

LANCASHIRE'S

VitalSigns



Welcome to Lancashire's Vital Signs, the county's first giving guide from the Community Foundation for Lancashire.

Lancashire's Vital Signs reflects factual data and the voices of local community leaders, sharing lived experiences and what makes the county vibrant. This unique giving guide for philanthropists and those who are charitably-minded contains vital information alongside Citizens' Concerns and Aspirations to guide giving at this time. Read this guide, find out more, contact the Community Foundation, take action and spread the word!

Find out more and take action!

www.lancsvitalsigns.co.uk



Your community makes you, and you make your community. Make a difference with your Community Foundation.



VitalSigns Contents

- BLACKBURN WITH DARWEN
- BLACKPOOL
- BURNLEY
- CHORLEY
- FYLDE
- HYNDBURN
- LANCASTER
- PENDLE
- PRESTON
- RIBBLE VALLEY
- ROSSENDALE
- SOUTH RIBBLE
- WEST LANCASHIRE
- WYRE



Welcome to Lancashire's Vital Signs brought to you by the Community Foundation for Lancashire.

Launched on 1 October 2013, Lancashire's Vital Signs is the county's first giving guide for charitably-minded people and businesses as well as philanthropists and charitable trusts of all kinds who have in common a passion for Lancashire.

We know that many people and organisations wish to ensure the people of Lancashire's lives are better, brighter, happier and healthier, and communities are kinder, greener, finer and richer. We already know that Lancashire is a good place to live, learn and work, though many citizens believe that there are certain issues that could be tackled, specific local needs met or new aspirations supported to ensure that Lancashire is very much prosperous and thriving.

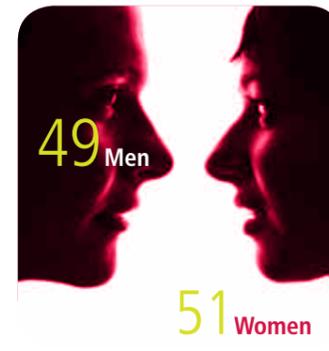
There is a huge need for philanthropic and charitable support at this time in Lancashire. As a major grant-maker and funder in the county we are currently only able to fund 30% of the requests we receive each year from residents, community groups, charities and social businesses. These organisations have limited resources, though the ability to make life changing differences to their communities.

As Lancashire's Philanthropy Centre we aim to inspire, delight, surprise and perhaps even move you with our Lancashire's Vital Signs, giving you the vital information to decide on how to support your local community, following in the footsteps of many centuries of Lancastrian philanthropists.

Lancashire Vital Signs provides information by each of Lancashire's areas, including the county's 12 District Authority areas, Blackburn with Darwen and Blackpool. The guide includes local citizen concerns and aspirations from over 300 community voices and top key social issues, alongside inspirational stories of community achievement. We will publish this guide every three years with mini Vital Signs reports in the intervening years.

We aim to encourage you and people like you to give right now in Lancashire. You can choose to give a charitable donation, a grant, your time as a volunteer, share your expertise, provide a gift in-kind or pro bono work to support existing or new activities for immediate or long-term impact. We encourage you to give however you wish to with your local Community Foundation or elsewhere, and to give wisely and right now because your community makes you and you make your community.

Cathy Elliott
Chief Executive, Community Foundation for Lancashire
October 2013



If Lancashire was a village of 100 people there would be...



Your Giving Options with the Community Foundation

- **Give locally online now** at LocalGiving.com, a Community Foundation approved website of community organisations.
- **Join Lancashire 100**, our growing giving circle, to have a big impact in communities by working with other members for an annual donation of £1,000 a year.
- **Set up a Charitable Fund or Foundation** with the Community Foundation, including donor-directed funds from £25,000 with long-term endowment options for sustainability and legacy plans.
- **Create a Giving Plan** with the advice of the Community Foundation to achieve your giving aims.
- **Join our Philanthropy Fellowship North West** to share learning and best practice with like-minded people and organisations. Annual subscriptions apply for individuals, trusts and businesses.
- **Commission tailored research** from the Community Foundation to guide your giving.
- **Sponsor Community Foundation events** to raise the profile of giving in Lancashire, gain branding opportunities and support community achievement.
- **Volunteer locally** by finding opportunities on LocalGiving.com, contacting an organisation direct, via the Community Foundation or Volunteering ONE Lancashire.
- **Give direct** to a community group, charity or social business that has inspired you in our guide. Look them up, contact them direct and start supporting them.

For more information, please contact vitalsigns@lancsfoundation.org.uk

BLACKBURN WITH DARWEN

The unitary authority of Blackburn with Darwen consists of the two respective towns and the surrounding countryside. The area became a unitary authority in 1998, though remains a part of Lancashire for ceremonial purposes. The Gothic Revival cathedral is a major landmark in Blackburn, as is the Italian renaissance style Town Hall. Ewood Park is also well-known to football fans and the stadium sits on the banks of the River Darwen. Blackburn's local population is 147,700 and is made up of 23 wards.

“Society is becoming more fragmented and divided in socio-economic terms and deprivation within particular neighbourhoods is growing”
Blackburn with Darwen Resident

1 Citizens' Concern: CHILDREN, YOUNG PEOPLE AND FAMILIES

- Levels of deprivation are high in Blackburn with Darwen with the authority ranked as one of the worst in Lancashire for levels of **income deprivation** and inside the worst 10% nationally.
- Blackburn with Darwen has one of the worst levels of **child poverty** in Lancashire with 27% of children living in income-deprived households – considerably above the national average of 20%.
- 21% of Primary School children receive **free school meals** - significantly above the national average of 14%.
- The authority also has high levels of **fuel poverty** with 13.4% of households in Blackburn with Darwen required to spend more than 10% of their income on fuel – ranking the district within the bottom 20% nationally.

CITIZENS' CONCERNS

- 1 Children, Young People and Families
- 2 Education and Learning
- 3 Equality

CITIZENS' ASPIRATIONS

- 1 To create hope for young people
- 2 To fill empty shops and houses
- 3 To increase community spirit

2 Citizens' Concern: EDUCATION AND LEARNING

- Blackburn with Darwen rates amongst the worst 10% of districts in England for the percentage of the population who hold no **qualifications** – with a rate of 28.7% compared to 22.7% nationally.
- Only 19.8% of Blackburn with Darwen's residents are qualified to **NVQ Level 4 or above** – significantly below the Lancashire (23.6%) and England (27.2%) averages.
- Children and young people across Blackburn with Darwen are underachieving educationally with 57% of pupils receiving **five GCSEs grade A*-C (Inc. Maths and English)** in 2012 - below the national average 58.8%.
- Blackburn with Darwen also has the 3rd highest levels of **unauthorised school absences** in Lancashire.

