



# Lancaster District

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: Lancaster District). Lancaster University.

<https://doi.org/10.17635/lancaster/researchdata/551>

## 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:



=

Online  
896



=

Face-to-face  
748

- 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	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.

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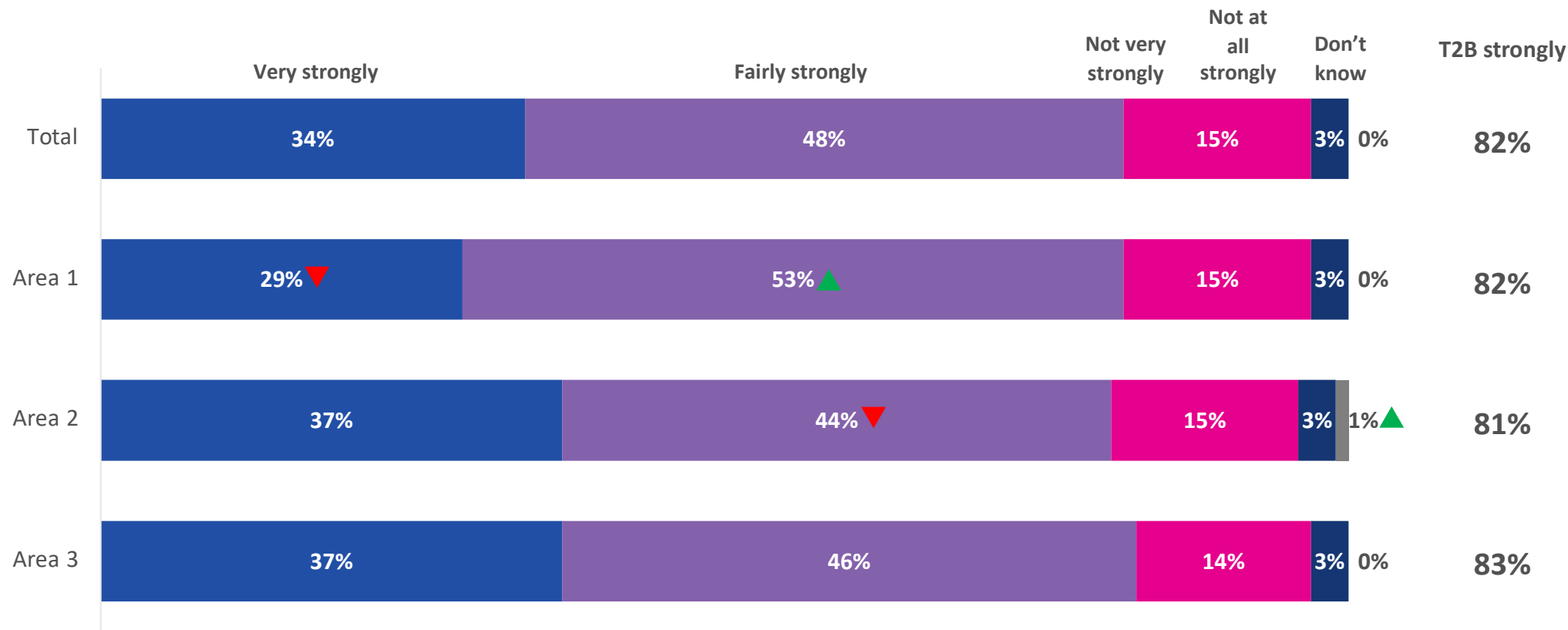
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# Social integration



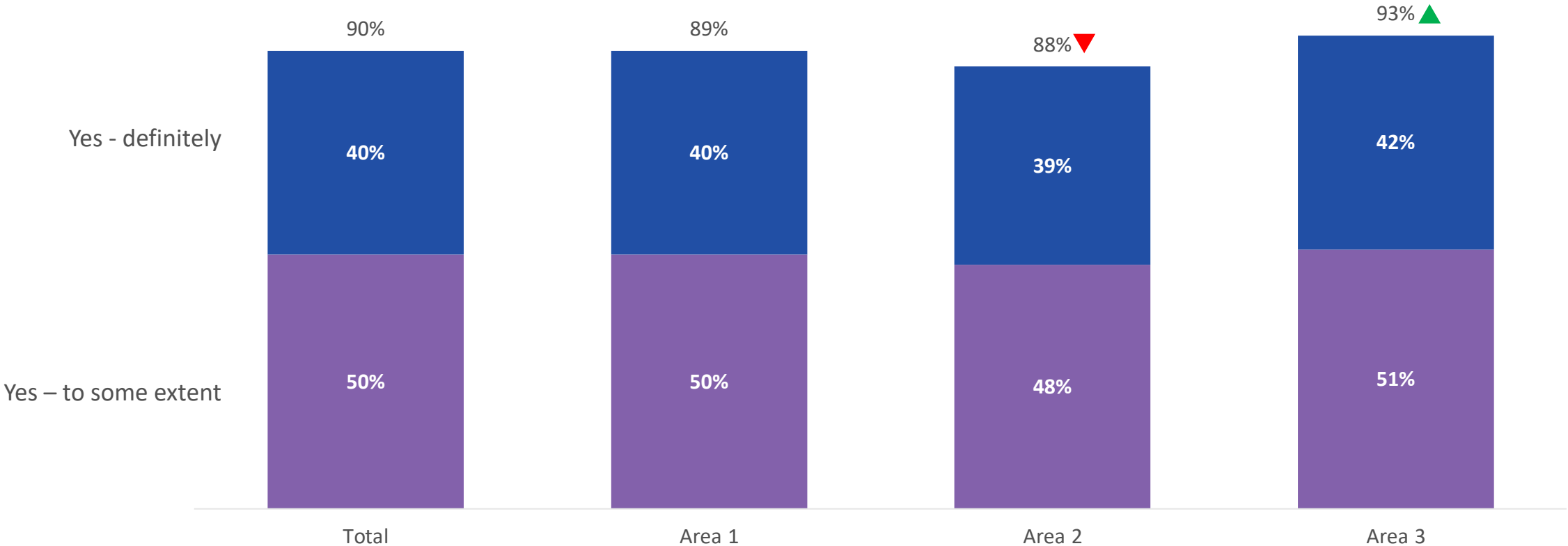
# The sense of belonging is consistent throughout Lancaster – with 4 in 5 feeling very or fairly strongly that they belong to their local area

Strength of feeling of belonging for local area



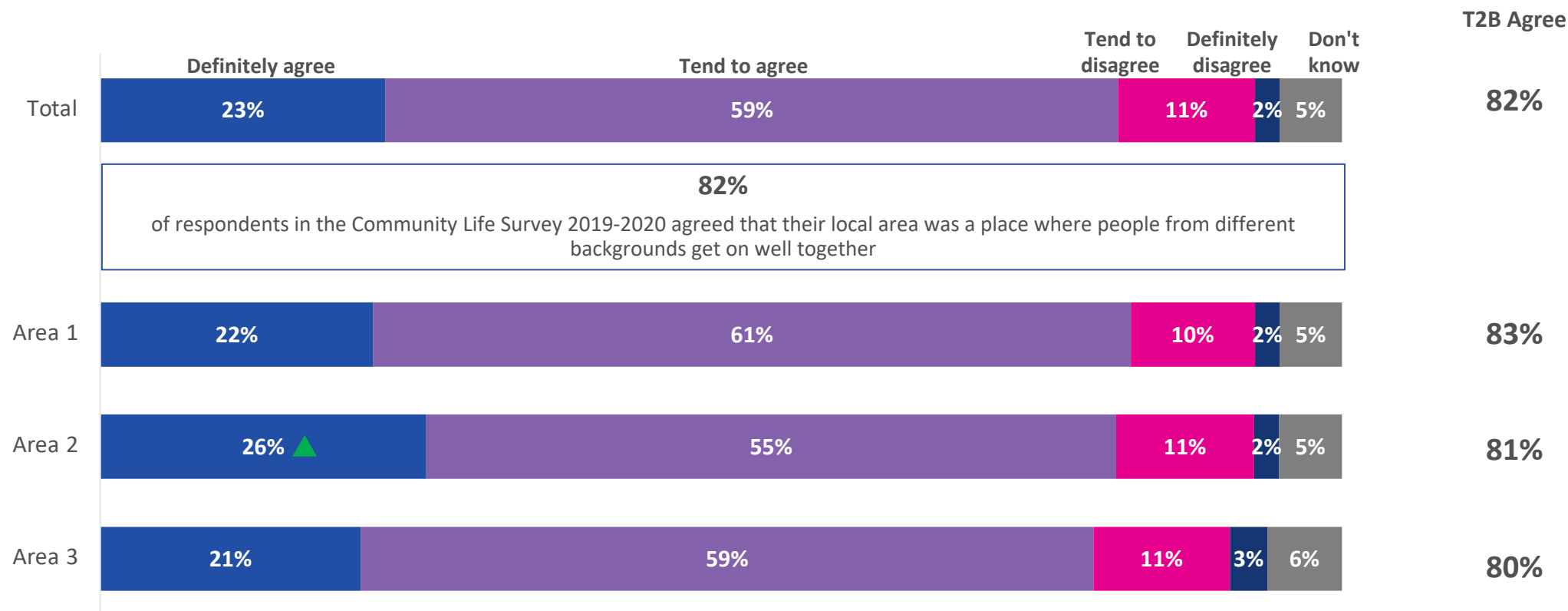
# Residents in area 2 significantly less likely to say their local area is a place where neighbours look out for each other

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



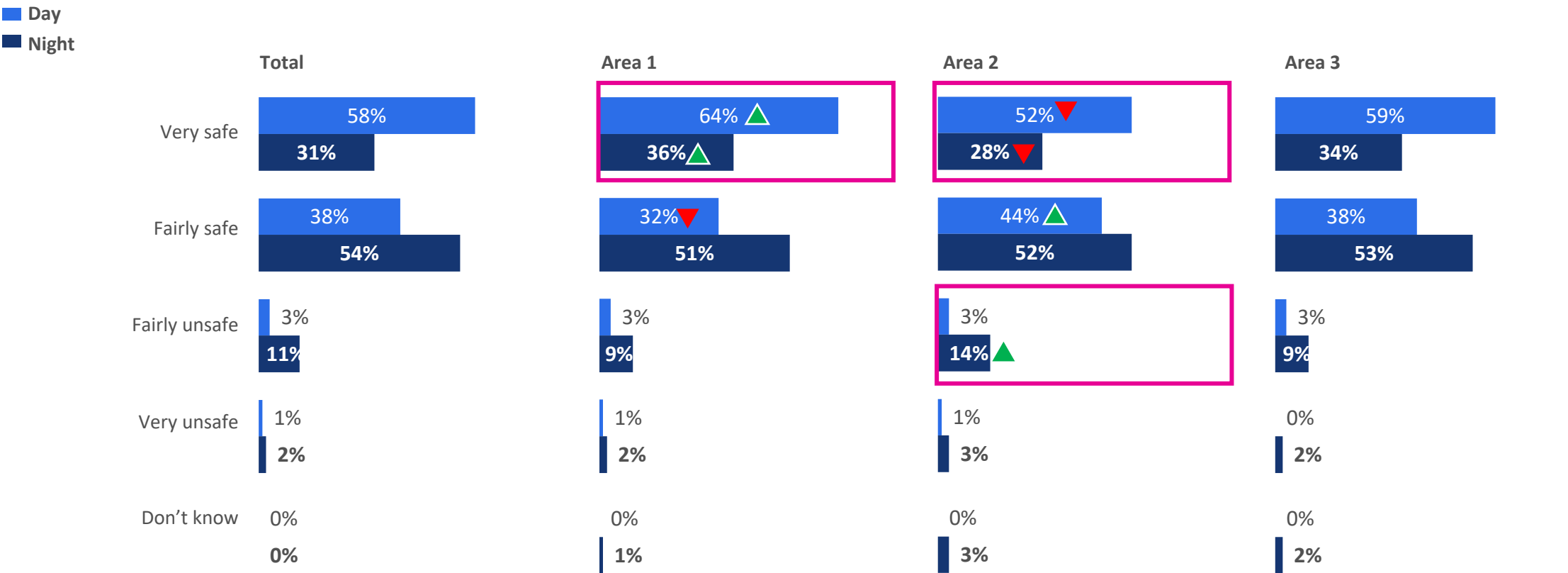
# Lancaster is in line with the national average for whether their local area is a place where people from different backgrounds get on well together

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



Residents in Area 2 are significantly less likely to say they feel very safe during the day and at night – significantly more say they consider their area to be fairly unsafe at night

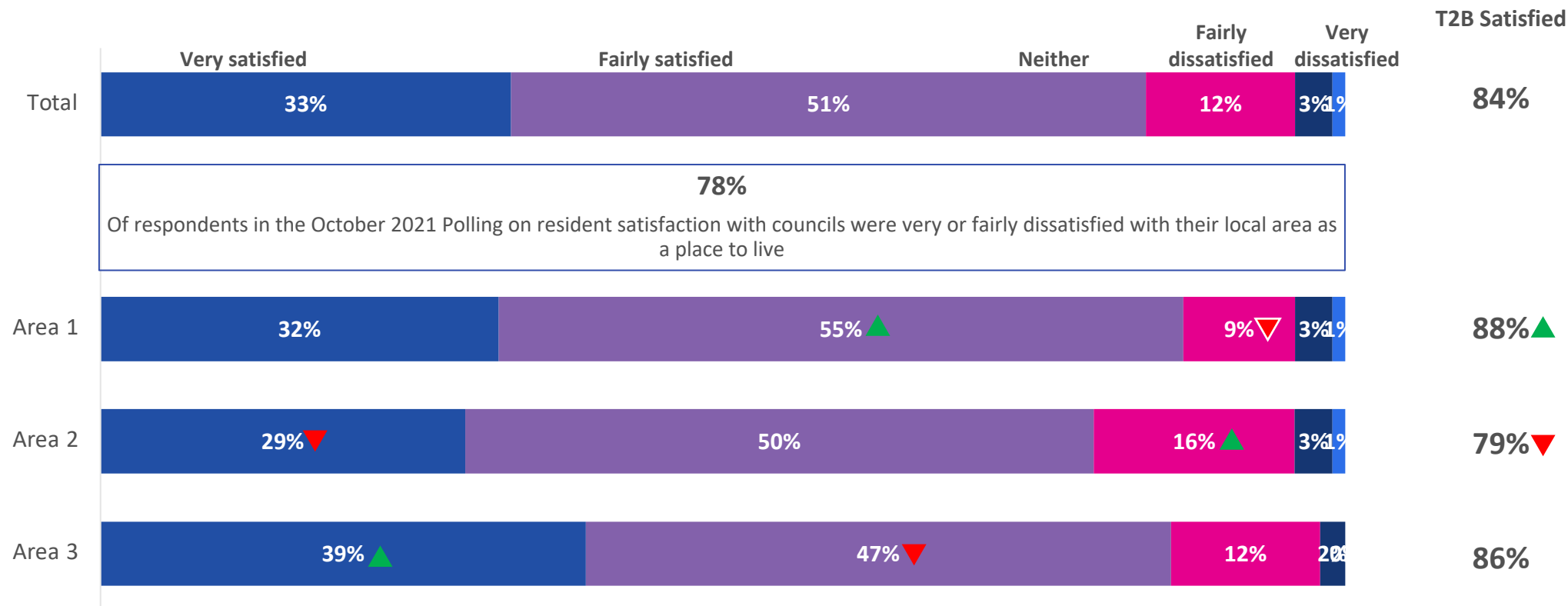
Local area safety in different periods of the day





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

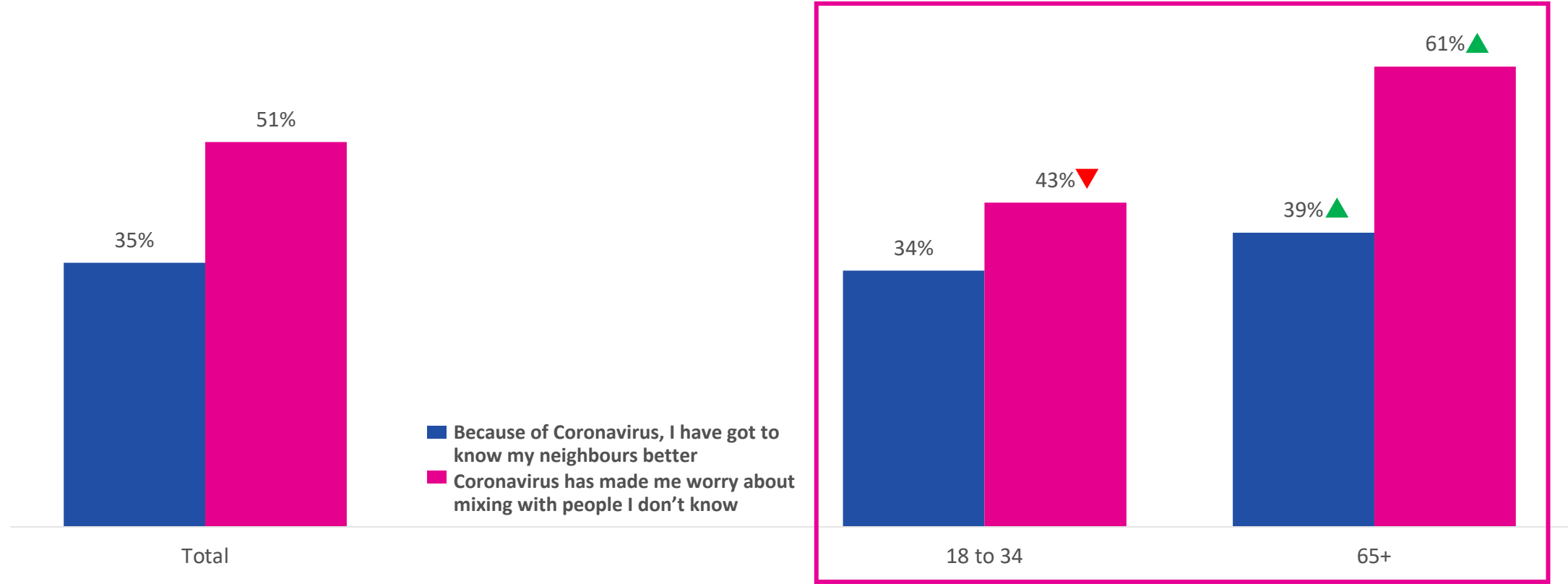
## Satisfaction with local district





While Coronavirus has brought together around a third of people with their neighbours – people are also more worried about mixing – especially those aged over 65

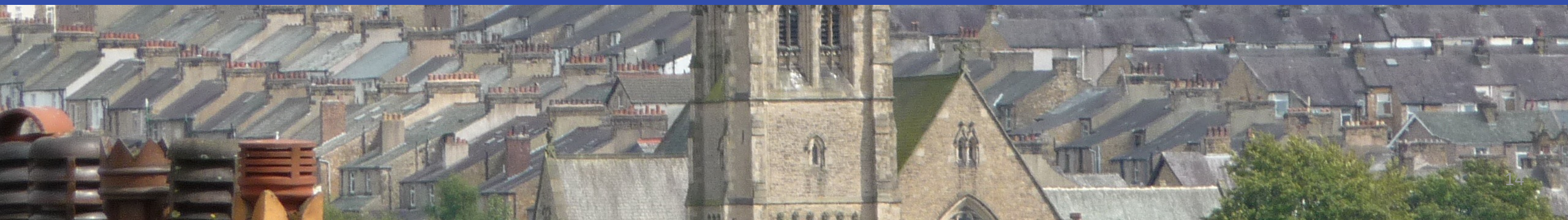
% agreement with statements





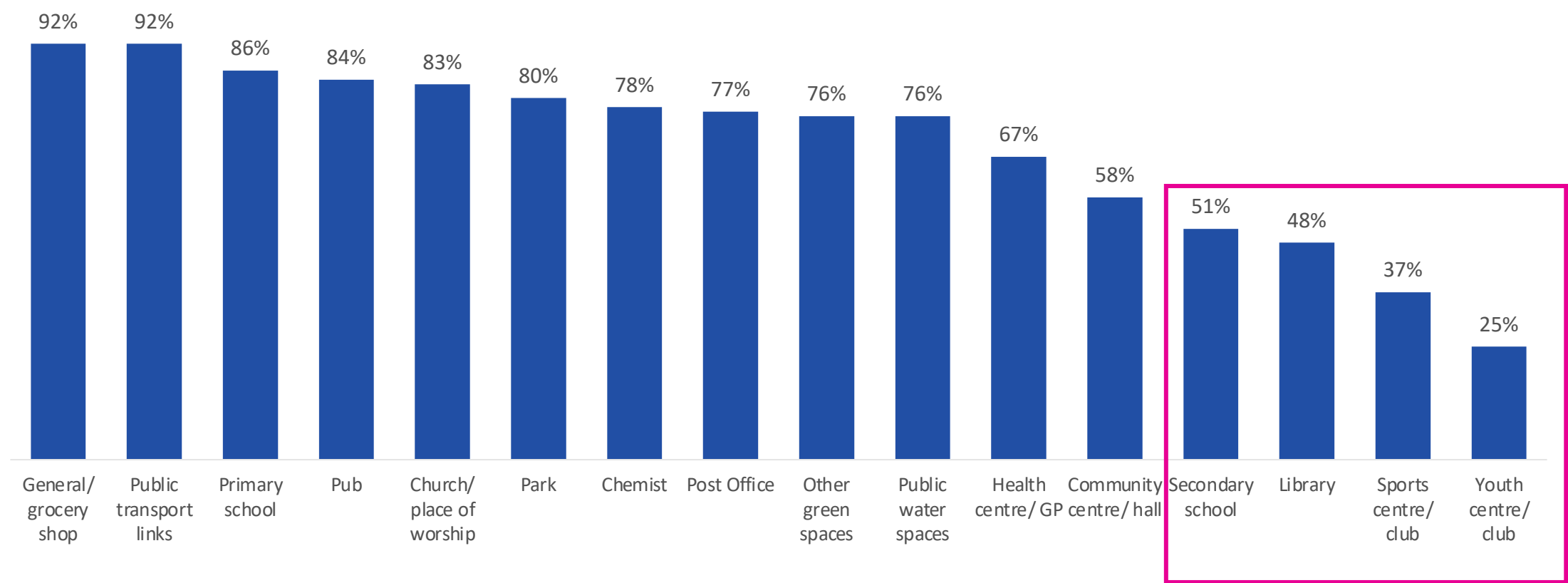
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# Local priorities



