

#### Blackburn with Darwen

Beyond Imagination Life Survey – Topline Report

#### **Beyond Imagination Life Survey**

- A wide ranging survey of Lancaster District and Blackburn with Darwen residents undertaken by BMG Research during 2021 on behalf of ImaginationLancaster a design-led research lab at Lancaster University.
- The Life Survey is a collaboration between ImaginationLancaster, Lancaster City Council and Blackburn with Darwen Council. The Life Survey was funded by UKRI Research England as part of the Beyond Imagination project.
- The Life Survey questionnaire was co-developed with researchers from ImaginationLancaster and officers across Lancaster City Council and Blackburn with Darwen Council and BMG Research. Further information on ImaginationLancaster and the Life Survey can be found at:

https://imagination.lancaster.ac.uk

https://imagination.lancaster.ac.uk/project/beyond-imagination-life-survey/

Please see slide 73 for a Data Access Statement.

#### • Cite this report

Cruickshank, L., Knight, J., Christou, E. Harper, J., Coupe, G. (2022): Beyond Imagination Life Survey: Topline Reports and Case Studies (BMG Topline Report: Blackburn with Darwen). Lancaster University. <u>https://doi.org/10.17635/lancaster/researchdata/551</u>





#### Background & methodology

- Objective of survey was to provide a baseline and evidence base for Local Strategy, Policy and Intervention Development and improve understanding of four themes:
  - Health and Wellbeing
  - Wealth and Opportunity
  - Sustainability, Transport and Travel
  - Connected Communities and Services
  - The research used an online and face-to-face methodology to achieve this.



• The fieldwork took place during August and September with a pilot conducted in May and early June 2021.





#### Background & methodology (continued)

- The survey took 25 to 30 minutes to complete.
- The following interviews were conducted:



• For the face-to-face survey targets were set by ward, gender and age to ensure representative of the LA





#### Analysis

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

Area 1 – Darwen and rural	Area 2 - Blackburn West	Area 3 – Blackburn North	Area 4 – Blackburn East
West Pennine	Livesey with Pleasington	Shear Brow & Corporation Park	Blackburn Central
Darwen South	Billinge & Beardwood	Bastwell & Daisyfield	Audley & Queen's Park
Darwen West	Mill Hill & Moorgate	Roe Lee	Blackburn South East
Darwen East	Ewood	Little Harwood & Whitebirk	
	Blackburn South & Lower Darwen		
	Wensley Fold		

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





#### Contents

1	Social integration
2	Local priorities
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7	<u>Demographics</u>





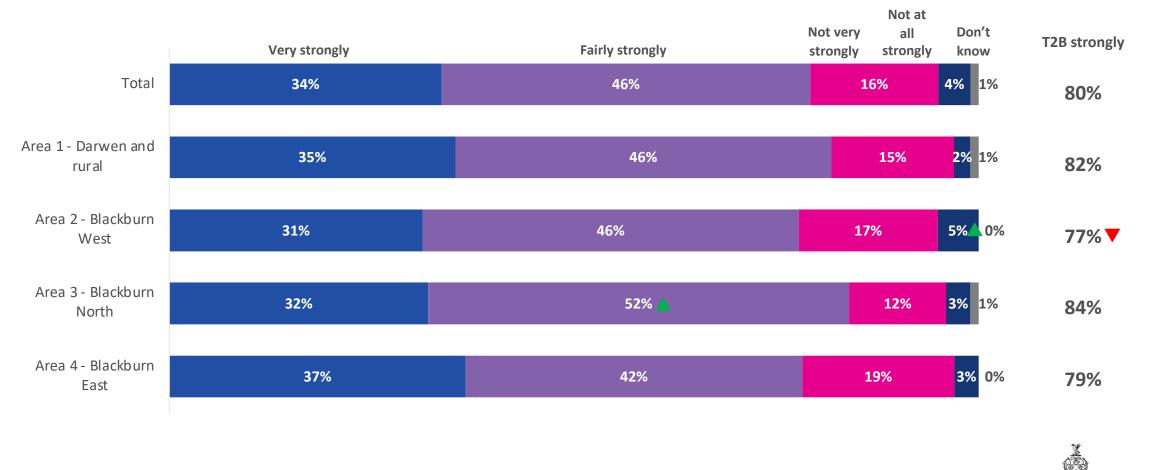


# Social integration



### Residents in Blackburn West are significantly less likely to feel they strongly belong to their local area

Strength of feeling of belonging for local area





Source: Q4. How strongly do you feel you belong to your local area Base: 1,299 residents of Blackburn with Darwen Council Area – Darwen and rural (315), Blackburn West (502), Blackburn North (249), Blackburn East (233) Significantly higher/ lower compared to total at 95% confidence level

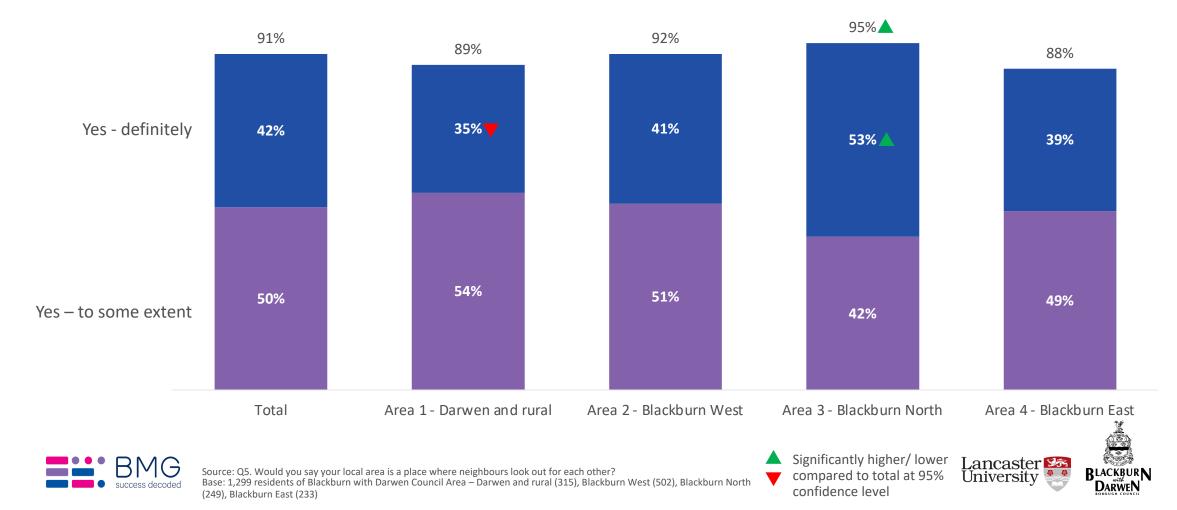
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### Residents in Blackburn North are significantly more likely to feel their local area is a place where neighbours look out for each other

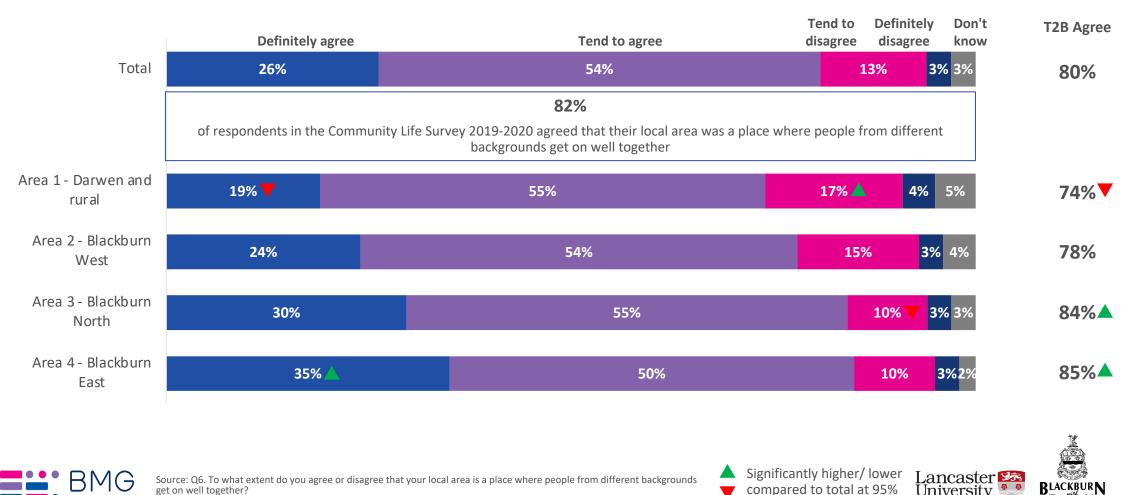
Would you say your local area is a place where neighbours look out for each other?



9

#### While Blackburn with Darwen's overall community integration is close to the national average – there is high variability within the different areas

% agreement that your local area is a place where people from different backgrounds get on well together?



Base: 1,299 residents of Blackburn with Darwen Council Area – Darwen and rural (315), Blackburn West (502), Blackburn North (249), Blackburn East (233)

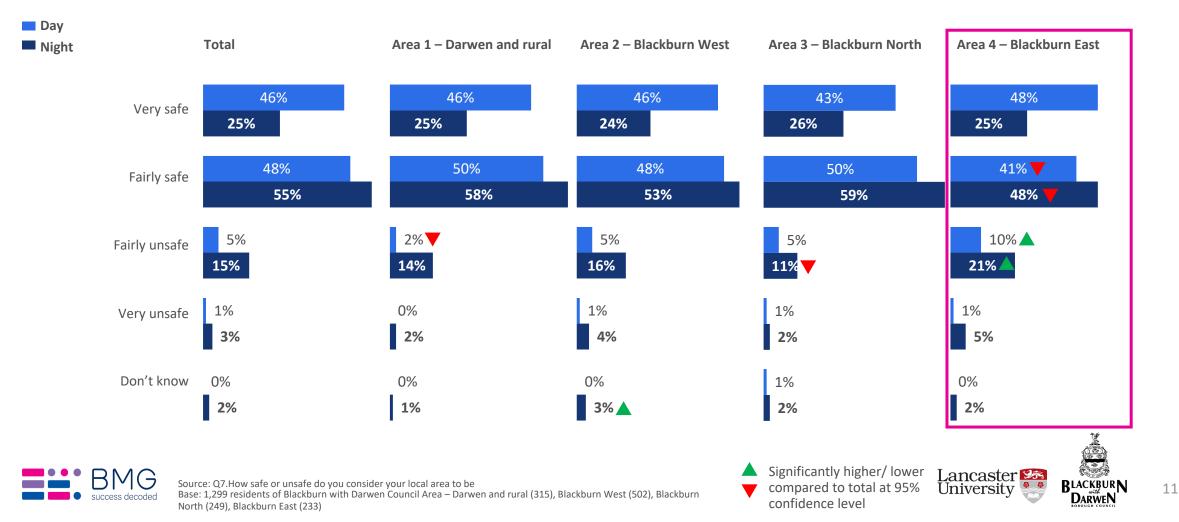
10

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confidence level

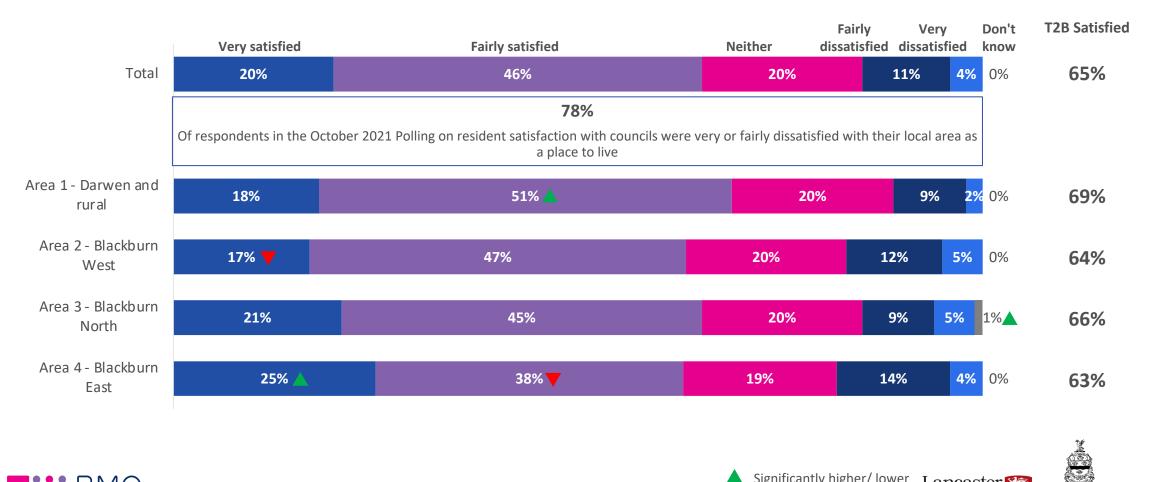
#### Blackburn East is felt to be the least safe during the day and night

