



This is Pendle 2022.

Summary of approach and key findings.

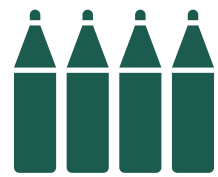
Produced: November 2022

Introducing This is Pendle.



Early engagement with residents and other stakeholders to inform a new Corporate Plan

The aim was to have some honest conversations with local people, hear about the good and the bad, and generate ideas and priorities for the Plan



Local arts-based organisation In Situ undertook a wide range of engagement activities across Pendle

This included Talkaoke sessions and out and about activities in town centres and villages such as airing thoughts over a washing line and capturing ideas on slate boards



We also ran a survey between late August and early November to capture more feedback from residents

It was not a typical resident satisfaction survey - respondents could upload their favourite photos of Pendle, test their knowledge of council tax and services and stick ideas on a fridge...



Plus some targeted sessions with other stakeholders such as staff and local businesses

Pendle Borough Council ran engagement sessions with staff over the summer and attended the Pendle Connects business networking group



This presentation focuses on feedback received through the This is Pendle survey

In Situ out and about in Pendle.



This builds on the 2021 'Life in Pendle' survey when we found....



Three in five Pendle residents are satisfied with their local area

Local area satisfaction is similar to 2018, with 25 to 44 year olds and residents of Nelson most likely to be dissatisfied.



Countryside/open spaces and clean streets/public places are most important to residents

Residents in Nelson are slightly less likely to prioritise countryside/open spaces, and more likely than residents in any other area to feel job prospects are important.



One in five residents feel unsafe in their local area

This rises to one in three in Nelson, with anti-social behaviour, gangs and 'youths' reported as the biggest issue affecting people's perceptions of safety.



Residents are most likely to say cleaner streets and a greater police presence would improve their local area

Respondents often reflect on the need to encourage people in the community to take more pride in their local area and to have more respect for other residents.



Almost one in five feel it is unlikely they will stay in the area in future

Two-thirds of residents plan to be living in Pendle in five years' time. Younger residents aged 24 or under are most likely to plan to move away in the next five years, most commonly to move for a job or to live in a city. One in ten residents between 25 and 64 also think it is likely they will move away.