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

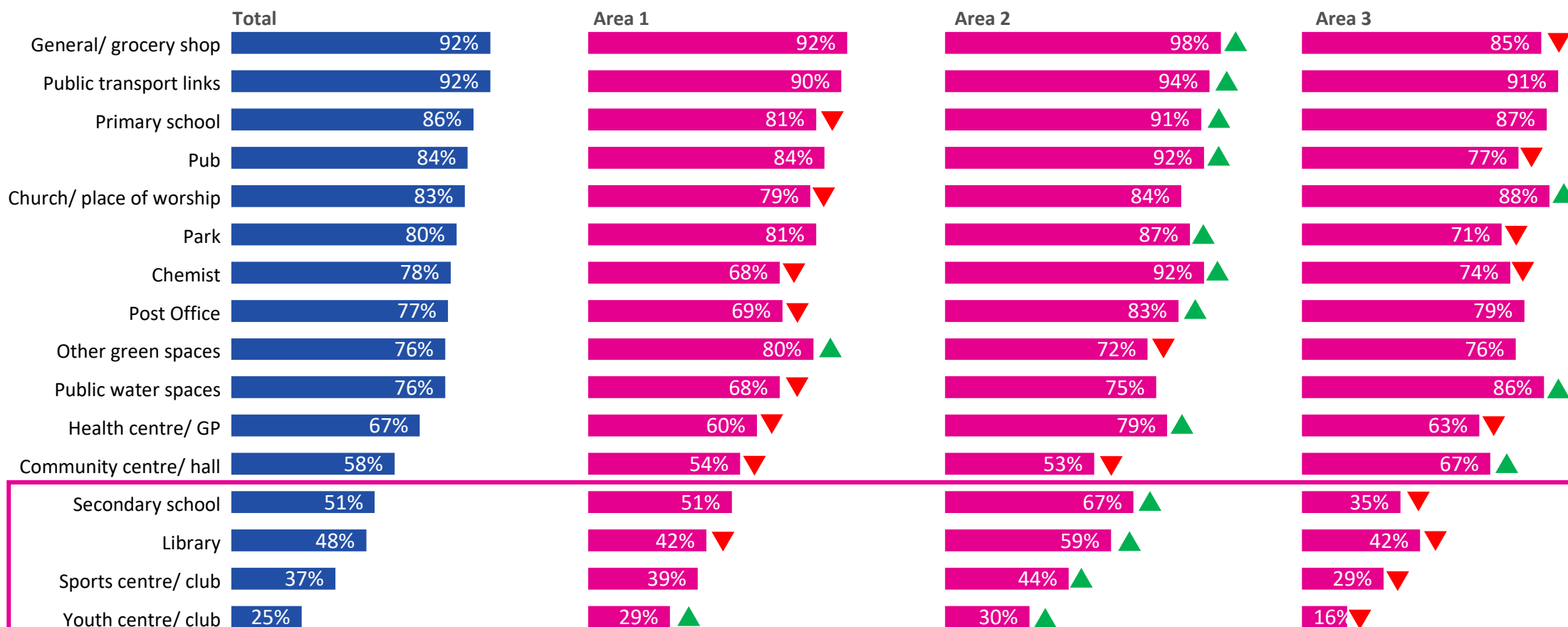
Located within local area (Among total)





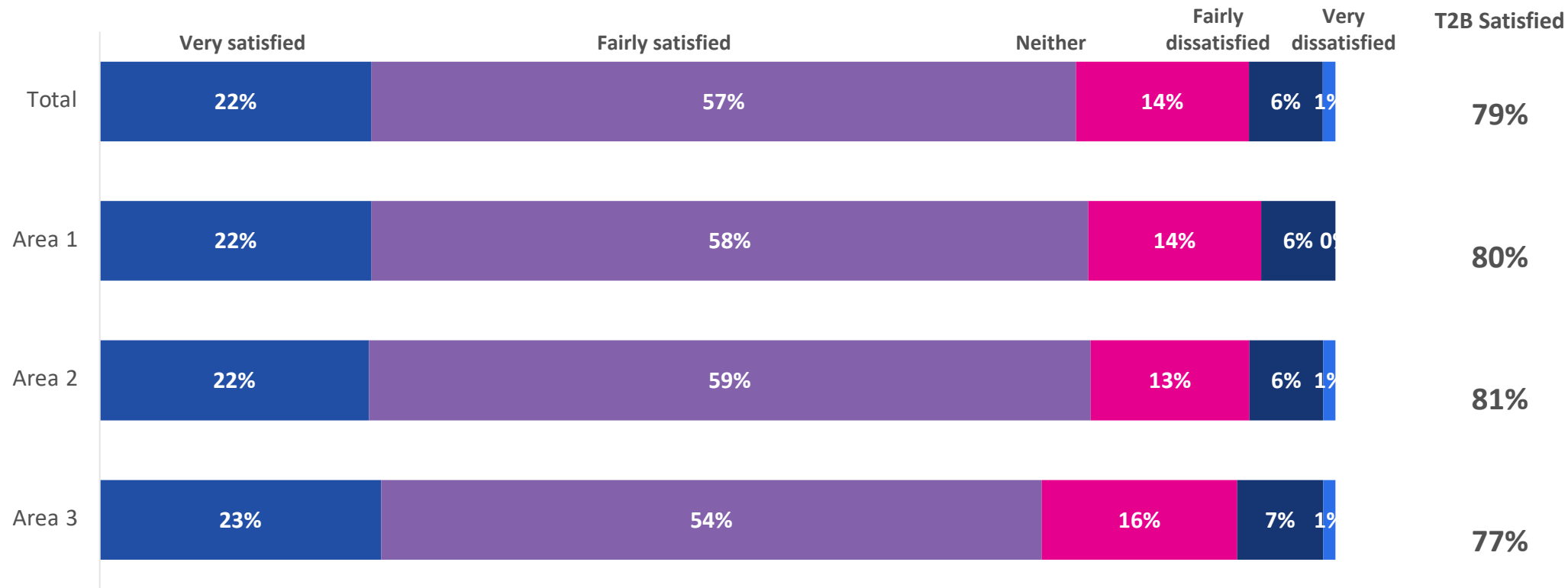
# Those in area 2 are significantly more likely to report secondary schools, libraries, sports centres and youth centres in their local area

## Located within local area



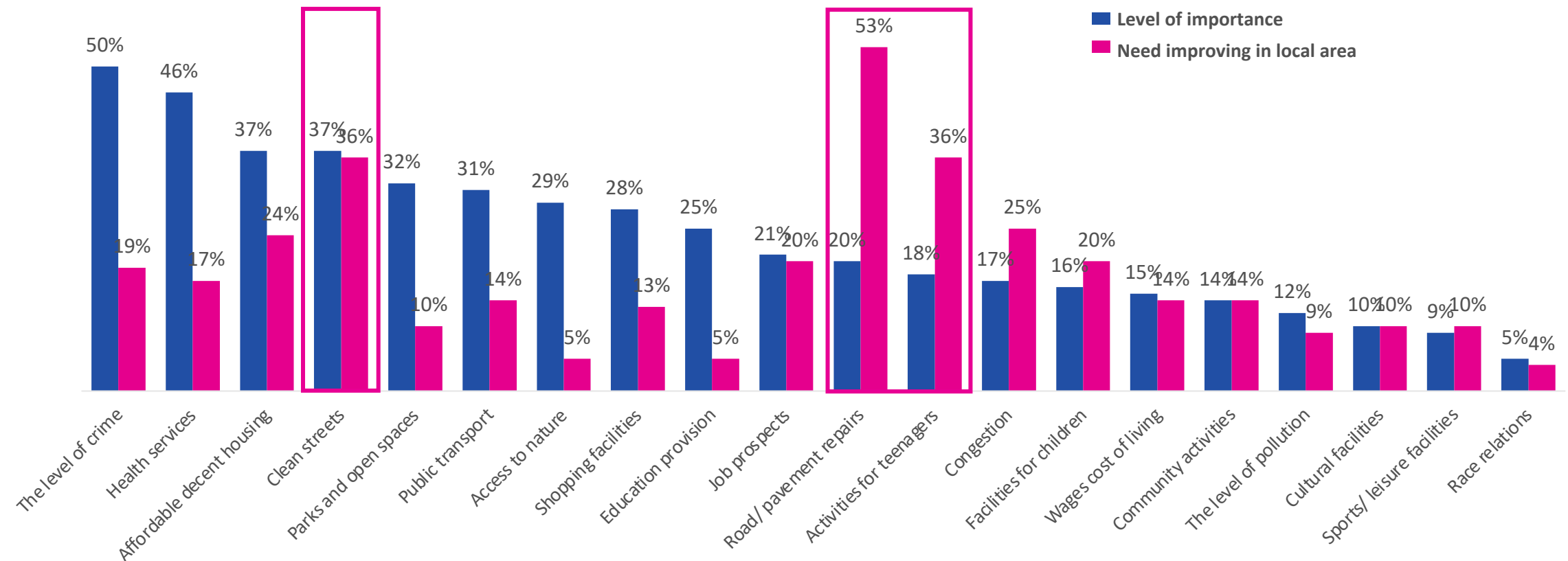
# Satisfaction with local services and amenities is consistent throughout areas in Lancaster

Satisfaction with local services and amenities in local area



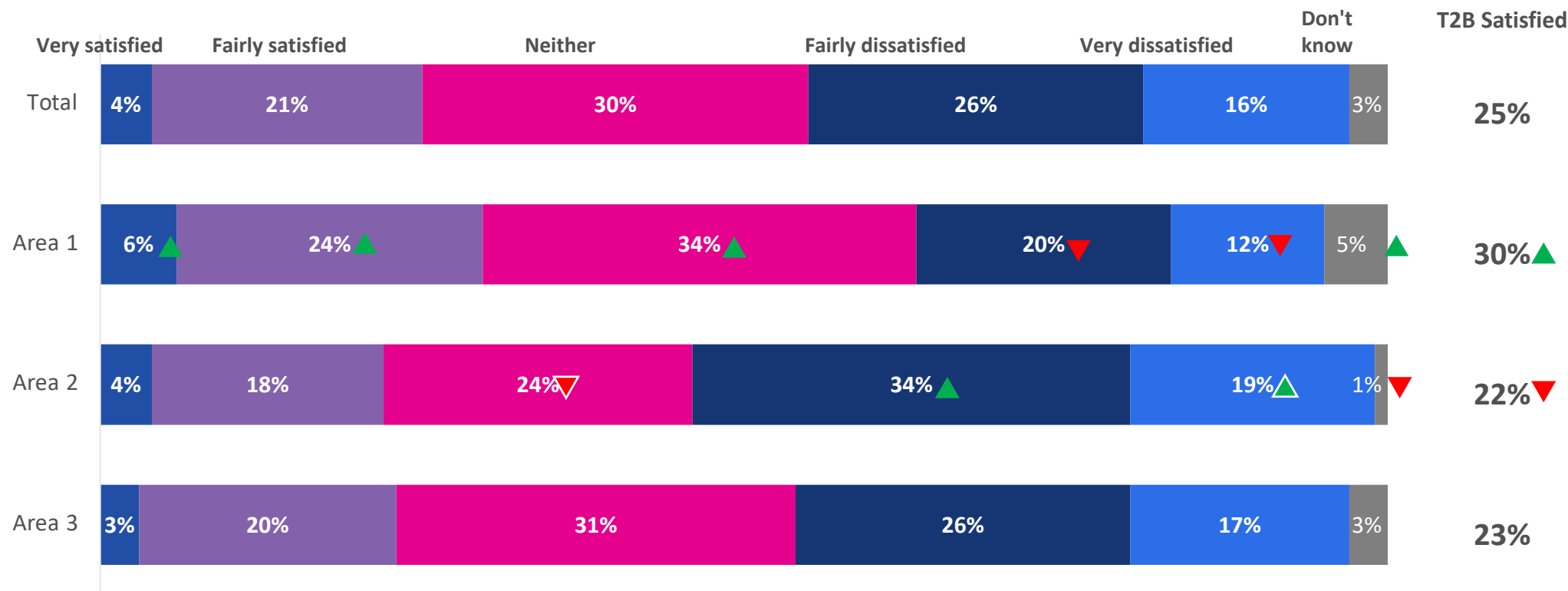
# Clean streets are seen as both important, and in need of improvement – while road/pavement repairs and activities for teenagers are also seen as need of improvement

Most important aspects of local area vs areas needed for improvement



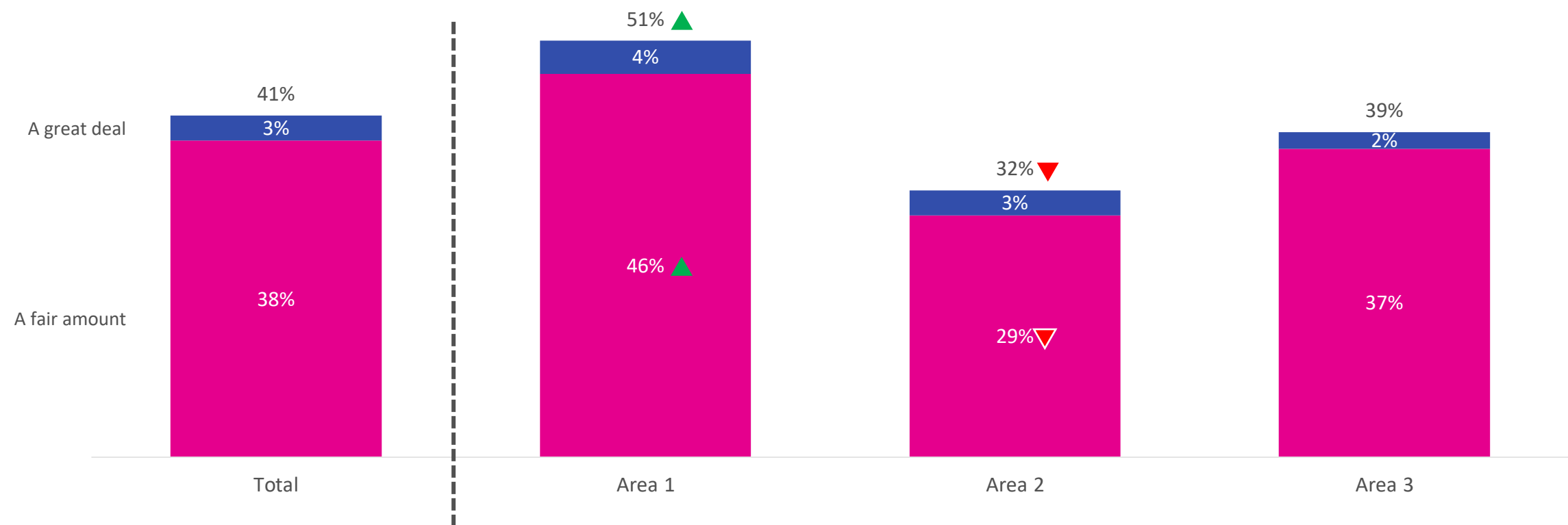
Area 1 are significantly more satisfied with their ability to influence Council decisions – while area 2 are significantly less satisfied

Satisfaction with ability to influence decisions made by Lancaster City Council



# Residents in Area 2 are significantly more likely to feel that Lancaster City Council acts on the concern of residents

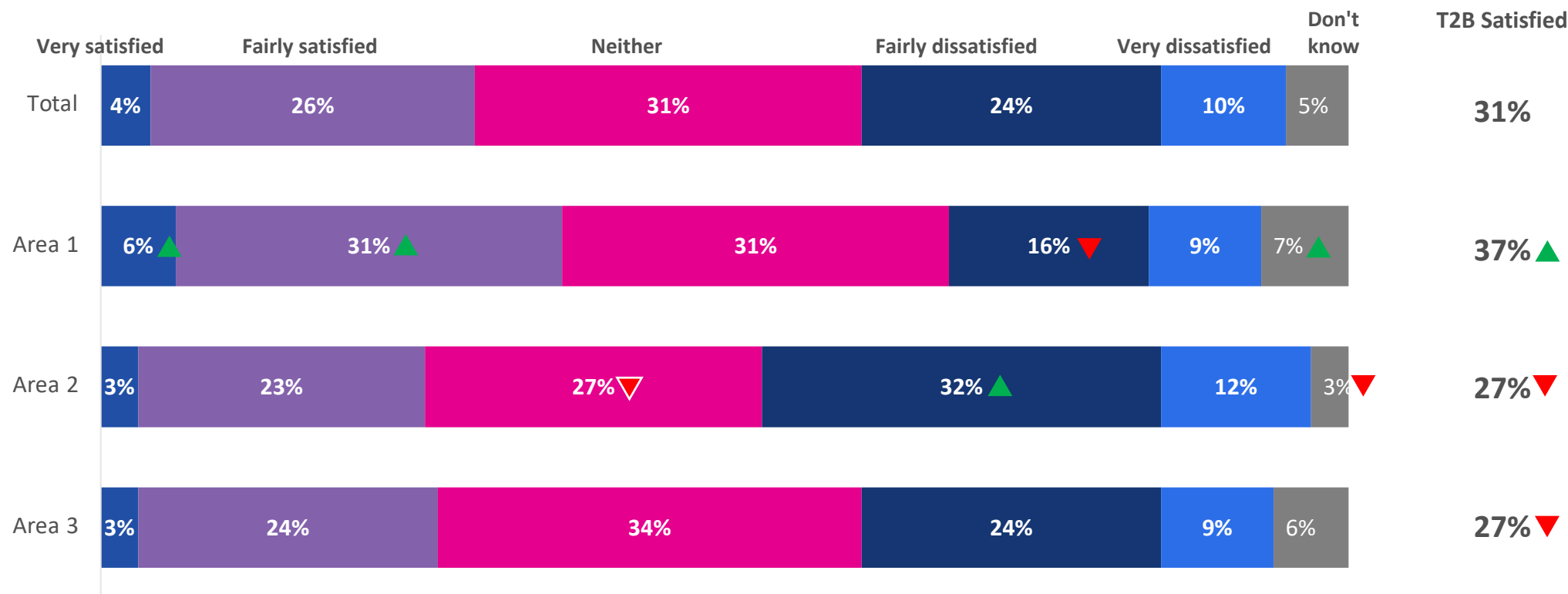
Whether Lancaster City Council acts on the concern of residents





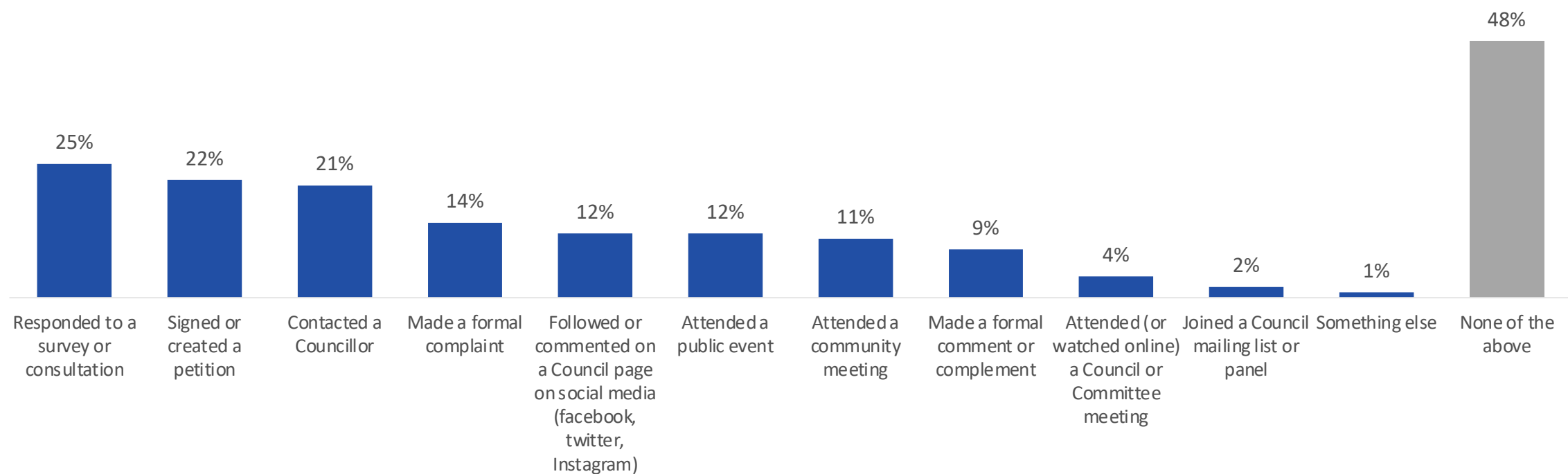
Those in area 1 are significantly more likely than both area 2 and 3 to be satisfied with their opportunity to have their views known by their local council

Satisfaction with opportunity to have views known by local council



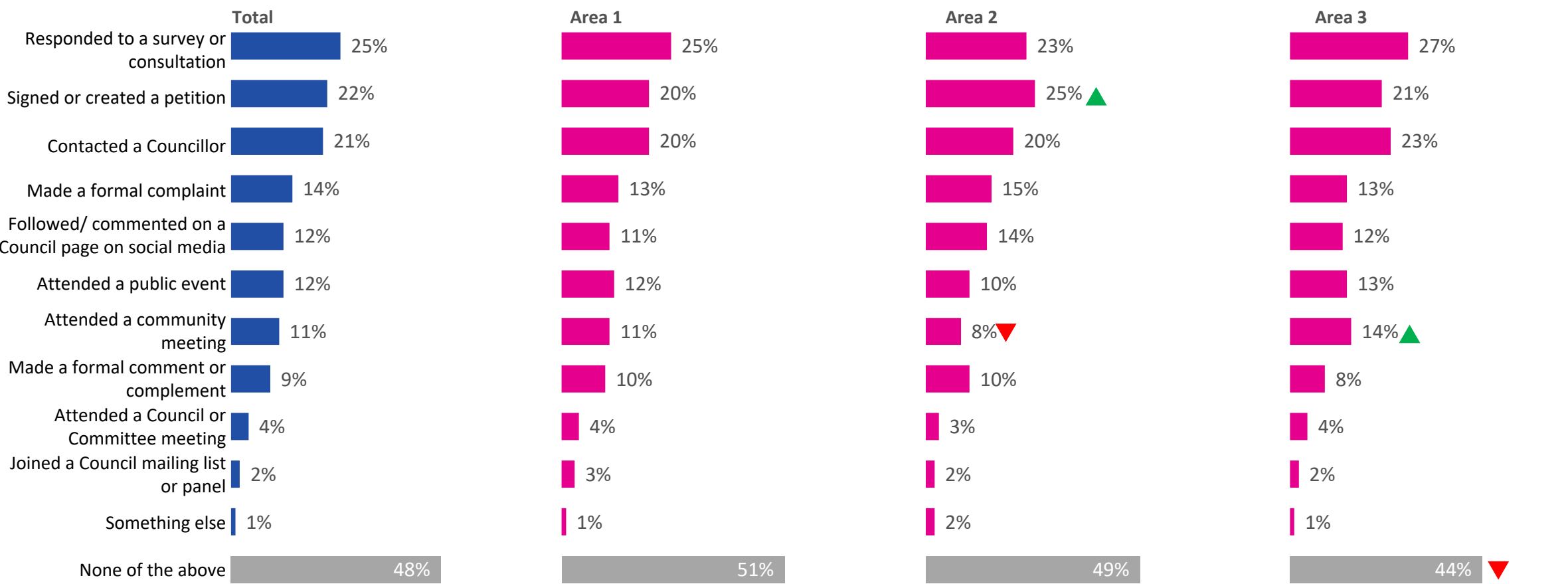
# Residents are most likely to have responded to a survey or consultation as their main way of sharing their views with a local council

Ways of sharing views with Lancaster City Council



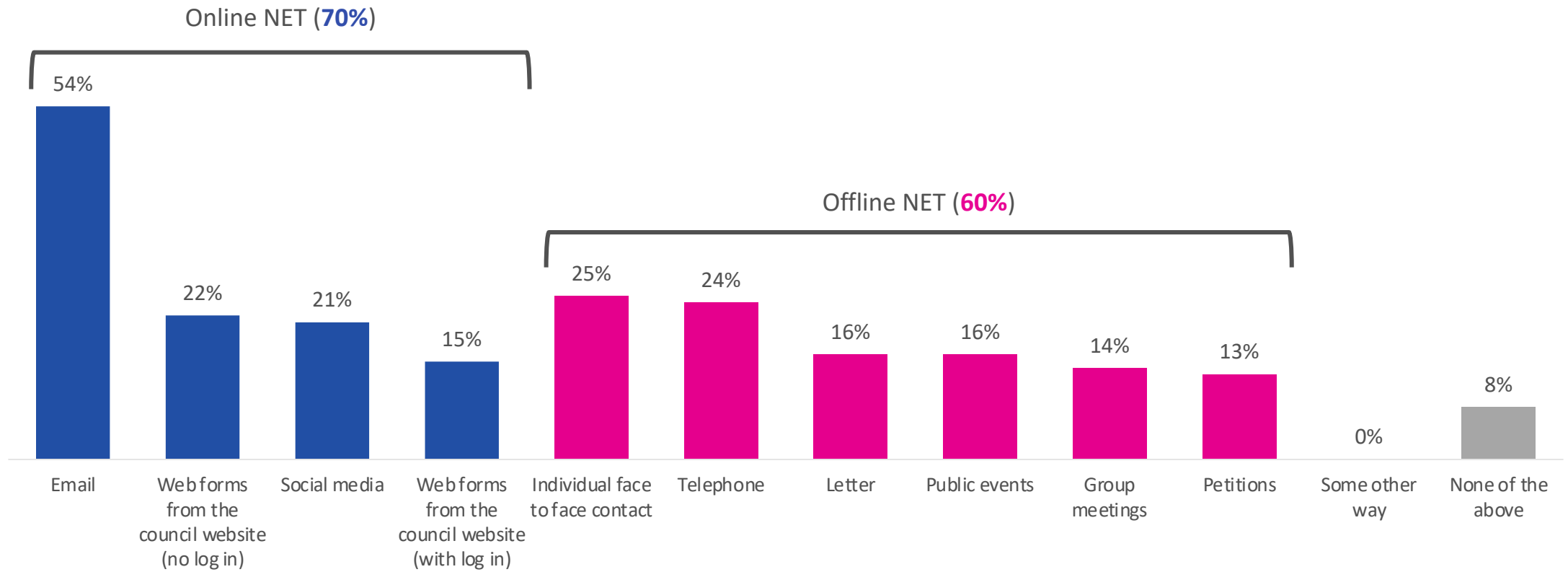
# Those in area 3 are significantly more likely to have shared their views with their local council