Local area safety in different periods of the day



### Satisfaction with local area as a place to live is lower in Blackburn with Darwen compared to the LGA average

#### Satisfaction with local borough as place to live





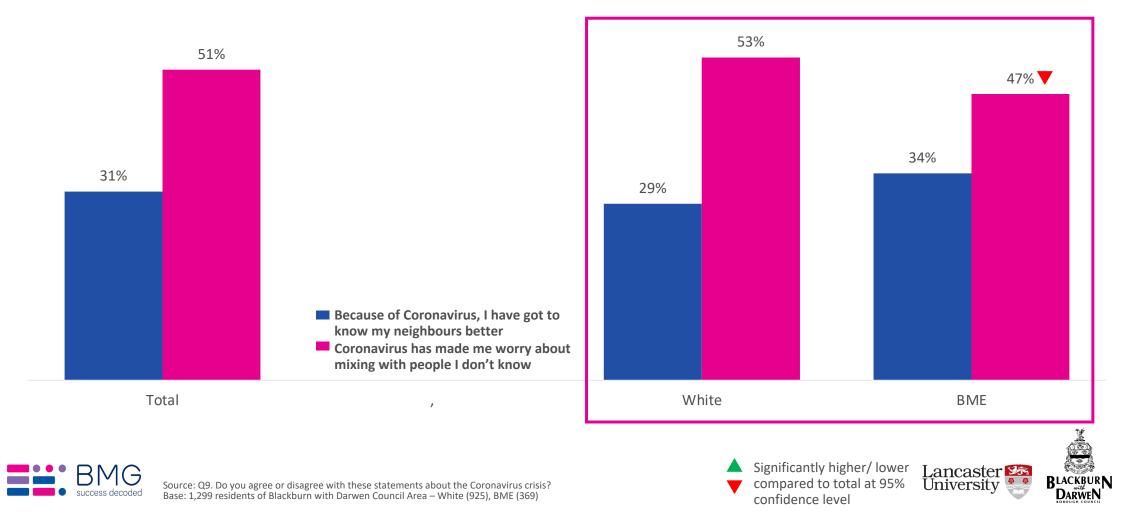
Source: Q8. How satisfied or dissatisfied are you with the Blackburn with Darwen borough as a place to live? Base: 1,299 residents of Blackburn with Darwen Council Area – Darwen and rural (315), Blackburn West (502), Blackburn North (249), Blackburn East (233) Significantly higher/ lower compared to total at 95% confidence level



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### BME residents are significantly less likely to worry about mixing with people they don't know

% agreement with statements



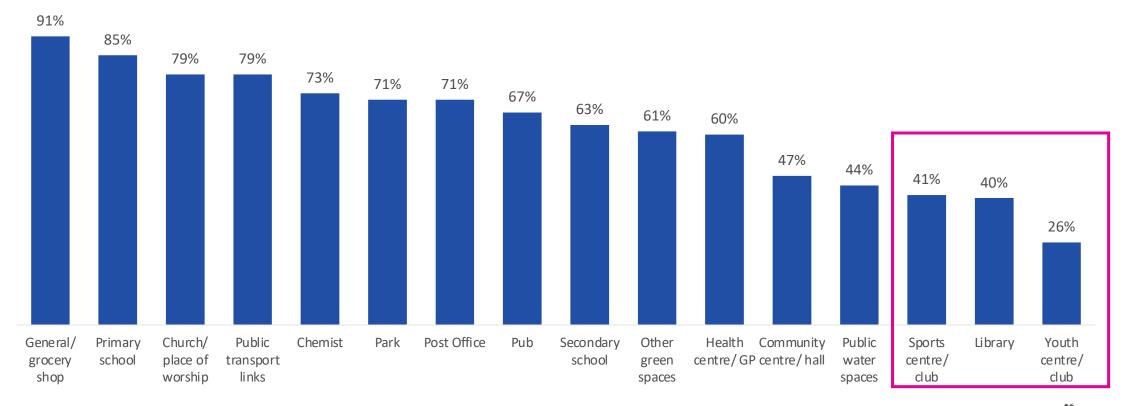


## Local priorities



### Sports centres, libraries and youth clubs are least likely to be reporting as being with the local area

Located within local area (Among total)





15

#### Darwen and rural, and Blackburn East are significantly more likely to report GPs, Community centres, Sports centres and Youth centres in their local area





Source: Q10. Which of these are located within your local area? Base: 1,299 residents of Blackburn with Darwen Council Area - Darwen and rural (315), Blackburn West (502), Blackburn North (249), Blackburn East (233) Significantly higher/ lower compared to total at 95% confidence level



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## Those in Blackburn West are significantly more likely to be dissatisfied with their local services and amenities

#### Satisfaction with local services and amenities in local area





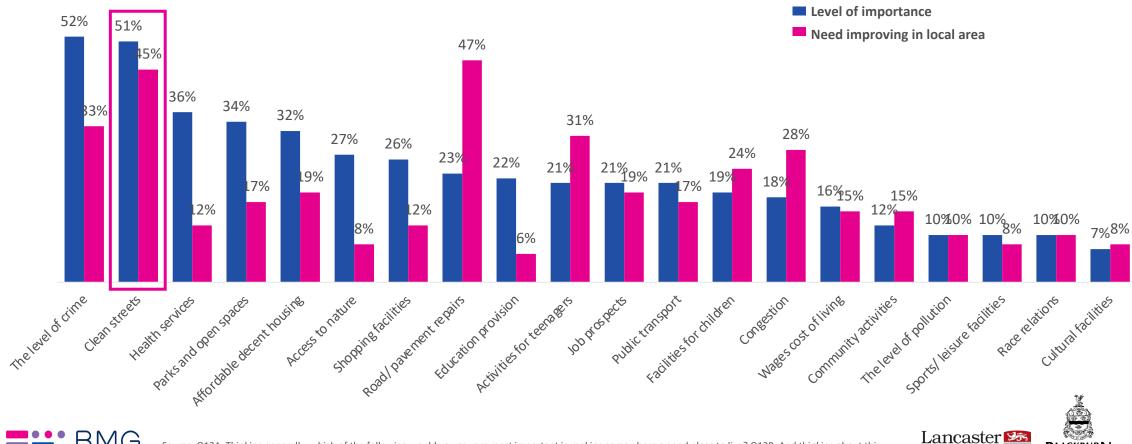
Source: Q11. Generally, how satisfied or dissatisfied are you with the local services and amenities in your local area? Base: 1,299 residents of Blackburn with Darwen Council Area – Darwen and rural (315), Blackburn West (502), Blackburn North (249), Blackburn East (233) Significantly higher/ lower compared to total at 95% confidence level



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## Clean streets are seen as both very important for a local area and also in 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: 1,299 residents of Blackburn with Darwen Council Area

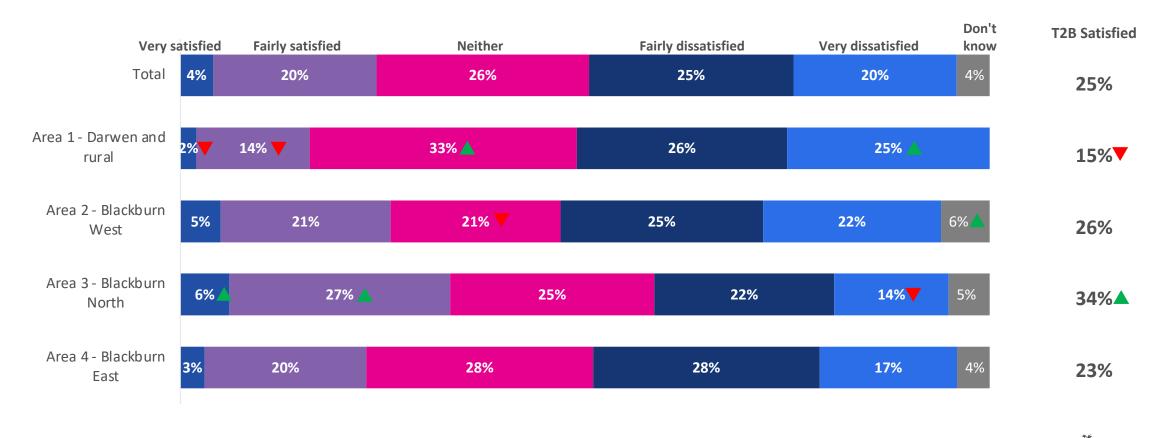
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## Blackburn North are significantly more satisfied with their ability to influence Council decisions – while Darwen and rural are significantly less satisfied

Satisfaction with ability to influence decisions made by Blackburn with Darwen Council



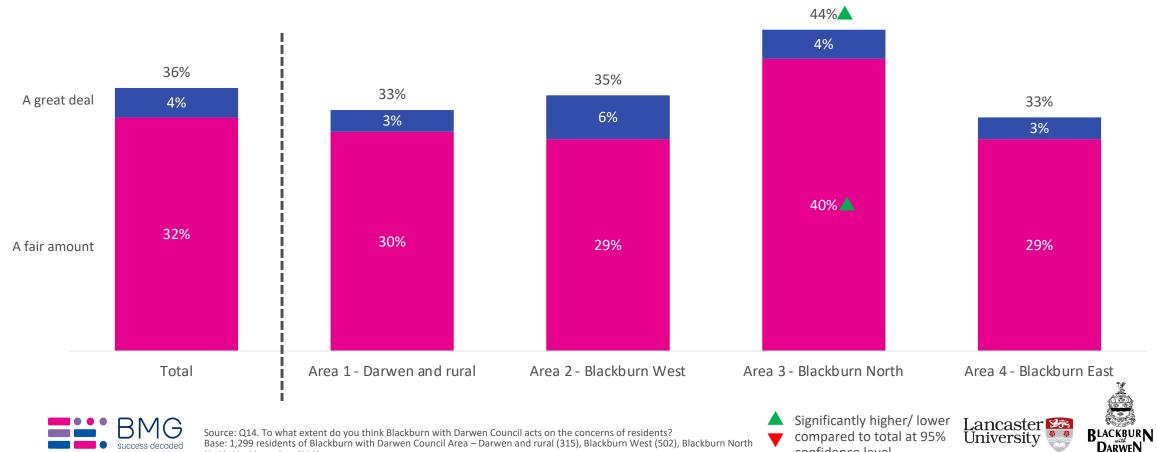


Source: Q13. How satisfied or dissatisfied are you that you can influence decisions made by Blackburn with Darwen Council? Base: 1,299 residents of Blackburn with Darwen Council Area – Darwen and rural (315), Blackburn West (502), Blackburn North (249), Blackburn East (233) Significantly higher/ lower compared to total at 95% confidence level

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#### Blackburn North are significantly more likely to feel Blackburn with Darwen Council acts on the concerns of residents

Whether Blackburn with Darwen Council acts on the concern of residents



Base: 1,299 residents of Blackburn with Darwen Council Area – Darwen and rural (315), Blackburn West (502), Blackburn North (249), Blackburn East (233)

compared to total at 95% confidence level



### Blackburn North are significantly more satisfied that they have the opportunity to make their views known

Satisfaction with opportunity to have views known by local council





Source: Q15. How satisfied or dissatisfied are you that Blackburn with Darwen Council gives you the opportunity to make your views known? Base: 1,299 residents of Blackburn with Darwen Council Area – Darwen and rural (315), Blackburn West (502), Blackburn North (249), Blackburn East (233)

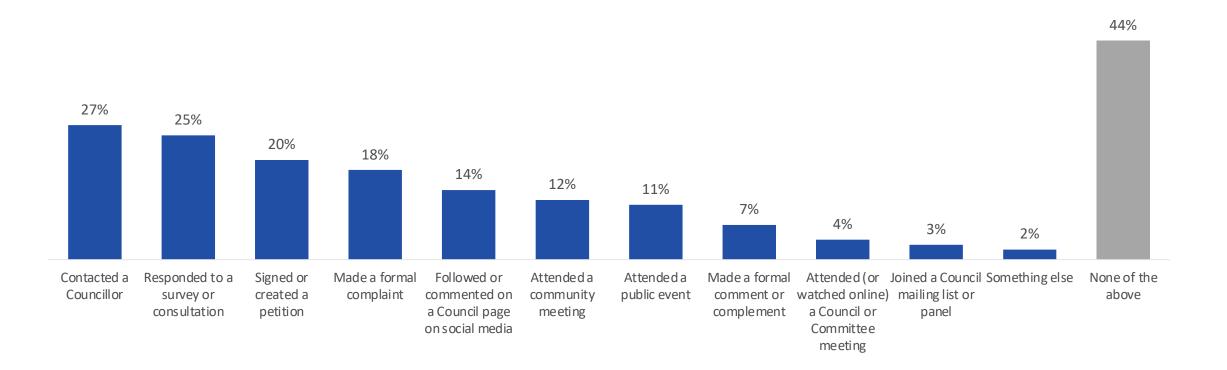
Significantly higher/ lower compared to total at 95% confidence level



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## The most popular ways of sharing views with the council are contacting a Councillor or responding to a survey/ consultation