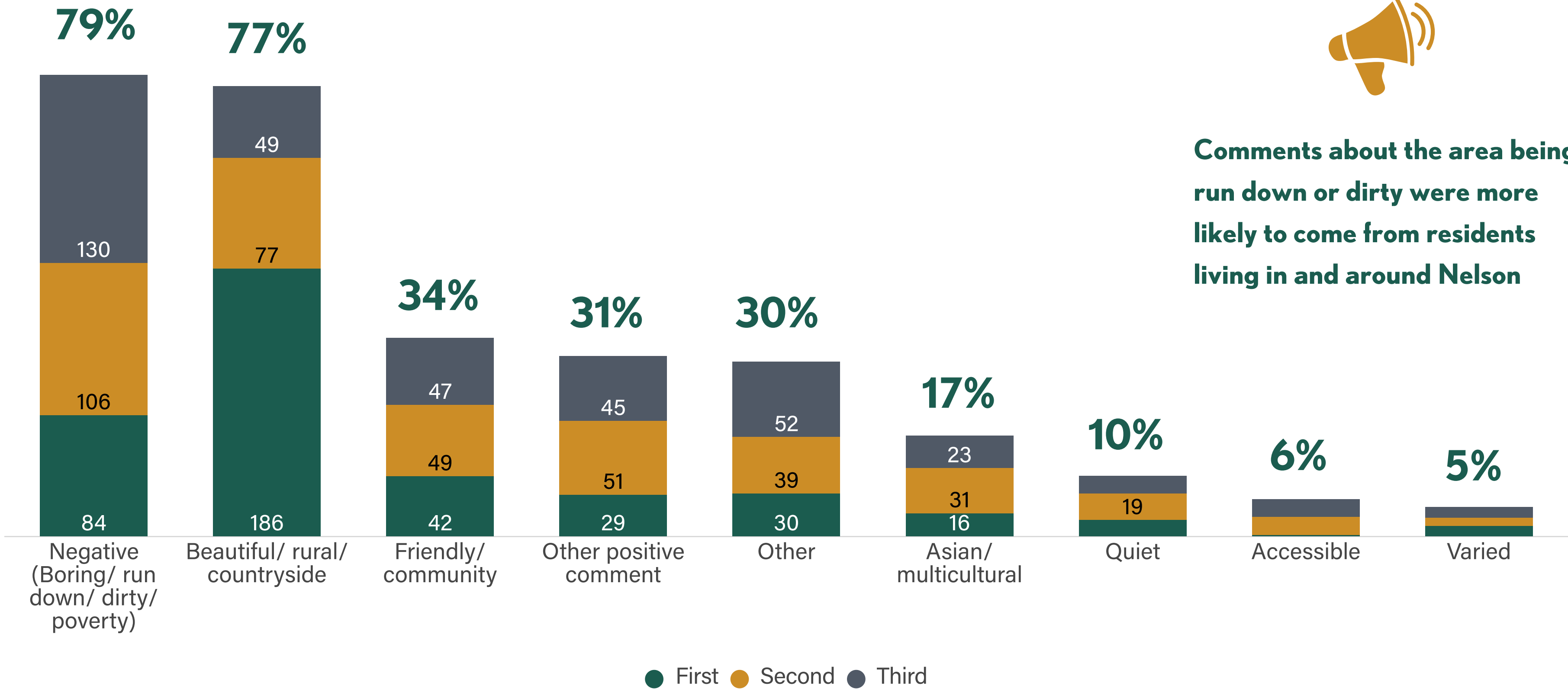


Life in Pendle is a resident survey conducted every two years to understand what people think of their local area. In 2021 we worked with students at Nelson & Colne College to refresh the survey and reach more young people. Over 700 responses were received and more than a quarter were from residents aged 16 to 24.

The first word residents would use to describe Pendle to a friend was most likely to be about the countryside and green spaces.



Comments about the area being run down or dirty were more likely to come from residents living in and around Nelson