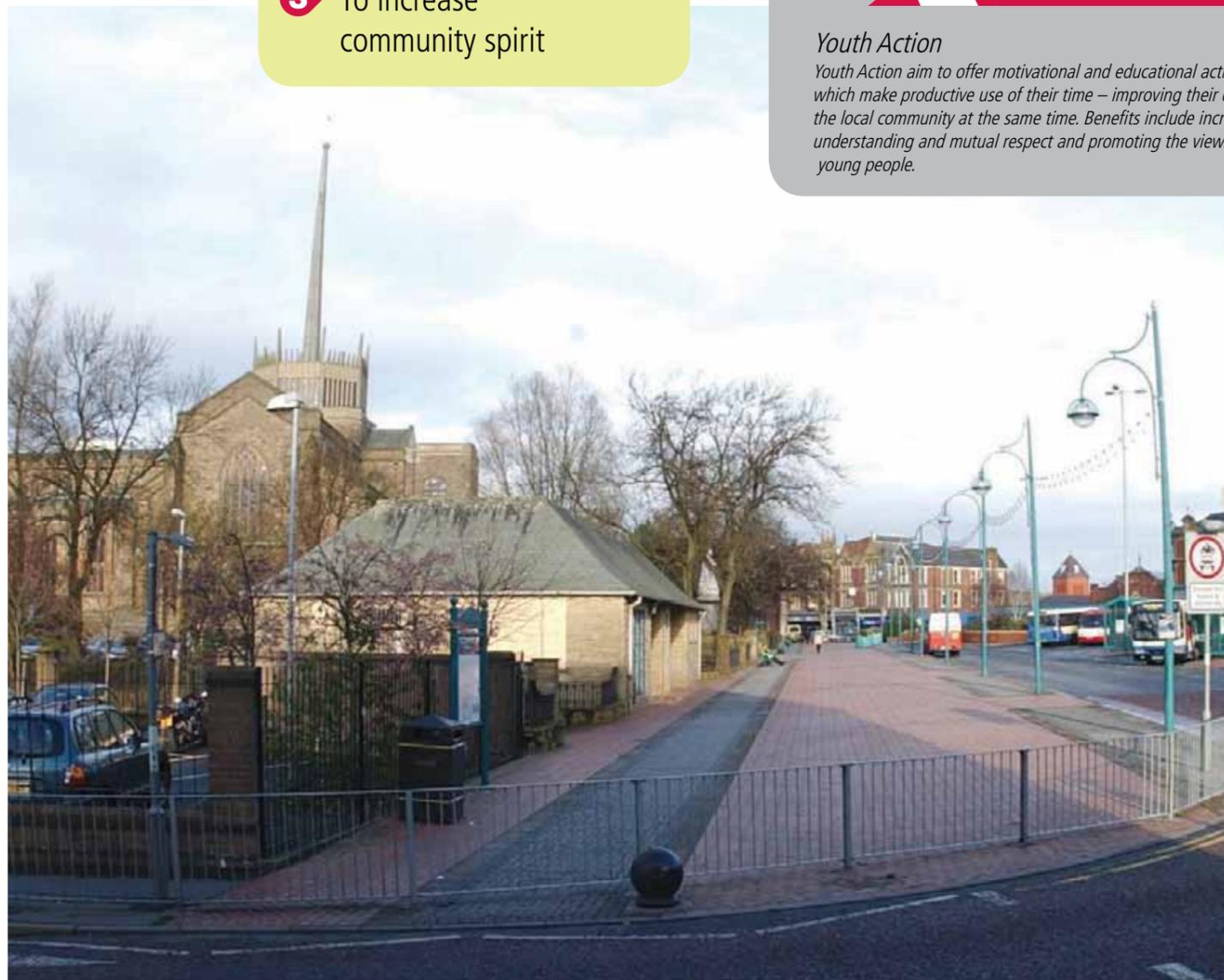
3 Citizens' Concern: EQUALITY

- Blackburn with Darwen has a varied community with 3 out of 10 people in the authority classified as coming from a **black or minority ethnic background** - the highest percentage in Lancashire.
- 56% of people in the authority feel like **they belong in their immediate neighbourhood**.
- However, 40% of residents believe **people of different backgrounds do not get on well** in the region.
- The authority also suffers from inequality financially, with the **average pre-tax personal income** in Blackburn with Darwen set at £23,900 - £3,500 below the national average.



COMMUNITY in ACTION

Youth Action
 Youth Action aim to offer motivational and educational activities to young people which make productive use of their time – improving their quality of life and the local community at the same time. Benefits include increasing multi-cultural understanding and mutual respect and promoting the views and interests of young people.



- Arts, Culture & Heritage**
 According to the latest national indicator statistics, only 35% of adults across Blackburn with Darwen engage regularly in the arts, compared to 45% nationally.
- Environment**
 Blackburn with Darwen residents produce on average 515kg of household waste each year per person – the 2nd highest in Lancashire.
- Healthy Living**
 Blackburn with Darwen has the 5th worst infant mortality rate in England with 7.6 deaths per 1000 births compared to 4.4 nationally.
- Housing and Homelessness**
 5.8% of homes in Blackburn with Darwen are classed as vacant, the 4th highest rate in Lancashire and significantly above the national rate of 3.1%.
- Local Economy**
 On average 43% of new businesses in Blackburn with Darwen do not last more than 36 months.
- Safety**
 42% of residents in Blackburn with Darwen think that drug-use is a problem in their area.
- Social Isolation**
 28% of residents over the age of 60 live below the poverty line in Blackburn with Darwen.
- Strong Communities**
 6.8% of people across Blackburn with Darwen give at least 1 hour a week in voluntary time to a local sports charity.
- Work**
 Blackburn with Darwen has an employment rate substantially below the national average at 63.0% compared to 70.7% nationally.

BLACKPOOL

Blackpool was made a unitary authority in 1998 but remains a part of Lancashire for ceremonial purposes. Tourism is the major form of employment and attractions in Blackpool such as the Pleasure Beach, Blackpool Zoo and the annual Illuminations have all adapted over the years to allow Blackpool to remain the one of the country's leading resorts. Blackpool's local population is 142,000 and is made up of 21 separate wards.

CITIZENS' CONCERNS

- 1 Local Economy
- 2 Work
- 3 Healthy Living

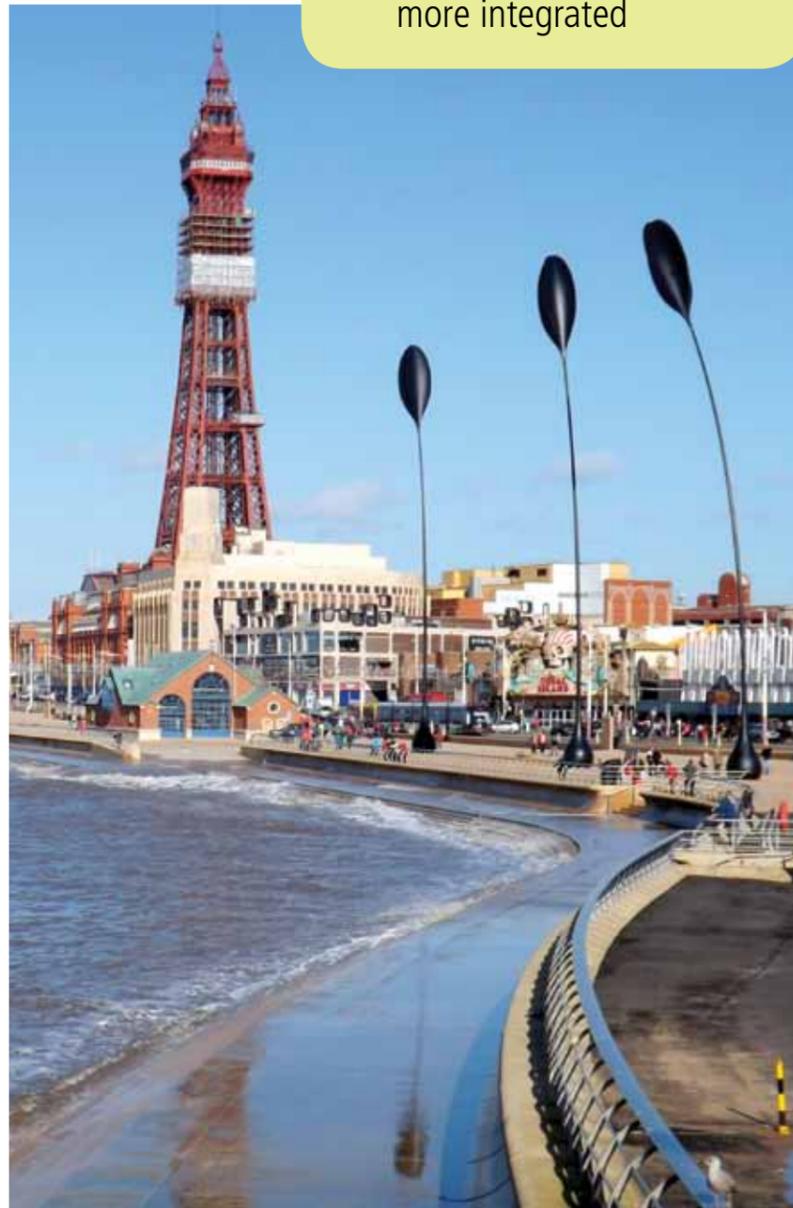
CITIZENS' ASPIRATIONS

- 1 To help everyone reach their potential
- 2 To end youth unemployment
- 3 To make health services more integrated