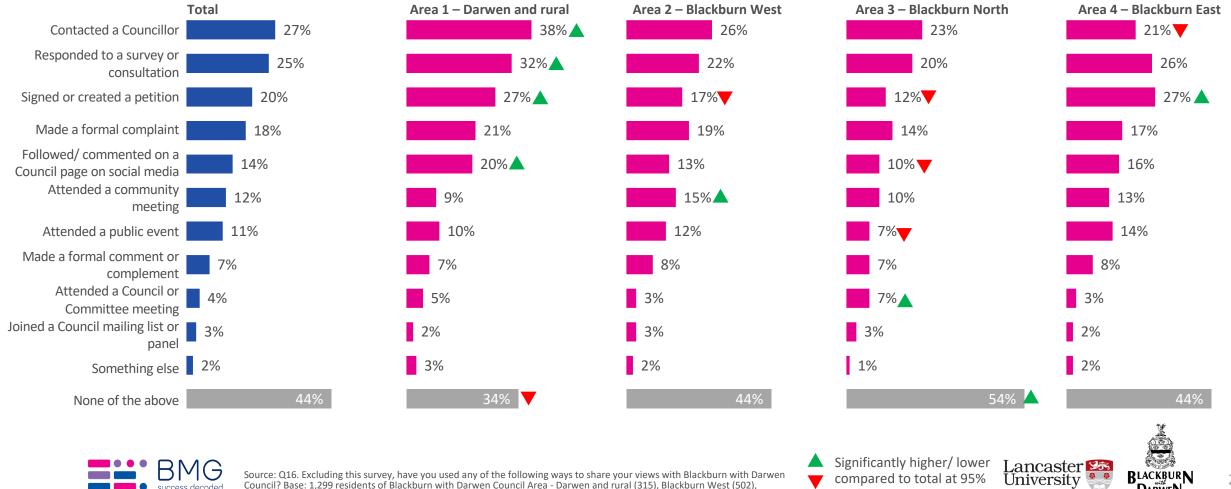
Ways of sharing views with Blackburn with Darwen Council







#### Blackburn North are significantly less likely to have shared their views with the local Council – Darwen and rural are significantly more likely to have



confidence level

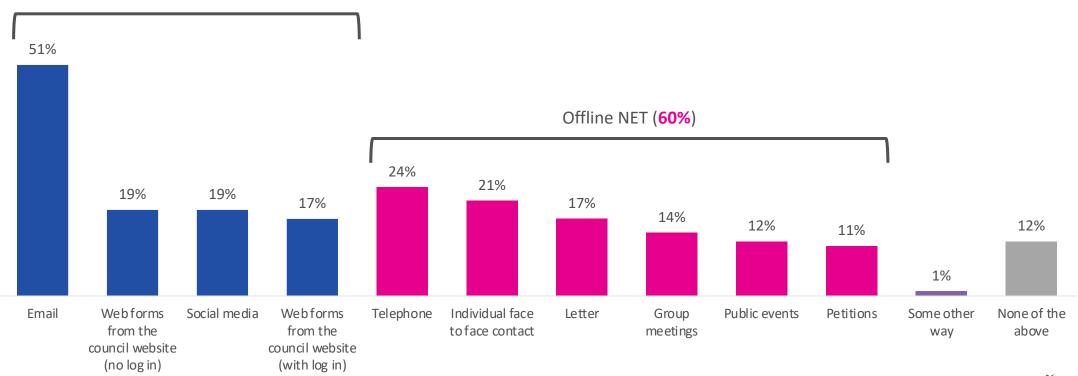
Ways of sharing views with local council

success decoded

Blackburn North (249), Blackburn East (233)

## Email is the dominant way people prefer to share their views with Blackburn with Darwen Council

Preference for sharing views with Blackburn and Darwen Council



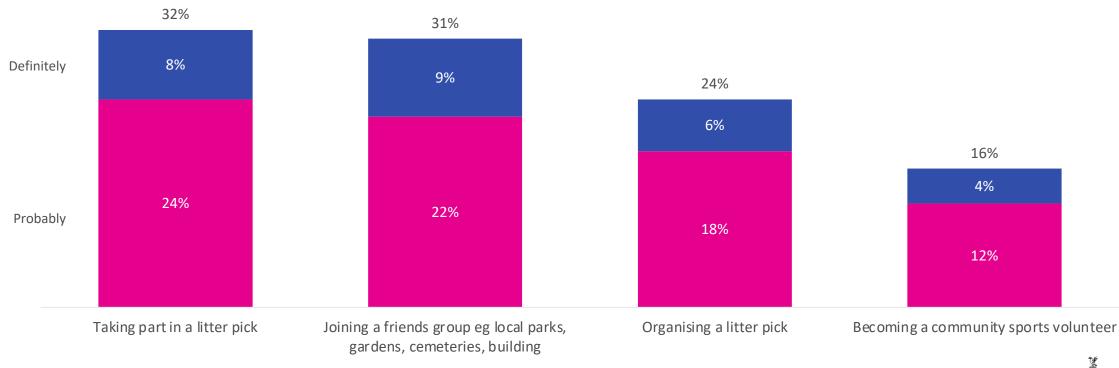
Online NET (**65%**)





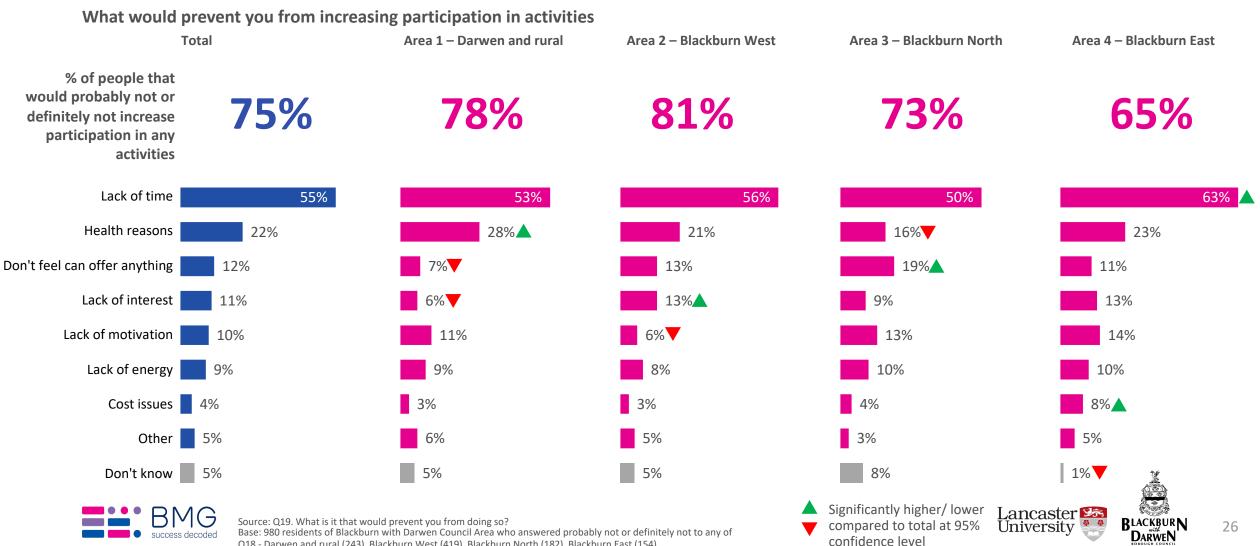
## People are most interested in taking part in a litter pick or joining a friends group – and less interested in becoming a community sports volunteer

Level of interest in taking a more active role in local activities

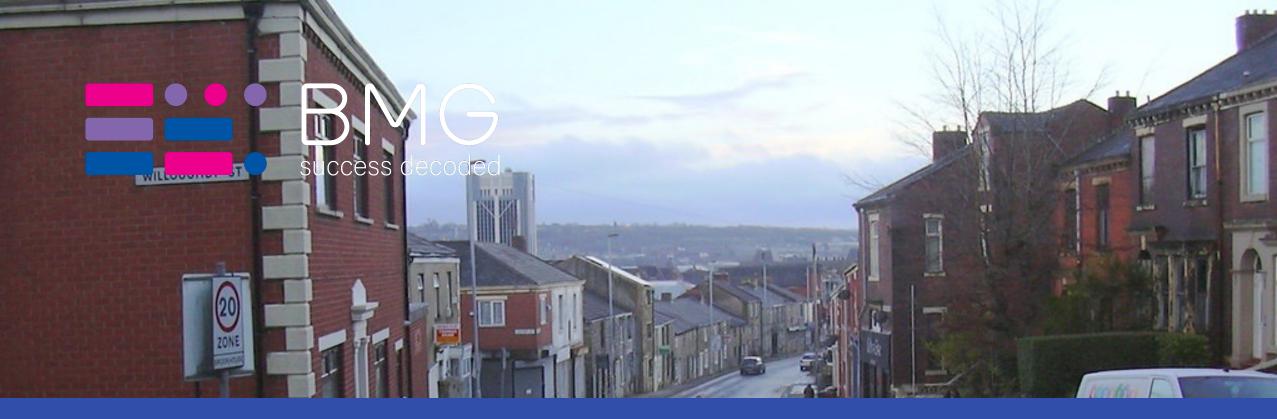




#### Each area has differences in barriers for participation in local activities



Q18 - Darwen and rural (243), Blackburn West (419), Blackburn North (182), Blackburn East (154)

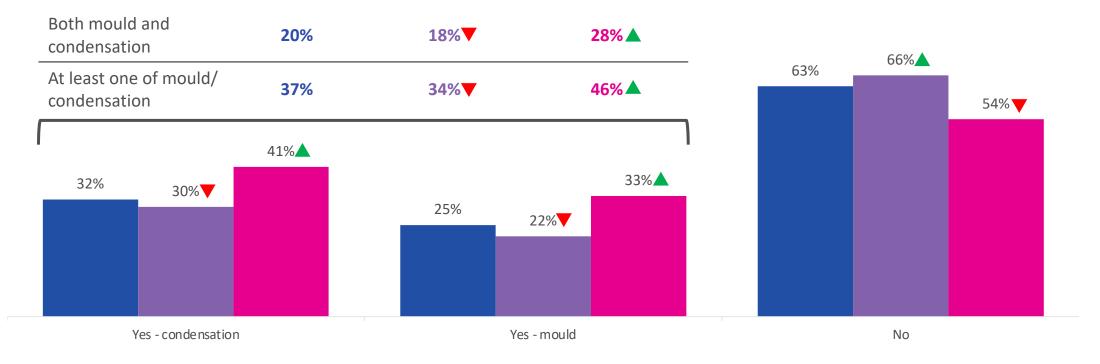


# Housing



## Those who rent or part rent are significantly more likely to report mould or condensation during winter months

% answering yes to mould or condensation in accommodation during winter months



■ Total ■ Owned ■ Rented or part rented



Source: Q20/Q21. Summary: Whether condensation or mould during winter months. Base: 1,299 residents of Blackburn with Darwen Council Area – Owned (899), Rented or part rented (339) Significantly higher/ lower
compared to total at 95%
confidence level

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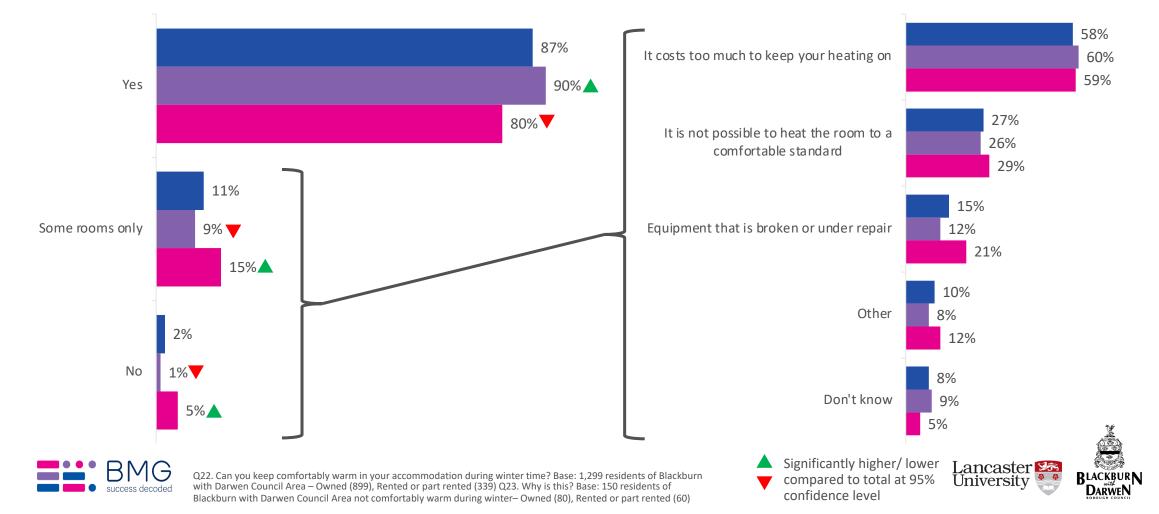
## Those in rented accommodation are significantly less likely to report they are keeping comfortably warm during winter

Whether keeping comfortably warm in accommodation during winter

#### Reason for lack of heating

Base sizes small so no significant differences

29





## Sustainability



### Those in Blackburn East are significantly more likely to not have a car – the average number of cars in a household decreases from least deprived to most deprived