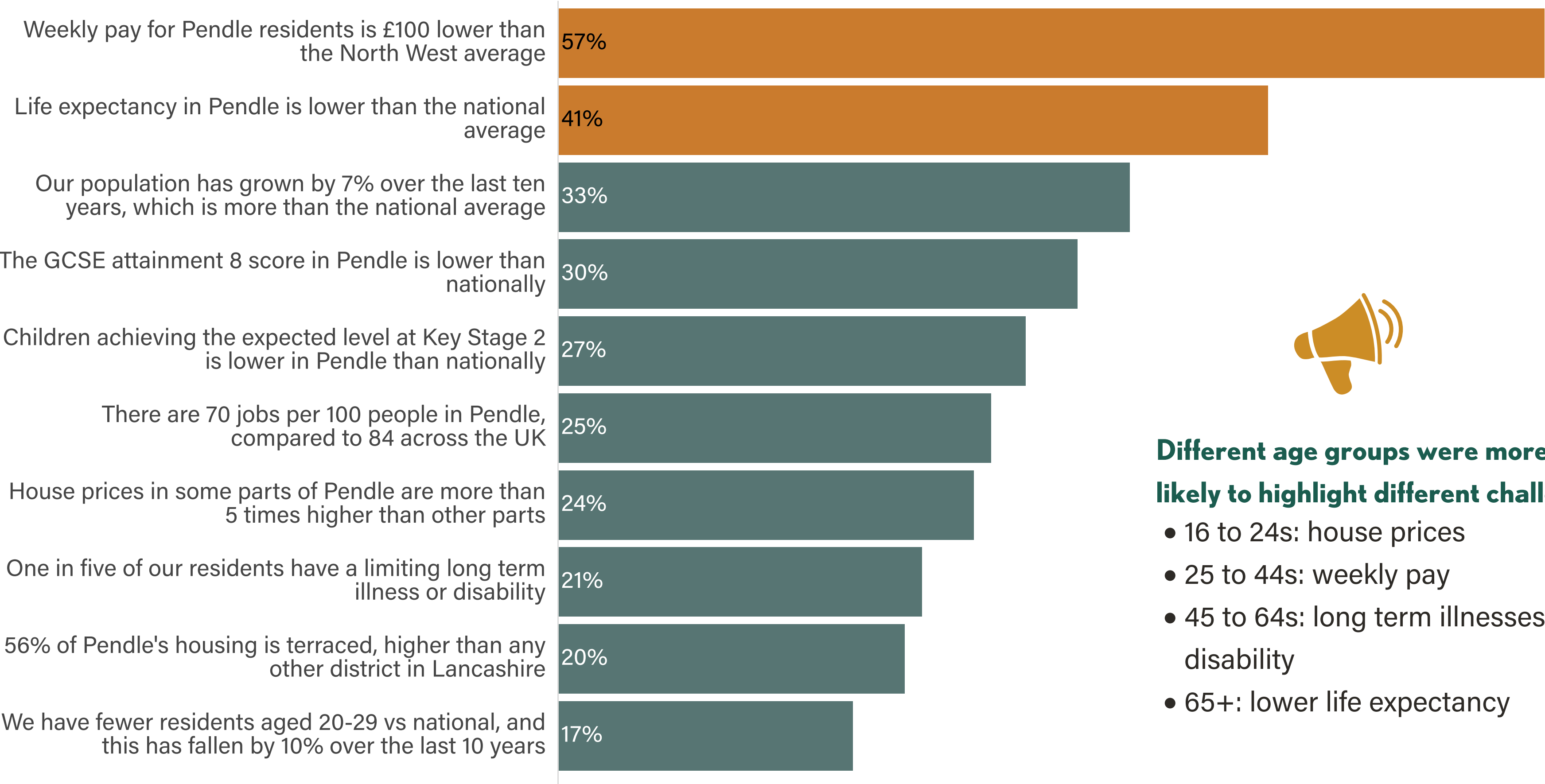


'Pendle on a postcard' showcases the countryside valued by residents.



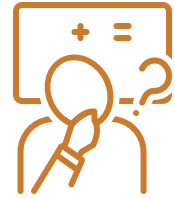
Two challenges stand out to Pendle residents: pay and health.

Q: What do you think are our biggest challenges in Pendle? (Please select a top 3)



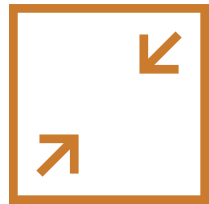
- Different age groups were more likely to highlight different challenges**
- 16 to 24s: house prices
 - 25 to 44s: weekly pay
 - 45 to 64s: long term illnesses and disability
 - 65+: lower life expectancy

Where are residents on council tax and customer contact?



