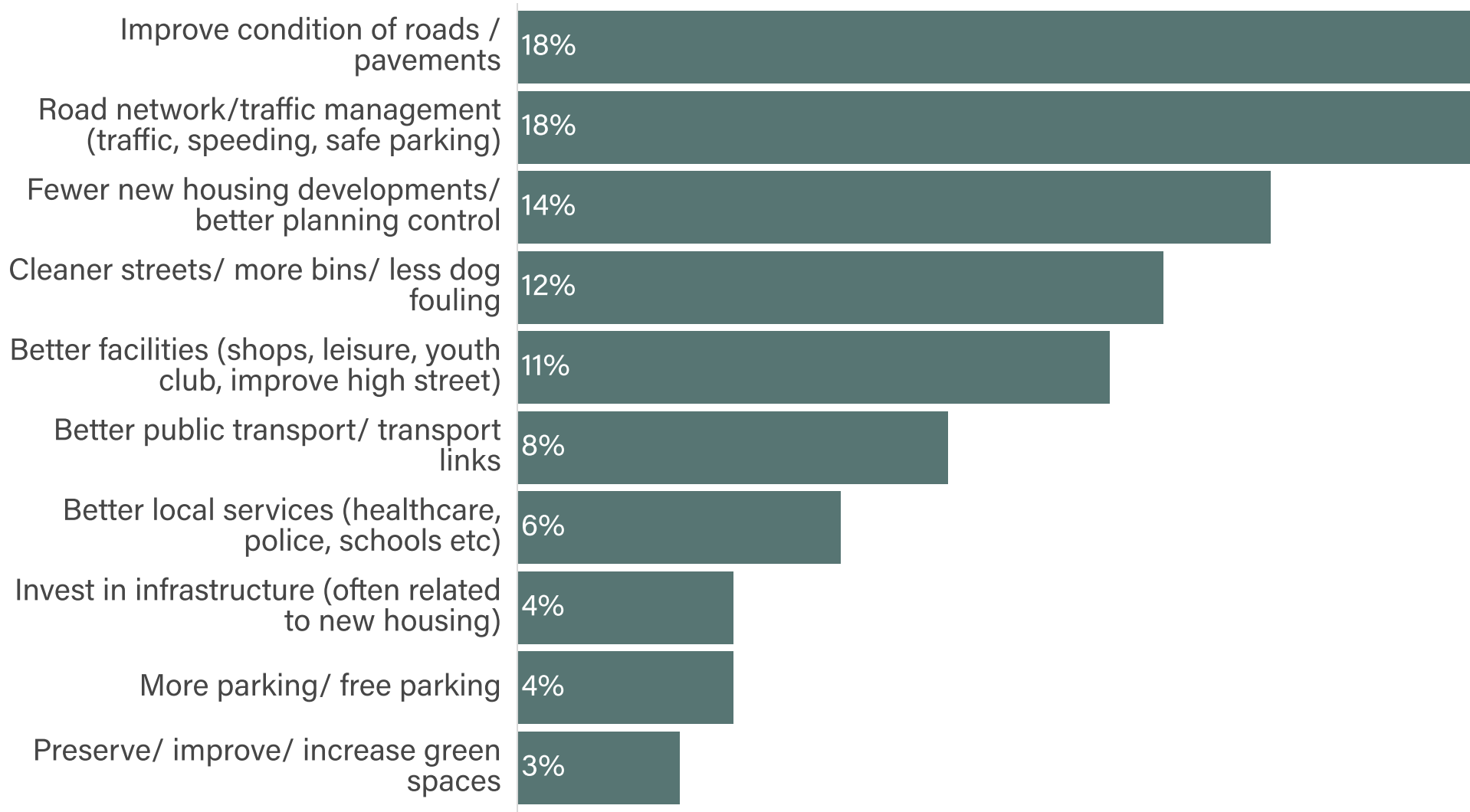
Amongst the 'variety of shops and services' comments, many mention how they value the range of independent local shops and/or local markets.



Small independent retail businesses and historic characterful buildings.

What residents would change about their area is more wide ranging.

Around one in five commented on improving the condition of roads and pavements and better management of the road network (covering traffic, speeding and parking)



Those not satisfied with their local area were more likely to highlight the need for cleaner streets

22% of those not satisfied with their local area commented on this, compared to 9% of those who are satisfied



Clean the area. So much litter and dog dirt on our pavements. Streets full of litter.

Q. And what one thing would make your local area better?

Open-text coded: all residents (n = 695)

Road safety appears to be an overarching concern, caused by the poor condition of roads and pavements, speeding cars and cars parked on pavements.



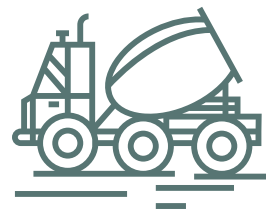
Pot holes and pavements

One of the most common comments is to 'improve condition of local roads/pavements', specifically road resurfacing and not simply 'patching up pot holes' and the repairing and clearing pavements. Other mentions of note include clearing drains regularly and better gritting of roads in winter.



Traffic management and enforce safer parking

Residents would like to see something done to tackle traffic congestion, traffic speeding, cars parked on footpaths and insufficient places to cross roads safely.



Fewer housing developments and/or increase the infrastructure to cope

Whilst some residents want no more new housing developments, particularly on green spaces, others comment on the need to increase investment in infrastructure to cope with the increased number of residents.

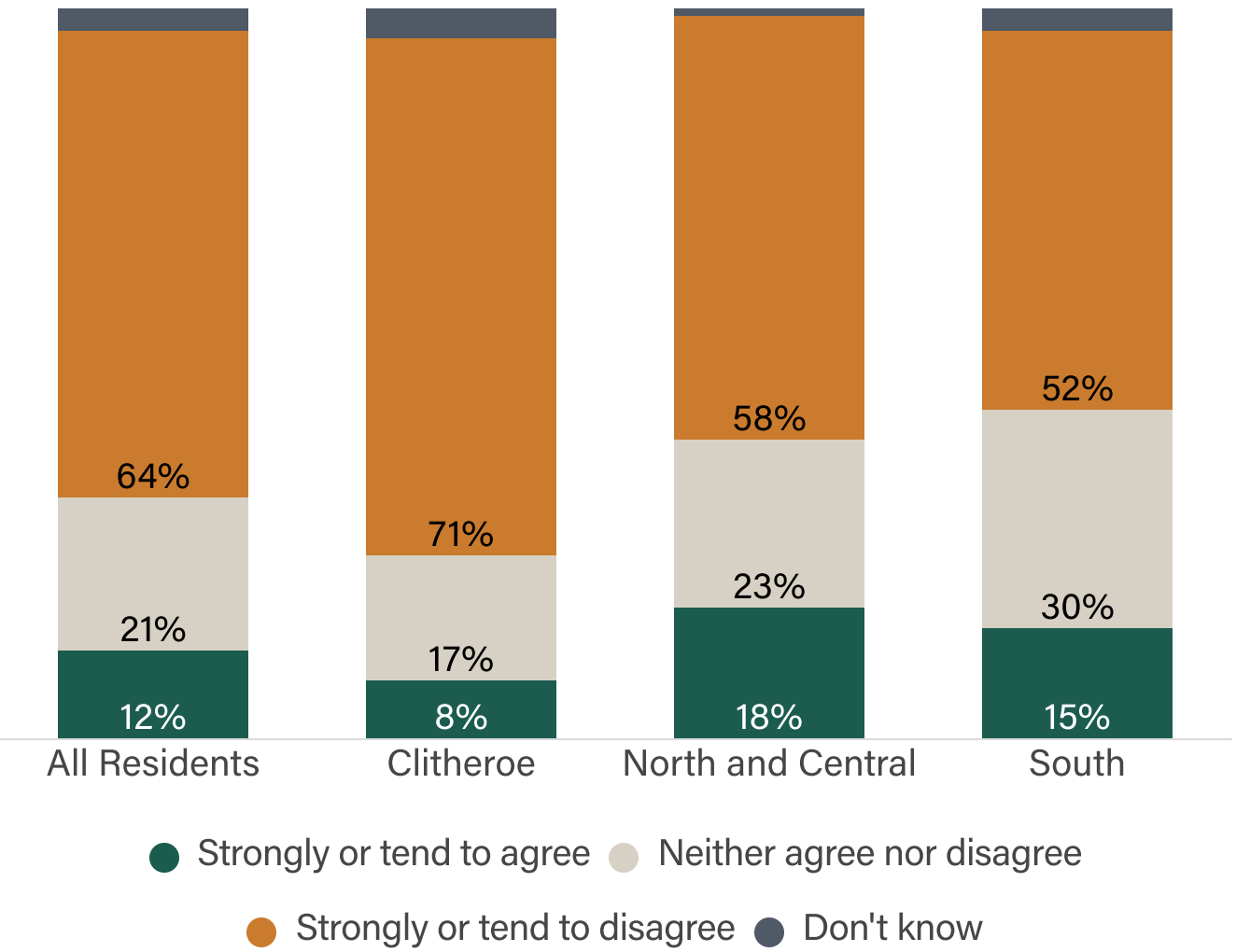
“ It is time the roads were properly repaired and not just patched up. Their condition endangers the people of the town and makes leisure activities such as cycling too hazardous.

“ The road infrastructure and increase in traffic over the past 10 years has become intolerable, combined with the poor condition of roads, makes negotiating Clitheroe an unpleasant experience.

“ To stop the amount of housing being built when there isn't enough infrastructure in the village and the village is changing not for the better. The planning department being more accessible and accommodating.

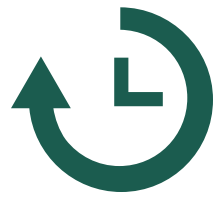
64% of residents feel they cannot influence decisions affecting their area.

