



# 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 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>  
<http://imagination.lancaster.ac.uk/project/beyond-imagination-life-survey/>
- Please see slide 73 for a Data Access Statement.
- The Life Survey was funded by UKRI Research England as part of the Beyond Imagination project.

## 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 Lancaster  
543 Blackburn  
with Darwen



=

### Face-to-face

748 Lancaster  
756 Blackburn  
with Darwen

- 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	<a href="#">Social integration</a>
2	<a href="#">Local priorities</a>
3	<a href="#">Housing</a>
4	<a href="#">Sustainability</a>
5	<a href="#">Physical/mental health</a>
6	<a href="#">Digital</a>
7	<a href="#">Demographics</a>



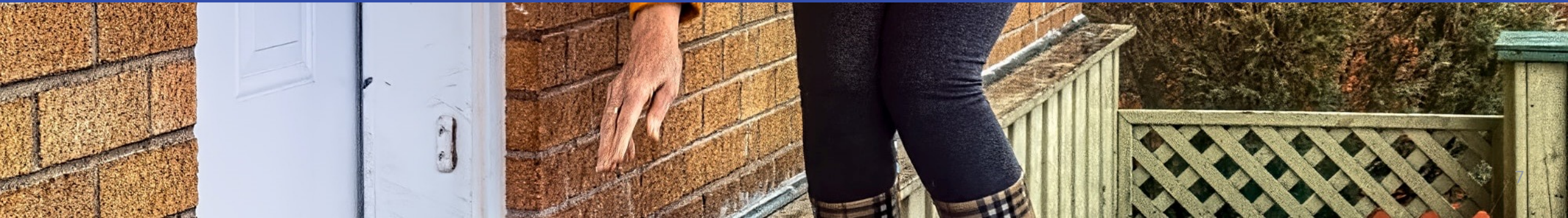


BMG

success decoded

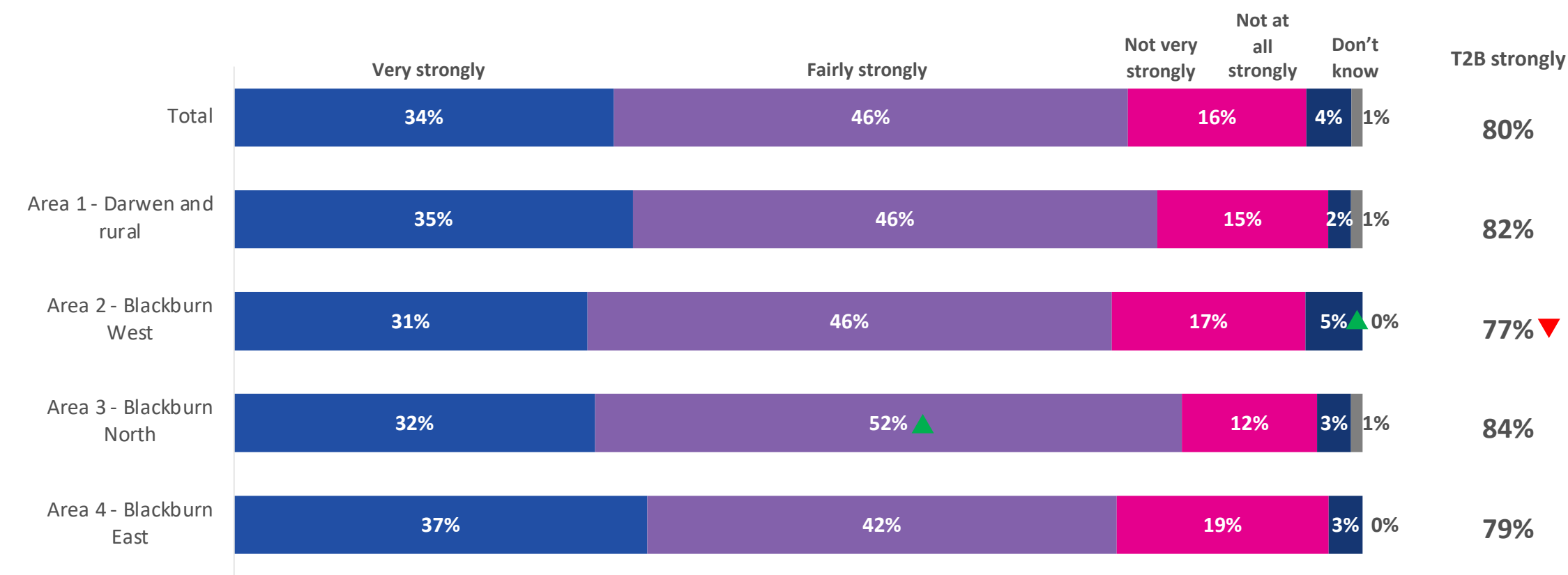


# Social integration



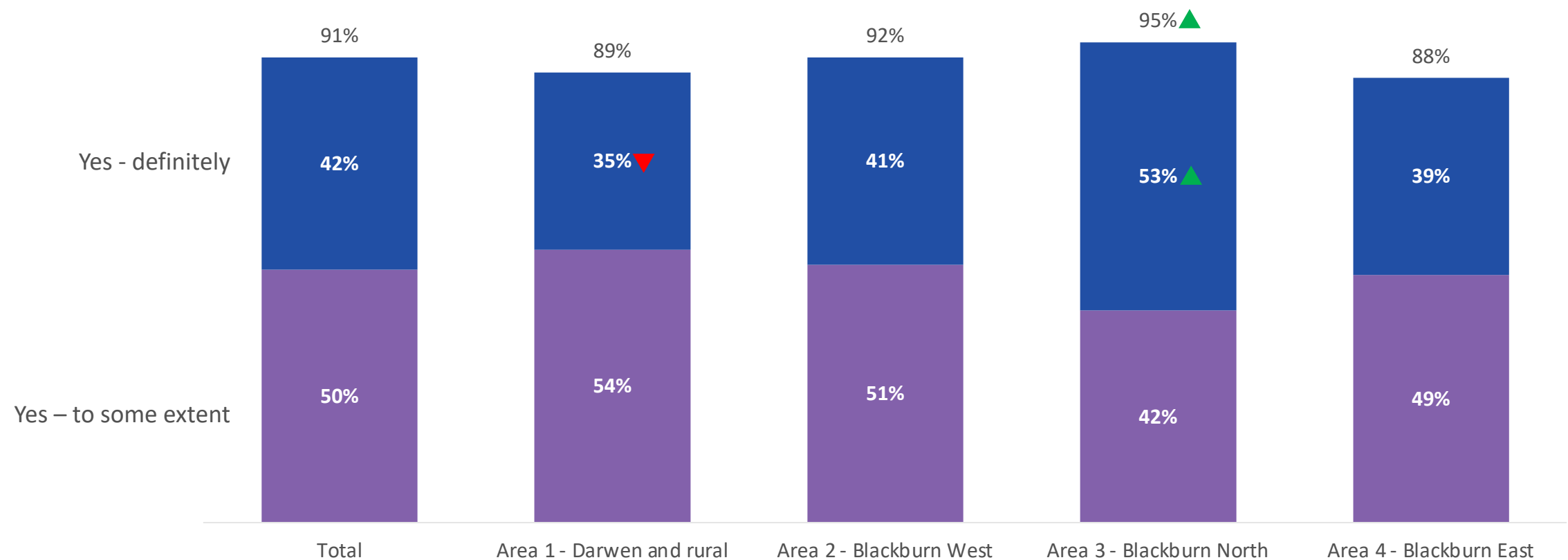
# Residents in Blackburn West are significantly less likely to feel they strongly belong to their local area

Strength of feeling of belonging for local area



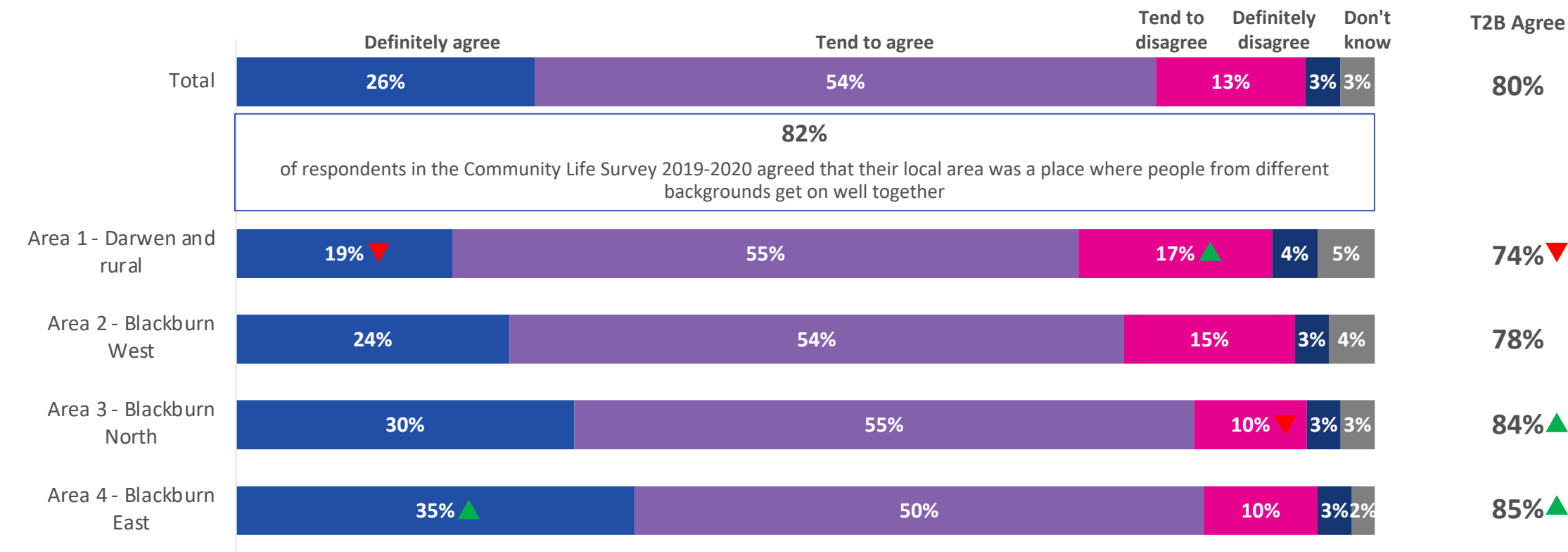
# Residents in Blackburn North are significantly more likely to feel their local area is a place where neighbours look out for each other

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



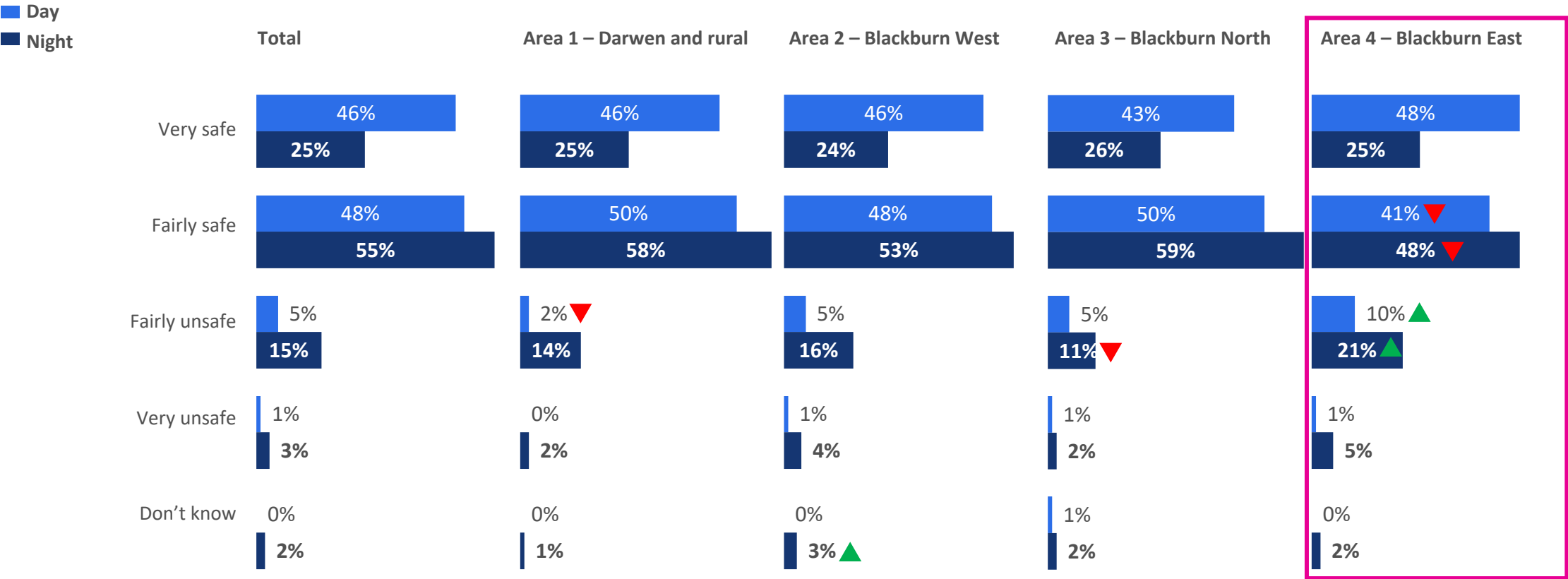
# While Blackburn with Darwen’s overall community integration is close to the national average – there is high variability within the different areas

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



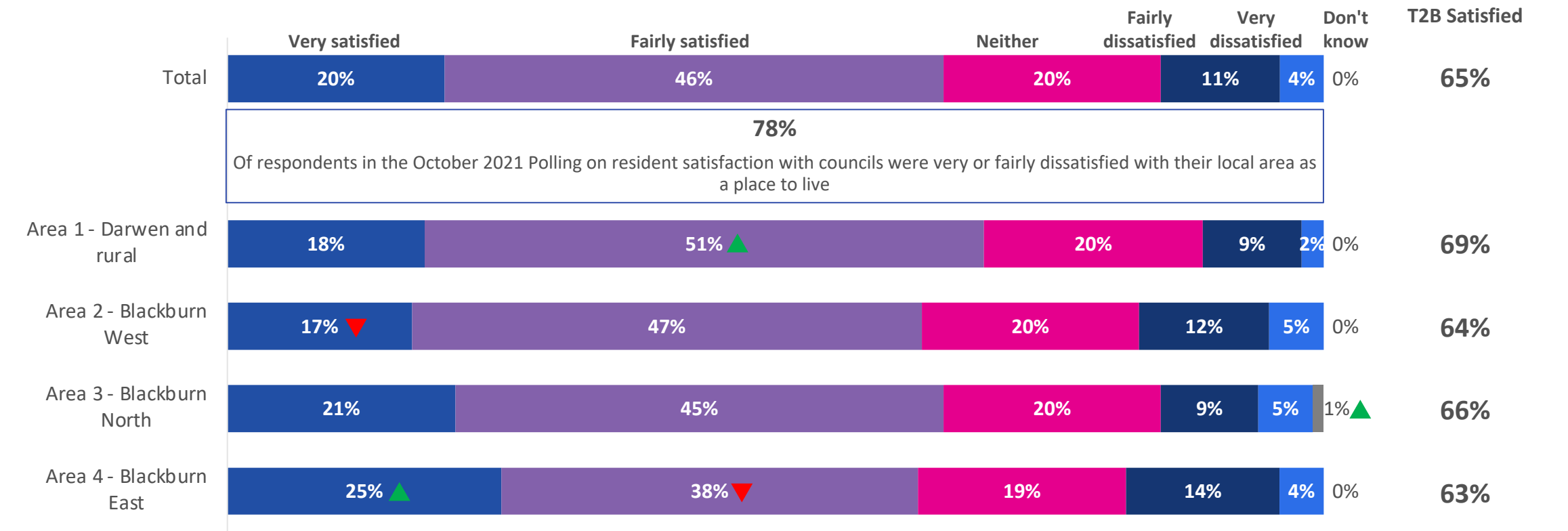
# Blackburn East is felt to be the least safe during the day and night

## Local area safety in different periods of the day



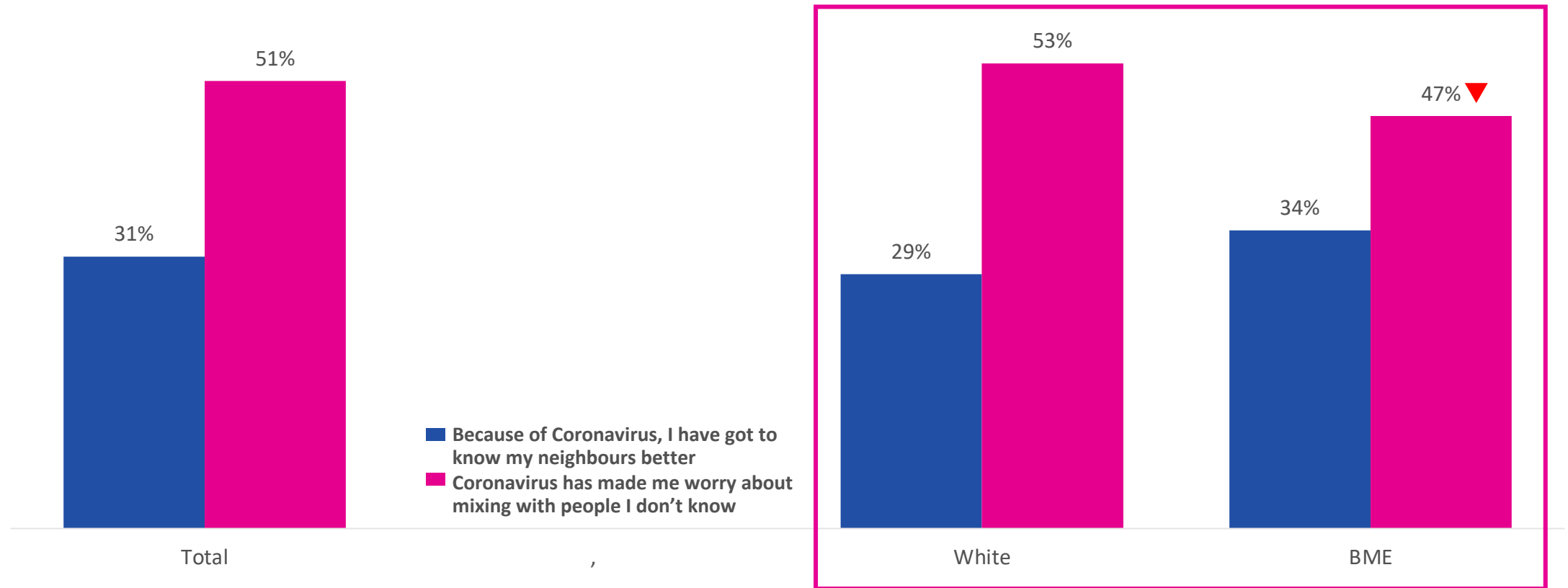
# Satisfaction with local area as a place to live is lower in Blackburn with Darwen compared to the LGA average

## Satisfaction with local borough as place to live



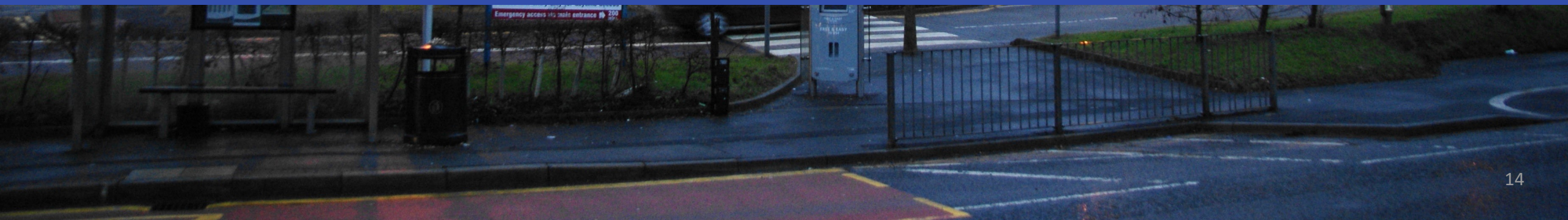
# BME residents are significantly less likely to worry about mixing with people they don't know

% agreement with statements



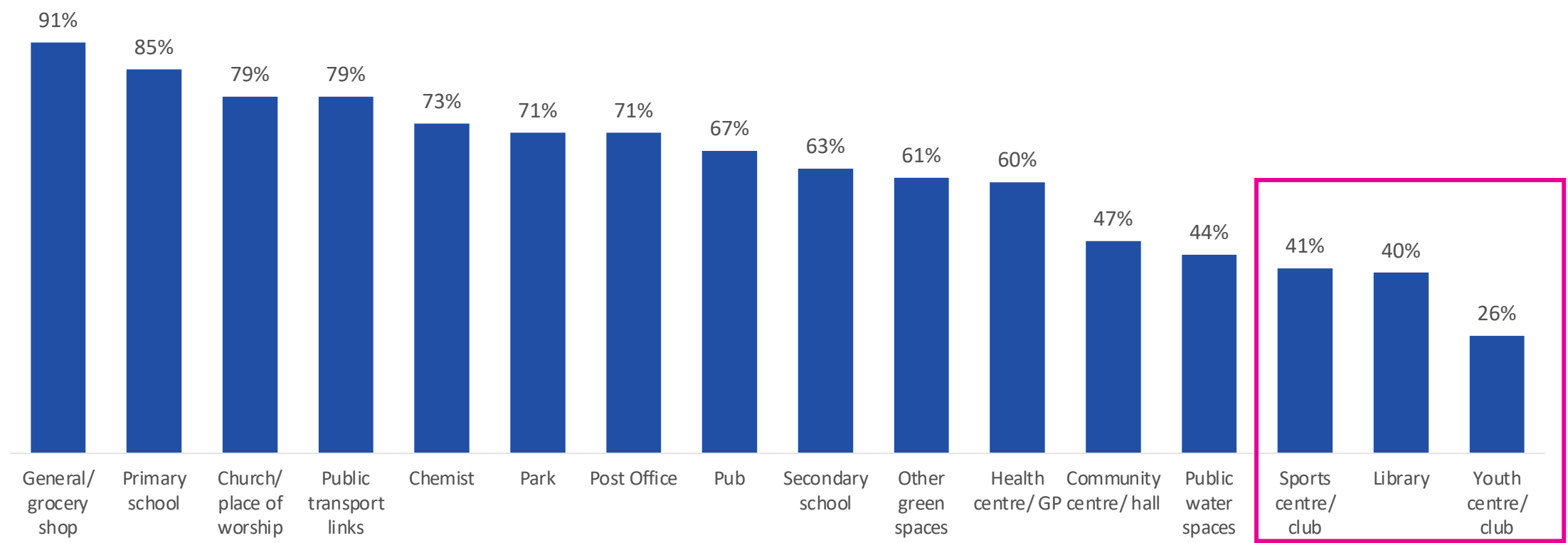


# Local priorities



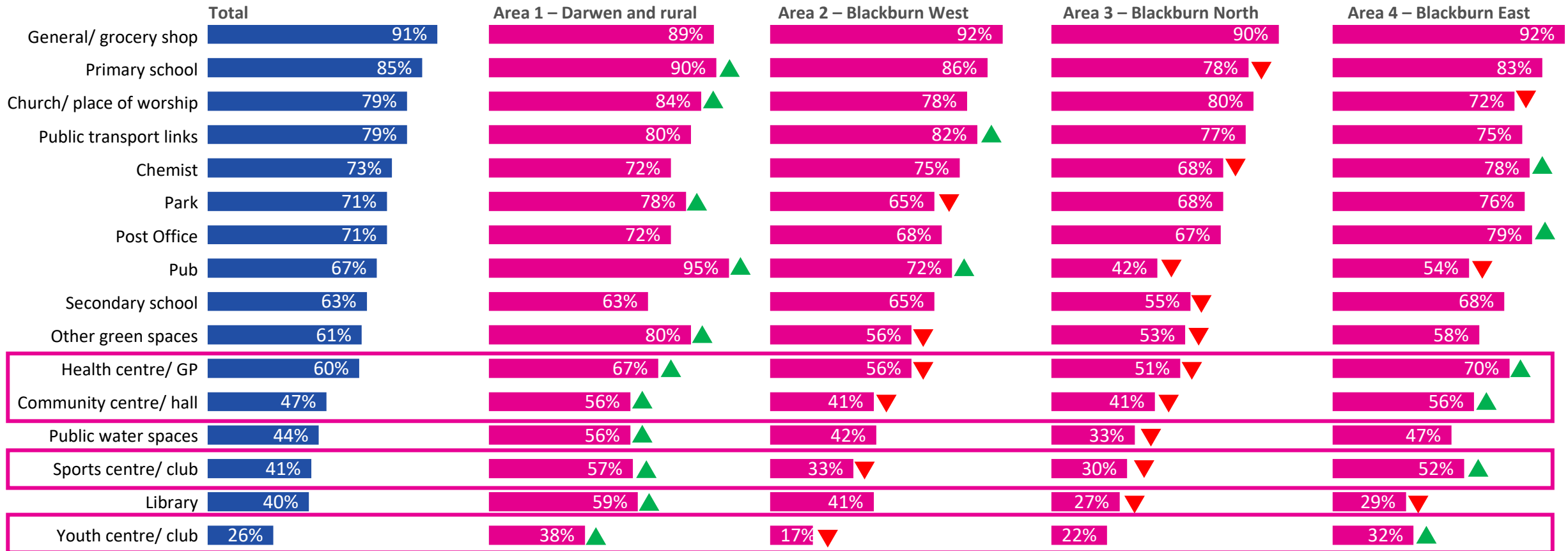
# Sports centres, libraries and youth clubs are least likely to be reporting as being with the local area