## Ways of sharing views with local council



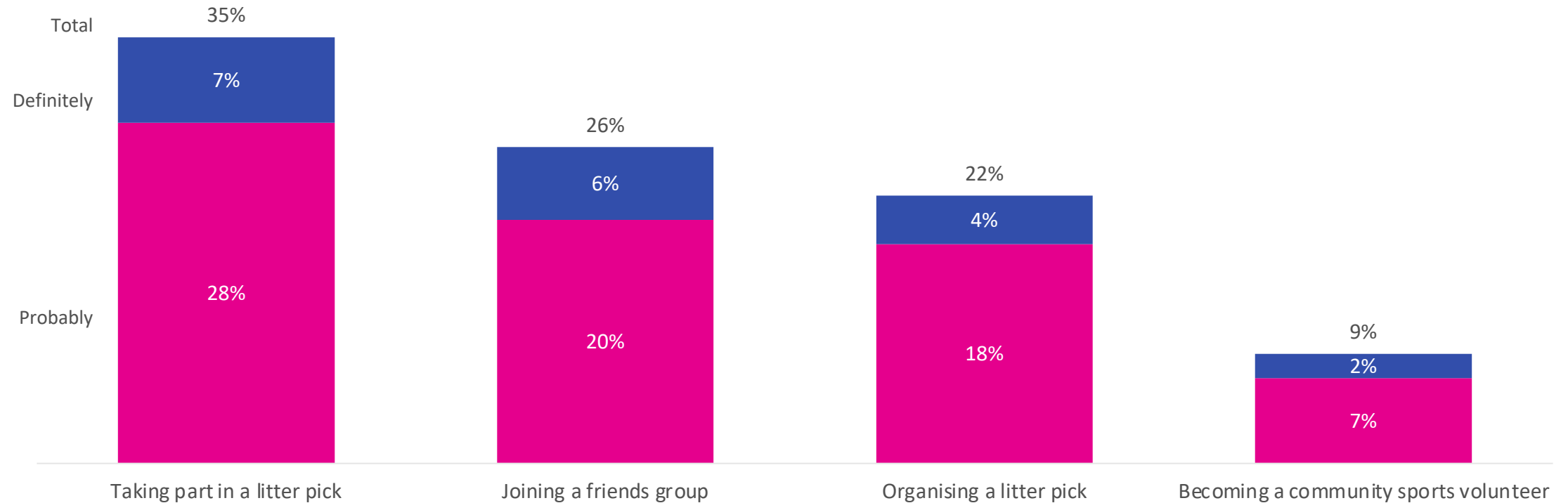
# Residents prefer to share their views with the local council by online means

## Preference for sharing views with Lancaster City Council

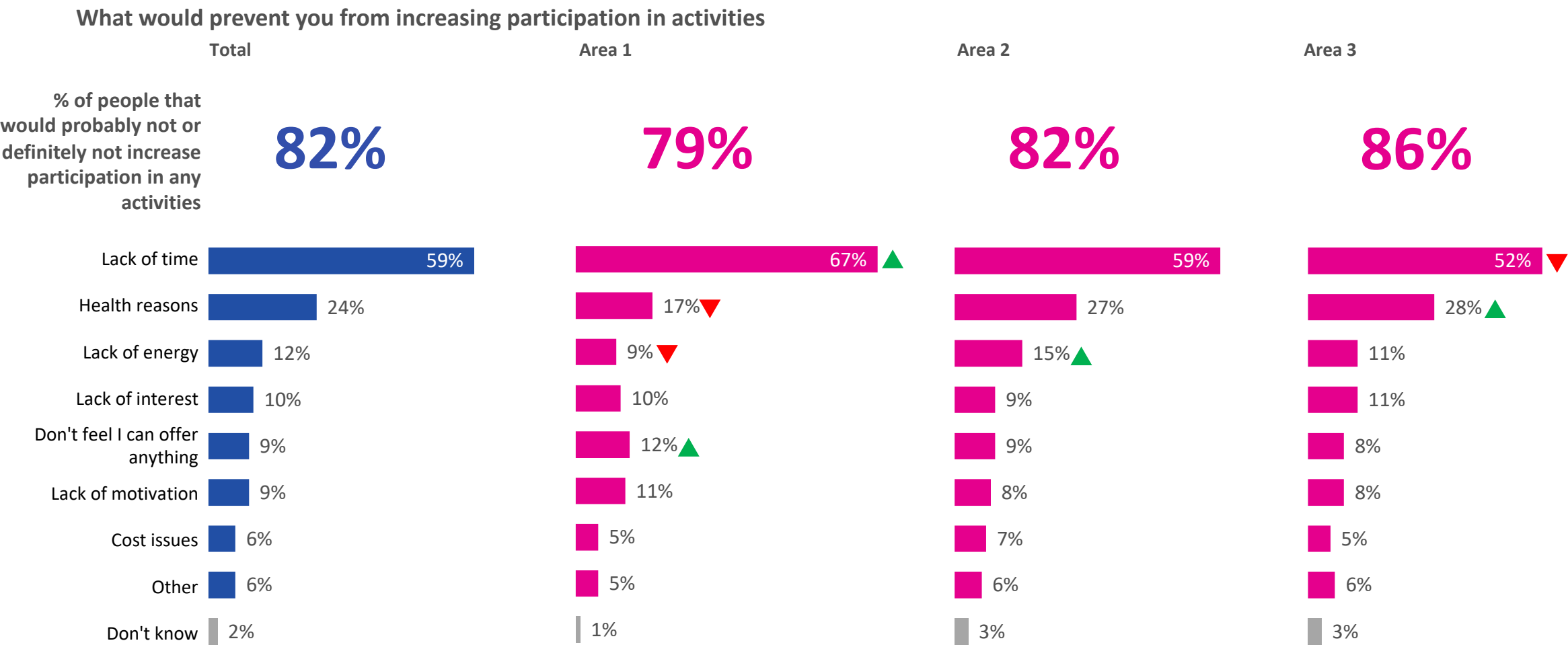


Taking a more active part in litter picks is the most popular option – while only 1 in 10 would take a more active role in becoming a community sports volunteer

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



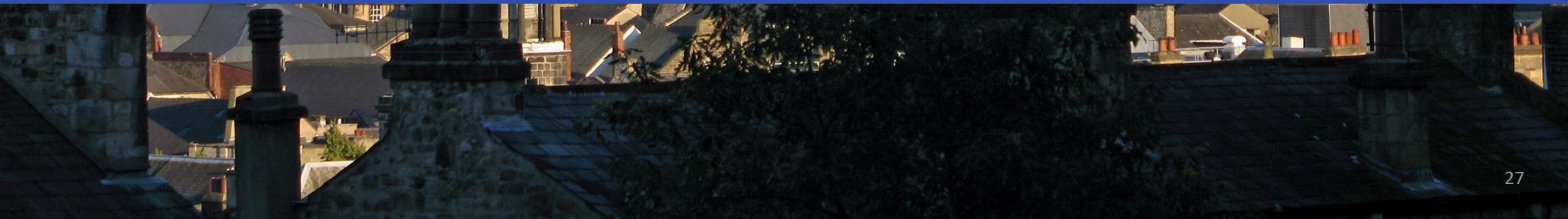
# Residents are likely to cite a lack of time as a reason to not increase participation in activities – followed by health reasons





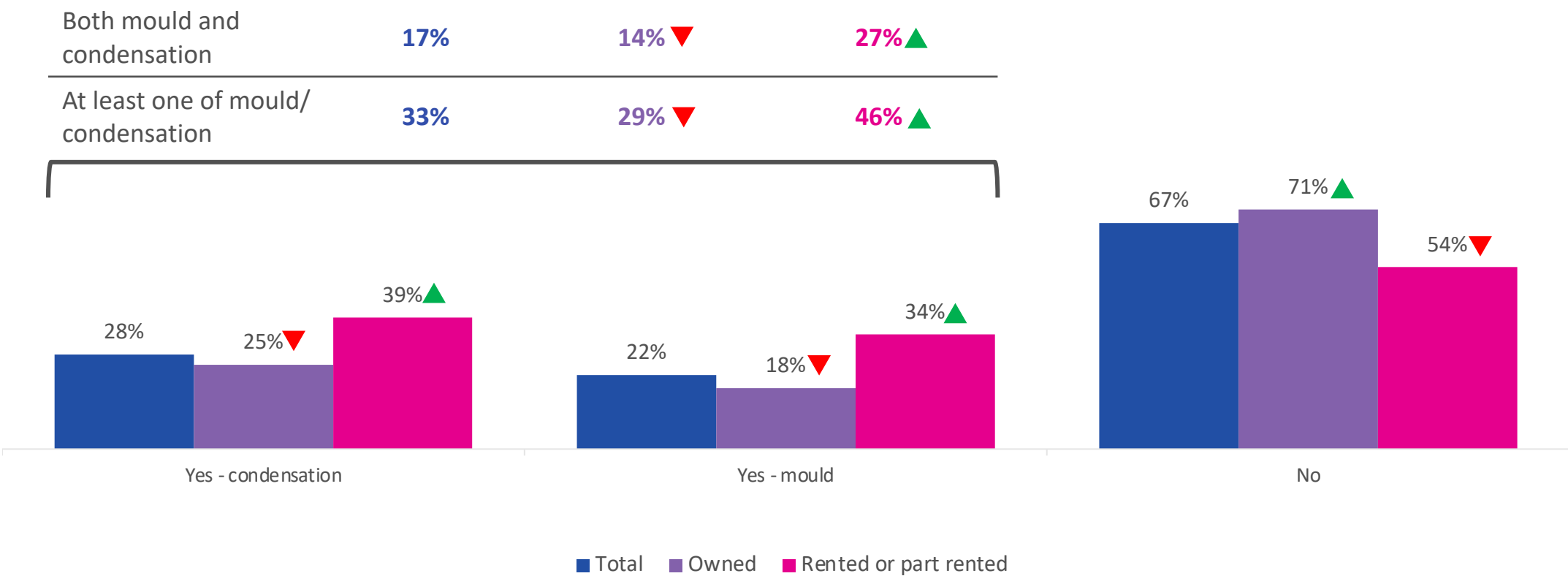


# Housing



# Those in rented or part rented accommodation are significantly more likely to report mould, condensation or both during winter months

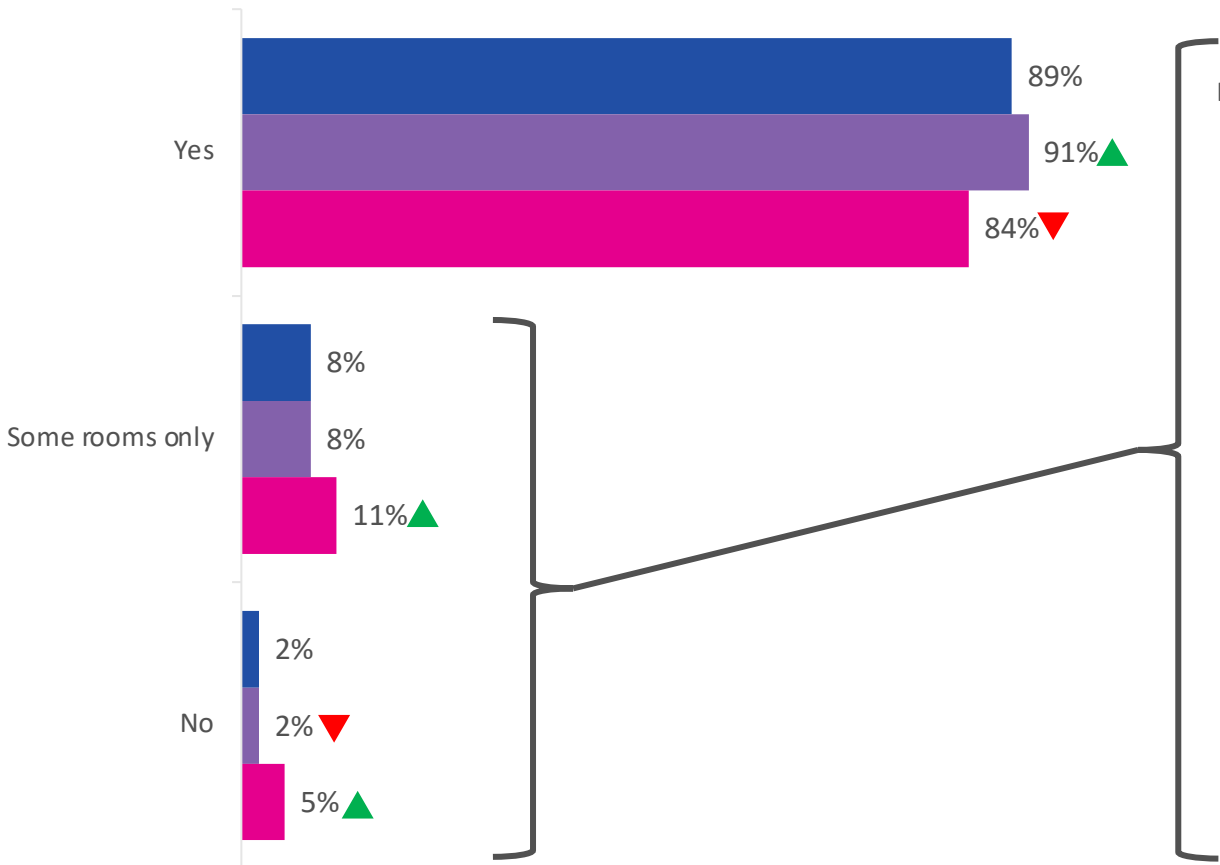
% answering yes to mould or condensation in accommodation during winter months



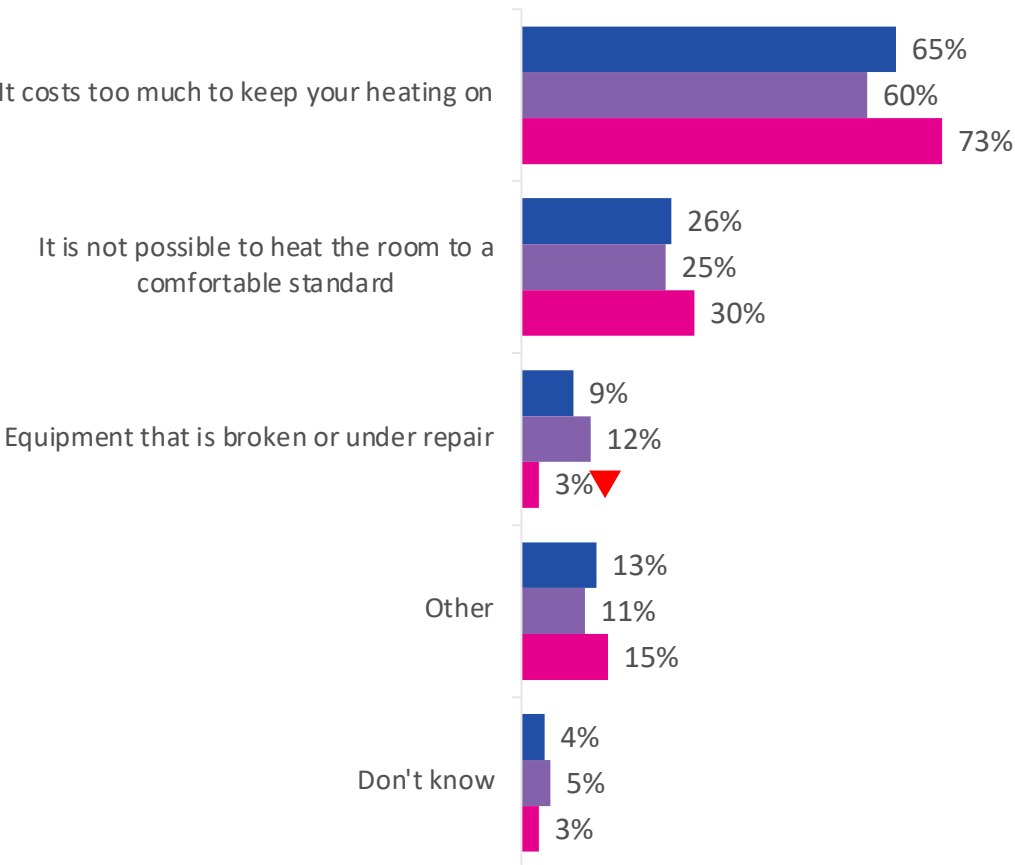


# Those in rented accommodation are significantly less likely to report they are keeping comfortably warm during winter

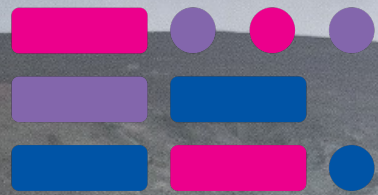
Whether keeping comfortably warm in accommodation during winter



Reason for lack of heating  
Base sizes small so no significant differences







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# Sustainability



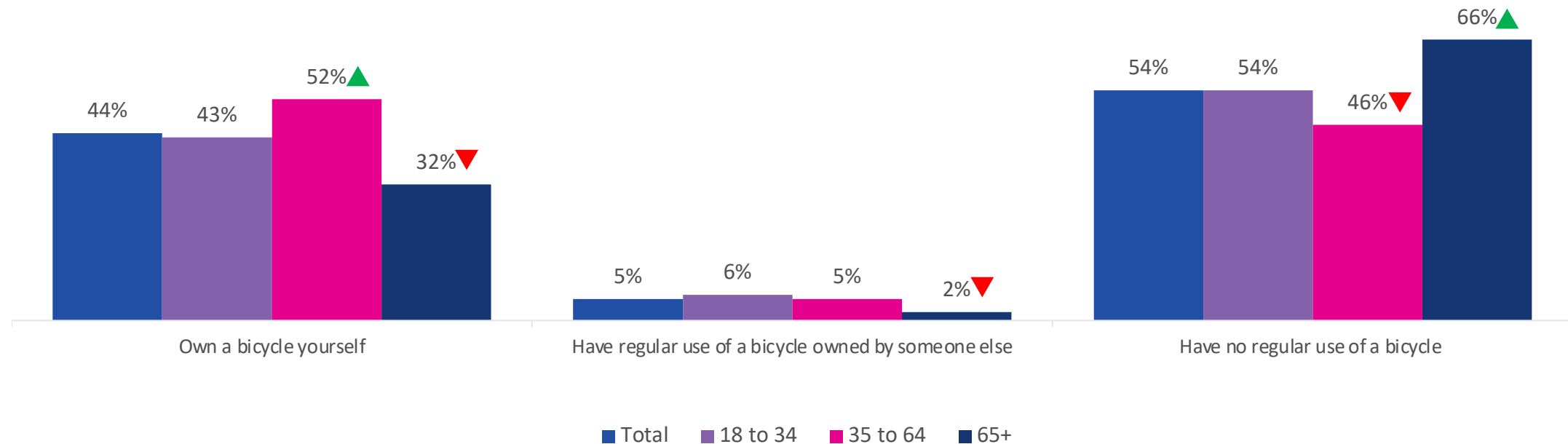
Residents in area 3, 35 to 64, white, in the least deprived quintiles, who own a house or have children in the household have a significantly higher number of average cars or vans

Average number of cars or vans in household



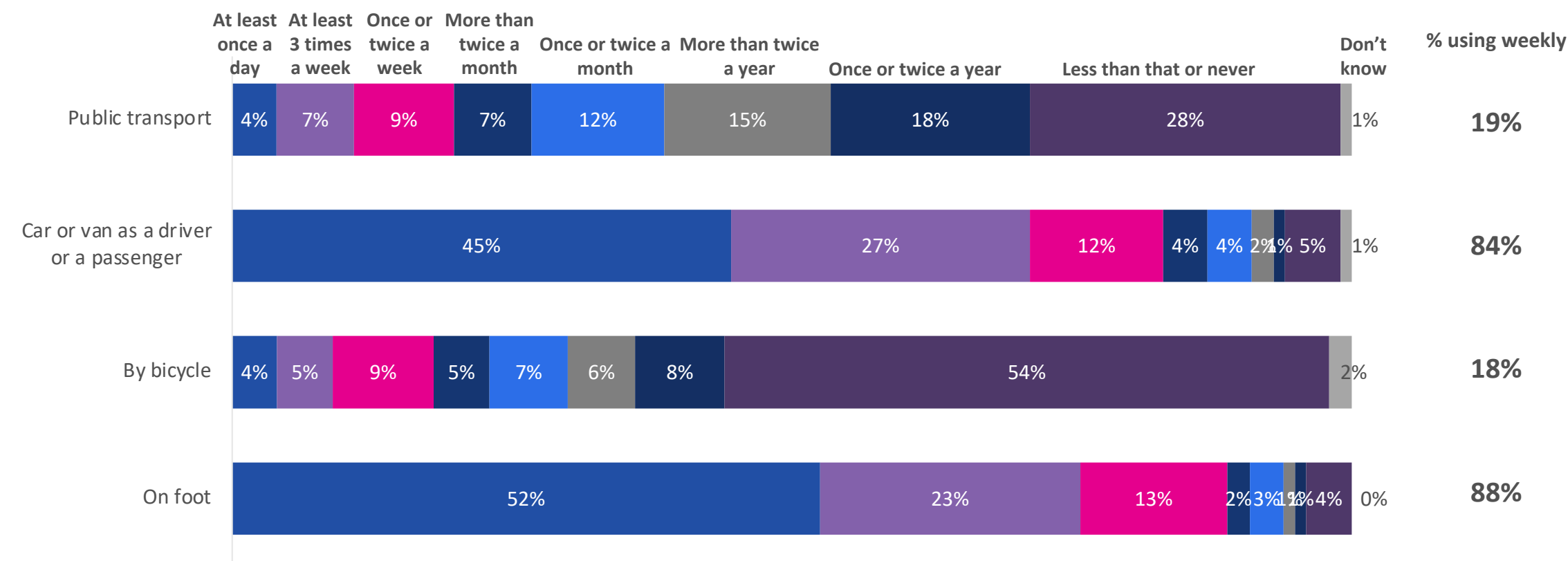
# Bike usage is highest in those aged 35 to 64