This rises to 71% in Clitheroe



It appears to be 45 to 54 year olds who are most likely to feel this way

75% of residents in this age group disagree that they can influence decisions in their local area, compared to 67% of 25 to 44 year olds and 53% of those aged 65 or over

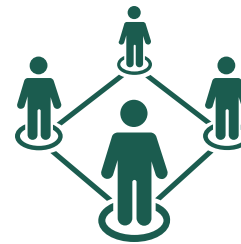
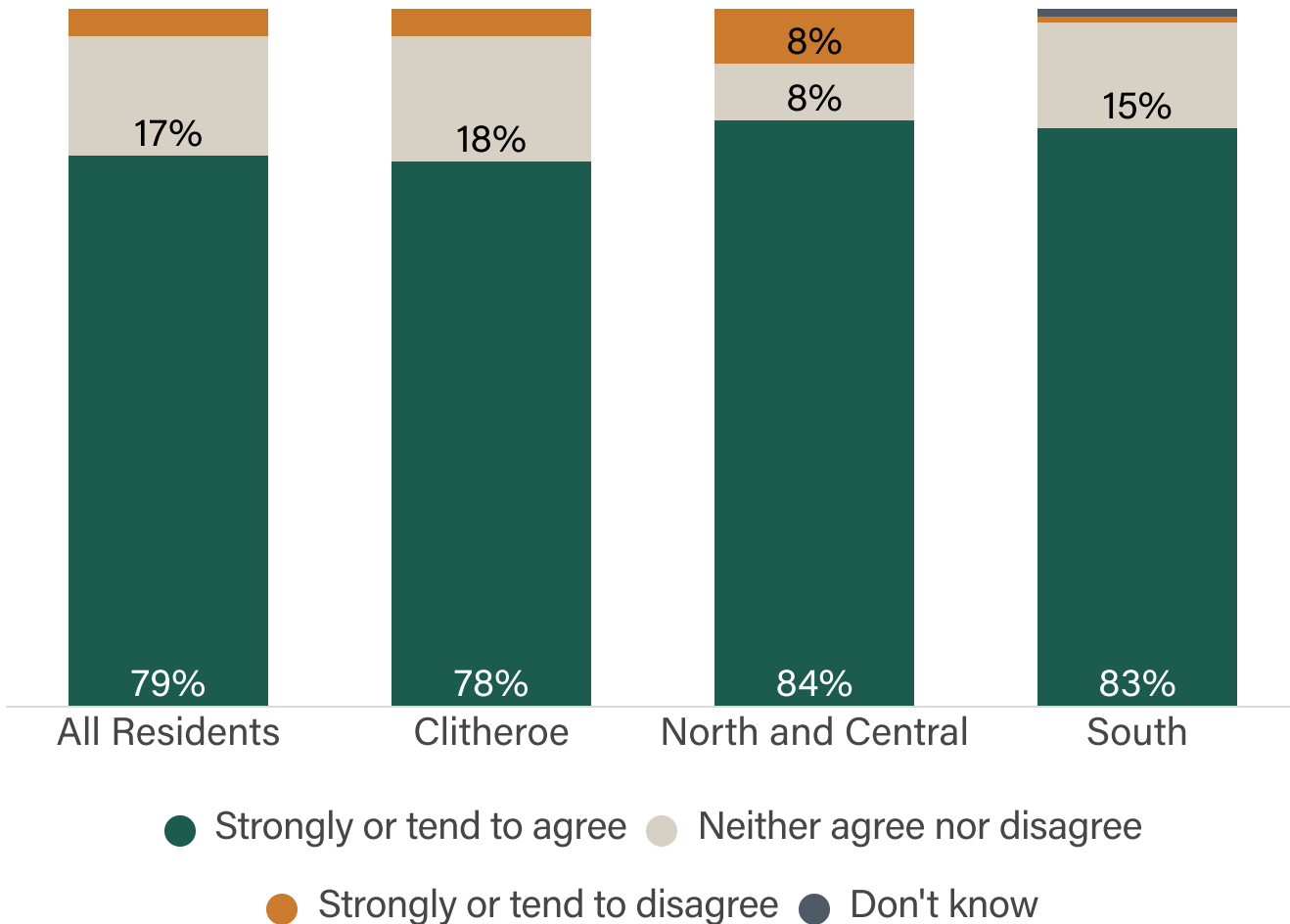


25% of respondents agreed that they could influence decisions in their local area in the 2018 survey

Q. To what extent do you agree or disagree that you can influence decisions affecting your local area?
 (All Residents - n = 743; Clitheroe - n = 265; North and Central - n = 81; South - n = 140)

The majority of residents feel people get on well in their local area.

Four in five residents agree that their local area is a place where people get on well together



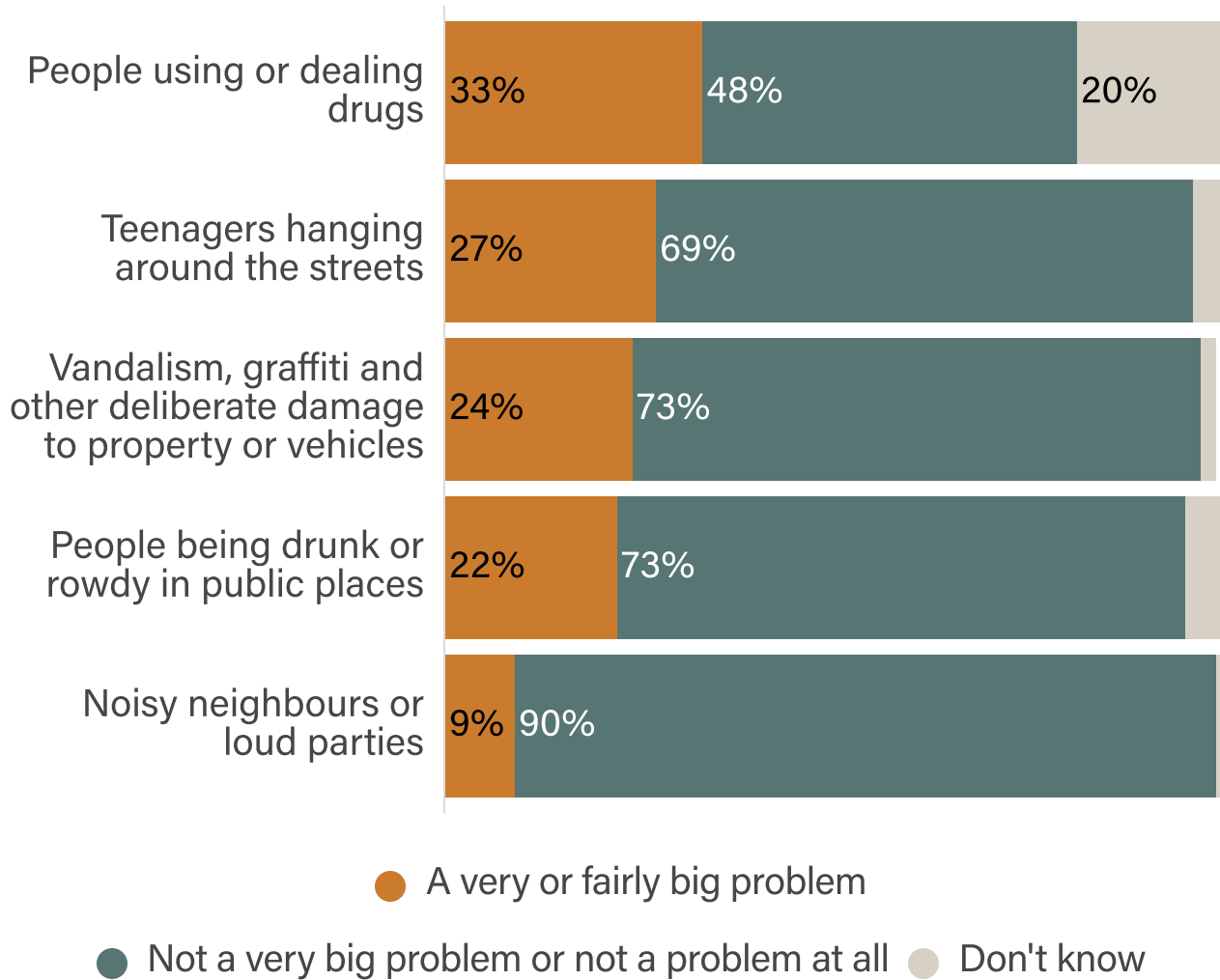
There appears to be a connection between satisfaction with their local area and feeling that it is a place where people get on well together

84% of residents satisfied with their local area agree that it is a place where people get on well together, compared to 63% of those not satisfied with their local area as a place to live

Q. To what extent do you agree or disagree that your local area is a place where people get on well together?
(All Residents - n = 743; Clitheroe - n = 265; North and Central - n = 81; South - n = 140)

Four in five residents feel safe in their local area.

A third of residents feel people using or dealing drugs in their local area is a very or fairly big problem



Q. Thinking about your local area, how much of a problem, if at all, are each of the following anti-social behaviour issues? (All Residents - n = 743)



80% of residents strongly or tend to agree that they feel safe

12% are neutral and 7% strongly or tend to disagree that they feel safe



Anti-social behaviour issues appear to be less of a problem than in 2018

- 43% of 2018 respondents did not feel vandalism and graffiti was a problem (73% in 2023)
- 42% of 2018 respondents did not feel teenagers hanging around streets was a problem (69% in 2023)
- 35% of 2018 respondents did not feel people using/dealing drugs was a problem (48% in 2023)

