

Beyond Imagination Life Survey

Lancaster District Insights Hub



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Life Survey

A wide-ranging survey of almost 3,000 Lancaster District & Blackburn with Darwen residents undertaken by BMG Research.

A collaboration between ImaginationLancaster, Lancaster City Council and Blackburn with Darwen Council.



Research Objectives

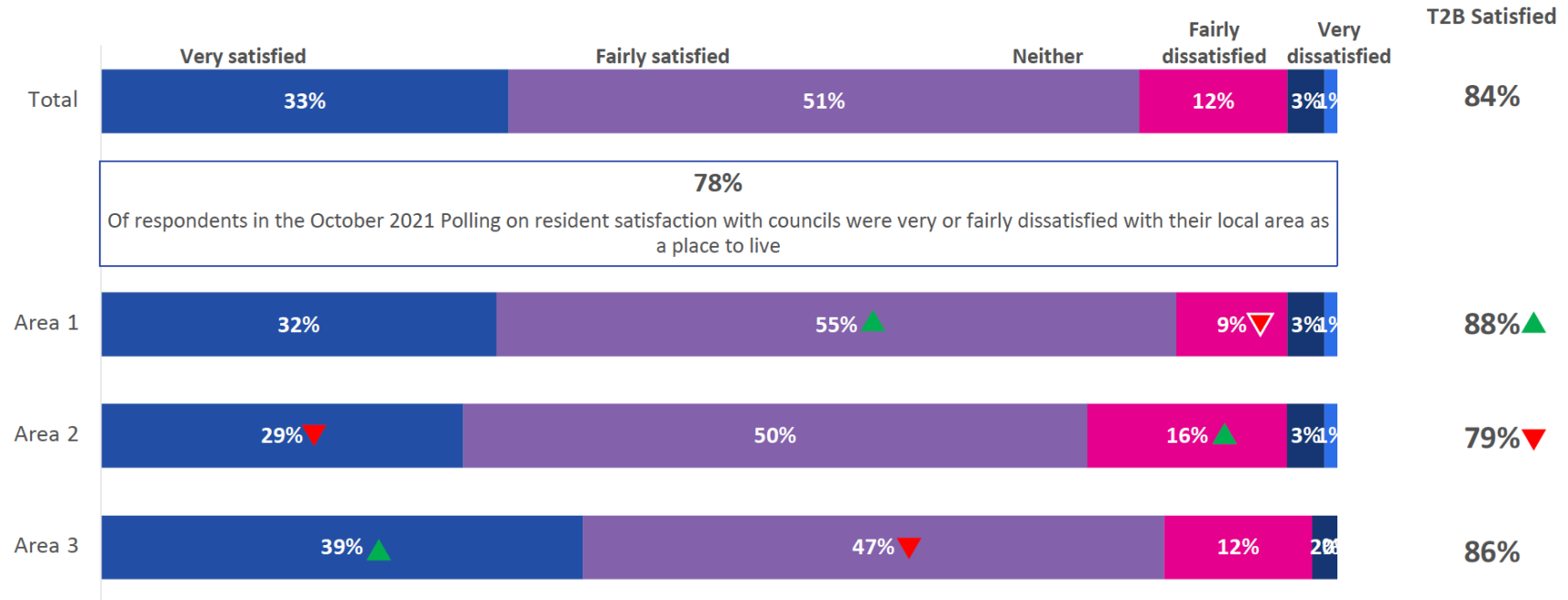
To establish a representative picture of views, attitudes and experiences of residents in each area to provide an evidence base to inform strategy, activity and future research.

The research was online and face to face in a 30 minute interview to improve understanding of:

- Social integration
- Local priorities
- Housing
- Sustainability
- Physical/mental health
- Digital
- Demographics

Residents in Lancaster are more satisfied than average – especially in Area 1

Satisfaction with local district



Source: Q8. How satisfied or dissatisfied are you with the Lancaster District as a place to live?
 Base: 1,644 residents of Lancaster City Council Area – Area 1 (546), Area 2 (592), Area 3 (506)

▲ Significantly higher/ lower compared to total at 95% confidence level
 ▼



Analysis

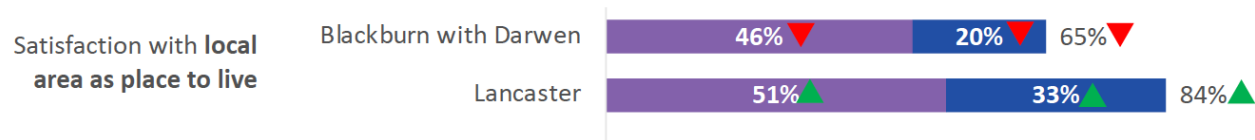
- For the purpose of reporting and weighting the wards were grouped in to areas as follows:

Area 1	Area 2	Area 3
Bulk	Bare	Bolton & Slyne
Castle	Harbour	Carnforth & Millhead
Ellel	Heysham Central	Halton-with-Aughton
John O'Gaunt	Heysham North	Kellet
Marsh	Heysham South	Lower Lune Valley
Scotforth East	Poulton	Overton
Scotforth West	Torrisholme	Silverdale
University & Scotforth Rural	Westgate	Skerton East
		Skerton West
		Upper Lune Valley

- Rim weights were then applied to the data for collection mode, area and age by gender.

This is particularly true around satisfaction with the local area as a place to live

Satisfactions measures



78%
Of respondents in the October 2021 Polling on resident satisfaction with councils were very or fairly satisfied with their local area as a place to live

Groups more likely to be dissatisfied with each measure (in both districts)

Local area as place to live	35-64 (11%), White (9%), most deprived IMD quintile (14%)
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Source: Q8. How satisfied or dissatisfied are you with [local area] as a place to live? Q11. Generally, how satisfied or dissatisfied are you with the local services and amenities in your local area? Q13. How satisfied or dissatisfied are you that you can influence decisions made by [local] Council? Q15. How satisfied or dissatisfied are you that [local] Council gives you the opportunity to make your views known? Base: 1,644 residents of Lancaster City Council Area and 1,299 residents of Blackburn with Darwen

▲ Significantly higher/ lower compared to other district at 95% confidence level

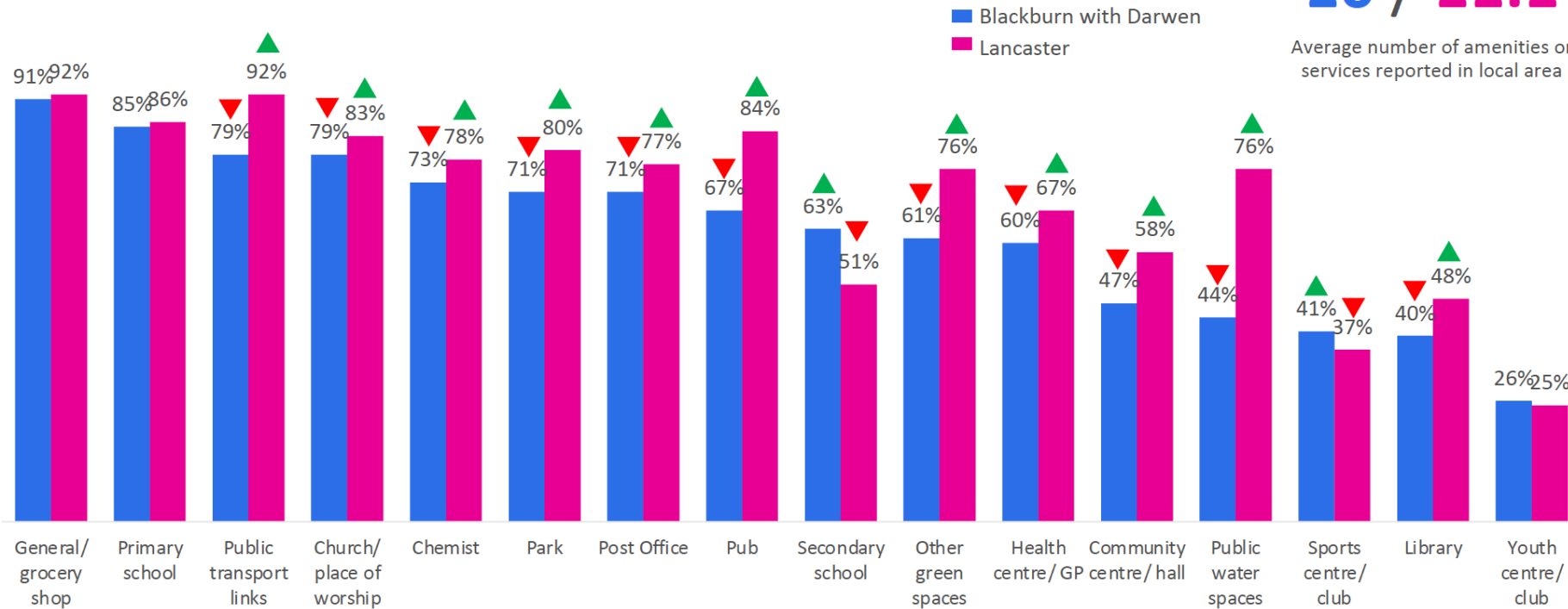


Residents in Lancaster are significantly more likely to report public transport links, green spaces, parks, public water spaces and pubs in their area

