



Rossendale Culture Review

August 2009

Report Produced on behalf of Rossendale Borough Council
Collaborative Research & Consultation Service
c/o Pendle Borough Council
Kristian Barker (Kristian.Barker@pendle.gov.uk)

Contents

	Page
1. Executive Summary.....	4
1.1 Where are we now?	4
1.2 The great outdoors.....	4
1.3 Arts and culture.....	4
1.5 Impact.....	5
1.6 Communication.....	5
2 Implications	6
2.1 Terminology and consistency of use	6
2.2 Resource targeting/ Cultural provision	6
2.3 General communication	6
2.4 Specific communication – Rossendale Alive	7
3 Background and Methodology	8
3.1 Background to the research.....	8
3.2 Methodologies used.....	8
3.3 Robustness of the data	9
3.4 Terminology	9
4 Respondent Profile.....	10
4.1 Age & Gender.....	10
4.2 Ethnicity	10
4.3 Disability	11
5 Where are we now?.....	12
5.1 Place Survey 2008 – a quick refresh.....	12
5.2 Current cultural perceptions.....	12
5.3 Use of cultural facilities	14
6 The Great Outdoors.....	17
6.1 Park usage	17
6.2 Park perceptions.....	20
7 Arts and Culture.....	22
7.1 Participation.....	22
8 Taking Part.....	24
8.1 Areas of active participation.....	24
8.2 Reasons for taking part.....	24

8.3	Barriers to taking part.....	25
9	Impact	27
9.1	Directional change	27
9.2	Impact statements.....	27
9.3	Sport and leisure impact statements	29
9.4	Culture impact statements	29
10	Communication.....	31
10.1	Source of information.....	31
10.2	Newsletter feedback	31

1. Executive Summary

This survey has been conducted to provide the Council with resident feedback that will help to influence the review of the Leisure and the development of the Cultural strategy. Residents had the opportunity to respond to a paper copy of the survey or alternatively to complete the survey online. In total, 507 responses were received.

1.1 Where are we now?

- Mixed opinion on Rossendale as a place to undertake cultural activities (27% believe it to be good, 29% poor)
- Rossendale museum is the most favoured facility but Marl Pitts swimming pool is seen to be the most important
- Bacup leisure hall is both the least favoured and the least important
 - But interestingly it is a well used facility; this is perhaps an area that requires further investigation to understand this potential contradiction

1.2 The great outdoors

- 26% use the park on a weekly basis (28% monthly)
 - Whittaker and Stubblee & Moorlands are the two most popular parks
 - 62% walk to get to their preferred park but a good proportion (36%) drive
 - Over 50% would like to see more outdoor events/ festivals to help improve the cultural offering
 - Residents are most satisfied with the car parking facilities to access the parks
 - But they are least satisfied with the condition of the outdoor sports facilities, the seating provision and the provision of special events

1.3 Arts and culture

- Manchester is the most favoured location for participating in cultural activities, closely followed by Rossendale itself
- The most popular activity that residents have either been to or participated in during the last 12 months is visiting a museum
- Over the coming 12 months, the most popular activity that residents intend to go to or get involved in is a food/ drink festival or event

1.4 Taking part

- Swimming is the most popular leisure activity, with 47% having gone swimming in the last 12 months
 - But a wide range of other interests can also be seen
- The main reasons for getting involved in leisure and culture activities are for enjoyment and to improve health and well being
 - Main reason for not taking part is because residents don't know what is happening in their local area
 - There are opportunities to try and influence this given the feedback in this survey on the local press and Rossendale Alive

1.5 Impact

- There has been no real change in the quality of cultural activities over the last 3 years
- 77% agree that the Council should invest public monies into culture (but not at the expense of other, more important investment opportunities)
- 76% support the Council in investing in sport and leisure

1.6 Communication

- 65% received and read the last Council newsletter in June 2009. However, 35% did not
- For those who did read it, the feedback is positive
- Frequency and length of the newsletter is currently considered to be about right
- 24% would prefer to receive the newsletter electronically
- 72% would be keen to see information from other local public service providers contained in the newsletter
- 40% believe that the newsletter represents good value for money (only 12% believe it to be poor)

2 Implications

2.1 Terminology and consistency of use

It is important to highlight the fact that some residents have a different definition of culture than the one that the Council is currently using. These residents do not see sport and leisure as a cultural offering. They view cultural facilities as things like the museum, the local library, the arts etc. So, in using the term 'culture' as Rossendale currently define this, it may well either confuse some residents or lead to potential misunderstandings.

Secondly, it should be noted that at the moment, the current term 'culture' is being used inconsistently by the Council. Sometimes the term is used to embrace the sports and leisure element whilst at others the sports and leisure element is being separated out. So even though a definition is provided, it isn't being consistently adopted. To improve clarity and overall understanding (both internal and external), it will be important to make sure the terminology has been given full consideration.

2.2 Resource targeting/ Cultural provision

Residents have highlighted their most favoured, most important and most used facilities across the Borough. Combined, this provides a rich picture of where monies should be spent and when compared to the current allocation of resources, differences may emerge. This information will also be useful not only from a resource allocation perspective but also for the cultural review itself.

- Note that the same resource allocation implication applies to the investment in the parks as well. The survey draws attention to the most and least used parks and also the facilities that most need improving

2.3 General communication

As always in surveys of the wider population, a number of communication implications present themselves. These include:

- The marketing of leisure and cultural activities could potentially be improved to maximise the impact and the uptake

- The marketing also needs to reach the intended audiences (there is information coming out of this survey to highlight which sections of the community are most receptive to different communication media)
- Consideration should also be given to the current 'leakage' of residents outside of Rossendale to areas such as Manchester, Burnley and Bury for their leisure and cultural activities. Can this leakage be reduced to keep residents within the Borough?

2.4 Specific communication – Rossendale Alive

The survey provides a wealth of important feedback surrounding the newsletter and the majority of this feedback is positive. Areas for potential improvement include:

- Readership levels – 35% did not read the last newsletter. Further research is required to establish why residents didn't read the newsletter. A small number of residents are in favour of more articles / fewer photographs; however the survey provides contradictory views.
- Format of publication – 1 in 4 residents have highlighted the fact that they would prefer to receive the newsletter by e mail. This would save on costs whilst also showing the Council to be actively encouraging an environmental approach to distribution (i.e. less paper usage, less inks used etc)
- Content – residents have also identified their interest in the newsletter continuing to contain articles from other local public service providers. This is potentially an opportunity to spread the cost of the newsletter whilst at the same time evidencing the Council as an organisation that is joined up and works closely alongside other public service providers in the area

3 Background and Methodology

3.1 Background to the research

Rossendale Council has access to a valuable online and postal citizens' panel, consisting of approximately 780 residents. Recently the panel has been refreshed to allow other residents the opportunity to have their say and to influence local decision making. The panel are contacted on average 4 times per year and the topics vary depending on what needs to be known at the time. This recent survey was yet another opportunity for the Council to understand the opinion of residents and help to influence the review of the Leisure and the development of the Cultural strategy.

The first questionnaire, together with the covering letter, was despatched to all panellists on 30th July 2009. A reminder letter and a further set of questionnaires were sent on 14th August 2009.

A total of 507 questionnaires were returned, of which 193 were returned electronically (which represents 38% of all responses, extremely encouraging for a panel based methodology and up from 27% in the last survey). The total response rate was 65% (note that the survey could also have been completed electronically by residents not currently on the panel. However, it is impossible to identify who these are and to quantify the scale).

3.2 Methodologies used

All citizen panel surveys make use of two communication channels – postal and web. Those panel members with an e mail address are sent the link to the survey electronically. All remaining panel members are sent a paper copy of the survey by post. All reminders are also sent by post.

As the panel is effectively a self selection process, the data isn't always representative of the Borough as a whole. To address this, the results of this survey have been 'weighted' to make them more representative of the population. Panel members do not receive any incentive for participation other than inclusion into a £50 prize draw.

It should also be noted that for this particular survey, the invitation to take part was extended beyond the panel itself. Any resident with an interest in the topics being covered were encouraged to share their views and to have their say.

3.3 Robustness of the data

Tests have been undertaken on the size of the sample and the total population that the sample represents to try to identify the reliance that can be placed on the reported numbers. This survey has a margin of error of +/- 4.3%. This simply means that if the survey was repeated 100 times, the data would be within 4.3 percentage points above or below the percentage reported in 95 of the 100 surveys (i.e. if 76% report that they use their local park, the actual percentage for the population as a whole would be between 72% and 80%).

3.4 Terminology

To help the reader decipher some of the terms used in this report, the following definitions will hopefully prove useful.