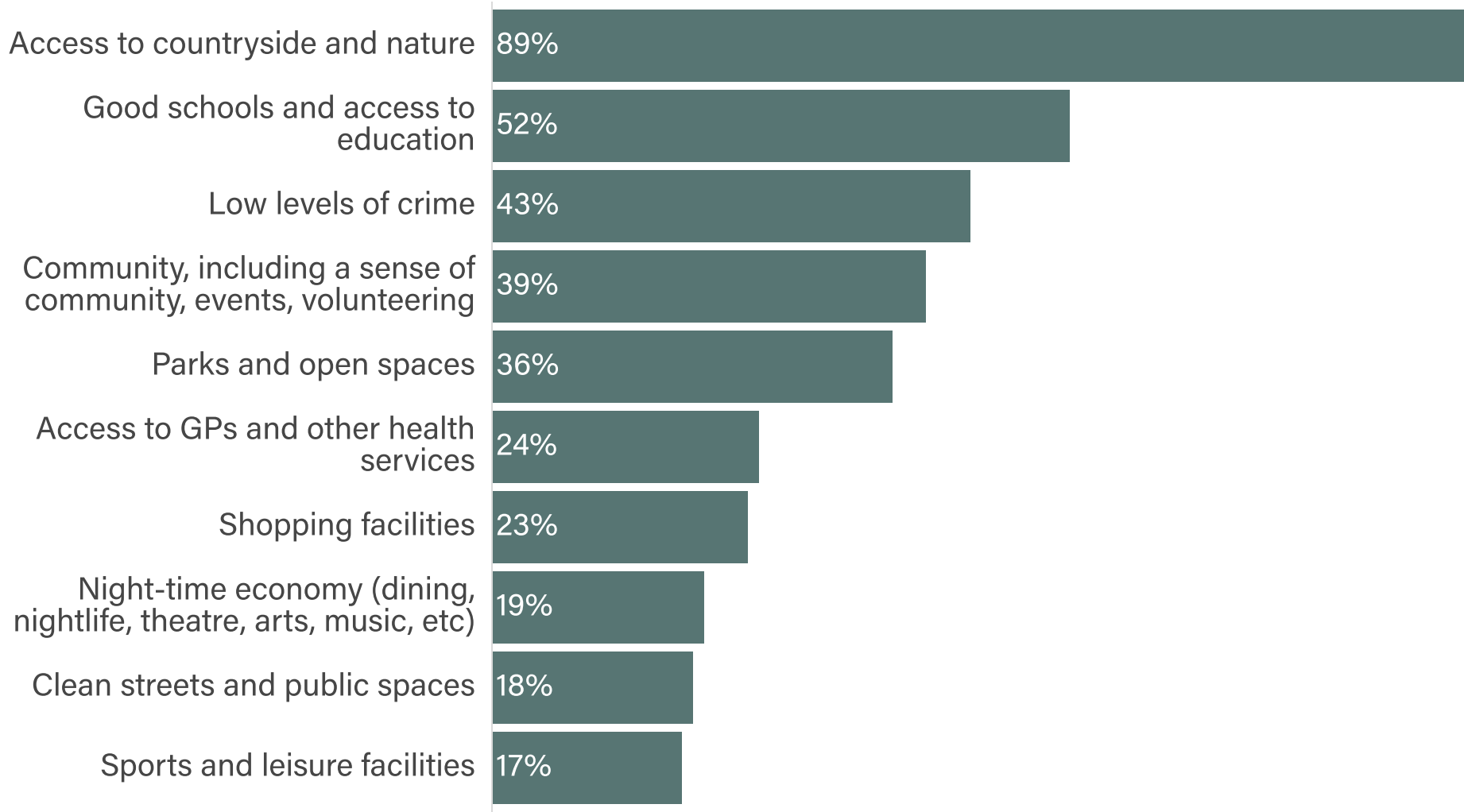


Resident views on...

The wider Ribble Valley area.

As well as the countryside, schools, safety and community are also seen as some of the best things about the Ribble Valley area.

Top 10 'best things' about the Ribble Valley area



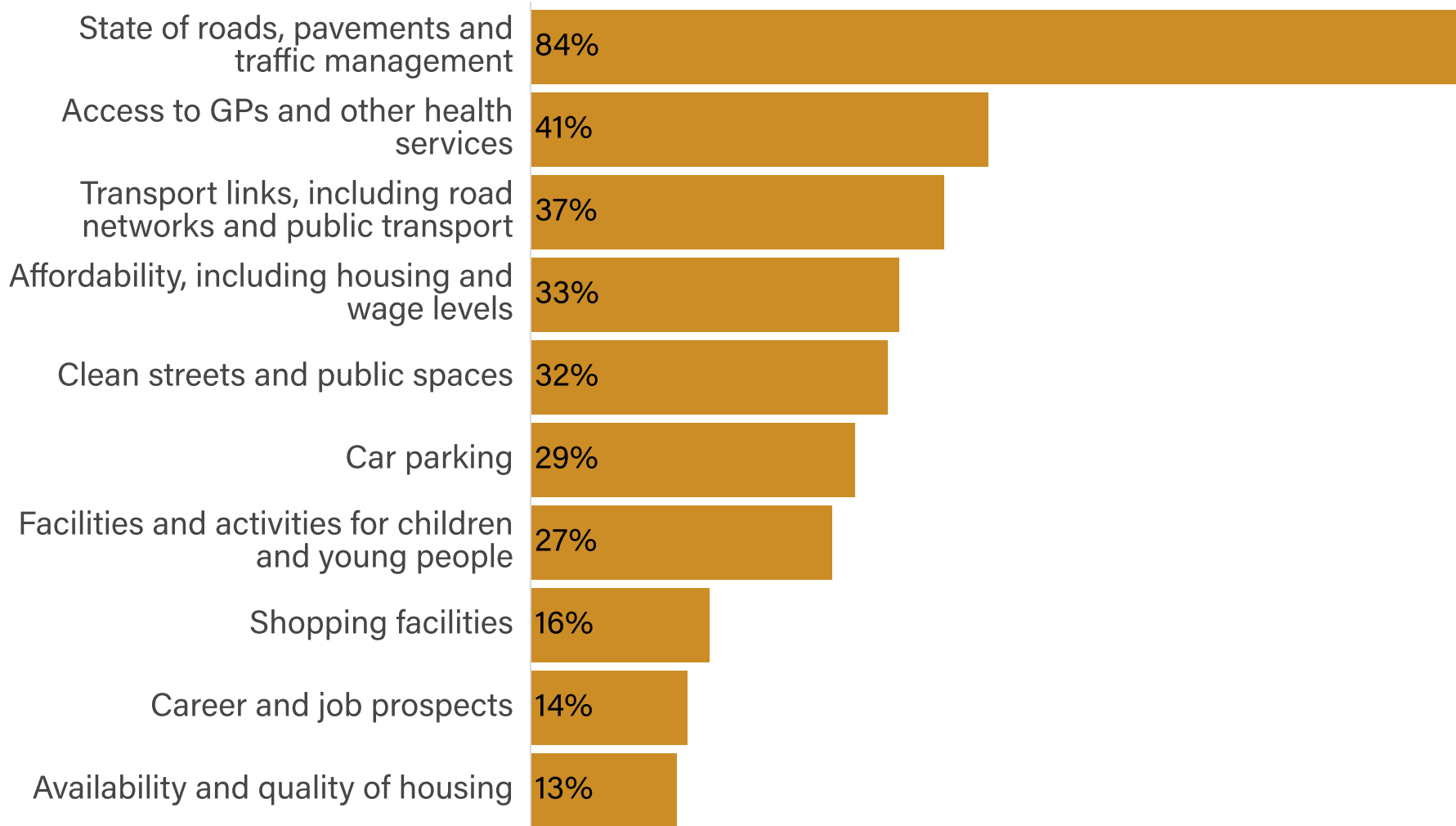
Younger and older residents appear to appreciate different things offered by the area

- 25 to 44 year olds were more likely than others to highlight good schools and the night-time economy
- 65+ year olds were more likely than others to highlight shopping facilities and access to GPs / health services

Q. What do you think are the best things about Ribble Valley? Please choose up to 5; all residents (n = 741)

The state of roads, pavements and traffic management is clearly what residents feel is most in need of improvement in the Ribble Valley area.

Top 10 things most in need of improvement in the Ribble Valley area



Those aged 25 to 44 appear to have some different priorities compared to older residents

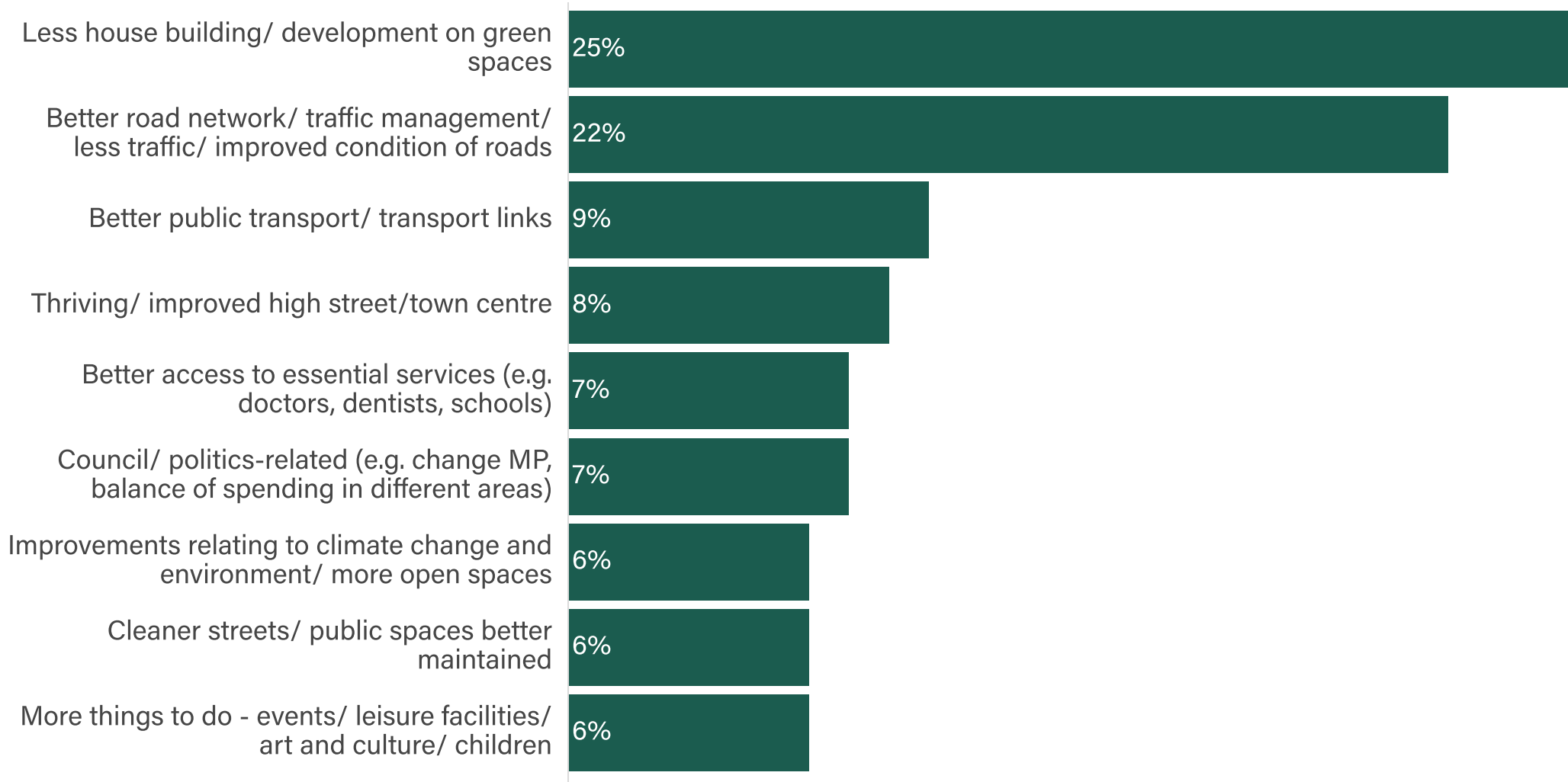
They were more likely to highlight improvement in:

- Facilities and activities for children and young people
- Career and job prospects
- Parks and open spaces
- Night-time economy

Q. And what do you think are the things that are most in need of improvement in Ribble Valley? Please choose up to 5; all residents (n = 741)

Looking ten years ahead, residents would like to see less house building and better road networks/maintenance.