## Bike usage



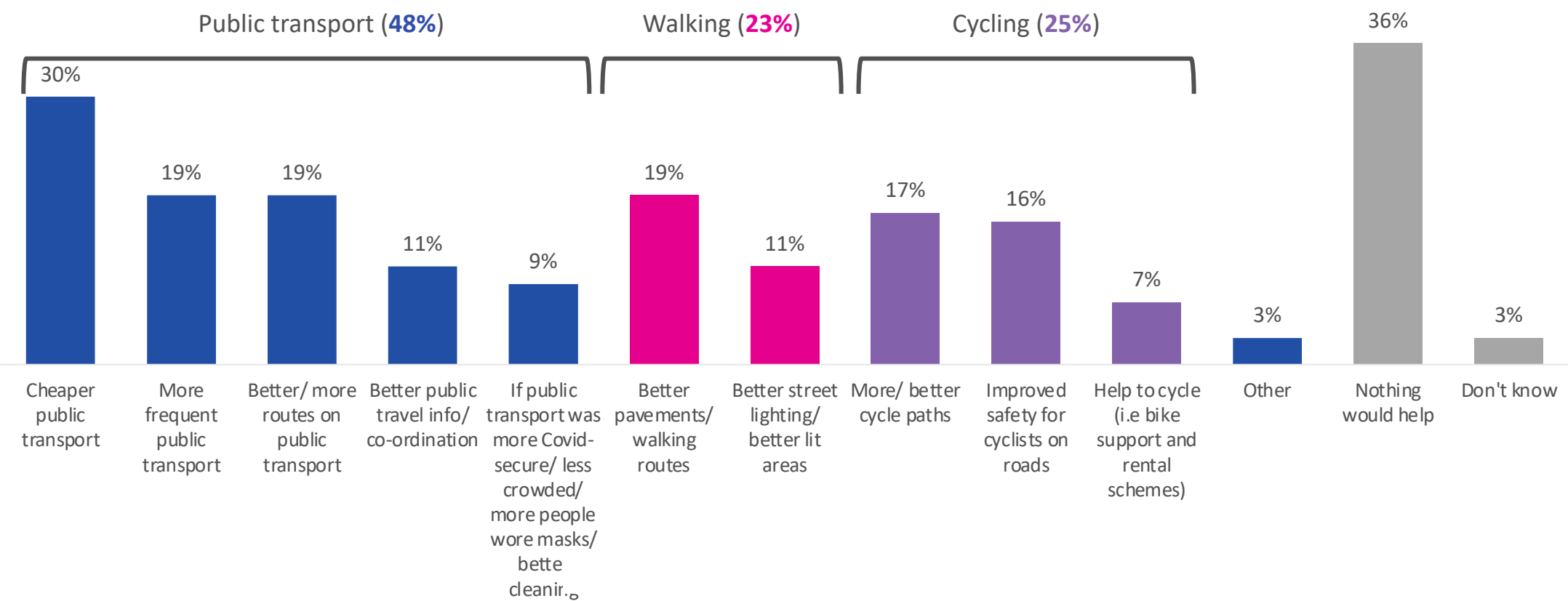
# Weekly bicycle use is similar to weekly public transport use among Lancaster residents

Frequency by transport type



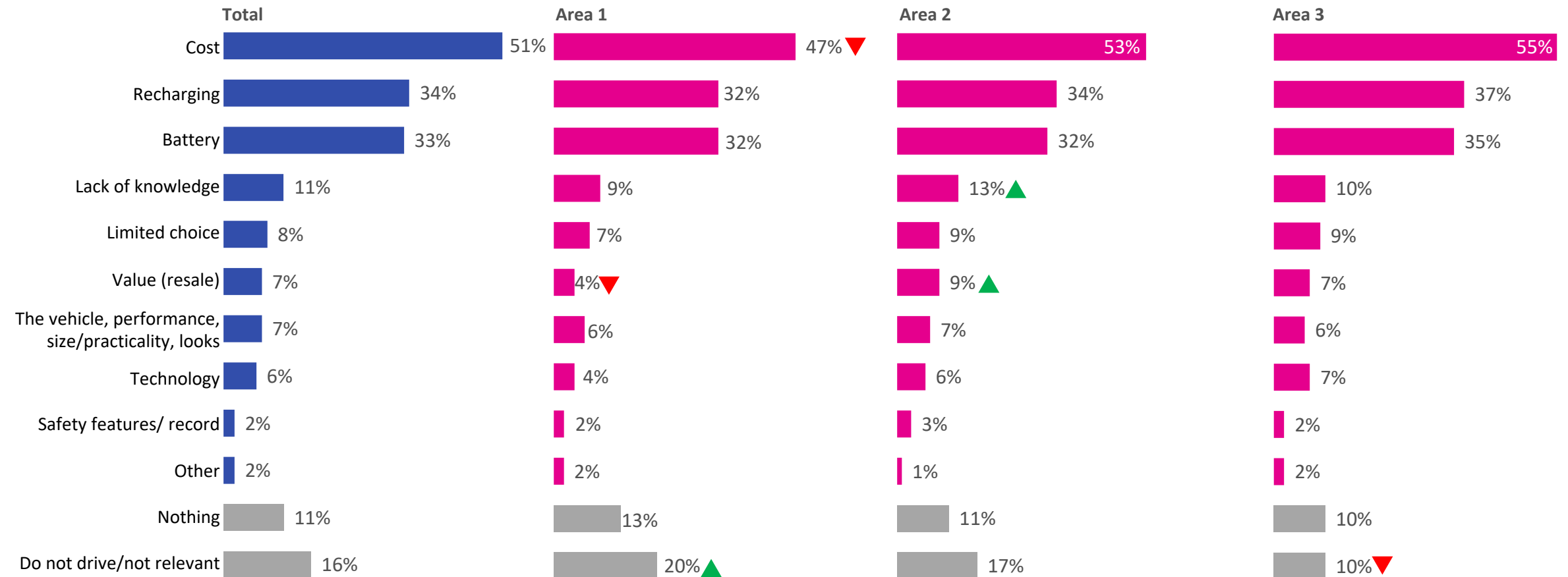
Public transport improvements are the focus of car/ van travel reduction – people are also looking for better pavements, more/ better cycling paths and improved cycle safety

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

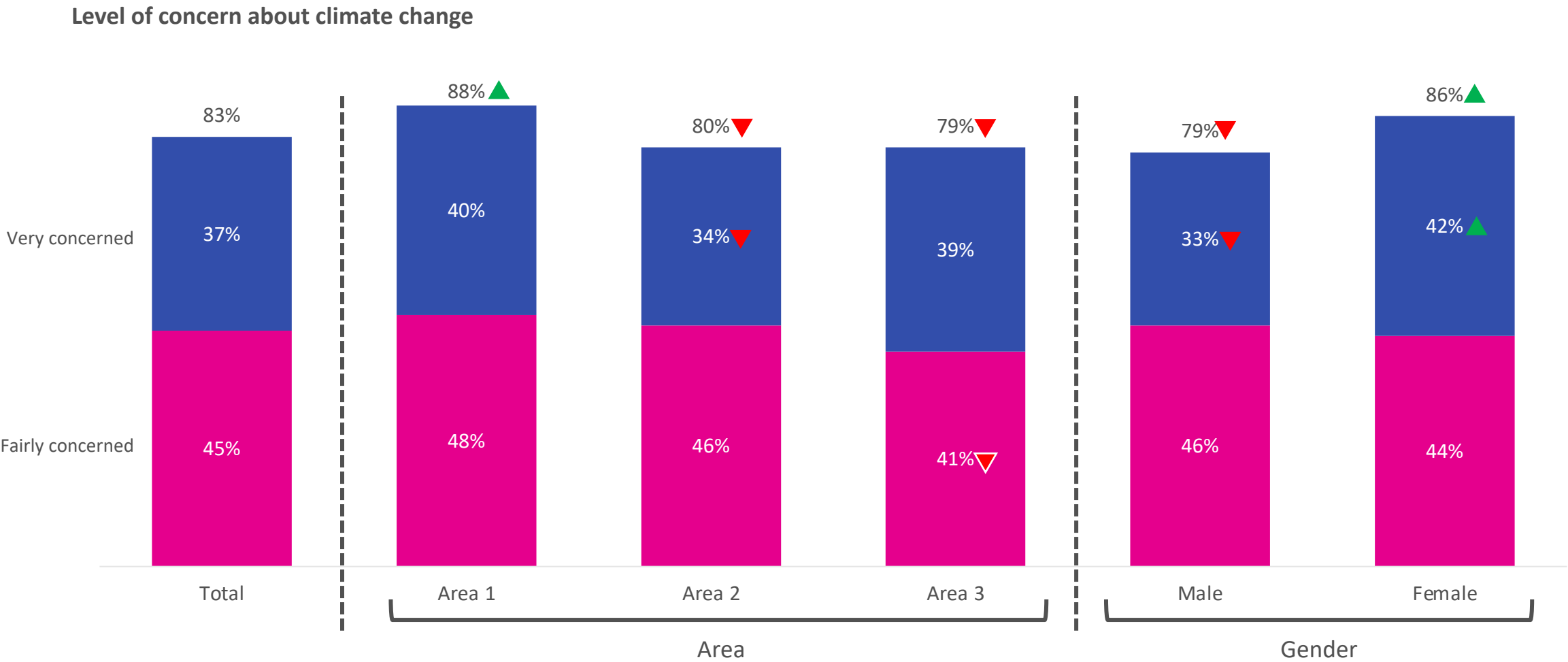


# Cost and practical issues around charging are the main barriers to electric vehicle use

## Barriers to electric vehicle use



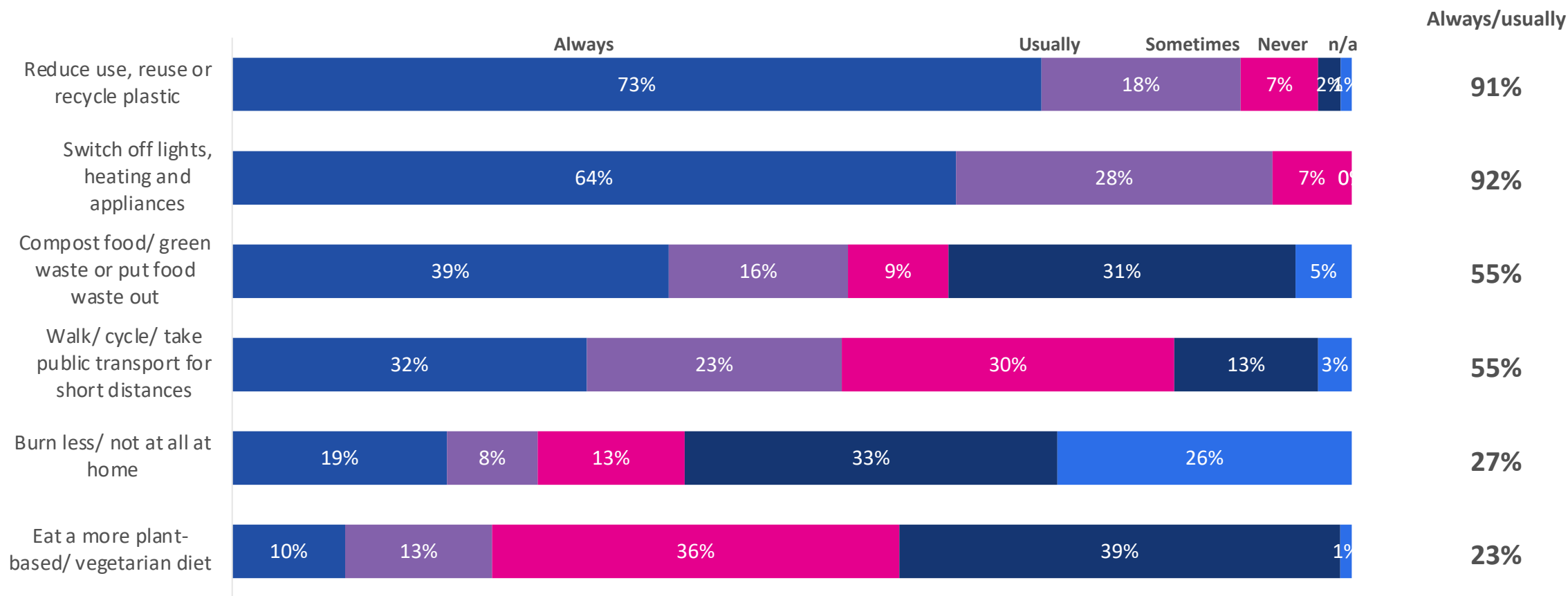
# Concern around climate change is highest in Area 1 and among women





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

Frequency by of environmentally friendly activities



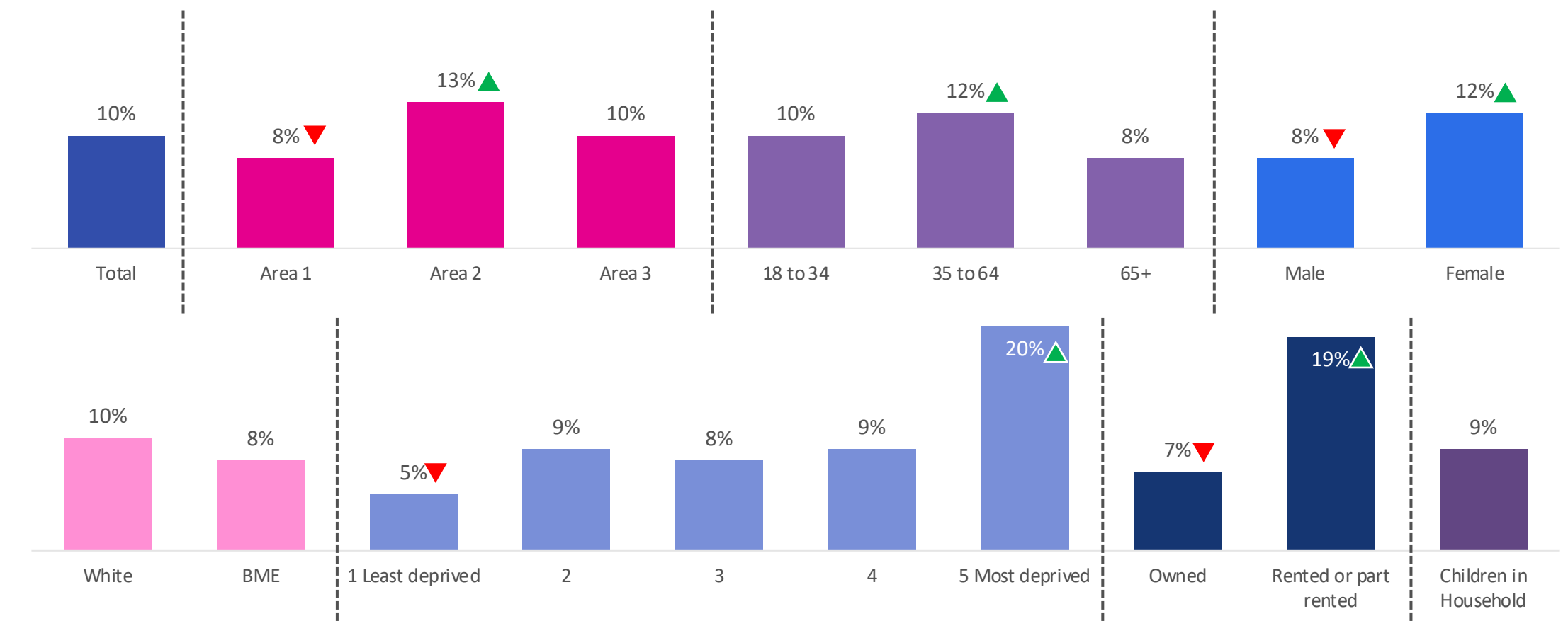


# Physical/mental health



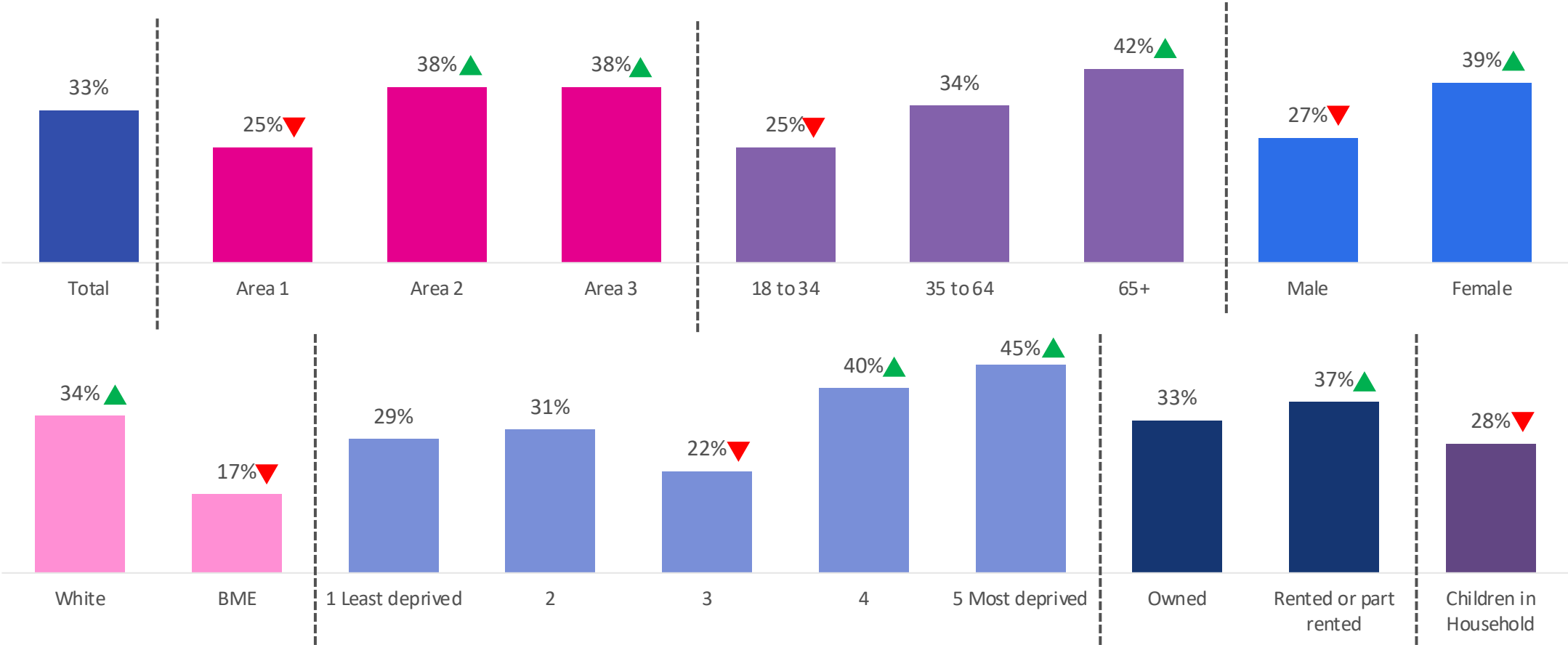
# Those in Area 2, 35 to 64, Female, deprived or living in rented or part rented accommodation are significantly more likely to report their health being bad or very bad

% saying their health is bad or very bad



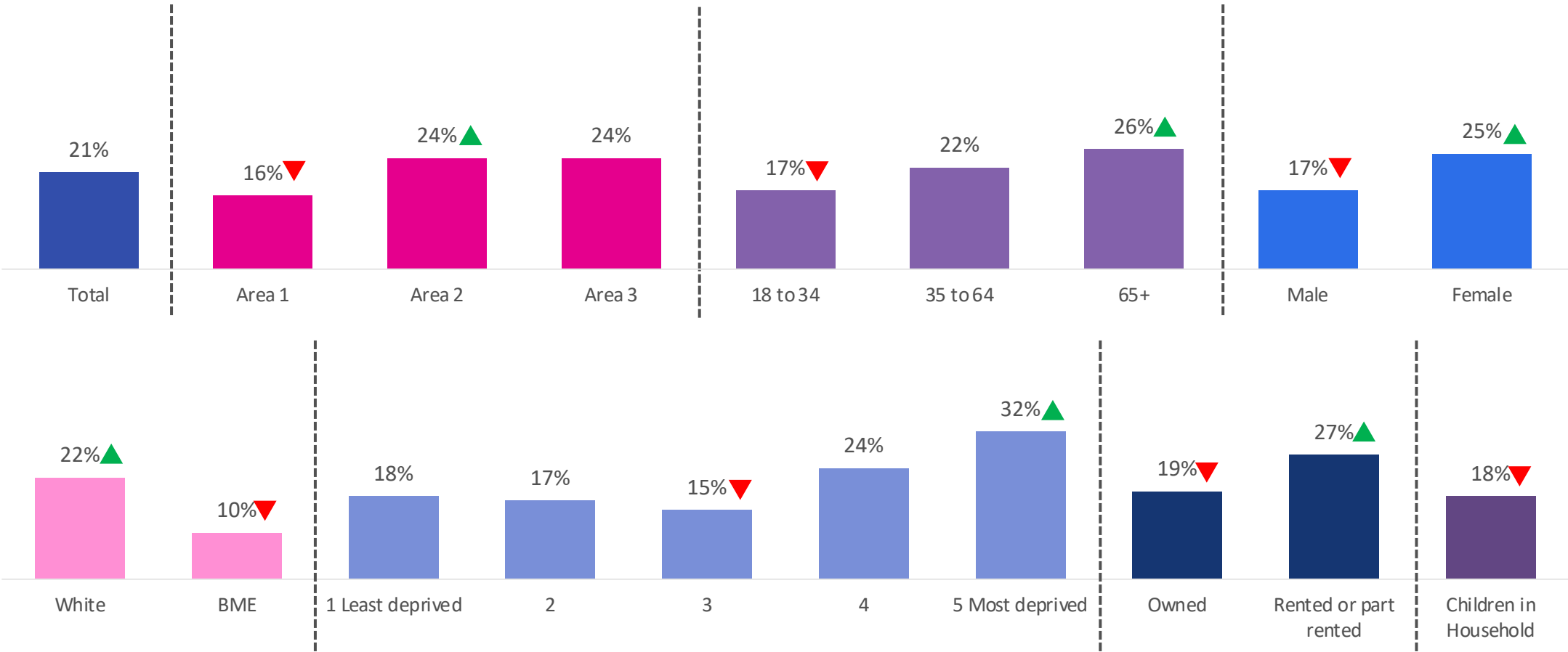
# Area 2 and 3 are significantly more likely to have a physical or mental health condition expected to last more than 12 months

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



Those aged over 65, in area 2, female, white, most deprived and renting are more likely to say they have a condition that reduces their ability to carry out day-to-day activities