Located within local area (Among total)



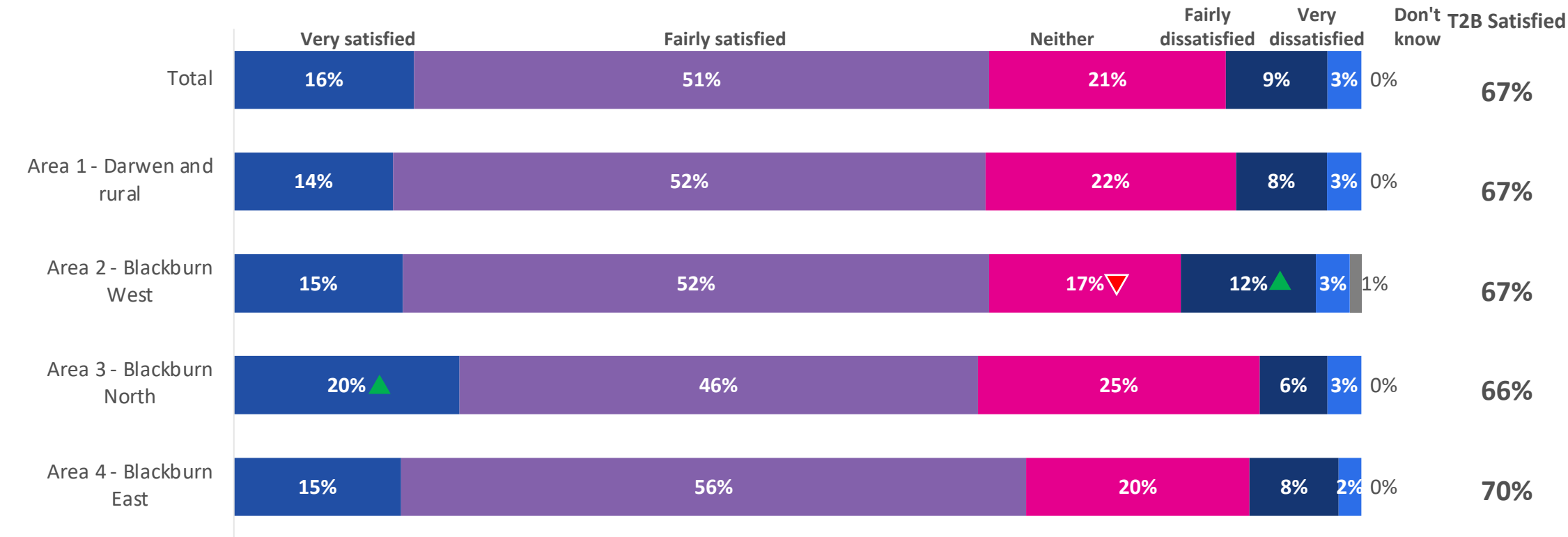
# Darwen and rural, and Blackburn East are significantly more likely to report GPs, Community centres, Sports centres and Youth centres in their local area

## Located within local area



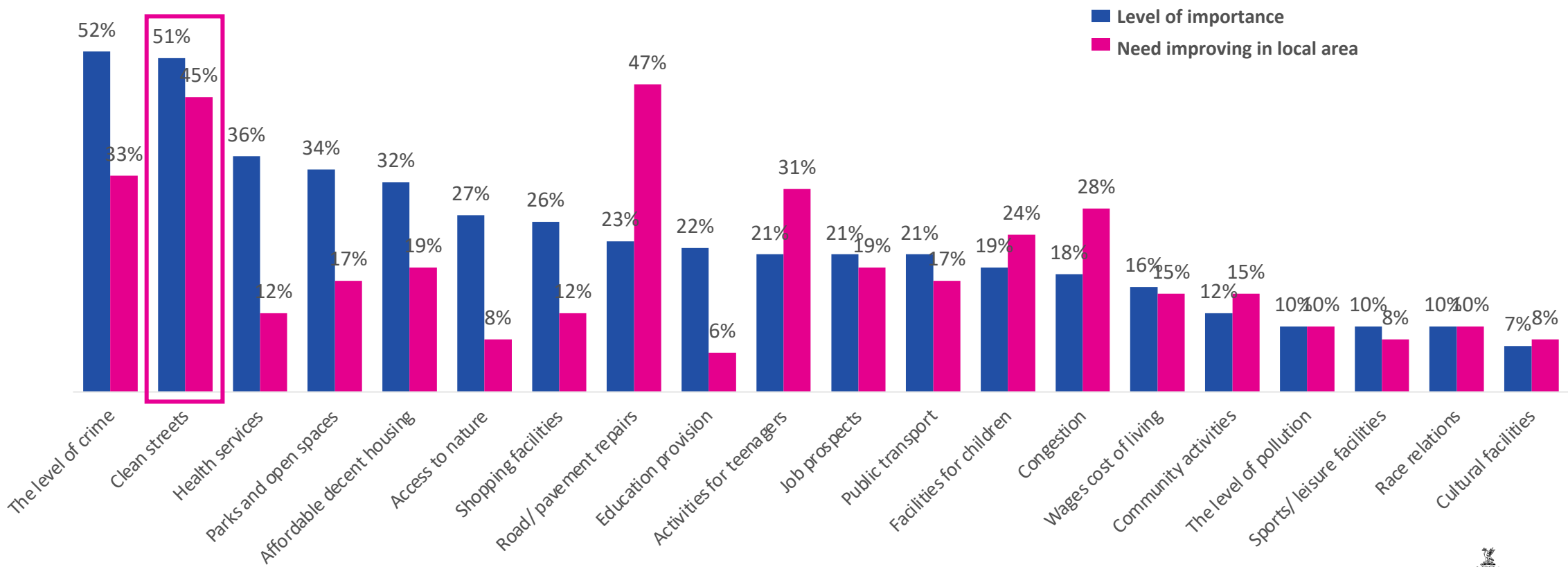
# Those in Blackburn West are significantly more likely to be dissatisfied with their local services and amenities

Satisfaction with local services and amenities in local area



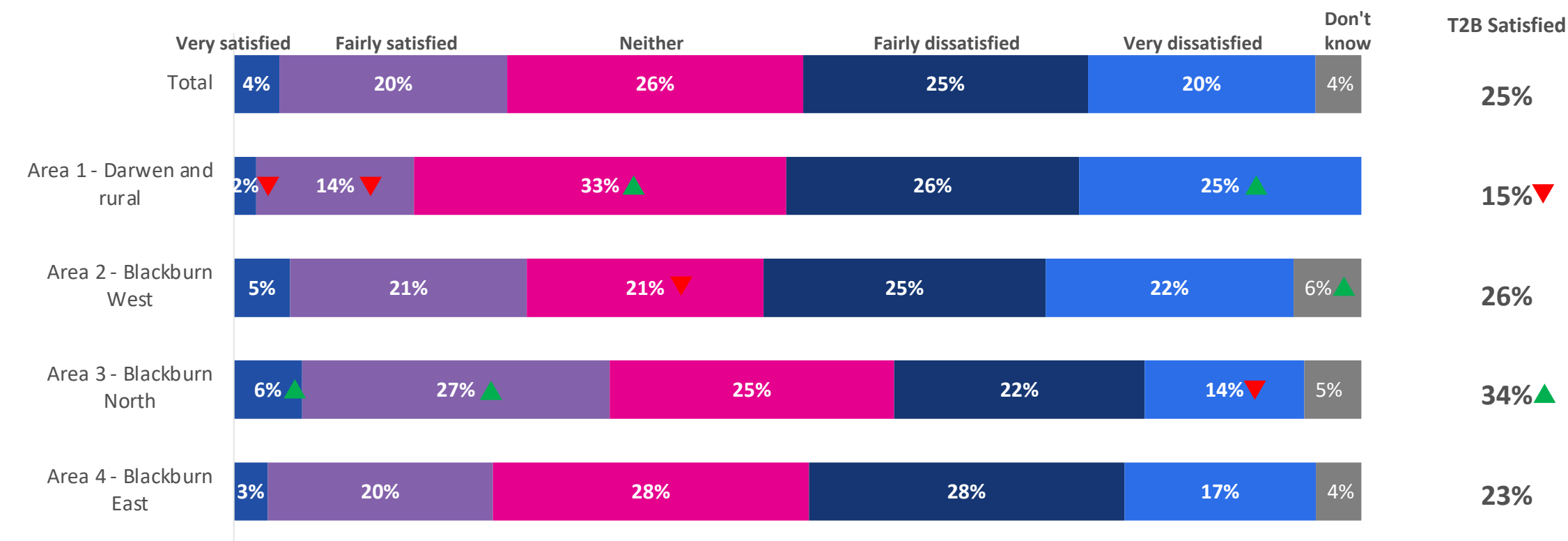
# Clean streets are seen as both very important for a local area and also in need of improvement

Most important aspects of local area vs areas needed for improvement



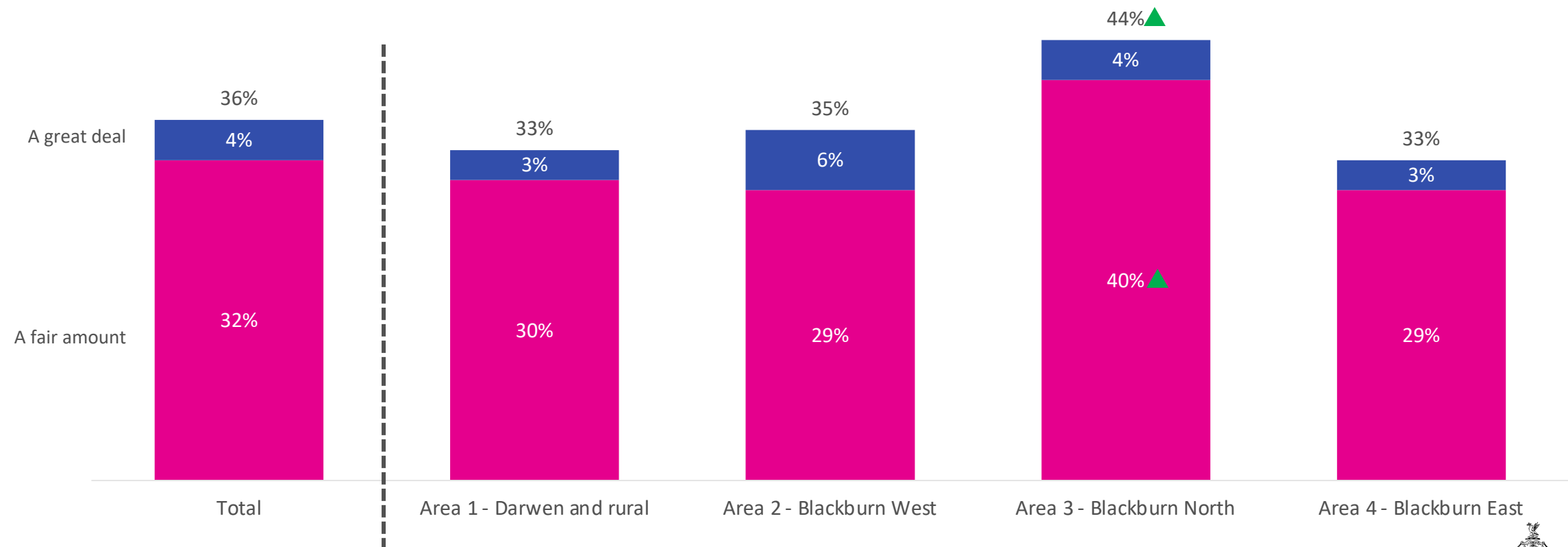
# Blackburn North are significantly more satisfied with their ability to influence Council decisions – while Darwen and rural are significantly less satisfied

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



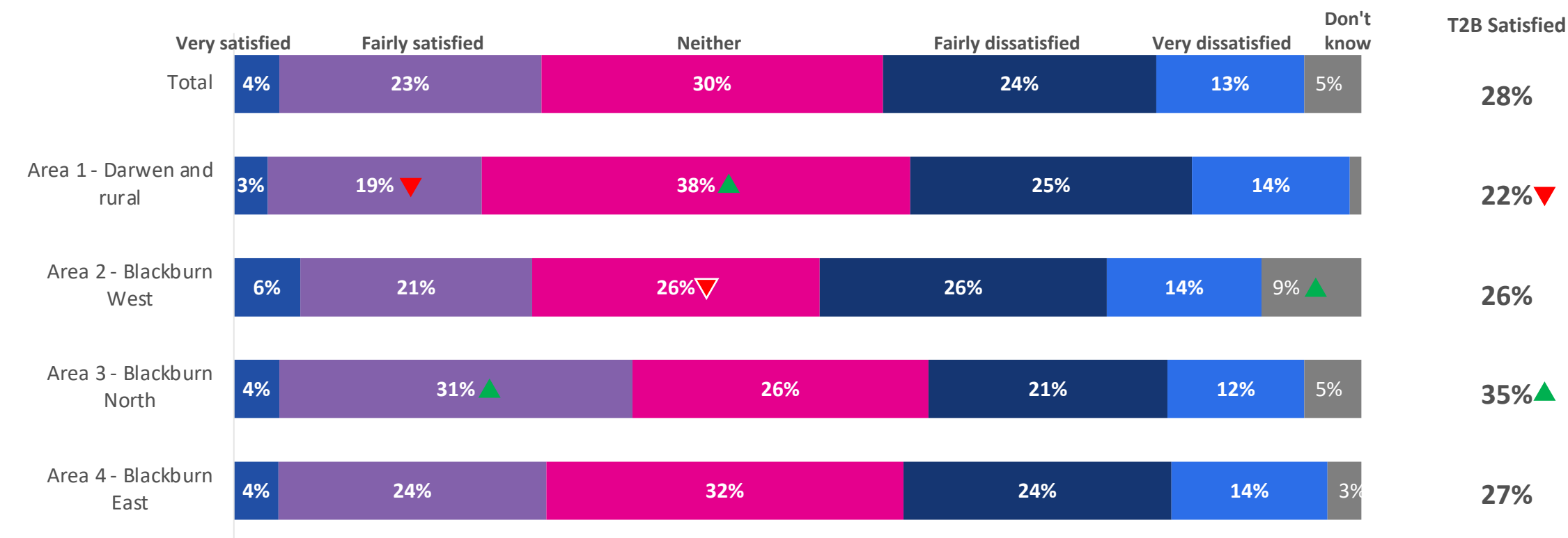
# Blackburn North are significantly more likely to feel Blackburn with Darwen Council acts on the concerns of residents

Whether Blackburn with Darwen Council acts on the concern of residents



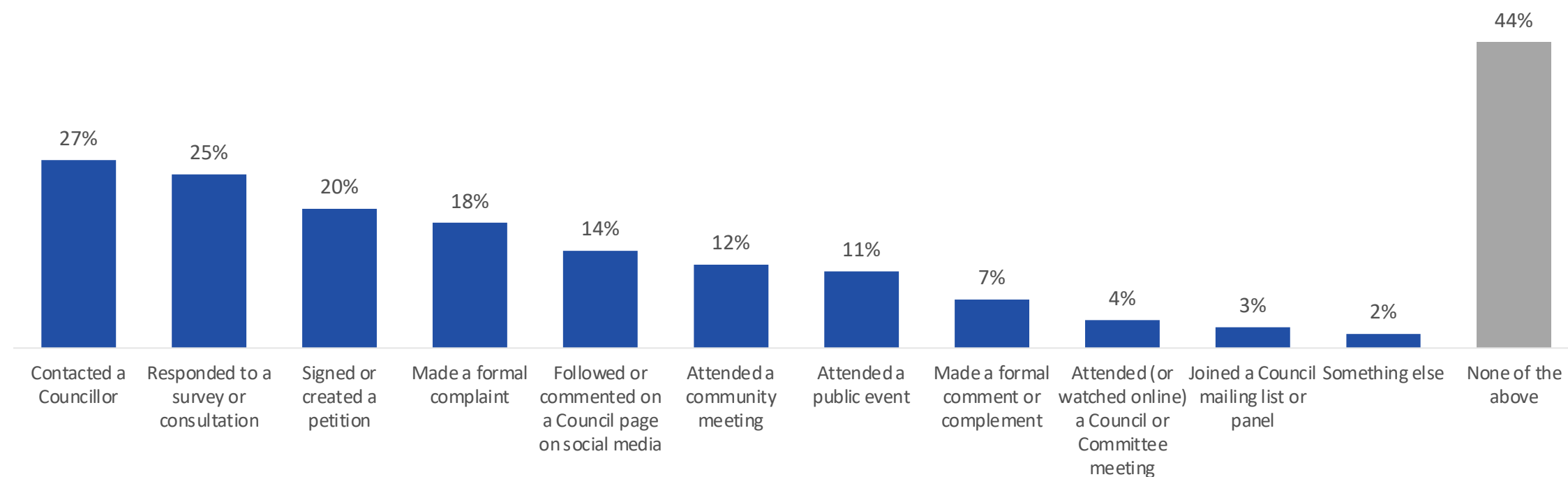
# Blackburn North are significantly more satisfied that they have the opportunity to make their views known

Satisfaction with opportunity to have views known by local council



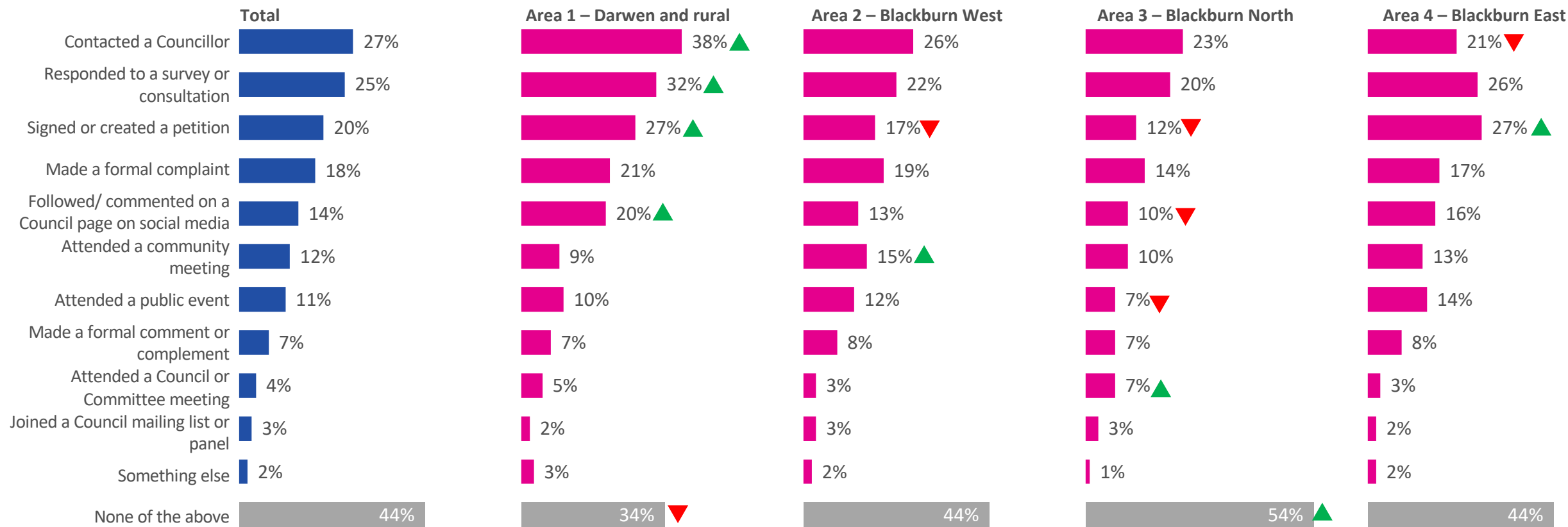
# The most popular ways of sharing views with the council are contacting a Councillor or responding to a survey/ consultation

## Ways of sharing views with Blackburn with Darwen Council



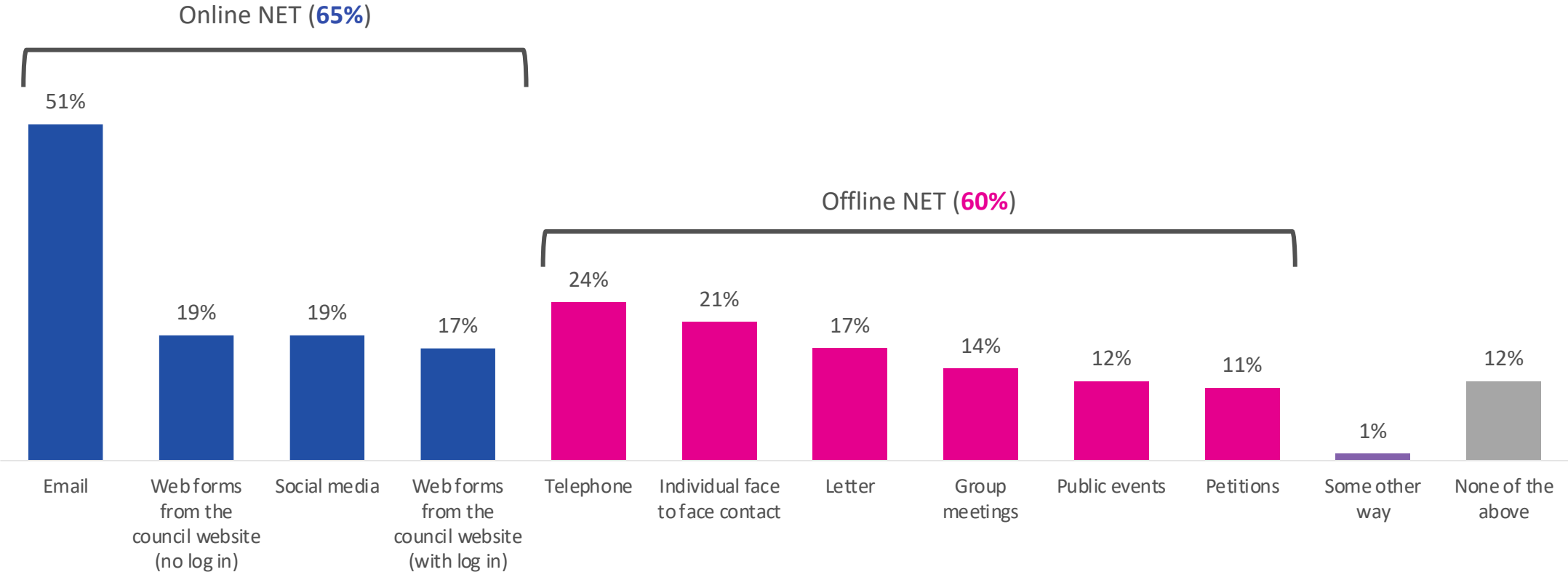
# Blackburn North are significantly less likely to have shared their views with the local Council – Darwen and rural are significantly more likely to have