“People without work are becoming isolated from mainstream society”
Blackpool Resident

1 Citizens' Concern: LOCAL ECONOMY, INCLUDING SOCIAL ENTERPRISES

- Blackpool's economy has a heavy reliance on tourism with **1 in 7** of the authority's businesses directly involved in the hotel or restaurant industry. This leads to increased levels of dependency on seasonal and low wage employment.
- The level of support offered to new businesses in Blackpool is poor with on average 14% of new businesses **not making it past their first year** in Blackpool - the worst rate in Lancashire.
- At **£19,500**, the average pre-tax personal income in Blackpool is around £8,000 below the national average and is the lowest in the entire North West.
- 18% of Blackpool's households are classified as being in fuel poverty, the highest rate in England and considerably above the national average of 10.9%.



2 Citizens' Concern: WORK

- Even during the height of the tourism season **unemployment** is a big concern in Blackpool and is currently set at 9.9% - above regional (7.3%) and National (7.7%) averages.
- The situation is even bleaker for young adults entering the workforce with **11.2% of individuals in Blackpool aged 20-24 currently classified as unemployed**.
- Blackpool also has a situation of **underemployment** with 1 in 4 people working part-time – above the national and regional average.
- Blackpool has second lowest **self-employment rate** across Lancashire - suggesting there is a weak enterprise culture in the region.

3 Citizens' Concern: HEALTHY LIVING

- Levels of **smoking** in Blackpool are a genuine health concern with 30% of the population estimated to smoke - the highest level in Lancashire and the fourth highest level in the whole of England.
- It is perhaps no surprise that levels of **cancer mortality** are therefore also extremely high compared to regional and national averages with Blackpool having the second highest proportion of cancer deaths in Lancashire, and well inside the worst 5% nationally.
- Blackpool is also rated the worst district in Lancashire for levels of **obesity**, and this has knock-on effects with the authority having levels of **diabetes prevalence** and **heart disease** well above regional and national averages.
- Overall, approximately 1 in 4 of Blackpool's population are categorised as being in 'bad health' – the third highest rate in England and double the national average.



COMMUNITY in ACTION

Blackpool Carers Centre

Blackpool Carers Centre provides the only young carers' service to the Blackpool community. Through their young carers support programme they support young carers whose parents have mental health or substance misuse problems. The majority of these young people are hidden from children's and adults' services and experience a chaotic home life.



Arts, Culture & Heritage

4 of every 10 Blackpool residents claim to have visited a museum or gallery in the past 12 months.



Children, Young People & Families

30% of children live below the poverty line in Blackpool - considerably above the national average of 20%.



Education & Learning

31.3% of people in Blackpool hold no qualifications – significantly above the Lancashire (24.8%) and England (22.7%) averages.



Environment

More than half of Blackpool's residents (52%) are dissatisfied with the amount of litter and refuse in public places.



Equality

Only 3.3% of people in Blackpool come from a black or ethnic minority background, considerably below the Lancashire average of 9.6% and national average of 14%.



Housing and Homelessness

Only 30% of homes in Blackpool are privately owned, the second lowest in Lancashire.



Safety

1 in 4 residents in Blackpool think the area has a problem with anti-social behaviour.



Social Isolation

27% of residents over the age of 60 live below the poverty line in Blackpool.



Strong Communities

37% of people in Blackpool think the areas suffers from people not treating others with respect.

BURNLEY

The market town of Burnley is situated in East Lancashire close to the border with Yorkshire. Just south of the town is The Singing Ringing Tree, a wind powered sound sculpture which is one of a series of 21st century landmarks in Lancashire as symbols of renaissance. Older landmarks include Towneley Park and Gawthorpe Hall which houses one of the most important textile collections outside London. Burnley District also includes the nearby town of Padiham which has had its own Town Council since 2002. Burnley's local population is 87,100 and is made up of 15 separate wards.

CITIZENS' CONCERNS

- 1 Children, Young People and Families
- 2 Education and Learning
- 3 Environment

CITIZENS' ASPIRATIONS

- 1 To create a child-friendly society
- 2 To eradicate racial discrimination
- 3 To return Burnley to its former glory

“ We have many hard working people in the area who are forced to work two jobs to maintain their families ”
Burnley Resident

1 Citizens' Concern: CHILDREN, YOUNG PEOPLE AND FAMILIES

- Burnley has the second worst level of **child poverty** in Lancashire with 28% of children living in income-deprived households – considerably above the national average of 20%.
- Burnley experiences **teenage conception** rates that are well above regional and national averages, as well as above average **levels of violence** inflicted on children.
- 1 in 3 people in Burnley think the district suffers from an **anti-social behaviour problem**.
- Burnley has high levels of **fuel poverty** with 15.4% of households in the district required to spend more than 10% of their income on fuel - ranking Burnley within the worst 5% of districts nationally.



“ Our children are lacking in knowledge about our culture due to no opportunities within the community and in the school environment ”
Burnley Resident

2 Citizens' Concern: EDUCATION AND LEARNING

- The educational situation in Burnley is particularly worrying for teenagers and young adults with only 48.2% of pupils receiving **five GCSEs grade A*-C** in 2012 - significantly below the England average of 58.8%.
- 1 in 10 young people in Burnley are **not in any form of Education, Employment or Training (NEET)** – the highest percentage in Lancashire.
- Only 18.7% of residents in Burnley are qualified to **NVQ Level 4 or above** - significantly below the Lancashire (23.6%) and national (27.2%) averages.
- 29.3% of residents in Burnley hold **no qualifications** whatsoever.

3 Citizens' Concern: ENVIRONMENT.

- Whilst Burnley has a **small ecological footprint and low CO2 emission levels**, its proximity to the M65 means that air quality in a number of wards is below national and regional averages.
- 72% of individuals from Burnley **commute to work in a car**, noticeably above the national average of 62%.
- In 2012 Burnley had one of the **lowest percentages of household waste sent for recycling or reuse** in Lancashire at just 34% - compared to 43% nationally.
- The majority of residents (58%) of Burnley are dissatisfied with the **amount of litter and refuse in public places**.



COMMUNITY in ACTION

Hapton Over 50's Luncheon Club

The Group provides hot meals, social activities, entertainment and organises trips out for its members who are generally aged 70-92. Most of the group's members are socially isolated and look forward to socialising with friends at the club in a friendly environment.

Arts, Culture & Heritage

According to the latest national indicator statistics, only 31% of adults across Burnley engage regularly in the arts, compared to 45% nationally.

Equality

The average pre-tax personal income in Burnley is the third lowest in Lancashire at just £20,400 - £7,000 below the national average.