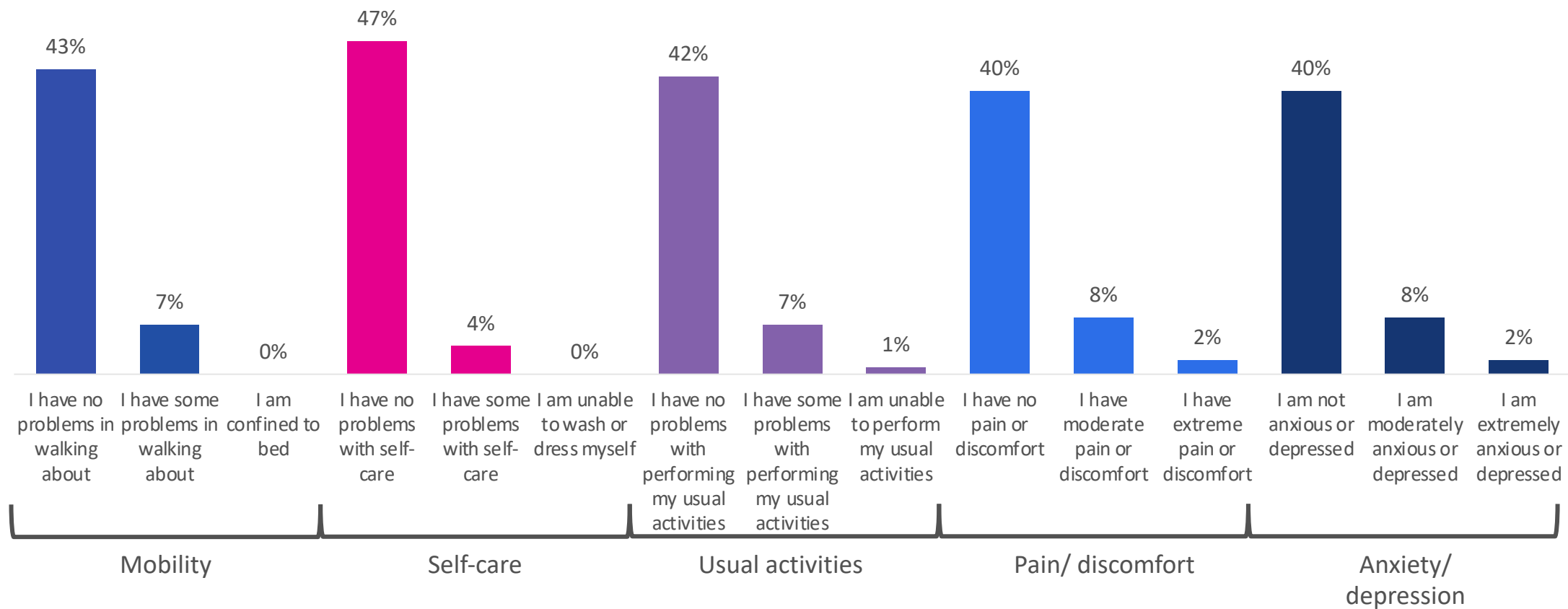
Those saying conditions or illnesses reduce ability to carry out day-to-day activities





# 1 in 10 of respondents say they have pain/ discomfort or anxiety/ depression

## Descriptions of any problems with life



# 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.

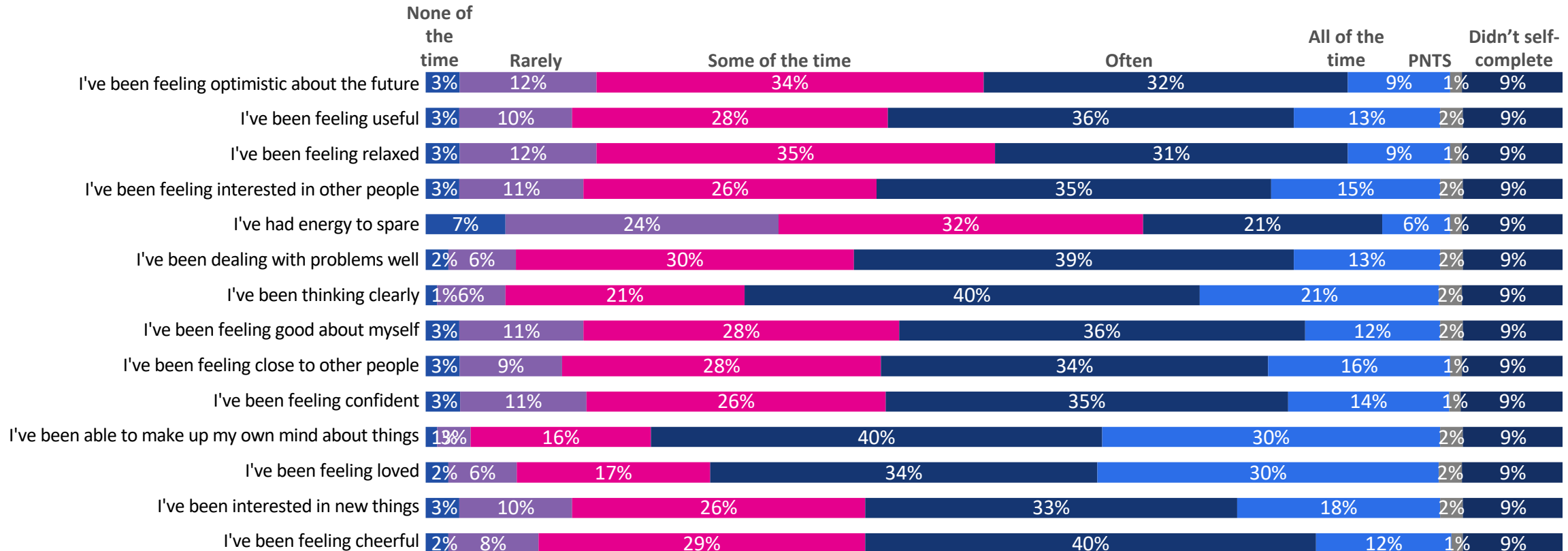
Further information about how to score, analyse and interpret WEMWBS can be found here:

<https://warwick.ac.uk/fac/sci/med/research/platform/wemwbs/using/howto/>

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

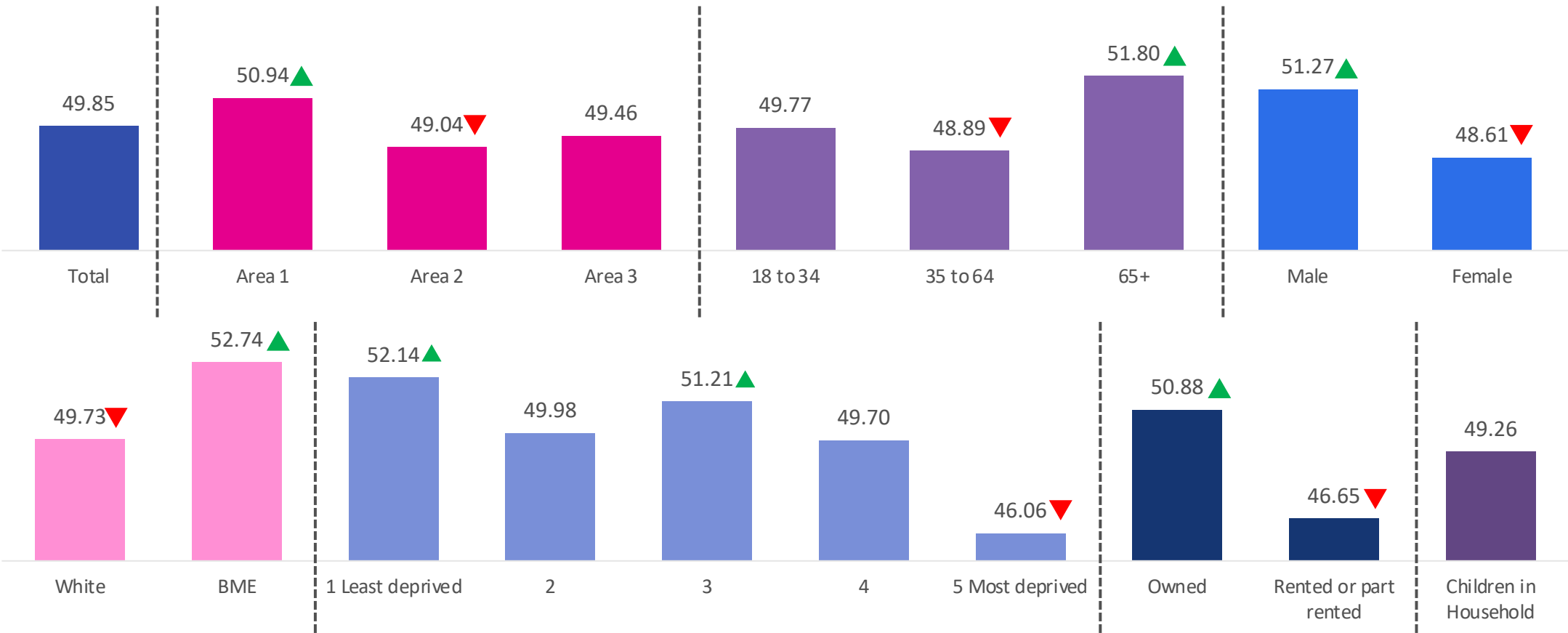
# WEMWBS pre-calculation data

## WEMWBS



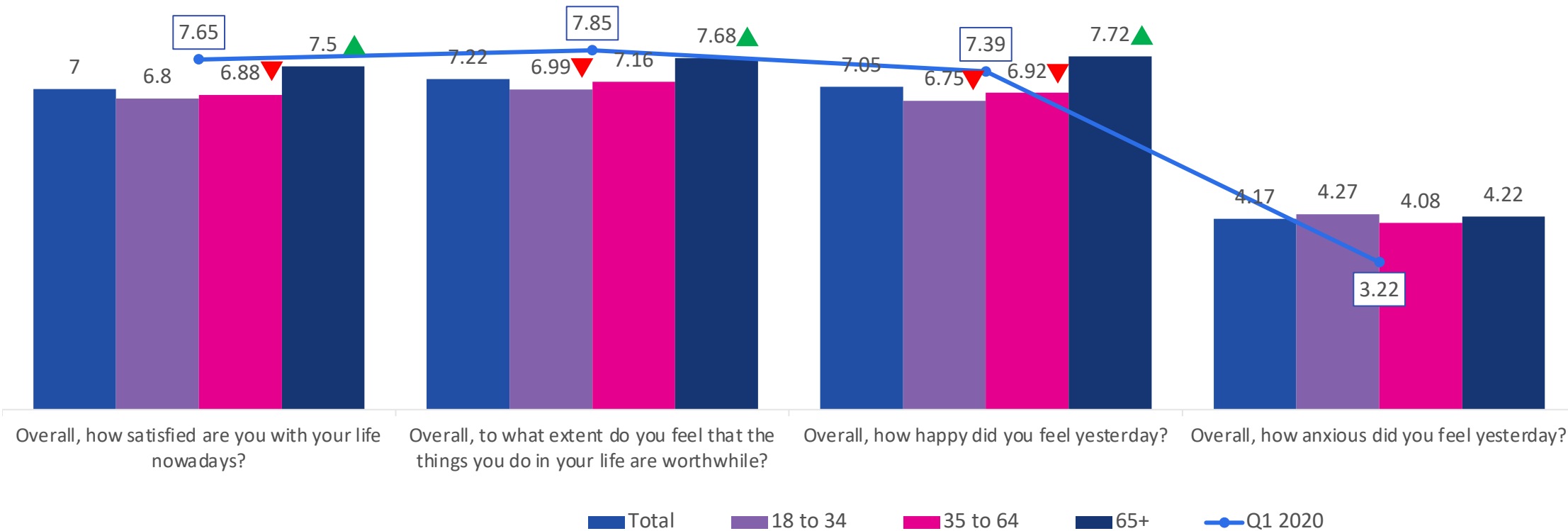
# Those aged 35 to 64, Female, in the most deprived areas or renting/ part renting have significantly lower mental well-being scores than average

WEMWBS scores



# Those aged 65+ in Lancaster are significantly more likely to feel higher positive feelings about aspects of their life

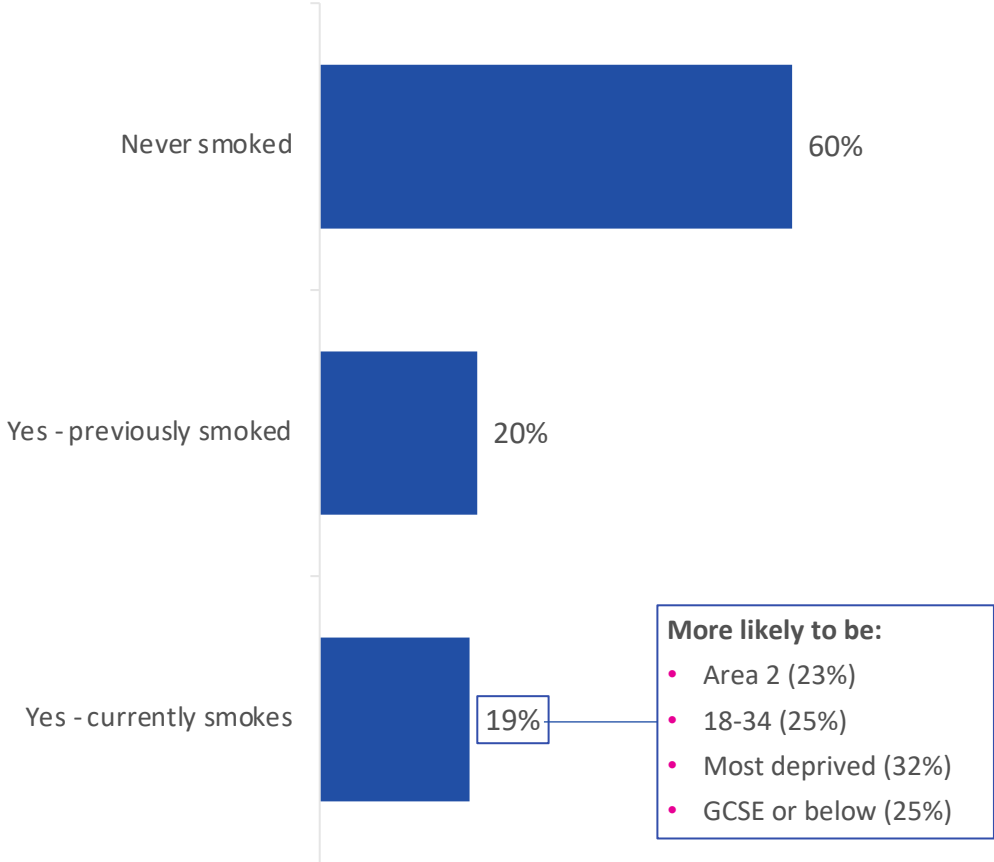
Feelings about aspects of life (mean score)



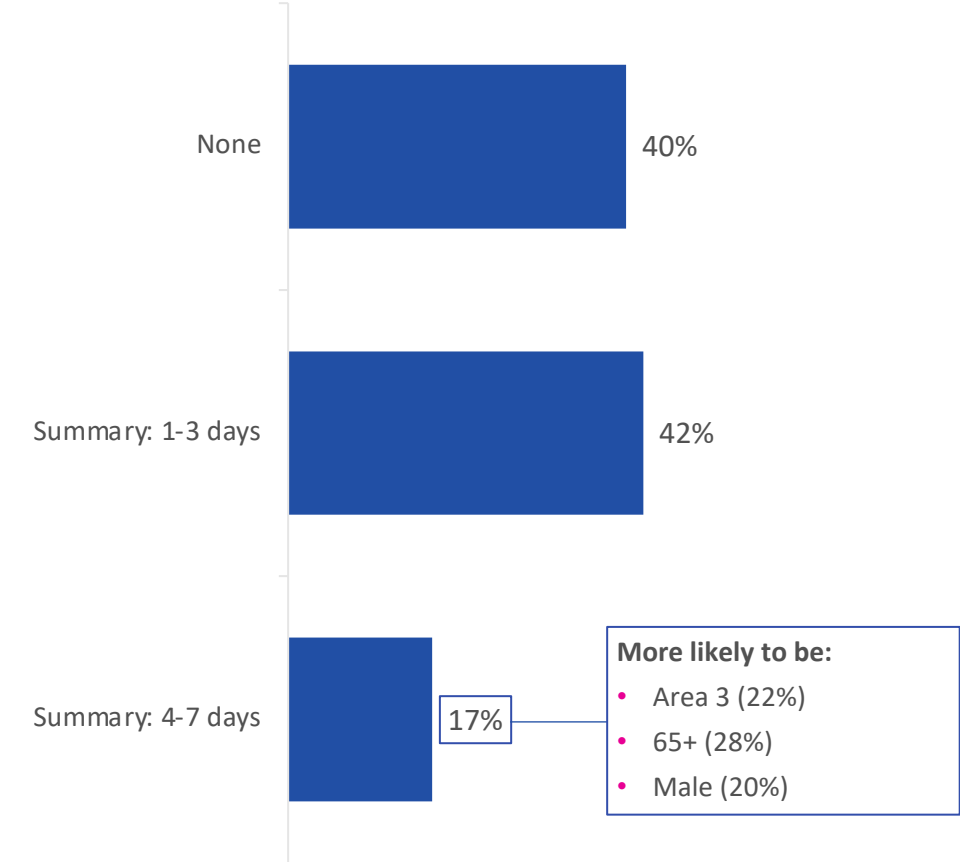


# 2 in 5 residents currently smoke – while a similar proportion drink over half the days in the week

Smoking

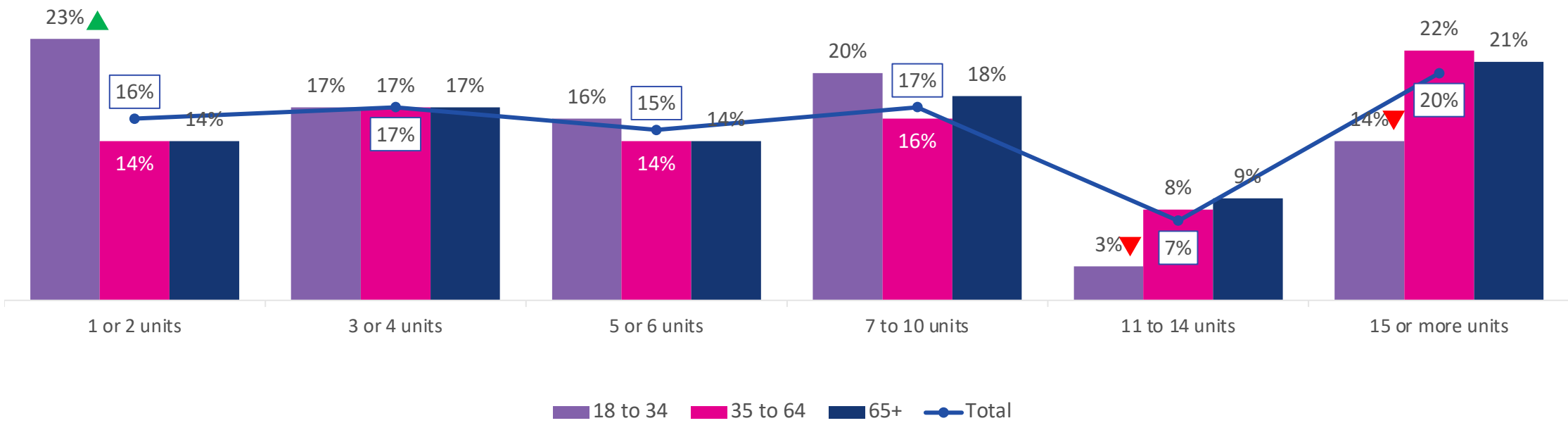


Drinking (days a week)



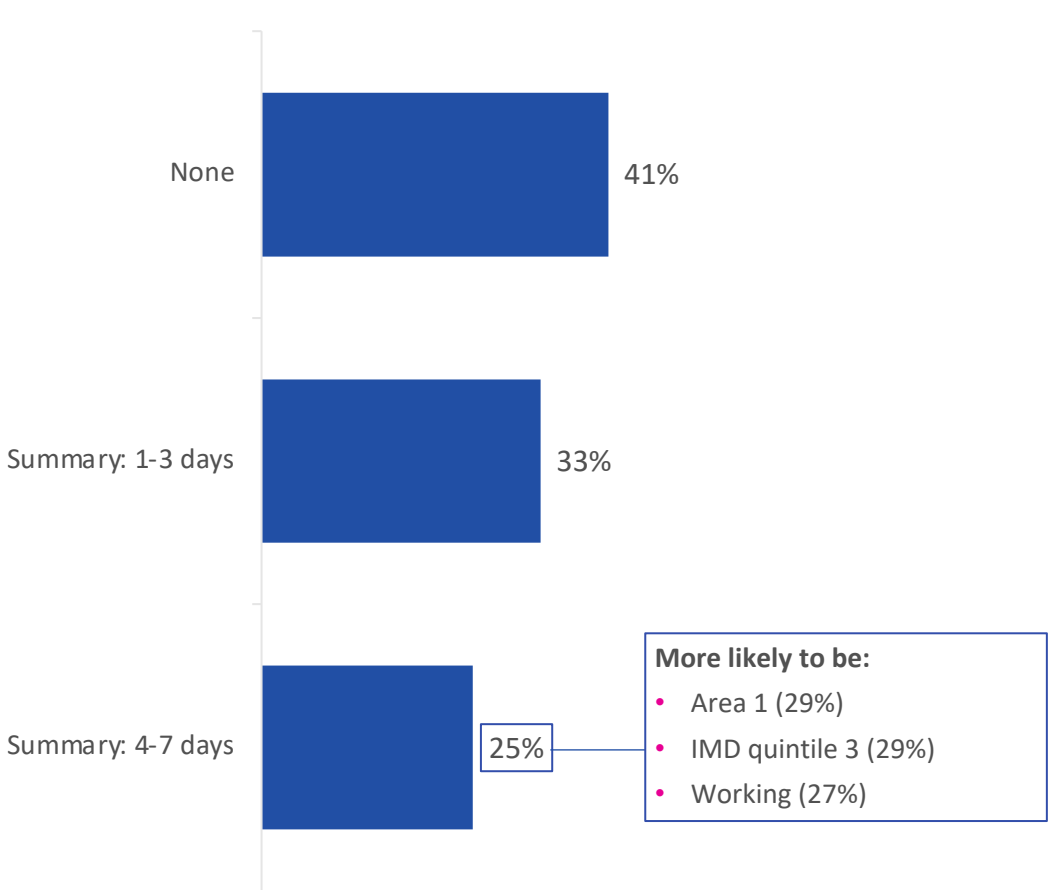
# Those under 35 are significantly less likely to drink over 11 units a week

Alcohol intake per week (among drinkers)