Ways of sharing views with local council



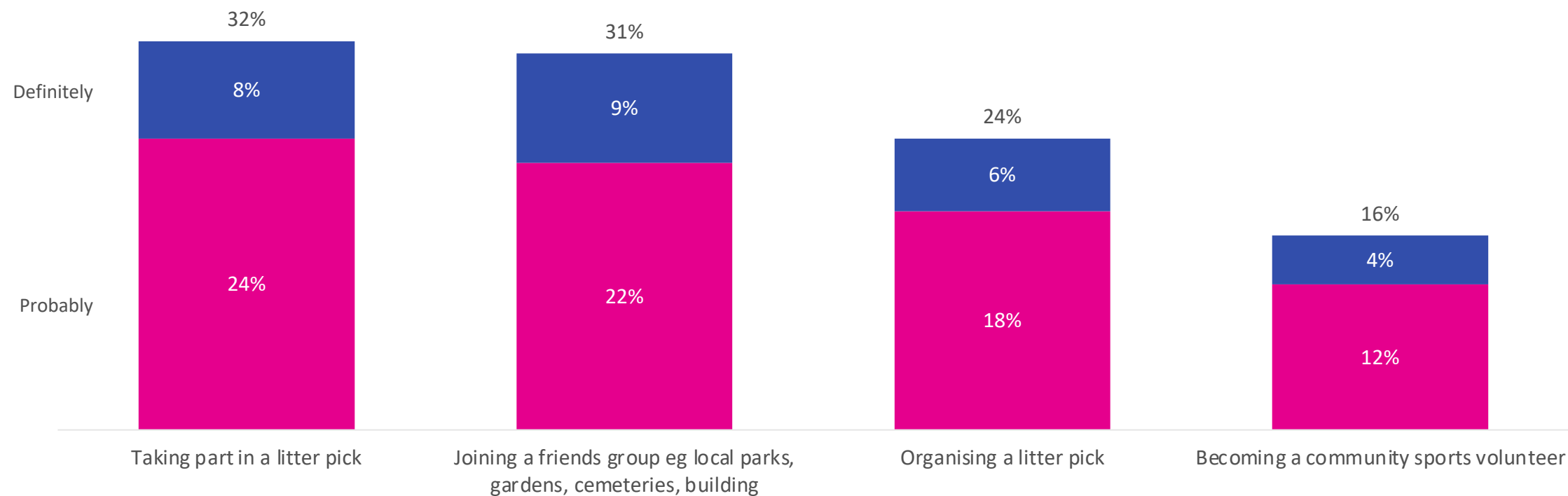
# Email is the dominant way people prefer to share their views with Blackburn with Darwen Council

Preference for sharing views with Blackburn and Darwen Council

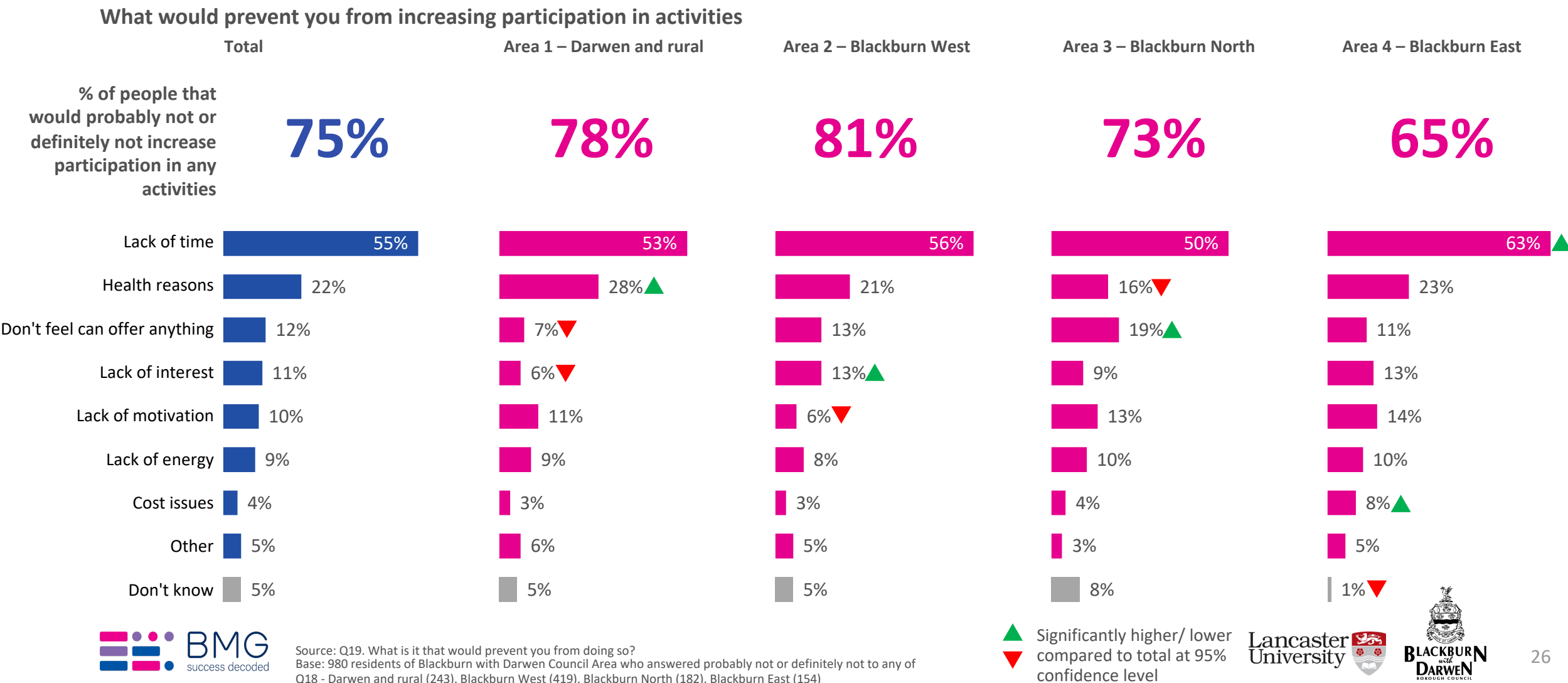


# People are most interested in taking part in a litter pick or joining a friends group – and less interested in becoming a community sports volunteer

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



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





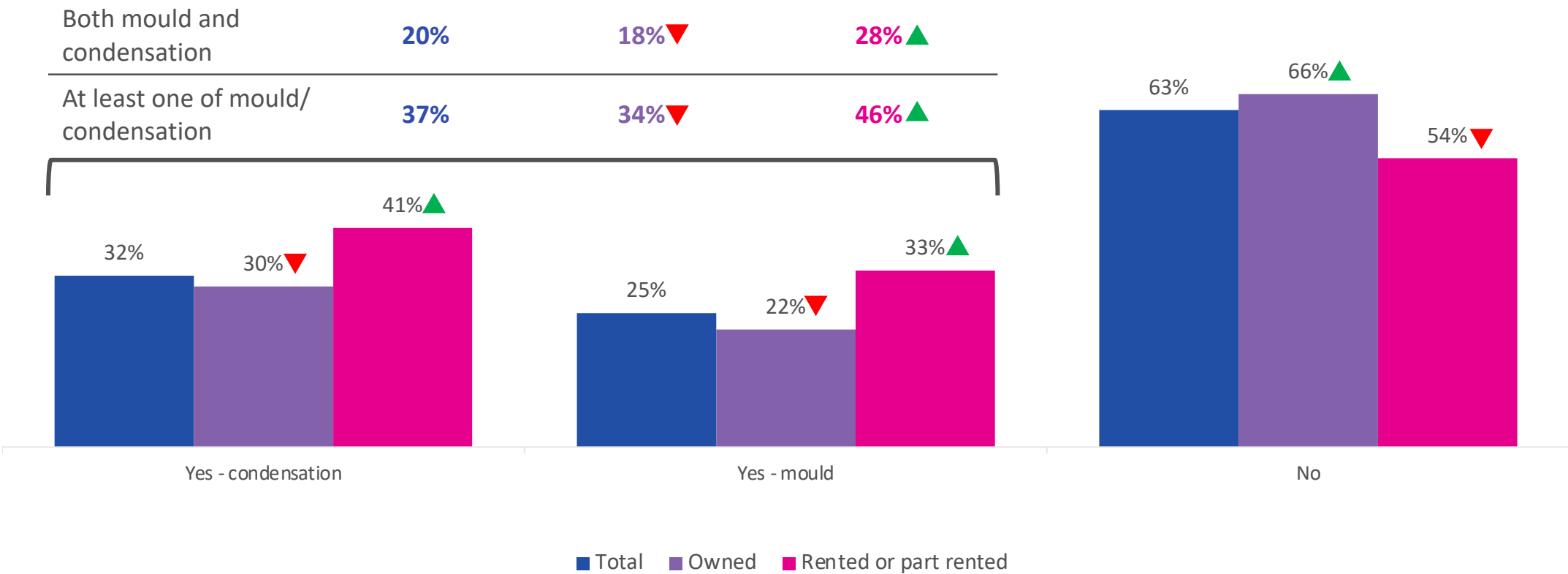
BMG

success decoded

# Housing

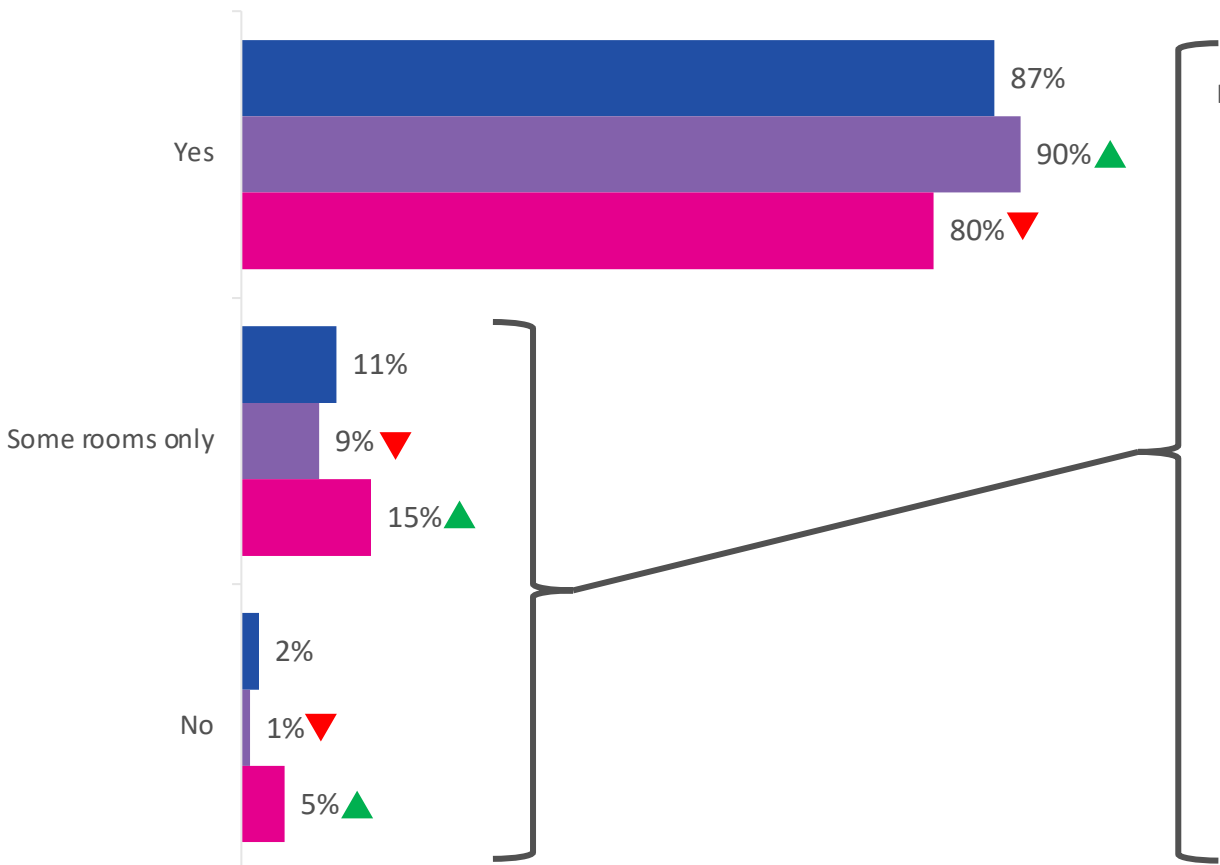
# Those who rent or part rent are significantly more likely to report mould or condensation during winter months

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



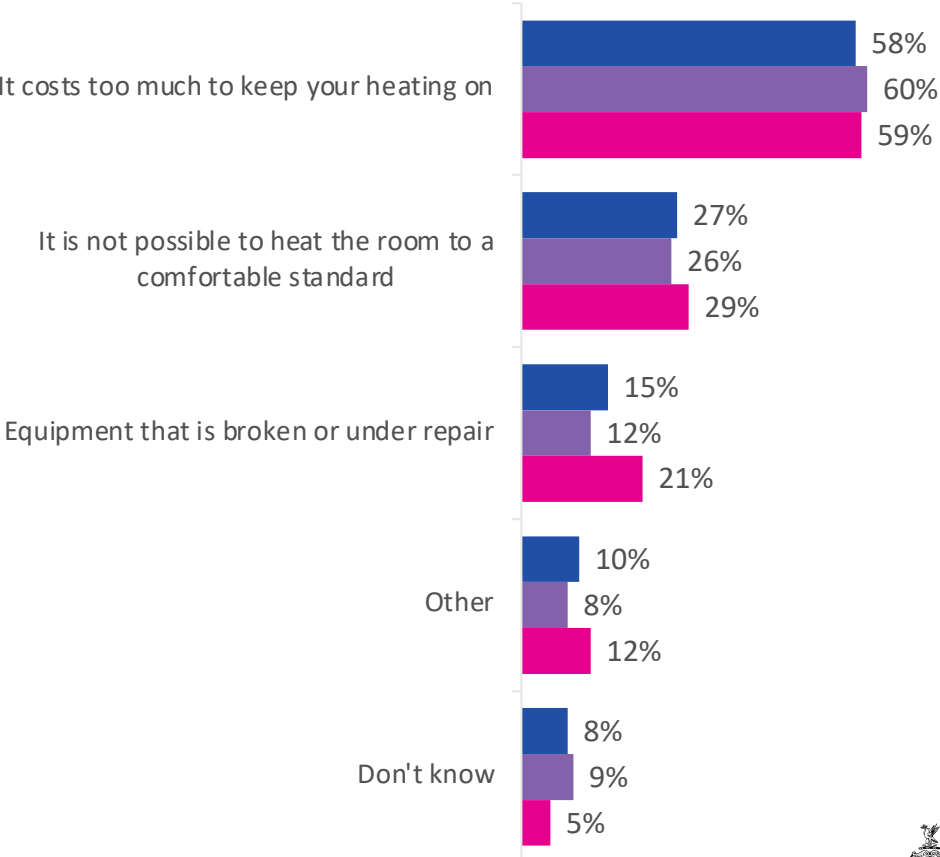
# Those in rented accommodation are significantly less likely to report they are keeping comfortably warm during winter

Whether keeping comfortably warm in accommodation during winter



Reason for lack of heating

Base sizes small so no significant differences





BMG

success decoded

# Sustainability

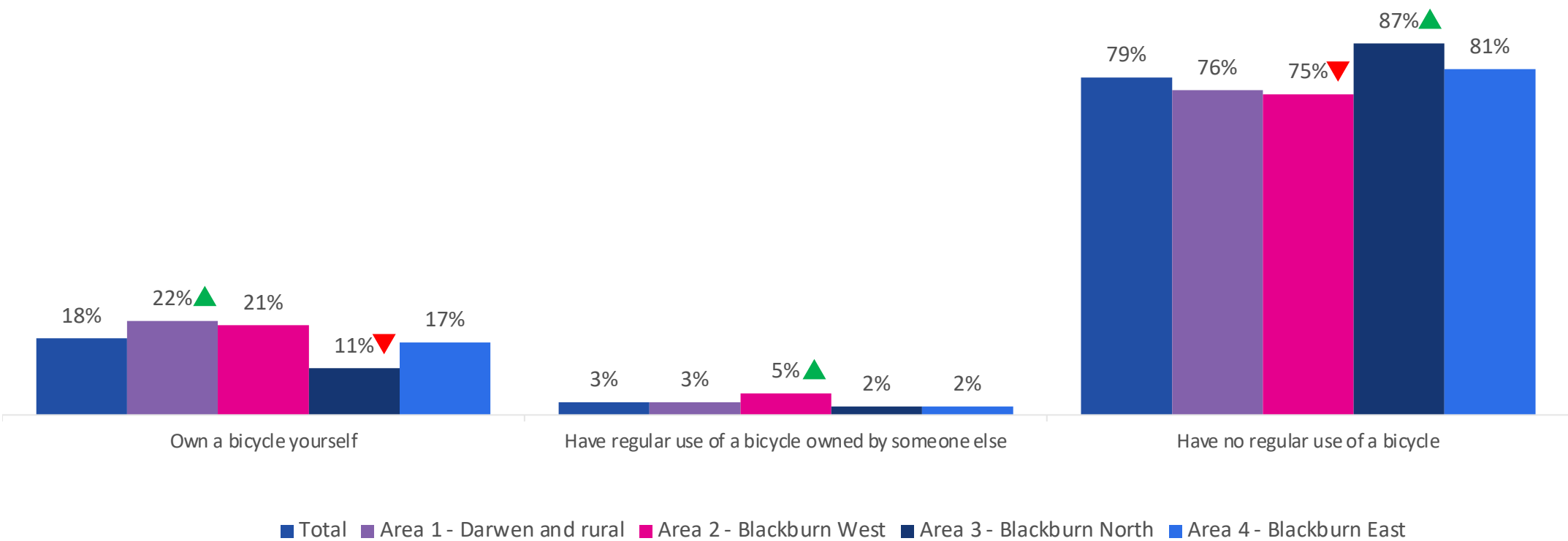
# Those in Blackburn East are significantly more likely to not have a car – the average number of cars in a household decreases from least deprived to most deprived