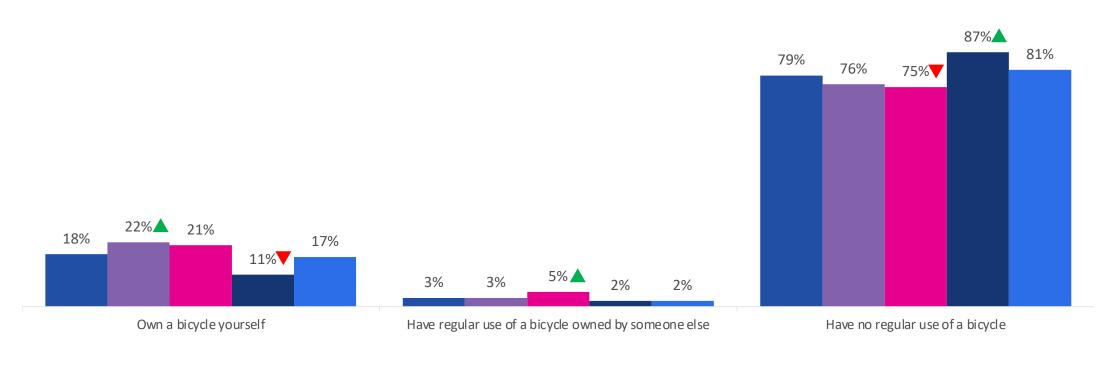


31

Average number of cars or vans in household

#### Those in Blackburn West are significantly less likely to have regular use of a bicycle

Bike usage



Total Area 1 - Darwen and rural Area 2 - Blackburn West Area 3 - Blackburn North Area 4 - Blackburn East

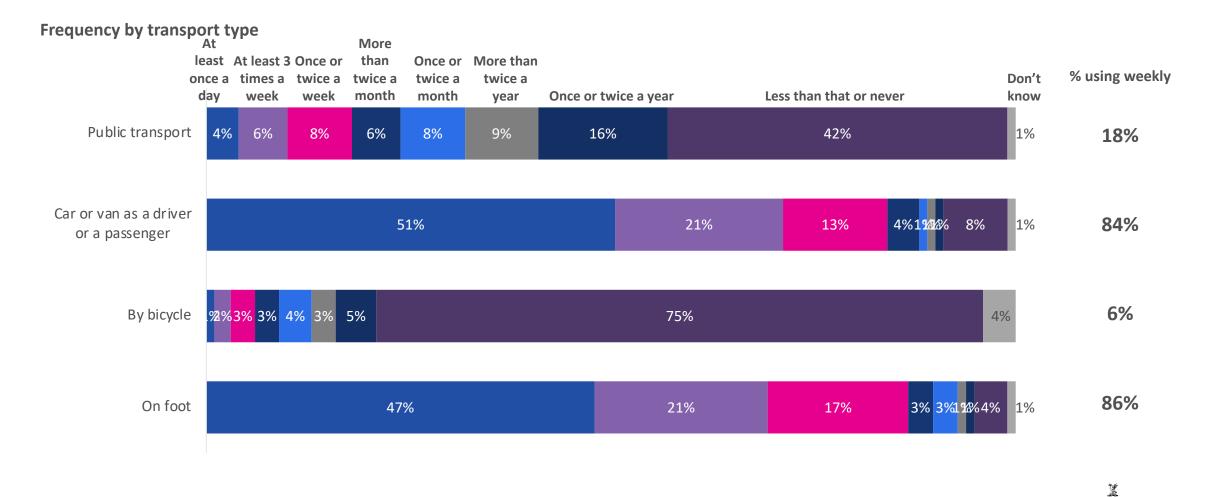


Source: Q25. Excluding exercise bikes, do you..? Base: 1,299 residents of Blackburn with Darwen Council Area – Darwen and rural (315), Blackburn West (502), Blackburn North (249), Blackburn East (233) Significantly higher/ lower L
compared to total at 95% U
confidence level



32

#### Over half of Blackburn with Darwen use a car or van at least once a day





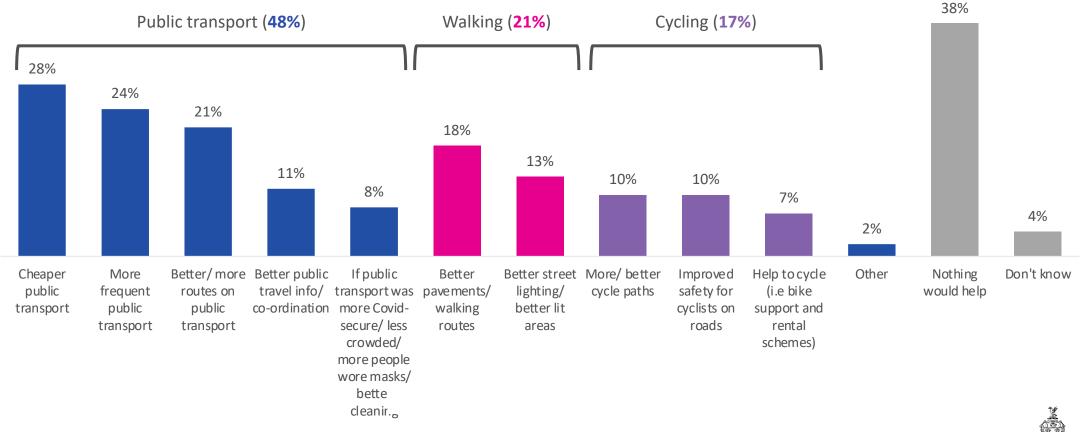
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## Cheaper and more frequent public transport is seen as the biggest driver of reducing travel by car/van – although 2 in 5 think nothing could help

Things that would reduce travelling by car/ van (among regular drivers)







34

#### Cost is seen as the biggest barrier to electric vehicle use – especially in Blackburn West and Blackburn North

Area 2 – Blackburn West Total Area 1 – Darwen and rural Area 3 – Blackburn North Area 4 – Blackburn East 44% 41% 48% 50% 31% Cost 36% 42% 36% 35% 29% Recharging 26% 30% 29% 24% 18% Battery Lack of knowledge 9% 10% 13% 11% 11% Limited choice 10% 9% 9% 11% 9% Value (resale) 6% 9% 7% 7% 5% The vehicle, performance, 7% 8% 6% 6% 6% size/practicality, looks 6% 5% 5% Technology 5% 6% 2% 3% Safety features/ record 4% 4% 5% Other 1% 1% 1% 1% 1% Nothing 13% 16% 13% 10% 16% Do not drive/not relevant 31% 18% 13% 15% 17% (F) 

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: 1,299 residents of Blackburn with Darwen Council Area - Darwen and rural (315), Blackburn West (502), Blackburn North (249), Blackburn East (233)

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

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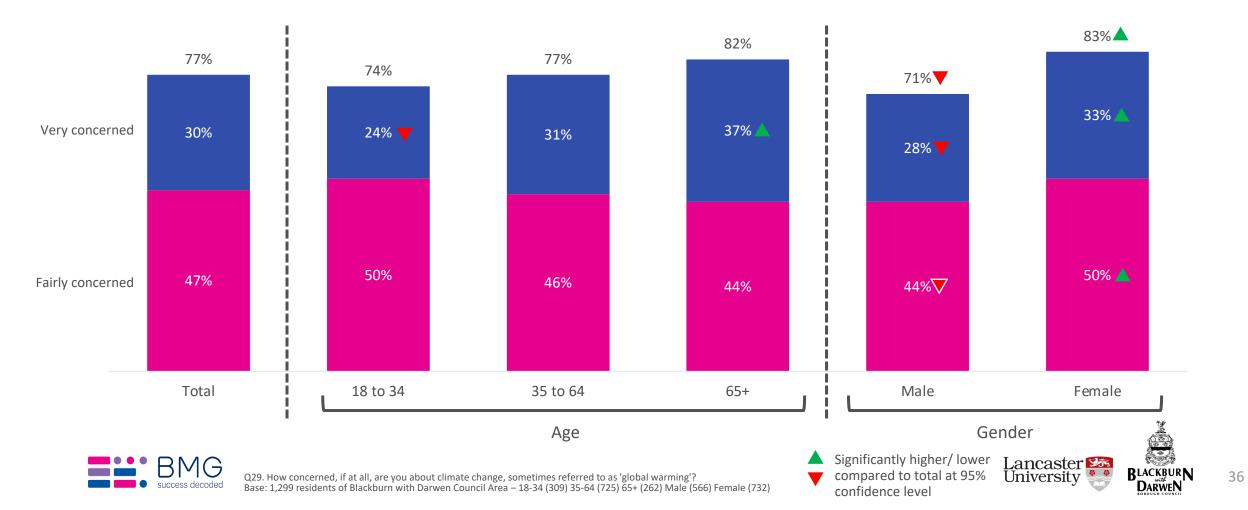
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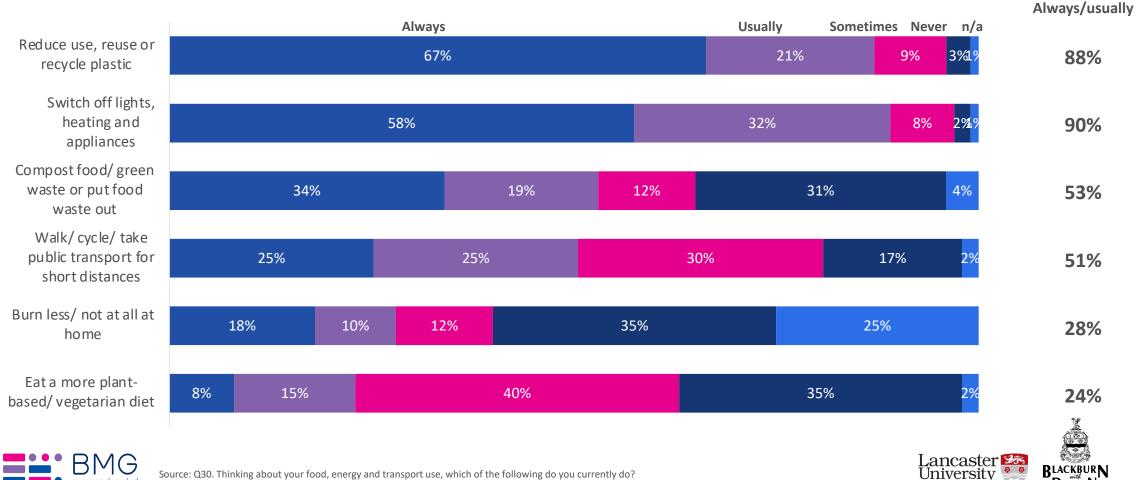
## Those aged 65+ and women are significantly more likely to be very concerned about climate change

Level of concern about climate change



## While 2 in 3 always reduce, reuse or recycle plastic, only 1 in 4 always walk, cycle or take public transport over driving for short distances

#### Frequency by of environmentally friendly activities



Base: 1,299 residents of Blackburn with Darwen Council Area

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# Physical/mental health



### Those who are older, white, deprived or renting/part renting are significantly more likely to describe their health as bad/very bad