Located within local area

10 / 11.1

Average number of amenities or services reported in local area



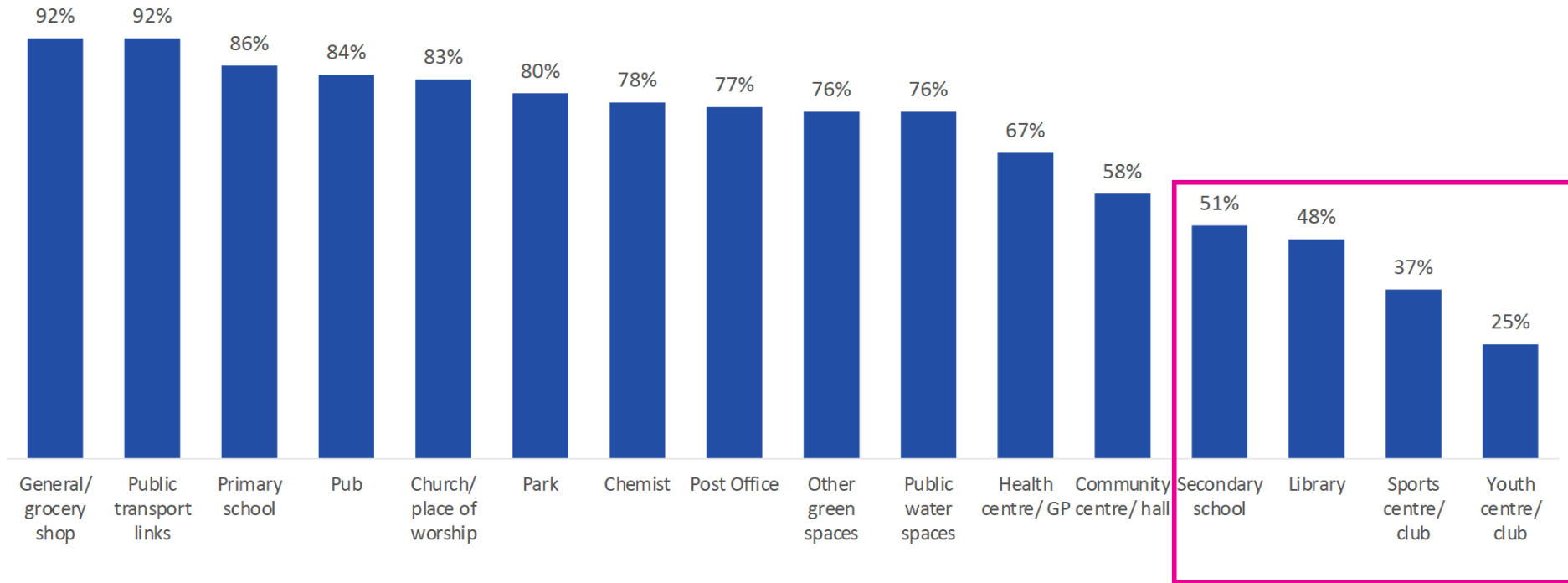
Source: Q10. Which of these are located within your local area?
 Base: 1,644 residents of Lancaster City Council Area and 1,299 residents of Blackburn with Darwen

▲ Significantly higher/ lower compared to other district at 95% confidence level



Youth centres, sports centres, libraries and secondary schools are least likely to be identified as being in the local area

Located within local area (Among total)

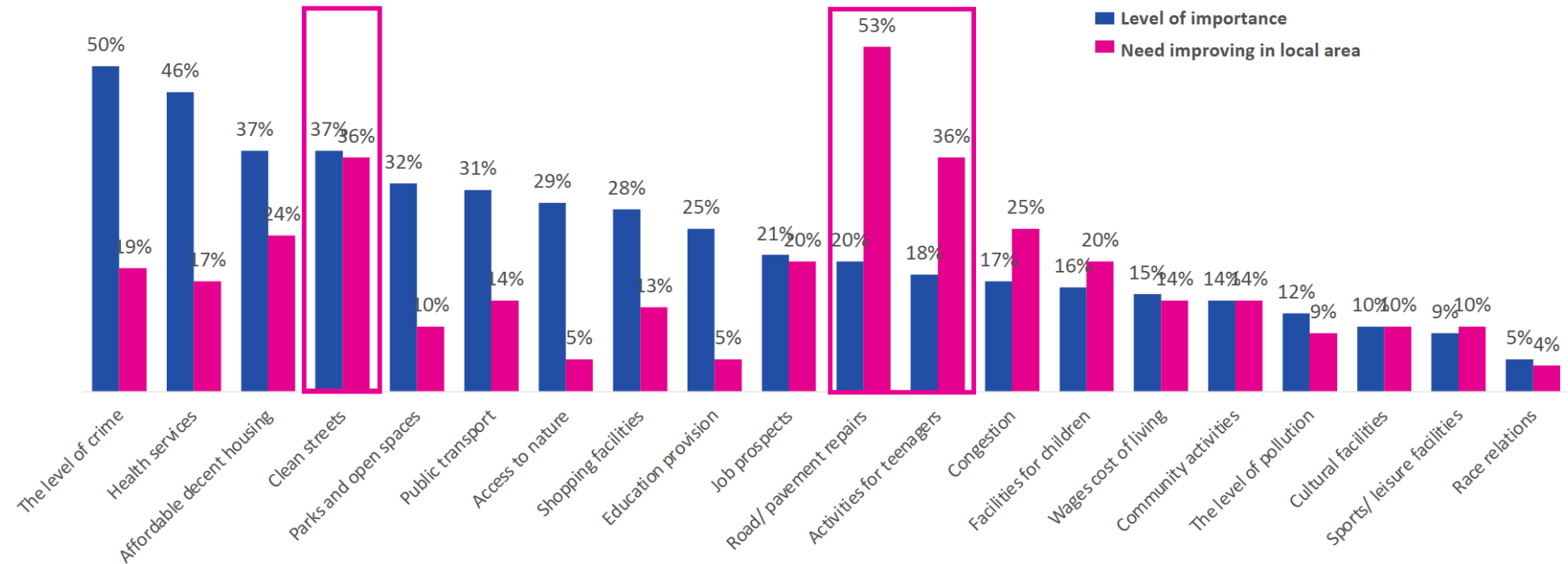


Source: Q10. Which of these are located within your local area?
 Base: 1,644 residents of Lancaster City Council Area – Area 1 (546), Area 2 (592), Area 3 (506)



Clean streets are seen as both important, and in need of improvement – while road/pavement repairs and activities for teenagers are also seen as need of improvement