Average number of cars or vans in household

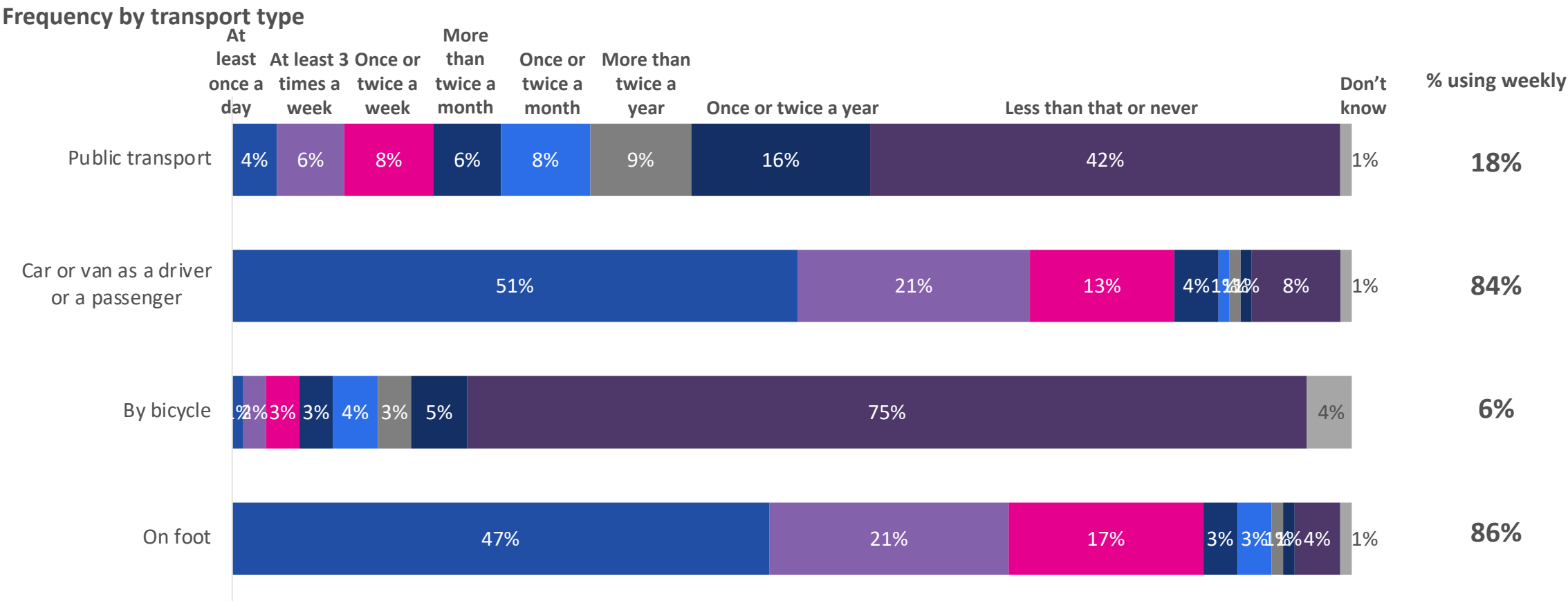


# Those in Blackburn West are significantly less likely to have regular use of a bicycle

## Bike usage

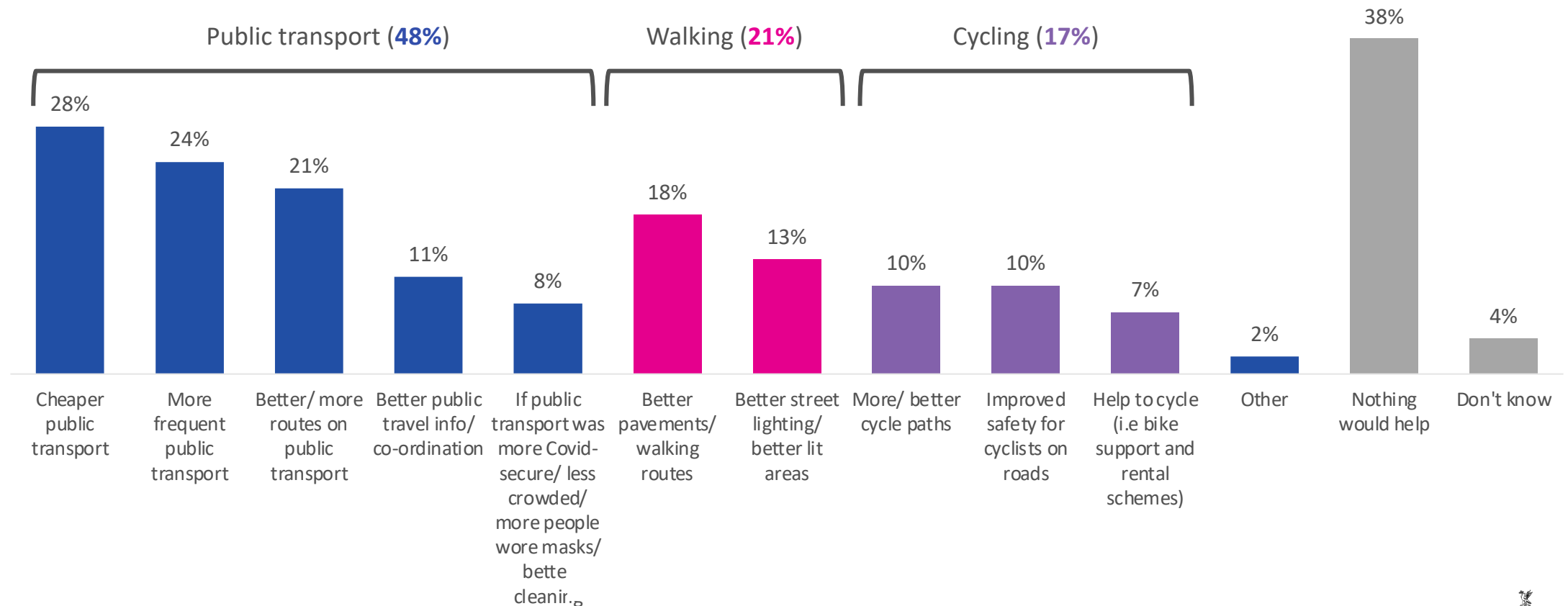


# Over half of Blackburn with Darwen use a car or van at least once a day



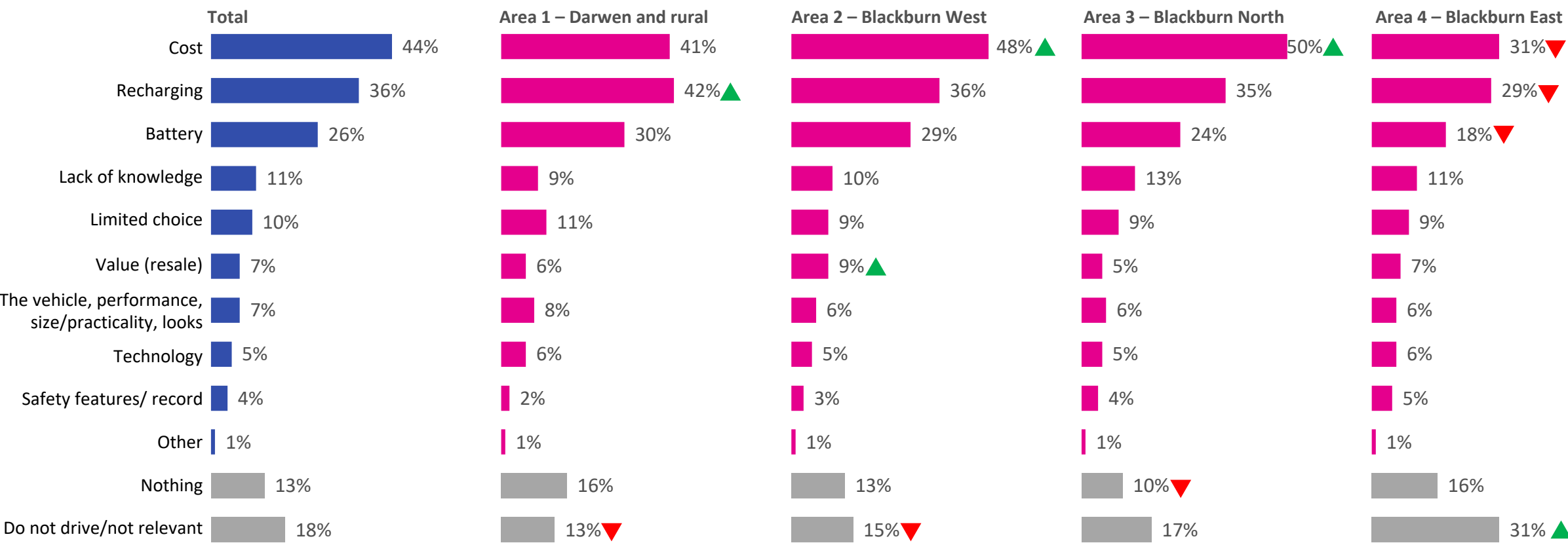
# Cheaper and more frequent public transport is seen as the biggest driver of reducing travel by car/ van – although 2 in 5 think nothing could help

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



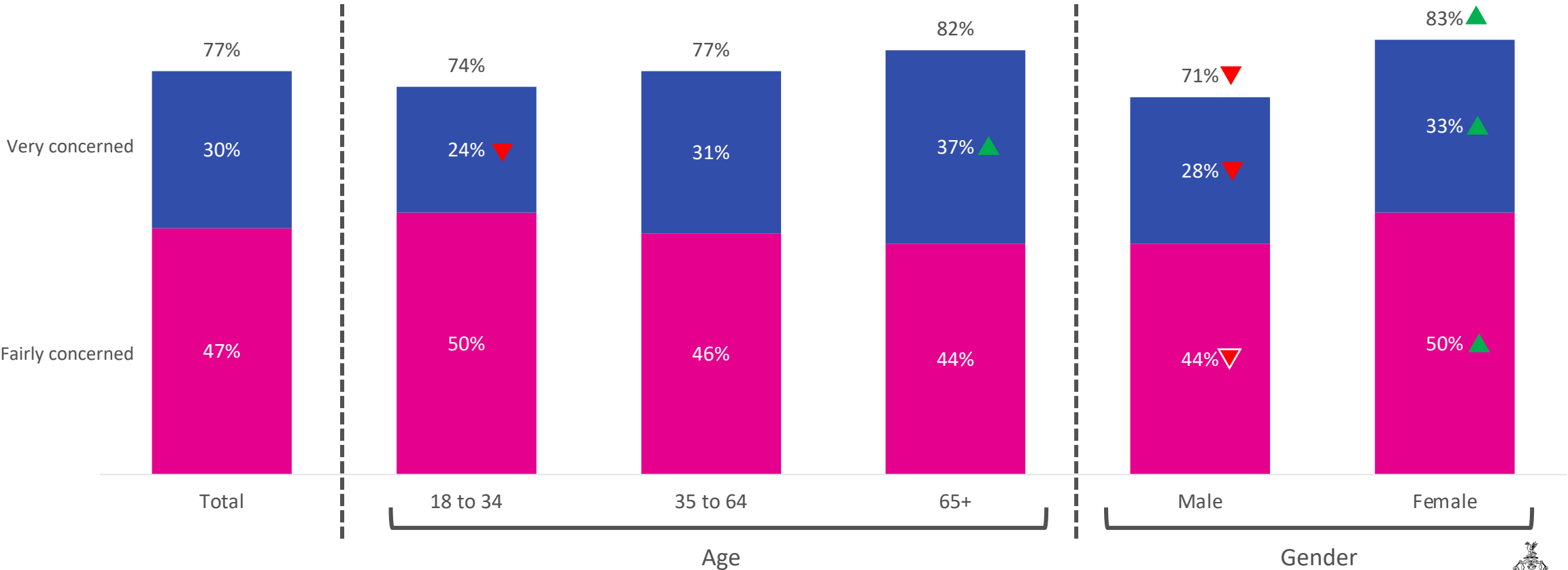
# Cost is seen as the biggest barrier to electric vehicle use – especially in Blackburn West and Blackburn North

Barriers to electric vehicle use



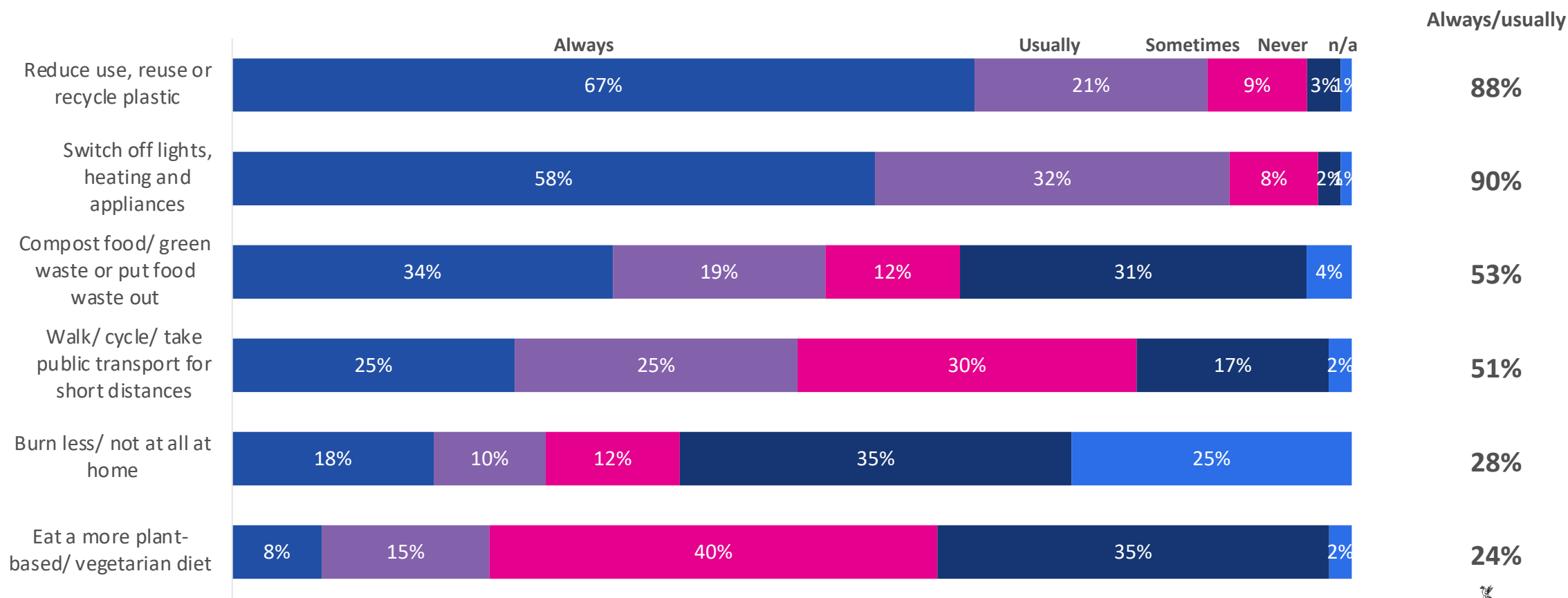
# Those aged 65+ and women are significantly more likely to be very concerned about climate change

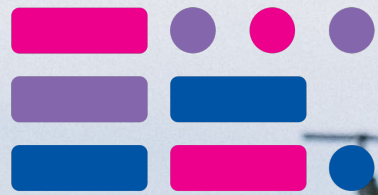
Level of concern about climate change



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





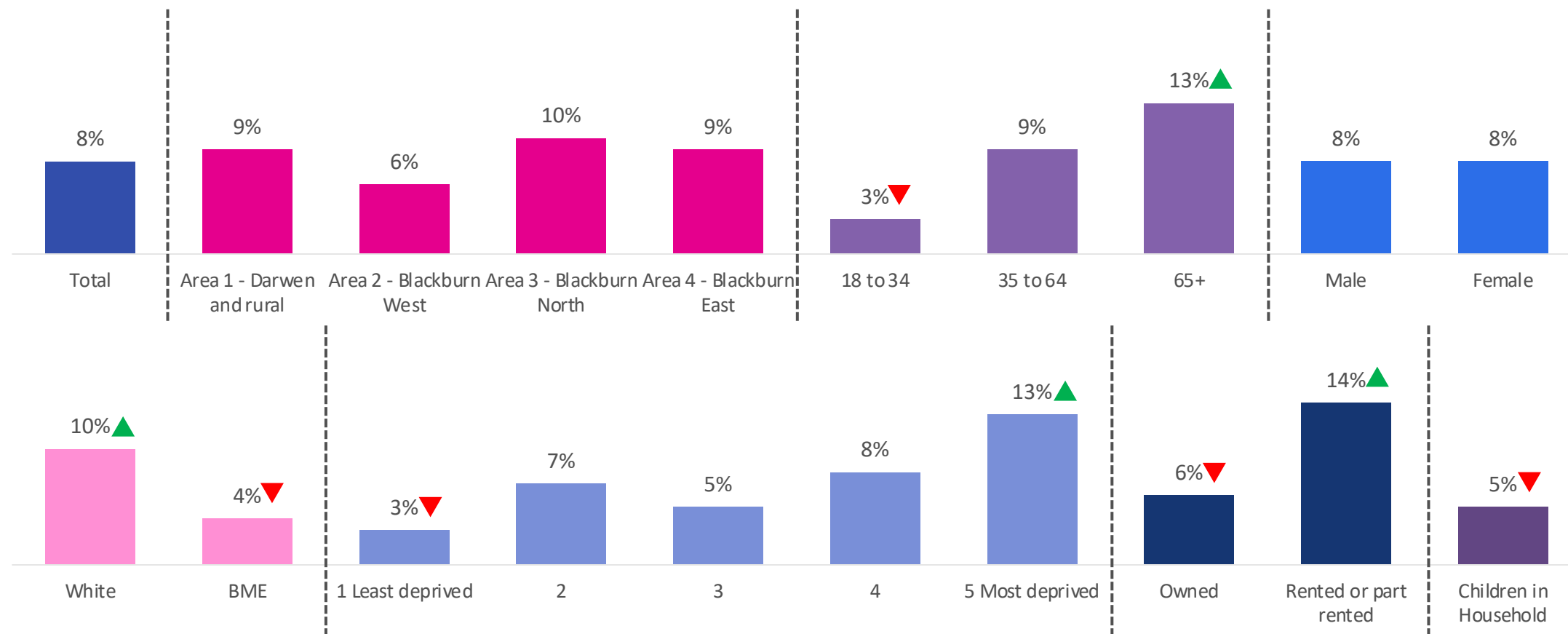
BMG  
success decoded

# Physical/mental health



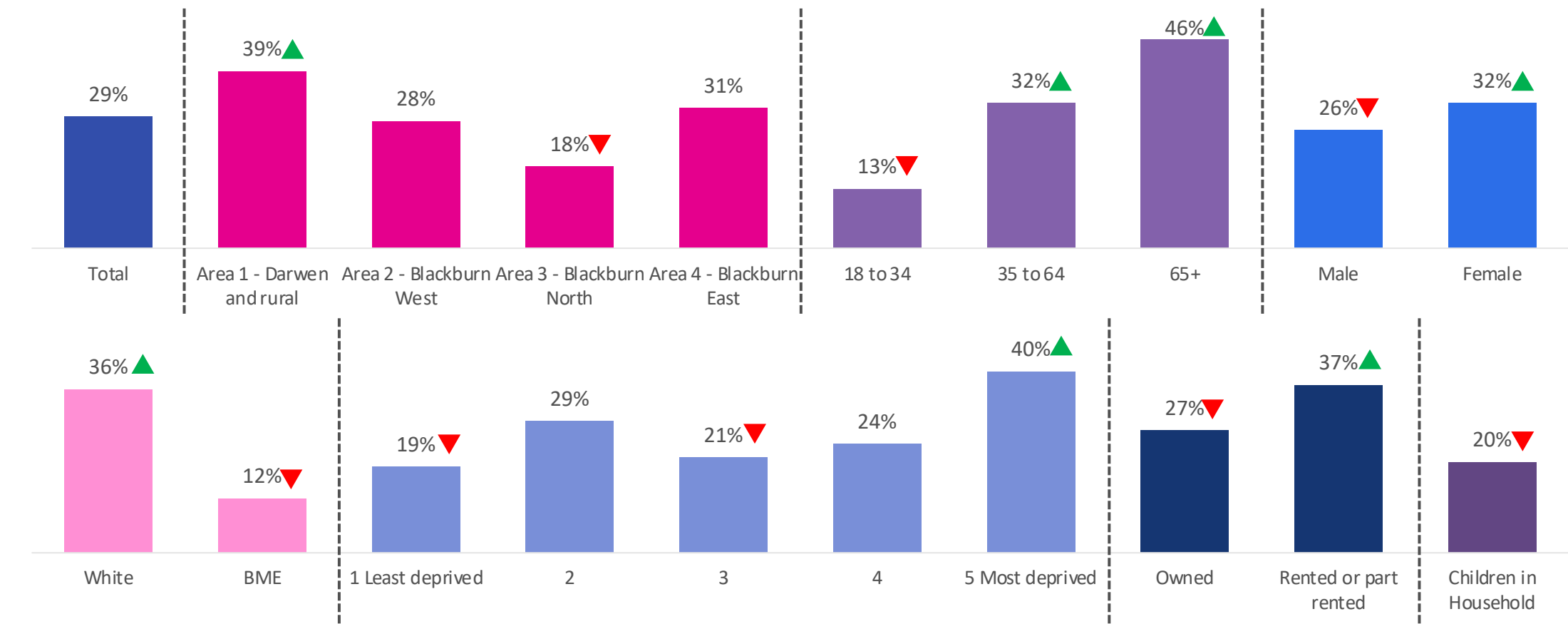
# Those who are older, white, deprived or renting/ part renting are significantly more likely to describe their health as bad/ very bad

% saying their health is bad or very bad



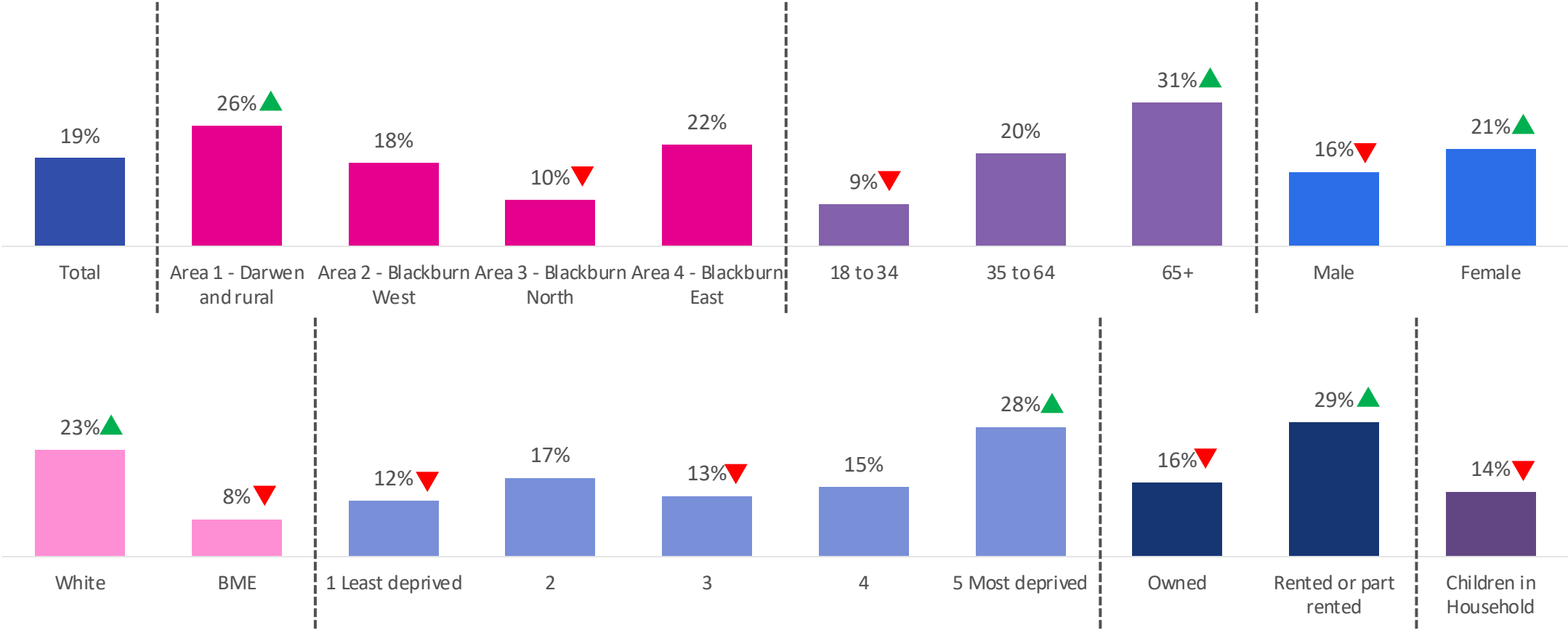
# 1 in 3 residents report long term health conditions – with older, female, white, deprived or renting residents significantly more likely to report

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



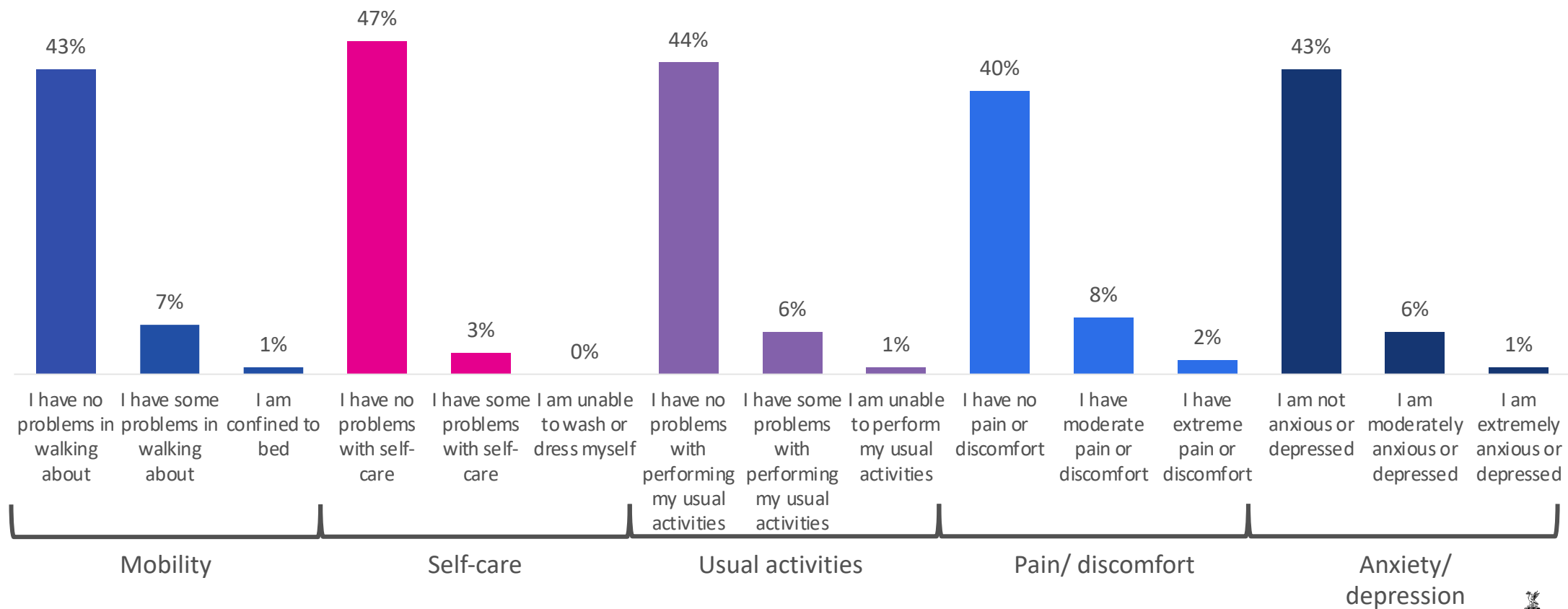
# 1 in 5 have conditions or illness that reduce the ability to carry out day-to-day activities – significantly higher for older, female, white, the most deprived and those who are renting

