

<b>Subject:</b>	Resident Report 2024	<b>Status:</b>	For Publication
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<b>Report of:</b>	Head of People and Policy	<b>Lead Member:</b>	Environment and Corporate Services
<b>Key Decision:</b>	<input checked="" type="checkbox"/> Forward Plan <input checked="" type="checkbox"/>	General Exception <input type="checkbox"/>	Special Urgency <input type="checkbox"/>
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<b>Biodiversity Impact Assessment:</b>	Required: No	Attached: No	No
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## 1. RECOMMENDATIONS

- 1.1 Cabinet to acknowledge the findings of the 2024 Residents Survey and approve the themes for improvement as identified within the survey report.
- 1.2 Cabinet to agree the use of survey results to guide the review of the current Valley Plan 2021-25, ensuring residents' views are reflected in setting priorities and actions for continuous performance improvement.

## 2. EXECUTIVE SUMMARY

- The 2024 Residents Survey was the Council's third annual resident survey. The 2024 Residents Survey gathered insights into residents' perceptions, priorities and satisfaction with Rossendale as a place to live and the services provided by the Council.
- The 2024 survey received 5,688 total responses, increasing by 391% when compared to 2023 (1,158 responses).
- Overall, the feedback demonstrates an improvement with both Rossendale as a place to live and the services provided by the Council. These findings reflect the Council's progress in advancing its priorities and overall vision, whilst identifying ongoing challenges to be addressed.
- The feedback from the 2024 survey will be used to inform the Council's new Valley Plan 2025-29, to ensure resident's views and needs are represented within the Council's priorities and actions for the next four years.

## 3. BACKGROUND

- 3.1 The 2024 Residents Survey was the Council's third annual resident survey. The 2024 Residents Survey gathered insights into residents' perceptions, priorities and satisfaction with Rossendale as a place to live and the services provided by the Council.
- 3.2 To maximise engagement, the promotion of the survey was increased to reach as many demographics as possible. The survey was promoted via the Council's social media channels, the Council's website, local press, posters with QR codes displayed in key community locations, Daily Message emails to staff and all councillors, text messages to registered voters, fieldworkers, and direct contact with businesses, community groups and sixth form schools.
- 3.3 The 2024 Residents Survey was split into two main themes; About the Place – Rossendale and About Us – The Council.

- 3.4 The survey was made up of 29 main questions, with 9 follow-up questions tailored to respondents' answers. Questions were presented in various formats, including dropdowns, multiple choices, and free-text responses to maximise the data collected.
- 3.5 Respondents were asked to provide monitoring information, which was compared to the 2021 Census data to highlight the demographics represented within the analysis.
- 3.6 Where available, the survey incorporated questions from previous Residents Surveys (2022 and 2023) and the Local Government Association Satisfaction Survey 2024 for benchmarking and longitudinal comparison.
- 3.7 The survey is a tool used by the Council to measure the delivery and progress against the Valley Plan 2021-25. The questions focus on the following areas:
- Town centres;
  - Visitor economy and facilities;
  - Cleanliness and safety;
  - Customer service;
  - Satisfaction with the Council's services.
- 3.8 The current Valley Plan 2021–2025 is due to be refreshed. As part of this review, new questions were introduced to the 2024 survey to ensure residents had the opportunity to provide feedback on the Council's current priorities and make recommendations for improvement.

#### 4. DETAILS

- 4.1 The 2024 survey reflects a more accurate representation of Rossendale's demographics when compared to 2023 Residents Survey. While representation of those aged 18–34 has improved, the demographic is under-represented when compared to the 2021 Census data.
- 4.2 To address this, targeted communication efforts will be made in future surveys to improve the representation within the response.
- 4.3 Overall the feedback in relation to **Rossendale – The Place** was positive with satisfaction above the national average.
- 4.4 Rawtenstall remains the most attractive and vibrant town centre. Although Rossendale's other town centres were rated significantly lower, satisfaction has improved when compared to the 2023 Residents Survey.
- 4.5 Respondents feel that there has been improvements across Rossendale's safety both during the day and night.
- 4.6 Respondents feel there has been an overall improvement to our leisure facilities, with walks and cycle routes, and parks and gardens being the highest-rated facilities. Activities for young people has improved however, satisfaction remains low.
- 4.7 Overall the feedback in relation to **About Rossendale – The Environment** was positive with increased satisfaction to the cleanliness of both town centres and residents' local area, our parks and cemeteries, and our operational services,

- 4.8 Although there was an increase to the cleanliness of the roads, the satisfaction remained low, and the responses may be potentially unreliable as additional comments relate to potholes and traffic rather than cleanliness.
- 4.9 Respondents feedback on how we could improve Rossendale’s environment relate to reducing the amount of litter and dog faeces on pavements.
- 4.10 Overall feedback **About Us – The Council** was positive with an increase in satisfaction when contacting with the Council.
- 4.11 The Council’s customer services were rated as satisfactory; however, some concerns were raised with addressing enquiries in Environmental Health and Planning.
- 4.12 A new question was included in the survey to measure the impact of the new Council website, overall respondents felt that the website was informative and easy to use.
- 4.13 The Council’s communication methods showed improvement when compared to the 2023 Residents Survey and respondents felt the Council was easy to contact and staff were polite, friendly and helpful.
- 4.14 Overall, the feedback **About Us – Our Service** was positive, with an increase in satisfaction with how the Council listens to resident concerns and feedback, and involves residents in decision making.
- 4.15 Respondents felt overall services were delivered well in particular waste and recycling, maintenance of parks and opens spaces and regeneration in Rawtenstall.
- 4.16 Overall, the 2024 Residents Survey shows a positive trend of positive improvements across all areas compared to the 2023 survey.
- 4.17 Key areas for further improvements include parking in town centres, quality of roads and reduction in traffic, reduction in the number of empty shops and takeaways in town centres, and a need for police presence to deal with anti-social behaviour, to make Rossendale a better place to live.
- 4.18 While these issues may fall outside the Council’s direct control, it is proposed the Council will continue to collaborate with partners to ensure focus is maintained on addressing these challenges.

## 5. RISK

All the issues raised and the recommendation(s) in this report involve risk considerations as set out below:

- The Council’s annual Residents Survey is essential to maintaining public trust, improving services, and measure the delivery of the Council’s Valley Plan. Failure to listen to resident feedback creates significant risk in relation to the Council’s reputation, service delivery, and relationship with its community.

## 6. FINANCE

There are no specific finance issues arising from the report.

## 7. LEGAL

There are no specific legal issues arising from the report.

## 8. POLICY AND EQUALITIES IMPLICATIONS

Policy and equality implications are included within the body of the report.

## 9. REASON FOR DECISION

9.1 The Council should be an organisation that listens to its residents, helping to make informed decisions about how it is run, the services it provides, whether it offers value for money, and how well-informed residents feel.

9.2 The Council's annual residents survey offers an opportunity to gather valuable feedback on how local people feel about Rossendale and the services provided. An annual Residents Survey Annual surveys allows the Council to monitor its performance against the Valley Plan and compare benchmark against other local authorities and national standards.

<b>Background Papers</b>	
<b>Document</b>	<b>Place of Inspection</b>
Resident Survey 2024 Report	Appendix 1
Resident Survey 2024 Infographic Report	Appendix 2

Appendix 1



ROSSENDALE  
BOROUGH  
COUNCIL



# Resident Survey Analysis

## 2024



Effective and Efficient Council

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# The Approach

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## Introduction

Undertaking a residents survey provides Rossendale Borough Council (the Council) with the opportunity to gauge resident satisfaction in relation to Rossendale as a place to live and the services provided by the Council.

The questions included within the 2024 survey will be used to measure the delivery of the Council's 4 priorities outlined with the Valley Plan 2021-2025 – Our Place, Our Plan.



## The Survey

The 2024 survey was split into 2 main themes; About the Place – Rossendale and About Us – The Council.

The 2024 survey had a total of 29 main questions. 9 follow-up questions were linked to 5 of the main questions and were either presented or skipped based on the respondent's answer to the main question.

Survey questions were presented in a range of different formats including drop downs, multiple choices and free texts.

Monitoring information was collected from respondents and compared to the **2021 Census data** to demonstrate the demographics represented within the data.

Where available, questions from previous Residents Surveys (2022 and 2023) and the **Local Government Association's (LGA) Resident Satisfaction Survey 2024** (LGA) were incorporated to provide longitudinal comparison and benchmarking against the national performance of local authorities.

Further questions focused on gathering data in relation to:

- Rossendale's town centres;
- Rossendale's visitor economy and facilities offer;
- Rossendale's cleanliness and resident safety;
- the Council's customer service;
- and the delivery/satisfaction of Council services.

Additional questions have been included within this year's survey to support the Council's future planning and development of the Valley Plan 2025 – 2029.

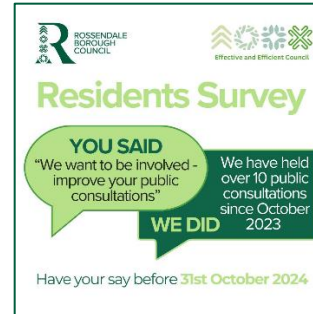
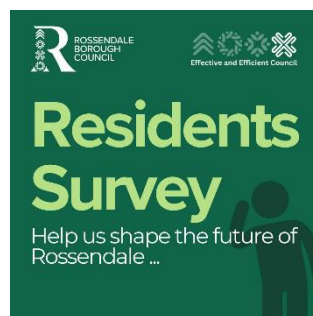
The full survey questions are detailed within **Appendix 1 – The Questions**.

## Publishing and Promotion

The survey was created on SmartSurvey.com, an online platform where the response remained anonymous and were collated into a centralised database. The survey was live throughout October 2024 (Tuesday 1<sup>st</sup> October – Thursday 31<sup>st</sup> October).

To maximise engagement, the Council increase the promotion of the survey to reach as many demographics as possible.

- A **press release** was shared via the Council's social media channels, the Council's website, and local press, receiving coverage from the Lancashire Post.
- Social media posts were shared across Facebook, X (formerly Twitter), Instagram, and LinkedIn.
- Posters with QR codes were displayed in key community locations, including bus stops, libraries, doctors surgeries, shops, and community centres.
- Daily message emails were sent to all staff and councillors.
- An email was sent to local residents through the Council's Rossendale Panel.
- Text and emails were sent to registered voters.
- The Council's Community Bulletin promoted the survey to local community groups and partners.
- The Council's Business Advisor engaged local businesses, encouraging participation.
- Bacup and Rawtenstall Grammar School, Haslingden High, and Alder Grange were contacted to engage younger residents.
- Fieldworkers represented the Council on a weekly basis at various supermarkets across, including Morrisons Bacup, Tesco Haslingden, M&S Rawtenstall, Co-Op Waterfoot, and Co-Op Whitworth.
- The Council's Town Centre Regeneration Officers engaged in weekly 'drop-in' sessions in Bacup, Haslingden and Rawtenstall to increase the survey's face-to-face promotion.