- 1 Margin of error – the amount by which we would expect an estimated, survey % to vary to the actual, Borough wide %
- 2 Weighted data – a process by which the sample data is adjusted to more accurately reflect the composition of the Borough as a whole
- 3 Unweighted data – reported percentages are simply those taken directly from the survey sample and are not adjusted to reflect the composition of the Borough
- 4 Net index – this is a simple calculation that takes the positive and negative responses to a question and creates an overall, aggregated response. For example, if 64% were satisfied with the current state of the local park but 26% were dissatisfied, the net index would involve subtracting the negative response from the positive response (i.e. $64 - 26 = 38\%$). Any net index percentages highlighted red depicts relatively poor performance in this area

4 Respondent Profile

4.1 Age & Gender

The following table summarises both the unweighted and weighted respondent age and gender profiles. The only observation worthy of note is the fact that older residents are over represented in the survey at the expense of younger residents. Hence their weighted percentage has reduced whilst the weighted % for the 16-44 age group has increased.

Figure 4.1: Gender and age breakdown

	Unweighted %	Weighted %
Male	45%	49%
Female	55%	51%
16-44	31%	50%
45-64	47%	32%
65+	22%	18%

Source: Rossendale Panel Survey August 2009

4.2 Ethnicity

The table below shows that 99% of those who took part in the survey are from a White ethnic background. BME residents are under represented (the actual proportion of BME residents in the Borough according to the 2001 Census is 4%, whilst the survey sample is only made up of 1% BME responses) but the data has not been weighted to address this ethnic imbalance. The reason for this is that only 6 respondents were from a BME background and weighting on such small numbers would potentially distort the findings. The slight change in the weighting percentages is due to the data being weighted on gender, age and disability.

Figure 4.2: Ethnicity breakdown

	Unweighted %	Weighted %
White	99%	98%
BME	1%	2%

Source: Rossendale Panel Survey August 2009

4.3 Disability

It is interesting to note that nearly 1 in 5 panel members declare a limiting long term illness or disability which limits their activities in some way. These figures are pretty much identical when looking at the Borough as a whole and hence the weighted percentages have not changed as a result.

Figure 4.3: Disability

	Unweighted %	Weighted %
Yes	19%	19%
No	81%	81%

Source: Rossendale Panel Survey August 2009

5 Where are we now?

5.1 Place Survey 2008 – a quick refresh

In 2008, every Council in the country had to send a questionnaire out to 1100 residents asking them for their opinions on their local area and what they thought of the performance of local public service providers. This was entitled the 'Place Survey' and has generated considerable information at both a local and national level.

Before looking at the results of the 2009 culture review, it is perhaps worthy of mention to remind ourselves of how residents felt Rossendale performed with regard to sport/leisure and cultural activities from the 2008 Place Survey.

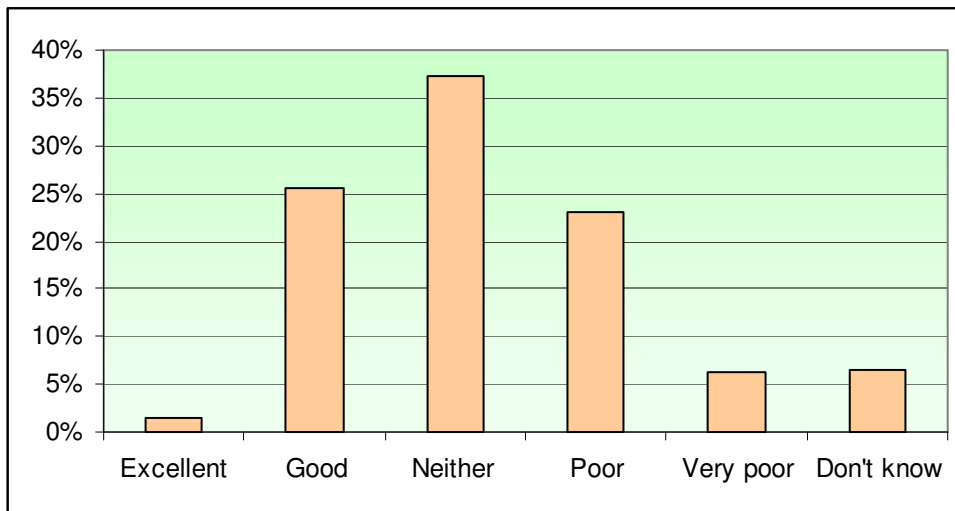
In terms of cultural facilities, 10% felt that these are important in making somewhere a good place to live (with 5% stating that these are in most need of improvement). Similarly, 11% felt that sports and leisure facilities are important in making somewhere a good place to live (but this time 15% state that these are in greatest need of improvement).

Satisfaction was comparable between the two aspects of life, with 45% being satisfied with the current sport and leisure provision and 41% satisfied with the culture provision (and dissatisfaction was nearly identical, with 23% of residents being unhappy with the sport and leisure provision and 22% unhappy with the cultural facilities).

5.2 Current cultural perceptions

Overall, very similar proportions have a positive and negative perception of the current culture provision in Rossendale. 27% rate the area as excellent or good whilst 29% rate it as poor or very poor.

Figure 5.1: Rating of Rossendale as a place to undertake cultural activities



Source: Rossendale Panel Survey August 2009 (Q1)

The survey went on to ask residents their specific opinions on a number of local cultural facilities. Rossendale museum was most favoured, with 51% giving this facility a good rating (higher for women, those aged 65+ and residents with a disability). However, both the leisure hall in Bacup and the outdoor pitches and courts were regarded as less favourable facilities. Only 16% had a positive view of the leisure hall (lower for those aged 65+) whilst 14% had a positive view of the outdoor pitches and courts (lower for men).

Figure 5.2: Rating of local cultural facilities

	Good rating	Poor rating	Net index
Rossendale museum	51%	5%	46%
Bacup leisure hall	16%	22%	-6%
Marl Pitts swimming pool	42%	8%	34%
Marl Pitts outdoor facilities	26%	14%	12%
Haslingden lifestyle centre	27%	1%	26%
Haslingden pool	21%	12%	9%
Ski Rossendale	31%	5%	26%
Whitworth pool	21%	3%	18%
Outdoor pitches & courts	14%	14%	0%
Bowling greens	20%	6%	14%

Rossendale Culture Review - August 2009

Source: Rossendale Panel Survey August 2009 (Q2)

To help the Council better understand the areas for improvement, residents were asked to highlight how important they felt each of the cultural facilities were. Marl Pitts swimming pool is considered to be the most important of all the facilities listed (more so for those aged 16-44 and without a disability) and 42% give it a positive rating above. On the other hand, the leisure hall, Whitworth pool and the bowling greens are considered to be less important. It should be noted here that the leisure hall receives the lowest satisfaction rating and also the lowest level of importance. Table 5.2 and 5.3 combined will be useful for the Council in identifying where valuable resources should be best placed.

Figure 5.3: Importance of local cultural facilities

	Important	Unimportant	Net index
Rossendale museum	50%	11%	39%
Bacup leisure hall	28%	17%	11%
Marl Pitts swimming pool	57%	7%	50%
Marl Pitts outdoor facilities	37%	11%	26%
Haslingden lifestyle centre	34%	10%	24%
Haslingden pool	41%	11%	30%
Ski Rossendale	33%	11%	22%
Whitworth pool	27%	10%	17%
Outdoor pitches & courts	39%	8%	31%
Bowling greens	30%	12%	18%

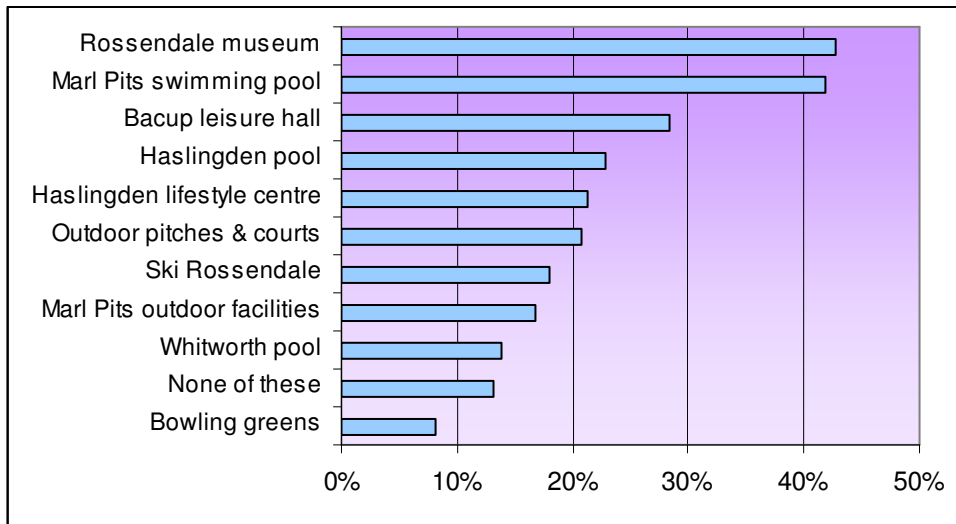
Source: Rossendale Panel Survey August 2009 (Q3)

5.3 Use of cultural facilities

Unsurprisingly given the levels of satisfaction and importance highlighted above, the museum and Marl Pitts swimming pool are the two facilities that are most commonly used. Usage of the museum is higher for those aged 45+ whilst women, those aged 16-44 and residents without a disability are more likely to make use of the swimming pool. What is interesting to note is that although the leisure hall witnesses low

satisfaction and low importance, residents do seem to use it. This at first seems somewhat contradictory but there are potential explanations as to why this may be the case. However, any decisions being made about the hall will need to rely on resident explanations rather than potential explanations if the outcome is to be positive for all concerned.