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



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

## 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.

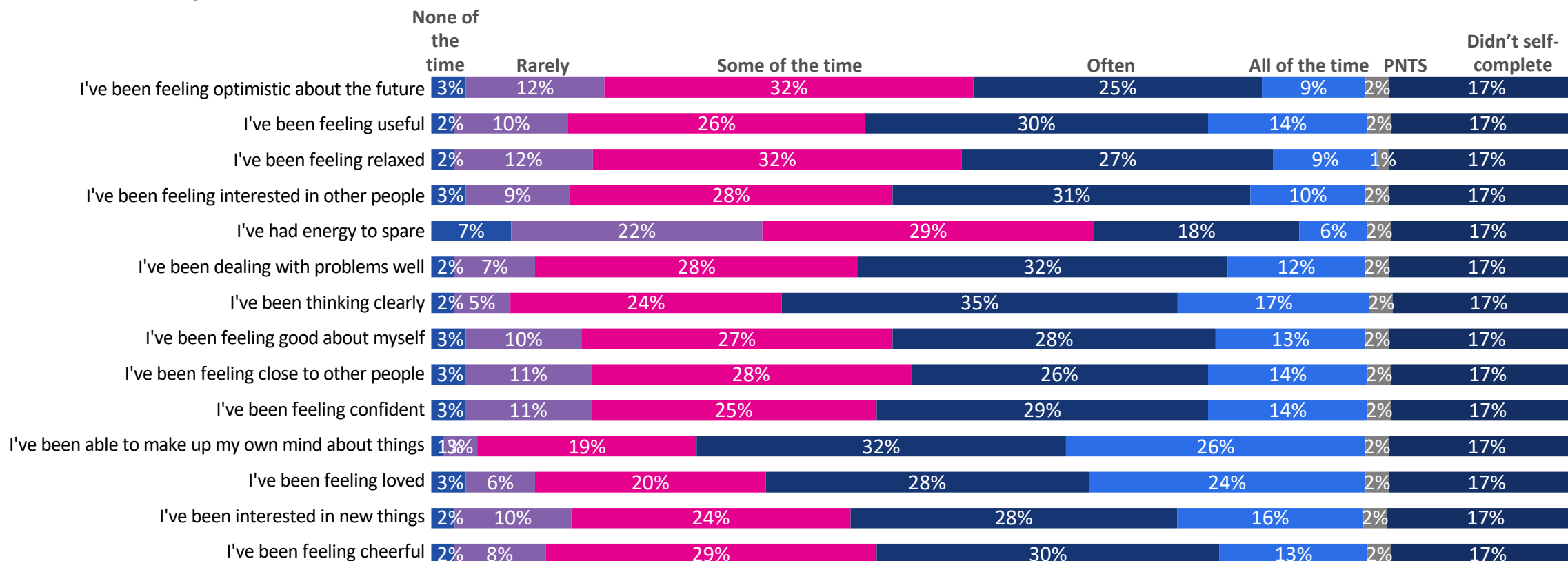
Further information about how to score, analyse and interpret WEMWBS can be found here:

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

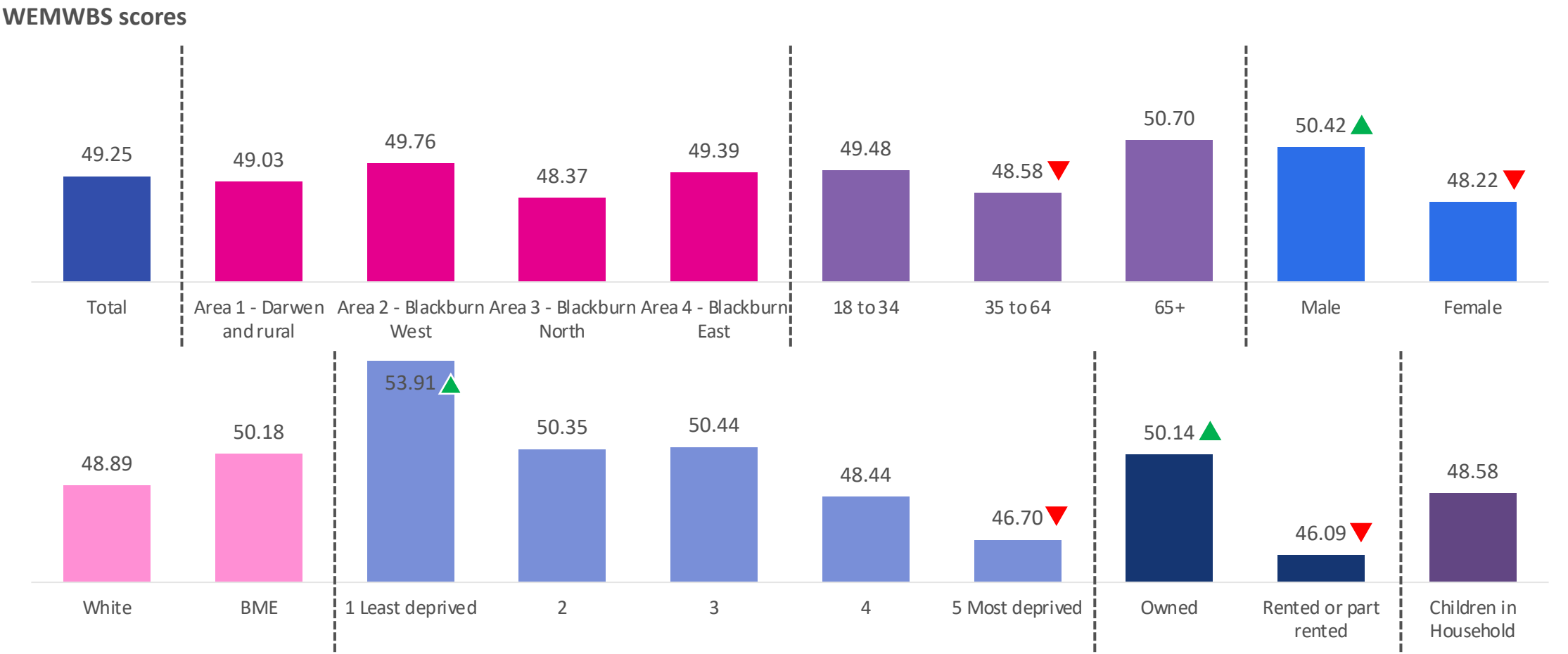
©University of Warwick, 2006, all rights reserved. WEMWBS was developed by the Universities of Warwick, Edinburgh and Leeds in conjunction with NHS Health Scotland

# WEMWBS pre-calculation data

## WEMWBS

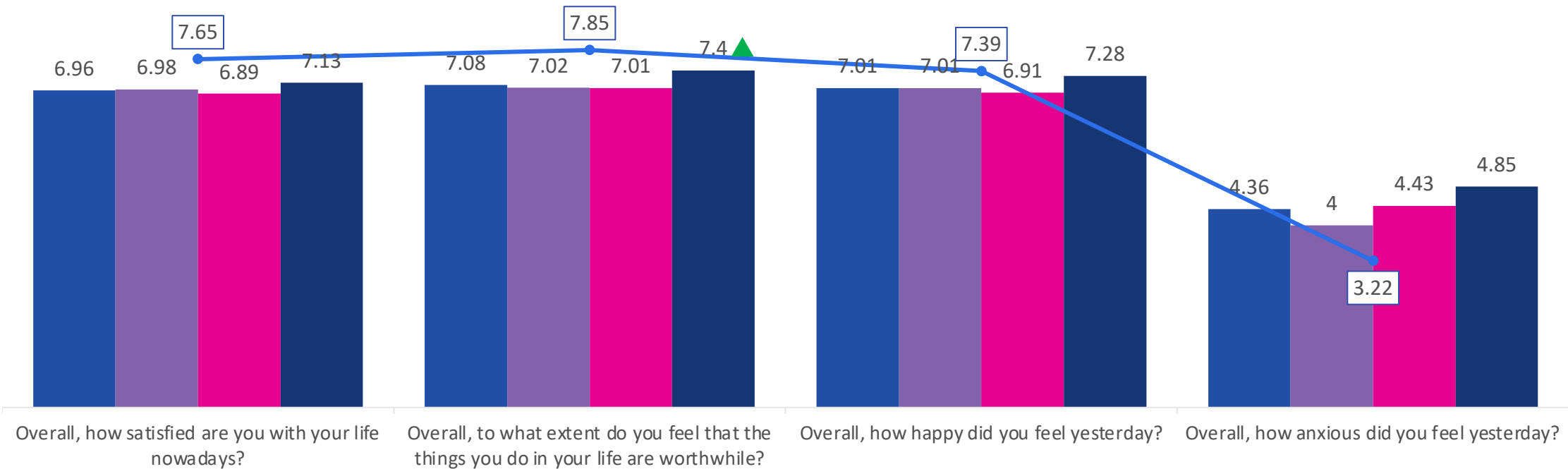


Those aged 35 to 64, Female, in the most deprived areas or renting/ part renting have significantly lower mental well-being scores than average



# 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)

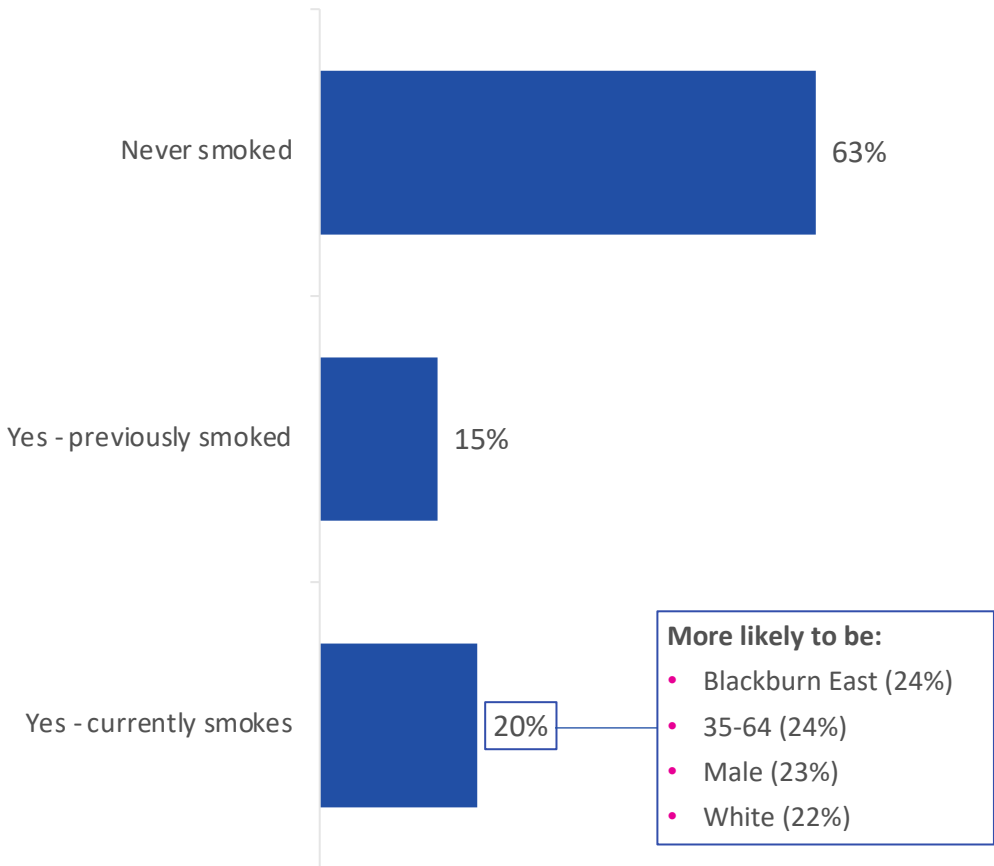


Note: average scores are taken from a 10-point scale

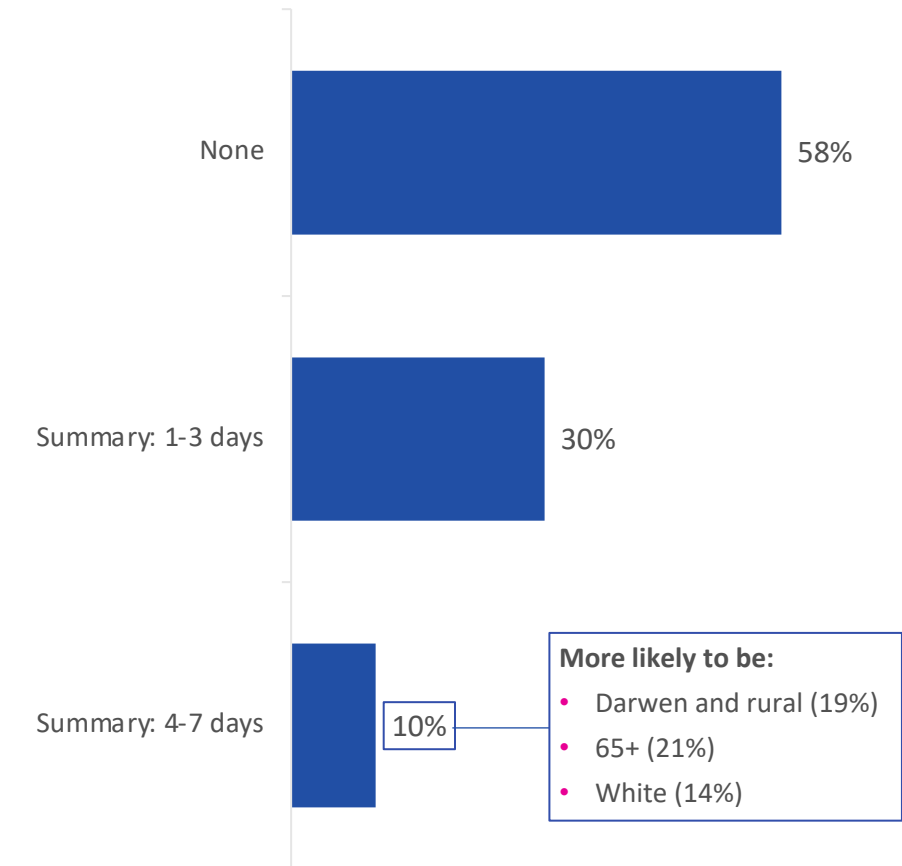
■ Total ■ 18 to 34 ■ 35 to 64 ■ 65+ —●— Q1 2020

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

## Smoking

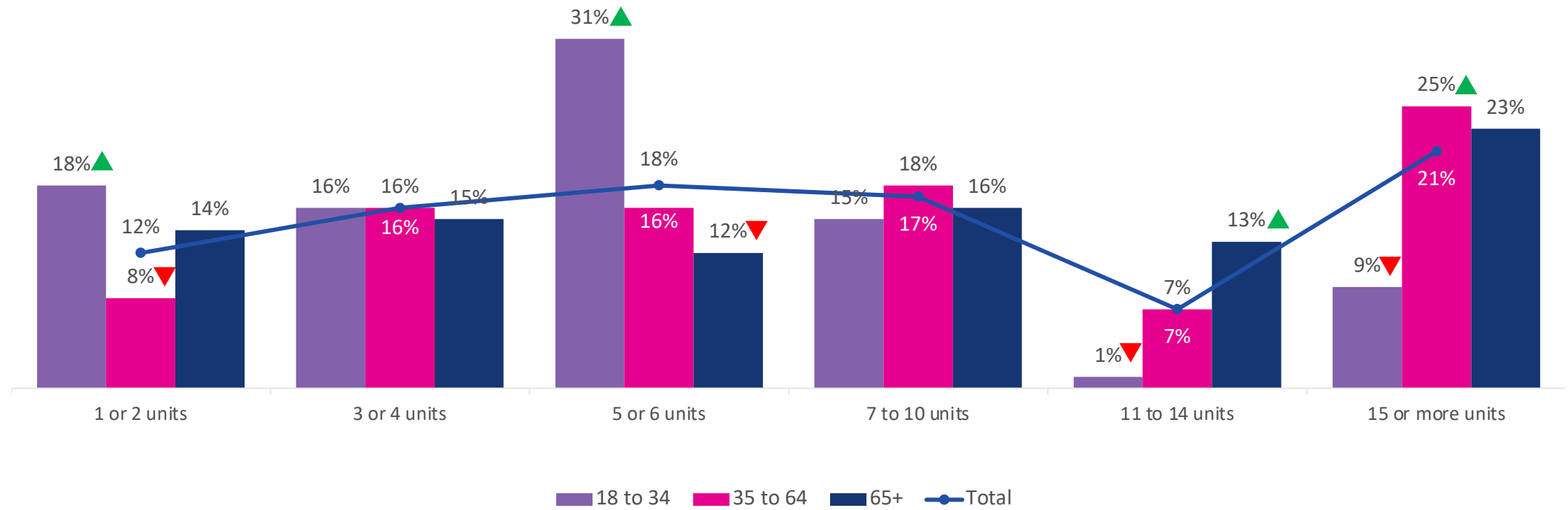


## Drinking (days a week)



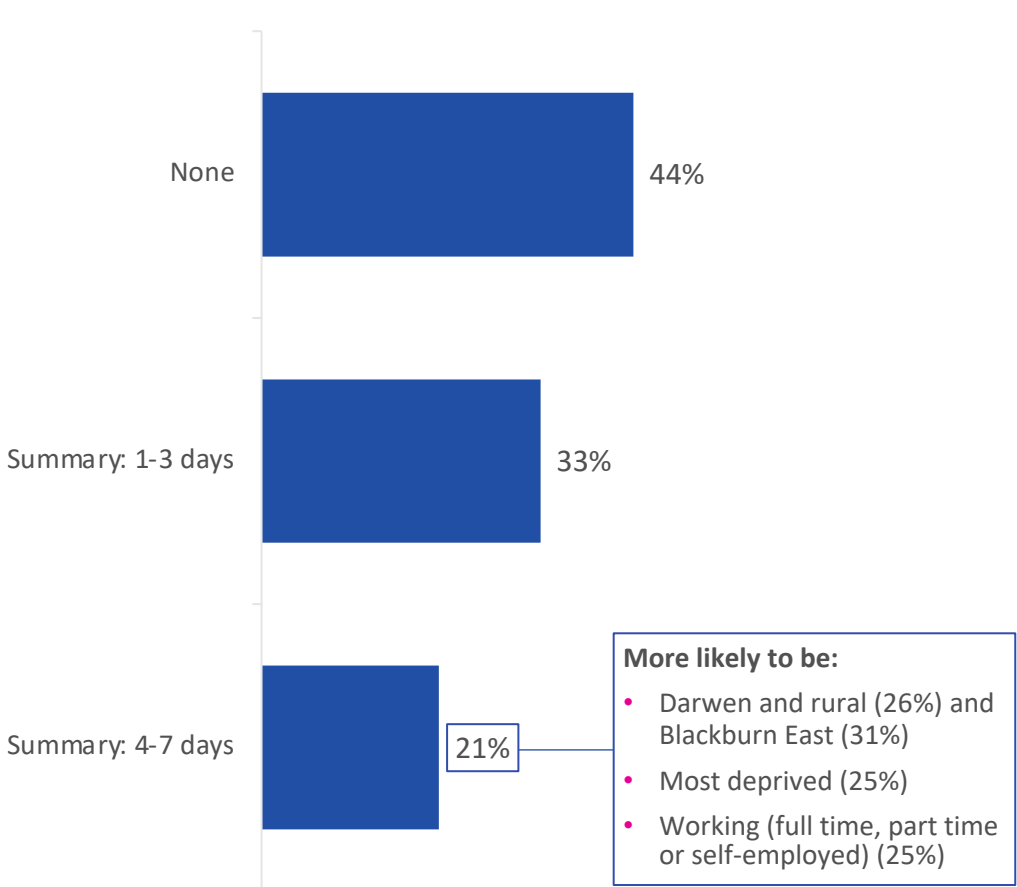
# Drinkers aged between 18 and 34 are more mild in their habits compared to those aged between 35 to 64 or 65+

Alcohol intake per week (among drinkers)

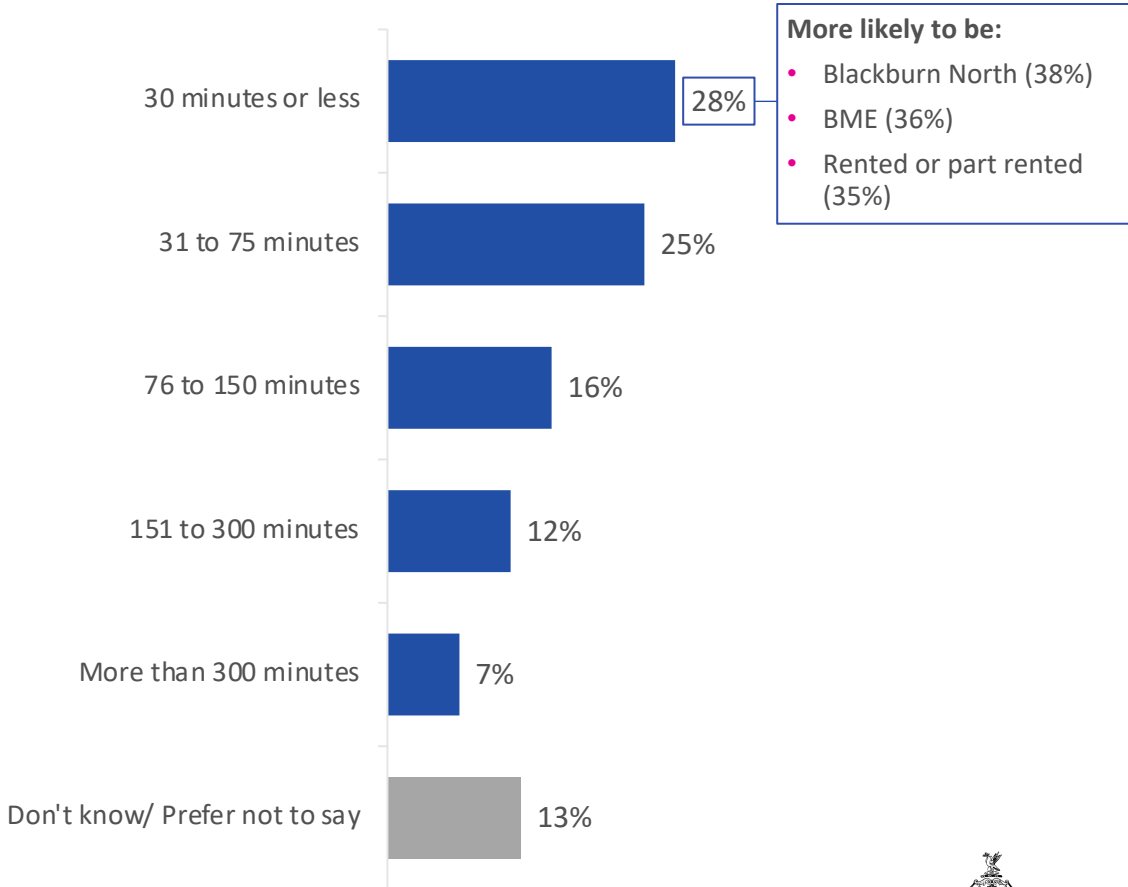


# Over 50% of Blackburn residents exercise at least one day a week

Exercise

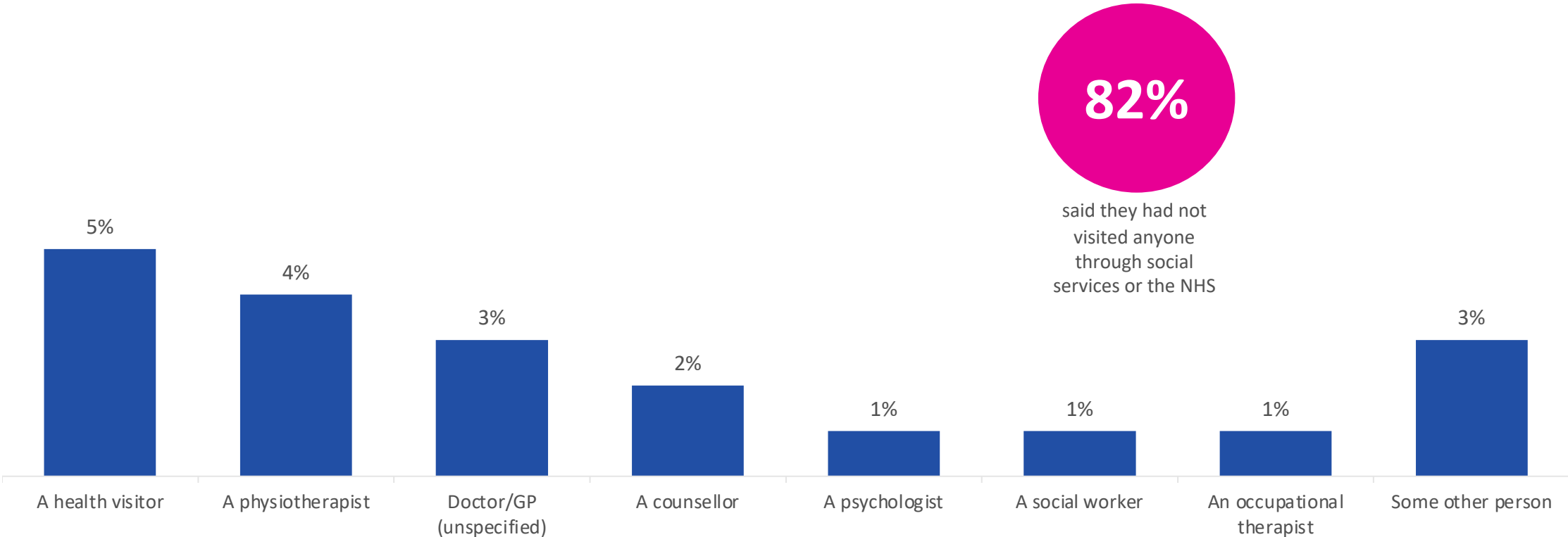


Exercise (in a typical week)