Top changes highlighted by residents through an open-text question



Those satisfied with their local area were more likely to want less house building and development on green spaces in the future

27% of those satisfied with their local area commented on this issue, compared to 19% of those not satisfied - the latter group were more likely to want cleaner streets and improvements to road networks

Q. Imagine Ribble Valley ten years from now. What is the single biggest change you would like to see? Open-text coded; all residents (n = 648)

Too many new housing developments on green spaces are seen as 'spoiling' the rural aspect and therefore damaging the 'best thing' about the area.



Not only are housing developments seen as spoiling the countryside and rural nature of the area...



...but this has been accompanied by a lack of investment in infrastructure, particularly in the road network and essential services

“ While I understand that the construction of new housing estates are inevitable, our area has had more than its fair share of 'development'. I feel that we are not too far away from losing one of the best things about the Ribble Valley. It has been chipped away at for so long that our scenery is starting to look like many other places in the North West; drab and dreary.

“ Hate to imagine 10 years from now. Already over run with new housing. Villages ruined. Clitheroe will be no longer a market town.

“ A stop to the endless house building. It is ruining the quality of life. Too many people and too much traffic congestion and parking issues.

“ Stop unsustainable housing developments, our beautiful market town has been spoilt. The health centre can no longer cope, lack of schools etc.

“ Stop building more housing developments and invest in local infrastructure so that it can support the increase in people now living here.

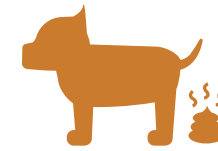
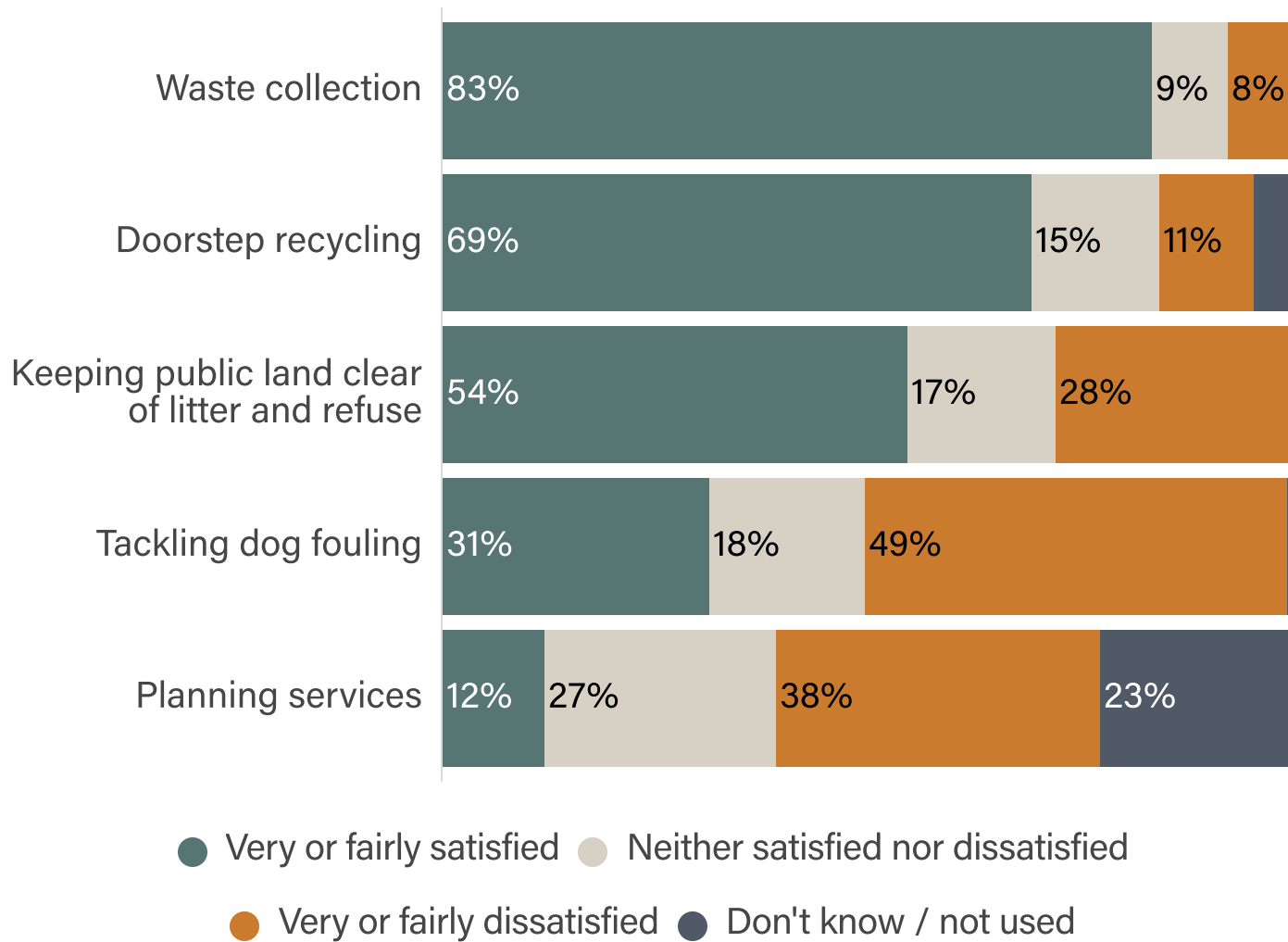


Resident views on...

Ribble Valley Borough Council.

Satisfaction with a selection of council services is mixed.

Satisfaction is high for waste collection, but more residents are dissatisfied than satisfied for tackling dog fouling and planning services



There is more dissatisfaction with tackling dog fouling in Clitheroe

55% of Clitheroe residents are dissatisfied with this, compared to 42% in the South



Over half (55%) of residents dissatisfied with their local area are also dissatisfied with planning services

Compared to 34% of those satisfied with their local area

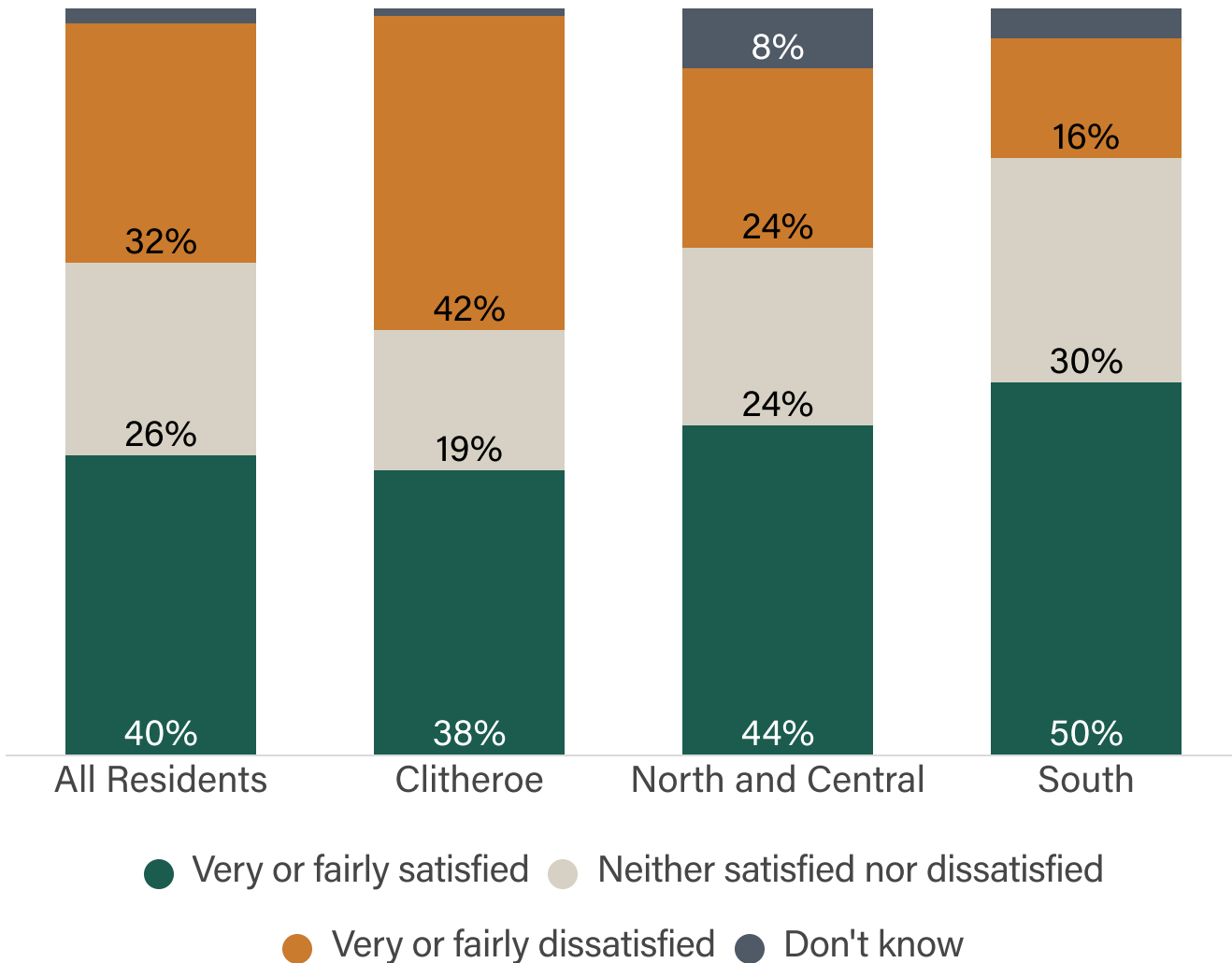


85% of respondents were satisfied with the doorstep recycling service in the 2018 survey

Q. How satisfied or dissatisfied are you with each of the following local services provided by Ribble Valley Borough Council in your area? (All Residents - n = 741)

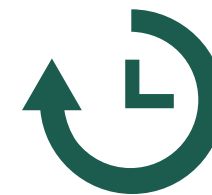
Two in five residents are satisfied with the way the council runs things.

