

### 2023 People's Survey Action Plan

It is important to stress that due to the change in methodology there is less control over the sample from an open-access survey and so less emphasis on comparisons and benchmarking can be made over time. Whilst the overall methodology is the same as the 2018 Perception Survey, the sample is likely to vary significantly depending on who sees and completes the survey when its promoted.

**Moreover, it is also important to consider the potential impacts that COVID-19 may have had on residents' perceptions.**

The results from our 2023 People's Survey show that residents are satisfied with their local area and rate some of our services such as waste collection and recycling very highly. However, there are some things that residents would like to change, such as the state of the roads, fewer new housing developments, the cleanliness of streets and more done to tackle dog fouling.

Feedback also highlighted residents' concerns about climate change, they said that they are doing something about it, and want to do more. Recycling was the main topic mentioned where residents felt that with help from the Council they could and are willing to do more.

Residents feel informed about Council services but requested that the Council continues to keep them regularly informed and that we listen and take notice of their concerns.



# Understanding our area and people



**61,561**  
Ribble Valley  
population size  
(Census 2021)



**51%**  
(31,357)  
are female  
(Census 2021)



**49%**  
(30,204)  
are male  
(Census 2021)



Between the 2011  
and 2021 Census, the  
average age of Ribble  
Valley increased from  
44 to 48 years of age



**29,800**  
The number of  
working age  
residents (16-64)  
**80.9%**  
(ONS population estimates  
Jan 22 - Dec 22)



**3,590**  
Businesses in the  
Ribble Valley  
(ONS - UK Business Counts 2022)



**76%**  
of residents are using  
social media  
Facebook, Twitter,  
Instagram, TikTok &  
Snapchat  
(2023 People's Survey)



**89%**  
like that they  
have access to the  
countryside and  
nature  
(2023 People's Survey)



**2.8m**  
visitor numbers to  
Ribble Valley  
(Marketing Lancashire STEAM  
Tourism Economic impacts 2021  
- note numbers are down due  
to the pandemic)

# Things our residents are happy with



**78%**

**are satisfied with local area as a place to live**

(2023 People's Survey)



**83%**

**are satisfied with Waste Collection**

(2023 People's Survey)



**39%**

**feel informed over-all about the Council**

(2023 People's Survey)



**80%**

**feel safe in the local area during the day and after dark**

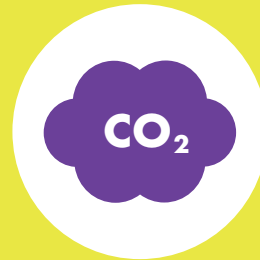
(2023 People's Survey)



**90%**

**feel that noisy neighbours/loud parties are NOT a problem**

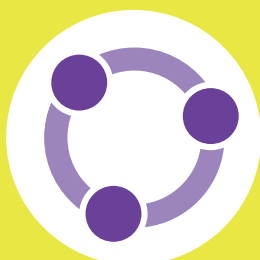
(2023 People's Survey)



**80%**

**of residents are doing something about climate change**

(2023 People's Survey)



**79%**

**agree their local area is a place where people get on well together**

(2023 People's Survey)



**40%**

**agree that the council provides value for money**

(2023 People's Survey)



**69%**

**are satisfied with doorstep recycling**

(2023 People's Survey)

# Things our residents would like to see changed or improved



**35%**

of those contacting us by email were dissatisfied with the experience

(2023 People's Survey)



**84%**

feel the state of roads, pavements & traffic management needs improving

(2023 People's Survey)



**49%**

would like more to be done about tackling dog fouling

(2023 People's Survey)



**37%**

would like to see improved transport links, including road networks and public transport

(2023 People's Survey)



**41%**

would like to see improved access to GPs and other health services

(2023 People's Survey)



**37%**

of young people (aged 16-24) think it's unlikely that they will still be living in the Ribble Valley in five years' time

(2023 People's Survey)



**27%**

would like better facilities and activities for children and young people

(2023 People's Survey)



**46%**

would like to see improved availability and quality of housing, plus affordability

(2023 People's Survey)