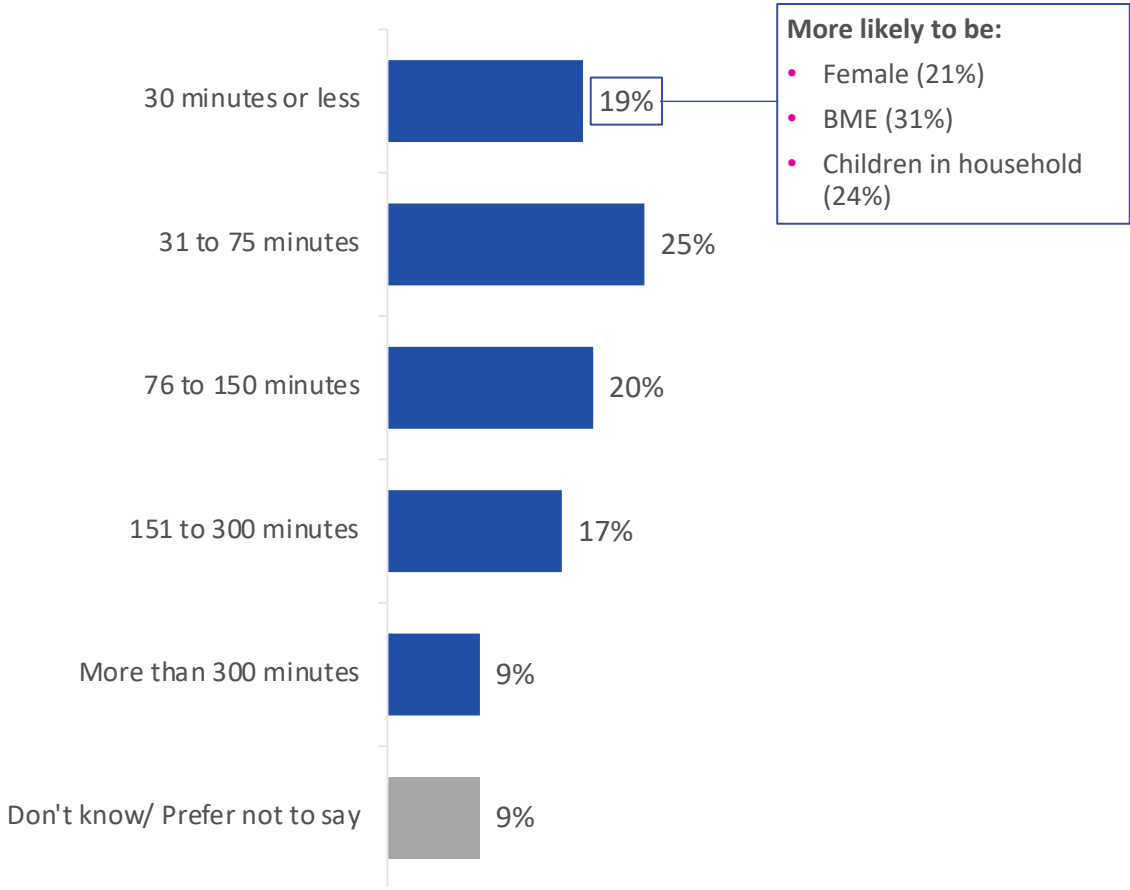


# 6 in 10 exercise at least one day a week – while 1 in 4 exercise over four days a week

Exercise

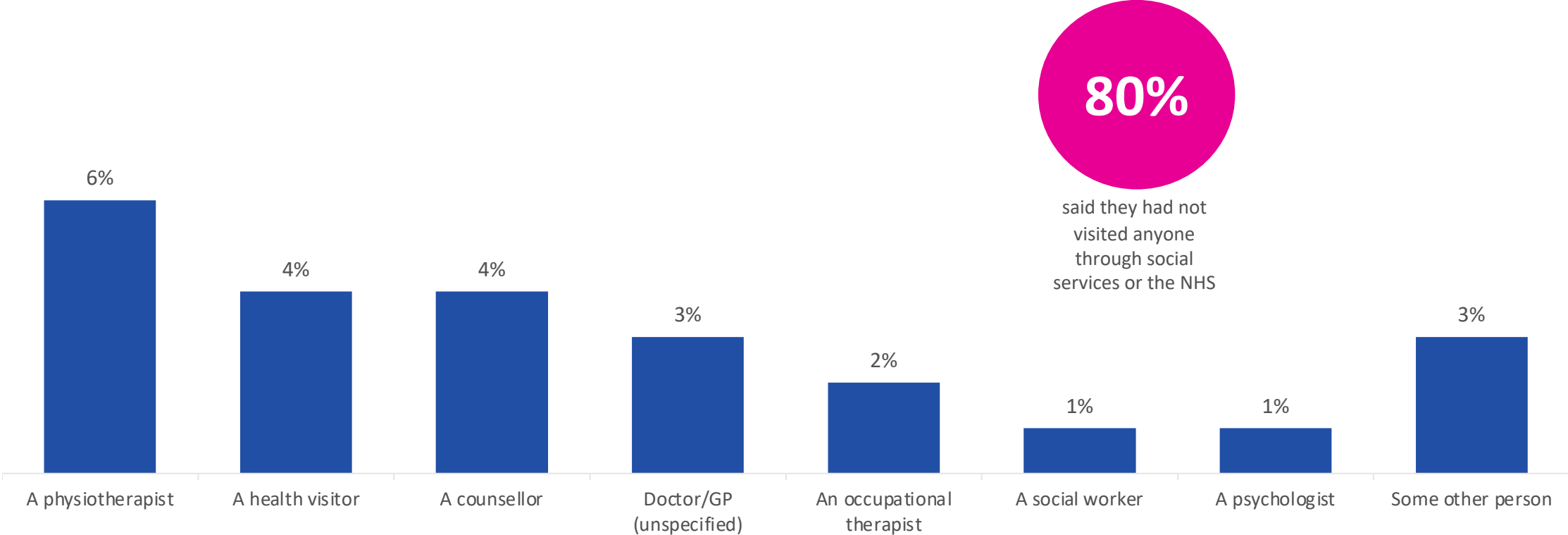


Exercise (days a week)



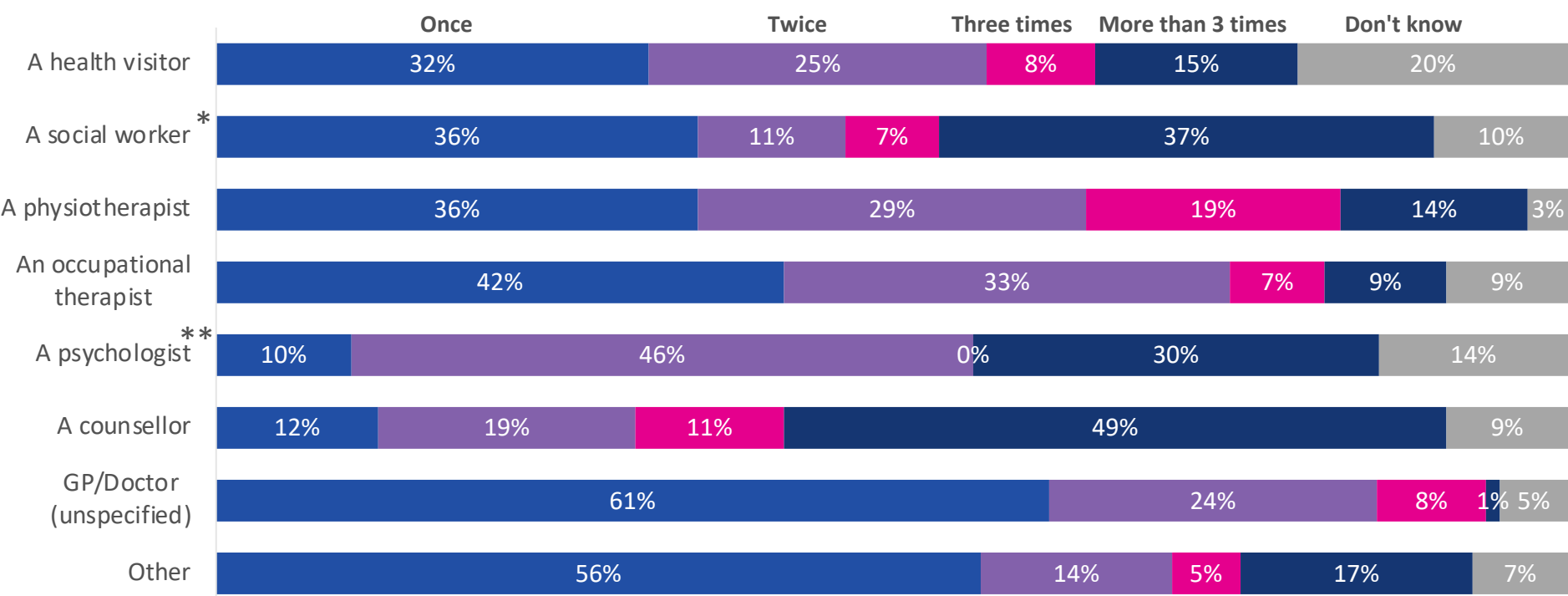
# 1 in 5 have visited anyone in the NHS or social services in the last 3 months

People visited in NHS/ social services



# Psychologists and counsellors are more likely to have had repeated visits in the last 3 months

Frequency of health visit



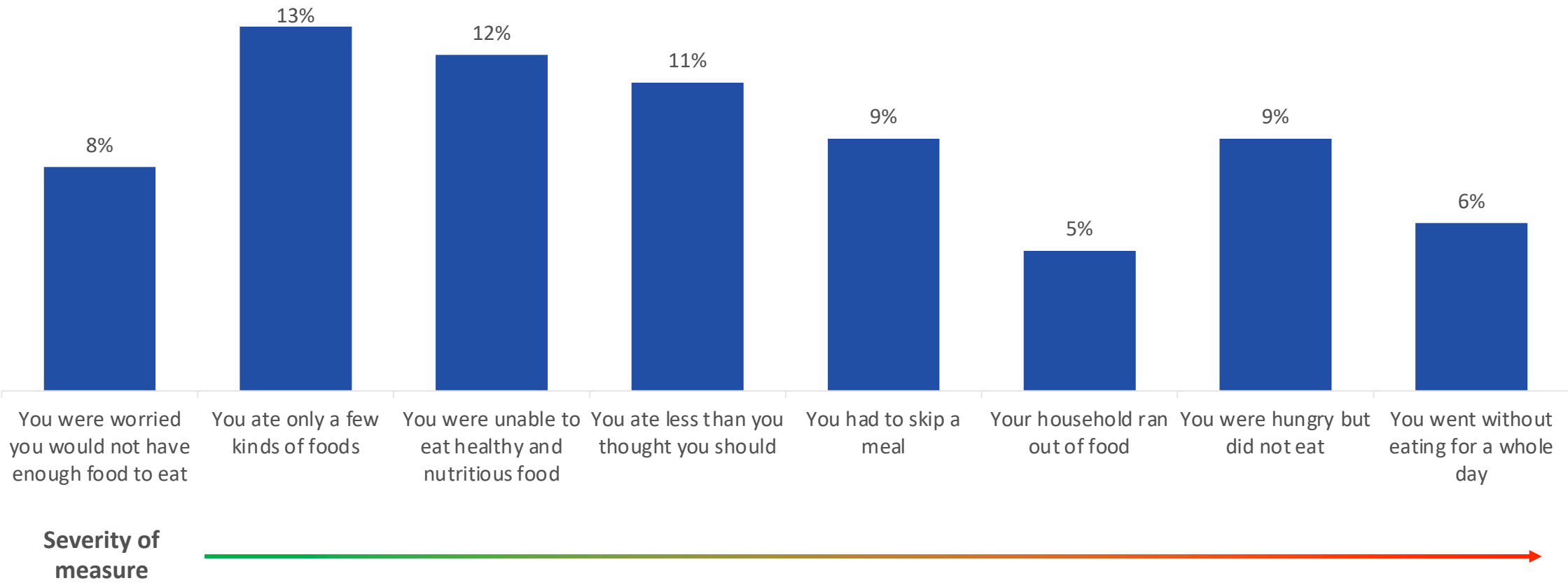
\* Note: base size below 20

\*\* Note: base size below 30



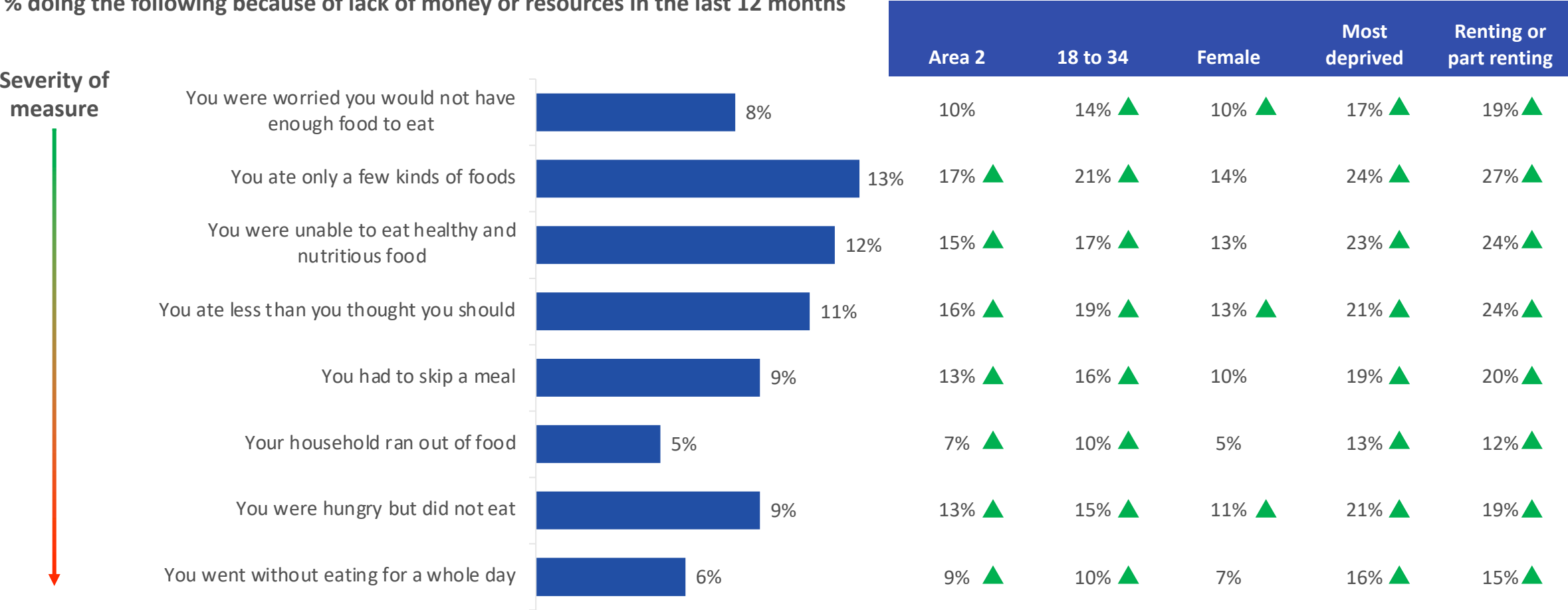
# Around 1 in 20 are

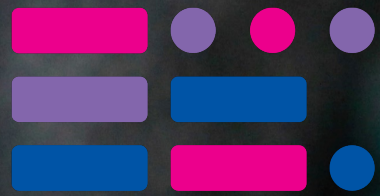
% doing the following because of lack of money or resources in the last 12 months



# Those in area 2, aged 18 to 34, female, deprived or renting/ part renting are more likely to score highly on the food poverty scale

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



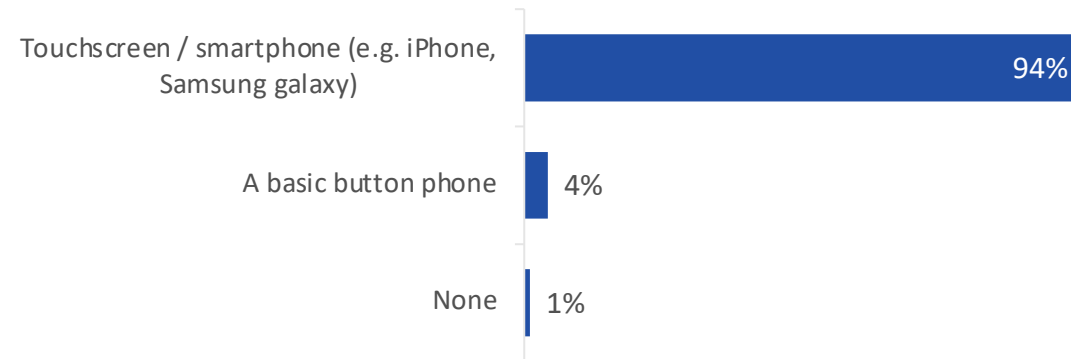


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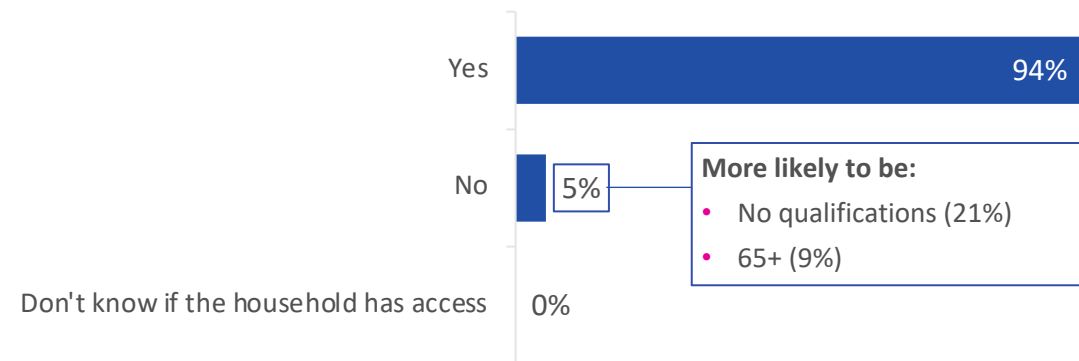
# Digital

# Most residents have access to the internet through fixed broadband – although those with no qualifications are significantly more likely to not have any access

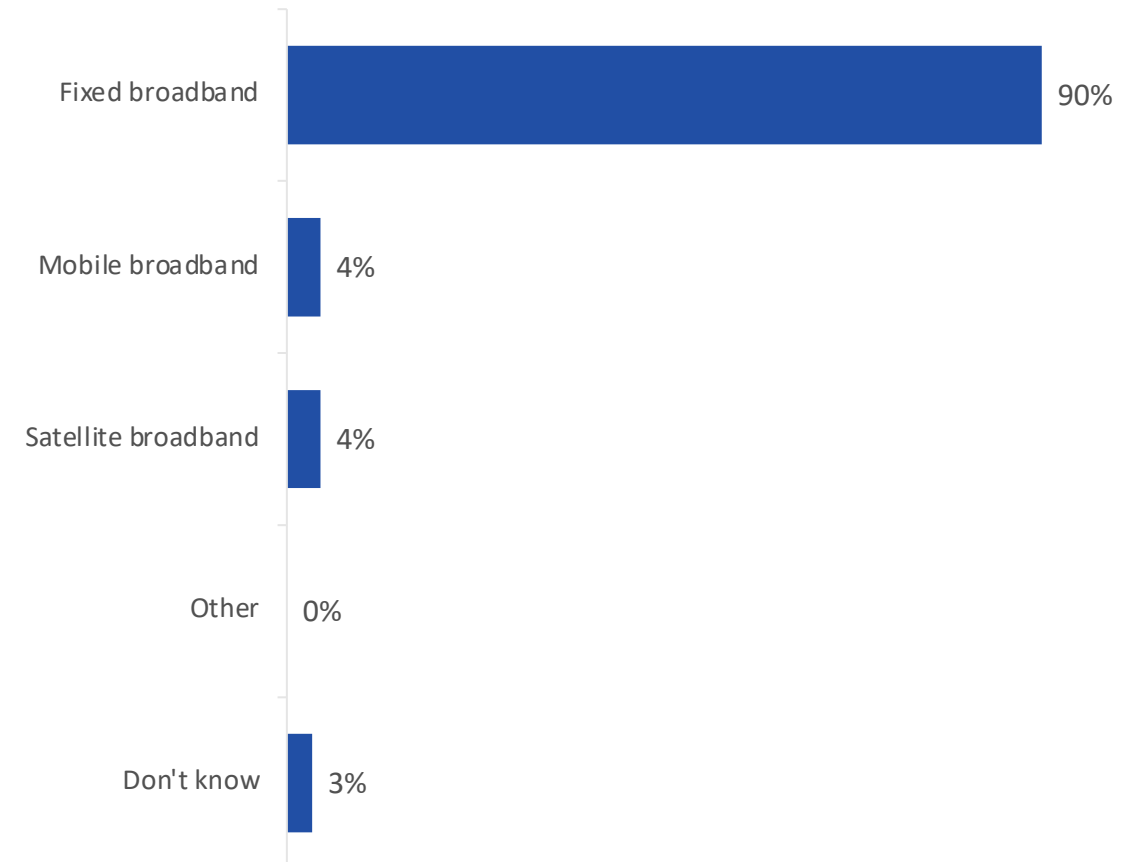
## Mobile phone ownership



## Internet access

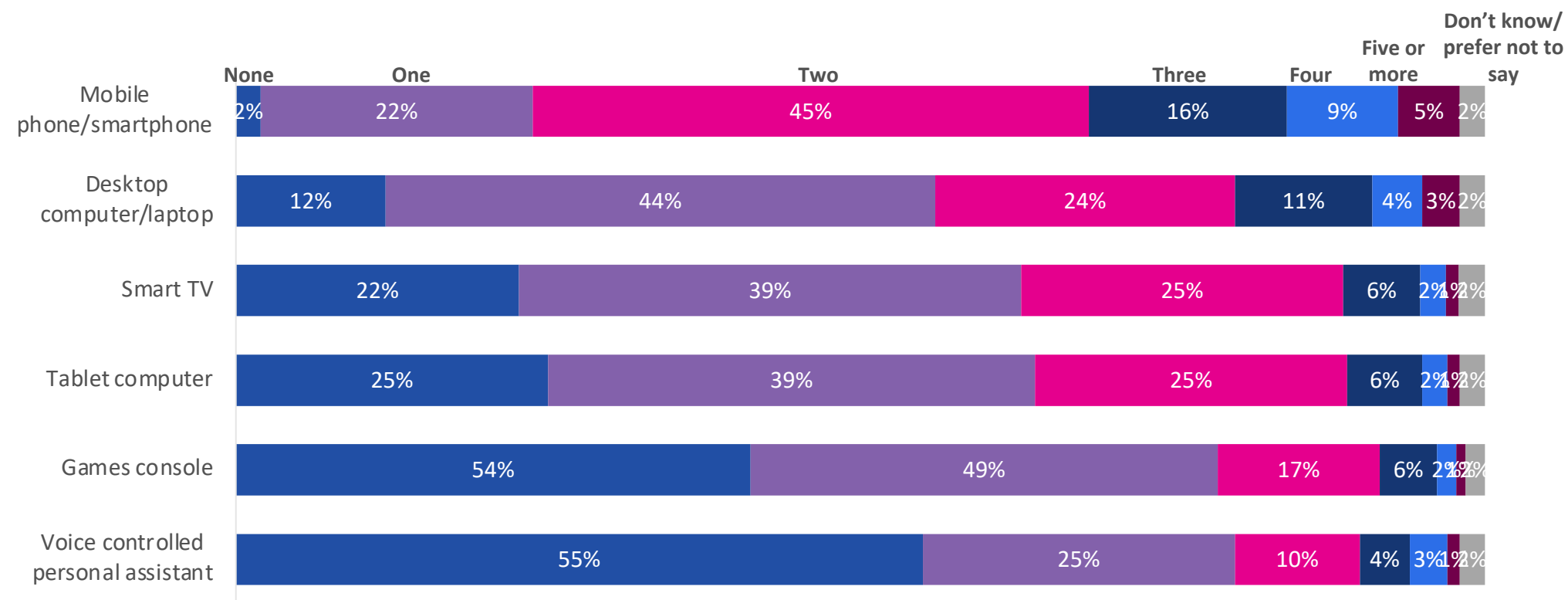


## Type of internet connection (among those with internet access)



The majority of residents have at least two mobile phones in their household – while almost half have at least two desktop computers/ laptops

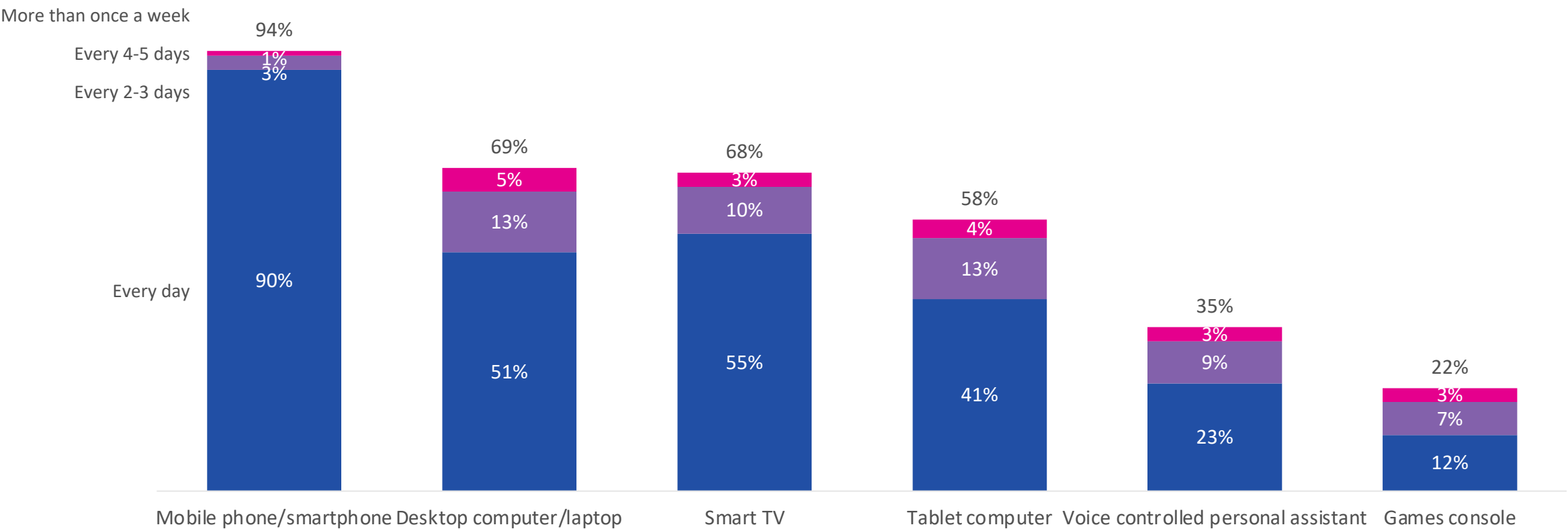
Number of devices regularly used in household





