

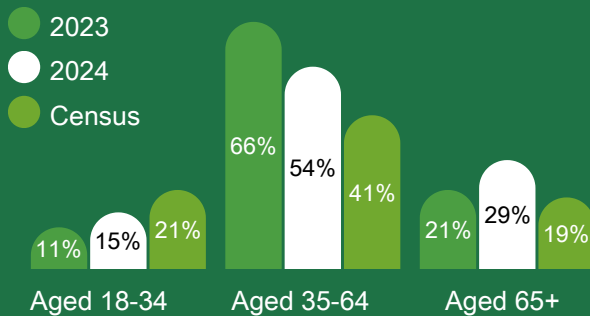
# Residents Survey 2024

**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

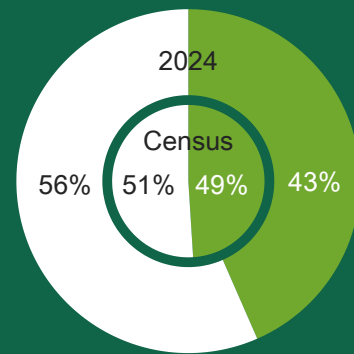


The 2024 Survey more closely aligns with the 2021 Census data. Respondents aged 18-34 has increase by 4% however, those aged 35-64 and 65+ continue to be over-represented.

## Gender

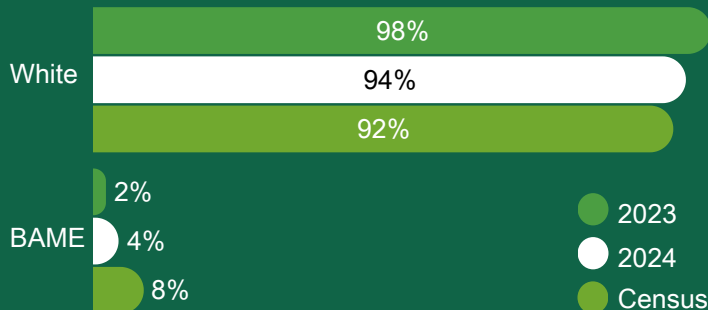
The gender representation within the response has improved from 2023 (33% Male, 65% Female).

● 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).

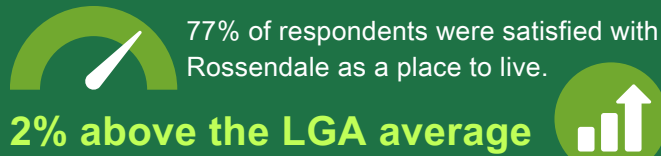
## Promotion of the Survey

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 Rosendale - The Place

## Living in Rosendale



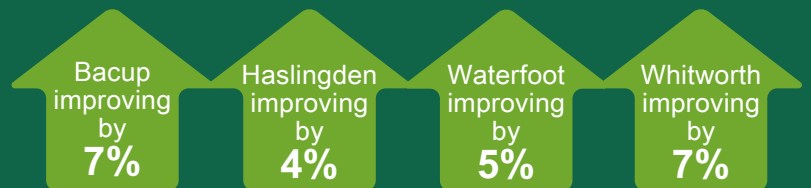
## Vibrant and Attractive Rosendale



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

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

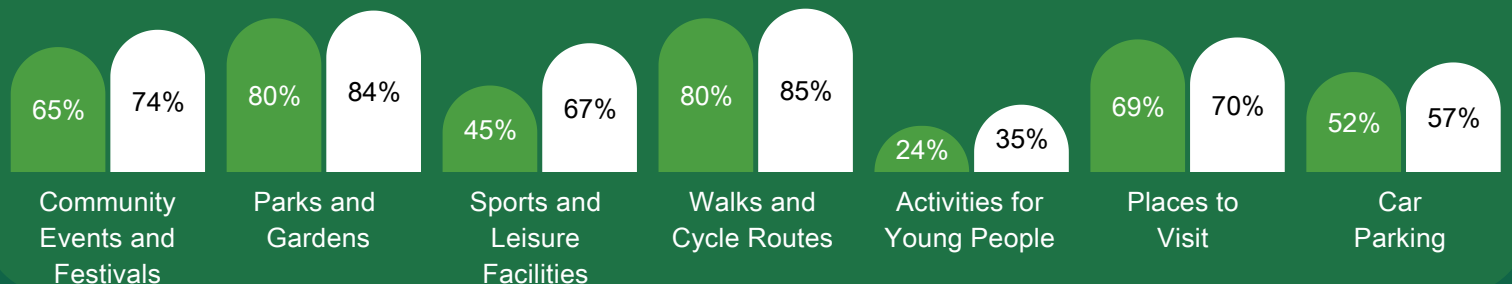
## Rosendale's Safety



## Rosendale'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 Rosendale


We asked how we could improve Rosendale, 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