**64%**

disagreed that they can influence decision affecting their local area

(2023 People's Survey)

# People's Survey Action Plan

Satisfaction with the Council	Data	Actions completed / ongoing / what's next?
Satisfaction with the local area	78%	<ul style="list-style-type: none"> <li>Maintain a successful waste collection and recycling service</li> <li>Good Planning Policy / Local Plan refresh</li> <li>Develop the look and feel of the boroughs environment – working in partnership with the public, private and voluntary sectors to improve the environment and involve the local community in improving their local neighbourhood e.g., environmental projects such as grot spot clearing and community tree planting events</li> <li>Continued Community engagement e.g., Local Plan, 2023 People's Survey, 2023 PSPO for Dogs, 2023/26 Economic Business Plan</li> <li>Continued partnership working – LCC, Police, Community Safety, DWP</li> <li>Continue to run a successful programme of festivals, events, and cultural activities</li> </ul>
Satisfaction with the way RVBC runs things	40%	<ul style="list-style-type: none"> <li>Continued production of effective social media and press releases</li> <li>Continue to strive for good quality and timely responses to FOI's and Complaints</li> </ul>
Agreement that RVBC provides value for money (VfM)	40%	<ul style="list-style-type: none"> <li>Continue to maintain low Council Tax</li> <li>Continue to inform residents about 'How the Council Tax Bill is made up'</li> <li>Provide signposting to funding via the Council website e.g., Household Support Fund</li> </ul>

Communications (within existing Resources)	Data	Actions completed / ongoing / what's next?
Keeping residents informed	39%	<ul style="list-style-type: none"> <li>Continued production of effective social media and press releases</li> <li>Explore new social media platforms</li> <li>Look at launching e-newsletters e.g., Clitheroe and Longridge</li> <li>Principal communications officer to analyse survey communications data for any additional actions</li> <li>Positive reputation – continue wider promotion of the Council to raise our profile e.g., Greatest Days Movie, Clitheroe Food festival</li> <li>Continue and consider more 'genuine engagement' – listening and consulting with residents, businesses, and visitors</li> </ul>
Satisfaction with customer experience	54%	<ul style="list-style-type: none"> <li>Consider developing a Customer Experience Strategy</li> <li>Continue to improve our digital offering for customers, enabling all our services to be accessed easily on-line</li> <li>Continue to focus resources on complex enquiries, where digital may not be appropriate and for those customers who are unable to use digital channels i.e. via the contact centre, email responses, Council offices reception and cash office</li> <li>Use technology to pro-actively identify and resolve issues, to reduce the cost of administering services and to personalise them</li> <li>Consider reviewing the Council website - provide easy access to council services i.e. Online payments for all services to reduce the amount of cash and cheques received</li> </ul>

Climate Change	Data	Actions completed / ongoing / what's next?
Concerns about Climate Change	87%	<ul style="list-style-type: none"> <li>Consider sustainability when reviewing Local Plan</li> <li>Encourage developers to reduce their Carbon footprint through Council planning advice</li> <li>Continue to reduce RVBC's output of CO2 emissions</li> <li>Consider Solar/Renewable energy opportunities on Council owned buildings</li> <li>Installed 10 x EV Charging points on two Council car parks. Actively seek other locations for installing more</li> </ul>
How residents could/ are reducing carbon emissions		<ul style="list-style-type: none"> <li>Support local communities to develop their own projects to reduce emissions               <ul style="list-style-type: none"> <li>Recycle more household waste</li> <li>Minimise single use plastics in the products you buy</li> <li>Shop locally for food</li> <li>Reduce energy and water consumption</li> <li>Improve the energy efficiency of your home, e.g., insulation</li> <li>Cycle and walk more</li> </ul> </li> <li>Raise awareness of the impact of climate change and how businesses and residents can reduce their emissions               <ul style="list-style-type: none"> <li>Consider producing a toolkit on how communities can reduce emissions</li> </ul> </li> <li>Provide Energy Efficiency Advice and continue to promote the Green Homes Grant / Energy Grants / Affordable Warmth Grant on the Council website</li> </ul>