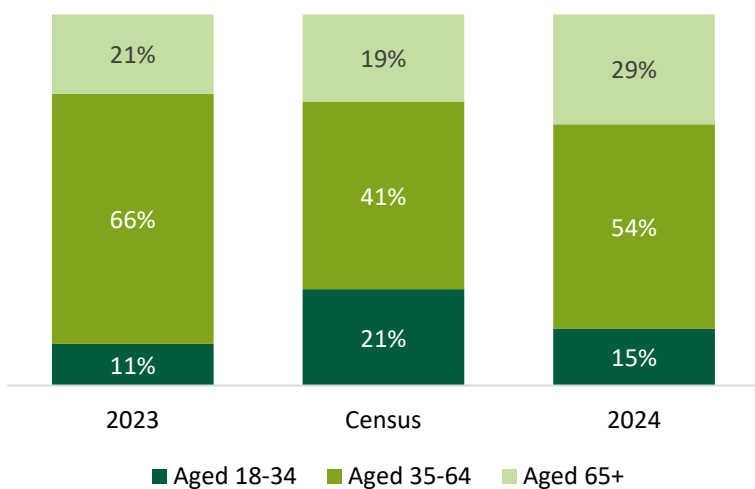


# The Response

The 2024 survey received **5,688** total responses, increasing by 391% when compared to the 2023 Survey (1,158 responses). Of the 5,688 responses, 41% (2,335) were partially completed and merged into the results to maximise the data analysis.

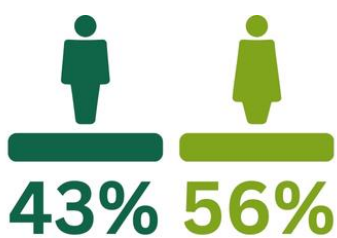
For the purpose of this report, tables and graphs may only include relevant information and percentages may not add to 100%. For example, 'prefer not to say' and 'no opinion' have been removed from percentage calculations to improve data analysis. Full details of the data can be found within **Appendix 2 – The Results**.

## About You – Monitoring Information



Despite a 4% increase, individuals aged 18-34 remain underrepresented, while those aged 35-64 and 65+ continue to be overrepresented.

Although improving in age diversity, the overall demographic does not align with the Census data. Engaging younger residents will continue to be a challenge and will require targeted communication efforts to more closely align the responses to the Census data within future surveys.



56% of respondents were female and 43% were male, this aligning more closely with the 2021 Census data when compared to the 2023 Survey. Further analysis highlights consistent gender representation within the different age groups of respondents.



94% of respondents were White (English/Welsh/Scottish/Northern Irish/British) and 4% of respondents were BAME (Black, Asian and Minority Ethnic Backgrounds).



60% of respondents were either employed full-time, part-time, or self-employed.

50% more respondents employed part-time were female, further breakdown of the respondents in full-time employment highlights no significant difference their employment status and other monitoring information.

# About Rossendale – The Place

## Living in Rossendale

24% of respondents lived within the East of the Borough (Bacup, Whitworth) and 74% of respondents lived within the West of the Borough (Edenfield, Haslingden, Rawtenstall, Waterfoot).

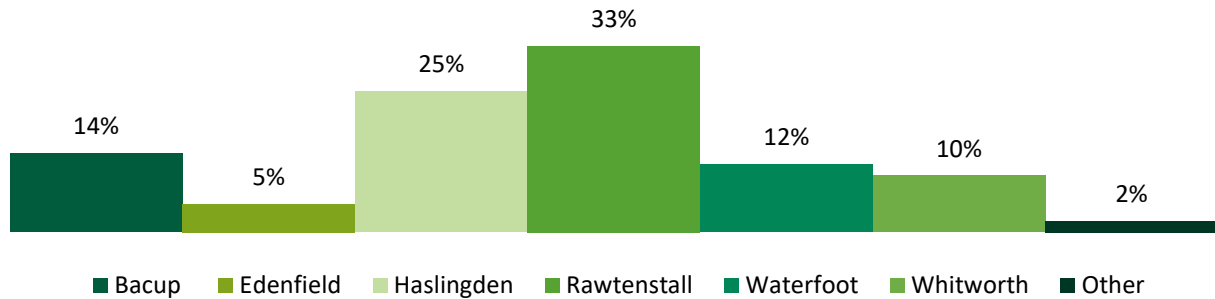


Figure 1: Percentage of respondents from each Rossendale area

Following recommendations from the 2023 Survey, Rossendale’s towns and villages were grouped together into overarching areas. Although this cannot be compared with the 2023 Survey, it will provide a clear depiction of geographical demographics to improve the data analysis in future surveys.

58% of respondents have lived in the borough for more than 20 years, this decreasing by 9% when compared to the 2023 Survey. The majority of respondents had lived in the area for more than 20 years; Bacup (53%), Edenfield (50%), Haslingden (65%), Rawtenstall (56%), and Waterfoot (57%).

77% of respondents were satisfied with Rossendale as a place to live, this continuing to perform above the LGA average.

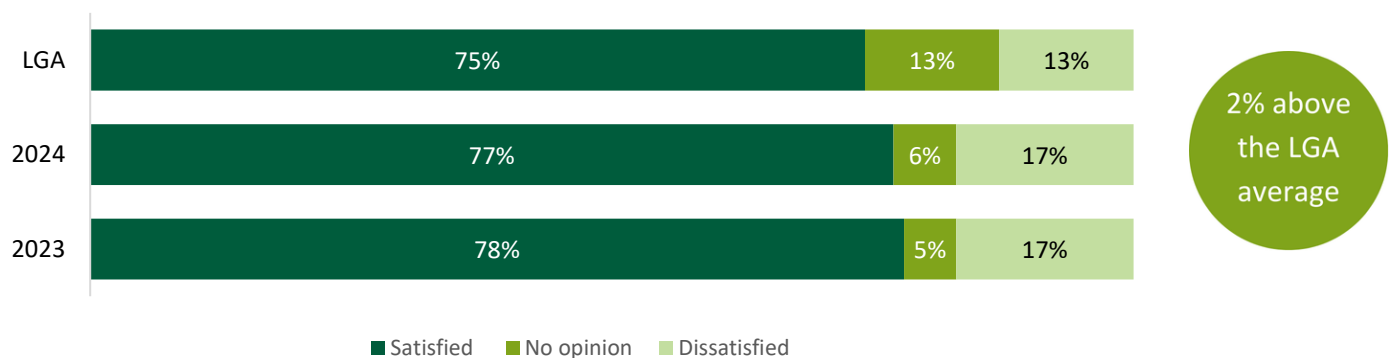


Figure 2: Level of satisfaction with Rossendale as a place to live

Further analysis shows that respondents living in Bacup (79%) and Haslingden (79%) were satisfied living in their respective area. Although these areas reported the lowest satisfaction rates when compared to Rossendale’s other areas, the overall satisfaction remains high. This suggests that despite potential challenges effecting these communities, the majority of residents continue to view their living experience positively.

The three main themes of dissatisfaction with Rossendale as a place to live were; the quality of roads, traffic, and lack of focus on town centres with the exception of Rawtenstall.

## Rossendale's Town Centres

### Attractiveness of Rossendale

The average attractiveness of Rossendale has increased by 7% when compared to the 2023 Survey, with Rawtenstall (93%) continuing to be rated as most attractive. Rossendale's other town centres continue to be rated as unattractive, impacting on Borough's overall attractiveness. Despite this, Bacup (8%), Haslingden (4%), Waterfoot (3%), and Whitworth (4%) have all seen improvements in their attractiveness when compared to the 2023 Survey.

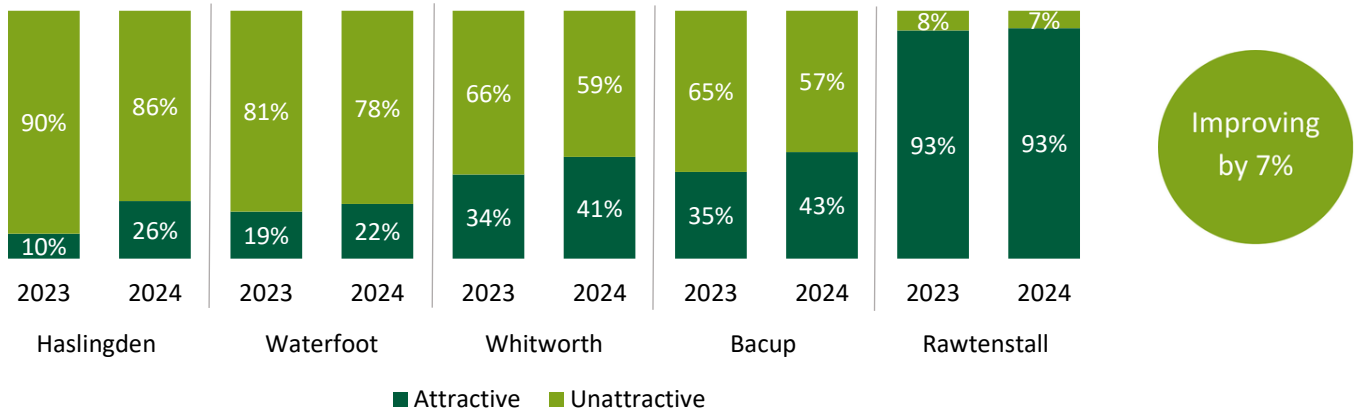


Figure 3: Level of attractiveness of Rossendale's town centres

Further breakdown of the response demonstrates that respondents living in Bacup (40%), Rawtenstall (93%), and Whitworth (63%) rated their respective town centre as attractive. In contrast, the majority of respondents living in Haslingden (93%) and Waterfoot (88%) rated their respective town centre as unattractive. The three main themes relating to the unattractiveness of Rossendale's town centres were; empty shops and dark highstreets, takeaways, and unkept buildings.

### Vibrancy of Rossendale

The average vibrancy of Rossendale has increased by 4% when compared to the 2023 Survey, with Rawtenstall (92%) continuing to be rated as most vibrant. The vibrancy of Rossendale's other town centres continues to impact the Valley's vibrancy. Despite this, Bacup (5%), Haslingden (4%), Waterfoot (7%), and Whitworth (8%) have all seen improvements in their attractiveness when compared to the 2023 Survey.