Satisfaction is highest in the south of the borough



Those dissatisfied with the way Ribble Valley Borough Council runs things are more likely to...

- Feel they cannot influence decisions in their local area - 83% disagree with this statement compared to 51% of those satisfied with the council
- Feel clean streets and public spaces need improving in the borough - 51% vs 19% of those satisfied with the council overall
- Feel crime levels need improvement in the borough - 20% vs 6% of those satisfied with the council
- Feel a range of anti-social behaviour issues are a problem in their local area

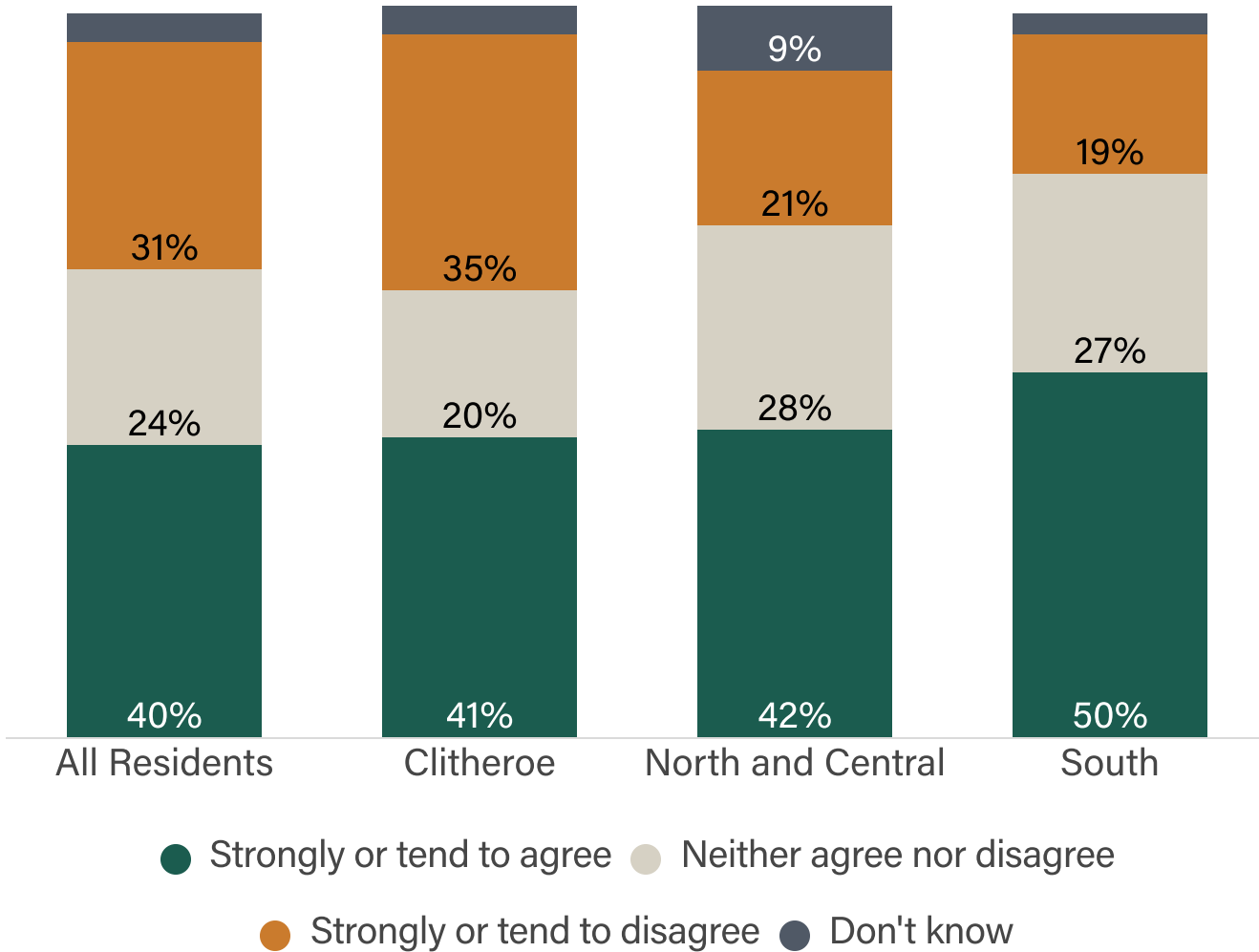


59% of respondents were satisfied with the way the council runs things in the 2018 survey

Q. Overall, how satisfied or dissatisfied are you with the way Ribble Valley Borough Council runs things? (All Residents - n = 702; Clitheroe - n = 239; North and Central - n = 73; South - n = 138)

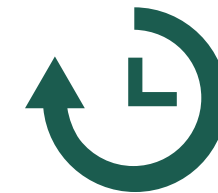
Two in five residents also agree that the council provides value for money.

A third (35%) of Clitheroe residents disagree that Ribble Valley Borough Council provides value for money



Residents aged 65+ were more likely to agree that the council provides value for money

47% of older residents agree that the council provides value for money, compared to 33% of those aged 55 to 64, 37% of 45 to 54 year olds and 39% of 25 to 44 year olds

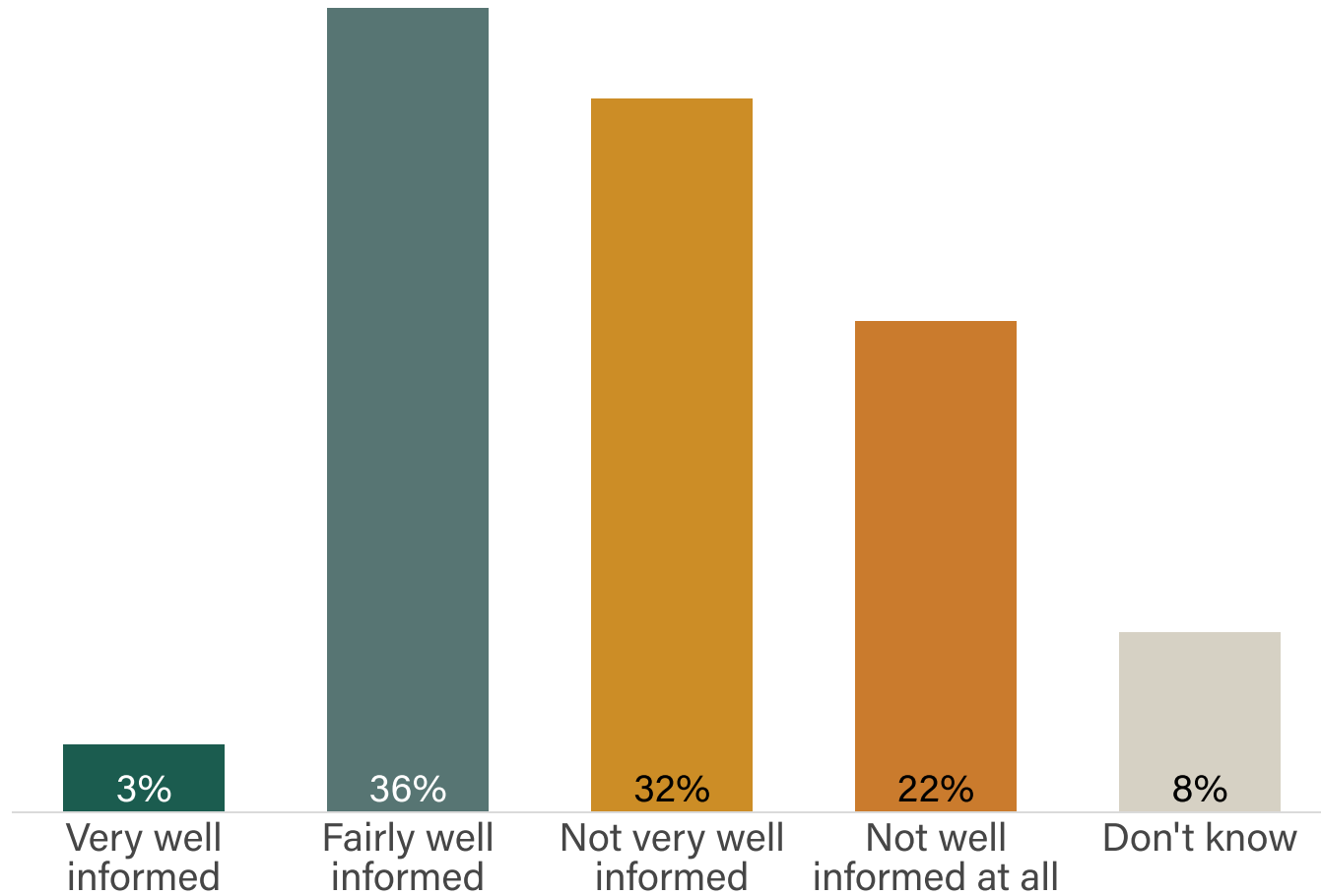


60% of respondents agreed that the council provides value-for-money in the 2018 survey

Q. To what extent do you agree or disagree that Ribble Valley Borough Council provides value for money? (All Residents - n = 743; Clitheroe - n = 265; North and Central - n = 81; South - n = 140)

A fifth of residents do not feel well informed at all about council services.