Healthy Living

The cancer mortality rate, the circulatory disease mortality rate and the infant mortality rate in Burnley are all above the national and regional averages.

Housing and Homelessness

Burnley has the highest percentage of vacant homes in Lancashire at 7.4% (compared to 3.1% nationally).

Local Economy, including social enterprises

For every 100 newly registered businesses in Burnley, on average 10 close within their first year.

Safety

Burnley suffers from a high crime rate with figures in 2011/12 indicating there were 49.9 offences recorded per 1,000 people - compared to 36.3 in Lancashire and 38 in England & Wales.

Social Isolation

24% of residents over the age of 60 live below the poverty line in Burnley.

Strong Communities

18.5% of people in Burnley give some form of unpaid help at least once a month, the lowest rate in Lancashire.

Work

Burnley has one of the lowest self-employment rates in Lancashire, ranking in the lowest 15% nationally.

CHORLEY

The borough of Chorley is named after its largest settlement and is situated close to the border with Greater Manchester. The district is home to the Woodlands Conference Centre and Lancashire College, the centre for Adult Learning run by Lancashire County Council. The Chorley Cake is a well-known local delicacy, sometimes known locally as a 'fly pie'. Chorley's local population is 109,100 and is made up of 20 wards.

CITIZENS' CONCERNS

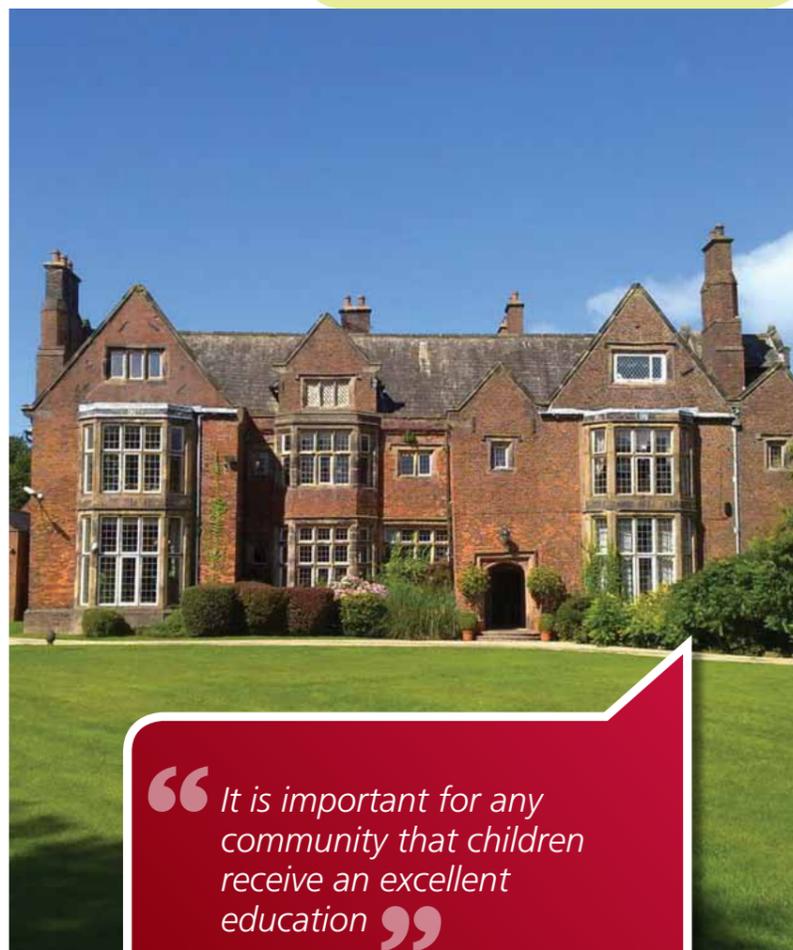
- 1 Environment
- 2 Education and Learning
- 3 Health

CITIZENS' ASPIRATIONS

- 1 To create a clean and safe environment
- 2 To generate opportunities for children to grow
- 3 For people to be more health conscious

“ We all need to live in a friendly, safe and clean environment to function as happy, healthy and supportive people in our community ”

Chorley Resident



“ It is important for any community that children receive an excellent education ”

Chorley Resident

1 Citizens' Concern: ENVIRONMENT

- 71.8% of land in Chorley is designated Green Belt land, second only to West Lancashire in the county.
- With the district in close proximity to the M6, M61 & M65 motorways, the amount of CO2 emitted from transport activities is the highest in Lancashire at 375 k-tonnes.
- CO2 emissions per person in Chorley are above the national average and the fourth highest in Lancashire.
- 1 in 3 people are not satisfied with the amount of litter in public spaces.

2 Citizens' Concern: EDUCATION AND LEARNING

- Educational attainment across Chorley is consistently above regional and national averages with the amount of pupils gaining 5 GCSEs at grades A*-C being particularly high.
- However there are a number of wards within the district that suffer disproportionately. The ward of Chorley East has particularly low levels of GCSE attainment with only 1 in 5 pupils gaining 5+ GCSEs (Inc. Maths and English) at grades A*-C.
- There are also a number of wards in Chorley where at least 30% of the population hold no qualifications whatsoever with the situation being particularly worrisome in the Wards of Chorley East and Coppull.
- Likewise these Wards also have a significant lack of individuals qualified to NVQ Level 4 or above compared to national averages with the amount of people employed in skilled trades also being particularly low.

3 Citizens' Concern: HEALTH

- Life expectancy in Chorley is approximately a year below the national average for both men (77.6) and women (81.4).
- At 5.4 per 1000 live births, Chorley has an infant mortality rate above national (4.5) and Lancashire (5.1) averages.
- Chorley also has a noticeable high Standardised Mortality Ratio (116) compared to the national average (100), meaning the number of deaths in the district is significantly above the expected level.
- 1 in 4 residents of Chorley admit to drinking to excess at least once a week.

COMMUNITY in ACTION

Disability Equality

Disability Equality runs monthly meetings for disabled people in Chorley and South Ribble. They offer peer support - including hire of rooms, refreshments, paperwork help, marketing support and volunteer expenses. They also provide advocacy and advice on complex benefit forms and educate the local community on disability issues and disabled people's rights.



Arts, Culture & Heritage

Only 1.4% of people in Chorley are employed in the creative sector, compared to the national average of 2.75%.

Children, Young People & Families

Approximately 1 in 3 people in Chorley think parents do not take enough responsibility for their children's behaviour.

Equality

The average resident of Chorley has a pre-tax personal income of £24,900 compared to £27,400 nationally.

Housing and Homelessness

From 2002 to 2012, house prices in Chorley rose by 66%, one of the highest increases across Lancashire and the highest third nationally.

Local Economy, including social enterprises

Chorley residents have the highest levels of personal debt in Lancashire, at £2,759 per person, compared to £1,867 nationally.

Safety

Around 1 in 4 people think drunk and rowdy behaviour is a problem in Chorley.

Social Isolation

16% of residents over the age of 60 live below the poverty line.

Strong Communities

82% of residents in Chorley think the area is a place where people of different backgrounds get on well.

Work

At 5.3%, Chorley has an unemployment rate considerably below the Lancashire (7%) and national (7.8%) averages.

FYLDE

The Borough of Fylde covers the southern part of the alluvial coastal plain and its centre is located at St. Anne's. The settlements of Lytham and St. Anne's have grown together and as seaside resorts are known respectively for their preserved windmill, now a tourist information point, and Victorian pier. However, perhaps their major claim to fame is as the home of four Championship Golf Courses. The Royal Lytham and St. Anne's is a links course of world importance and a venue for the Open Golf Championship. Fylde's local population is 76,000 and is made up of 21 wards.