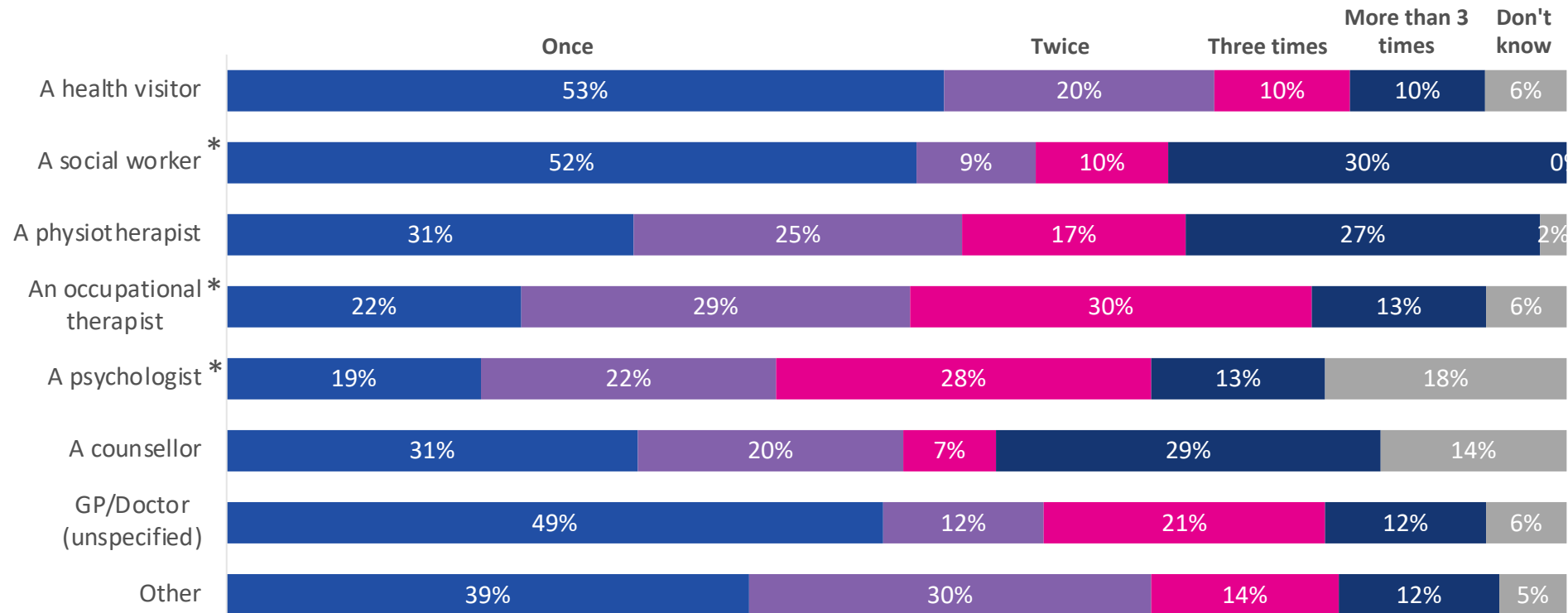
# Less than 1 in 5 have visited anyone in the NHS or social services in the past 3 months

People visited in NHS/ social services



# 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

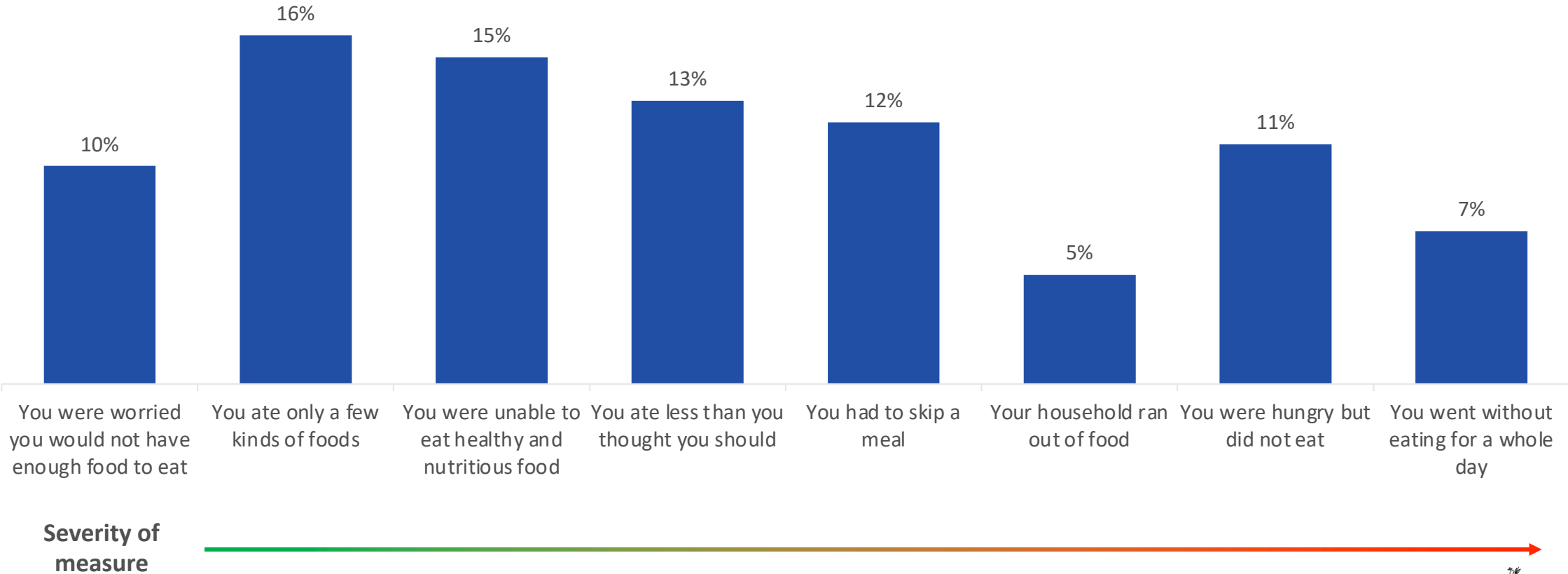
Frequency of health visit (among those who have visited)



\* Note: base sizes below 20 in each case

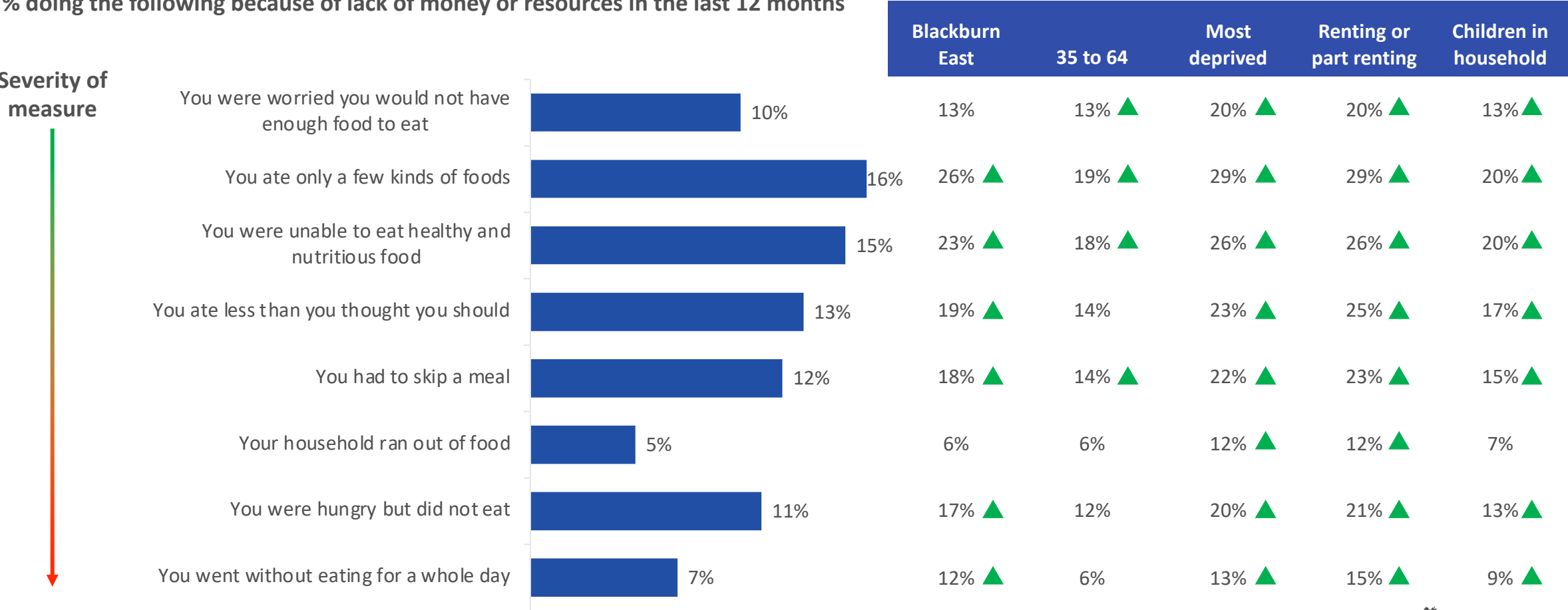
# Almost 1 in 10 residents of Blackburn with Darwen reach the most severe measure of the Food Poverty Scale

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



# 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

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

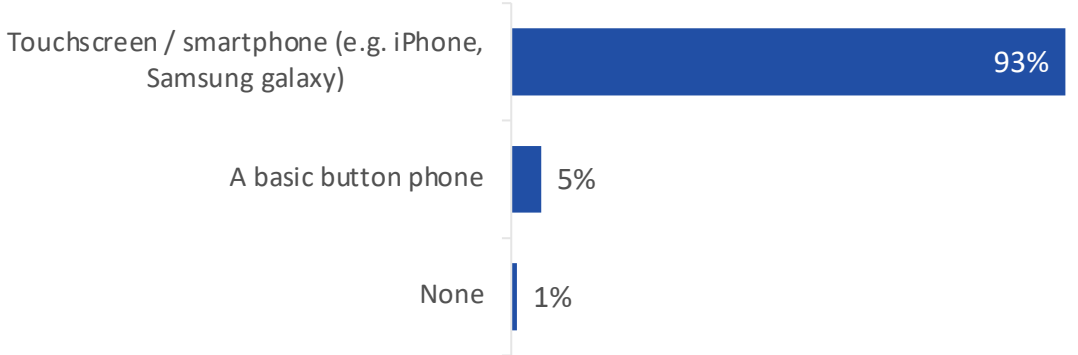




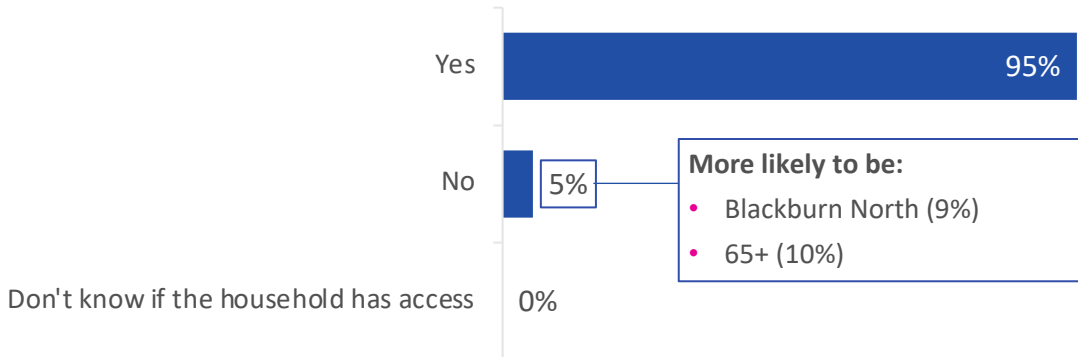
# Digital

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

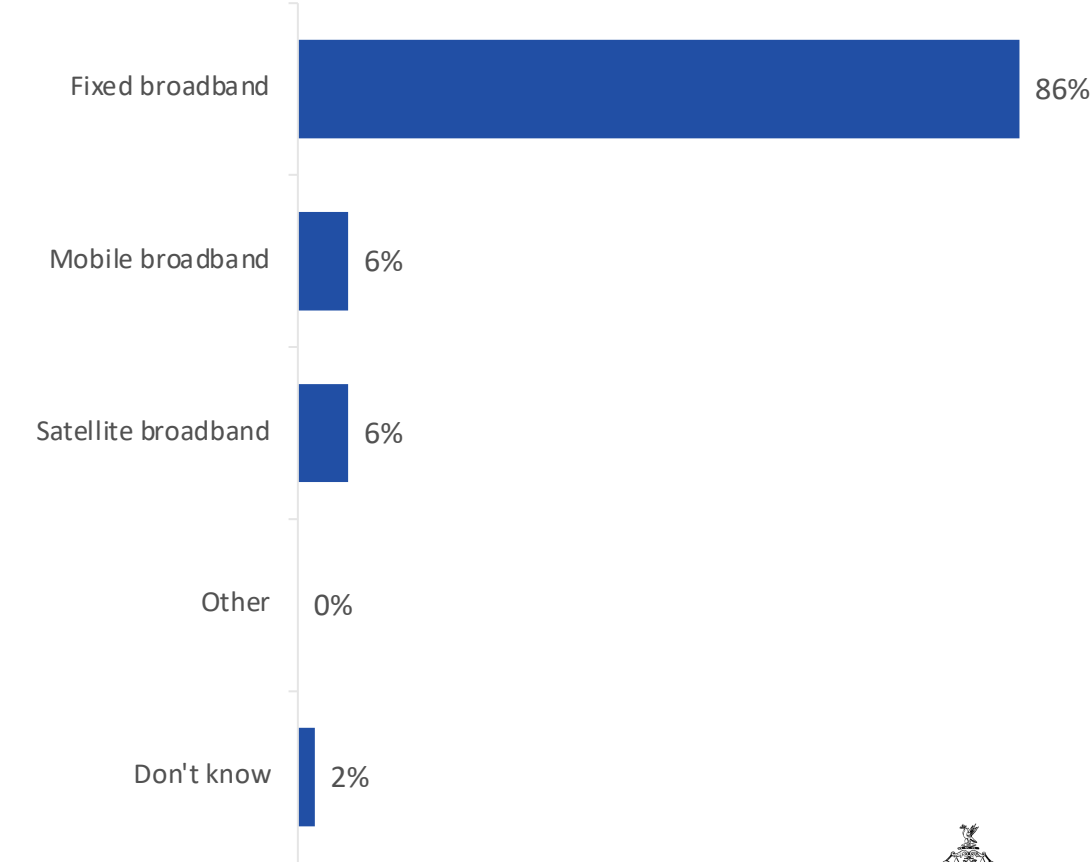
Mobile phone ownership



Internet access

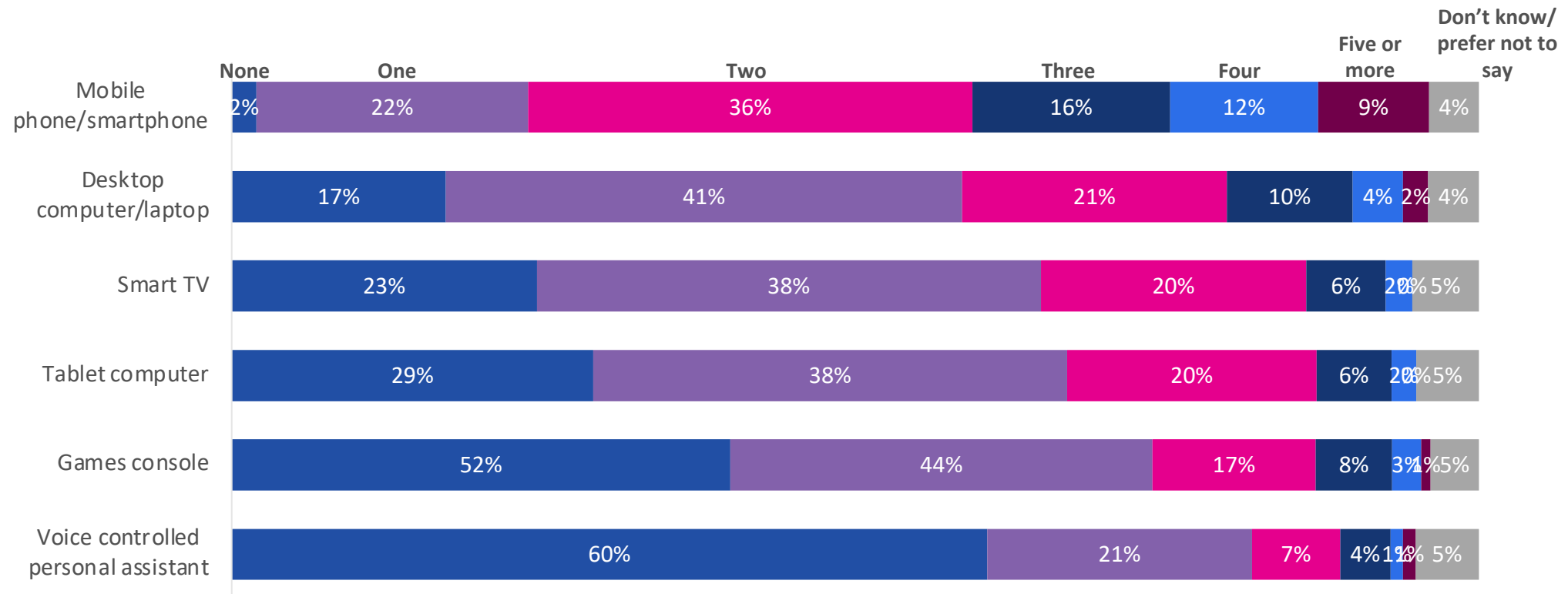


Type of internet connection (among those with internet access)



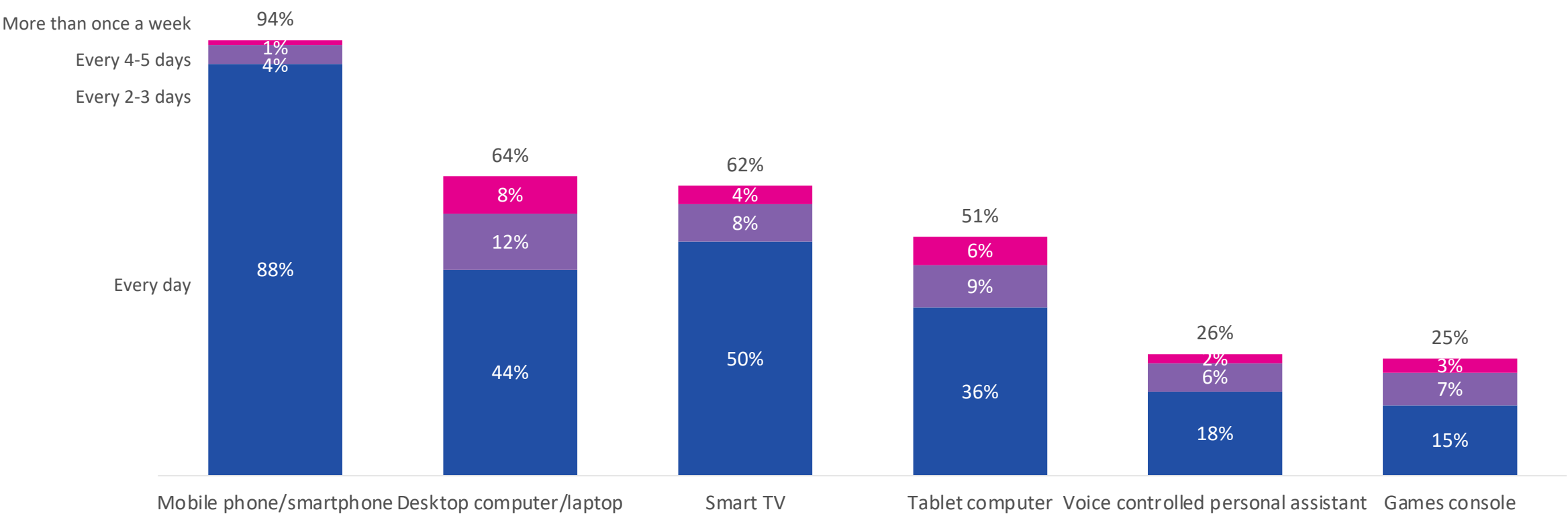
# While there is likely to be a multitude of smartphones in a household – voice controlled personal assistants are less prevalent