Most important aspects of local area vs areas needed for improvement

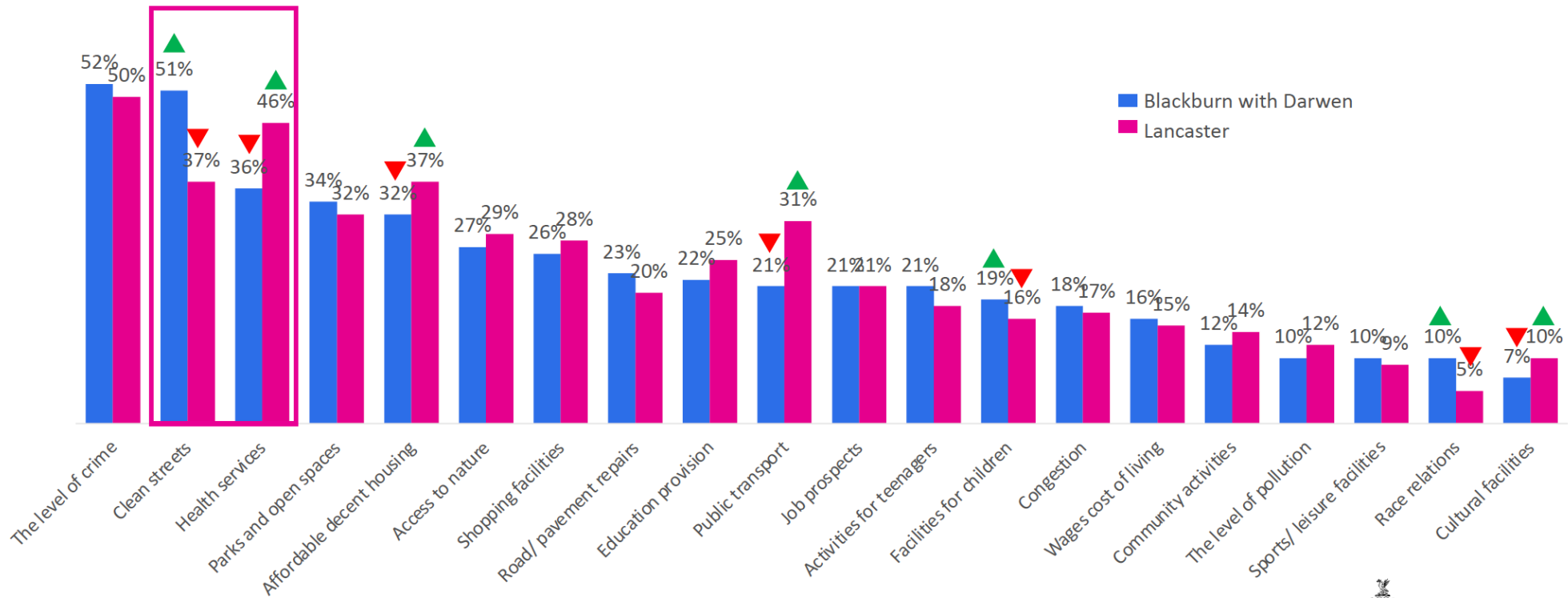


Source: Q12A. Thinking generally, which of the following would you say are most important in making somewhere a good place to live? Q12B. And thinking about this local area, which of the following, if any, do you think most need improving?
 Base: 1,644 residents of Lancaster City Council Area



Lancaster prioritises health services, public transport and cultural facilities, Blackburn with Darwen with Darwen prioritise clean streets, facilities for children, and race relations – reflecting the age and life stage differences

Most important aspects of local area



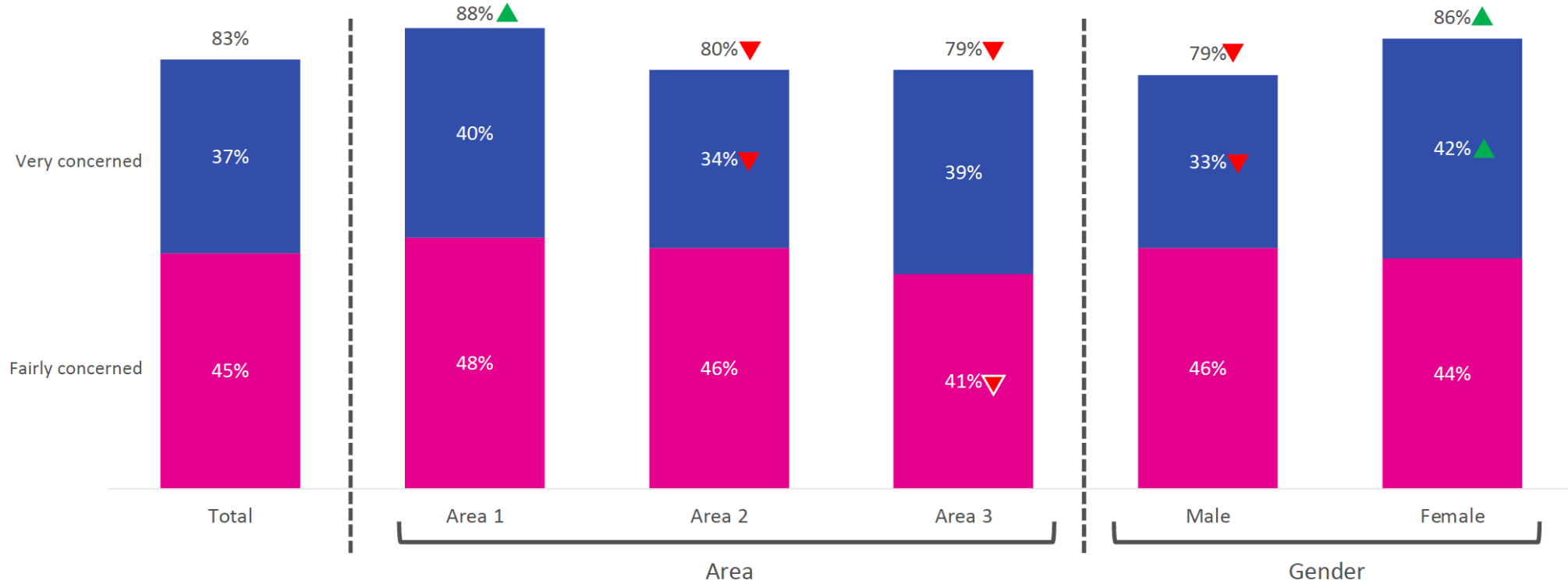
Source: Q12A. Thinking generally, which of the following would you say are most important in making somewhere a good place to live?
 Base: 1,644 residents of Lancaster City Council Area and 1,299 residents of Blackburn with Darwen

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 ▼



Concern around climate change is highest in Area 1 and among women

Level of concern about climate change



Q29. How concerned, if at all, are you about climate change, sometimes referred to as 'global warming'?
 Base: 1,644 residents of Lancaster City Council Area – Area 1 (546), Area 2 (592), Area 3 (506) (439) Male (657) Female (978)

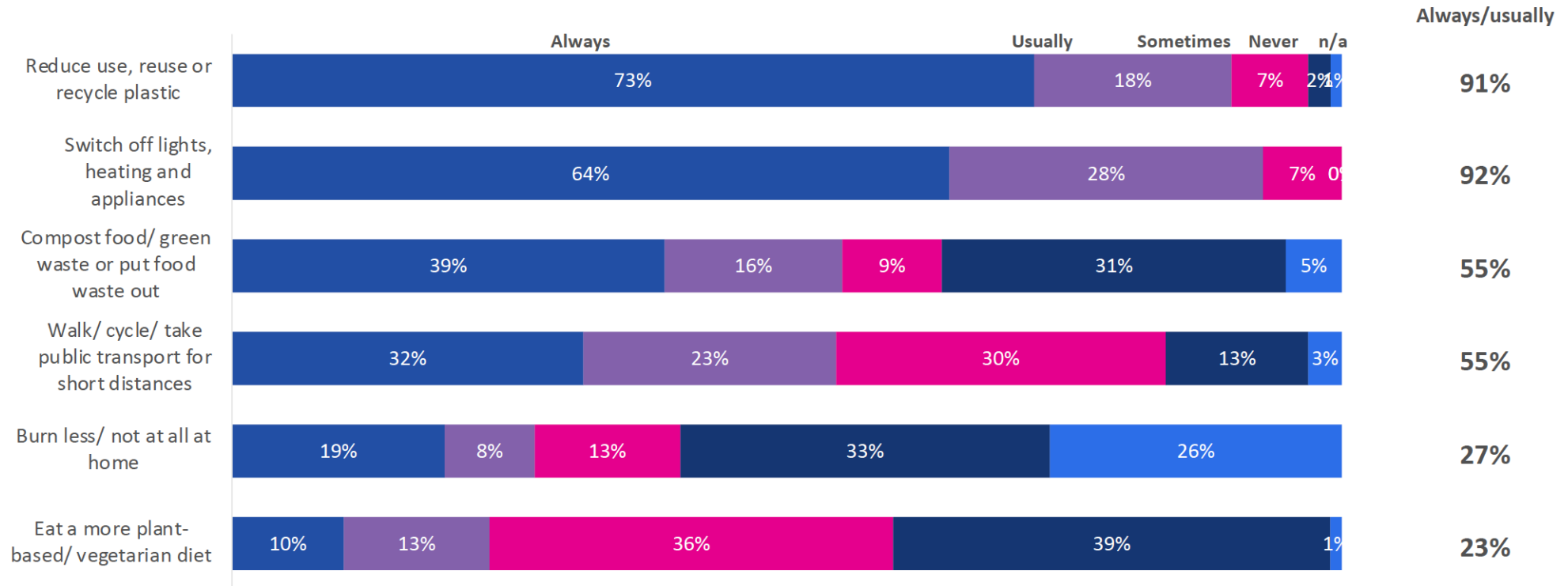
 Significantly higher/ lower compared to total at 95% confidence level