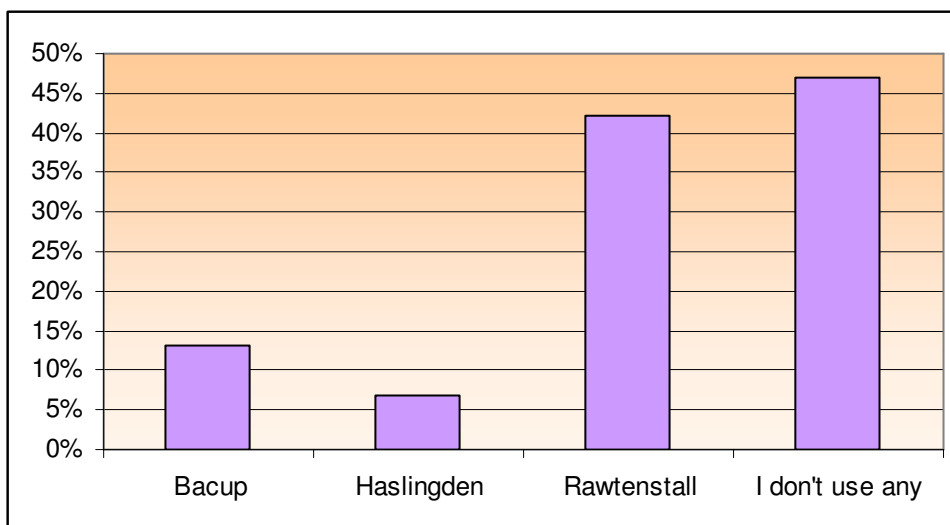
Figure 5.4: Usage of local facilities



Source: Rossendale Panel Survey August 2009 (Q4)

Rawtenstall is far and away the most regularly used market in Rossendale. Just under 50% do not use the markets regularly and this is higher for those aged 16-44.

Figure 5.5: % who shop at Rossendale's markets regularly



Source: Rossendale Panel Survey August 2009 (Q5)

Asked whether there were any other comments that they would like to make about Rossendale's cultural facilities and markets, the following themes emerged:

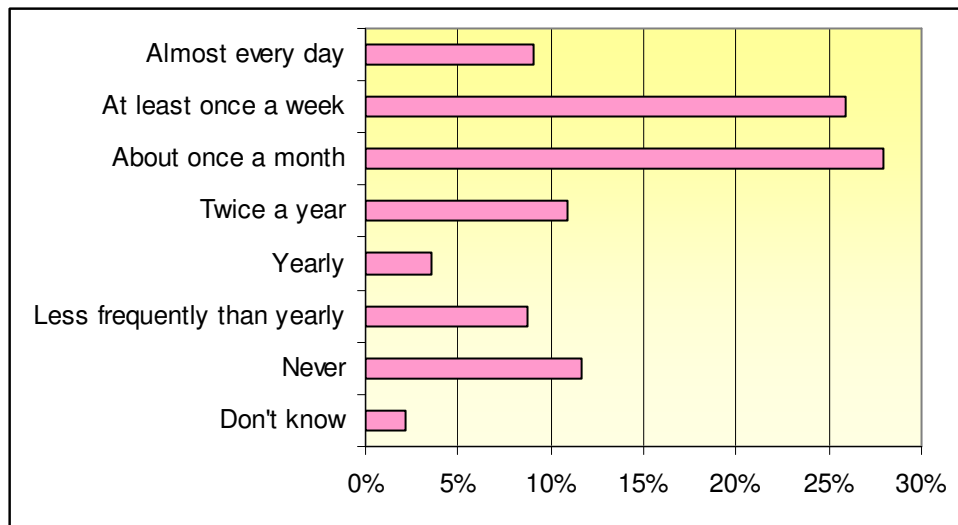
- Improve the use and maintenance of the markets/ stalls
- Improved maintenance and access to the facilities
- Better maintenance of the swimming pools

6 The Great Outdoors

6.1 Park usage

Residents tend to use the parks on a frequent basis. 26% use the parks once a week whilst 28% use them on a monthly basis. Only 12% of residents never use the parks, highlighting the importance these facilities play in providing cultural and leisure outlets for the Borough.

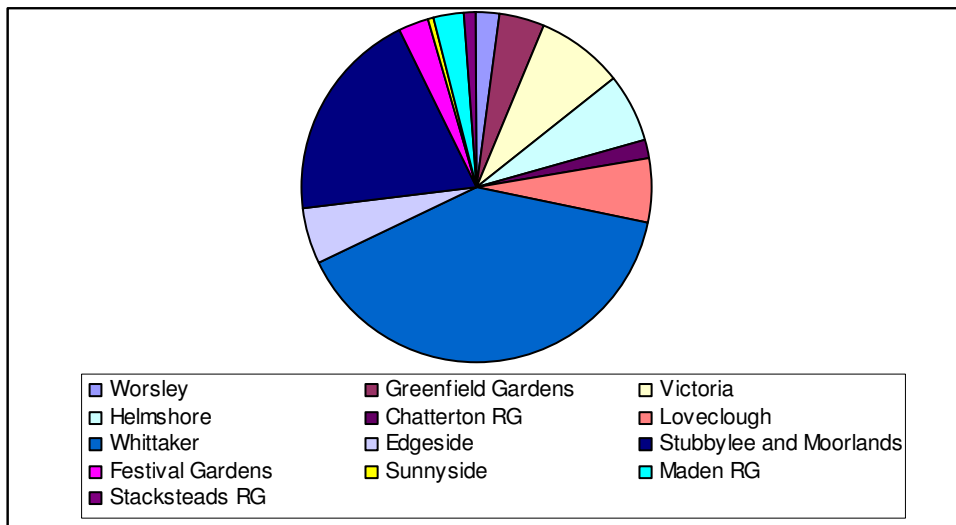
Figure 6.1 Frequency of which residents visit the park



Source: Rossendale Panel Survey August 2009 (Q7)

Whittaker and Stubbylee & Moorlands are the most popular parks, accounting for nearly 60% of all park usage. This helps to identify where greatest footfall is and as a result where the greatest proportion of resources need to be directed in order to maximise the return on that investment.

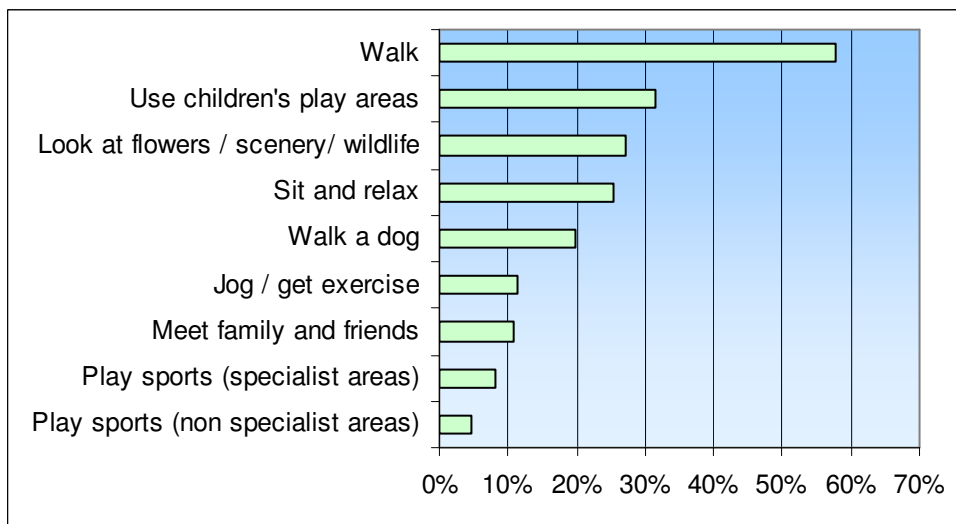
Figure 6.2 Most popular parks visited



Source: Rossendale Panel Survey August 2009 (Q8)

The majority of residents visit the park so that they can enjoy the benefits of walking (either with or without a dog). Using children’s play area, enjoying the scenery and sitting and relaxing are also important reasons for making the time to visit a park.