## Number of devices regularly used in household



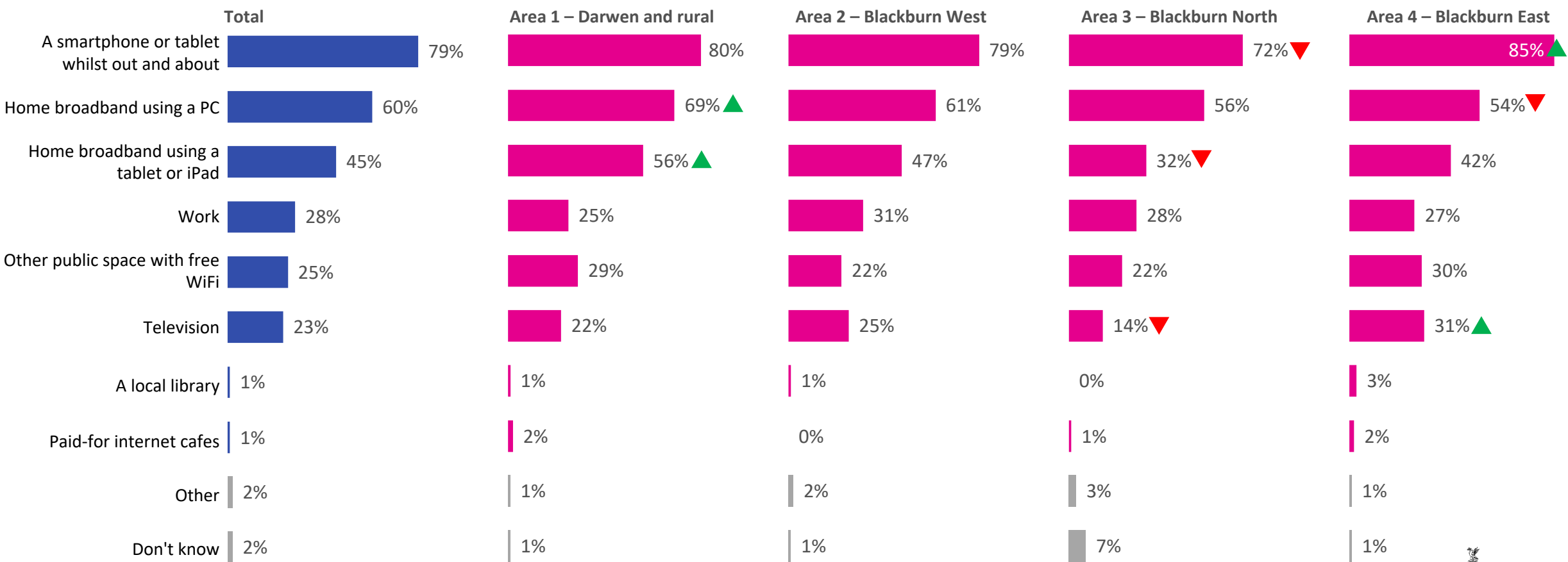
Mobile phones are also the likeliest to be used more than once a week – while voice controlled personal assistants and games consoles are only used weekly by 1 in 4

Frequency of accessing internet with devices



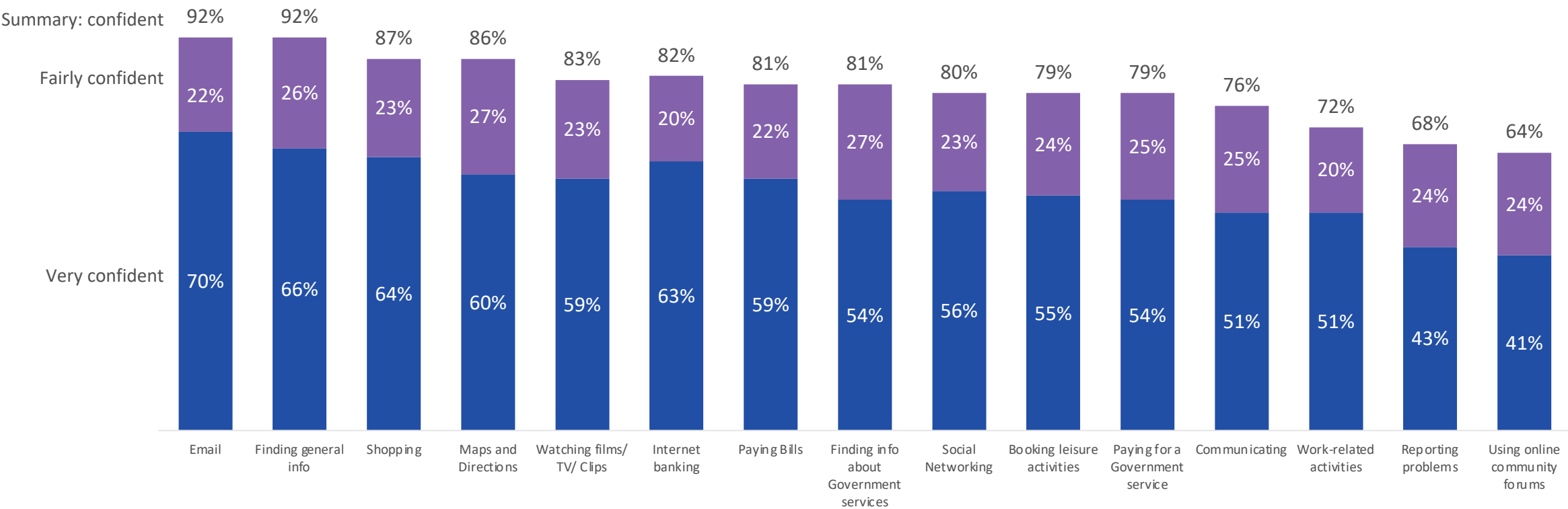
# Blackburn East are significantly more likely to access the internet through their smartphone or television

## Ways of accessing the internet



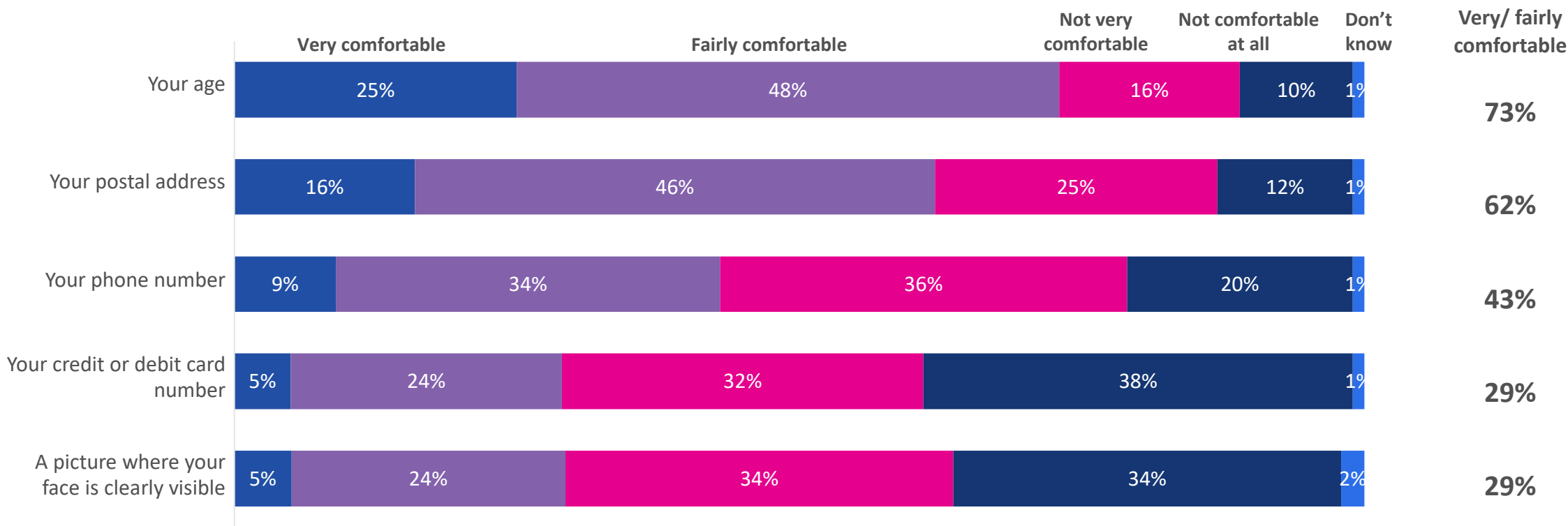
# While residents feel confident about using email, finding general info and online shopping, they are less confident for work-related activities or reporting problems

Confidence in activities using the internet



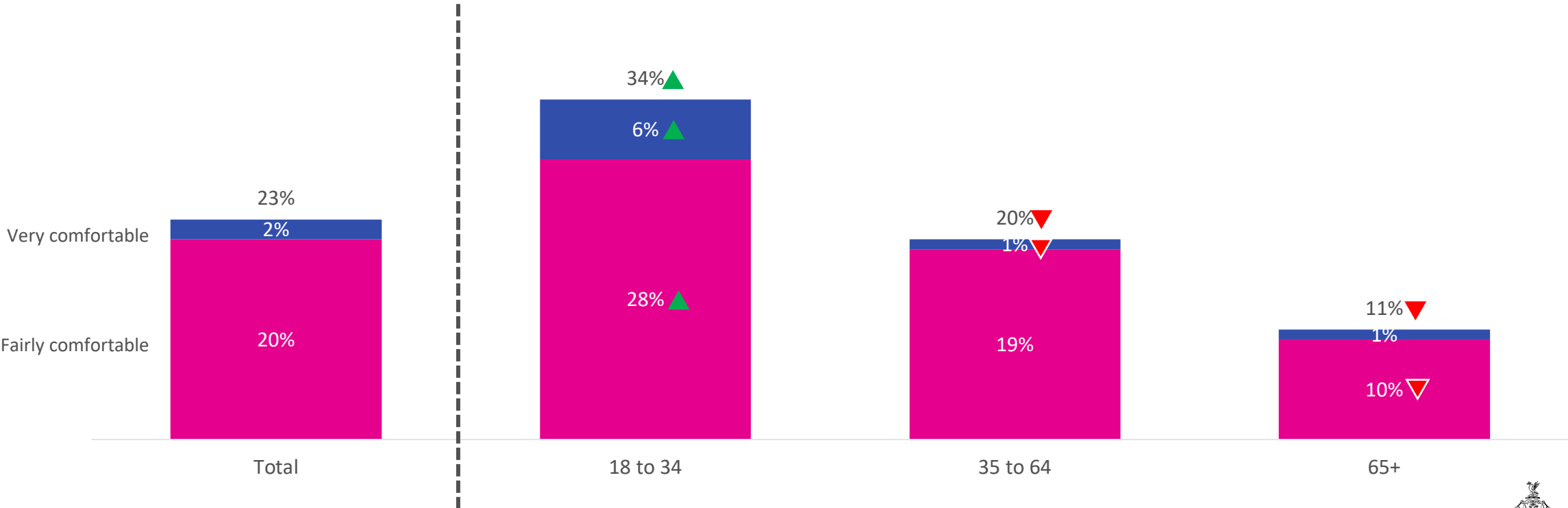
# While people are generally comfortable with sharing their age or even postal address online – they are less comfortable about card numbers or identifiable photos

Comfort in providing types of information online



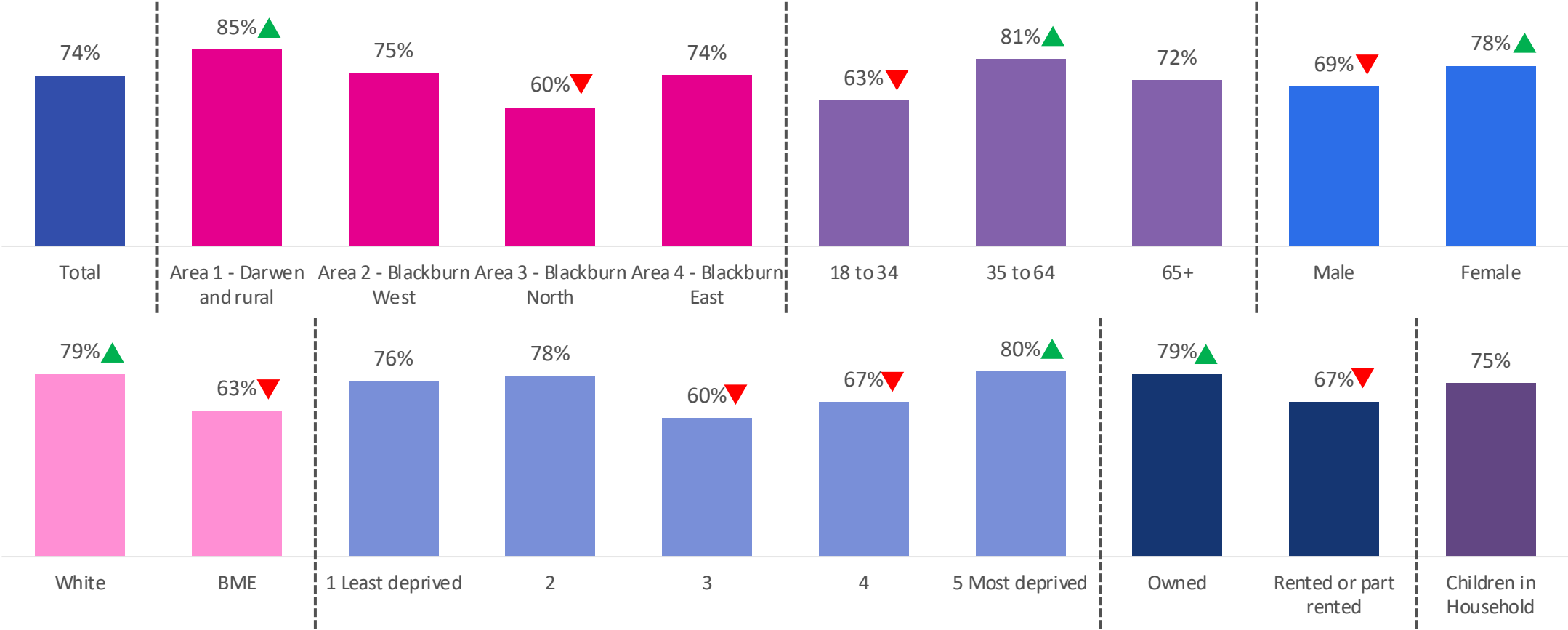
# Those aged 18 to 34 are significantly more likely to be comfortable with targeted advertising

Level of comfort with targeted advertising



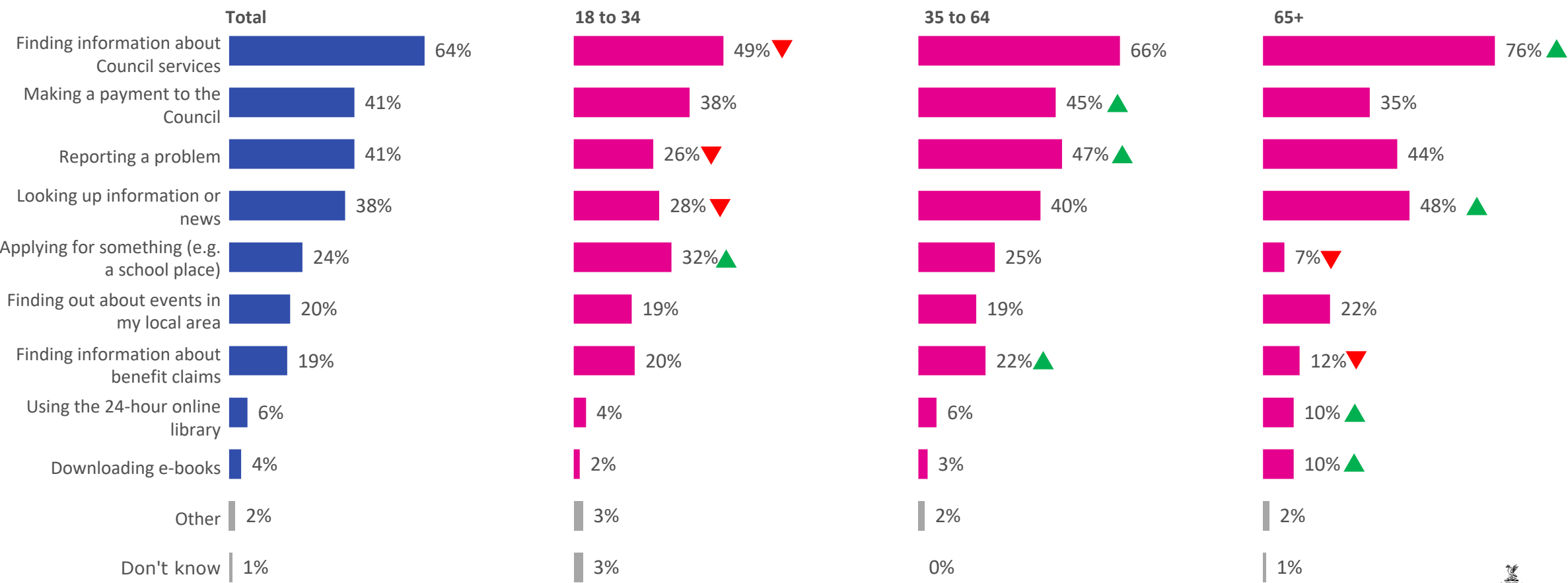
# Blackburn with Darwen Borough Council website usage varies - although at least half from key groups have used it

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



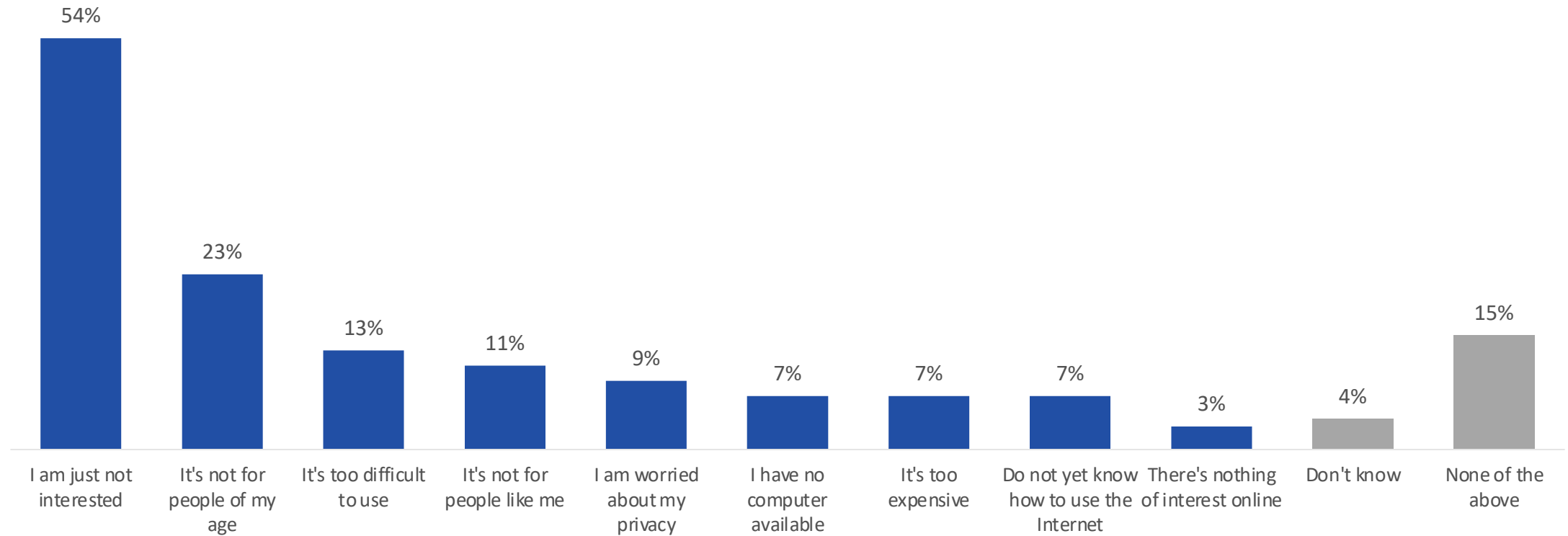
# The majority have used it to find information about Council services – although significantly more aged 65+ use it as a source of information or news

Use of council website (among users)



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

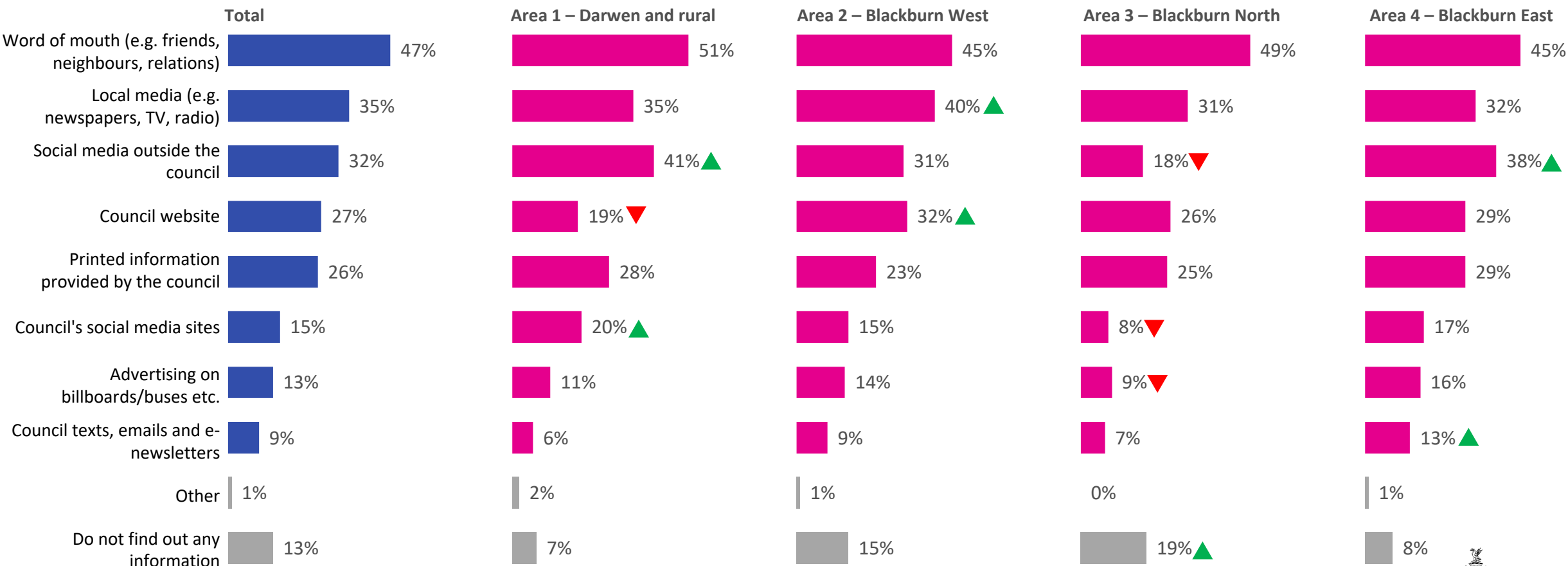
Reason for not using internet (Among non-users)\*