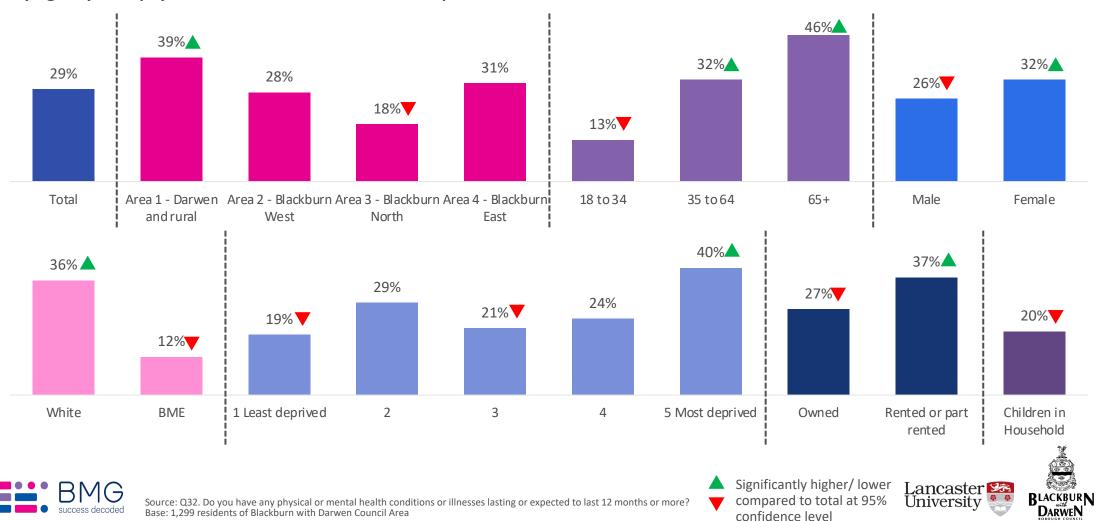
confidence level

% saying their health is bad or very bad

Base: 1,299 residents of Blackburn with Darwen Council Area

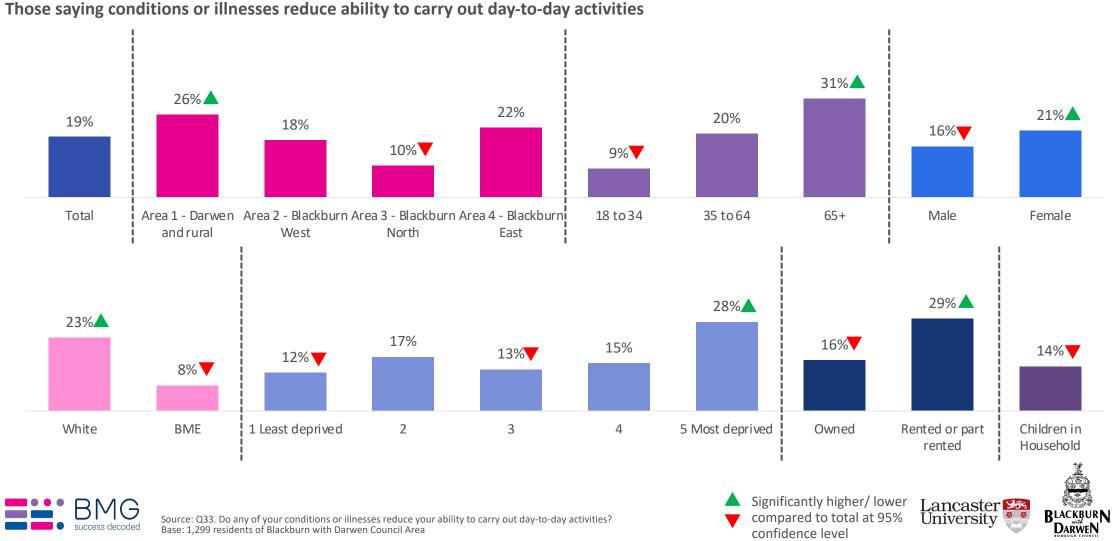
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## 1 in 3 residents report long term health conditions – with older, female, white, deprived or renting residents significantly more likely to report



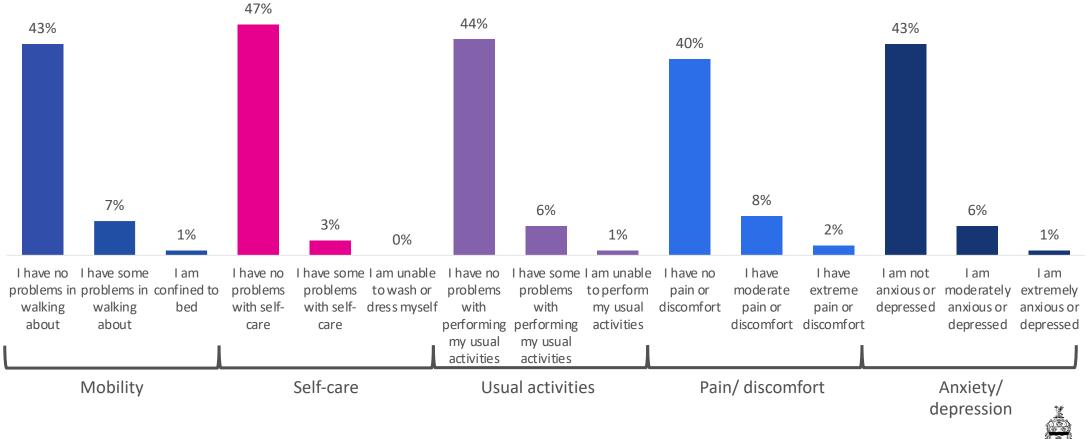
% saying they have physical or mental health conditions expected to last more than 12 months

## 1 in 5 have conditions or illness that reduce the ability to carry out day-to-day activities – significantly higher for older, female, white, the most deprived and those who are renting



### A small proportion of people admit to having serious problems with everyday life

Descriptions of any problems with life





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### Warwick Edinburgh Mental Well-Being Scale (WEMWBS)

#### What is WEMWBS?

WEMWBS is a scale which has been validated for the measurement of mental wellbeing among people aged 13 to 74 in the UK. It comprises 14 positively worded statements with five response categories from 'none of the time' to 'all of the time. The scale was developed to enable the monitoring of mental wellbeing in the general population, as well as for the evaluation of projects, programmes and policies which aim to improve mental wellbeing. A higher score indicates a higher level of mental wellbeing.

#### What does WEMWBS measure?

Mental wellbeing is one aspect of overall wellbeing (others include physical and social aspects of wellbeing). Mental wellbeing is often divided into two perspectives: one which includes states of happiness and life satisfaction, and the other which includes positive psychological functioning, good relationships with others and self-realisation/acceptance. Mental wellbeing and mental health are different terms. 'Mental wellbeing' describes positive states of being, thinking, behaving and feeling, whilst 'mental health' is a term often used to incorporate a range of states from excellent mental health to severe mental health problems.

Further information about how to score, analyse and interpret WEMWBS can be found here: <a href="https://warwick.ac.uk/fac/sci/med/research/platform/wemwbs/using/howto/">https://warwick.ac.uk/fac/sci/med/research/platform/wemwbs/using/howto/</a>

©University of Warwick, 2006, all rights reserved. WEMWBS was developed by the Universities of Warwick, Edinburgh and Leeds in conjunction with NHS Health Scotland





#### WEMWBS pre-calculation data

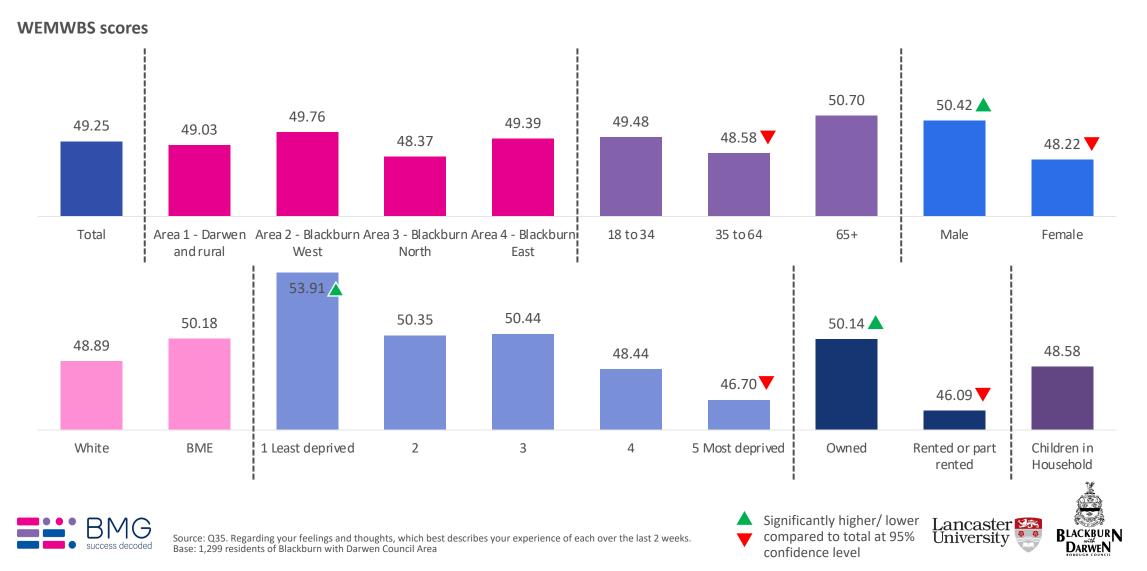
#### WEMWBS

None the time I've been feeling optimistic about the future	Rarel	/	of the time 32%	Often 25%	All of the ti	me PNTS	Didn't self- complete 17%
l've been feeling useful 2%	10%	26%		30%	14%	2%	17%
I've been feeling relaxed 2%	12%	3	2%	27%	9%	1%	17%
I've been feeling interested in other people 3%	9%	28%		31%	10%	2%	17%
I've had energy to spare	7%	22%	29%		18% 6%	2%	17%
I've been dealing with problems well 2%	7%	28%		32%	12%	2%	17%
I've been thinking clearly 2%	5%	24%	3	5%	17%	2%	17%
I've been feeling good about myself 3%	10%	27%		28%	13%	2%	17%
I've been feeling close to other people 3%	11%	28%		26%	14%	2%	17%
I've been feeling confident 3%	11%	25%		29%	14%	2%	17%
I've been able to make up my own mind about things 138	6	19%	32%		26%	2%	17%
I've been feeling loved 3%	6%	20%	28%		24%	2%	17%
I've been interested in new things 2%	10%	24%		28%	16%	2%	17%
I've been feeling cheerful 2%	8%	29%		30%	13%	2%	17%



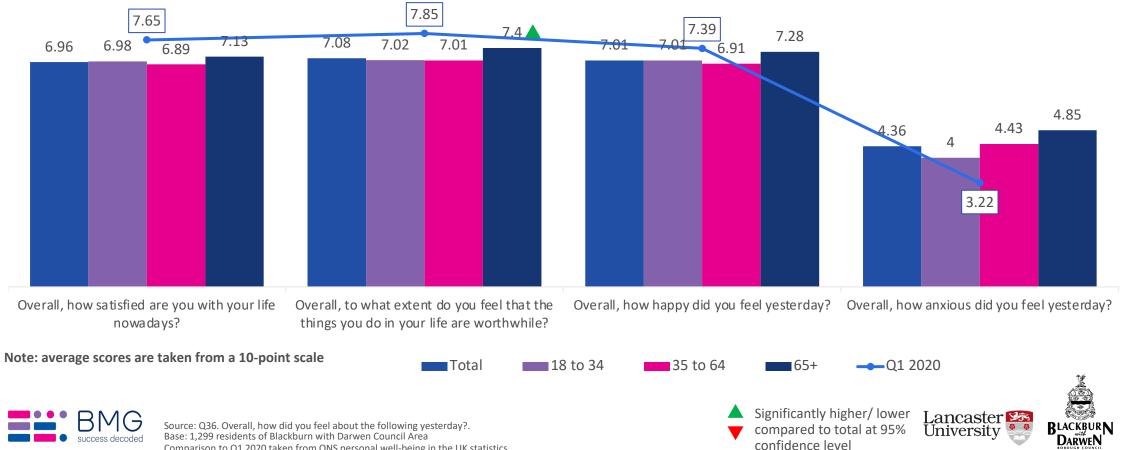


## Those aged 35 to 64, Female, in the most deprived areas or renting/ part renting have significantly lower mental well-being scores than average



### Residents of Blackburn with Darwen have lower satisfaction, feelings of worthwhile, happiness, but higher anxiety than the UK average

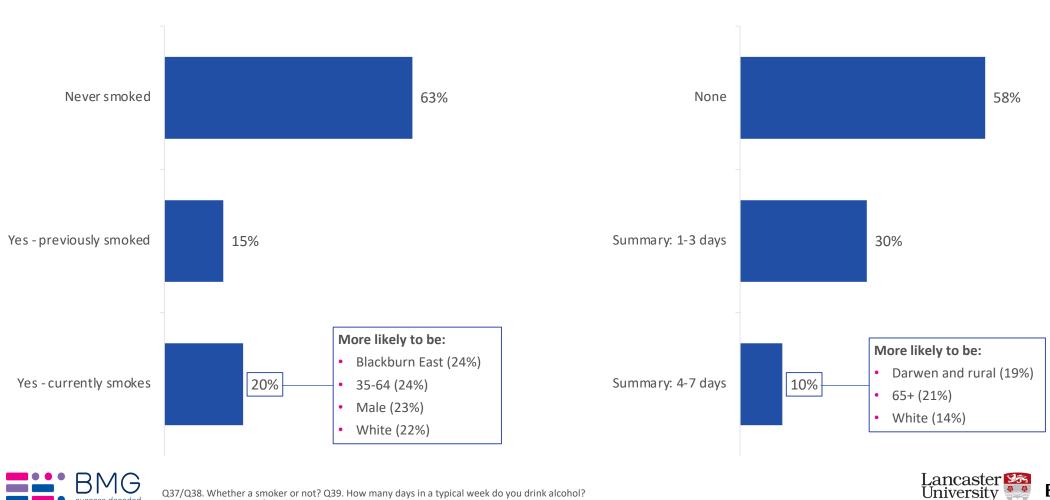
Feelings about aspects of life (mean score)



46

Comparison to Q1 2020 taken from ONS personal well-being in the UK statistics

### 1 in 5 currently smoke in Darwen with Rural – while 1 in 10 drink over half the days in a week



Drinking (days a week)



Smoking

Q37/Q38. Whether a smoker or not? Q39. How many days in a typical week do you drink alcohol? Base: 1,299 residents of Blackburn with Darwen Council Area

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## Drinkers aged between 18 and 34 are more mild in their habits compared to those aged between 35 to 64 or 65+

Alcohol intake per week (among drinkers)