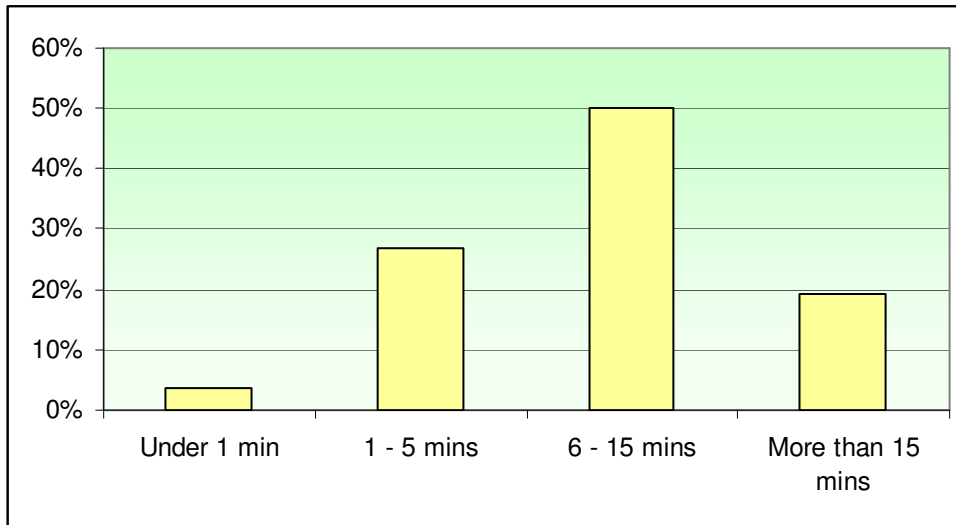
Figure 6.3 Reasons for visiting the park



Source: Rossendale Panel Survey August 2009 (Q9)

On average most people spend between 6 and 15 minutes to get to their favoured park. Nearly 20% are willing to spend more than 15 minutes.

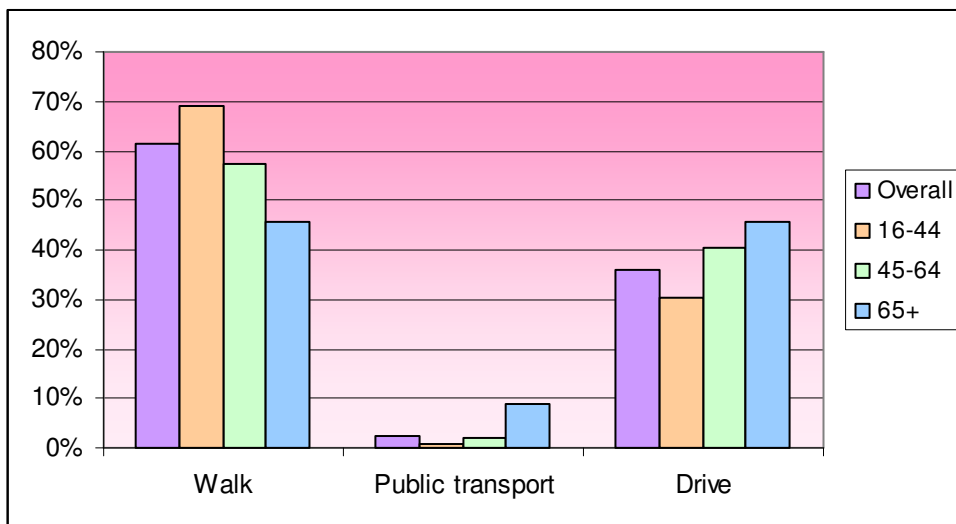
Figure 6.4 Length of time to get to most used park



Source: Rossendale Panel Survey August 2009 (Q10)

The majority of residents walk to the park and this is higher for those aged 16-44. A good proportion get there by car, perhaps reflecting the fact that it often takes them more than 15 minutes to get to their preferred park of choice. Driving is also a more popular option for those aged 65+, perhaps reflecting health and mobility differences across the age groups.

Figure 6.5 Means of getting to the most used park

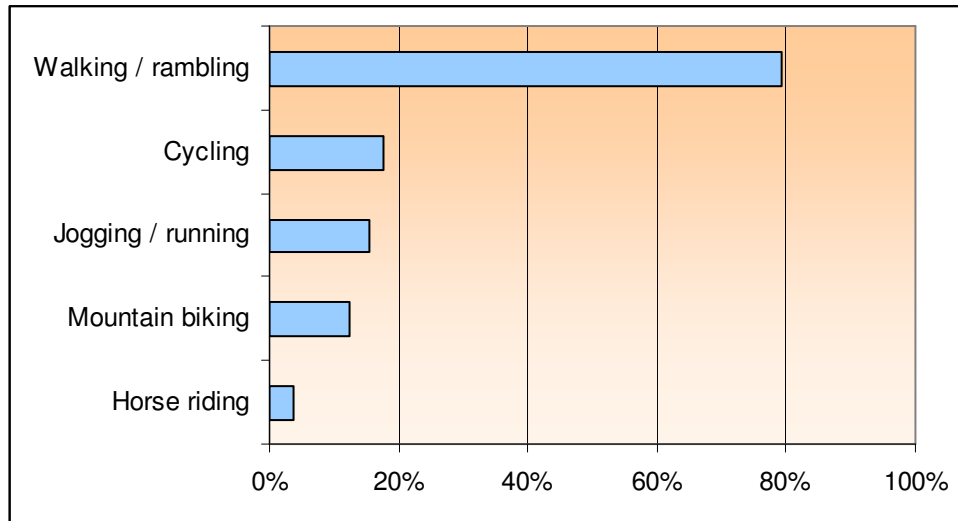


Source: Rossendale Panel Survey August 2009 (Q11)

The most popular way of making use of Rossendale’s countryside and green spaces is for the purpose of walking/ rambling. Nearly 80% make use of the available open

space for this purpose (higher for women, those aged 16-64 and residents without a disability).

Figure 6.6 Other ways of making use of countryside and green spaces



Source: Rossendale Panel Survey August 2009 (Q12)

6.2 Park perceptions

When provided with specific prompts about the parks and countryside facilities, residents are most satisfied with the car parking facilities to access parks and walking trails. However, much lower down the list of satisfaction comes the condition of outdoor sports facilities, the provision of seating and the provision of special events. Figure 6.2 above helps to identify the parks that would maximise the return on investment. The information in the table below takes this a step further and helps to identify the specific facilities in the parks (and countryside) that would again maximise the return (note that Figure 6.7 below also highlights the importance that residents place on having a good standard of outdoor sports facilities).

Figure 6.7 Rating of the following park and countryside facilities

	Good rating	Poor rating	Net index
Car parking to access parks and walking trails	47%	15%	32%
Cycle routes	24%	13%	11%
Guided walks	26%	7%	19%
Bridleways	28%	6%	22%

Rossendale Culture Review - August 2009

Parks accessibility (prams)	30%	6%	24%
Parks accessibility (disabled)	22%	10%	12%
Play equipment – fun to use	33%	4%	29%
Outdoor sport facilities (provision)	21%	16%	5%
Outdoor sport facilities (condition)	16%	21%	-5%
Provision of special events	12%	24%	-12%
Provision of seating	17%	28%	-11%

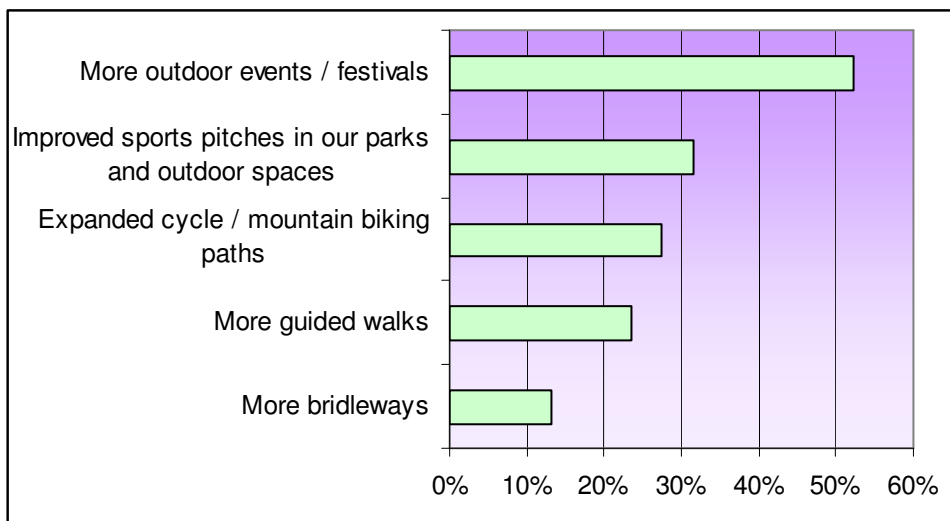
Source: Rossendale Panel Survey August 2009 (Q13)

When asked if they had any other comments about the parks visited and or countryside facilities, the following themes emerged:

- Better maintenance
- Increased variety of things to do within the parks
- Improved security

It is interesting to note that the biggest improvements to the facilities currently provided in the parks would be to have a greater number of outdoor events and festivals (higher for those aged 16-64).