39% of residents feel Ribble Valley Borough Council keeps them very or fairly well informed about the services it provides

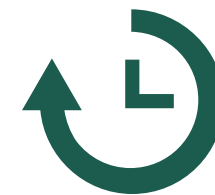


Q. Overall, how well informed do you feel Ribble Valley Borough Council keeps residents about the services it provides? (All Residents - n = 743)



Residents who feel well informed about services are more likely to feel the council provides value for money

64% of residents who feel well informed agree that the council provides value for money, compared to 27% of those who do not feel well informed



47% of respondents felt the council kept them very or fairly well informed about services in the 2018 survey

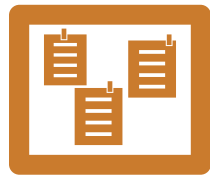
Residents want more communication on services, updates and what money is spent on, and more consultation with residents.

Key themes amongst suggestions on how to improve the way we keep residents informed:



Communicate more, and more regularly

- Increased use of social media
- Regular email newsletters (e.g. monthly/quarterly)
- Older residents, particularly aged 75 and over, are more likely to want offline communication, such as leaflets or posted newsletters



Increase communication and promotion of services in the community

- In community spaces, e.g. churches, supermarkets, community centres
- Via community groups online
- In local press



Don't just communicate, consult with and listen to residents more

- Councillors should be more visible (e.g. making door-to-door visits)
- More public meetings (and not just in working hours)
- Resident forums

Other themes include making the website more user-friendly and being more transparent and pro-active in communicating what money is spent on.

“ More consistent posting on Facebook/social media, perhaps a blog post once a month 'whats happening at RVBC'.

“ The important information should be on a notice board outside of council offices (in car park) or near the market to help all the elderly who don't have access to internet or buy local paper.

“ Place more emphasis on consultation than information, in other words, don't simply tell us - ask us. And please listen to what we have to say.

Two in five respondents had contacted the council over the last six months.

40% of all respondents contacted Ribble Valley Borough Council in the last six months. Who was more likely to do this?



Those not satisfied with their local area

49% versus 38% of those satisfied with their area



Those under the age of 65

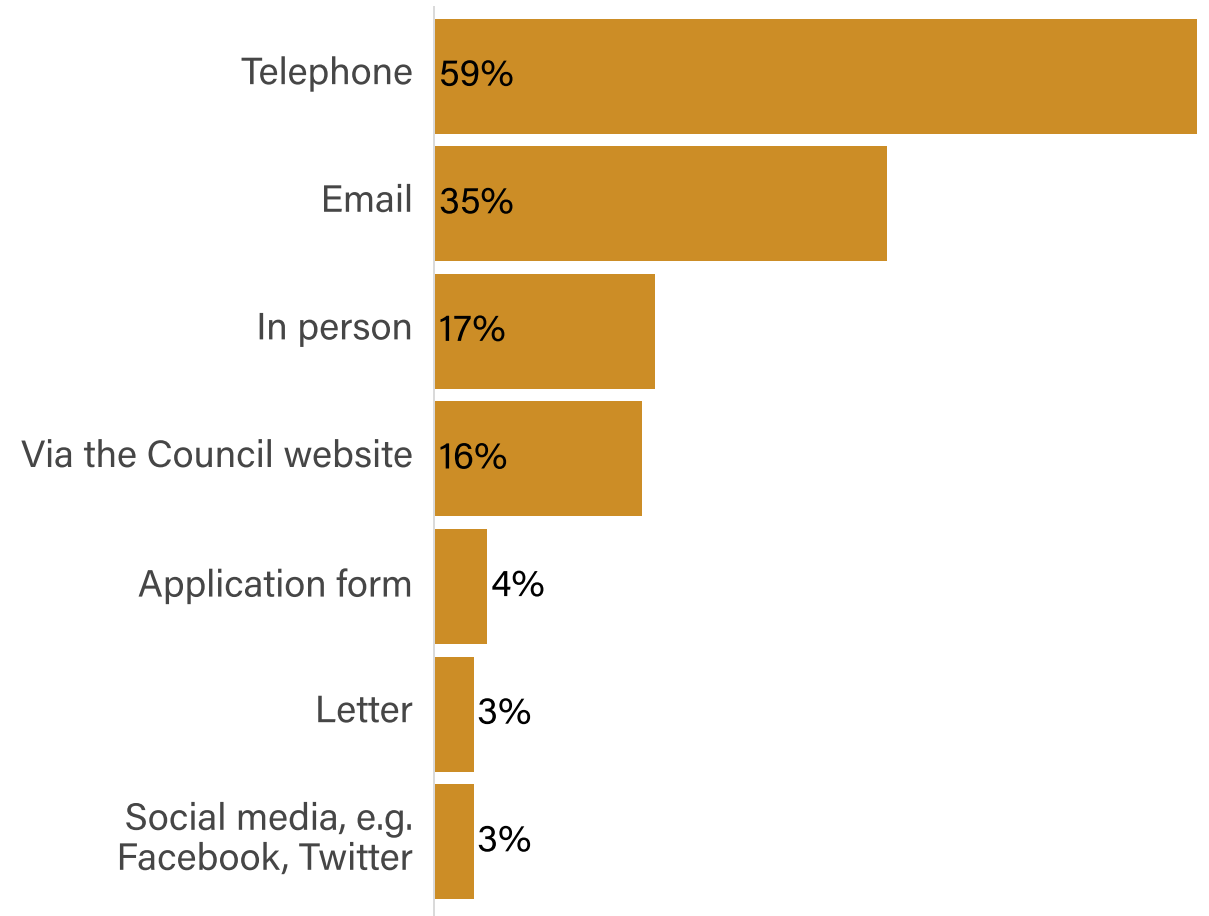
43% versus 34% of residents aged 65+



Those with a disability or long-term illness

50% versus 37% of residents with no disability or long-term illness

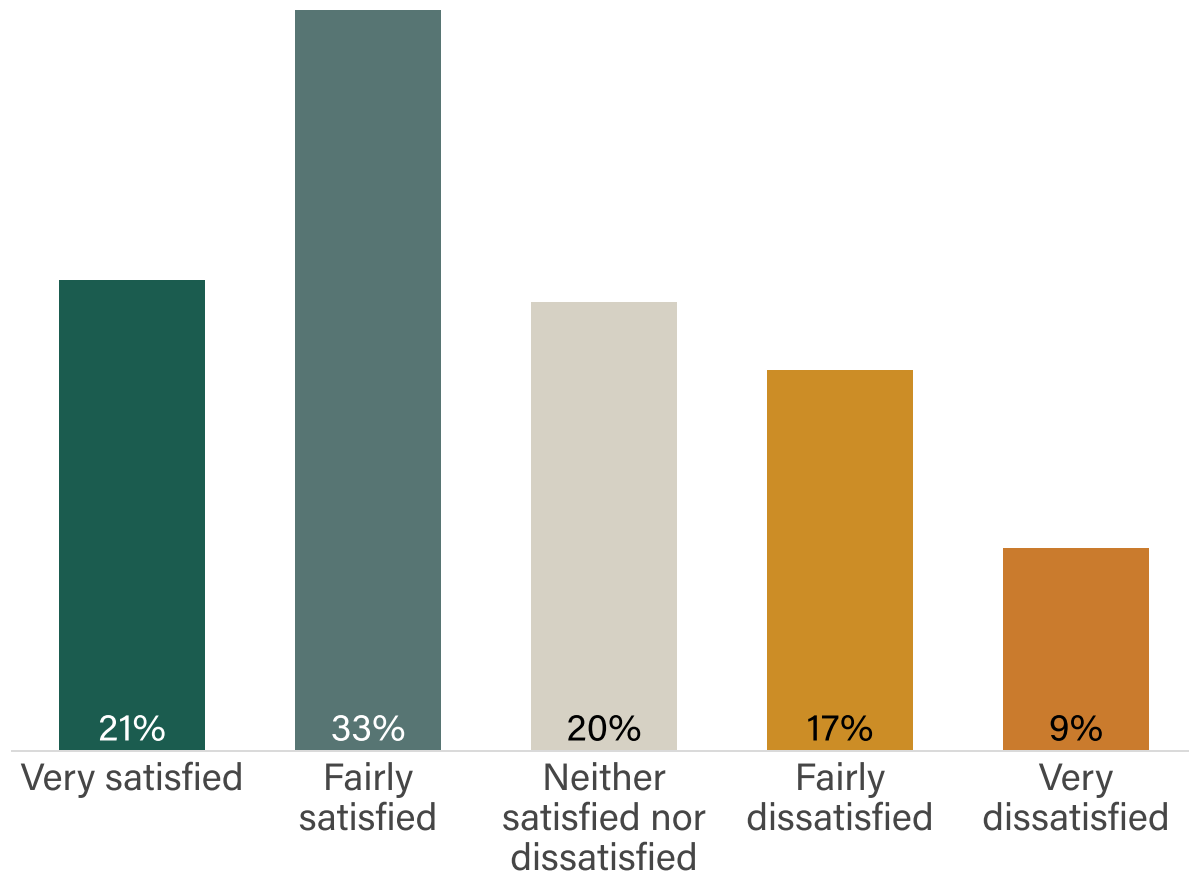
Those who contacted the council appear most likely to have done so by telephone



Q. How did you contact Ribble Valley Borough Council? Please select all that apply (All residents who contacted the council in the last six months - n = 278)

The method of contact appears to have an impact on satisfaction levels.