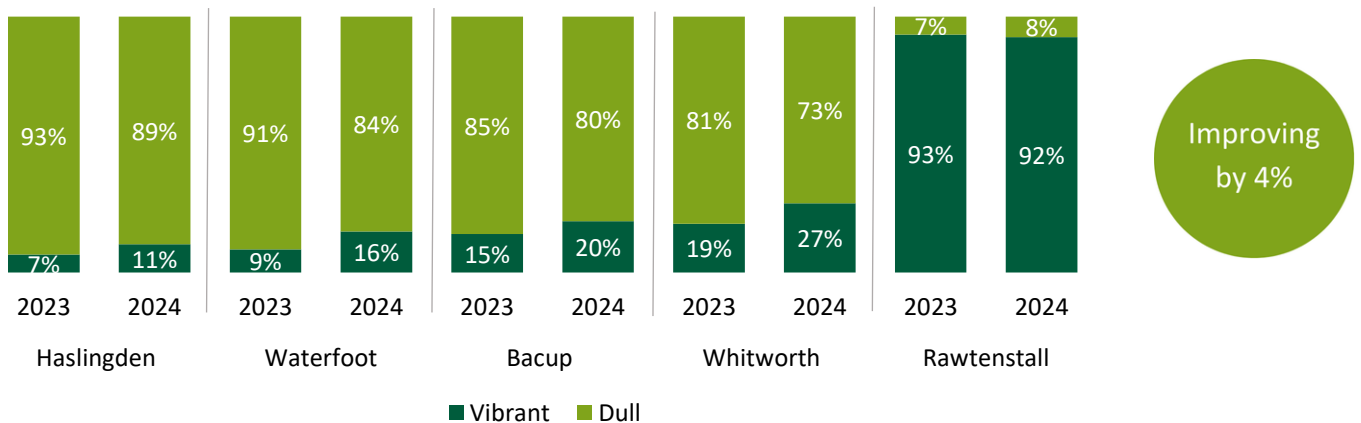


Figure 4: Level of vibrancy of Rossendale's town centres

Further breakdown of the response demonstrates that respondents living in Rawtenstall (94%) rated their areas as vibrant. However, respondents living in Bacup (67%), Haslingden (93%), Waterfoot (88%), and Whitworth (53%) rated their respective town centre as dull. The three main themes relating to the dullness of Rossendale’s town centres were; empty shops and takeaways, little engagement from residents in community events, and safety/anti-social behaviour.

### Rossendale’s Facilities

Overall, Rossendale’s facilities have seen an 8% improvement when compared to the 2023 Survey. Rossendale’s parks and garden (84%), and walks and cycle routes (85%) continue to be rated as most satisfactory by respondents. Sports and leisure facilities (22%) has shown the most significant improvement when compared to the 2023 survey.

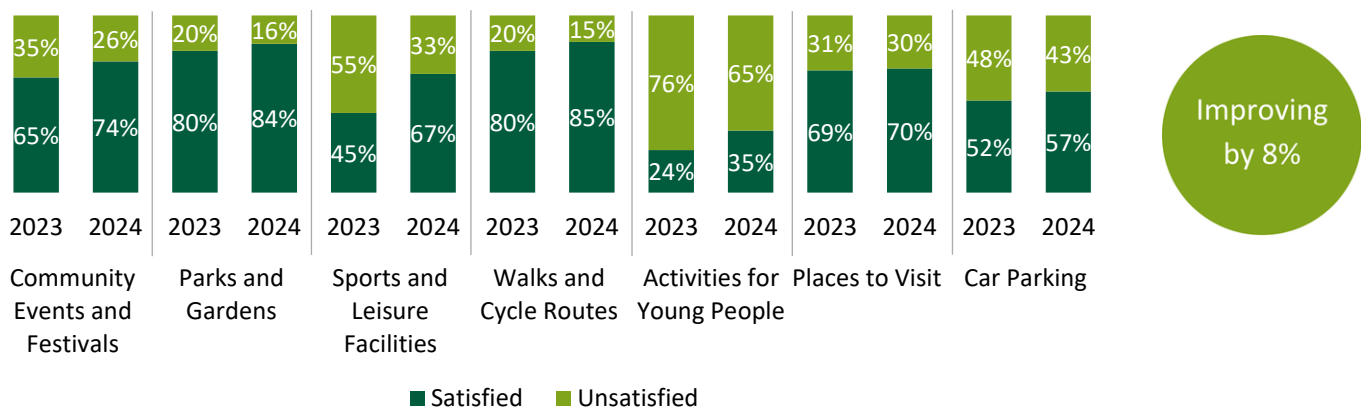


Figure 5: Level of satisfaction with Rossendale's facilities

Activities for young people (65%) continues to be rated as dissatisfactory by respondents. Despite an 11% increase when compared to the 2023 Survey, this remains as Rossendale’s lowest-rated facility.

The three main themes relating to the dissatisfaction with Rossendale’s facilities were; lack of activities for young people (linking to anti-social behaviour), poor parking, and inadequate/expensive sport and leisure facilities.

### Rossendale’s Cleanliness and Environment

The average cleanliness of Rossendale has increased by 4% when compared to the 2023 Survey.

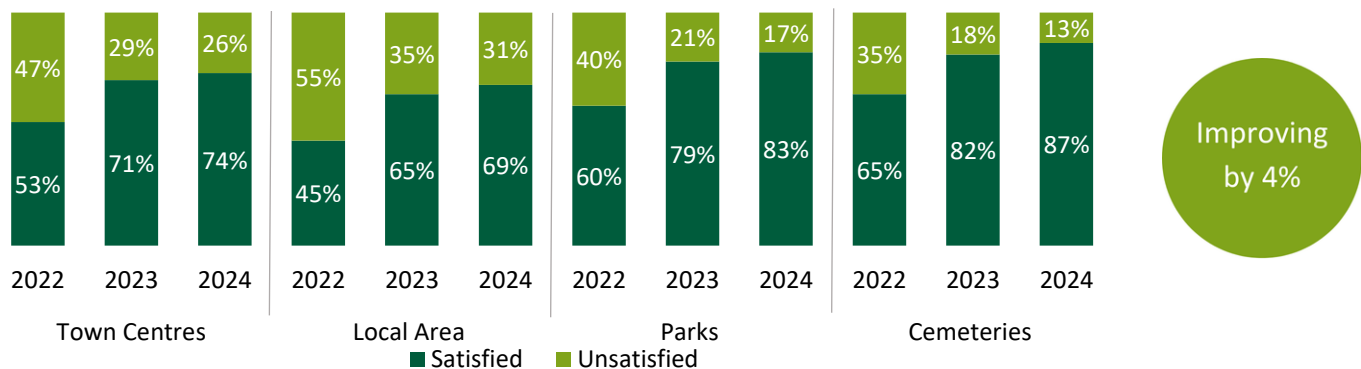


Figure 6: Level of satisfaction with the cleanliness of Rossendale

Respondents were satisfied with the cleanliness of Rossendale’s town centres (74%), this increasing by 3% when compared to the 2023 Survey and 21% with the 2022 Survey.

Respondents were satisfied with the cleanliness of their local area (69%), this increasing by 4% when compared to the 2023 Survey and 24% with the 2022 Survey. Further analysis highlights that respondents living in Bacup (62%), Haslingden (56%), Edenfield (83%), Rawtenstall (81%), Waterfoot (59%), and Whitworth (71%) were satisfied with the cleanliness of their respective area.

Respondents were satisfied with the cleanliness of Rossendale’s parks (83%), this increasing by 5% when compared to the 2023 Survey and by 24% with the 2022 Survey. Moreover, the current satisfaction level more closely aligns with the LGA average of 86%.

87% of respondents were satisfied with the cleanliness of Rossendale’s cemeteries, this increasing by 5% from the 2023 Survey and 22% from the 2022 Survey.

### Cleanliness of Rossendale’s roads

47% of respondents were satisfied with the cleanliness of Rossendale’s roads, this increasing by 4% when compared to the 2023 Survey. Similar to the 2023 Survey, the comments regarding the cleanliness of Rossendale’s roads focused on the quality of roads, potholes, and traffic management rather than the cleanliness. These factors may influence the perceived level of satisfaction.

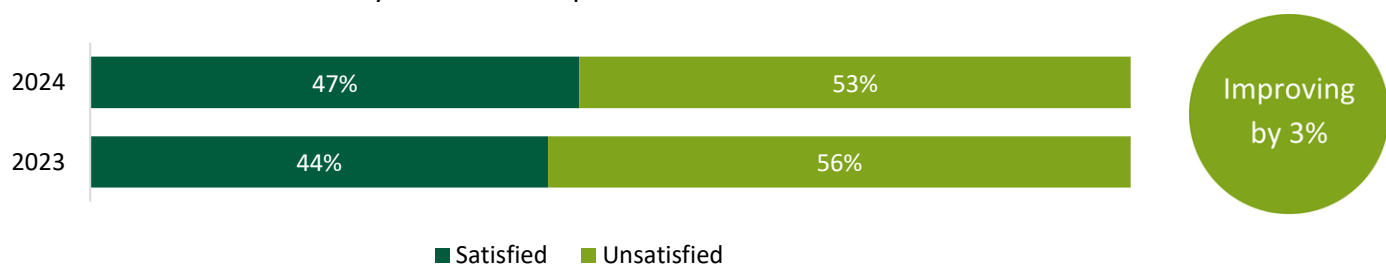


Figure 7: Level of satisfaction with the cleanliness of Rossendale

The three main themes relating to the dissatisfaction with Rossendale’s cleanliness were; roads (as detailed above), litter and dog faeces, and quality of/uneven pavements.

### Rossendale’s waste and recycling service

82% of respondents were satisfied with the Council’s waste and recycling service, this 3% lower than the LGA average.

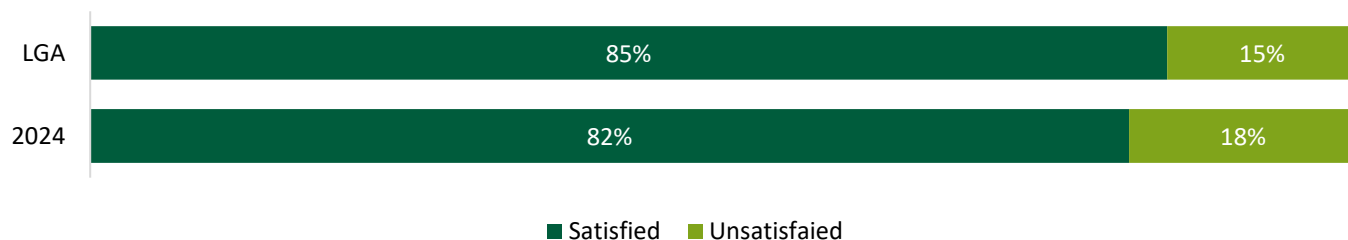


Figure 8: Level of satisfaction with Rossendale's waste and recycling service

Further breakdown of the responses demonstrates a low percentage of respondents living in Edenfield (12%), Rawtenstall (14%), and Whitworth (14%) unsatisfied with the service. There is a slight increase in dissatisfaction with respondents living in Haslingden (18%) and Waterfoot (19%), and again for respondents living in Bacup (29%).

### Rossendale's fly-tipping service

64% of respondents felt fly-tipping was not an issue in their local area, this improving by 35% when compared to the 2023 Survey, and 50% when compared to the 2022 Survey.