Figure 6.7 Potential improvements to cultural activities



Source: Rossendale Panel Survey August 2009 (Q15)

7 Arts and Culture

7.1 Participation

Visiting the museum and watching a film (higher for 16-44 and residents without a disability) are the two most popular activities that residents have participated in during the last 12 months. In terms of participation over the coming 12 months, it seems that food/ drink festivals are top of resident's 'to-do' lists (higher for those aged 16-64).

Figure 7.1 Activities that residents have been to/ participated in (last 12 mths)

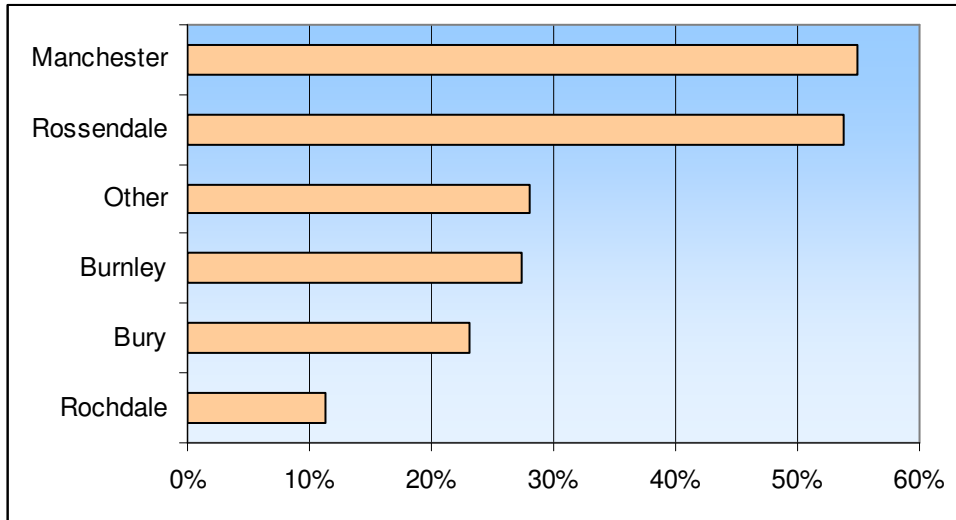
	Have been to/ participated in	Would like to go to/ participate in
Film	49%	38%
Carnival or circus	10%	25%
An arts festival	18%	27%
A community festival	21%	27%
A dance performance	16%	21%
A play or drama	40%	36%
A pantomime	17%	22%
Poetry reading/ storytelling	4%	14%
A classical music concert or recital	18%	26%
A rock or pop music concert	29%	34%
Other live music event	25%	32%
A craft exhibition	28%	31%
A museum	51%	29%
An art/ photo/ sculpture exhibition	32%	28%
Food/ drink festival	33%	45%
None of these	10%	7%

Source: Rossendale Panel Survey August 2009 (Q16)

In terms of the geographical location where residents are most likely to participate in the above activities, Manchester is actually the most common location (higher for women, those aged 16-64 and residents without a disability). Over 50% participate in

activities in Rossendale but there is also a reasonable degree of leakage to local neighbouring areas such as Burnley and Bury.

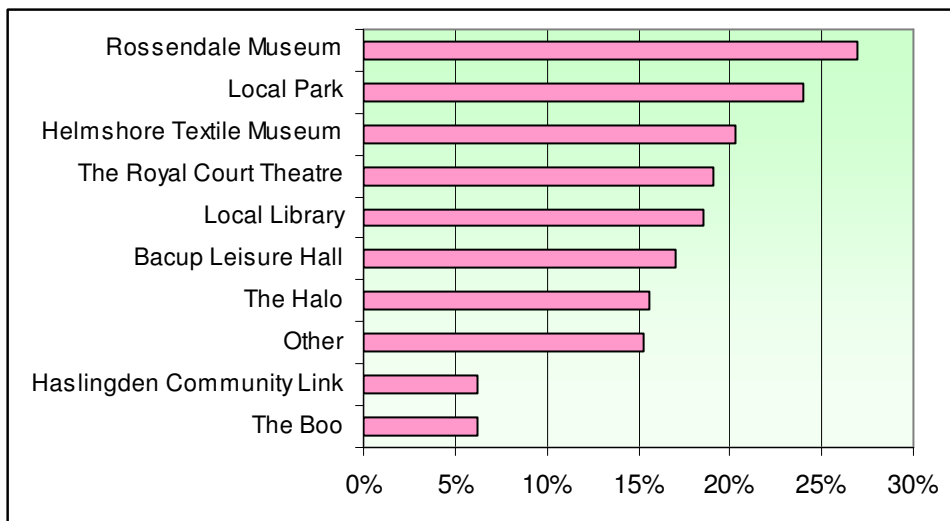
Figure 7.2 Areas where residents take part in cultural activities



Source: Rossendale Panel Survey August 2009 (Q17)

For those who have participated in activities in Rossendale, the museum is the most popular venue (higher for those aged 65+), followed by the local park. Haslingden Community Link and The Boo (lower for men) are the two venues that are visited least often.

Figure 7.3 If participated; venues visited



Source: Rossendale Panel Survey August 2009 (Q18)

8 Taking Part

8.1 Areas of active participation

A very diverse and wide ranging spread of interests and activities can be seen when residents were asked to identify which of the activities listed in Figure 8.1 below they had participated in. Swimming is the most popular, with 47% having undertaken this activity in the last 12 months (higher for women, those aged 16-44 and residents without a disability). However, the table below helps to highlight the level of interest and active participation in a range of other activities throughout the Borough.

Figure 8.1 Activities that residents have participated in (last 12 months)

	% participated		% participated
Drama/ theatre/ dance	15%	Squash	4%
Photography/ film making	19%	Badminton	5%
Organising a festival	10%	Basketball	1%
Singing/ playing an instrument	12%	Bowls	7%
Painting/ drawing/ sculpture	8%	Yoga	8%
Book club	5%	Aerobics	7%
Creative writing	4%	Swimming	47%
Crafts	15%	Netball	2%
Other arts activity	5%	Other sports activity	27%
Football	12%	None of these	19%
Rugby	3%		

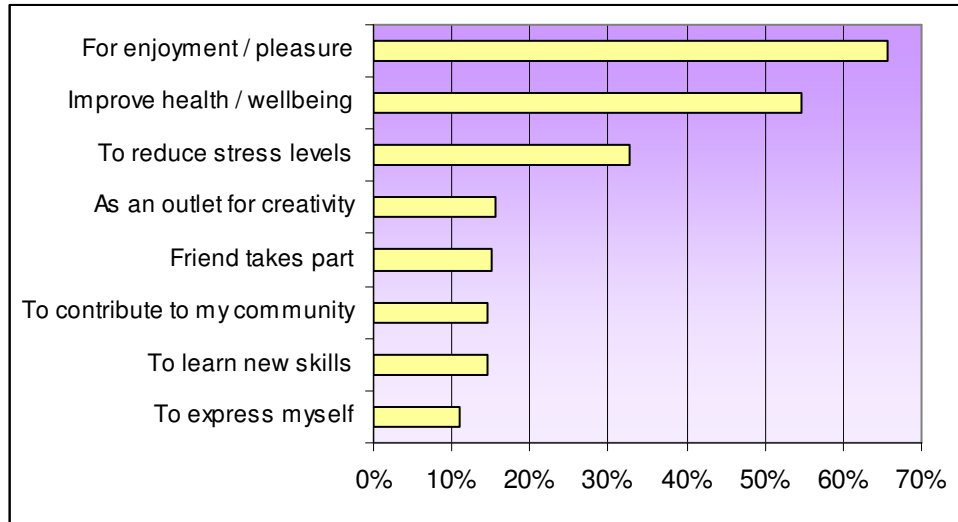
Source: Rossendale Panel Survey August 2009 (Q19)

8.2 Reasons for taking part

Encouragingly, 54% of those who take part in cultural activities do so to improve their health and well being (higher for those aged 16-44 and residents without a disability). However, the main reason for taking part is for enjoyment and pleasure (higher for those aged 16-64). This has useful implications for the way that leisure activities and cultural events are advertised and marketed. To maximise uptake, any publicity needs

to register with the needs and motivations of residents. Thus, highlighting the benefits clearly will lead to a greater resonance with the public.