Residents significantly overestimate how much of their council tax goes to Pendle Borough Council

13% of an 'average' council tax bill in Pendle goes to the borough council - when asked to estimate what they think the % is, the median response from residents was 30% and typically ranged between 20% and 50%



One in four want to pay less council tax, even if that means further reductions in service or more PAYG



But nearly half are prepared to pay more through PAYG or by increasing council tax to improve services



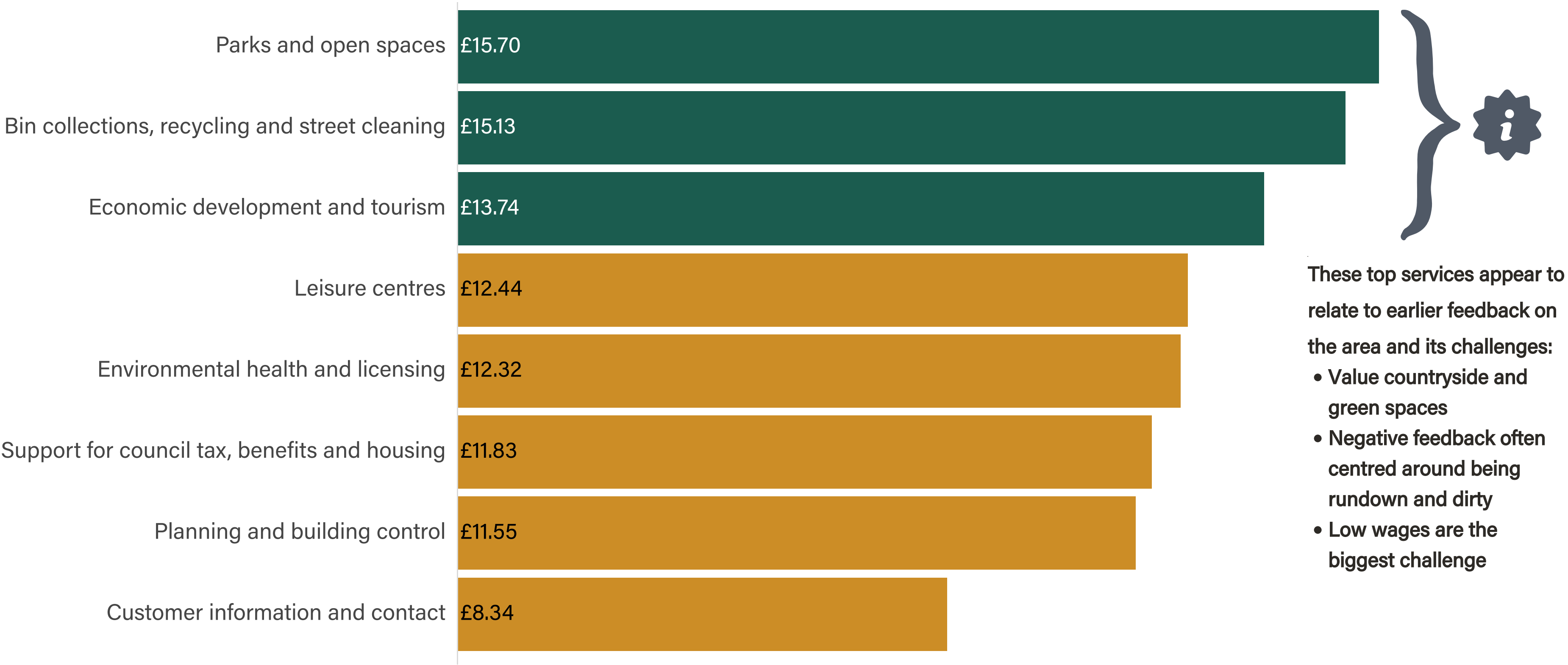
44% of residents are comfortable making contact by email or online forms if it means no service reductions