Simple actions such as recycling and switching off lights/ heating appliances happen regularly for 9 in 10

Frequency by of environmentally friendly activities



Source: Q30. Thinking about your food, energy and transport use, which of the following do you currently do?
Base: 1,644 residents of Lancaster City Council Area



Catapult Case Studies

- 1) Employment & the Public Realm (both)
- 2) Food Insecurity (Lancaster District)
- 3) Mental Health & Wellbeing (BBwD)

- 4) Hidden Poverty & Child Poverty (both)
- 5) Social Isolation and Integration (BBwD)
- 6) Sustainability (Lancaster District)

Transport

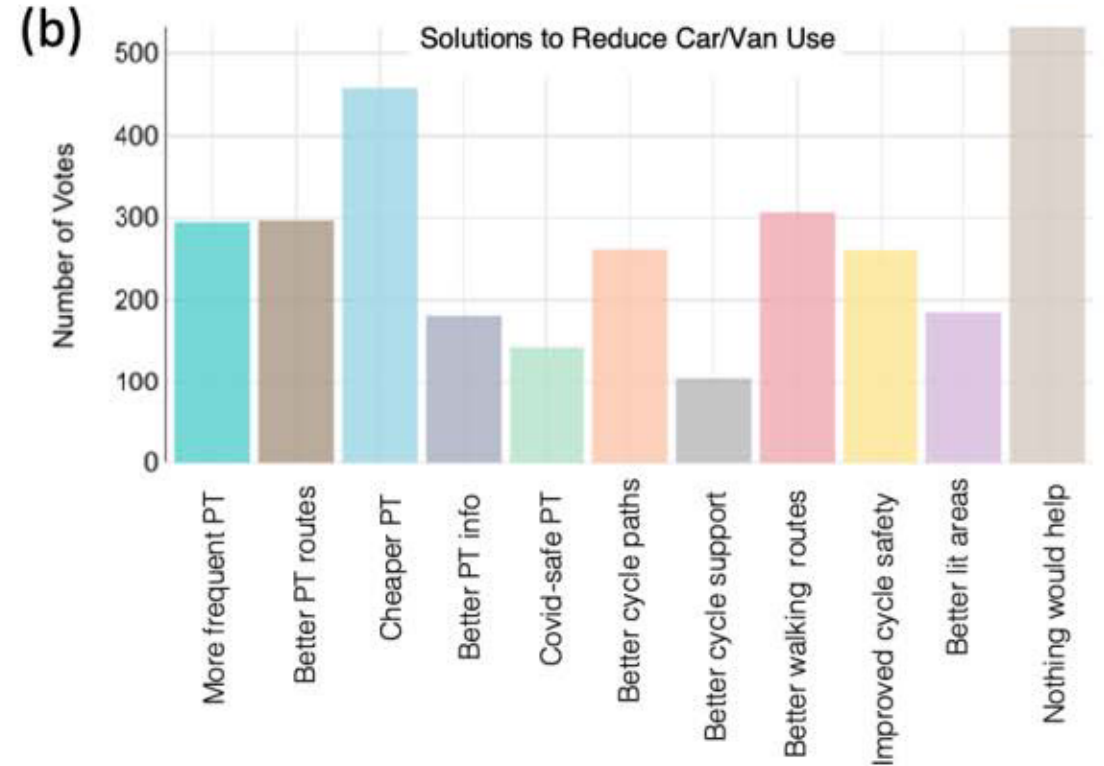
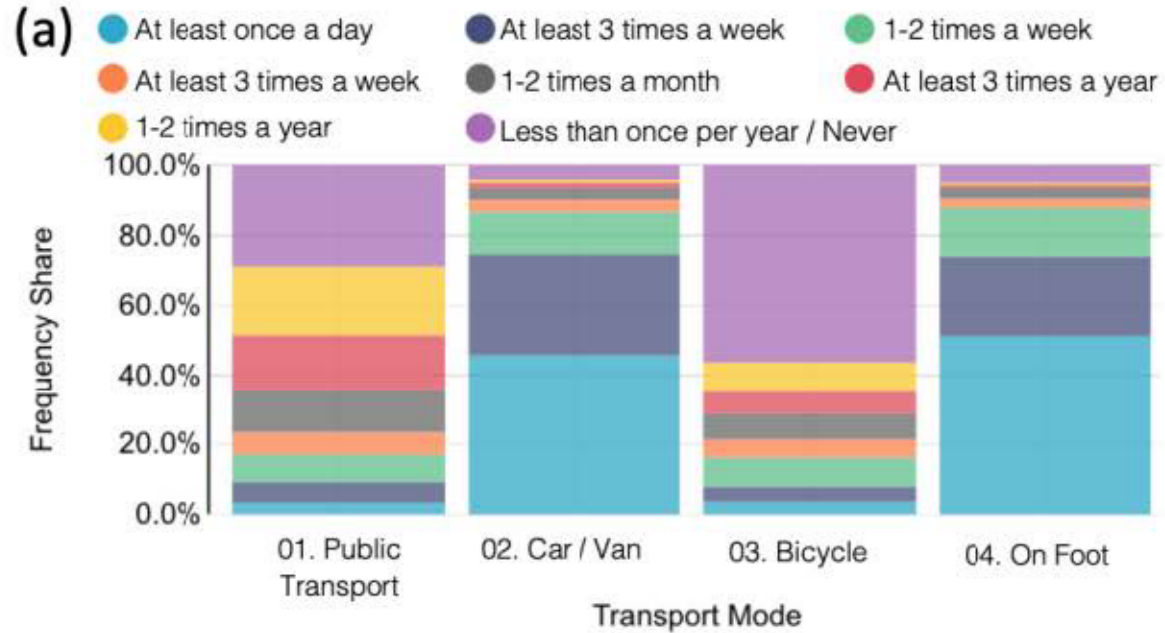


Fig. a) The share of how often respondents use transport modes.

Fig. b) Number of votes for each proposed solution to reduce car/van including improvements to public transport (PT) and active travel.