CITIZENS' CONCERNS

- 1 Environment
- 2 Education and Learning
- 3 Safety

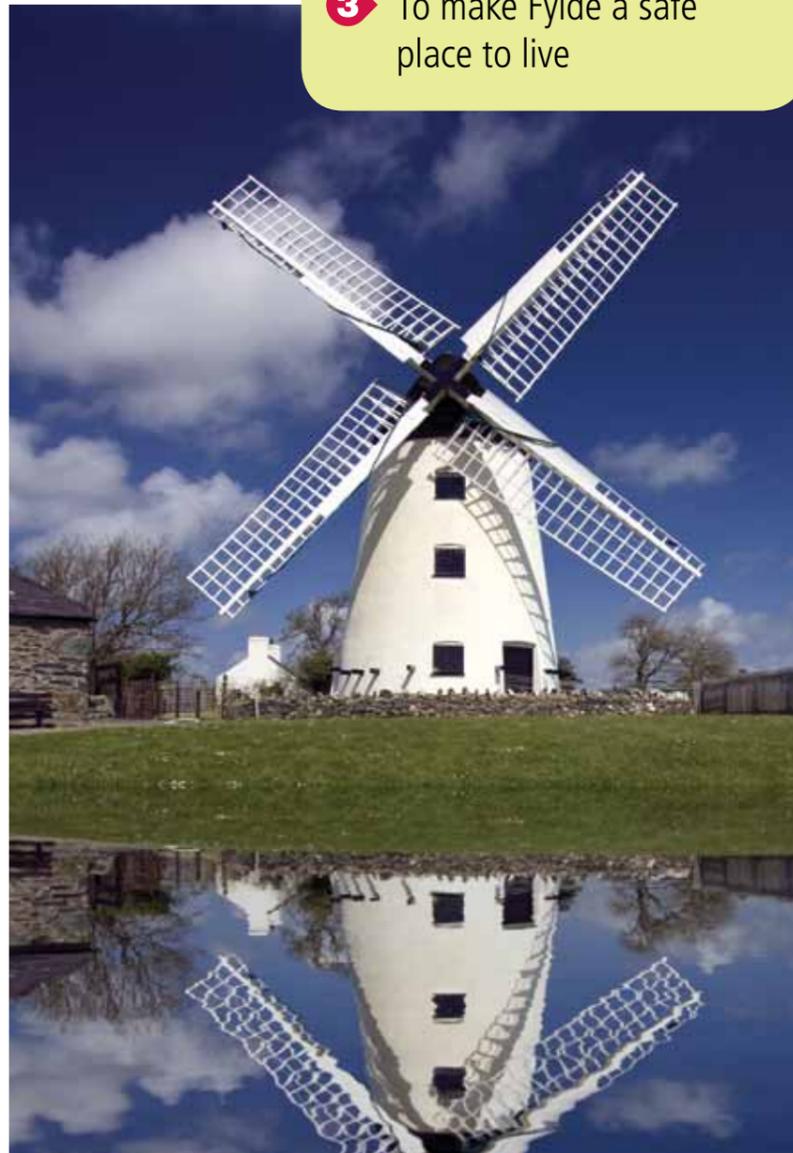
CITIZENS' ASPIRATIONS

- 1 To stop overdevelopment of rural areas
- 2 To create more opportunities for young people
- 3 To make Fylde a safe place to live

“Too many young people have no respect for older people or other people's property - litter, graffiti, anti-social behaviour in residential areas”
Fylde Resident

1 Citizens' Concern: ENVIRONMENT

- Owing largely to its coastal position, Fylde has one of the best **air quality ratings** in Lancashire.
- However, **CO2 emissions per person** in Fylde are the second highest in Lancashire and are considerably above the national average.
- With Blackpool Airport being based in Fylde, there is a need to consider the **future environmental impact** that any expansion could have on the environment, especially the effect on levels of CO2 emissions and air quality ratings.
- **The amount of waste produced per household per year** in Fylde is one of the largest in Lancashire.



2 Citizens' Concern: EDUCATION AND LEARNING

- **Educational attainment** across Fylde is consistently above regional and national averages with GCSE results being particularly high.
- Approximately 21% of individuals hold **no qualifications** – a rate below the Lancashire (24.8%) and England (22.7%) averages.
- The percentage of the working population in Fylde who are qualified to **NVQ Level 4 or above** is the second highest in Lancashire at 29.8% and above the Lancashire (23.6%) and national (27.2%) averages.
- This means that those employed in **'Skilled Trades'** (Agricultural, Construction, Electrical etc...) is one of the lowest in Lancashire and nationally at only 7.5%.

“Education is the key to a better future and should also teach tolerance”
Fylde Resident

3 Citizens' Concern: SAFETY

- **Levels of crime** in Fylde are some of the lowest in the entire North West with the district regularly scoring low on a number of indicators.
- Fylde has one of the **lowest levels of vehicular crime in England** with on average just 5.8 crimes being committed per 1000sqm, compared to 16.3 nationally.
- The district also scores considerably below the national average for the number of **total offences, burglary offences** and **deliberate fires**.
- The amount of residents who feel Fylde has an **anti-social behaviour problem** is just 11%, compared to 20% nationally.

- Arts, Culture & Heritage**
Only 21% of individuals in Fylde are happy with the amount of museums and galleries in the area, compared to 35% nationally.
- Children, Young People & Families**
Approximately 1 in 3 people in Fylde think parents do not take enough responsibility for their children's behaviour.
- Equality**
One in four people in Fylde is over the age of 65 – one of the highest rates in England.
- Healthy Living**
At 81 years, Fylde has a life expectancy in excess of the national average of 80.3.
- Housing and Homelessness**
Fylde has one of the lowest levels of socially rented housing in England at 7.5% compared to 17.6% nationally.
- Local Economy, including social enterprises**
For every 100 newly registered businesses in Fylde, on average 14 close within their first year – the third highest percentage in England and Wales.
- Social Isolation**
14% of residents over the age of 60 live below the poverty line.
- Strong Communities**
26% of people in Fylde give some form of unpaid help at least once a month, the second highest rate in Lancashire.
- Work**
At 5.1%, Fylde has an unemployment rate considerably below the Lancashire (7%) and national (7.8%) averages.



COMMUNITY in ACTION

Goal-den Girls

The Goal-den Girls are an over fifties women's running group raising money for an array of worthy charity organisations. Through marathons and organised runs, Goal-den Girls have enabled the North West Air Ambulance to purchase mandatory air bags for doctors to deal with serious injuries in helicopters, funded the Breast Cancer charity in purchasing machinery to help with lymphoedema and donated funds to Young Carers.

HYNDBURN

The Borough of Hyndburn, whose council is based in Accrington, is named after the River Hyndburn which flows through the area. Other towns include Great Harwood, Oswaldtwistle, Clayton le Moors and Rishton. In 2010 Hyndburn was voted the 10th best council in The Times 'Best Public Sector Places to Work'. Hyndburn's local population is 80,200 and is made up of 16 wards.

CITIZENS' CONCERNS

- 1 Environment
- 2 Health
- 3 Children, young people and families

CITIZENS' ASPIRATIONS

- 1 To create a cleaner and safer environment
- 2 For people to be more confident and friendly
- 3 For people to be proud to live in Hyndburn

“Litter is a problem; there are not enough bins or council workers to keep our streets and open spaces clean”
Hyndburn resident

1 Citizens' Concern: ENVIRONMENT

- Overlying statistics for the Environment in Hyndburn are very promising. The district has one of **the lowest levels of CO2 emissions** in England and consequently one of the **smallest ecological footprints**.
- However, only **35.6% of household waste in Hyndburn is sent for recycling**, the 2nd lowest in Lancashire.
- More than half of the district's residents (53%) **are dissatisfied with the amount of litter in public places**.
- Only 58% of residents in Hyndburn are satisfied with the amount of **parks and green space** on offer in the district, one of the lowest satisfaction rates in Lancashire.