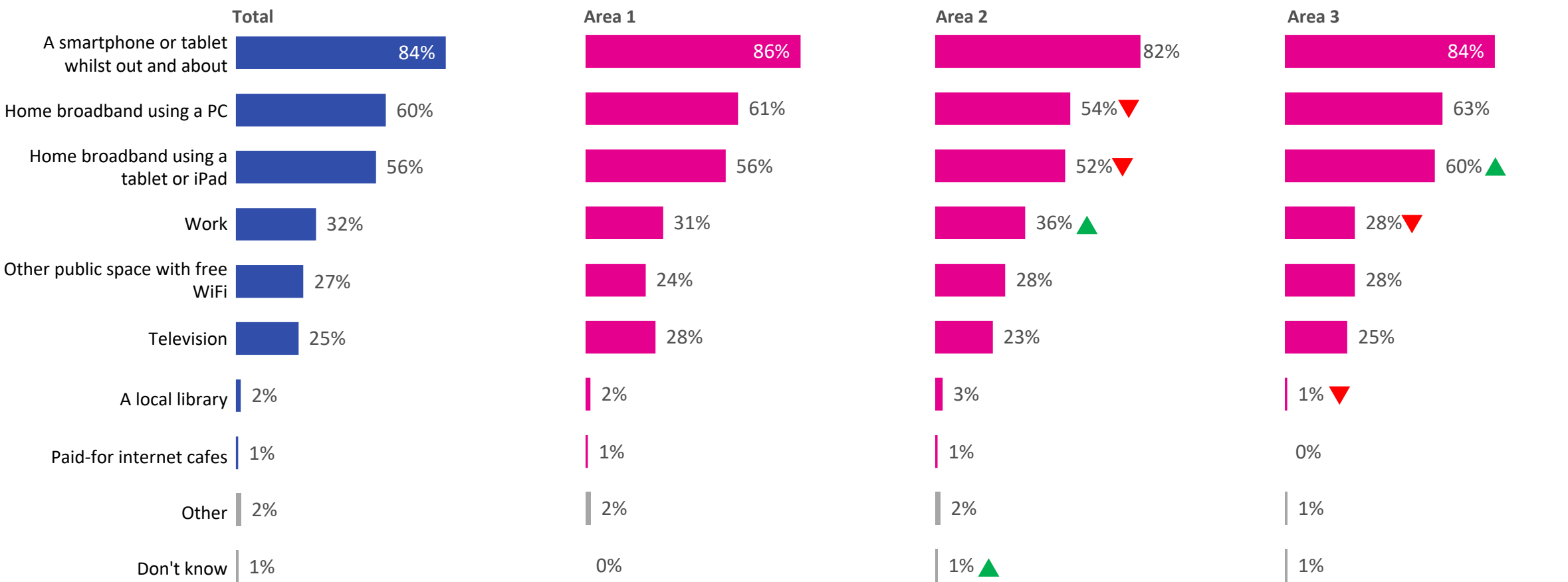
# Almost 7 in 10 have weekly access to phones, computers and smart TVs – over half have weekly usage of tablets

Frequency of accessing internet with devices



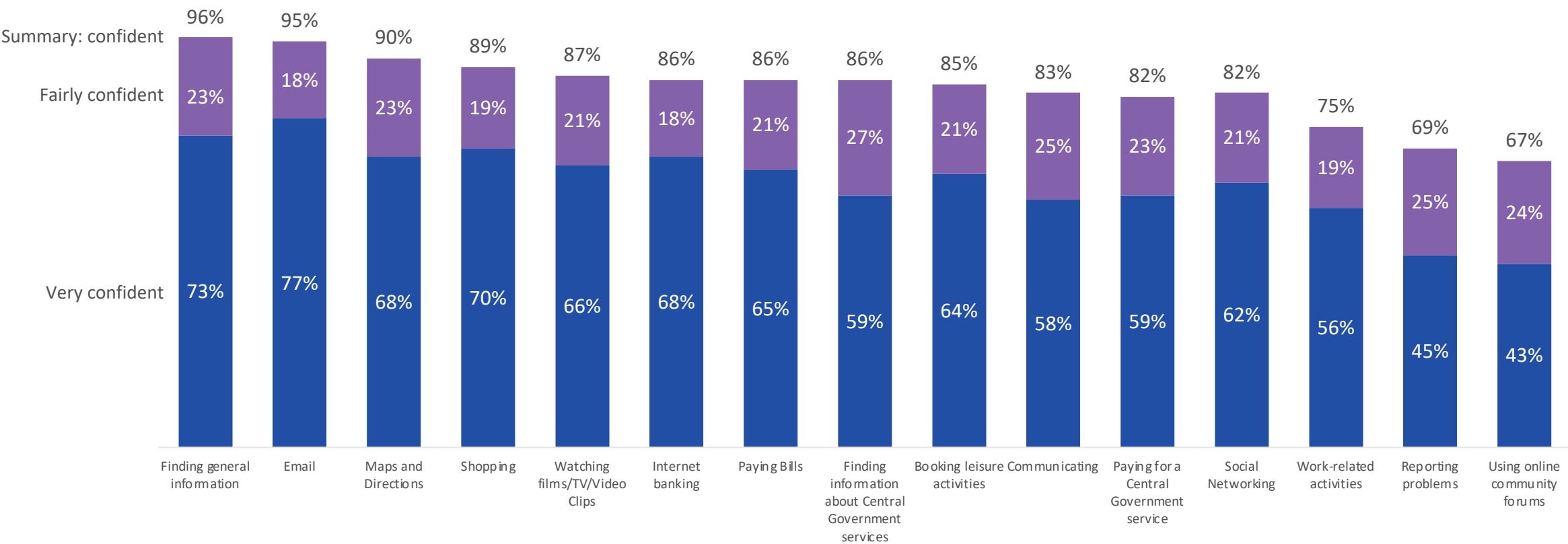
# Most residents access the internet through their smartphone or tablet whilst out and about

Ways of accessing the internet



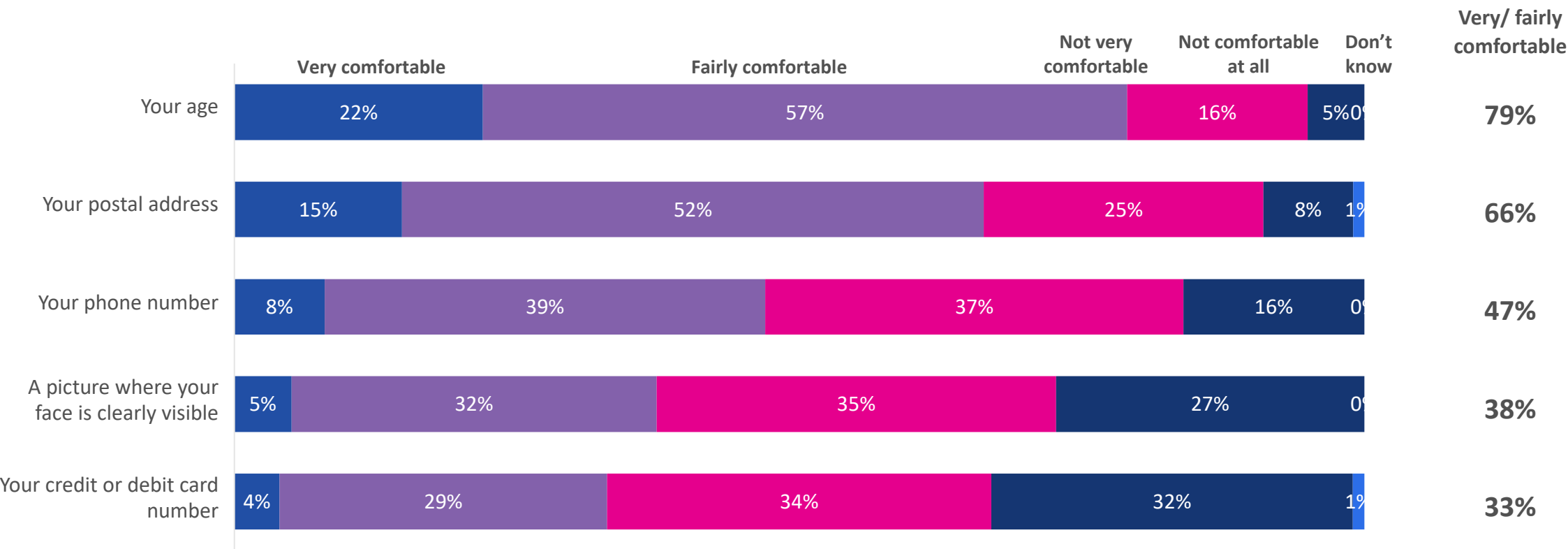
# While most feel confident finding general information or emailing online less than half feel very confident reporting problems or using online community forums

Confidence in activities using the internet



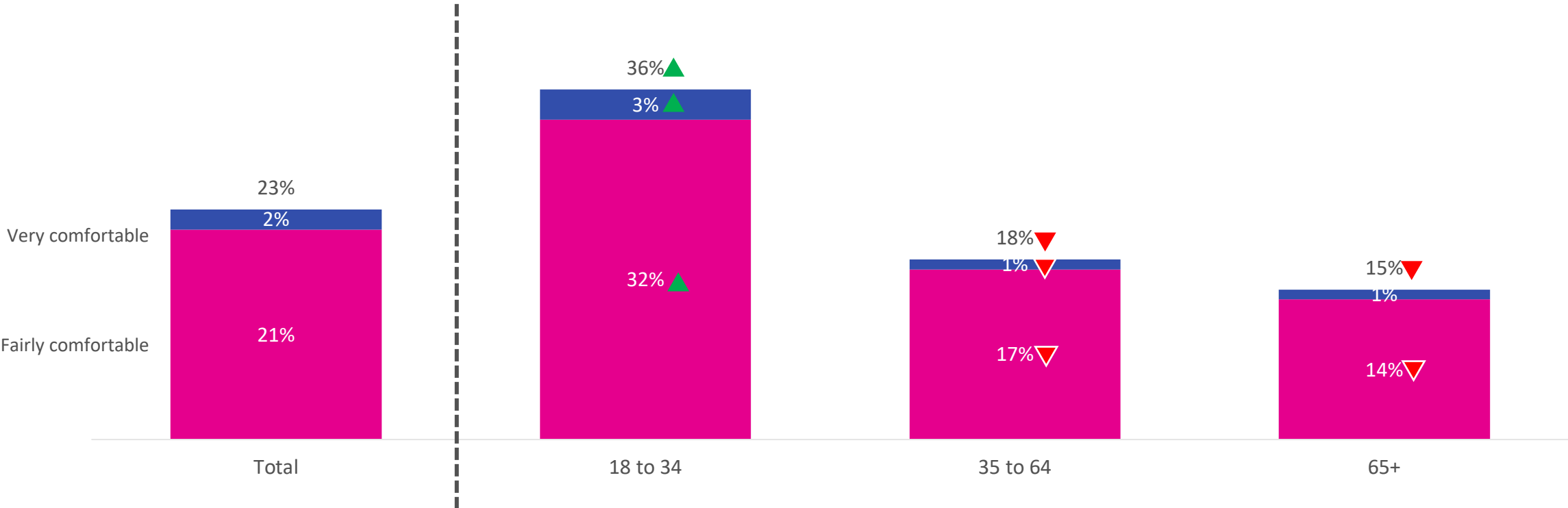
# Although people feel comfortable providing their age and postal address online that falls when it comes to an identifiable picture and credit or debit card number

Comfort in providing types of information online



Those under 35 are significantly more comfortable with targeted advertising – although comfort is still limited in that case

Level of comfort with targeted advertising





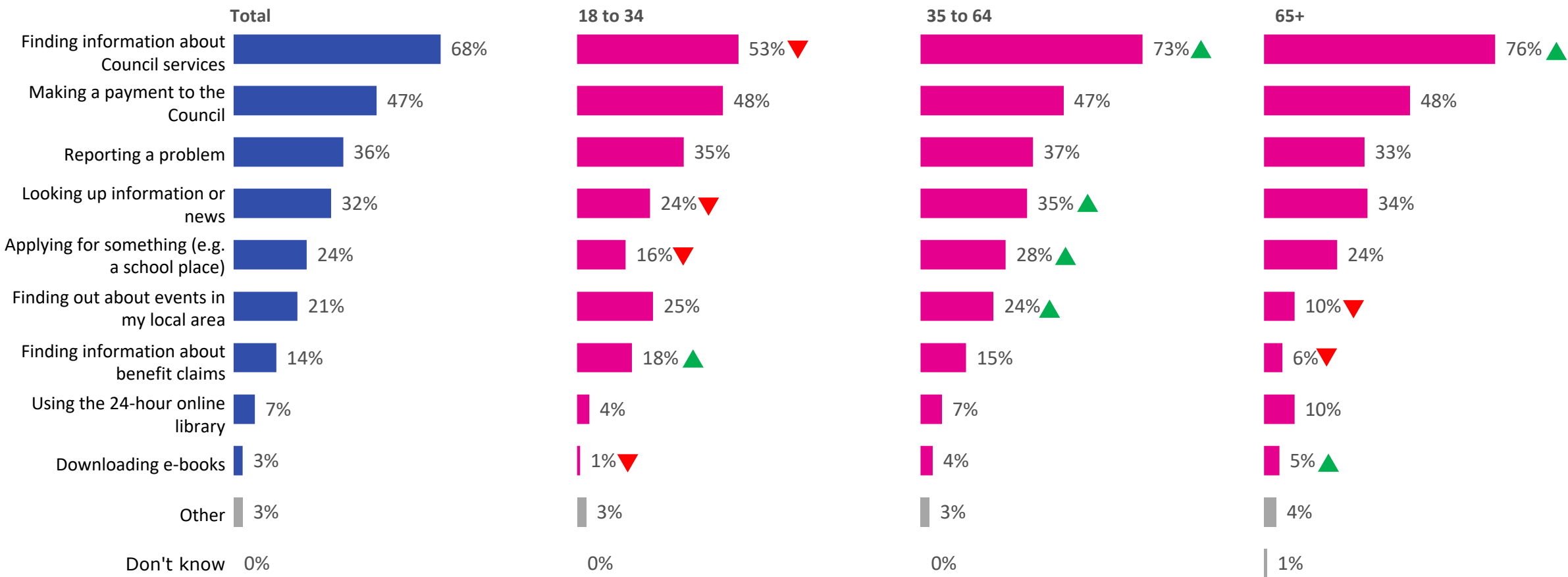
# Lancaster City Council website use is high among all groups – almost 8 in 10 have ever used it

% saying they have ever used Lancaster City Council website



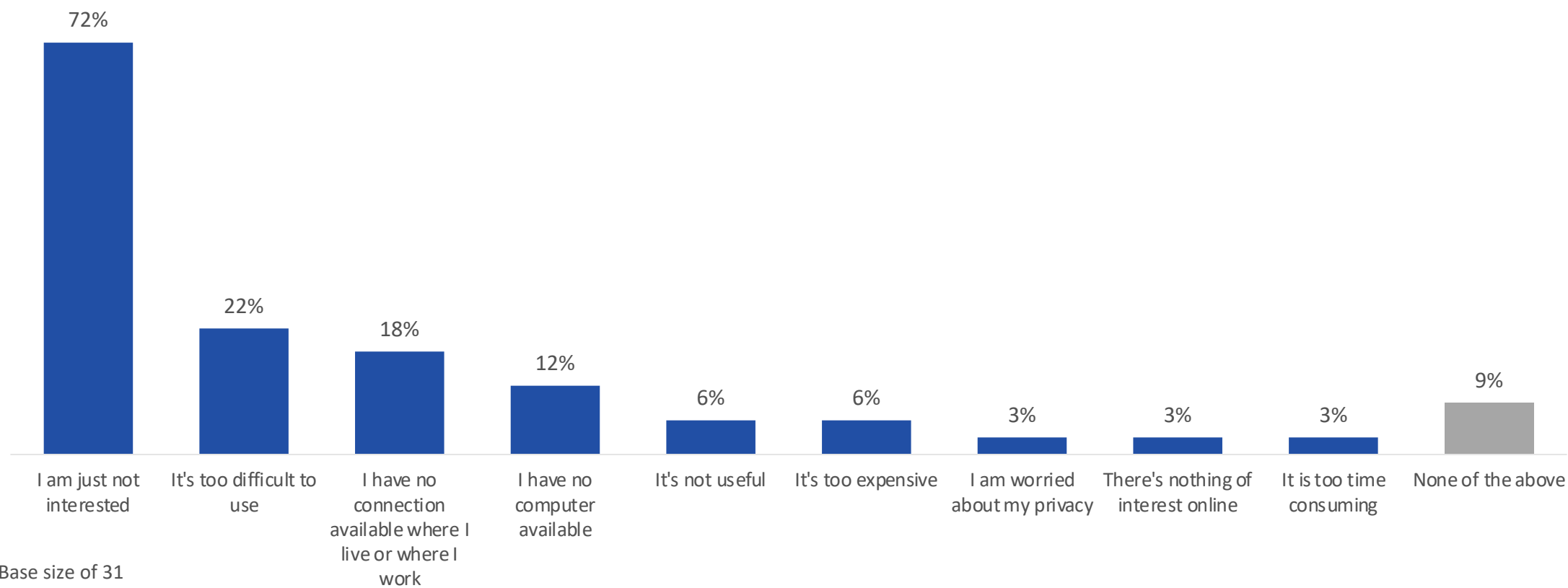
# Those aged over 65+ are more likely to use the council website to find about council services – under 35s are more likely to use it to find out information about benefit claims

Use of council website (among users)



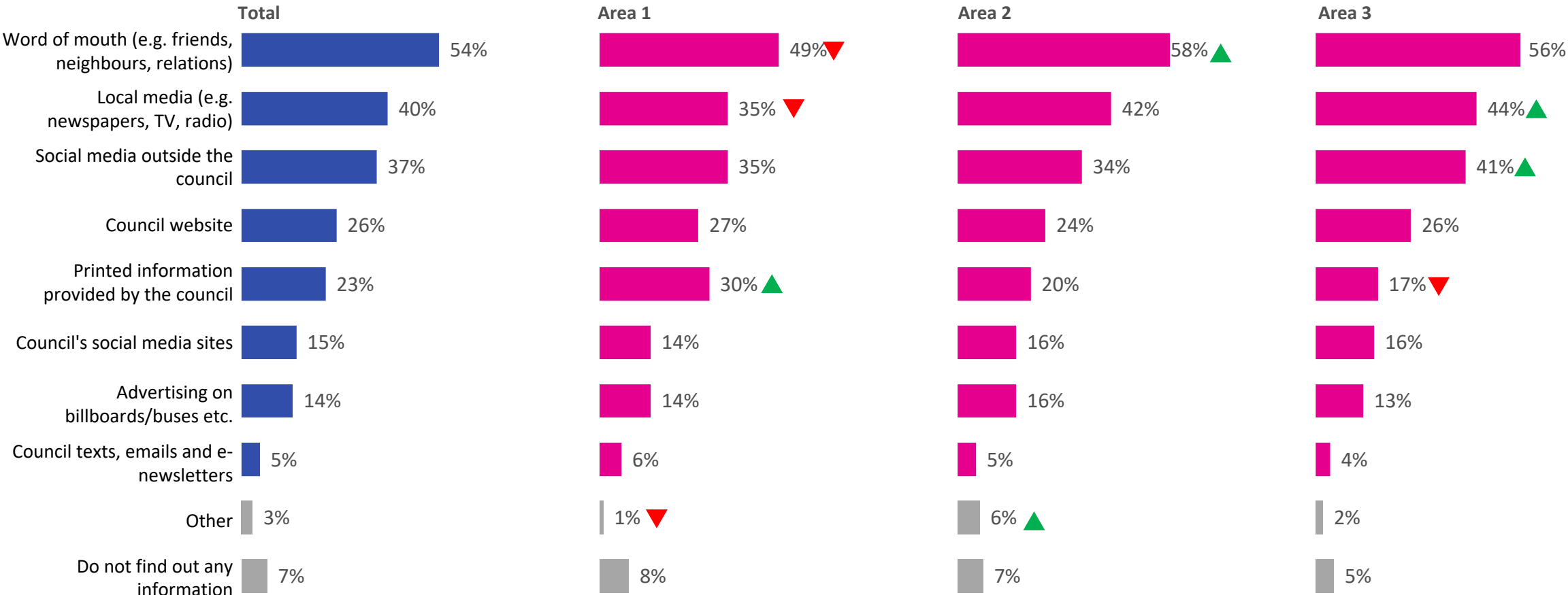
# Lack of interest is the main reason for not using the internet (among the few who don't have access)

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



Those in area 1 are more likely to find out local information printed by the council – area 2 from word of mouth and area 3 from local media or social media outside the council