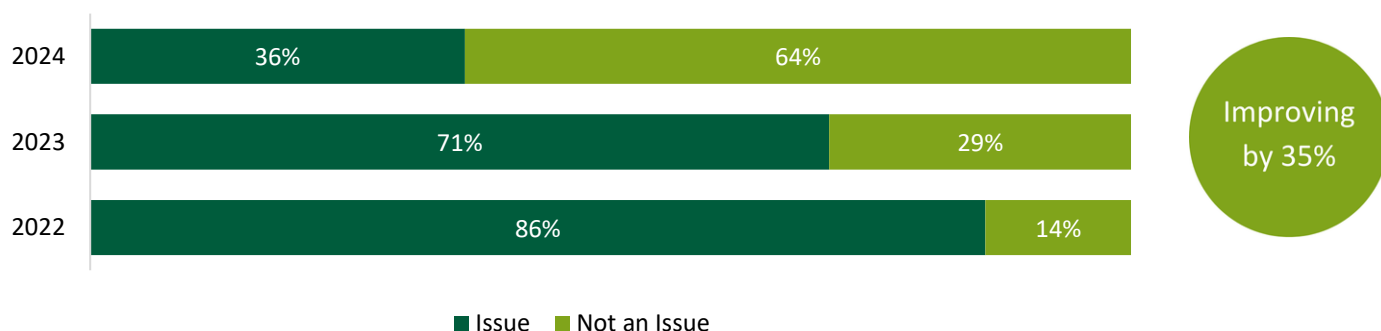


Figure 9: Issue of fly-tipping in the local area

Further analysis highlights respondents living in Bacup (42%), Haslingden (47%), Waterfoot (37%), and Whitworth (56%) felt fly-tipping was an issue in their respective area.

Of the respondents that reported a fly-tipping issue, 42% stated that the fly-tipping was removed within the Council's 5 working day target. The respondents stating fly-tipping was removed in over 5 working days lived in Bacup (17%), Haslingden (37%), and Rawtenstall (16%).

### **Rossendale's Safety**

#### Feeling safe during the day

97% of respondents felt safe in their local area during the day, this mirroring the LGA average and increasing by 3% when compared to the 2023 Survey.

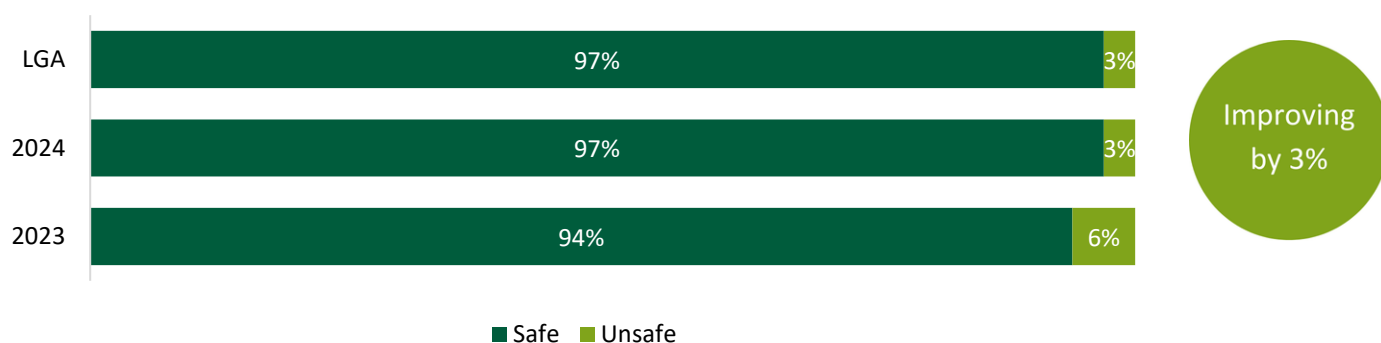


Figure 10: Feeling of safety during the day

Age analysis of the respondents feeling unsafe during the day reveals that those aged 18 or below (17%) reported the highest feeling of unsafety. Responses from other age groups showed no clear correlation with feeling of unsafety.

Further breakdown of the response shows respondents living in Rawtenstall (96%) and Whitworth (94%) felt safe in their respective area during the day. While slightly lower, respondents living in Bacup (76%), Haslingden (75%), and Waterfoot (83%) also had a high feeling of safety during the day in their respective area during the day.

The three main themes relating to the feeling of unsafety during the day were; anti-social behaviour (gangs and youths), lack of police presence, and drug issues.

### Feeling safe after dark

77% of respondents felt safe in their local area after dark, this 4% lower than the LGA average, but 6% higher when compared to the 2023 Survey. 20% less respondents felt safe after dark when compared to during the day, this improving by 3% when compared to 2023.

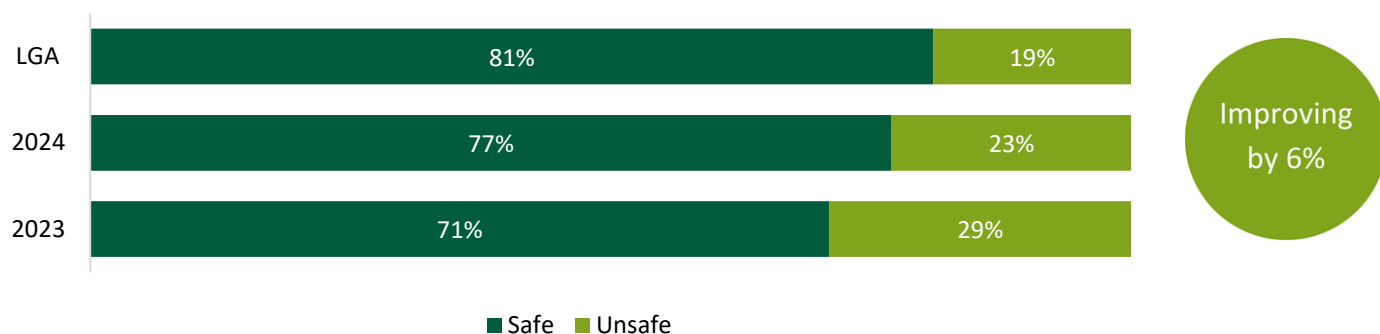


Figure 11: Feeling of safety after dark

Age analysis of the respondents feeling unsafe after dark highlights those aged 18 or below (36%) reported the highest level of unsafety, this increasing by 17% when compared to during the day. Those aged 18-34 (74%), 35-64 (78%), and 65+ (78%) felt significantly safer than those aged 18 or below.

Further analysis highlights respondents living in Rawtenstall (82%) felt the safest in their area after dark, this 1% higher than the national average. Similarly, respondents living in Whitworth (76%) felt safe after dark, while those living in Rossendale's other town centres had a greater feeling of unsafety; Bacup (66%), Haslingden (63%), and Waterfoot (57%).

The three main themes relating to the feeling of unsafety after dark mirror those as during the day and were; anti-social behaviour (gangs and youths), lack of police presence, and drug issues.

### Feeling safe walking and cycling

87% of respondents felt safe walking or cycling in their local area.

Further breakdown of this response reveals consistent levels of perceived safety from respondents living in; Bacup (85%), Edenfield (94%), Haslingden (84%), Rawtenstall (87%), Waterfoot (87%), and Whitworth (91%).

## About Us – The Council

### Contacting the Council and Customer Service

#### Methods used to Contact the Council

35% of respondents had contacted the Council, or requested a service in the last 6-months. Telephone, email and the Council’s website continue to be the most used methods of contact.

41% of respondents would prefer to contact the Council, or request a service via telephone, 36% by email, and 14% via the Council’s website.

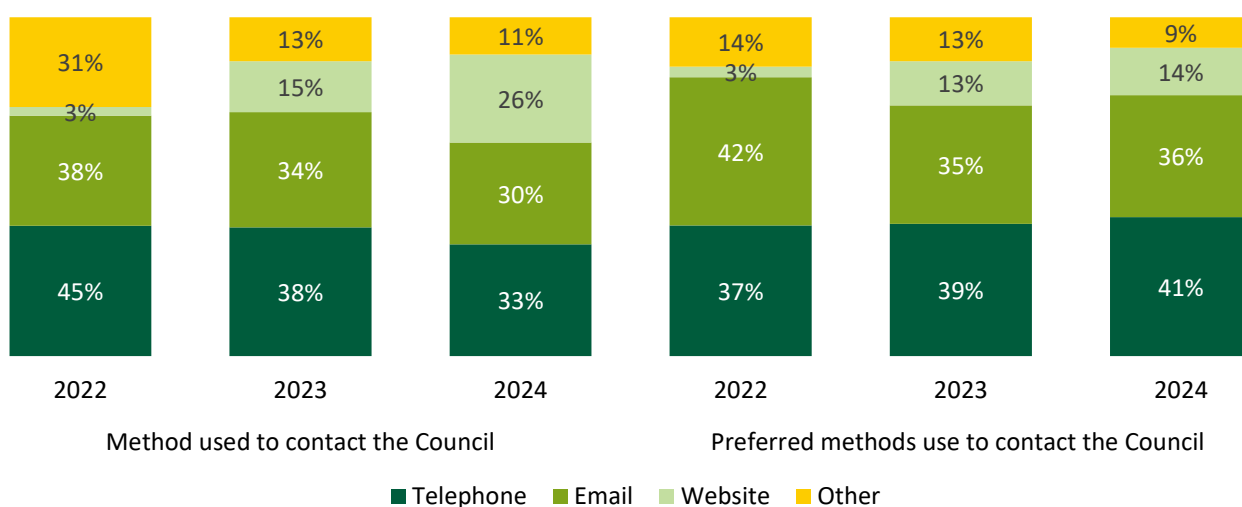


Figure 12: Methods used, and preferred methods used to contact the Council

\*Other includes; social media, letter, in-person and through a Councillor.

33% of respondents contacted the Council via telephone, this reducing by 5% when compared to the 2023 Survey, and 12% when compared to the 2022 Survey. 30% of respondents contacted the Council via email, this reducing by 4% when compared to the 2023 Survey, and 8% when compared to the 2022 Survey.

Increasing by 11% when compared to the 2023 Survey, and by 23% when compared to the 2022 Survey, 26% of respondents have contacted the Council or requested a service via the Council’s website.

There is no significant difference when comparing the age of respondents and method used to contact the Council.

#### Contacting the Council

73% of respondents felt the Council was easy to contact, this increasing by 8% when compared to the 2023 Survey. 89% of respondents felt the Council’s staff were friendly and polite, this increasing by 3% when compared to the 2023 Survey.