2 Citizens' Concern: HEALTH

- At 77.8 years Hyndburn has **one of the lowest average life expectancy rates in Lancashire** and is within the lowest 10% nationally – compared to a national average of 80.3.
- Hyndburn is rated as the second-worst district in Lancashire for levels of **obesity**. This has led to the **Diabetes prevalence** rate being well above regional and national averages.
- The district ranks second highest in Lancashire for levels of **heart disease** and has the second highest **cancer mortality rate** in the county.
- 23% of people in Hyndburn **smoke**, above regional (22%) and national (20.7%) averages.



3 Citizens' Concern: CHILDREN, YOUNG PEOPLE AND FAMILIES

- According to the Index of Multiple Deprivation, the **child poverty** rate in Hyndburn is 24% – above the national average of 20%.
- Hyndburn has high levels of **fuel poverty** with 15.0% of households in the district required to spend more than 10% of their income on fuel - ranking Hyndburn within the worst 5% of districts nationally.
- Levels of **education** amongst young people are poor in Hyndburn with only 55% of pupils receiving 5+ GCSEs grade A*-C (Inc. Maths and English) in 2012 – compared to a national average of 58.8%.
- Hyndburn also experiences **teenage conception** rates that are noticeably above regional and national averages, as well having the second highest rate of **injuries inflicted on children** in Lancashire.

COMMUNITY in ACTION

Maundy Relief

Maundy Relief exists to provide an immediate response to poverty and need in the local community. They operate a drop-in centre, providing hot drinks, a midday meal and a safe place. They also provide food parcels and basic household goods, as well as benefits and housing advice.

- Education & Learning**
Only 18.9% of individuals in Hyndburn are qualified to NVQ level 4 or above - significantly below the Lancashire (23.6%) and national (27.2%) averages.
- Equality**
The average pre-tax personal income in Hyndburn is the second lowest in Lancashire at just £20,400, compared to £27,400 nationally.
- Housing and Homelessness**
House prices in Hyndburn more than doubled from 2002 to 2012, rising by 102%. This is the 8th highest increase out of all sub-regions in England.
- Local Economy, including social enterprises**
1 in 4 social enterprises in Hyndburn is less than 4 years old.
- Safety**
23% of people in Hyndburn think the area has a problem with anti-social behaviour.
- Social Isolation**
1 in 5 elderly people in Hyndburn live below the poverty line.
- Strong Communities**
1 in 4 people in Hyndburn give some form of unpaid help at least once a month.
- Work**
9.5% of young people aged 20-24 are unemployed in Hyndburn.

Arts, Culture & Heritage
Only 1 in 200 people in Hyndburn are employed in the creative sector. This is the lowest ratio in Lancashire.

LANCASTER

Lancaster as a district lends its name to its largest settlement but also includes the towns of Morecambe, Heysham and Carnforth. From the M6 the striking Ashton Memorial built by Lancaster philanthropist and industrialist Lord Ashton dominates the landscape with other landmarks in the district, including Morecambe Winter Gardens and Lancaster Castle. Lancaster's population is 133,900 and the district is made up of 23 wards.

CITIZENS' CONCERNS

- 1 Local Economy, Including Social Enterprises
- 2 Education and Learning
- 3 Work

CITIZENS' ASPIRATIONS

- 1 To see investment in the local economy
- 2 For young people to get more involved in society
- 3 To create a stronger sense of pride in Lancaster

“If adequate investment were made this would have a positive impact on the economy, in building strong communities and improving work prospects for local residents”

Lancaster Resident

1 Citizens' Concern: LOCAL ECONOMY

- Lancaster as a district has a **Business and Enterprise score** in the lowest 10% nationally - meaning the area has low levels of new business formation and new business survival.
- For every 100 **new businesses** that form in Lancaster, 12 won't make it past their first year and 40 won't make it past three years of being in operation.
- Our research indicates that the district needs to do more to **support newly-formed local businesses** as only 23% of the district's businesses are younger than four years.
- 50% of the district's population are classified as **'knowledge workers'** (e.g. Architects, Lawyers, Scientists etc...) – illustrating that Lancaster has a highly-skilled workforce available to support newly-formed businesses.

2 Citizens' Concern: EDUCATION AND LEARNING

- Lancaster has one of the highest levels of **GCSE attainment** in the county and repeatedly scores above national and regional averages.
- At 27.2%, Lancaster also has as one of the highest percentage of residents qualified to **NVQ Level 4+** in the county - in excess of the Lancashire average of 23.6%
- The number of residents who are employed in **'Skilled Trades'** (Agricultural, Construction, Electrical etc...) is greater than the national and regional averages.
- Only 20.6% of people in Lancaster hold **no qualifications**, the second lowest percentage in the county.

3 Citizens' Concern: WORK

- **At 7.8% Unemployment** in Lancaster is in line with national levels but above the county average of 7.3%
- **Youth unemployment** in Lancaster is especially high with around 25% of people aged 16-24 currently unemployed.
- The average pre-tax personal income in Lancaster is just £22,300, £5,100 below the national average
- Lancaster has low levels of workplace training. When quizzed only 1 in 10 people claimed they had received **workplace training** within the last month.



“I believe that if children are not given a reasonable upbringing and education they are more likely to cause social problems in the future”

Lancaster Resident



COMMUNITY in ACTION

Olive Branch

The Olive Branch's mission is to alleviate poverty by providing an open access support centre in Lancaster. The centre provides food parcels from its food bank and provides courses in budgeting and debt avoidance.

- Arts, Culture & Heritage**
52% of residents of Lancaster are happy with their access to museums and galleries, one of the highest rates in the entire North West.
- Children, Young People & Families**
18% of children in Lancaster live below the poverty line.
- Environment**
Lancaster has one of the worst ratings for quality of air in Lancashire, rating within the bottom 20% nationally.
- Equality**
Only 4.4% of people in Lancaster come from a black or ethnic minority background, considerably below the Lancashire average of 9.6% and national average of 14%.
- Healthy Living**
Lancaster has a cancer mortality rate well in excess of the national average, at 123.8 per 10,000 pop, compared to 105.4 nationally.
- Housing and Homelessness**
4.2% of Lancaster's homes are vacant, above the national average of 3.1%.
- Safety**
17% of people in Lancaster think the area has an anti-social behaviour problem.
- Social Isolation**
18% of residents over the age of 60 live below the poverty line.
- Strong Communities**
More than 1 in 4 people in Lancaster give some form of unpaid help once a month.

PENDLE

The Pendle Borough adjoins the North Yorkshire district of Craven, the West Yorkshire districts of both Calderdale and Bradford and the Lancashire boroughs of Burnley and the Ribble Valley. It takes its name from the main landmark Pendle Hill, as well as the royal forest to the east of the Hill known as Pendle Forest. Pendle's local population is 89,600 and is made up of 20 wards.

CITIZENS' CONCERNS

- 1 Local Economy
- 2 Environment
- 3 Education

CITIZENS' ASPIRATIONS

- 1 To create growth in the town centre
- 2 For people to take responsibility for their environment
- 3 To encourage equality

“The local economy is so important. We are saddened by the down fall of our town centre”
Pendle Resident

1 Citizens' Concern: LOCAL ECONOMY

- Pendle has one of the **worst business and enterprise scores** in the North West (ranked 35th out of 39th districts) – meaning the area has extremely low levels of new business formation and new business survival.
- 6 out of 10 **new businesses** in Pendle do not survive longer than 3 years.
- Pendle has a low level of **local amenities**, including low levels of national heritage sites, hotels and restaurants.
- There is also weak **enterprise culture** in Pendle with a lower self employment rate than the national average and one of the lowest rates for instances of workplace training in the North West.