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



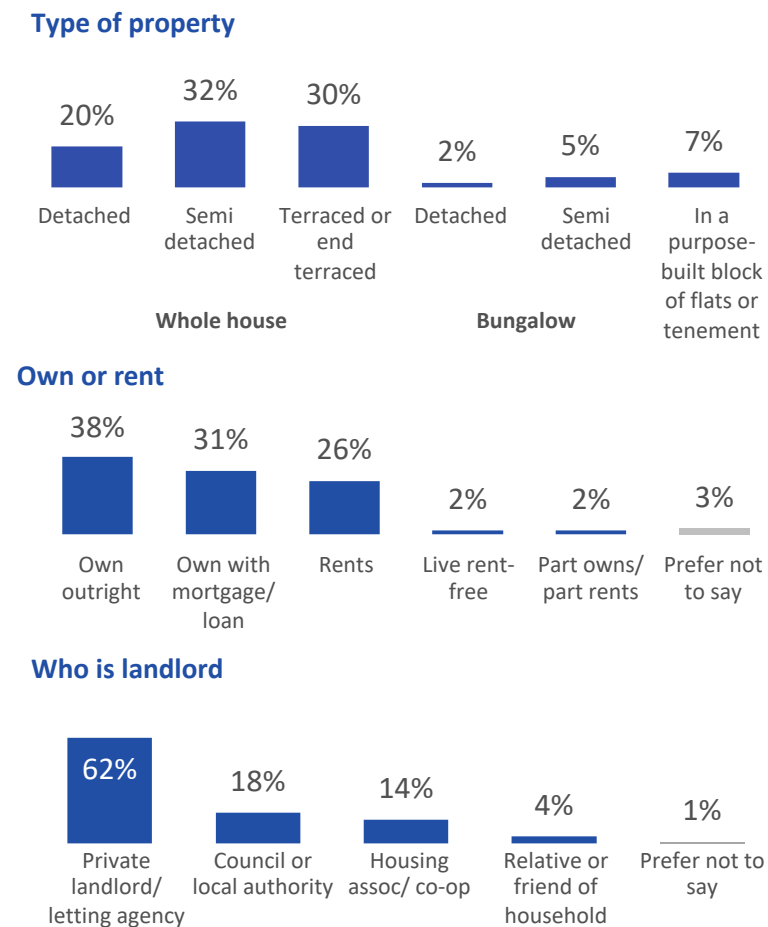
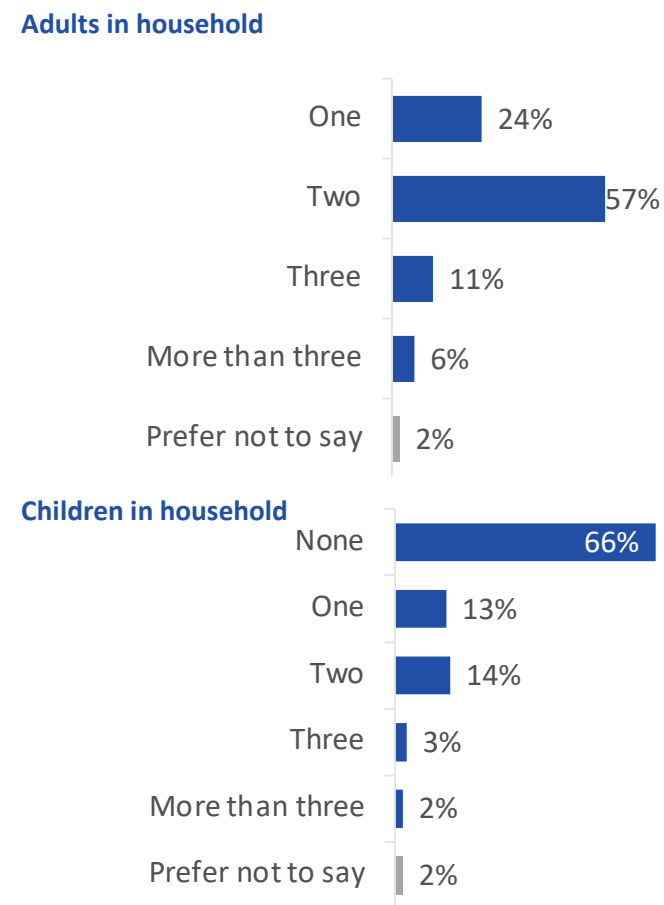
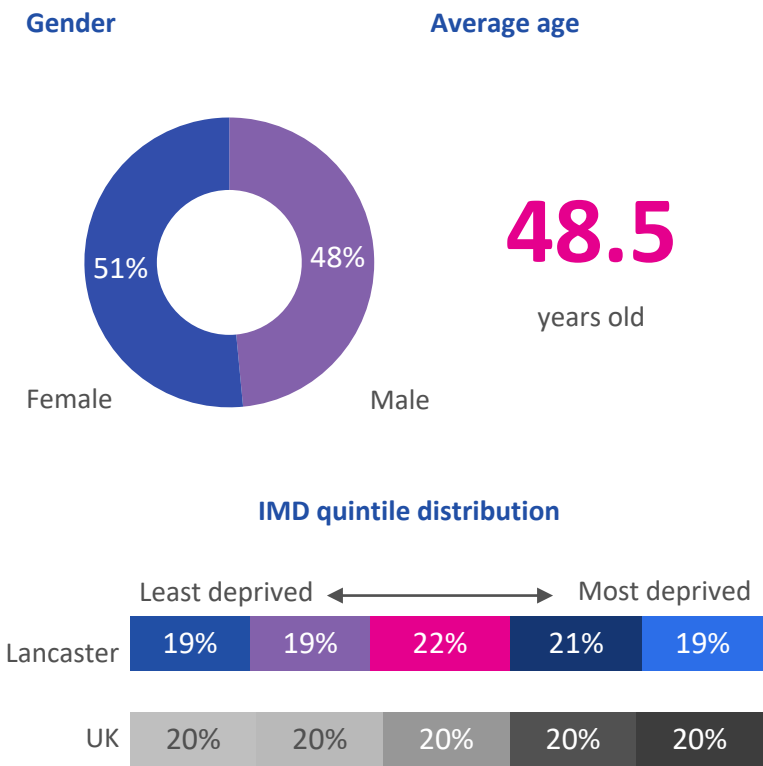




# Demographics

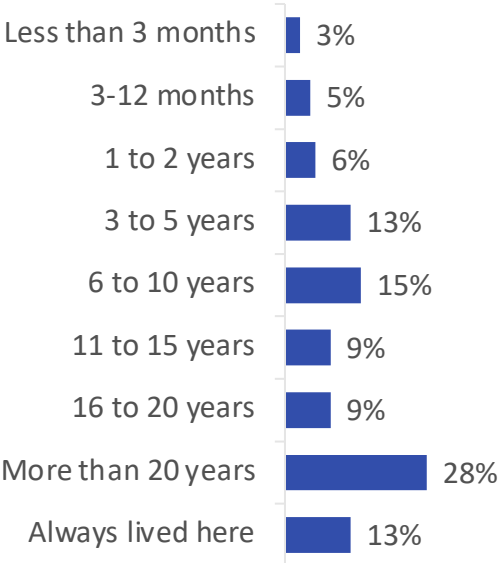


# Demographics – Age, Gender, IMD, Household numbers and Property



# Over half of residents have lived in the local area for more than 10 years

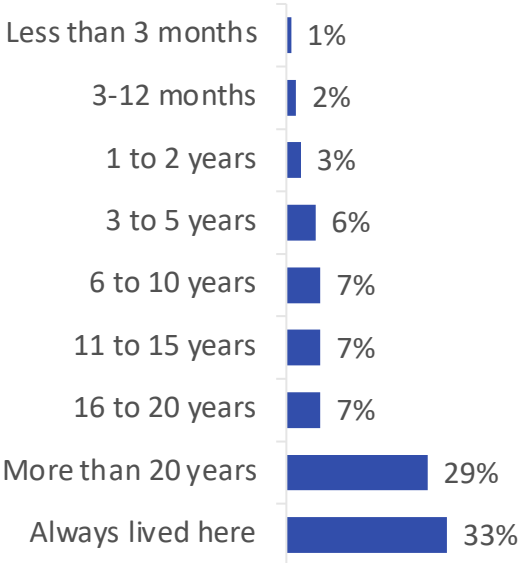
Length of time in local area



58%

Have lived in the local area for more than 10 years

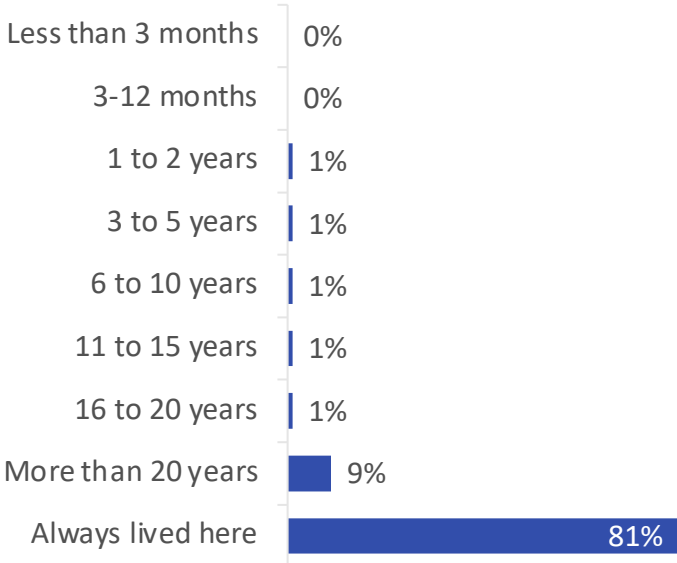
Length of time in council area



76%

Have lived in the council area for more than 10 years

Length of time in UK



92%

Have lived in the UK for more than 10 years

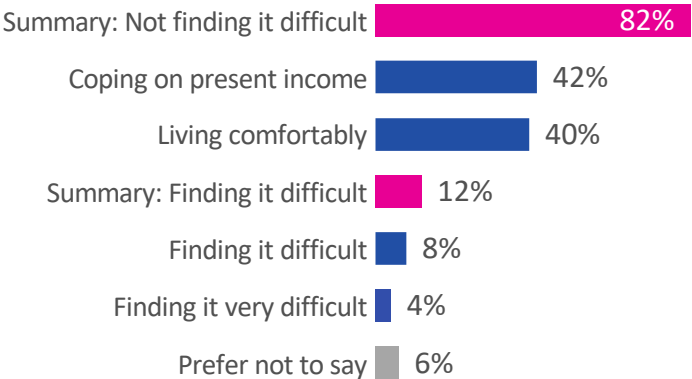
# Demographics – Average income, Financial difficulties, Education level, Learning disabilities and Long-term condition support

## Average income

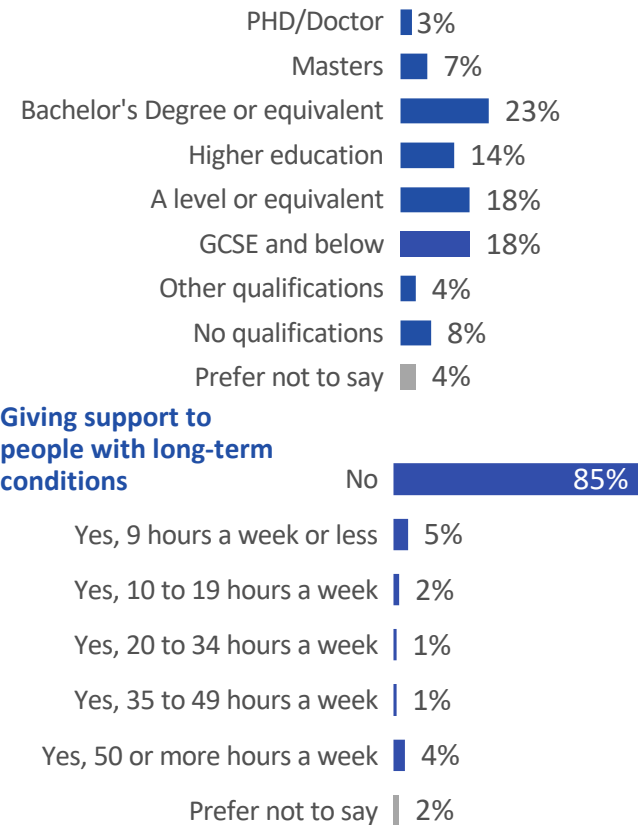
£47,072

Average household income per year

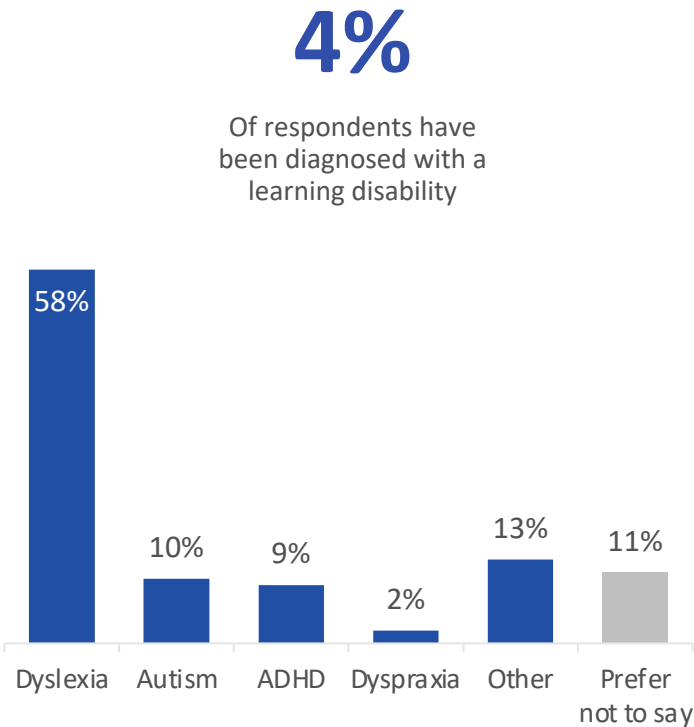
## Financial difficulties



## Education level

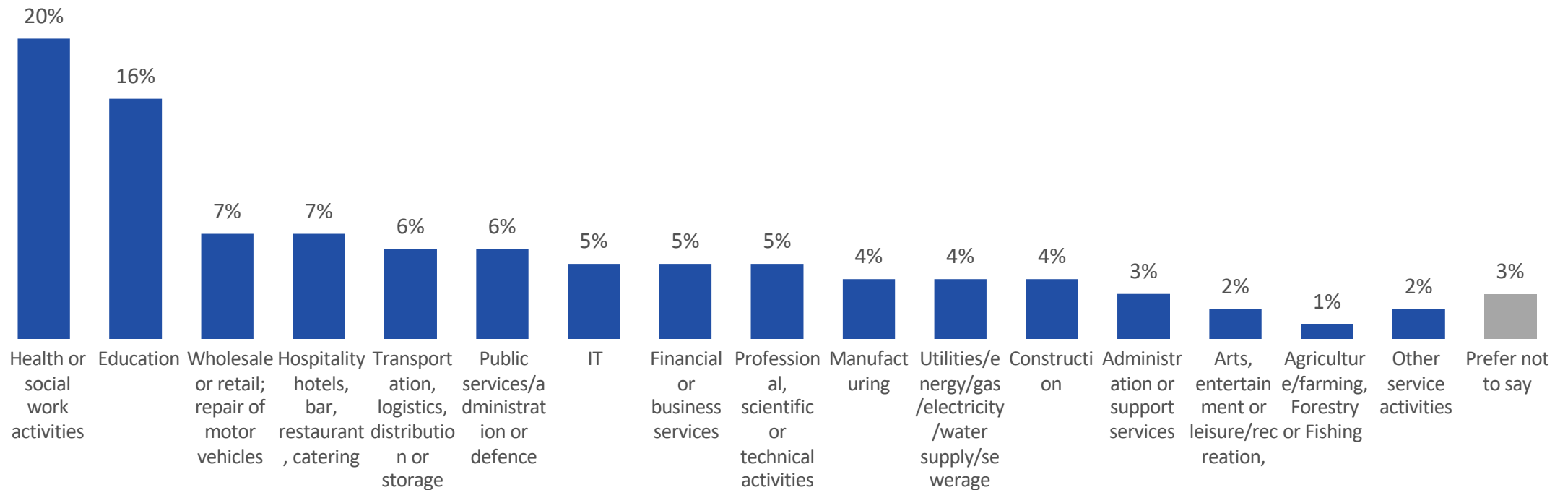


## Learning disabilities



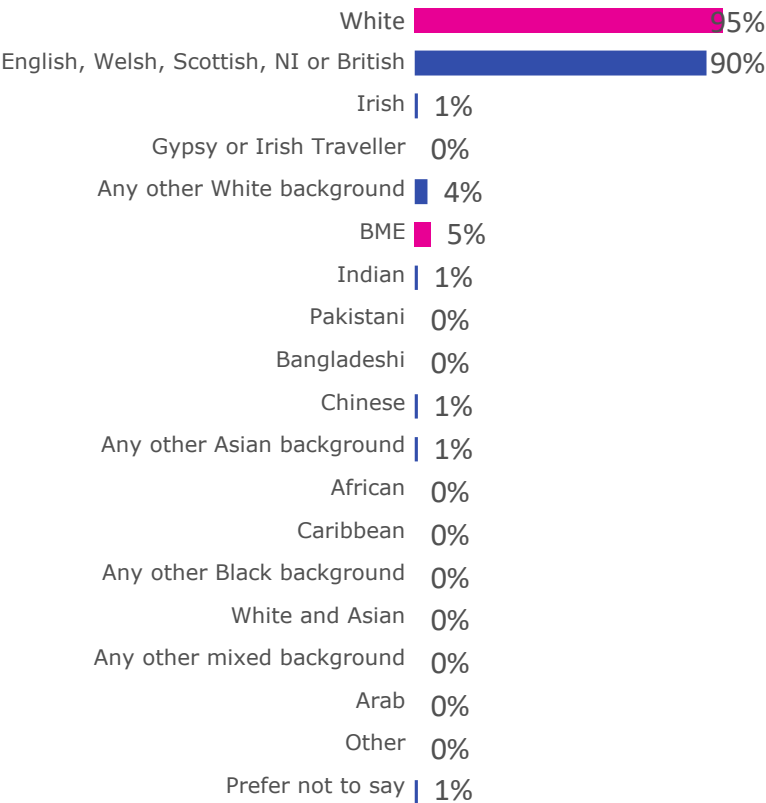
# Health and education dominate the industries of Lancaster

## Industry worked in

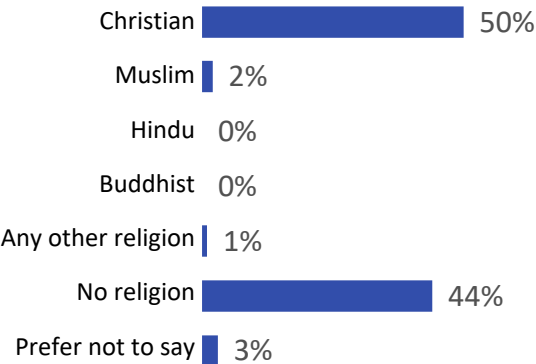


# Demographics – Ethnicity, Religion and Sexuality

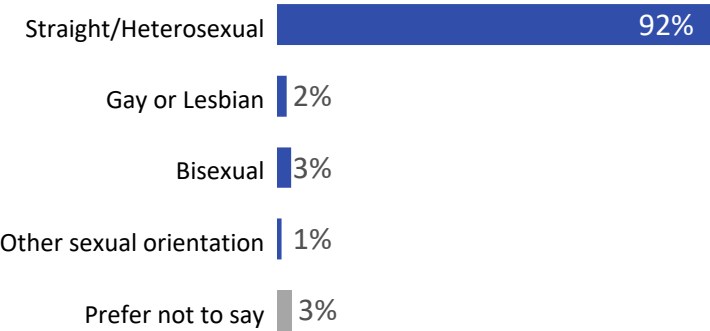
## Ethnicity



## Religion

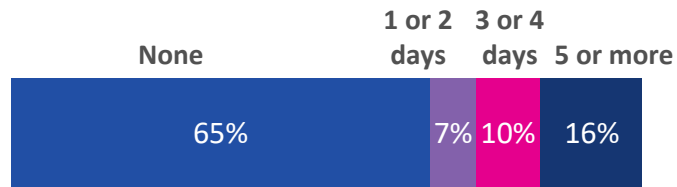


## Sexuality



# Demographics – Working habits/ Employment

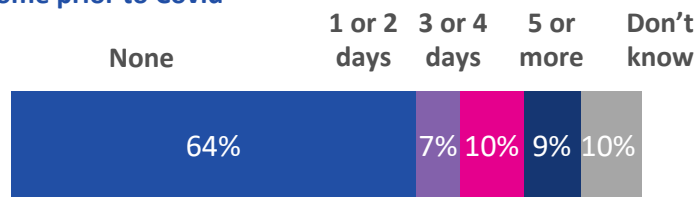
## Days a week currently working from home



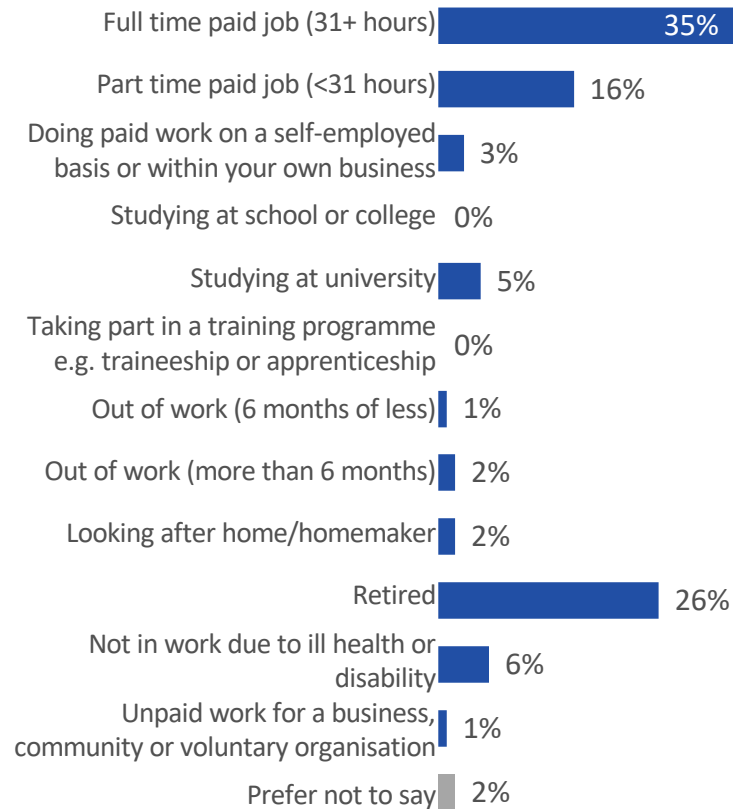
## Days a week worked at home prior to Covid



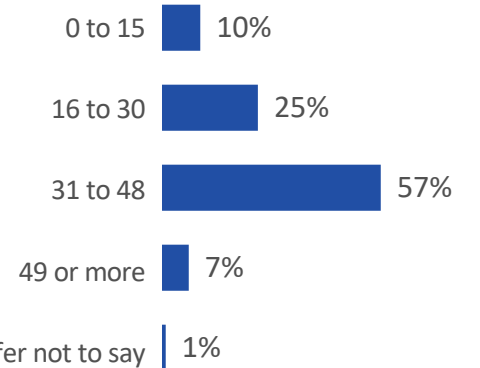
## Days a week worked at home prior to Covid



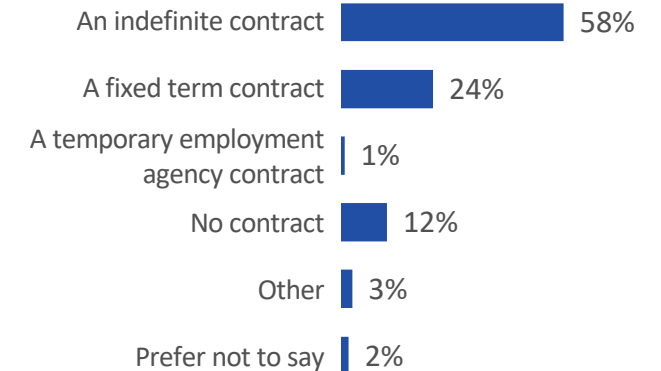
## Employment status



## Hours worked a week



## Type of employment contract





## 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: <https://doi.org/10.17635/lancaster/researchdata/547>

- **Life Survey: Data Dashboard**

A data visualisation dashboard for the Life Survey has been created in collaboration with [Connected Places Catapult](#). 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 [lifesurvey@lancaster.ac.uk](mailto:lifesurvey@lancaster.ac.uk)

- **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 [lifesurvey@lancaster.ac.uk](mailto:lifesurvey@lancaster.ac.uk)

- **Local Authority Officer requests to access the dataset**

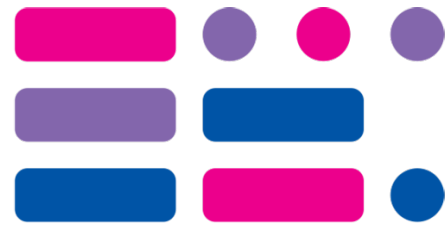
An Information Sharing Agreement between ImaginationLancaster, Lancaster City Council and Blackburn with Darwen Council permitted the sharing of the Life Survey dataset with the local authorities. Access will be granted to officers on a role-based basis.

- Officers within Lancaster City Council should contact Kirsty Chekansky with dataset access requests.

Email: [kchekansky@Lancaster.gov.uk](mailto:kchekansky@Lancaster.gov.uk)

- Officers within Blackburn with Darwen Council should contact Elise Carroll with dataset access requests.

Email: [elise.carroll@blackburn.gov.uk](mailto:elise.carroll@blackburn.gov.uk)



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