Figure 8.2 Reasons as to why people take part



Source: Rossendale Panel Survey August 2009 (Q20)

8.3 Barriers to taking part

The main reason for not taking part is that residents do not know what is going on (higher for 16-44). This to some degree links in to the previous comment about advertising/ marketing/publicity. At the moment, over a third of residents state that the communication being pushed out from the Council is not registering with them. This may be because it isn't registering with their motivations (i.e. enjoyment and to improve health) or it may be because the avenues of communication simply aren't reaching the target audience. Whatever the reasons, it is suggestive that there is an opportunity here for the Council (and partners) to improve the efficiency of its communication.

Figure 8.3 Reasons as to why people do not take part

Never know what's going on	37%
Difficult to find time	28%
Nothing available close by/ too far to travel	17%
Costs too much	17%
Family commitments/ childcare	16%

Rossendale Culture Review - August 2009

Prefer to spend my free time in other ways	14%
None of these	12%
Lack of transport	7%
My health is not good enough	6%
Don't have anyone to go with	6%
Difficulties with parking	6%
Might feel uncomfortable or out of place	6%
I'm not really interested	5%
Lack of facilities for disabled people	3%
Don't have the talent/ ability	3%

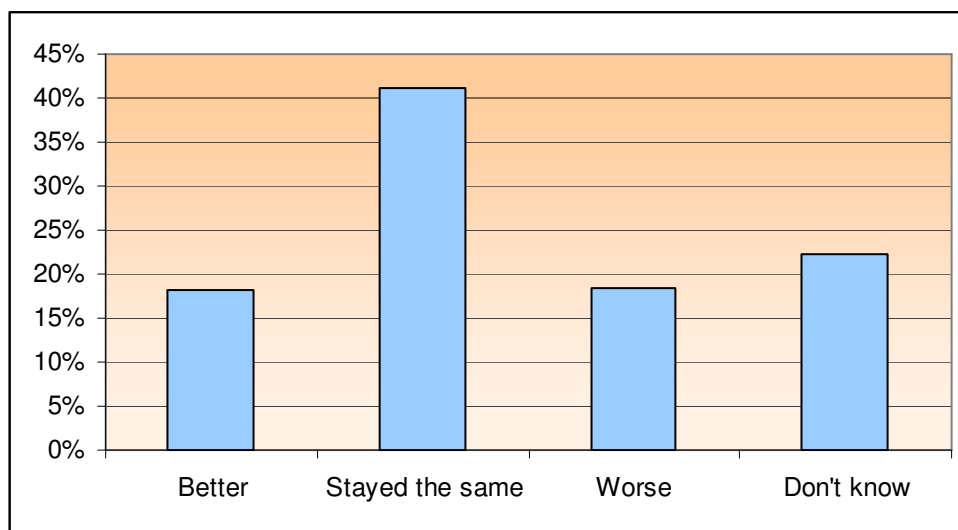
Source: Rossendale Panel Survey August 2009 (Q21)

9 Impact

9.1 Directional change

Over the last 3 years, the majority (41%) of residents feel that the quality of cultural activities in the area has stayed the same (higher for those aged 65+). Interestingly, an equal proportion (18%) of residents feel that the activities have got better and have got worse. So the message is mixed. Overall, the changes and investment over the last 3 years has had a limited impact on improving the quality of the activities.

Figure 9.1 Directional change in perceived quality of activities in Rossendale



Source: Rossendale Panel Survey August 2009 (Q22)

9.2 Impact statements

Again, when it comes to examining residents' reaction to a number of impact statements, the message is mixed. 77% agree that the Council is right to invest public monies in culture (only 5% disagree). However, an equal proportion of residents both agree and disagree that there are more important things to invest in than culture. So it seems that people in theory support investment into culture but not at the expense of other investment opportunities that they deem to be more worthy of the investment.

As part of a review of the cultural offer of the Borough, it is interesting to note that there is split opinion on whether the area needs more private leisure facilities. But certain messages are very clear – residents see improving the existing facilities as a more conducive way forward and they also whole heartedly support the Council in investing in both sport and leisure and cultural activities.

Figure 9.2 Reaction to a variety of impact statements

	% agree	% disagree	Net index
I believe it is right that there should be public investment in culture	77%	5%	72%
Improving our sports and leisure activities should be a priority	83%	4%	79%
Improving arts activities should be a priority	47%	13%	34%
There are more important things to invest in than culture	30%	31%	1%
Rossendale needs more private leisure facilities	31%	31%	0%
A new swimming pool should be a priority	45%	24%	21%
Cultural use of our outdoor spaces should be a priority	47%	10%	37%
I support my local authority in investing in sport and leisure	76%	6%	70%
I support my local authority in investing in arts, museums and heritage	67%	8%	59%
Our leisure facilities are open to everyone, regardless of religion, ethnic origin or social class	85%	3%	82%
It is important that we have a programme of cultural events	67%	7%	60%
Cultural activities helps to bring visitors and tourists to Rossendale	75%	6%	69%
Our arts activities and museums are open to everyone, regardless of religion, ethnic origin or social class	84%	3%	81%
We need more arts and sports groups to support people to take part in activities	61%	6%	55%
Taking part in cultural groups isn't for me	22%	45%	23%
Cultural activity helps to enrich the quality of our lives	69%	3%	66%

Source: Rossendale Panel Survey August 2009 (Q23)

9.3 Sport and leisure impact statements

On the whole, residents believe that sport and leisure has an impact on the quality of life statements listed below. Perhaps rather obviously, the statement with that residents see as having the most impact is that of improving health and well being (higher for women and those aged 16-44). However, sport and leisure is seen to have a lesser impact with regard to improving the environment and improving the economy.

Figure 9.3 Impact of sport and leisure on various aspects of life

	Some impact	Little impact	Net index
Improving health and well being	91%	6%	85%
Reducing crime and disorder	77%	19%	58%
Improving the environment	70%	26%	44%
Bringing people together	87%	10%	77%
Improving the economy	64%	29%	35%
Educating our community	74%	22%	52%
Improving community relations	75%	22%	53%
Allowing residents to have fun	87%	10%	77%
Developing a more active community	84%	12%	72%

Source: Rossendale Panel Survey August 2009 (Q24)

9.4 Culture impact statements

Residents are slightly less positive when it comes to looking at the impact that cultural activities have on the same list of statements. Culture is seen to have its strength in bringing people together and educating the community (both of these higher for women and those aged 16-64). However, it is seen to have a lesser impact on reducing crime and disorder and improving the economy. So a blend of good leisure facilities and attractive cultural facilities will go a long way to improving people's quality of life.