Sustainable practices

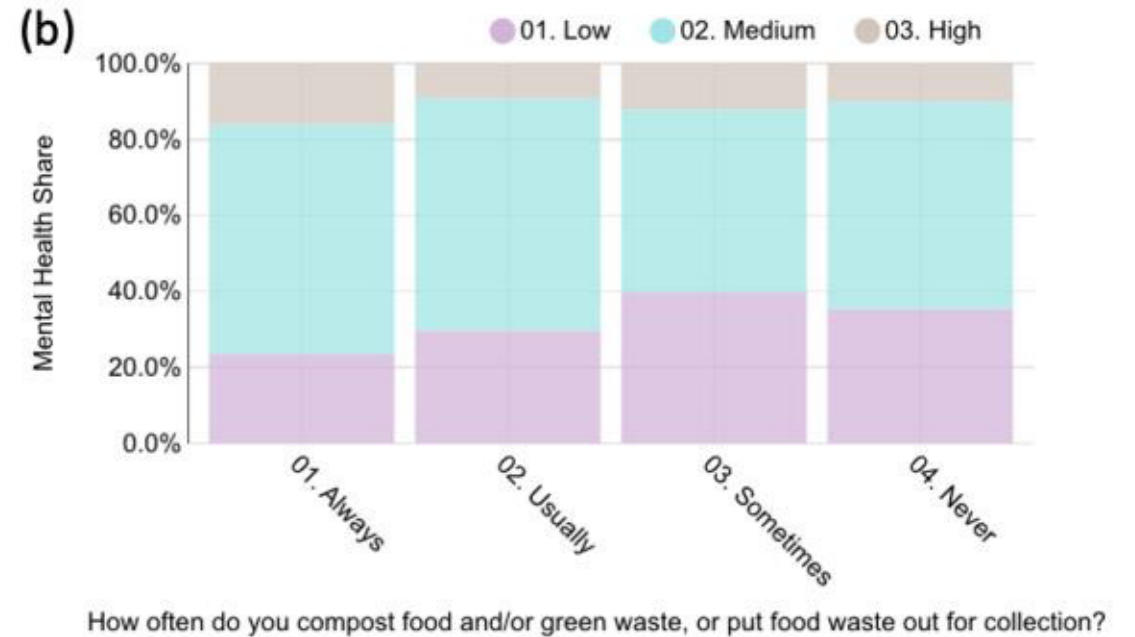
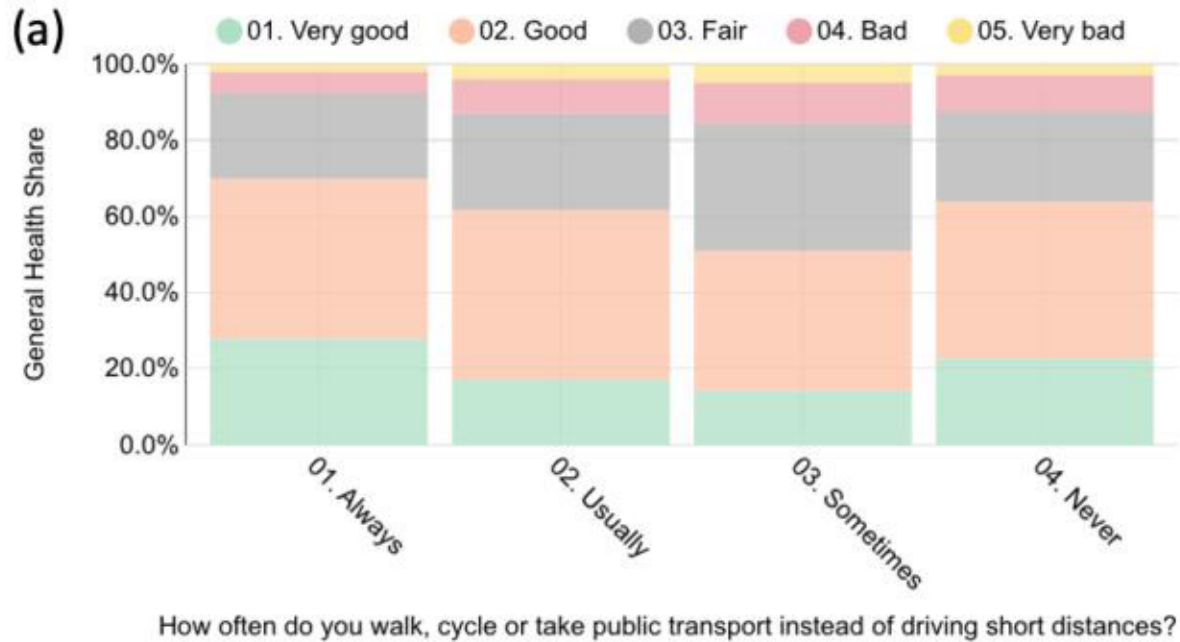
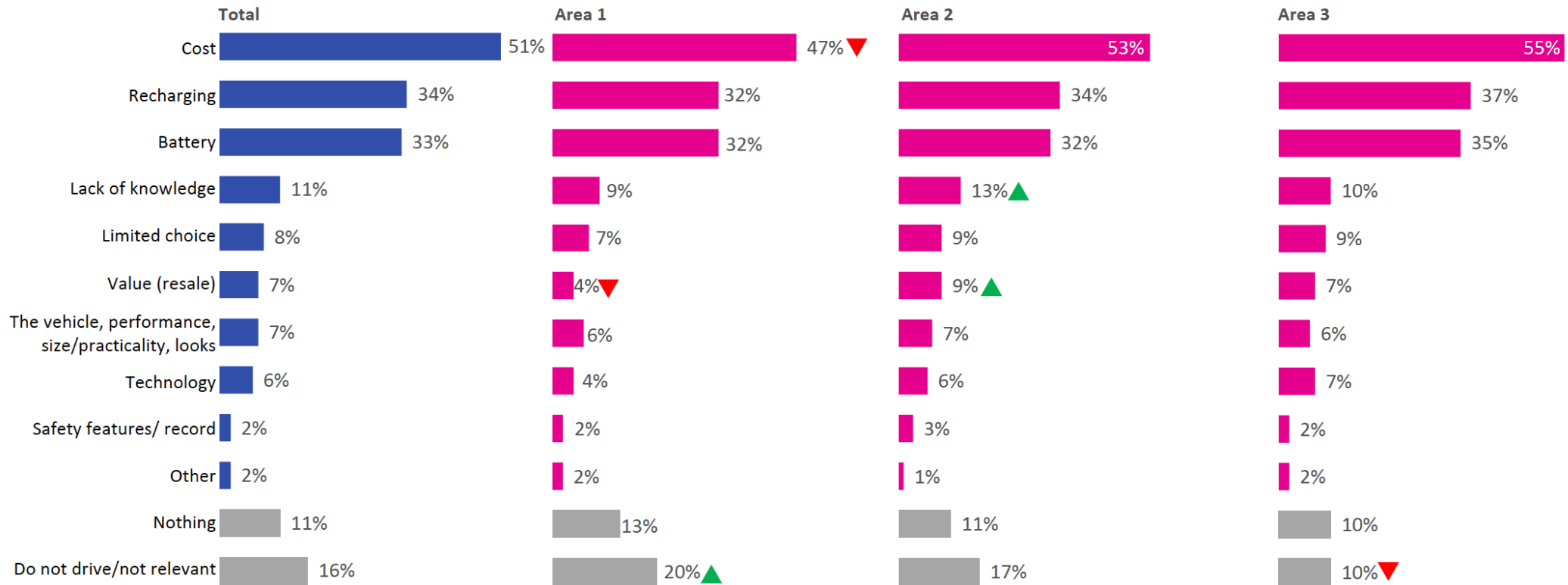


Fig. a) The distribution of general health for groups that engage with active travel with varying frequency.

Fig. b) The distribution of mental health according to the WEMWBS categorisations for groups that sustainably dispose of green and food waste with varying frequency.

Cost and practical issues around charging are the main barriers to electric vehicle use

Barriers to electric vehicle use



Source: Q28. If you were to buy a new car or van, what, if anything, would put you off buying an electric car or van?
 Base: 1,644 residents of Lancaster City Council Area – Area 1 (546), Area 2 (592), Area 3 (506)

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 ▼



Life Survey Findings

<https://imagination.lancaster.ac.uk/update/life-survey-findings/>



Accelerating the Data Driven Future of our Region

Dr David Perez



Information Events



Lancaster District

Beyond Imagination Life Survey – Topline Report


1



Blackburn with Darwen

Beyond Imagination Life Survey – Topline Report

1



research directory

Directory Home Researchers Departments Publications Projects Activities Datasets

Home > Research > Datasets > Beyond Imagination Life Survey: Topline Reports...

Beyond Imagination Life Survey: Topline Reports and Case Studies

Dataset

Overview Cite this

Leon Cruickshank (Creator)
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Jack Harper (Creator)
Gemma Coupe (Creator)

Data Science Institute
Lancaster Institute for the Contemporary Arts
ImaginationLancaster

Description

This dataset replaces the dataset found at: <https://doi.org/10.17635/lancaster/researchdata/542>


ImaginationLancaster – Lancaster Universities design-led research lab, in conjunction with Lancaster City Council and Blackburn with Darwen Council commissioned BMG Research to conduct a wide-ranging 'Life Survey' interview to establish the views, attitudes and experiences of residents in each area.