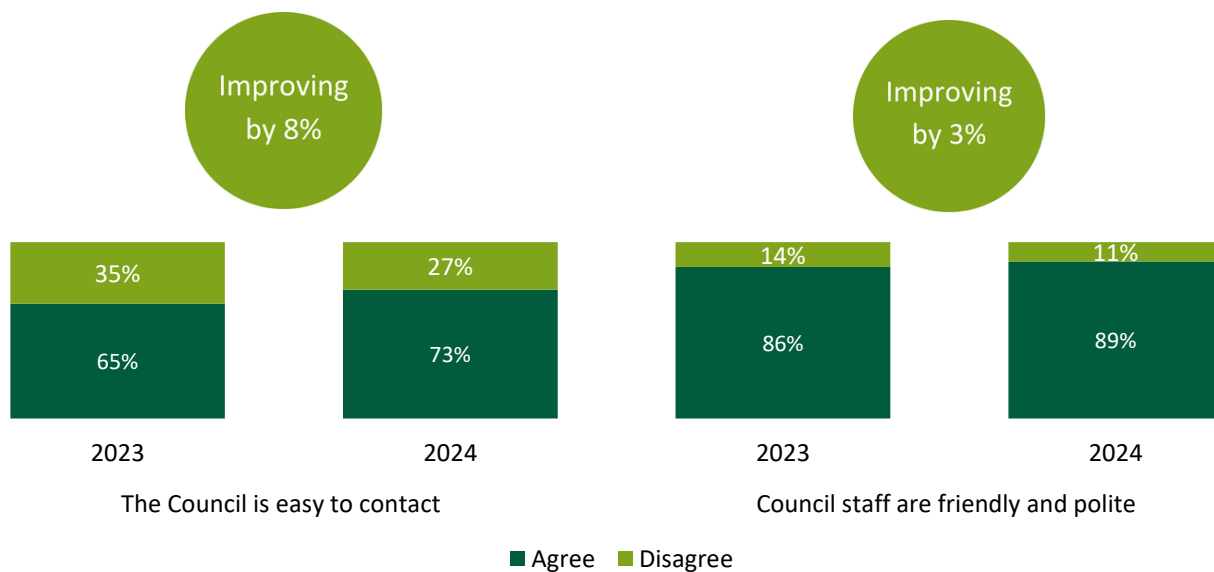


Figure 13: Experience when contacting the Council

63% of respondents felt their enquiry and/or service was dealt with in a timely manner. Additional comments relating to the dissatisfaction detail a lack of response.

The Council’s customer service

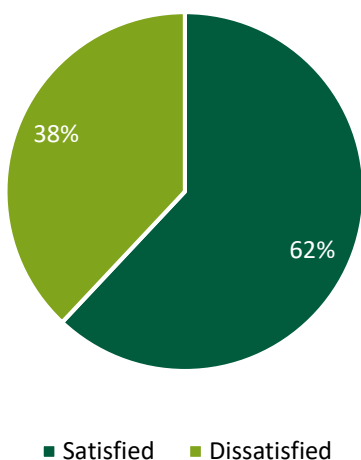


Figure 14: Level of satisfaction with the Council's service

62% of respondents were satisfied with the service they received however, 38% were dissatisfied.

Of the dissatisfied respondents, 53% felt the Council was not easy to contact, 30% felt Council staff were not polite and friendly, and 88% felt their enquiry and/or service was not dealt with in a timely manner – all of which could be contributing factors towards the dissatisfaction.

Environmental Health and Planning and Building Control services saw the highest levels of dissatisfaction among the respondents who had made enquiries or service requests. 51% of Environmental Health users and 46% of Planning and Building Control users reported being dissatisfied. Additional comments relating to the dissatisfaction detail a lack of response and/or insufficient response.

51% of respondents were dissatisfied with the Council’s other services however, additional comments relate to concerns with Rossendale’s roads and on-street parking.

Council tax, business rates, benefits and revenues had the highest level of satisfaction with 72% of users satisfied with their service.

## The Council's website

82% of respondents felt the Council's website was informative, with 76% that felt it was easy to use.

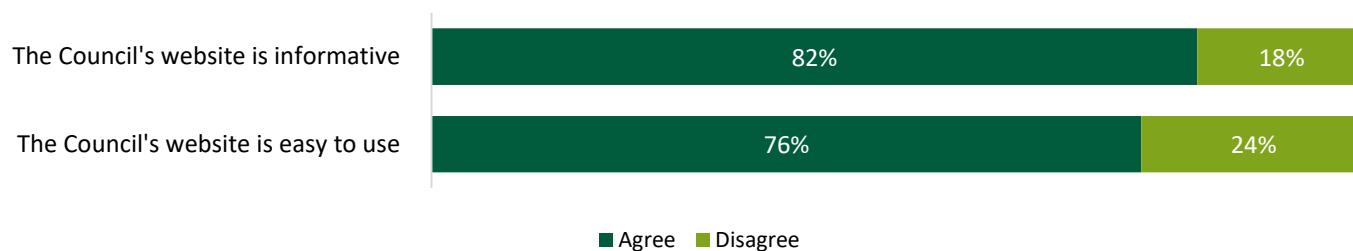


Figure 15: Experience when using the Council's website

Age analysis of respondents highlights no correlation between those disagreeing and their age group.

## Engaging with the Council

### Feeling informed

37% of respondents felt informed about the Council's activities, reflecting a 12% increase when compared to the 2023 Survey. Despite this improvement, the level of informed respondents remains 15% below the LGA average.

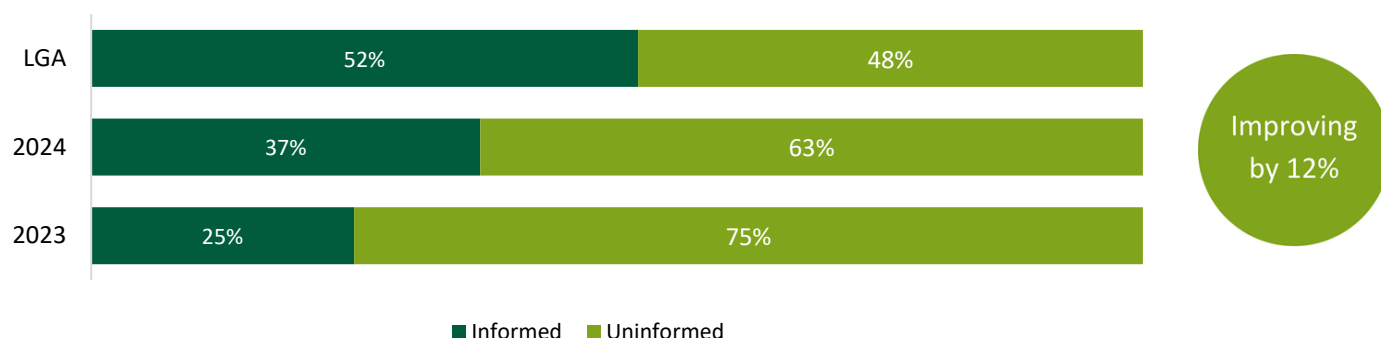


Figure 16: Feeling informed about what the Council is doing

Age analysis of respondents highlights no correlation between the respondents feeling uninformed and their age group. The main theme represented within the additional comments relates to social media, and the Council's reliance on using the platform to engage and update residents.

### Methods used to find out what the Council is doing

65% of respondents find out what the Council is doing via social media. This increasing by 18% when compared to the 2023 Survey, and 27% when compared to the national average.

All other methods; Word of Mouth (56%), the Council's Website (30%), and the Local Radio/Press (36%), have increased in their use when compared to the 2023 Survey.

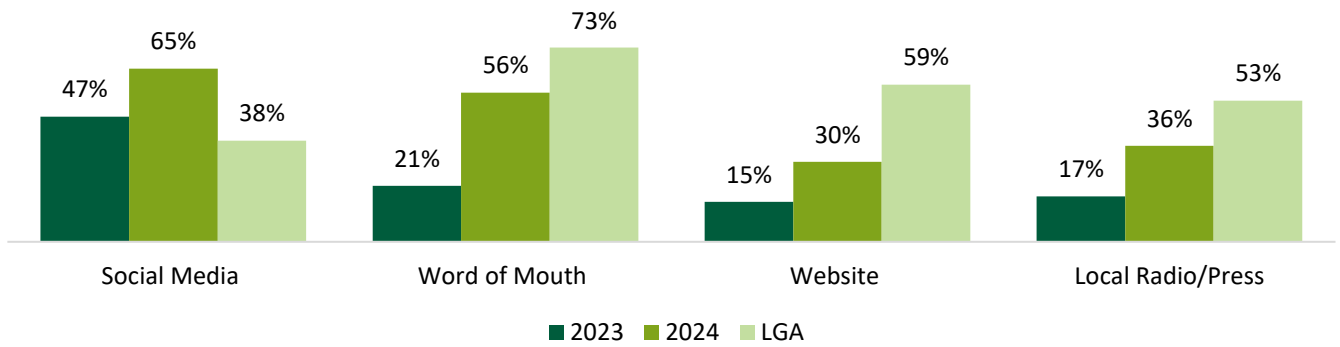


Figure 17: Methods used to find out what the Council is doing  
 \*Percentage will not add up to 100% as the question was formatted into a ranking system.

### Engaging with residents

30% of respondents felt the Council listens to the concerns and feedback from local residents, this 10% more when compared with the 2023 Survey. However, remains 19% below the LGA average.

27% of respondents felt they were involved in the Council’s decision-making processes, this increasing by 6% when compared to the 2023 Survey.

14% of respondents had participated in any of the Council’s consultations over the past 6 months. This indicates that while perceptions of involvement in decision-making has improved, actual engagement in formal consultation processes remains limited.