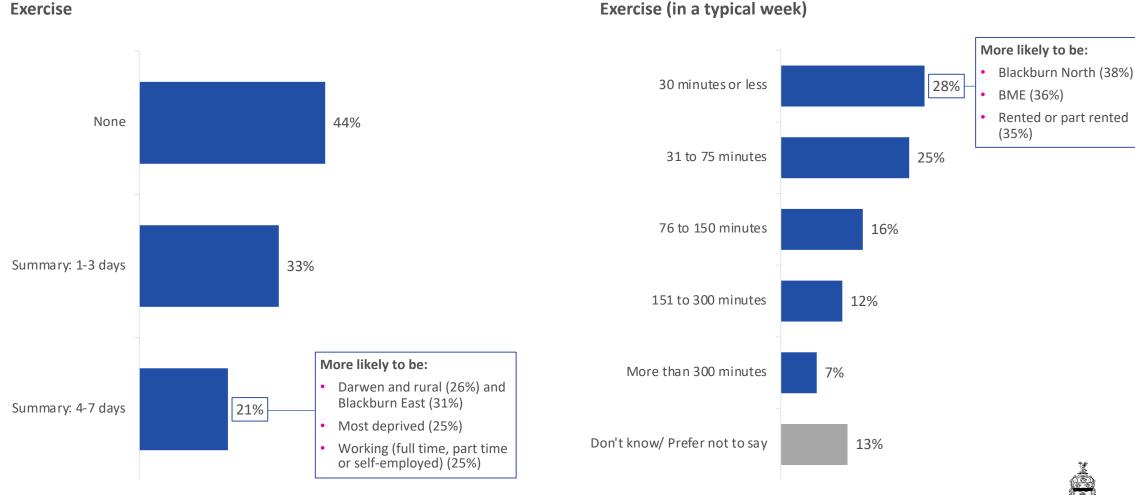
Base: 522 residents of Blackburn with Darwen Council Area who drink

confidence level

48

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#### Over 50% of Blackburn residents exercise at least one day a week



Exercise (in a typical week)



Q22. Q41. In a typical week, on how many days do you do vigorous physical activity for at least 10 minutes continuously? Base: 1,299 residents of Blackburn with Darwen Council Area Q42. How much time do you spend doing vigorous physical activity on a typical week?

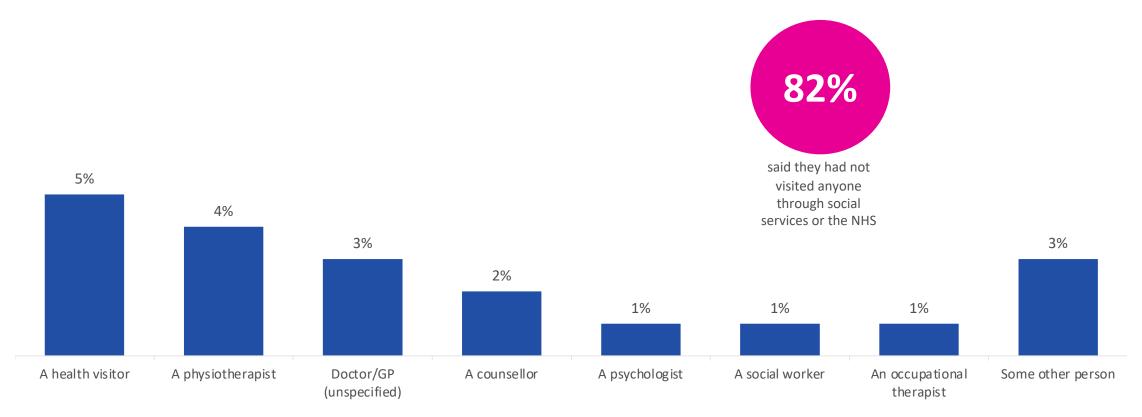
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#### Less than 1 in 5 have visited anyone in the NHS or social services in the past 3 months

People visited in NHS/ social services







Base: 1,299 residents of Blackburn with Darwen Council Area

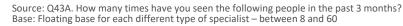
## Occupational therapists are most likely to have seen repeat visits in the past 3 months – while a health visitor or GP are more likely to have been a one off

Frequency of health visit (among those who have visited)



\* Note: base sizes below 20 in each case

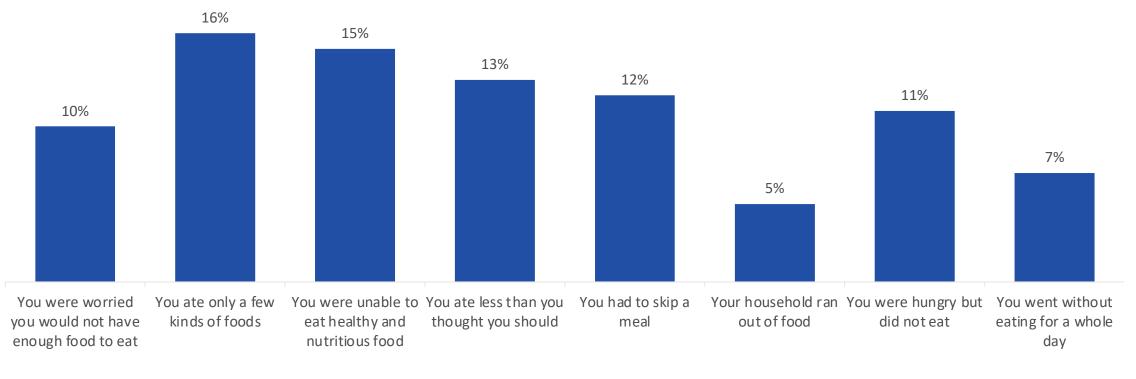






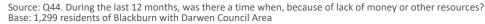
## Almost 1 in 10 residents of Blackburn with Darwen reach the most severe measure of the Food Poverty Scale

% doing the following because of lack of money or resources in the last 12 months



Severity of measure

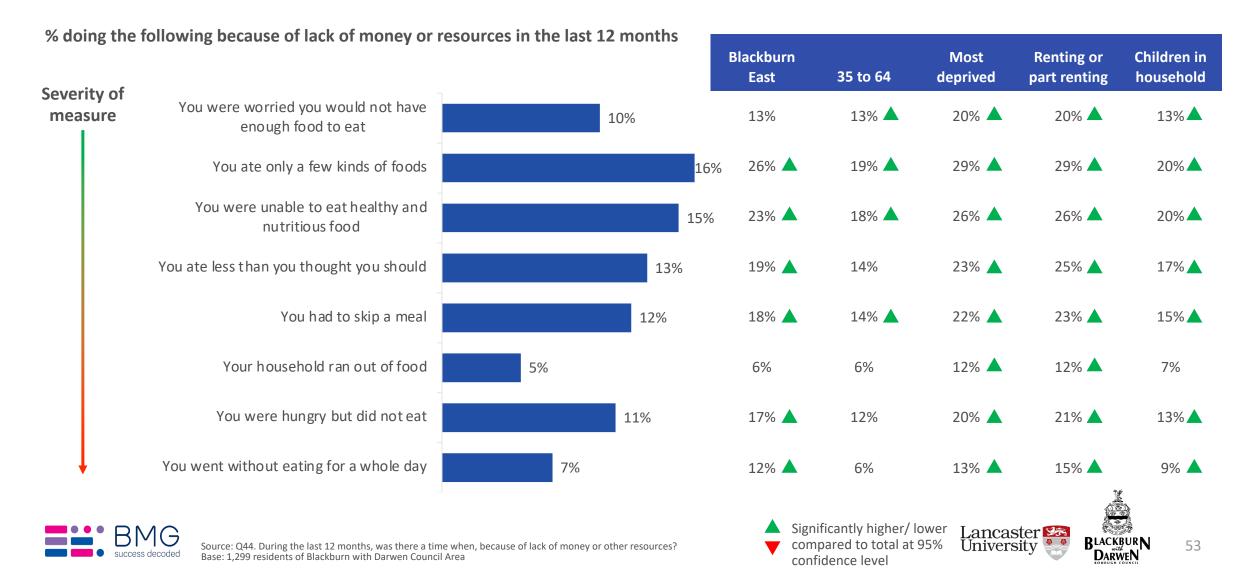




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## Those in Blackburn East, aged 35 to 64, Most deprived, Renting or part renting, or who have children in their household are more likely to score highly on the food poverty scale

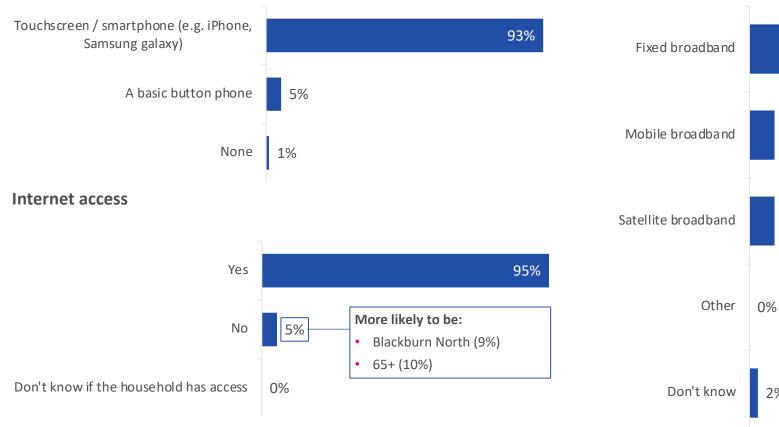




# Digital



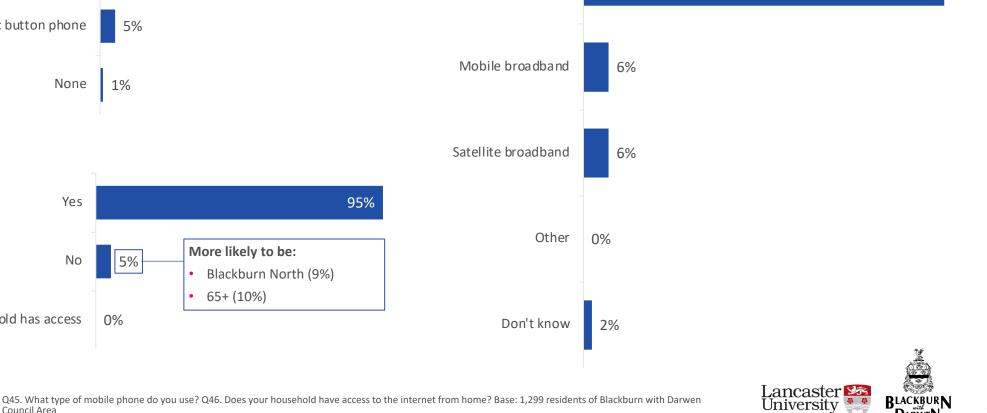
### Most residents of Blackburn with Darwen own a mobile phone and have access to the internet from fixed broadband



#### Mobile phone ownership

Council Area

Type of internet connection (among those with internet access)

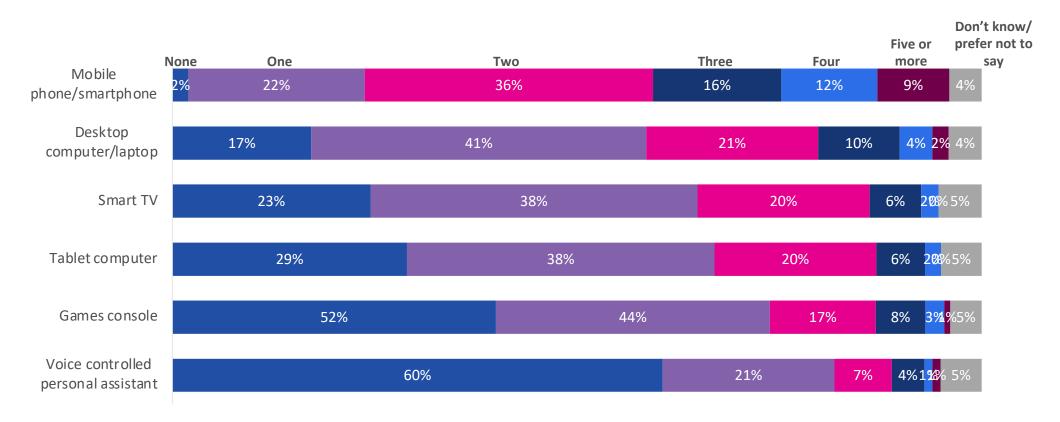




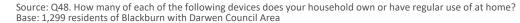
86%

## While there is likely to be a multitude of smartphones in a household – voice controlled personal assistants are less prevalent