“A safe secure environment is essential for the promotion of healthy living”
Pendle Resident

2 Citizens' Concern: ENVIRONMENT

- 44.8% of households in Pendle have **access to a car or van**, the third highest percentage in Lancashire.
- At 37.6% the amount of **household waste that is sent for recycling** in Pendle is significantly below the England average (43%) and Lancashire average (46.8%).
- The amount of **fly-tipping** cases in Pendle is also high with there being 2,278 instances during 2011/12, four times as many cases as neighbouring Ribble Valley.
- 3 out of 10 people in Pendle are not satisfied with the **level of refuse** in the district.

COMMUNITY in ACTION

Garden-able

Garden-Able is a horticultural based service for adults with learning difficulties. It started in 2003 on the site of a derelict allotment in Nelson and was soon developed as an alternative to a traditional centre. From the beginning it was recognised that those who come to Garden-Able should have a say in what happens and have regular meetings that every member can attend.

3 Citizens' Concern: EDUCATION AND LEARNING

- The educational situation in Pendle is particularly worrying for teenagers and young adults with only 49.8% of pupils receiving **five GCSEs grade A*-C (Inc. Maths and English)** in 2012 - significantly below the average in England of 58.8%.
- The percentage of young people **Not in Education, Employment or Training** is one of the highest rates in Lancashire at 7.2%.
- Pendle also suffers from a significant **skills gap** with only 20.2% of residents in the district being qualified to **NVQ Level 4 or above** – significantly below the Lancashire (23.6%) and national (27.2%) averages.
- Likewise 28.2% of residents hold **no qualifications** whatsoever, ranking Pendle within the worst 10% of districts nationally.



- Healthy Living**
Pendle ranks in the worst 10% nationally for the ratio of individuals who are classified as inactive because of a long-term sickness.
- Housing and Homelessness**
At 6.5%, the percentage of vacant homes in Pendle is above the Lancashire (4.8%) and England (3.1%) averages.
- Safety**
31% of residents in Pendle think the area has a problem with anti-social behaviour, the second highest percentage in Lancashire.
- Social Isolation**
23% of residents over the age of 60 live below the poverty line.
- Strong Communities**
47% of residents of Pendle think the area suffers from people not treating each other with respect – The 9th highest percentage in England.
- Work**
At 8.3%, unemployment in Pendle is above national (7.8%) and regional (7.3%) levels.

- Arts, Culture & Heritage**
Only 27% of residents in Pendle are satisfied with the number of museums and galleries.
- Children, Young People & Families**
24% of households in Pendle are classified as being in 'fuel poverty' – that is they struggle to keep adequately warm based on their annual income.
- Equality**
The average pre-tax personal income in Pendle is £22,700, £4,700 below the national average.

PRESTON

Situated on the estuary of the River Ribble, Preston became the country's 50th city in 2002 to mark the Queen's Golden Jubilee Year. Historically an important part of the cotton textile industry, Preston is now the centre of Lancashire's local government administration and houses the main County Council. Preston also houses the headquarters of Booth's Supermarkets. The current Chairman Edwin J Booth is a notable local philanthropist and the 5th generation of the family to run the business. Preston's local population is 140,500 and is made up of 22 wards.

1 Citizens' Concern: ENVIRONMENT

- Whilst **domestic CO2 emissions** in Preston are relatively low, the district has levels of **commercial emissions** and **transport-related emissions** above national and regional averages.
- In line with this heavy commercial activity, Preston has the second worst **air quality** in Lancashire behind Blackburn.
- The amount of **household waste sent for recycling or reuse** is the lowest rate in Lancashire at 34.5%, ranking the district amongst the worst in England.
- 12.8% of Preston's population regularly use **public transport**, the highest percentage in Lancashire.

“Having a strong community enhances the prospects for children and young people”
Preston Resident

CITIZENS' CONCERNS

- 1 Environment
- 2 Children, Young People and Families
- 3 Strong Communities

CITIZENS' ASPIRATIONS

- 1 To create a safer place to live
- 2 To have better outdoor facilities for children
- 3 To increase community togetherness

2 Citizens' Concern: CHILDREN, YOUNG PEOPLE AND FAMILIES

- Levels of **child poverty** in Preston are high with 22% children being classed living below the poverty line – ranking the district in the worst 10% of districts nationally.
- The district ranks in the bottom 15% nationally for levels of **fuel poverty** - with 13.4% of households in the district having to spend more than 10% of their income on fuel.
- 40% of residents in Preston think people do not take enough **responsibility for their children's behaviour**.
- **Teenage conception rates** in Preston are some of the highest in Lancashire.

3 Citizens' Concern: STRONG COMMUNITIES

- Recent research suggested that 30% of people in Preston think that the area suffers from **people not treating each other with respect**.
- 23% of people in Preston believe the area suffers from an **anti-social behaviour problem**, inside the worst 20% nationally.
- Approximately 4 of every 10 people in Preston feel they **do not belong in their immediate neighbourhood**.
- However, 25% of Preston's population give some sort of **unpaid help** at least once a week; one of the highest percentages in Lancashire which indicates the people of Preston take an active role in their community.



COMMUNITY in ACTION

Support and Education for Eating Disorders (S.E.E.D)

S.E.E.D offers information, advice and practical help for individuals suffering from eating disorders. S.E.E.D is run by volunteers who are professionals in the specialist field of eating disorders, or themselves are ex-sufferers or carers. They provide therapeutic support to gain skills and build confidence and personal development.



- Arts, Culture & Heritage**
According to the latest national indicator statistics, only 32% of adults across Preston engage regularly in the arts, compared to 45% nationally.
- Education & Learning**
Only 64% of the working population in Preston have qualifications equal or better to NVQ level 2.
- Equality**
The average pre-tax personal income in Preston is well below the national average at £22,300 - compared to £27,400 nationally.
- Healthy Living**
Preston has a cancer mortality rate well in excess of the national average, at 135 deaths per 10,000 people, compared to 105 nationally.
- Housing and Homelessness**
34.5% of people live alone in Preston – the third highest percentage in Lancashire.
- Local Economy, including social enterprises**
Only 4.2% of Preston's businesses are involved in the production sector, the smallest percentage in Lancashire.
- Safety**
23% of people in Preston think the area has a problem with anti-social behaviour.
- Social Isolation**
22% of residents over the age of 60 live below the poverty line.
- Work**
Unemployment in Preston is 8.5%, above the Lancashire (7.3%) and England (7.8%) averages.

RIBBLE VALLEY

The market town of Clitheroe is the administrative centre of Ribble Valley with other towns in the district including Whalley, Ribchester and Longridge. Much of The Forest of Bowland also lies within the Ribble Valley. The area takes its name from the River Ribble which flows through the area in its final stages before forming its estuary at Preston. Ribble Valley's local population is 57,600 and is made up of 24 wards.

CITIZENS' CONCERNS

- 1 Environment
- 2 Work
- 3 Safety

CITIZENS' ASPIRATIONS

- 1 For people to take pride in their local area
- 2 To create better quality jobs in the area
- 3 To improve the sense of community

1 Citizens' Concern: ENVIRONMENT

- With 95.6% of land in Ribble Valley being classified as 'green space', including local Outstanding Beauty spot the Forest of Bowland, it is clear residents think protecting this aspect of the district is important.
- However the district has one of the worst **CO2 emissions per person** in England at 18.4 tonnes – over double the national average of 7.6 tonnes.
- Consequently Ribble Valley has the second worst ecological footprint in Lancashire and **air quality** below regional and national averages.
- The residents of Ribble Valley do however have a **recycling rate** above the national average, as well as the district having one of the lowest **fly-tipping** counts in Lancashire.