\*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

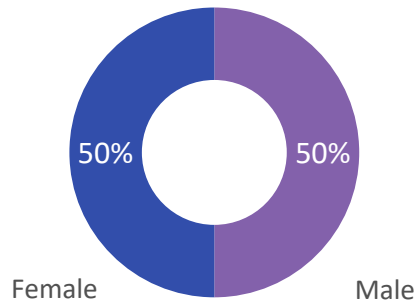




# Demographics

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

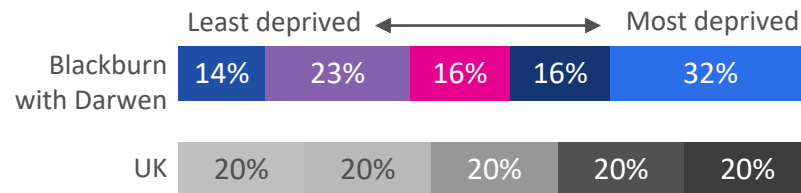
## Gender



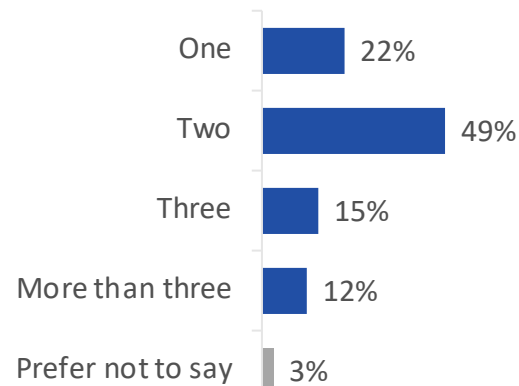
## Average age

**47.3**  
years old

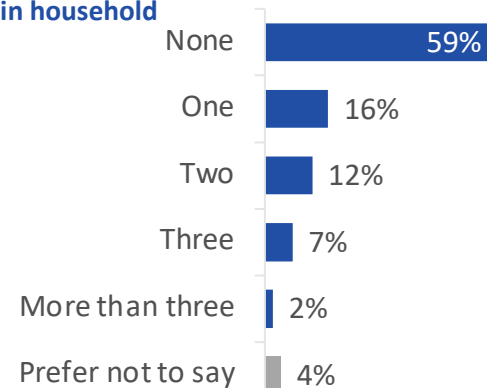
## IMD quintile distribution



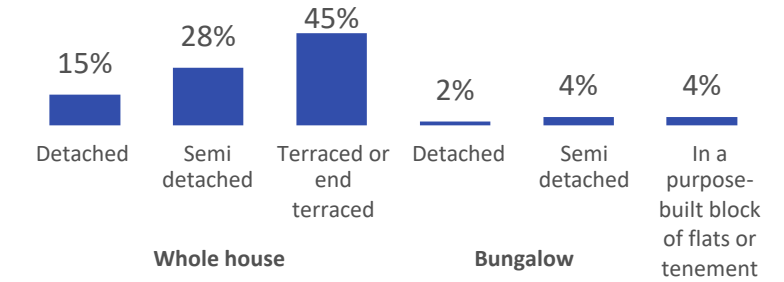
## Adults in household



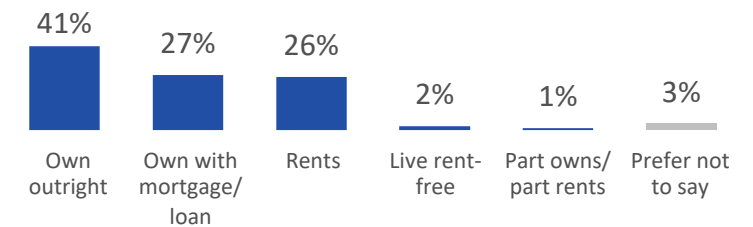
## Children in household



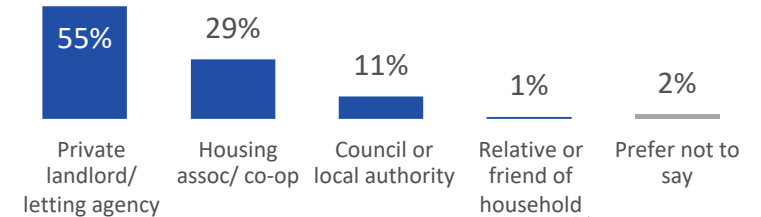
## Type of property



## Own or rent

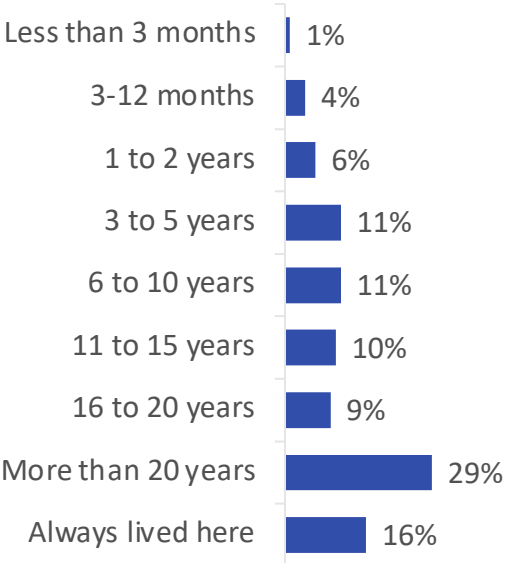


## Who is landlord



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

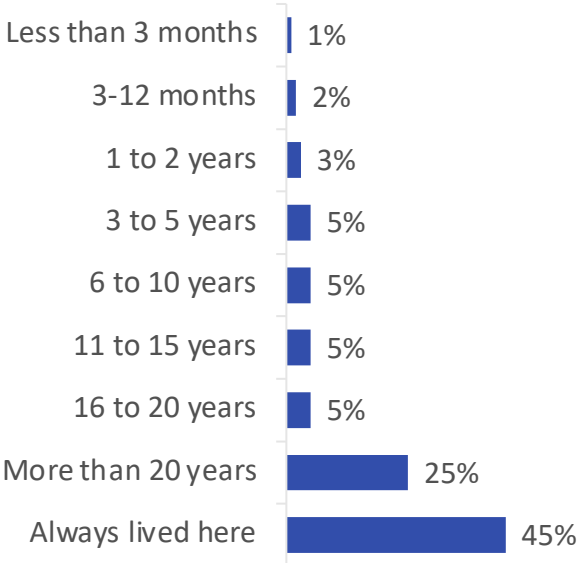
Length of time in local area



65%

Have lived in the local area for more than 10 years

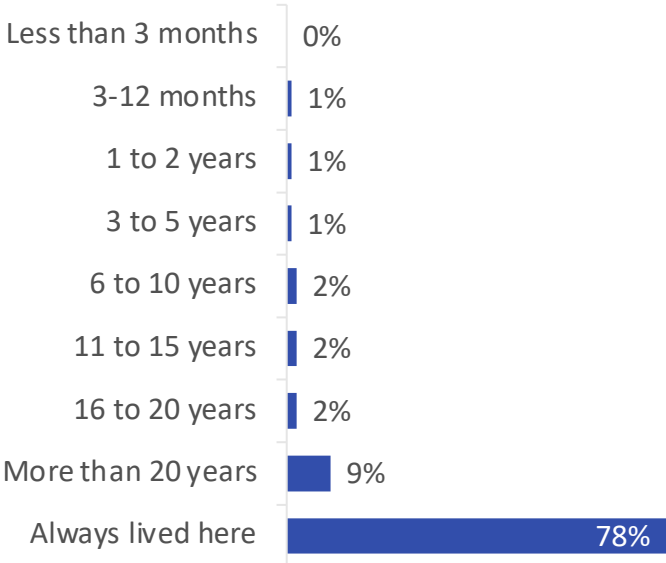
Length of time in council area



79%

Have lived in the council area for more than 10 years

Length of time in UK



90%

Have lived in the UK for more than 10 years

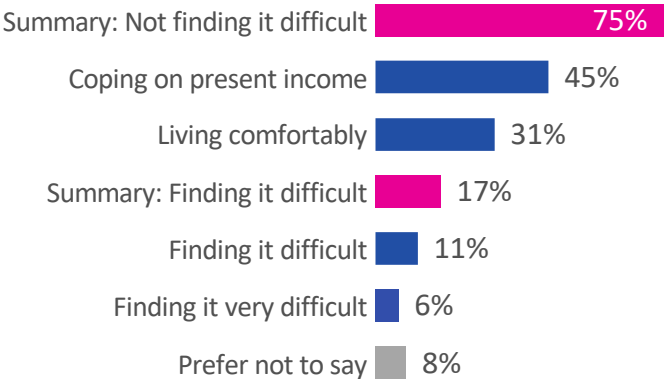
# Demographics – Average income, Financial difficulties, Education level, Learning disabilities and Long-term condition support

## Average income

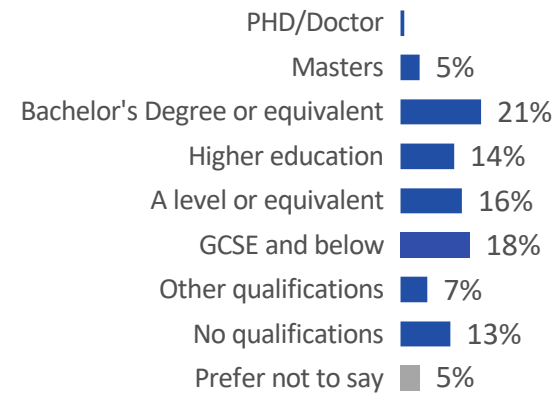
£47,816

Average household income per year

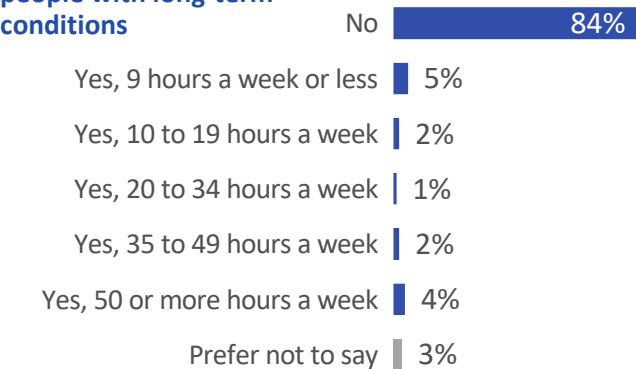
## Financial difficulties



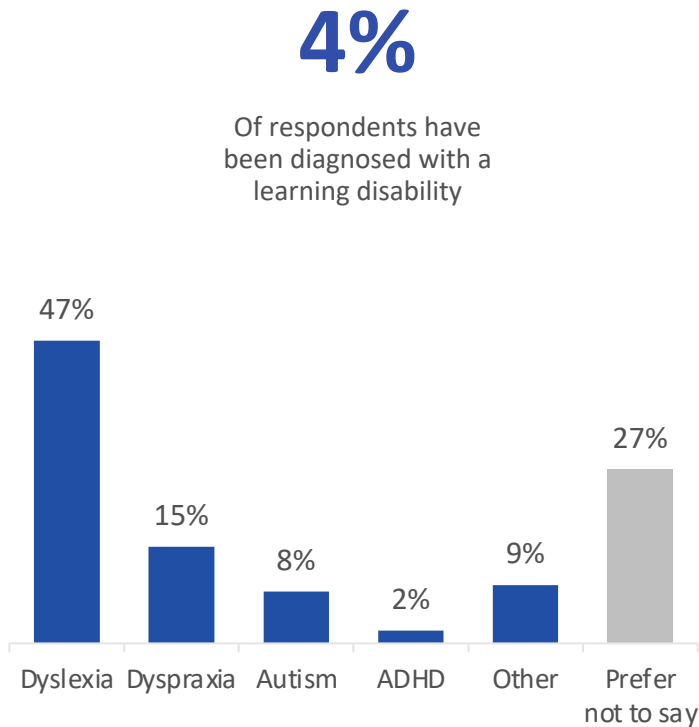
## Education level



## Giving support to people with long-term conditions

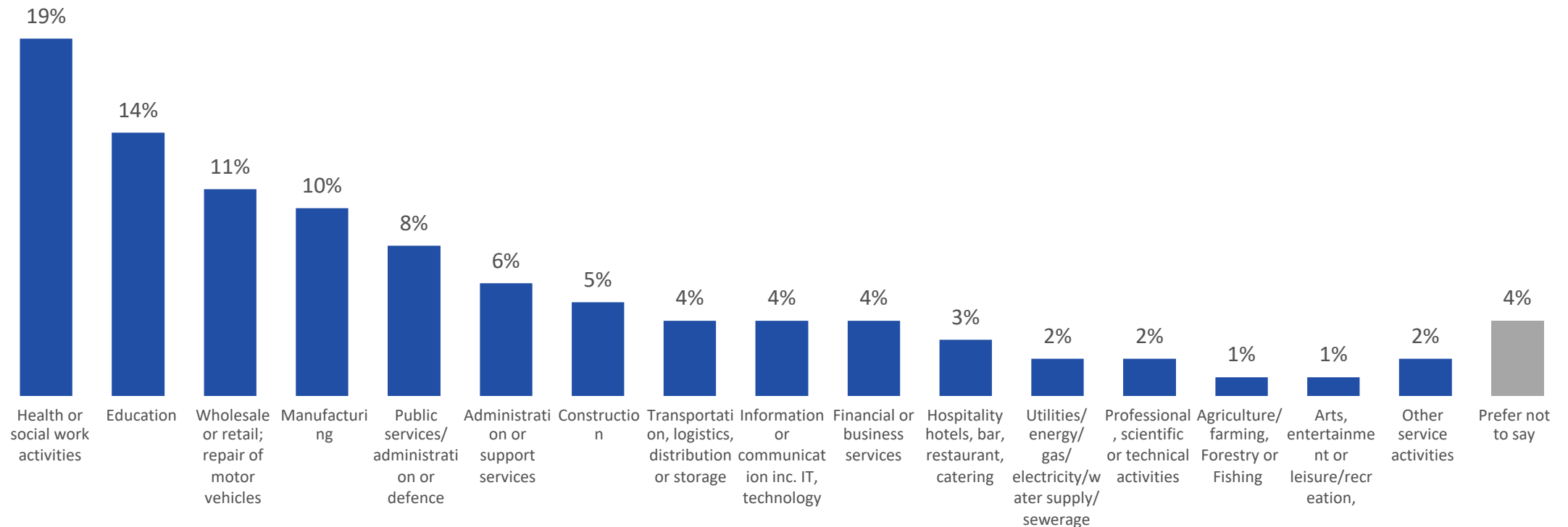


## Learning disabilities



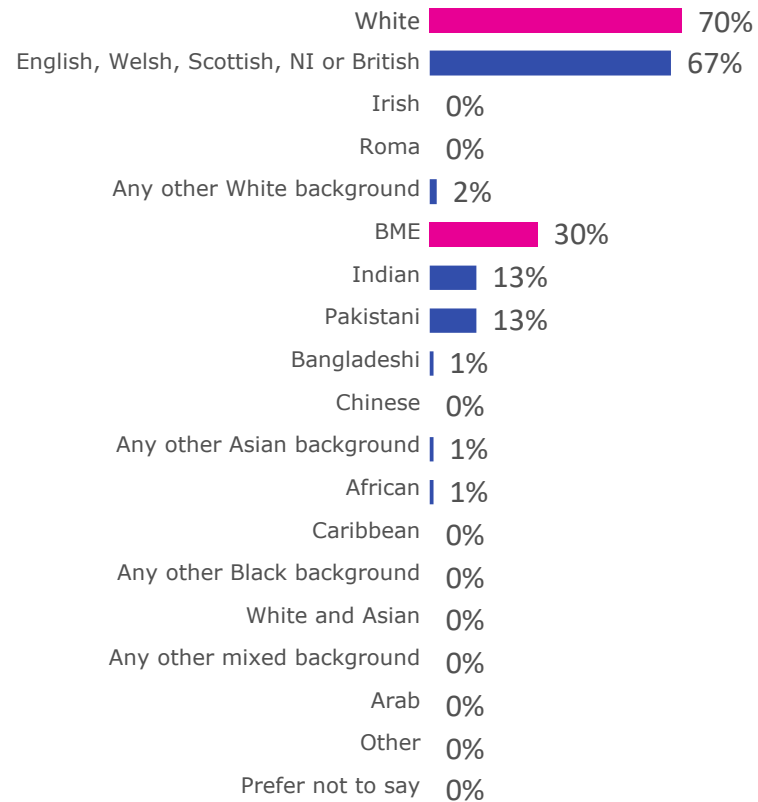
# The most worked in profession is Health or social work activities, followed by Education

## Industry worked in

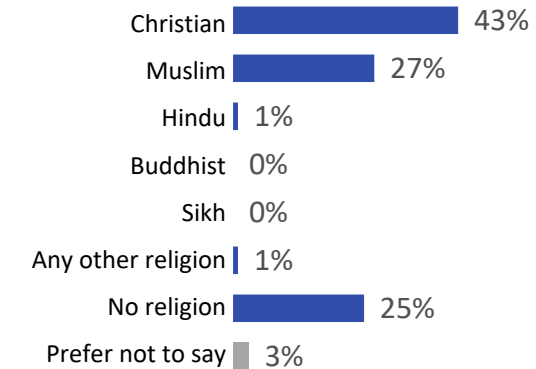


# Demographics – Ethnicity, Religion and Sexuality

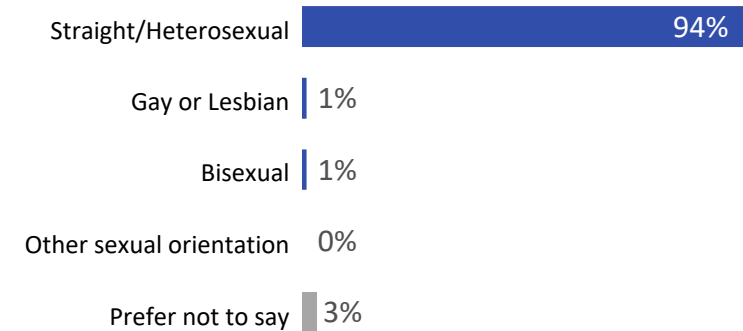
## Ethnicity



## Religion



## Sexuality

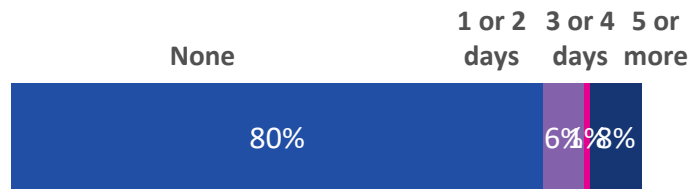


# Demographics – Working habits/ Employment

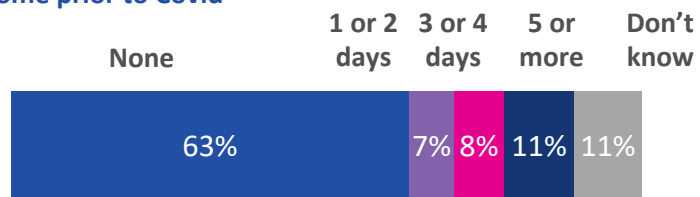
## Days a week currently working from home



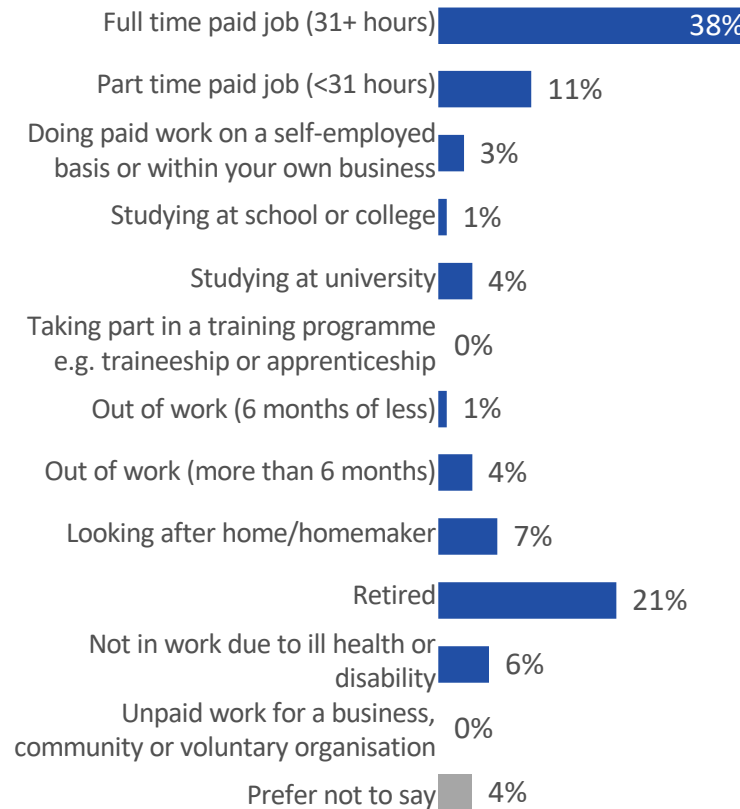
## Days a week worked at home prior to Covid



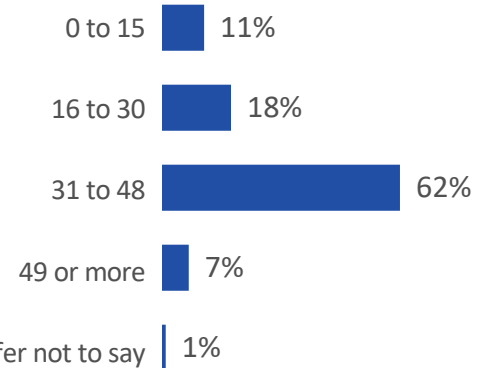
## Days a week worked at home prior to Covid



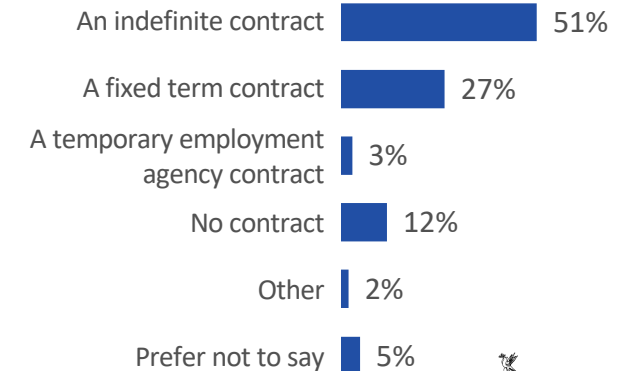
## Employment status



## Hours worked a week



## Type of employment contract



## Data Access Statement

- **Beyond Imagination Life Survey Dataset**

Due to ethical issues, data underpinning this publication cannot be made openly available. Access to the Life Survey dataset is restricted to Lancaster University researchers and officers within Lancaster City Council and Blackburn with Darwen Council. Further information about the data and conditions for access are available from Lancaster University's Institutional Repository at: <https://doi.org/10.17635/lancaster/researchdata/540>

- **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 openly available from Lancaster University's Institutional Repository at: <https://doi.org/10.17635/lancaster/researchdata/542>

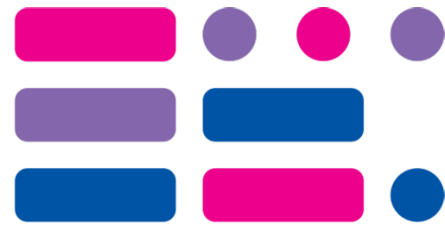
- **Beyond Imagination Life Survey: Data Dashboard**

A Data Dashboard for the Life Survey has been developed in collaboration with Connected Places Catapult. Due to participant consent access to the data dashboard is restricted to Lancaster University researchers, 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. A password protected log on to the Life Survey data dashboard can be requested by emailing: [imagination@lancaster.ac.uk](mailto:imagination@lancaster.ac.uk)

- **For further information regarding the Life Survey please contact the Principal Investigator:**

Professor Leon Cruickshank, Director of Research, ImaginationLancaster, Lancaster University.

Email: [L.Cruickshank@Lancaster.ac.uk](mailto:L.Cruickshank@Lancaster.ac.uk)



BMG

success decoded