Figure 9.4 Impact of cultural activities on various aspects of life

	Some impact	Little impact	Net index
Improving health and well being	54%	42%	12%
Reducing crime and disorder	42%	53%	-11%
Improving the environment	59%	37%	22%
Bringing people together	78%	19%	59%
Improving the economy	51%	42%	9%
Educating our community	81%	16%	65%
Improving community relations	65%	30%	35%
Allowing residents to have fun	75%	20%	55%
Developing a more active community	60%	35%	25%

Source: Rossendale Panel Survey August 2009 (Q25)

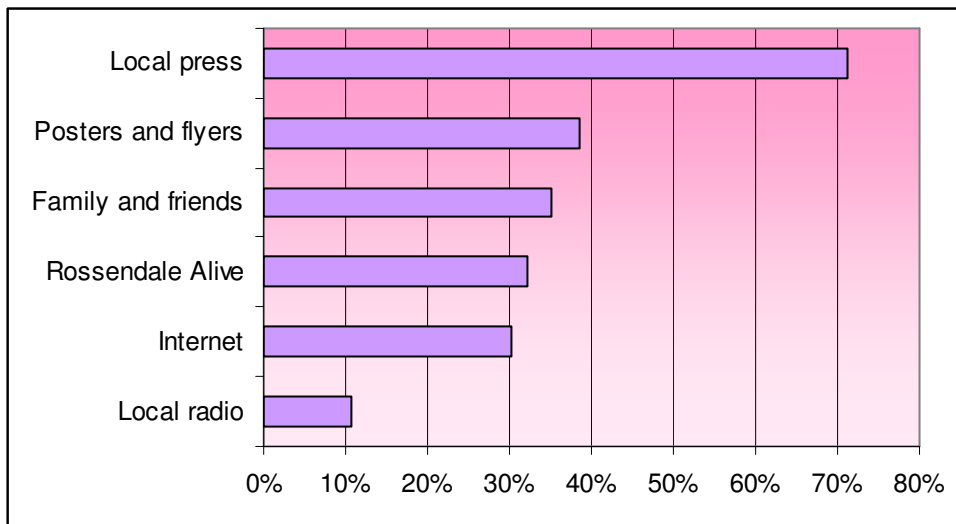
10 Communication

10.1 Source of information

Over 70% of residents receive their information surrounding leisure and cultural events from the local press (higher for those aged 45+). The information presented in the chart below may be useful for linking back to a point raised earlier in the report about maximising the efficiency of the Council’s communication. For older residents, it seems that local press is an effective tool. However, for younger residents, the internet, family and friends and posters are likely to be effective and compliment the information contained in the local press. This moves away from the one size fits all approach towards an informed, tailored approach to reaching the target audience.

It is also interesting to note the fact that Rossendale Alive (the Council newsletter) is a useful source of information for residents and, coupled with the value for money findings in Figure 10.7 below, more than justifies its existence.

Figure 10.1 Sources of information surrounding leisure and culture



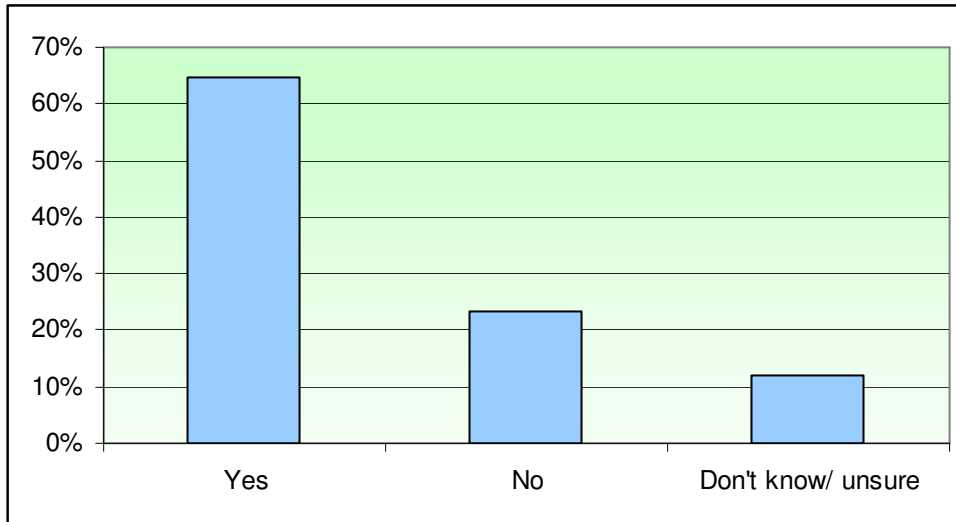
Source: Rossendale Panel Survey August 2009 (Q26)

10.2 Newsletter feedback

65% of the residents surveyed recall receiving the last Council newsletter in June 2009. However, 23% claim they did not receive the newsletter whilst 12% are unsure. This is positive in that the paper is clearly reaching the majority of residents. However, further research is required to identify why 35% of residents either didn’t receive it or cannot recall receiving it. Consideration should be given to reviewing the ‘impact’ of the

newsletter. Are residents placing the newsletter straight in the bin before even looking at it or are they reading it but then subsequently forgetting the content and/or visual presentation. It is worth noting that the Direct Marketing Association believes a good level of recall for doorstep marketing campaigns is in the region of 20%.

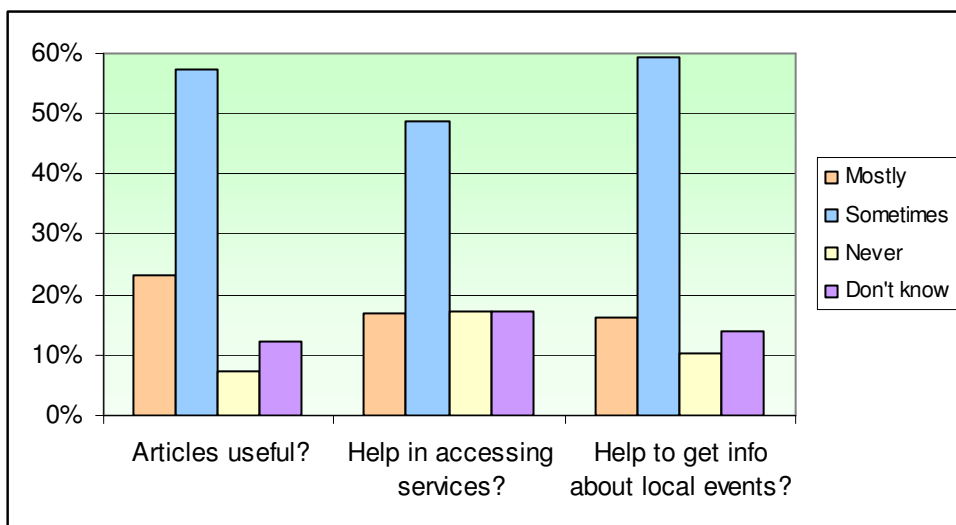
Figure 10.2 Whether residents received the last Council newsletter



Source: Rossendale Panel Survey August 2009 (Q27)

That said the feedback on the newsletter itself is encouraging. For those who do read it and can recall reading it, the articles are generally useful, it provides them with help in accessing Council services and also provides them with information about local events. Clearly, if the Council can get even more people to read it, (by improving the initial impact, of the newsletter) the benefits it provides will be spread even further

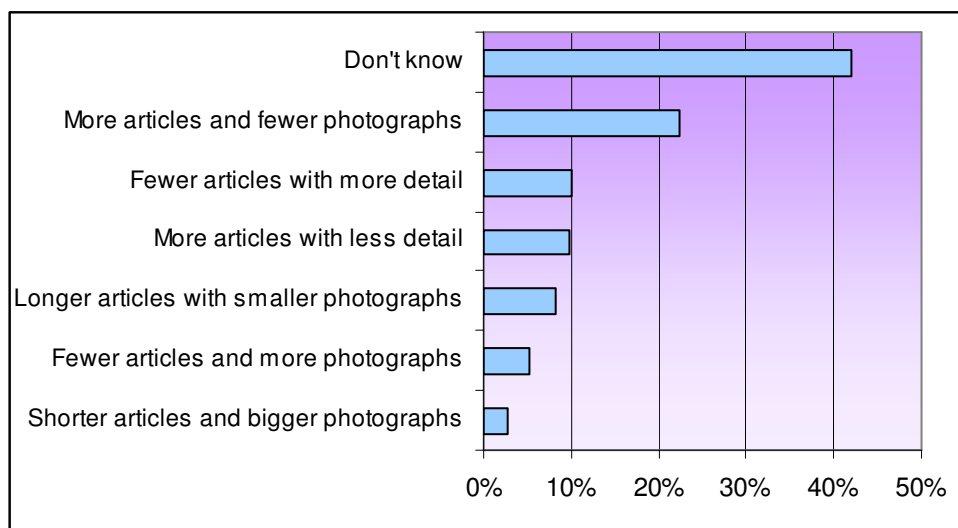
Figure 10.3 Feedback on the Council newsletter



Source: Rossendale Panel Survey August 2009 (Q28-30)

Regarding improvements to the newsletter most people didn't know what changes they would like to see. However, of the prompted improvements to the newsletter, the most popular change was to have more articles and fewer photographs. In fact, the emphasis that residents place on the articles rather than the photographs is clear to see from the chart below. This makes potential improvements to the aesthetic design of the newsletter somewhat restrictive but by no means impossible. Residents want more articles and fewer photos so the next newsletter presents a great opportunity to do this and to tell them that you have listened to resident feedback to change the appearance of the newsletter.