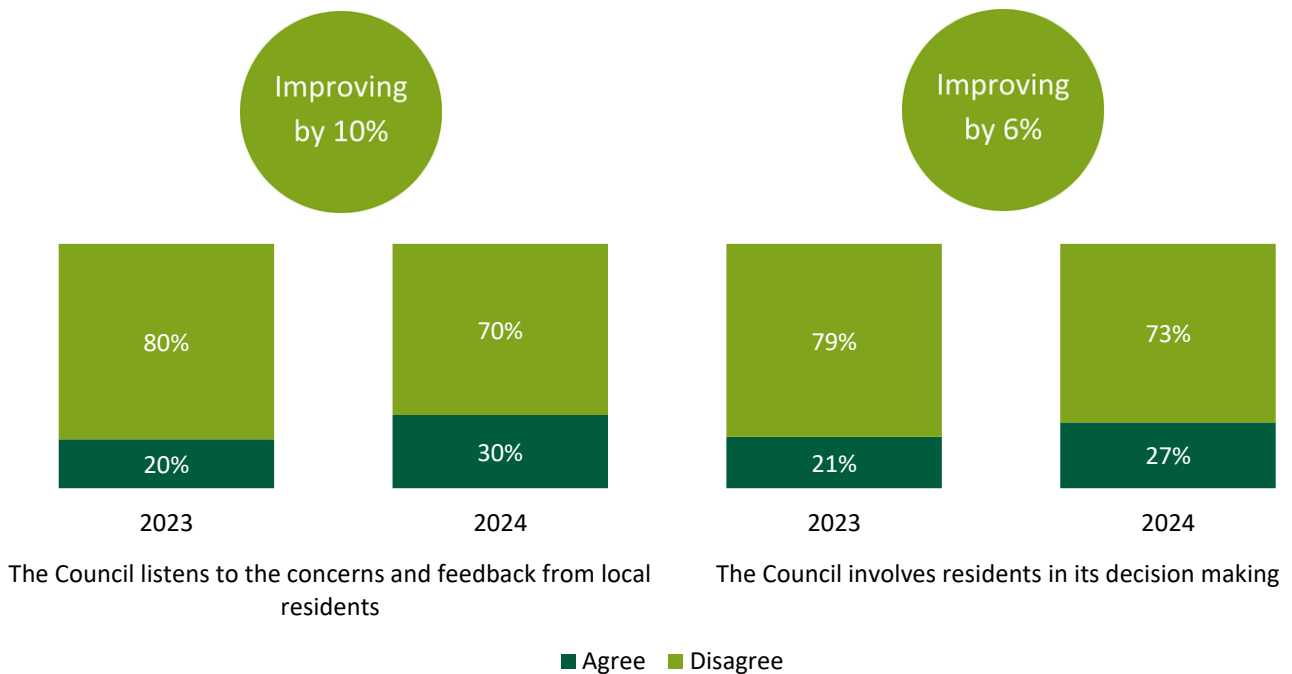


Figure 18: Experience when engaging residents

## Perception of the Council

Respondents were asked to state what the Council does well. The three main themes represented within the comments were:



Waste and recycling refuse collection



Regeneration and projects in Rawtenstall



Maintenance of parks

Respondents were asked to state what the Council could do better. The three main themes represented within the comments were:



Maintenance and quality of roads and potholes



Improve Rossendale's infrastructure and traffic management



Two-way communication with residents

Respondents were asked to state what would make Rossendale a better place to live. The three main themes represented within the comments were:

- Roads, traffic management, and public transport
- Support young and economically inactive people
- Greater focus on other town centres rather than just Rawtenstall

Respondents were asked to select three areas for the Council to prioritise for the next four years. The three priorities chosen were:

- Continue to develop Rossendale's main town centres
- Reduce the number of derelict buildings
- Work with schools, colleges and businesses to boost employment skills and job opportunities

# Summary

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## Monitoring Information

The 2024 response provides a more accurate reflection of Rossendale's demographic when compared to the 2023 Survey. While there was an improvement in the representation of those aged 18-34, the demographic remains under-represented, indicating the need for targeted communications efforts within future surveys.

## About Rossendale

Overall the 2024 Survey provides a greater representation of residents' views and experiences of living in the borough. Respondents expressed satisfaction with Rossendale as a place to live, slightly exceeding the LGA average.

Rawtenstall continues to lead in attractiveness and vibrancy. Other towns showed slight improvements in attractiveness and vibrancy however, persistent concerns continue to be raised in relation to empty shops, dark high streets, poorly maintained buildings, and anti-social behaviour.

Walks and cycle routes, and parks and gardens continue to be rated highly however, all other facilities have seen improvements, particularly in sports and leisure facilities. Dissatisfaction with activities for young people persists despite an improvement. This area is a continuous concern and could be linked to the anti-social behavioural issues among youths, as expressed in additional comments.

Satisfaction with cleanliness of Rossendale has increased across all areas, with parks demonstrating strong improvement, aligning closer to the LGA averages. Fly-tipping issues have also decreased significantly, though issues remain in Bacup, Haslingden, and Waterfoot.

Daytime safety perceptions remain high, consistent with the LGA average. However, concerns persist for residents in Bacup and Haslingden, primarily due to anti-social behaviour and drug-related issues. After dark, safety levels have improved when compared to the 2023 Survey however, remain below the LGA average.

## About the Council

The results demonstrate both positive developments and ongoing challenges in how respondents perceive the Council.

Telephone and email remain the most used methods of contacting the Council, despite slight declines in usage compared to previous years. The Council's website has seen an increase in usage, which could be linked to an improved customer journey following the launch of the Council's new website during October 2023.

Overall, respondents were satisfied with the service provided by the Council and felt the Council was easy to contact, with polite and friendly staff. However, concerns were raised in relation to the timeliness of

enquiries being dealt with, linking primarily to a lack of, or insufficient responses – particularly in Environmental Health and Planning and Building Control.

The way in which the Council communicates and informs residents of its activities has improved. However, focus is required to ensure the methods used are practical and inclusive for all demographics.

Concluding comments demonstrate that the Council provides satisfactory waste and recycling services, regeneration projects in Rawtenstall, and maintenance of parks. However, areas for improvement have been highlighted, particularly in road maintenance, communication with residents, and infrastructure.

# Appendix 1 – The Questions

## The Questions

29 main questions were included within the survey, with nine sub questions depending on the response to five of the 29 main questions. Seven questions comparable to the 2024 LGA Resident Satisfaction Survey.

## Monitoring Information

1. What age band are you in?
2. What is your sex?
3. What is your ethnic group?
4. What is your employment status?

## About Rossendale – The Place

1. Which town centre is closest to where you live? For example, if you live in Crawshawbooth select Rawtenstall, or live in Weir select Bacup. If you are unsure, please select other.
  - If answers – ‘I don’t live in Rossendale’ – finish survey.
2. How long have you lived in Rossendale?
3. How satisfied are you with Rossendale as a place to live? **(LGA)**
4. How attractive are Rossendale’s main town centres? (Bacup, Haslingden, Rawtenstall, Waterfoot, Whitworth)
5. How vibrant is the atmosphere in Rossendale's main town centres? (Bacup, Haslingden, Rawtenstall, Waterfoot, Whitworth)
6. How satisfied are you with the following across Rossendale? (Community events and festivals, parks and gardens, sports and leisure facilities, walks and cycle routes, activities for young people, places to visit, car parking)
7. How satisfied are you with the cleanliness of the following areas across Rossendale? (town centres, local area, parks, cemeteries, road, streets and pavements) **(LGA)**
8. How satisfied are you with the Council’s waste and recycling collection service? **(LGA)**
  - If answers – ‘dissatisfied, very dissatisfied’ – Please state why you are unsatisfied with the Council’s waste and recycling collection service.

9. Is fly-tipping an issue in your local area?
- If answers – ‘yes’ – How quickly is the fly-tipping removed once reported? (1-2 days, 2-5 days, over 5 days, I’m not sure)
10. How safe do you feel during the day? (Local area, Bacup, Haslingden, Waterfoot, Rawtenstall, Whitworth) **(LGA)**
11. How safe do you feel after dark/at night? (Local area, Bacup, Haslingden, Waterfoot, Rawtenstall, Whitworth) **(LGA)**
12. How safe do you feel walking or cycling in your local area? (Within 20 minutes walking distance)

### About Rossendale – The Council

13. Have you contacted the Council or requested a service in the last 6 months?
- If answers ‘yes’ – How did you last contact the Council or request a service? (in-person, telephone, email, social media, letter, through a councillor, website/online, other)
  - If answers – ‘in-person, telephone, email, social media’ – To what extent do you agree with following after contacting the Council: (the Council is easy to contact, Council staff are friendly and polite, my enquiry and/or service request was dealt with in a timely manner) **(2023)**
  - What service did you request?
  - How satisfied were you with the service you received?
  - If answers – ‘dissatisfied, very dissatisfied’ – please state why you were not satisfied with the service you received.
14. If you were to contact the Council, what would be your preferred method? (In person, telephone, email, social media, website/online, letter, through a Councillor)
15. How do you rate the following: (the Council’s website is easy to use; the Council website is informative)
16. How informed do you feel about what the Council is doing? **(LGA)**
17. How do you find out what the Council is doing – select the three most used methods? (local radio, council website, free press, social media, word of mouth, letter/email from councillor, I’m unaware of what the Council is doing, other) **(LGA)**
18. To what extent do you agree with the following: (The Council listens to the concerns and feedback from local resident, The Council involves residents in its decision making) **(LGA)**
19. Have you participated in any of the Council’s consultations within the last 6 months?
- If answers ‘yes’ – Which consultation have you participated in?
20. What does the Council do well?
21. What could the Council do better?



22. What would make Rossendale a better place to live?

23. Select three things you would want the Council to prioritise:

- continue to develop Rossendale's main town centres
- deliver on growth plans to support local businesses
- reduce the number of derelict buildings
- work with schools, colleges and businesses to boost employment skills and job opportunities
- reduce our carbon footprint through active travel such as walking, cycling, etc.
- support local voluntary groups to improve Rossendale's public spaces
- improve recycling rates across Rossendale
- improve Rossendale's parks
- tackle persistent fly-tipping and litter hotspots
- increase the number of new homes
- support residents to remain in their own homes through adaptations programme and partnerships with health partners
- better access to health and wellbeing activities, improved leisure facilities,
- other please specify

24. Would you be willing to join the Rossendale Panel to receive information and updates from the Council and to take part in future surveys and consultations about the Council and the wider borough?

## Appendix 2 - Results

### Monitoring Information

1. What age band are you in?

Answer Choice		Response Percent	Response Total
1	Aged 18 or below	1.18%	67
2	Aged 18 to 34	14.83%	840
3	Aged 35 to 64	54.42%	3082
6	Aged 65+	28.57%	1618
8	Prefer not to say	0.99%	56

Age	2023 Survey	2021 Census	2024 Survey
18-34	11%	21%	<b>15%</b>
35-64	66%	41%	<b>54%</b>
65+	21%	19%	<b>29%</b>

2. What is your sex?

Answer Choice		Response Percent	Response Total
1	Male	42.71%	2418
2	Female	55.58%	3147
3	Prefer not to say	1.71%	97

	Survey 2023	2021 Census	2024 Survey
Male	33%	49%	<b>43%</b>
Female	65%	51%	<b>56%</b>

3. What is your ethnic group?

Answer Choice		Response Percent	Response Total
1	White - English / Welsh / Scottish / Northern Irish / British	91.39%	5172
2	White - Irish	1.20%	68
3	White - Gypsy or Irish Traveller	0.05%	3
4	White - Roma	0.02%	1
5	Any other White background	1.63%	92
6	Black / African / Caribbean / Black British - African	0.48%	27
7	Black / African / Caribbean / Black British - Caribbean	0.11%	6
8	Any other Black / African / Caribbean background	0.05%	3

9	Asian / Asian British - Indian	0.42%	24
10	Asian / Asian British - Pakistani	0.76%	43
11	Asian / Asian British - Bangladeshi	0.78%	44
12	Asian / Asian British - Chinese	0.07%	4
13	Any other Asian background	0.30%	17
14	Mixed / Multiple Ethnic background - White and Black Caribbean	0.35%	20
15	Mixed / Multiple Ethnic background - White and Black African	0.16%	9
16	Mixed / Multiple Ethnic background - White and Asian	0.18%	10
17	Any other Mixed / Multiple Ethnic background	0.11%	6
18	Other ethnic group - Arab	0.04%	2
19	Any other ethnic group	0.16%	9
20	Prefer not to say	1.75%	99

Ethnicity	Survey 2023	2021 Census	2024 Survey
White	98%	92%	<b>94%</b>
BAME	2%	8%	<b>4%</b>

#### 4. What is your employment status?

Answer Choice		Response Percent	Response Total
1	Full-time employee (31 hours or more per week, including apprenticeships)	42.28%	2392
2	Part-time employee (Less than 31 hours per week)	10.31%	583
3	Self-employed	6.93%	392
4	In full-time education at school, college, or university	2.44%	138
5	Wholly retired from work	29.66%	1678
6	Unemployed and able to able (including looking after the home)	1.70%	96
7	Otherwise unable to work	3.29%	186
8	Prefer not to say	3.39%	192

### About Rossendale – The Place

- Which town centre is closest to where you live? For example, if you live in Crawshawbooth select Rawtenstall, or live in Weir select Bacup. If you are unsure, please select other.