#### Number of devices regularly used in household

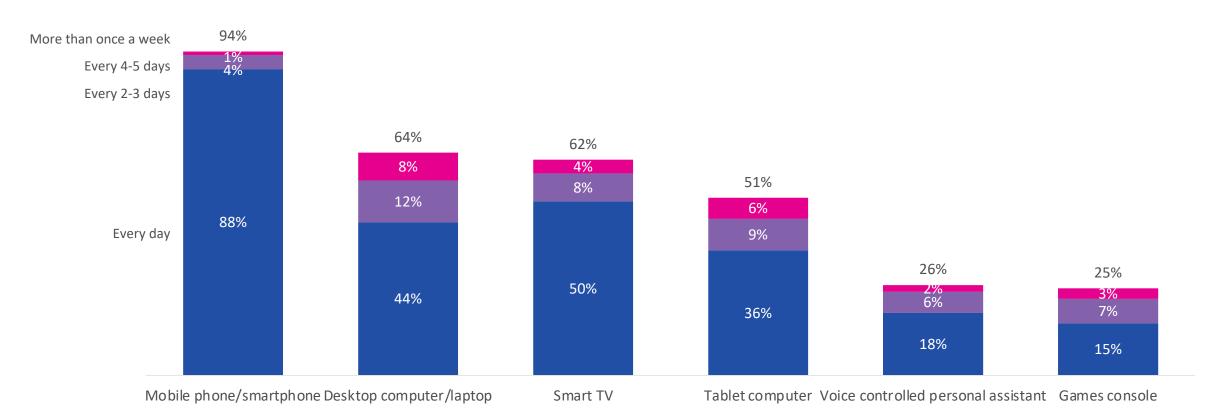








## Mobile phones are also the likeliest to be used more than once a week – while voice controlled personal assistants and games consoles are only used weekly by 1 in 4



Frequency of accessing internet with devices







# Blackburn East are significantly more likely to access the internet through their smartphone or television

Area 2 – Blackburn West Area 3 – Blackburn North Total Area 1 – Darwen and rural Area 4 – Blackburn East A smartphone or tablet 80% 79% 72% 85% 79% whilst out and about 54% 69% 61% 56% Home broadband using a PC 60% Home broadband using a 56% 32% 45% 47% 42% tablet or iPad 25% 31% 28% 27% 28% Work Other public space with free 25% 29% 22% 22% 30% WiFi 25% 14% 31% 23% 22% Television 3% A local library 1% 1% 1% 0% 2% 2% 0% 1% Paid-for internet cafes 1% Other 2% 1% 2% 3% 1% 1% 1% 7% 1% Don't know 2%

BMG

success decoded

Ways of accessing the internet

Source: Q49. In which of the following ways do you use to access the internet? Base: 1,271 residents of Blackburn with Darwen Council Area who access the internet at all - Darwen and rural (312), Blackburn West (491), Blackburn North (241), Blackburn East (227)

58

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Significantly higher/lower

compared to total at 95%

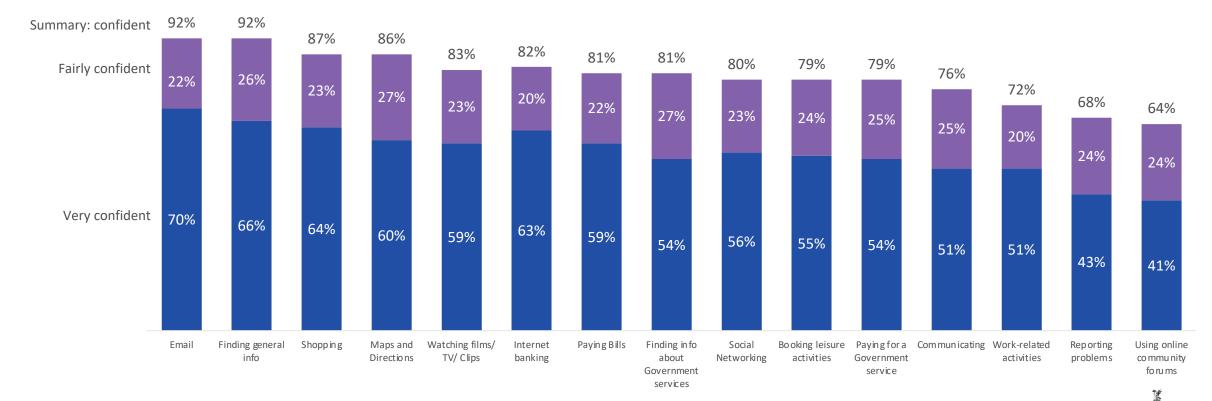
confidence level

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## While residents feel confident about using email, finding general info and online shopping, they are less confident for work-related activities or reporting problems

Confidence in activities using the internet

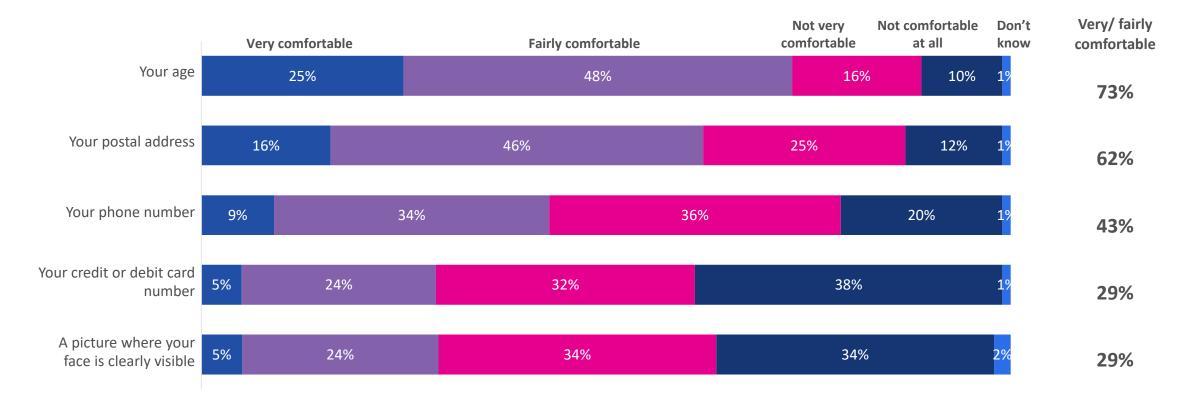






## While people are generally comfortable with sharing their age or even postal address online – they are less comfortable about card numbers or identifiable photos

Comfort in providing types of information online

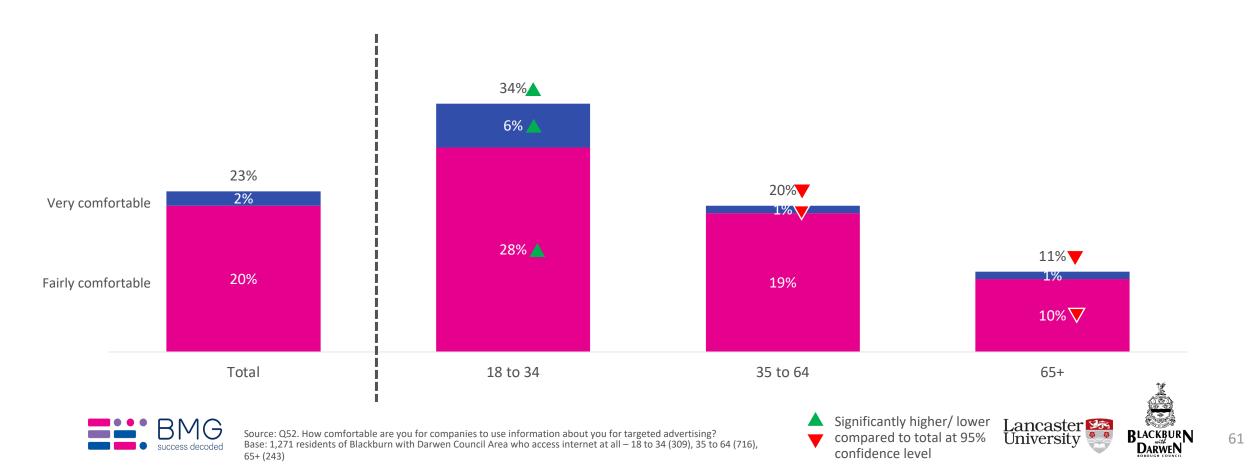




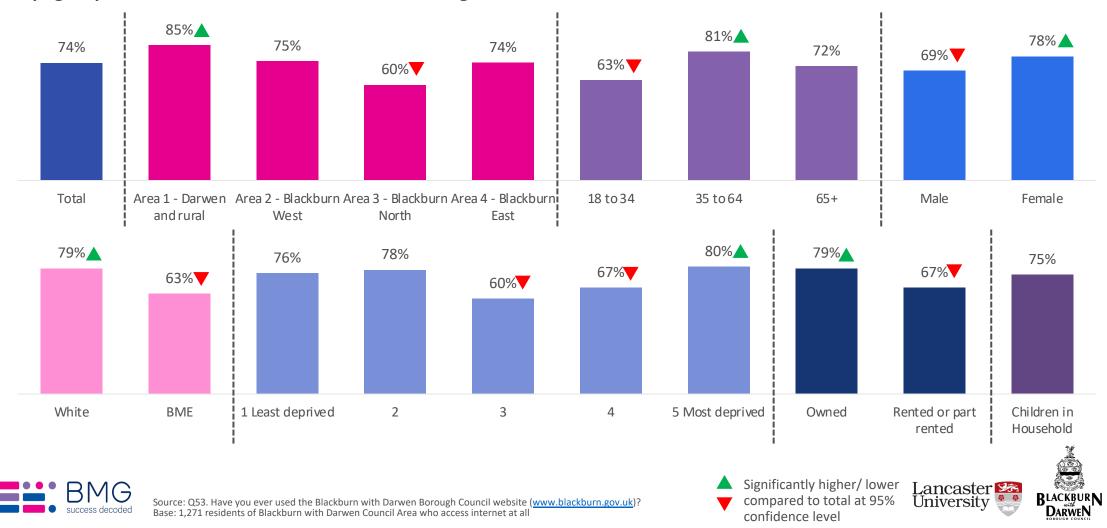


# Those aged 18 to 34 are significantly more likely to be comfortable with targeted advertising

Level of comfort with targeted advertising



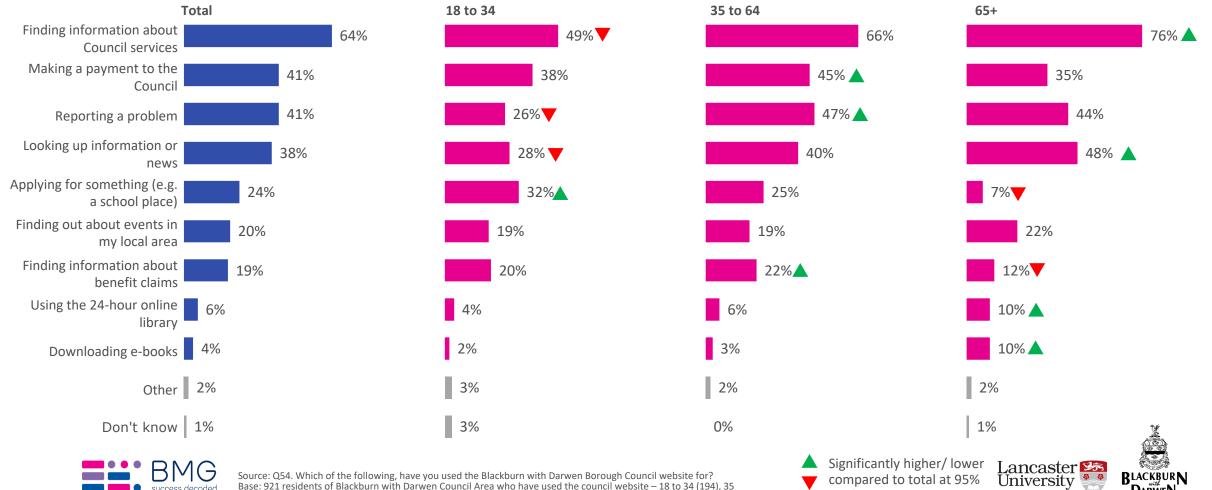
## Blackburn with Darwen Borough Council website usage varies - although at least half from key groups have used it



62

% saying they have ever used Blackburn with Darwen Borough Council website

### The majority have used it to find information about Council services – although significantly more aged 65+ use it as a source of information or news



Use of council website (among users)

success decoded

to 64 (564), 65+ (160)