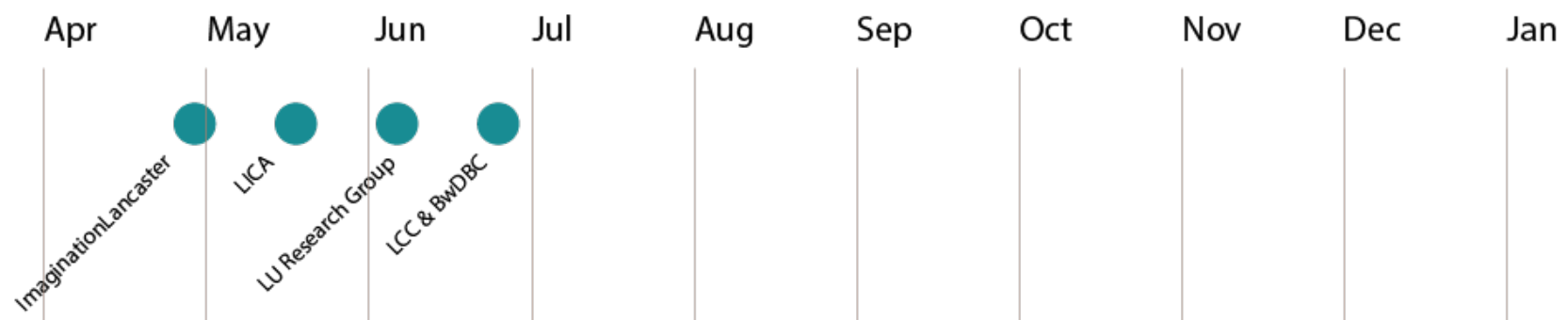
Lancaster City Council and Blackburn with Darwen Council priorities formed a key part of the survey development throughout, resulting in a survey structure which combines the needs of different stakeholders, based on four themes: Health and Wellbeing, Wealth and Opportunity, Sustainability, Transport and Travel and Connected Communities and Services.

The Life Survey dataset was analysed by BMG Research who produced 3 Topline Reports - a report of survey insights in each area and a report comparing survey insights from the Lancaster District with Blackburn with Darwen.

Electronic data

- Lancaster_District_Topline_Report_d1_141221.pdf**
9.01 MB, PDF document
Dataset
Available under license: CC BY
Date added: 26/07/22
- Blackburn_with_Darwen_Topline_Report_d1_141221.pdf**
8.92 MB, PDF document
Dataset
Available under license: CC BY
Date added: 26/07/22
- Lancaster_Blackburn_Comparison_Report_d1_221221.pdf**
8.37 MB, PDF document
Dataset
Available under license: CC BY
Date added: 26/07/22
- BMG_Research_Technical_Report_221221.pdf**
3.03 MB, PDF document
Dataset
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Date added: 26/07/22





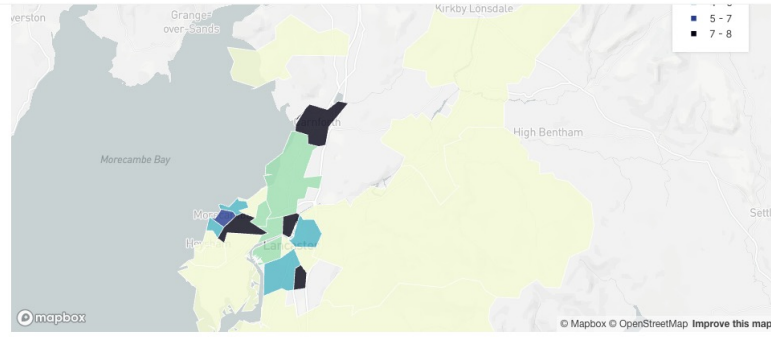
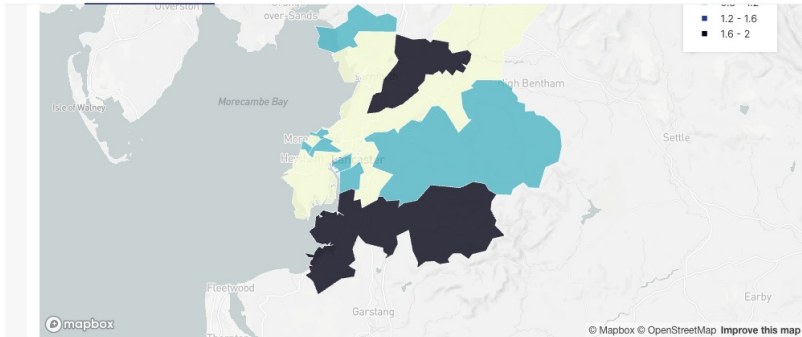
Keys:

- Events
- ◇ Outputs

Train the Trainer

Beyond Imagination Life Survey Exploratory Dashboard ☆

Overview Exploratory Dashboard



Map - Answer Share per Ward (Left)

Map - Answer Share per Ward (Right)

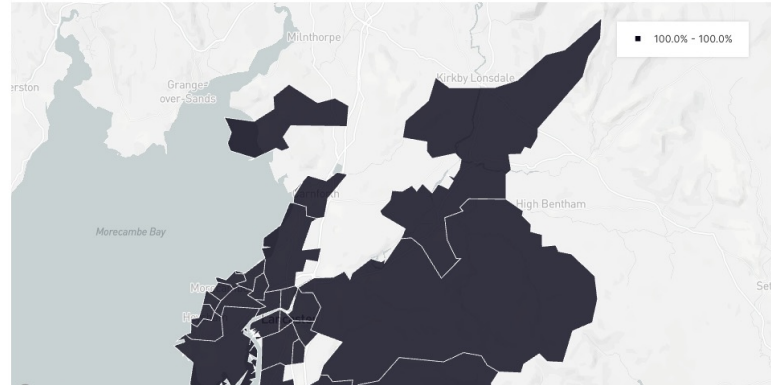
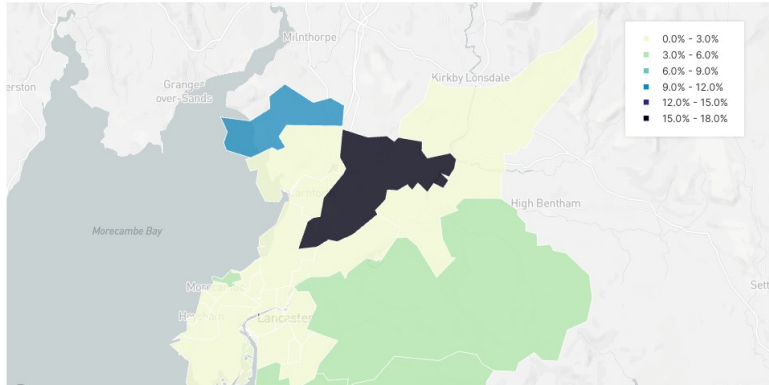
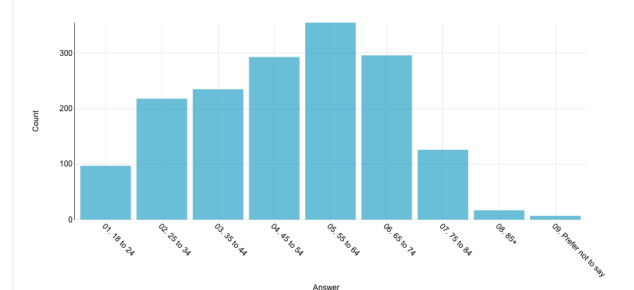
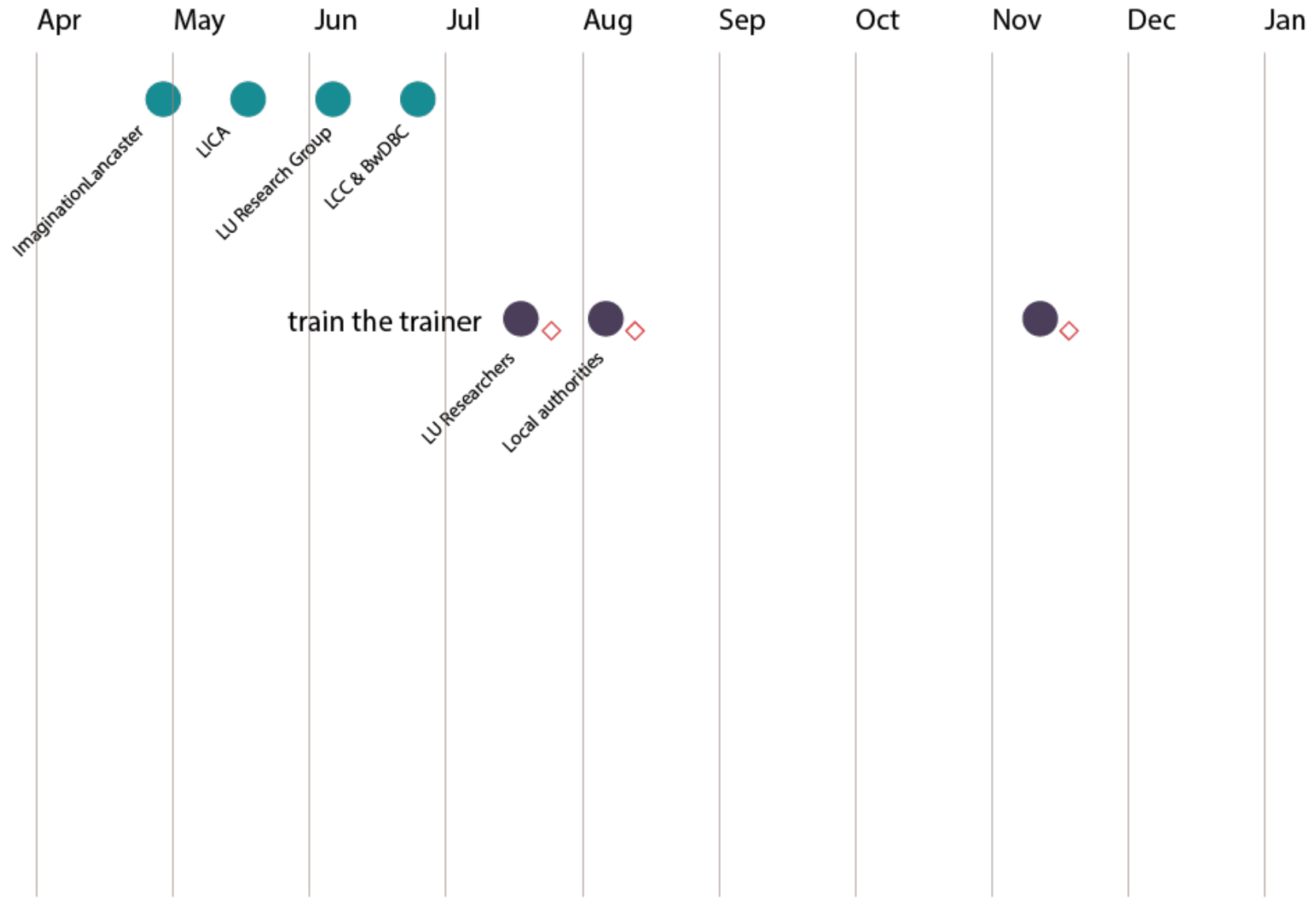