It appears residents are open to reducing or losing an in-person contact centre if that avoids reductions in services - only 7% want a 9-5 contact centre regardless of the impact on services

Residents are most likely to suggest investment in parks and open spaces, waste services and economic development.

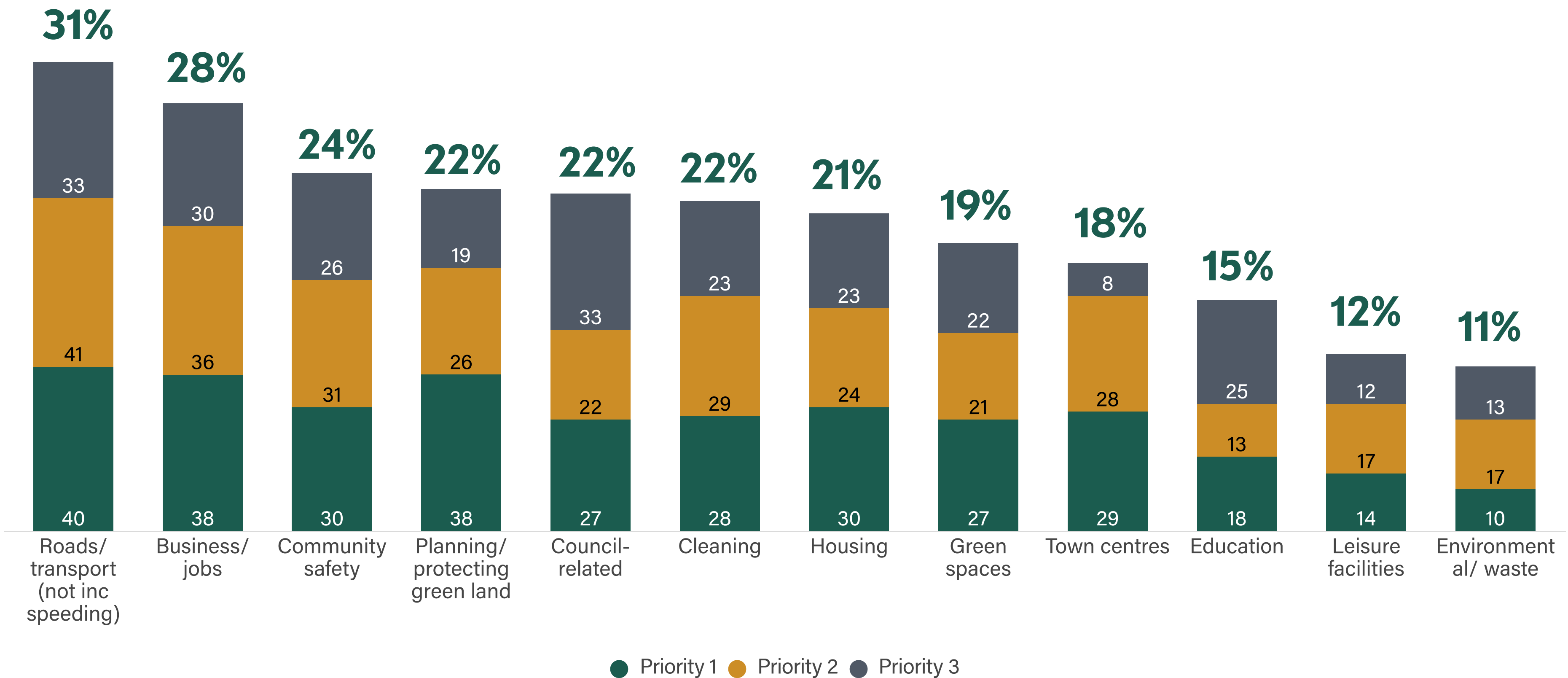


Q. Imagine you were given £100 to invest in Pendle Borough Council services. How would you divide it up? (Averages)

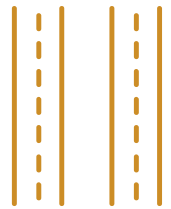


Residents were most likely to suggest focusing on roads/transport and business/jobs in the council plan.

Q. If you were writing the council's plan to improve Pendle over the next few years, which three things would you make sure it includes?



Exploring the top six themes suggested around the council plan.



Roads and transport

- "Transport infrastructure - whilst we're fairly central at Pendle links to other areas is very difficult, be in public transport, car, walking or cycling"
- "Improve the roads - link road from end of M65 directly to Foulridge, Barnoldswick and Yorkshire. Getting through Colne is a nightmare."
- "Road maintenance" / "improve the roads"
- "Massive improvement to public transport, particularly the trains"



Business and jobs

- "Economic Development, including business support, especially micro and SME businesses"
- "Develop a better shopping area lower rent so businesses can stay"
- "Encouraging investment in local hi tech employment"
- "Investing in attracting companies who provide training and good jobs at all levels"



Community safety

- "Improved policing to prevent criminal activities and promote safer streets"
- "Improve safety on road by adding more speed cameras, these would be self funding"
- "Tackle drug dealers and drug takers"
- "Antisocial behaviour including surrounding villages"
- "Increase policing particularly of traffic"



Planning/ protecting green land

- "Careful planning with no building on green land"
- "No housing or business/industrial development on greenfield sites"
- "Safeguarding local green spaces and parks"
- "Reduce permission for expensive new housing that local people cannot afford and do not want especially on greenfield land."



Council-related

- "Less bureaucracy with more use of technology to cut delivery costs"
- "Demand that national government deliver more funding for poorer areas such as Pendle"
- "More connectivity between organisations, sectors, departments and teams"
- "Deliver value for money" / "Stop wasting money"



Cleaning

- "Keeping the streets and parks clean"
- "Cleaning the streets and better enforcement"
- "Fine residents who dump rubbish on their back street"
- "Pride of place including cleanliness, bin collection, road sweeping etc"

A wide range of specific ideas and comments were captured on 'the fridge'.

"Save money on leisure by promoting the free footpaths and cycle lanes around Pendle. No need to go to the gym!"

"RESIDENT PERMIT PARKING!! We need to be able to park near our homes. It's not really fair we have nowhere to park due to visitors in the village"

"Create more social spaces for elderly to reduce isolation"

"More projects to bring the community together. There is deprivation & segregation in this area, which is creating a blame culture but by bringing people together we can improve the future."

"Youth services or more community police on regular patrol"

"Utilise existing historic buildings to attract visitors - Saltaire has done this successfully. Promote the history and culture of the Pendle area."

"Expand existing business parks with high tech companies providing high end well paid jobs"

"Get a plan in place to stop developers putting in ridiculous plans for the countryside"

"Cars outside takeaways on Leeds Road fined for littering. The littering is a nightmare as we live behind the takeaways"

"Struggle to think of 'Pendle' - living in one of the villages feels a different world to Nelson"

"More good quality outdoor activities like trail walks and runs, obstacle courses for fitness, bikes to hire and drop off in town once you've been for a country ride"



ps research

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It all starts with good research.