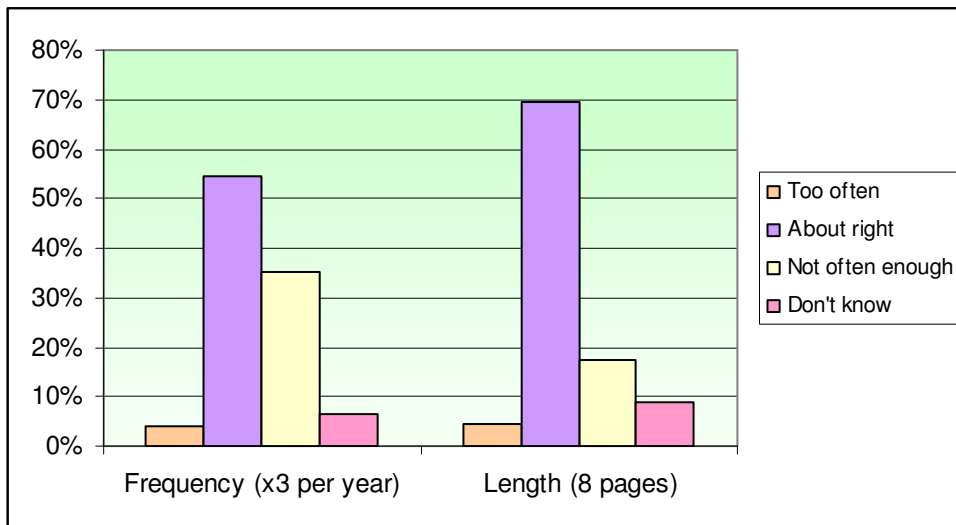
Figure 10.4 Reaction to potential changes to the newsletter



Source: Rossendale Panel Survey August 2009 (Q31)

On the whole, the frequency of distribution and length of the newsletter is considered to be about right. Very few regard the newsletter as being sent too often and having too many pages. However, there are a good number of residents who would like to receive it more regularly. However, cost of production may not justify an increase to 4 times a year and the biggest proportion of residents are currently happy with its 3 yearly frequency.

Figure 10.5 Reaction to frequency and length of newsletter

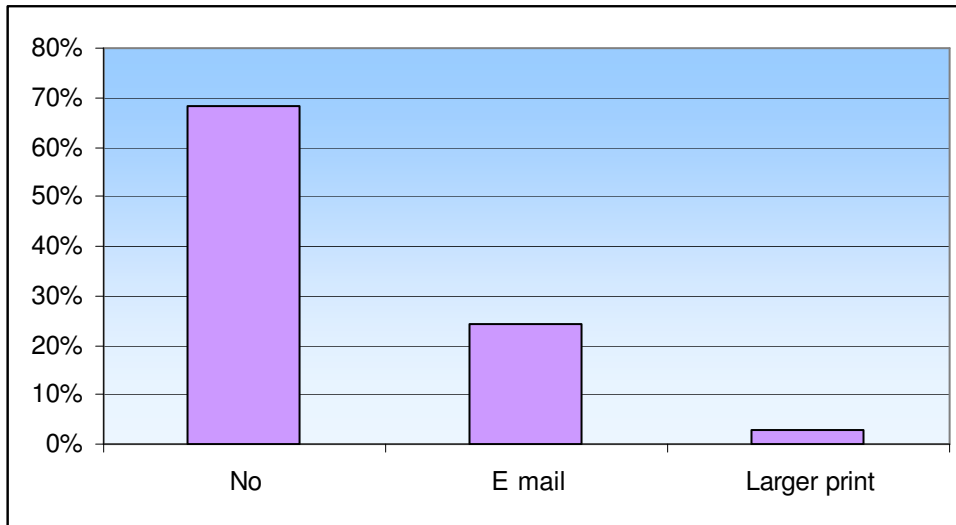


Source: Rossendale Panel Survey August 2009 (Q32-Q33)

On the whole there is little interest in receiving the newsletter in any other format other than by e mail (higher for those aged 16-44 and residents without a disability).

Whilst distribution by e-mail potentially offers the Council a number of financial and environmental benefits; the current method of delivery provides a blanket service across the Borough and does not allow individual properties to choose their method of distribution. Switching distribution to a targeted, direct mail approach across the whole Borough could increase costs up to threefold. The Council would not achieve any financial saving from a targeted approach until more than 75% of the properties in the borough opted to receive the newsletter by e-mail. Nevertheless the number of people already interested in receiving information by e-mail shows there is an opportunity for the Council to provide additional communications to residents in the borough through e-mail. A first step towards achieving a more targeted approach and greater use of electronic communications would be for the Council to use its next newsletter to invite residents to give their e-mail addresses to the Council.

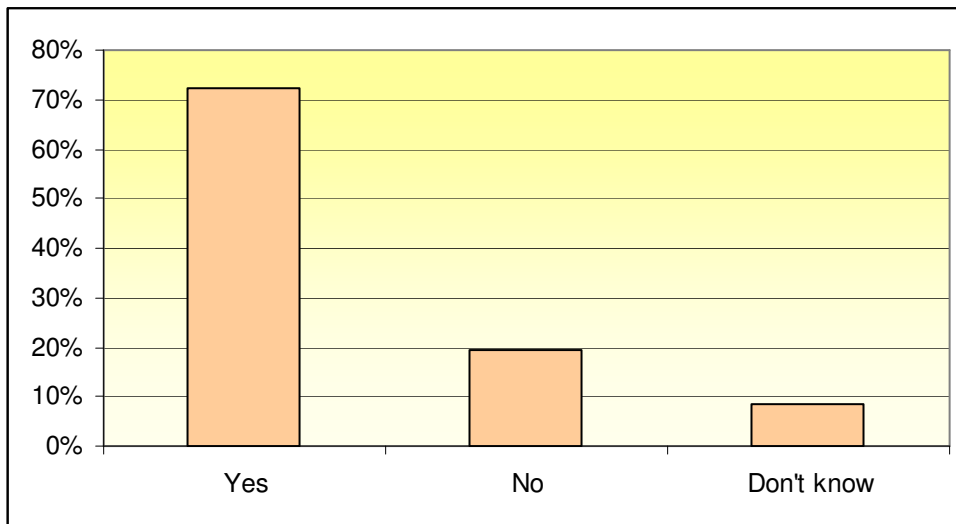
Figure 10.6 Interest in receiving newsletter in different formats



Source: Rossendale Panel Survey August 2009 (Q34)

Over 70% of residents are keen to receive information about other public services through the newsletter. This provides an opportunity to potentially part fund the newsletter through advertising/ article space and would also help to evidence the Council as an organisation that is joined up and works closely alongside other public service providers in the area.

Figure 10.6 Interest in receiving information about other public services

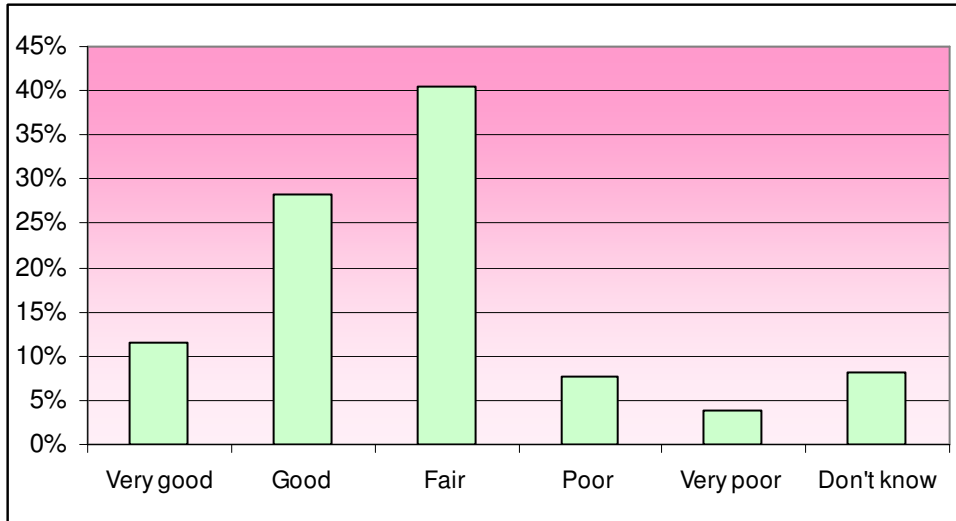


Source: Rossendale Panel Survey August 2009 (Q35)

The response from the survey participants is that the newsletter represents good value for money. This is a positive endorsement of the work that the Council is doing around its communication and should embrace this positive feedback. However, in not wanting

to rest on its laurels, there are also a number of resident identified improvements to the newsletter and these should also be actively embraced to make sure the newsletter continues to meet the needs of residents and as a result, continues to provide value for money.

Figure 10.7 Whether the newsletter represents value for money



Source: Rossendale Panel Survey August 2009 (Q36)