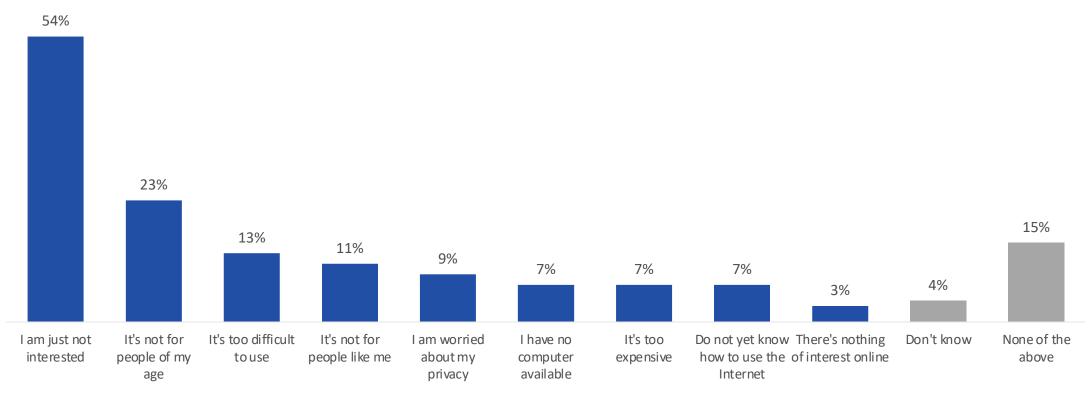
63

DARWEN

confidence level

### The biggest reason to not go online is lack of interest

Reason for not using internet (Among non-users)\*



\*Base size of 28





## Most people find out information from word of mouth or local media – followed by social media and the council website

Ways of finding news/ information about things happening in local area

success decoded



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confidence level

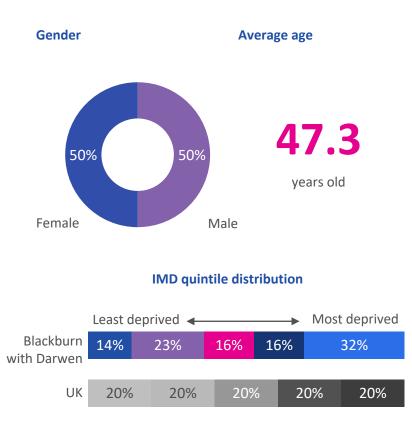
Base: Base: 1,299 residents of Blackburn with Darwen Council Area - Darwen and rural (315), Blackburn West (502), Blackburn North (249), Blackburn East (233)

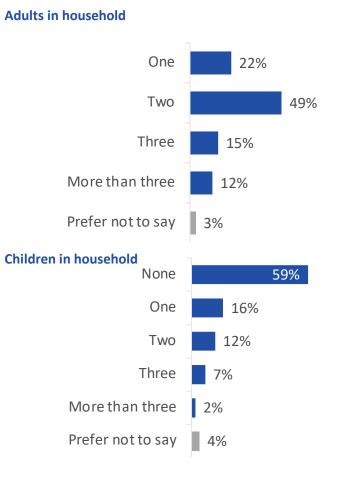


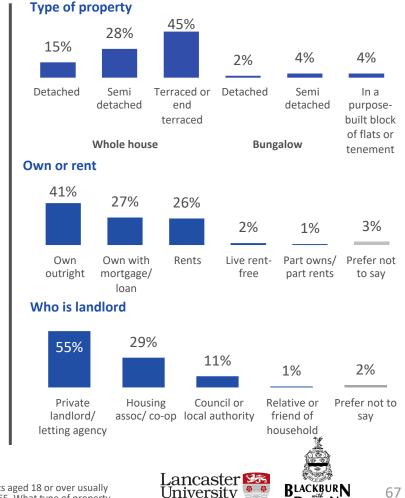
# Demographics



### Demographics – Age, Gender, IMD, Household numbers and Property









Q2. Which age band do you fall into? / Q3. Which gender do you identify as? / Quintile Country / Q60. Including yourself, how many adults aged 18 or over usually live here? / Q61. How many people aged 17 or under usually live here? / Q63. Does your household own or rent this accommodation? / Q65. What type of property do you live in? Base: 1,299 residents of Blackburn with Darwen Area / Q64. Who is your landlord? Base: 339 in rented accommodation



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### Almost 2 in 3 have lived in the local area for over 10 years





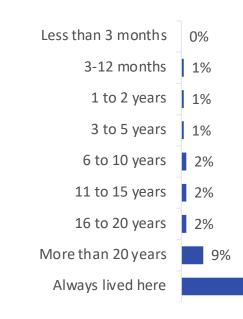
Have lived in the local area for more than 10 years



**79%** 

Have lived in the council area for more than 10 years

#### Length of time in UK



78%

90%

Have lived in the UK for more than 10 years

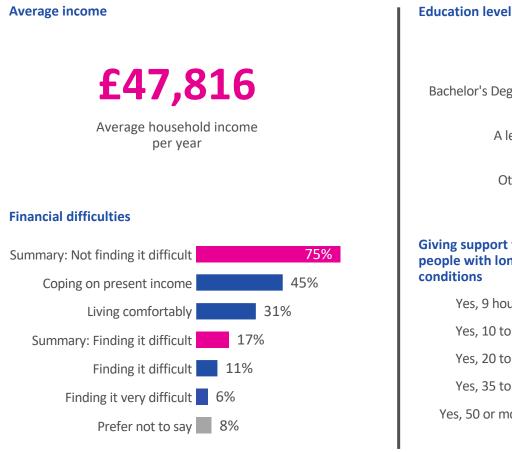


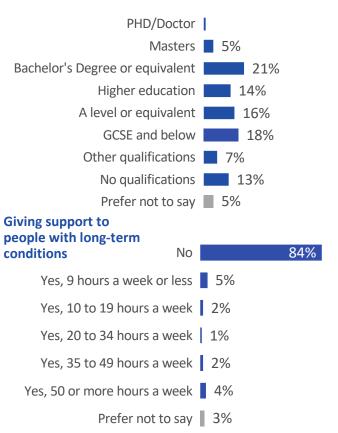


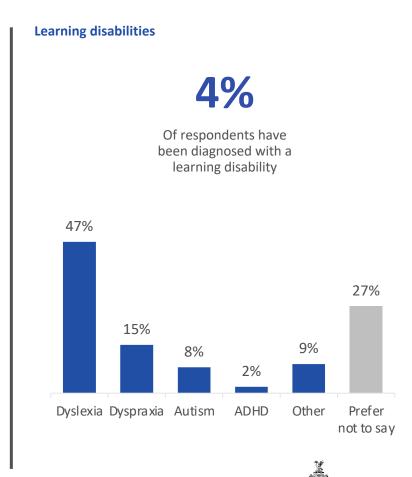
Q66A. How long have you lived in your local area? Q66B. How long have you lived in your Council area Blackburn with Darwen? Q66C. How long have you lived in the United Kingdom?

Base: All respondents (1,299)

### Demographics – Average income, Financial difficulties, Education level, Learning disabilities and Long-term condition support









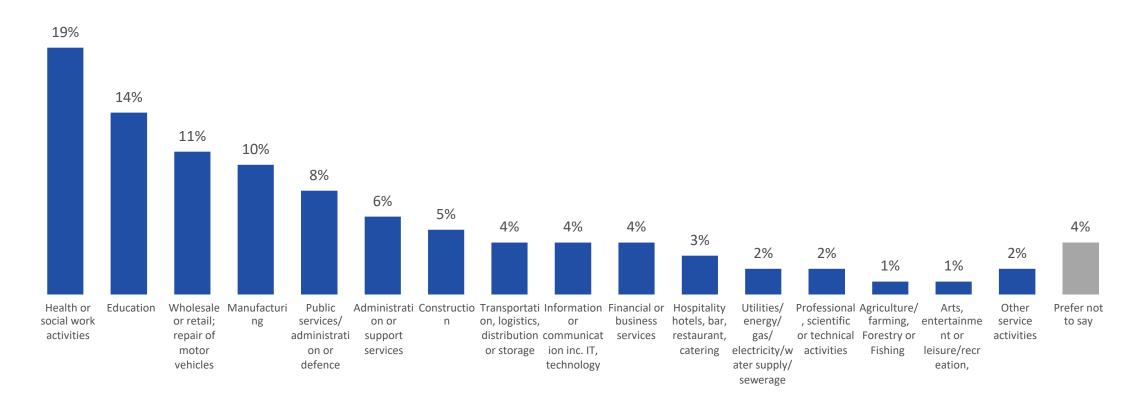
Lancaster 🍱 Q67. Which of the following income brackets best represents your household income? Q68. Which of these phrases comes closest to describing your feelings about your household income these days? Q69. What is the highest level of educational gualification you have received? Q76. Do you look after, or give any help or support to, anyone University because they have long-term physical or mental health conditions or illnesses, or problems related to old age? Q57. Have you ever been diagnosed with a learning disability? Base: All respondents (1,299) / Q58. What learning disability have you been diagnosed with? Base: 43 with learning disability



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### The most worked in profession is Health or social work activities, followed by Education

Industry worked in



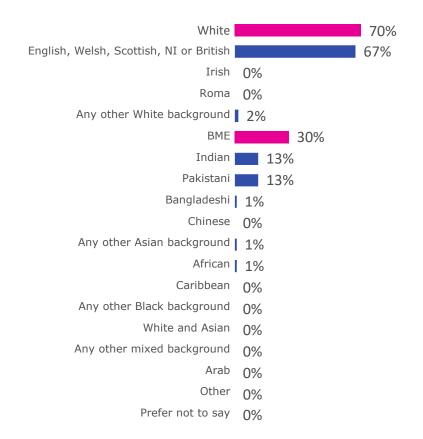


Source: Q73. Which industry do you work in? Base: 660 in paid work



### Demographics – Ethnicity, Religion and Sexuality

#### Ethnicity

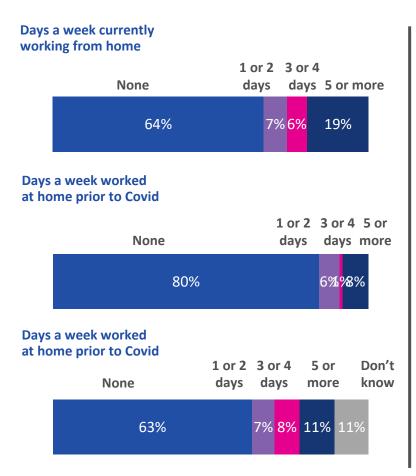


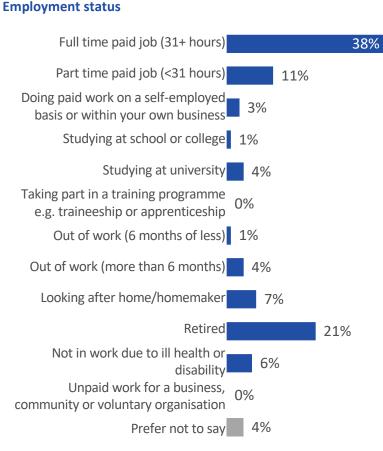
#### Religion 43% Christian 27% Muslim Hindu 1% Buddhist 0% Sikh 0% Any other religion 1% No religion 25% Prefer not to say 3% **Sexuality** 94% Straight/Heterosexual Gay or Lesbian 1% Bisexual 1% Other sexual orientation 0% Prefer not to say 3%

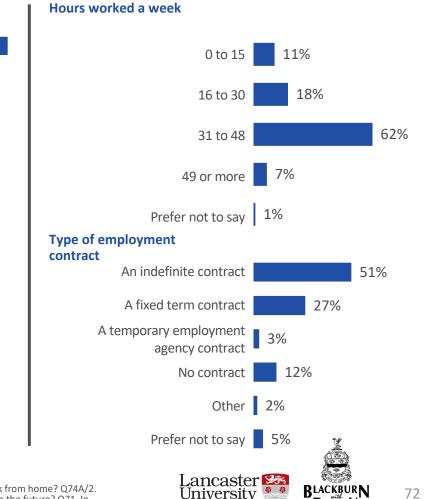




### Demographics – Working habits/ Employment









Q70. What is your current employment status? Base: All respondents (1.299) Q74A/1. How many days per week do you currently work from home? Q74A/2. How many days per week did you work from home prior to COVID? Q74B. How many days per week do you plan to work from home in the future? Q71. In your main job, how many hours a week do you usually work? Q72. What type of employment contract do you have? Base: where in paid work (660)

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#### Data Access Statement

#### Beyond Imagination Life Survey: Topline Reports and Case Studies

Topline Reports of the Life Survey findings and six case studies created in collaboration with Connected Places Catapult are available to download from Lancaster University's Research Directory at: <a href="https://doi.org/10.17635/lancaster/researchdata/547">https://doi.org/10.17635/lancaster/researchdata/547</a>

#### Life Survey: Data Dashboard

A data visualisation dashboard for the Life Survey has been created in collaboration with <u>Connected Places Catapult</u>. Access to the data dashboard is restricted to Lancaster University researchers and officers in Lancaster City Council and Blackburn with Darwen Council. Lancaster University host and manage the data dashboard with access granted on a role-based basis. Conditions for access and a password protected log on to the dashboard can be requested by emailing <u>lifesurvey@lancaster.ac.uk</u>

#### Life Survey Dataset

Access to the anonymised Life Survey dataset is restricted to researchers within UK universities. The dataset is available on request with an appropriate Data Access Agreement. To request access and receive further information about the dataset and conditions for access please email <u>lifesurvey@lancaster.ac.uk</u>

#### Local Authority Officer requests to access the dataset

An Information Sharing Agreement between ImaginationLancaster, Lancaster City Council and Blackburn with Darwen Council permitted the sharing of the Life Survey dataset with the local authorities. Access will be granted to officers on a role-based basis.

- Officers within Lancaster City Council should contact Kirsty Chekansky with dataset access requests. Email: <u>kchekansky@Lancaster.gov.uk</u>
- Officers within Blackburn with Darwen Council should contact Elise Carroll with dataset access requests. Email: <u>elise.carroll@blackburn.gov.uk</u>





BMG success decoded