Table - Count & Share

Answer	# Counts	%Share
05. 55 to 64	255	21.6%
06. 65 to 74	296	18.0%
04. 45 to 54	293	17.8%
03. 35 to 44	235	14.3%
02. 25 to 34	218	13.3%
07. 75 to 84	126	7.7%
01. 18 to 24	97	5.9%
08. 85+	17	1.0%
09. Prefer not to say	4	0.4%
Totals	1,644	

Bar Chart - Distribution of Answers

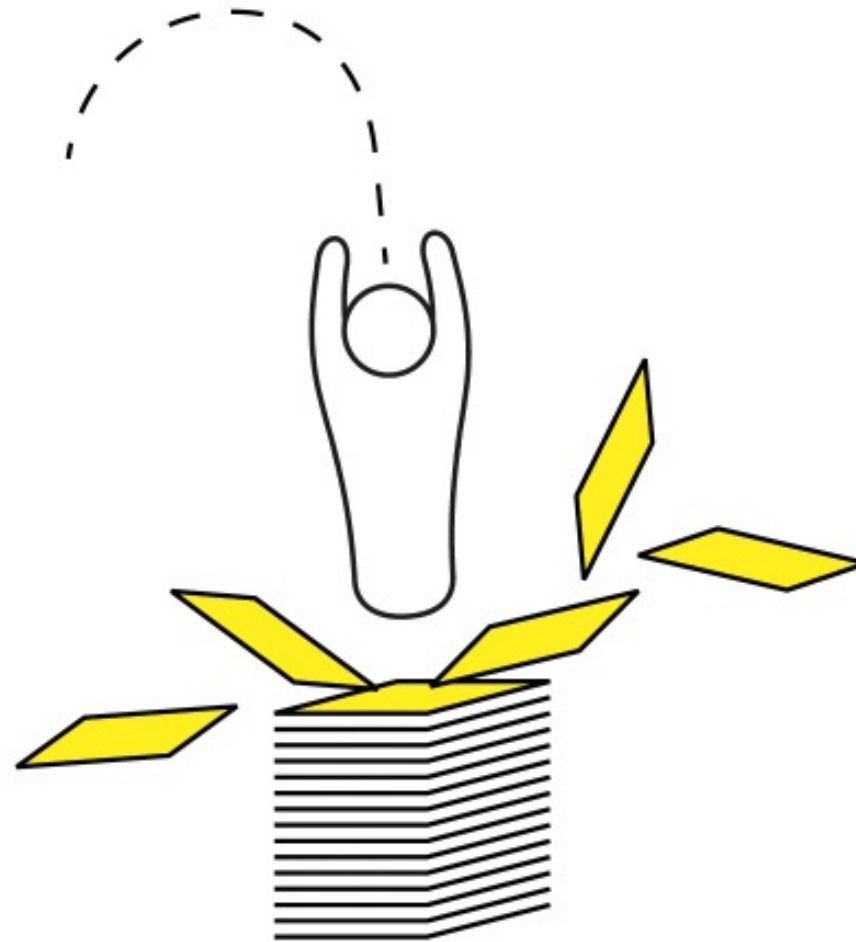


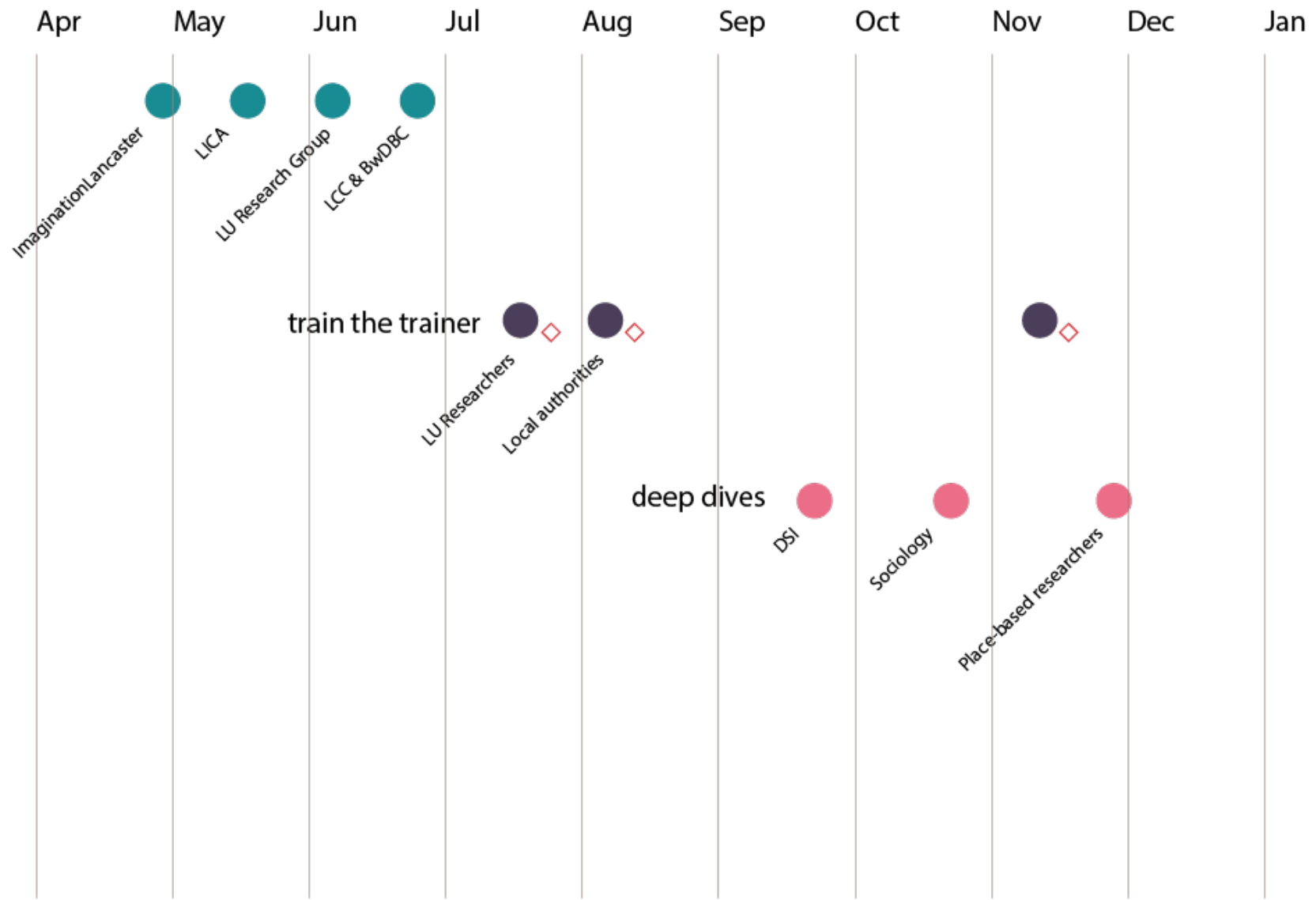