54% of residents who contacted the council were satisfied with their experience overall



Q. Overall, how satisfied or dissatisfied are you with your experience of contacting Ribble Valley Borough Council over the last six months? (All residents who contacted the council in the last six months - n = 296)



Those dissatisfied with their contact experience were more likely to have made contact by email

35% of those contacting the council by email were dissatisfied with their experience overall, compared to 20% of those contacting the council in-person and 25% of those making contact by telephone

Common themes amongst those dissatisfied:

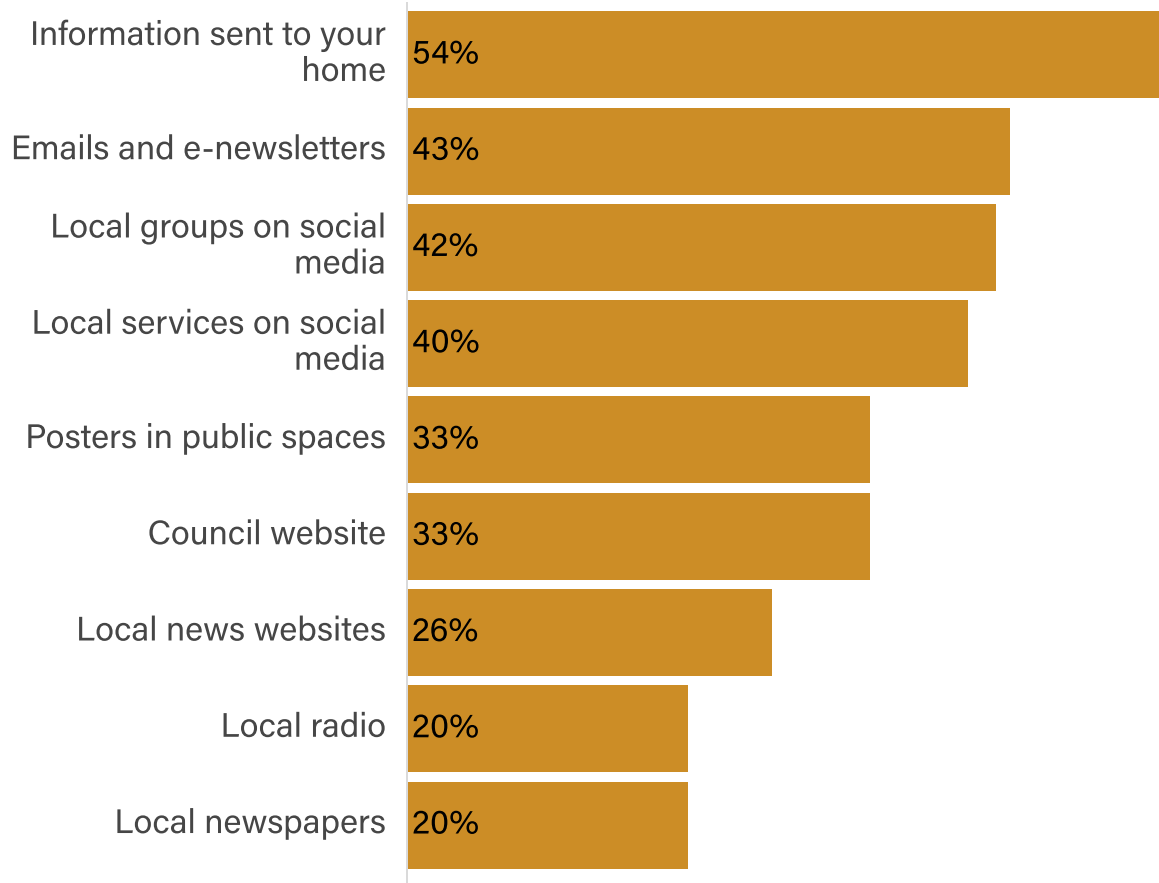
- No response/have to contact multiple times
- No action taken/complaints not resolved
- 'Don't care' attitude / don't feel listened to
- Being 'passed from pillar to post'
- Issues with bins, waste and recycling not resolved

“ I feel the issue I rang about was not taken seriously and the person I spoke to was not really interested in my call.

“ The council discontinued our household refuse collection service. I did not even get a response to the issues raised in my email.

Residents find out things about their local area in a range of ways.

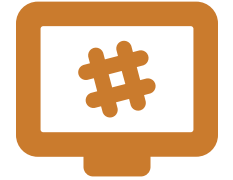
54% of residents prefer to get information about their local area straight to their home



Q. How do you prefer to find out about things happening in your local area? Please select all that apply (All residents - n = 736)

1 in 4

Respondents to the survey do not use social media



How do different age groups prefer to find information about their local area?

25 to 44

56% use local services on social media and 52% use local groups on social media (e.g. Clitheroe Gossip)

45 to 54

Also more likely than others to use social media, but not to the same extent as 25 to 44 year olds

55 to 64

36% use local news websites to find out what is happening in their area

65+

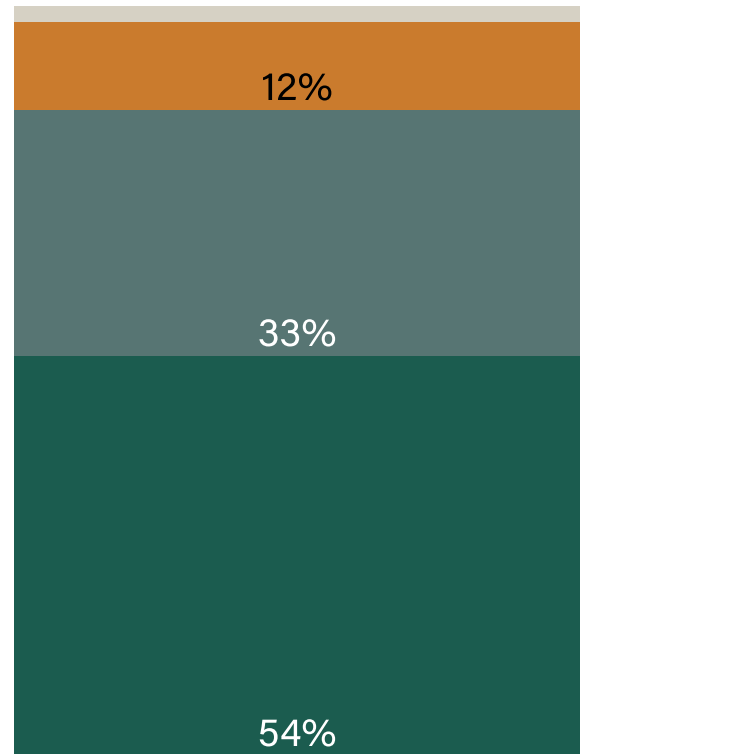
25% use local newspapers to find out what is going on and 63% prefer to get information sent straight to their home



Resident views on... Climate change.

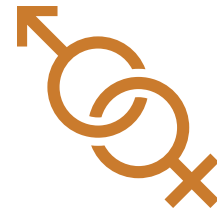
More than half of residents are very concerned about climate change.

Four out of five (82%) of residents are at least a little concerned about climate change



- Very concerned
- A little concerned
- Not concerned at all
- Don't know

Q. To what extent are you concerned about climate change?
(All Residents - n = 743)



Males appear more likely than females to not be concerned at all about climate change

16% of male respondents indicated they are not concerned at all, compared to 7% of female respondents

- “ [One thing that would make my local area better is] if everyone woke up to the reality of the climate and ecological emergency we are living in, and started to act.
- “ [In ten year's time, I would like to see] the town being more sustainable and environmentally conscious through energy efficiency, better recycling methods and reduced Co2 emissions.

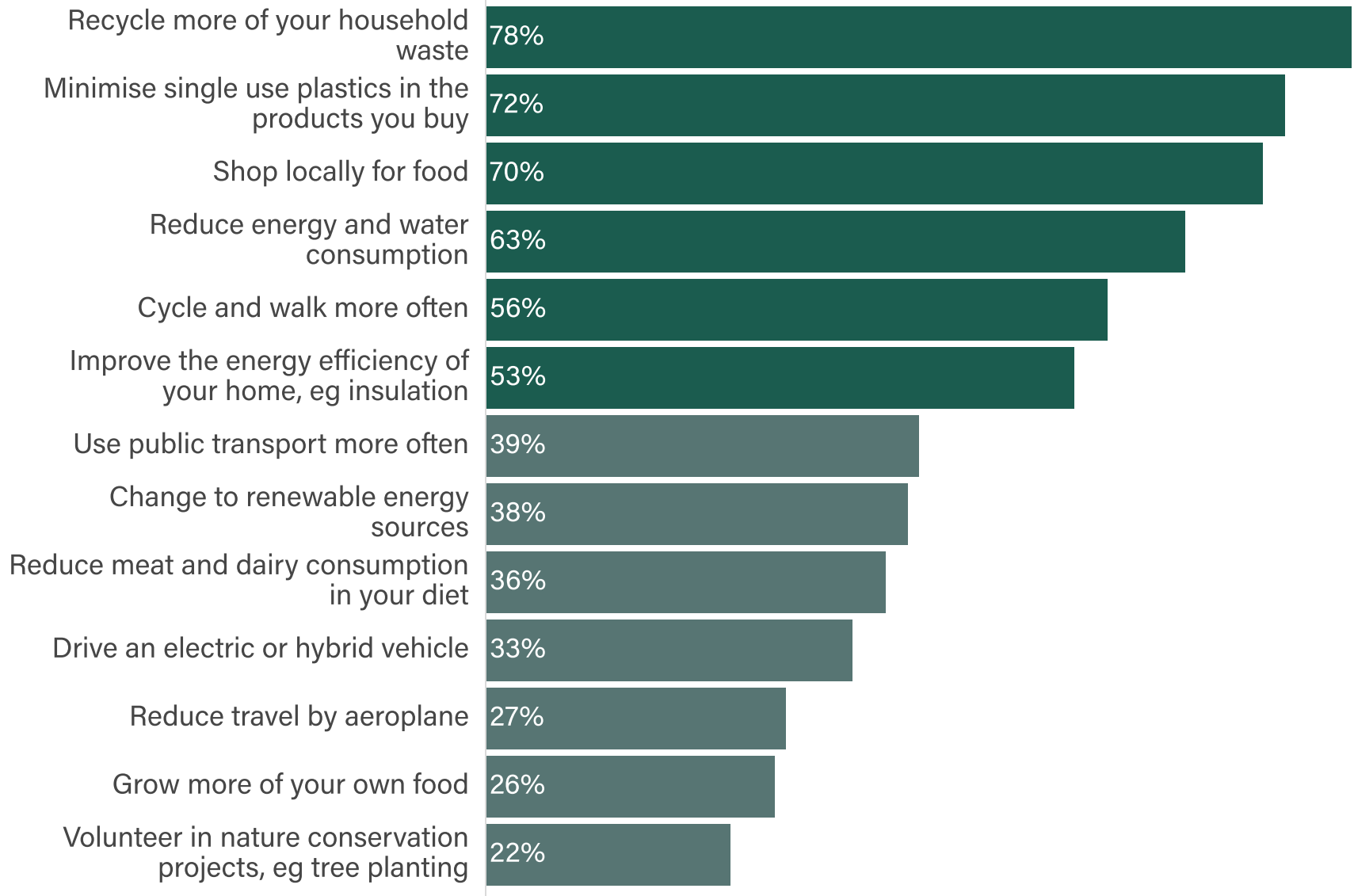
80% of residents are already doing something to help reduce carbon emissions.