Answer Choice		Response Percent	Response Total
1	Bacup	14.47%	665
2	Edenfield	5.48%	252
3	Haslingden	24.60%	1131
4	Rawtenstall	32.61%	1499









1	1-2 days	3.26%	43
2	2-5 days	14.99%	198
3	Over 5 days	23.16%	306
4	I'm not sure	58.59%	774

12. How safe do you feel during the day? (Local area, Bacup, Haslingden, Waterfoot, Rawtenstall, Whitworth)

Answer Choice		Very Satisfied	Satisfied	No Opinion	Dissatisfied	Very Dissatisfied
1	Local Area (neighbourhood)	31.44% 1120	57.89% 2062	5.08% 181	4.41% 157	1.18% 42
2	Bacup	4.55% 162	22.74% 809	58.34% 2075	10.80% 384	3.57% 127
3	Haslingden	4.75% 169	30.51% 1086	50.15% 1785	11.27% 401	3.32% 118
4	Waterfoot	5.90% 210	29.96% 1066	57.67% 2052	4.95% 176	1.52% 54
5	Rawtenstall	21.62% 770	56.75% 2021	18.03% 642	2.89% 103	0.70% 25
6	Whitworth	6.32% 225	17.98% 640	71.06% 2529	3.15% 112	1.49% 53

Comments:



13. How safe do you feel after dark/at night? (Local area, Bacup, Haslingden, Waterfoot, Rawtenstall, Whitworth)

Answer Choice		Very Satisfied	Satisfied	No Opinion	Dissatisfied	Very Dissatisfied
1	Local Area (neighbourhood)	14.94% 532	53.54% 1906	11.54% 411	15.79% 562	4.19% 149
2	Bacup	1.29% 46	8.97% 319	62.38% 2219	18.16% 646	9.19% 327



3	Haslingden	1.29% 46	12.87% 458	57.85% 2059	19.28% 686	8.71% 310
4	Waterfoot	1.57% 56	15.52% 552	66.18% 2354	12.34% 439	4.39% 156
5	Rawtenstall	7.59% 270	45.15% 1606	33.17% 1180	11.30% 402	2.78% 99
6	Whitworth	2.53% 90	12.06% 429	74.14% 2637	8.10% 288	3.18% 113

Comments:



14. How safe do you feel walking or cycling in your local area? (Within 20 minutes walking distance)

Answer Choice	Response Percent	Response Total
1 Very Safe	21.06%	749
2 Safe	54.23%	1929
3 No Opinion	13.44%	478
4 Unsafe	8.49%	302
5 Very Unsafe	2.78%	99

Comments:



### About Rossendale – The Council

15. Have you contacted the Council or requested a service in the last 6 months?

Answer Choice	Response Percent	Response Total
1 Yes	36.26%	1329

2	No	63.74%	2336
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- How did you last contact the Council or request a service? (in-person, telephone, email, social media, letter, through a councillor, website/online, other)

Answer Choice		Response Percent	Response Total
1	In Person	3.04%	37
2	Telephone	33.22%	404
3	Email	29.52%	359
4	Social Media	1.07%	13
5	Letter	0.41%	5
6	Through a Councillor	3.70%	45
7	Website/Online	26.40%	321
8	Other, please specify:	2.63%	32

- To what extent do you agree with following after contacting the Council: (the Council is easy to contact, Council staff are friendly and polite, my enquiry and/or service request was dealt with in a timely manner) (LGA)

Answer Choice		Very Satisfied	Satisfied	No Opinion	Dissatisfied	Very Dissatisfied
1	The Council is easy to contact	11.98% 95	56.75% 450	7.06% 56	18.66% 148	5.55% 44
2	Council staff are friendly and polite	17.15% 136	53.47% 424	20.68% 164	6.05% 48	2.65% 21
3	My enquiry and/or service request was dealt within a timely manner	16.65% 132	41.11% 326	8.45% 67	18.41% 146	15.38% 122

Comments:

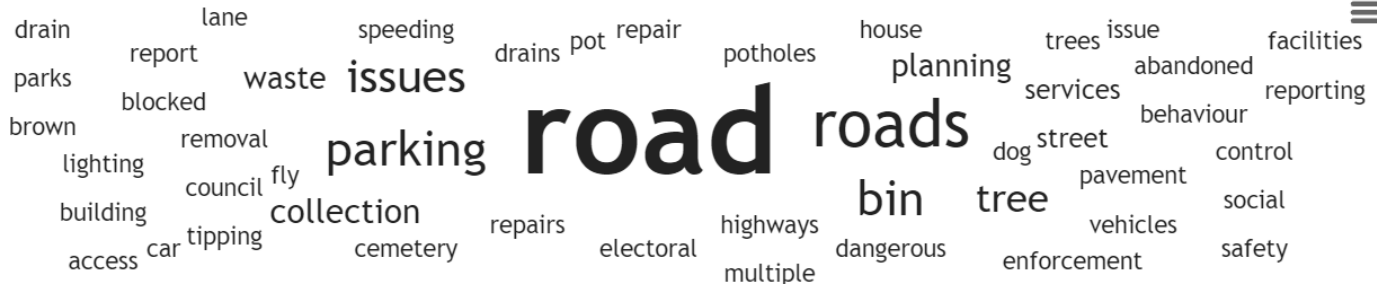


- What service did you request?

Answer Choice	Response Percent	Response Total
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1	Council tax, business rates, benefits and revenues	11.72%	138
2	Waste services, cleansing, parks and open spaces	42.99%	506
3	Planning and building control	9.94%	117
4	Environmental health	8.67%	102
5	Housing	2.04%	24
6	Other	24.64%	290

Other:



- How satisfied were you with the service you received?

Answer Choice	Response Percent	Response Total
1 Very Satisfied	23.02%	271
2 Satisfied	33.39%	393
3 No Opinion	9.18%	108
4 Dissatisfied	18.44%	217
5 Very Dissatisfied	15.97%	188

Please state why you were dissatisfied with the service you received:



16. If you were to contact the Council, what would be your preferred method? (In person, telephone, email, social media, website/online, letter, through a Councillor)

Answer Choice	Response Percent	Response Total
1 In Person	5.10%	171
2 Telephone	41.40%	1388
3 Email	36.12%	1211
4 Social Media	0.57%	19
5 Letter	1.04%	35
6 Through a Councillor	1.28%	43

7	Website/Online	14.49%	486
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17. How do you rate the following: (the Council’s website is easy to use; the Council website is informative)

Answer Choice		Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
1	The Council’s website is easy to use	4.15% 139	35.56% 1192	47.94% 1607	10.38% 348	1.97% 66
2	The Council’s website is informative	3.22% 108	34.84% 1168	53.31% 1787	7.10% 238	1.52% 51

Comments:



18. How informed do you feel about what the Council is doing? (LGA)

Answer Choice		Response Percent	Response Total
1	Very Informed	2.36%	79
2	Informed	22.69%	760
3	No Opinion	32.67%	1094
4	Uninformed	33.50%	1122
5	Very Uninformed	8.78%	294

If you feel uninformed, please state why:



19. How do you find out what the Council is doing – select the three most used methods? (local radio, council website, free press, social media, word of mouth, letter/email from councillor, I’m unaware of what the Council is doing, other) (LGA)









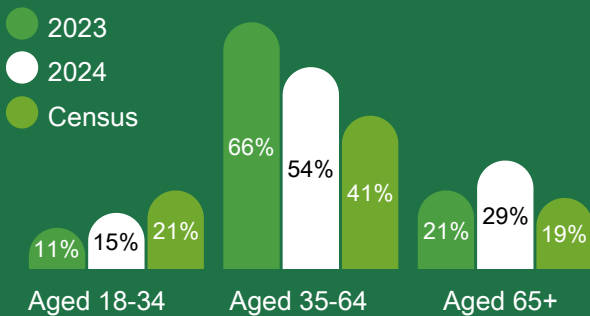
# Residents Survey 2024

**We received 5,688 responses, 391% more than the 2023 Survey**

This data has been compared to the 2021 Census data and the Local Government Association (LGA) survey (June 2024) data to provide a national comparison.



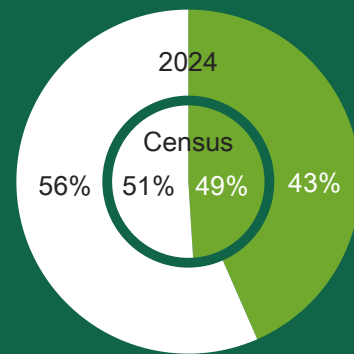
## Age Representation



The 2024 Survey more closely aligns with the 2021 Census data. Respondents aged 18-34 has increase by 4% however, those aged 35-64 and 65+ continue to be over-represented.

## Gender

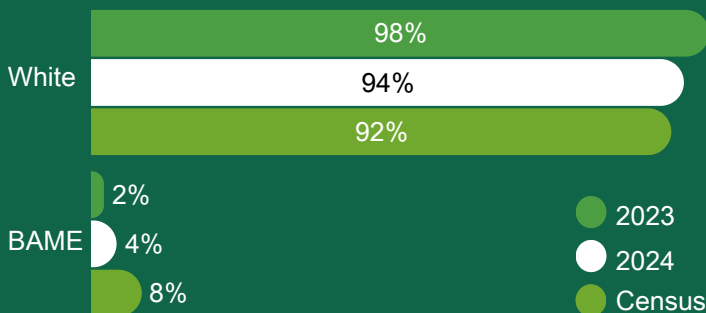
The gender representation within the response has improved from 2023 (33% Male, 65% Female).