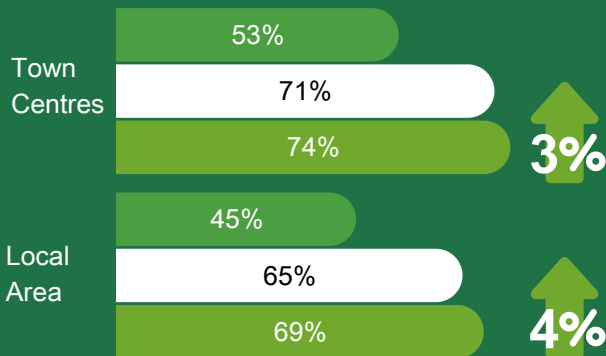


Improve the quality of our roads and reduce traffic



# 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.

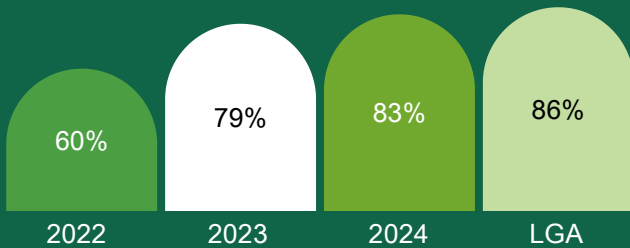
● 2022 ● 2023 ● 2024

## Rosendale's Roads



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

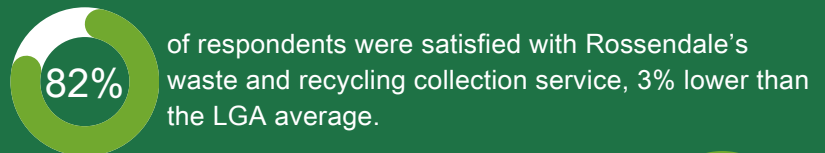
## Rosendale's Parks



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

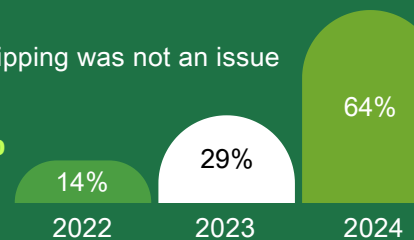
**Improving by 5% from 2023**

## 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

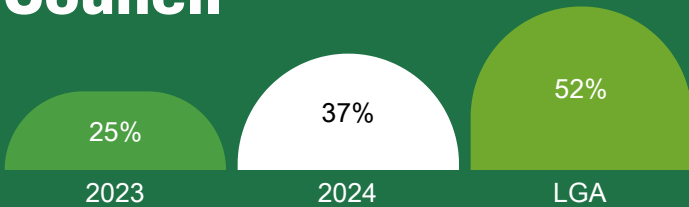


of respondents felt the Council's website was informative.



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.

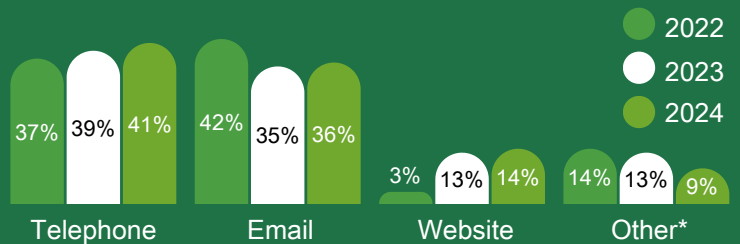


**Improving by 8% from 2023**



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

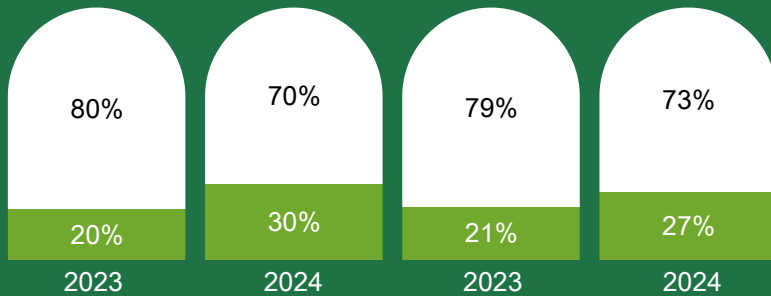
The Council involves residents in its decision making

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

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

## 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