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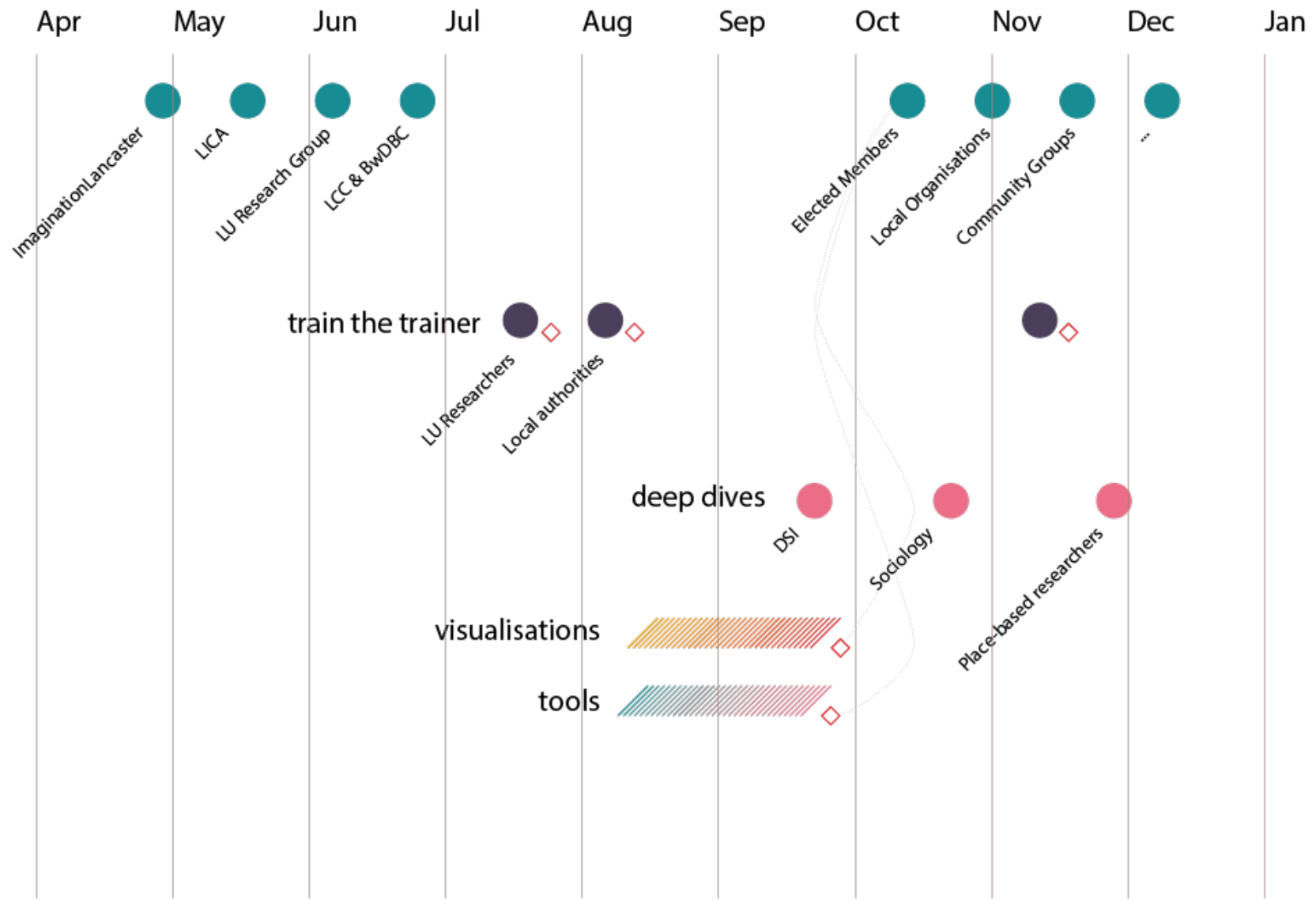
Deep Dives





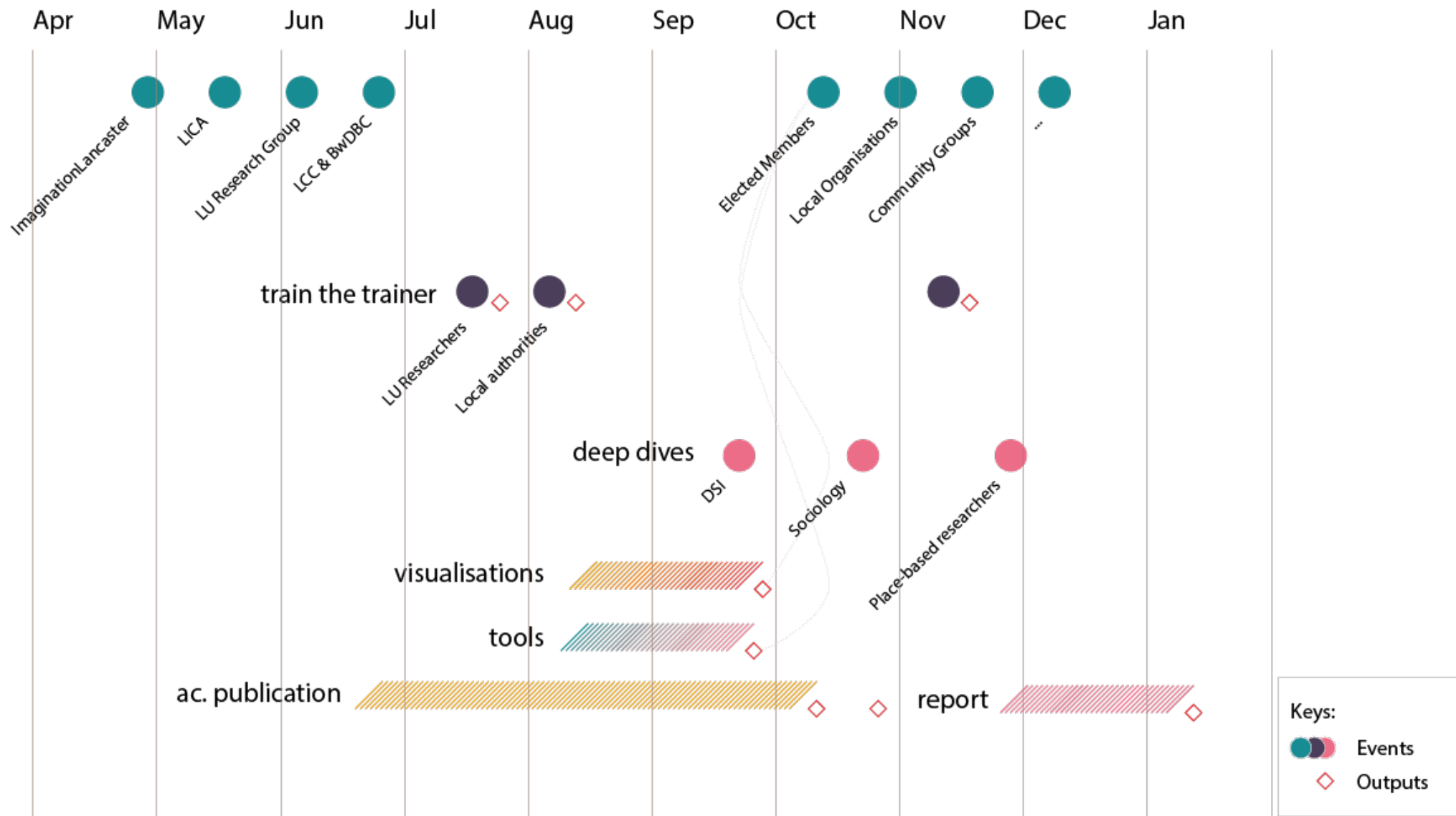
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Keys:

- Events
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Thank You!

Any questions or comments?

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