● Female  
● Male

## Ethnicity

94% of respondents identified as White, while 4% identified as from Black, Asian, or other Ethnic Minority backgrounds (BAME), this aligning closer to the Census data.



## Borough Representation



24% of respondents lived in the East of Rosendale (Bacup and Whitworth).

74% of respondents lived in the West of Rosendale (Edenfield, Haslingden, Rawtenstall, and Waterfoot).

## Promotion of the Survey

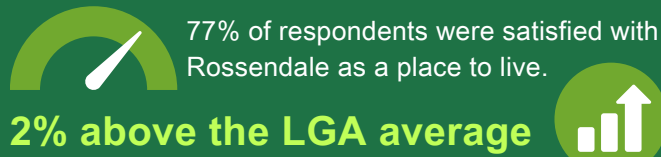
The survey was live throughout October 2024 and was promoted via social media, the Council's website, and local press. Posters with QR codes were displayed at key locations, emails and texts were sent to registered voters, engagement activities targeted community groups, businesses, and sixth form students, fieldworkers promoted the survey at supermarkets, and officers held weekly drop-in sessions at Bacup, Haslingden, and Rawtenstall.





# About Rossendale - The Place

## Living in Rossendale



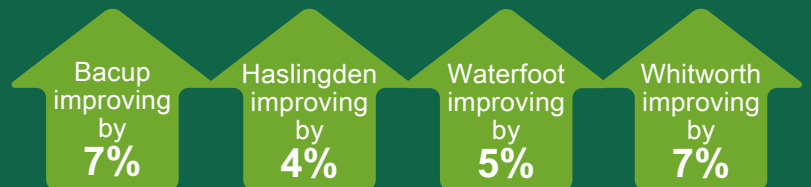
## Vibrant and Attractive Rossendale



9 out of 10 respondents rated Rawtenstall as vibrant and attractive - making it Rossendale's most highly rated town centre.

Rossendale's other town centres have seen an improvement in the average attractiveness and vibrancy when compared to the 2023 Survey.

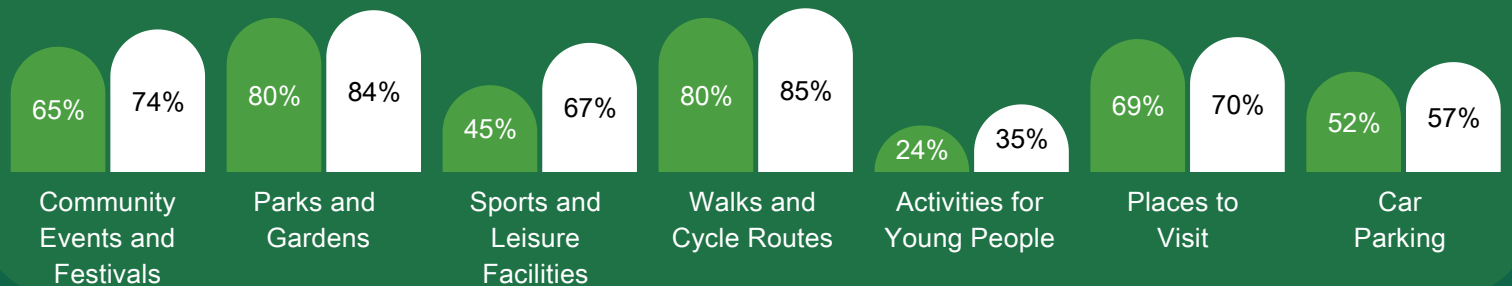
## Rossendale's Safety



## Rossendale's Facilities


Walks and Cycle Routes, and Parks and Gardens were the highest-rated facilities, with Sports and Leisure Facilities seeing the most improvement. Activities for Young People remains the least satisfactory.

**Overall facilities improving by 8% from 2023**




## Improving Rossendale


We asked how we could improve Rossendale, here were the main suggestions ....




Improve parking in town centres, and reduce the number of empty shops and takeaways



Increase police presence to deal with anti-social behaviour



Increase the provision for young people and improve our leisure facilities

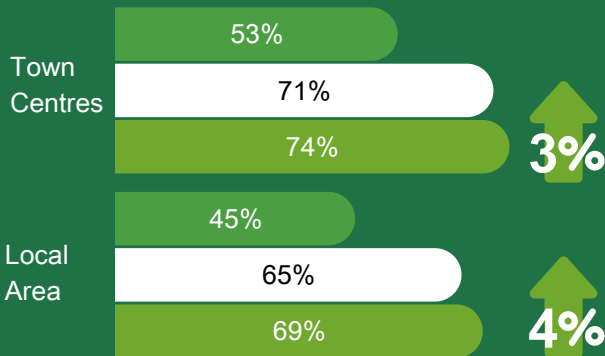


Improve the quality of our roads and reduce traffic



# About Rosendale - The Environment

## Cleanliness of Rosendale



74% of respondents were satisfied with the cleanliness of Rosendale's town centres and 69% were satisfied with the cleanliness of their local area, both improving when compared to 2022 and 2023.

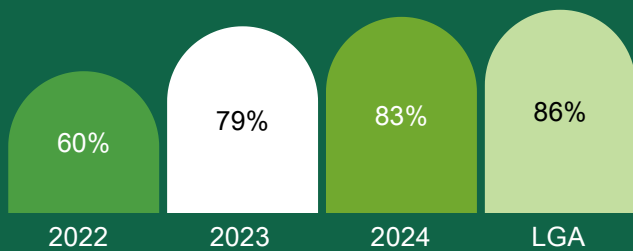
● 2022 ● 2023 ● 2024

## Rosendale's Roads



The level of satisfaction is potentially unreliable as additional comments relate to potholes and traffic rather than cleanliness.

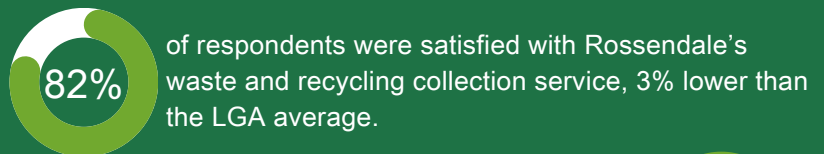
## Rosendale's Parks



83% of respondents were satisfied with the cleanliness of Rosendale's parks.

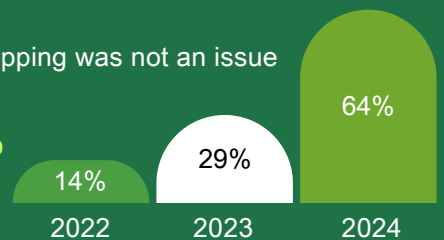
**Improving by 5% from 2023**

## Rosendale's Operational Services



64% of respondents felt fly-tipping was not an issue in their local area.

**Improving by 35% from 2023**



## Improving Rosendale's Environment

We asked how we could improve Rosendale's cleanliness and environment, here were the main suggestions ...



Reduce the amount litter and dog faeces on pavements



Improve the quality of pavements and roads



# About Us - The Council

35% of respondents had contacted the Council in the last 6 months.

## The Council's Customer Service



62% of respondents were satisfied with the service they received when dealing with the Council.

The council tax, business rates, and benefits and revenues service had the highest level of satisfaction, with 72% of users satisfied with their service.



## The Council's Website

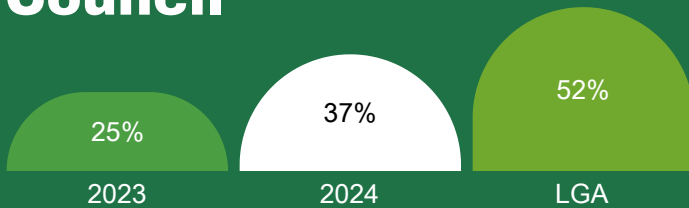


of respondents felt the Council's website was informative.



of respondents felt the Council's website was easy to use.

## Engaging with the Council



37% of respondents felt informed about the Council's activities.

### Improving by 12% from 2023



of respondents find out what the Council is doing via social media, this improving by 18% from 2023.

**27% above the LGA average**

## Contacting the Council



\*Social media, letter, in-person, or through a Councillor

33% of respondents contacted the Council via telephone, 30% by email, and 26% by the website.

3 out of 4 respondents felt the Council was easy to contact.

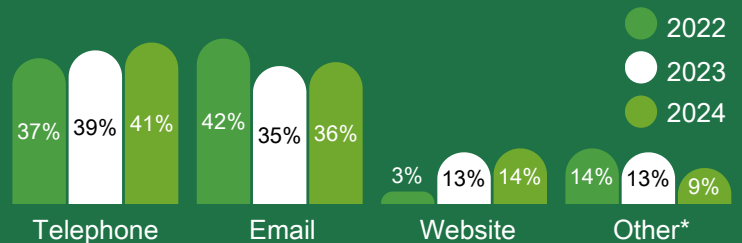


**Improving by 8% from 2023**



of respondents felt the Council's staff were friendly and polite.

**Improving by 3% from 2023**



\*Social media, letter, in-person, or through a Councillor

41% of respondents would prefer to contact the Council via telephone, 36% by email, and 14% via the Council's website.



# About Us - Our Service

## Engaging with Residents

The Council listens to the concerns and feedback from local residents

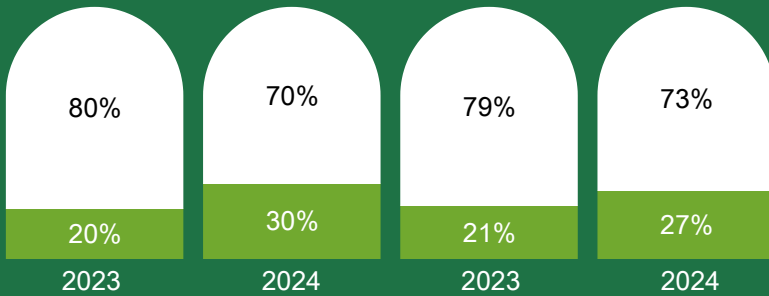
The Council involves residents in its decision making

30% of respondents felt the Council listens to the concerns and feedback from local residents.

**Improving by 10% from 2023**

27% of respondents felt they were involved in the Council's decision making process.

**Improving by 6% from 2023**



● Agree  
● Disagree



## Council Services

We asked what the Council does well, here were the main suggestions ...



Waste and recycling collection



Maintenance of parks



Regeneration in Rawtenstall

We asked what the Council could do better, here were the main suggestions ...



Quality of roads and maintenance of potholes



Rosendale's infrastructure and traffic management



Two-way communication with residents

## Council Priorities

We asked respondents to select three areas for the Council to prioritise over the next 4 years, here were the 3 main suggestions ...



Continue to develop Rosendale's main town centres



Reduce the number of derelict buildings



Work with schools, colleges, and businesses to boost employment skills and job opportunities

We plan to undertake our Residents Survey on an annual basis. The feedback provided by our residents will be used to develop our priorities.

# Residents Survey 2024