One in ten residents indicated that they are not doing much to help reduce carbon emissions and are not looking to do anything for now



Q. Which of these statements best describes what you are doing yourself to help reduce carbon emissions? (All Residents - n = 743)

There are a wide range of actions residents are already doing or willing to do in the future to help reduce carbon emissions.



Typically, those residents who were already doing something and wanted to do more were more likely to select a range of these options



Different age groups might take different actions

- 25 to 44 year olds more likely than others to change to renewable energy sources
- 45 to 54 year olds more likely to grow their own food
- 65+ year olds more likely to use public transport more often

Q. What are you already doing, or would be willing to do, to help reduce carbon emissions?

Please select all that apply (All Residents - n = 667)

Many residents feel the Council and public services should be helping to enable individuals to do more.

Ribble Valley Borough Council should:

- Improve/increase both home and community recycling services and facilities, esp food waste, bins for paper, recycling bins in the community
- Take action, review own practices and lead by example
- Improve cycling infrastructure and public transport
- Prioritise green energy for any new developments
- Subsidise renewable energy. e.g. solar panels
- Educate public, esp. re recycling
- Provide EV charging points
- Reduce number of new builds
- Cheaper, standardised bus fares
- Check emissions from cement factory

“ Offer recycling at home for food waste. Increase services at local recycling centres, ie tetra packaging at all sites and increase opening days.

“ Proper cycle roads and pavements. This would help people use cars less: cycle or walk to school or work.

“ All new buildings should have high levels of sustainability built in. Tackle unsafe roads to facilitate cycling. Encourage renewable energy installations through planning support.

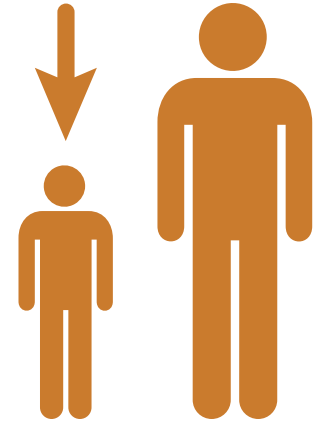
Local organisations/public services should:

- Increase public education and awareness
- Improve public transport
- Use electric vehicles
- Manage waste and energy use better
- Decrease heating and lighting in buildings
- Reduce size and weight of vehicles on roads in town centre/through villages

“ Local businesses, land developers and farmers should be required by RVBC to manage their waste better and reduce their carbon footprint. Developers in particular should be required by RVBC to offset the environmental damage that they do by investing more in the local environment and infrastructure - in a significant and measurable way.

“ Use less energy on lighting that isn't necessary. Thinking particularly of lighting in offices and shops when unoccupied.

Young people's views.



27 young people aged 16 to 24 gave some feedback on the area.



14 respondents (52%) think it is very or quite likely that they will still be living in the Ribble Valley area in five years' time

Examples of reasons given:

- Family and friends live here
- Always lived here
- Like living here
- Can't afford to move

“ I have lived here since I was born, and I love it.

“ I've just always lived here and I have no plans to be moving away anytime soon. It's where my family live who support me.



10 respondents (37%) think it is very or quite unlikely that they will still be living in the Ribble Valley area in five years' time

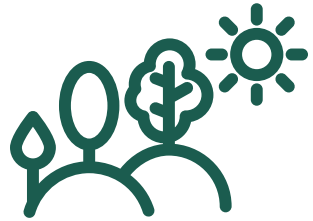
Examples of reasons given:

- Moving to go to University
- Limited job options in Ribble Valley
- Can't afford to buy a house here
- Don't feel welcome/like I belong

“ There's not much to do in Clitheroe and I don't feel I belong here. It's an old people's town and it's really mucky, dog sh*t everywhere, loads of rubbish in the hedges and things, no-one picks things up and everyone blames the kids although it's the old people as well.

3 respondents are 'not sure'

Young people also feel the countryside is the best thing about living here; better transport links is the most common suggested improvement.



Most young people comment that the nearby countryside is the best thing about living here

Other comments include:

- Small and quiet
- Safe place to live
- People/community
- Local shops
- Wide variety of supermarkets
- Leisure facilities/active clubs/cycling
- Night life

“ Being close to a number of parks and walks in the countryside. Town Community.

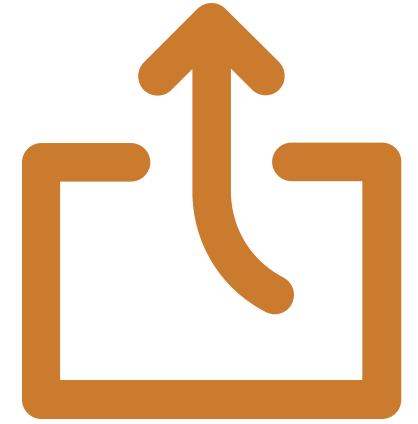


Better transport links is the most common suggested improvement amongst the young people

Other themes include:

- Improve road surfaces
- Safer roads/less traffic
- More activities for younger people
- More/Keep local independent shops
- Better preservation of local environment
- More affordable housing

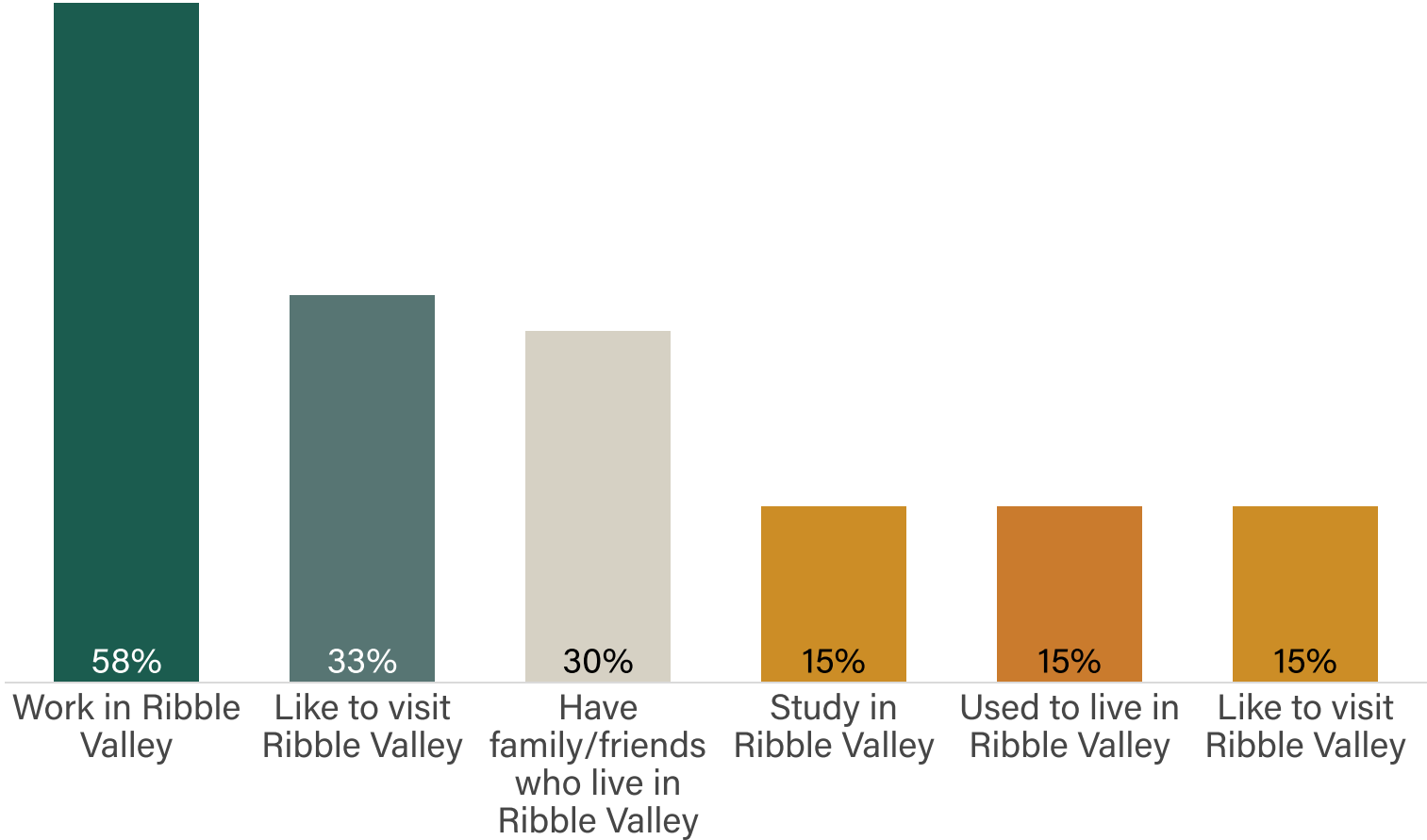
“ More for young people to do, everything's geared up for old people or what old people think what young people like, not what they really want. Everyone thinks young people are up to no good, such as hanging around or getting drunk or taking drugs which most of us don't do.



Views of people outside the area.

Of the 33 non-resident respondents, they were most likely to work in the borough and rate the area as good.

Breakdown of non-resident type



82%

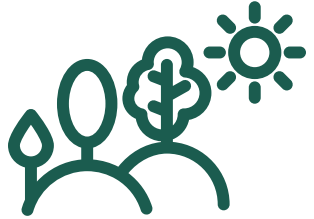
Rate Ribble Valley as an area very good or good



12% were neutral about the area; 6% (2 respondents) rated the area poor or very poor

Q. What is your connection to Ribble Valley? Please select all that apply (All respondents who do not live in Ribble Valley - n = 33)

Non-residents feel the countryside and the character of the small towns and villages are the best things about the area.



Most non-residents comment that the countryside/scenery is the best thing about the area

Other themes include:

- Character of small towns and villages
- Independent, artisan shops and restaurants
- The people
- Feels safe
- Good schools

“ The natural landscape, the characterful settlements, the friendly people, the great schools.

“ The beauty of the area and the charm of the towns and villages.



Better transport links and better road safety/traffic management are the most common suggested improvements

Other themes include:

- Less new house building
- Greater diversity and inclusion
- Climate change initiatives
- Improve town centre



Report by Adam Pearson and Emma Slater.

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It all starts with good research.