“ I worry that the local environment is about to be squashed by new local development ”
Ribble Valley resident



COMMUNITY in ACTION

Clitheroe Youth Forum
 Clitheroe Youth Forum empowers young people to become young leaders of the future and to make a positive contribution to society and lead positive, healthy and constructive lives. They do this by planning, organising and taking part in challenging activities that range from outdoor pursuits such as caving, rock climbing, sailing, fishing and including an opportunity to gain Duke of Edinburgh Awards.

2 Citizens' Concern: WORK

- At 3.5%, **unemployment** in the region is significantly below the national average and is the lowest in Lancashire.
- However At 71.9%, the district also has one of the most **economically active** populations in the country, higher than the national average of 69.7%.
- Many residents of Ribble Valley are employed at the nearby BAe Samlesbury site leading to a high proportion of employment in the **manufacturing sector**.
- With having 95.6% of the district classified as 'green space', Ribble Valley also has a large percentage of its workforce employed in the **agricultural sector**.

3 Citizens' Concern: SAFETY

- Positively Ribble Valley has some of the best **crime statistics** in England and is consistently rated within the top five districts nationally.
- **Burglaries, car crime** and instances of **anti-social behaviour** are all well below the national averages and amongst the best in Lancashire.
- Perceptions of crime are also low with only 8% of individuals believing the area has an **anti-social behaviour problem**, the lowest percentage in Lancashire.
- The **rate of re-offending** in Ribble Valley is also very low at just 19%, significantly below the national average of 27%.

- Arts, Culture & Heritage**
 Only 0.77% of people in Ribble Valley are employed in the creative sector, well below the national average of 2.75%.
- Children, Young People and Families**
 GCSE attainment in Ribble Valley is consistently above regional and national averages.
- Education & Learning**
 Only 18.3% of people in Ribble Valley hold no qualifications, the lowest rate in Lancashire.
- Equality**
 The average pre-tax personal income in Ribble Valley is by far the largest in Lancashire, at £30,200. This is £10,700 more on average than residents of Blackpool.
- Healthy Living**
 At 5.6 per 1000 live births, Ribble Valley has an infant mortality rate in excess of the Lancashire (5.1) and England (4.4) averages.
- Housing and Homelessness**
 On average Ribble Valley has the most expensive houses in Lancashire at £231,934 – creating affordability issues for young and first-time buyers.
- Local Economy, including social enterprises**
 Ribble Valley has the joint lowest percentage of newly formed businesses in Lancashire with just 22.5% of its businesses being younger than 4 years.
- Social Isolation**
 Only 10% of residents over the age of 60 live below the poverty line – the lowest percentage in Lancashire.
- Strong Communities**
 30% of people in Ribble Valley offer some form of unpaid help at least once a month, the highest percentage within Lancashire.

ROSSENDALE

The district of Rossendale comprises of a number of small former mill towns centred around the River Irwell. The major ones are Bacup, Haslingden and Rawtenstall. Rossendale maintains the mill town tradition of brass bands and at one time there were over forty in the area; even today there are many still performing. Rossendale Ski slope opened in 1972 and is popular with visitors from all over the North West as well as helping several British skiers and snow-boarders to compete on the world scene. Rossendale's local population is 68,400 and is made up of 14 wards.

1 Citizens' Concern: EDUCATION AND LEARNING

- **Educational attainment** across Rossendale is consistently in-line with regional and national averages with the amount of pupils gaining 5 GCSEs at grades A*-C (Inc. Maths and English) being slightly above average.
- 25% of residents in Rossendale are qualified to **NVQ Level 4+**, below the national average of 27.2%.
- Rossendale has the highest percentage of people in Lancashire who are employed in **'Skilled Trades'** (agriculture, construction, building etc...). This suggests the district has one of the most **manually skilled** labour forces in Lancashire.
- However, this means the level of **knowledge workers** (e.g. Architects, Lawyers, Scientists etc...) is below the national and regional averages in Rossendale at 15%.

“The average wage of self-employed people in Rossendale is £12,800 – the second lowest in Lancashire and in the bottom 10% nationally”

CITIZENS' CONCERNS

- 1 Education and Learning
- 2 Environment
- 3 Children, Young People and Families

CITIZENS' ASPIRATIONS

- 1 To maintain Rossendale's unique environment
- 2 To lift the aspirations of local people
- 3 To create new employment opportunities

2 Citizens' Concern: ENVIRONMENT

- At 2.74 tonnes per person per year, Rossendale has the highest **domestic CO2 emissions** per person in Lancashire, placing the district inside the worst 20% in England.
- **Air quality** in Rossendale is noticeably below the regional and national averages.
- At 52%, more than half of Rossendale residents are unhappy with the amount of **litter and refuse in the streets**.
- Only 54% of Rossendale residents are **satisfied with the amount of parks and open spaces** available in the district – the lowest satisfaction rate in Lancashire.



Car Video Unit

CAR Video Unit is a community training organisation based in Rossendale. It was set up to provide accessible video production training to the people of Lancashire and the North West. Wherever possible they link their project groups to local voluntary and community organisations in Rossendale, helping to raise organisations' profiles and attract further support.

3 Citizens' Concern: CHILDREN, YOUNG PEOPLE AND FAMILIES

- According to the Index of Multiple Deprivation, levels of **child poverty** in Rossendale are better than both regional and national averages, as are levels of **child obesity** and **teenage conceptions**.
- However approximately 13% of households in Rossendale are classified as being in **'fuel poverty'**, meaning they have to spend 10% or more of their income on keeping warm – ranking Rossendale within the worst 20% of districts nationally.
- The number of **housing repossession orders** in Rossendale is considerably above the national and regional averages.
- Rossendale has levels of young people who are **not in education, employment or training** above regional and national levels, with numbers being noticeably higher in wards towards the East of the district (Stacksteads and Irwell Wards).



Arts, Culture & Heritage

Only 19% of Rossendale's population are happy with the amount of theatres and concert halls in their area.

Equality

The average resident of Rossendale has a pre-tax personal income of £24,900, compared to £27,400 nationally.

Healthy Living

On average, people in Rossendale have a life expectancy of 78 years old. This is around 2 years below the national average.

Housing and Homelessness

Rossendale has some of the most affordable houses in England, ranking 13th nationally on the Housing Affordability Scale.

Local Economy, including social enterprises

The average wage of self-employed people in Rossendale is £12,800. The second lowest in Lancashire and in the bottom 10% nationally.

Safety

Levels of crime in Rossendale are below the national average on a number of measures, including levels of vehicular crime and burglaries.

Social Isolation

22% of people aged over 60 in Rossendale live below the poverty line.

Strong Communities

36% of people in Rossendale think the area suffers from people not treating each other with respect.

Work

70.3% of Rossendale's working age population are economically active, above the Lancashire average of 67.5%.

SOUTH RIBBLE

South Ribble is a non-metropolitan district and borough, and its council is based in Leyland. In 2007 the council was officially declared 'excellent' by the Audit Commission, gaining its place amongst the five best district councils in the country. Other towns and villages within the district include Penwortham, Walton le Dale, Bamber Bridge, Hutton and Samlesbury. South Ribble's local population is 109,000 and is made up of 27 wards.

“Unhealthy living has multiple negative effects on people's lives, resulting in a less desirable community to live in”
South Ribble Resident

1 Citizens' Concern: HEALTH

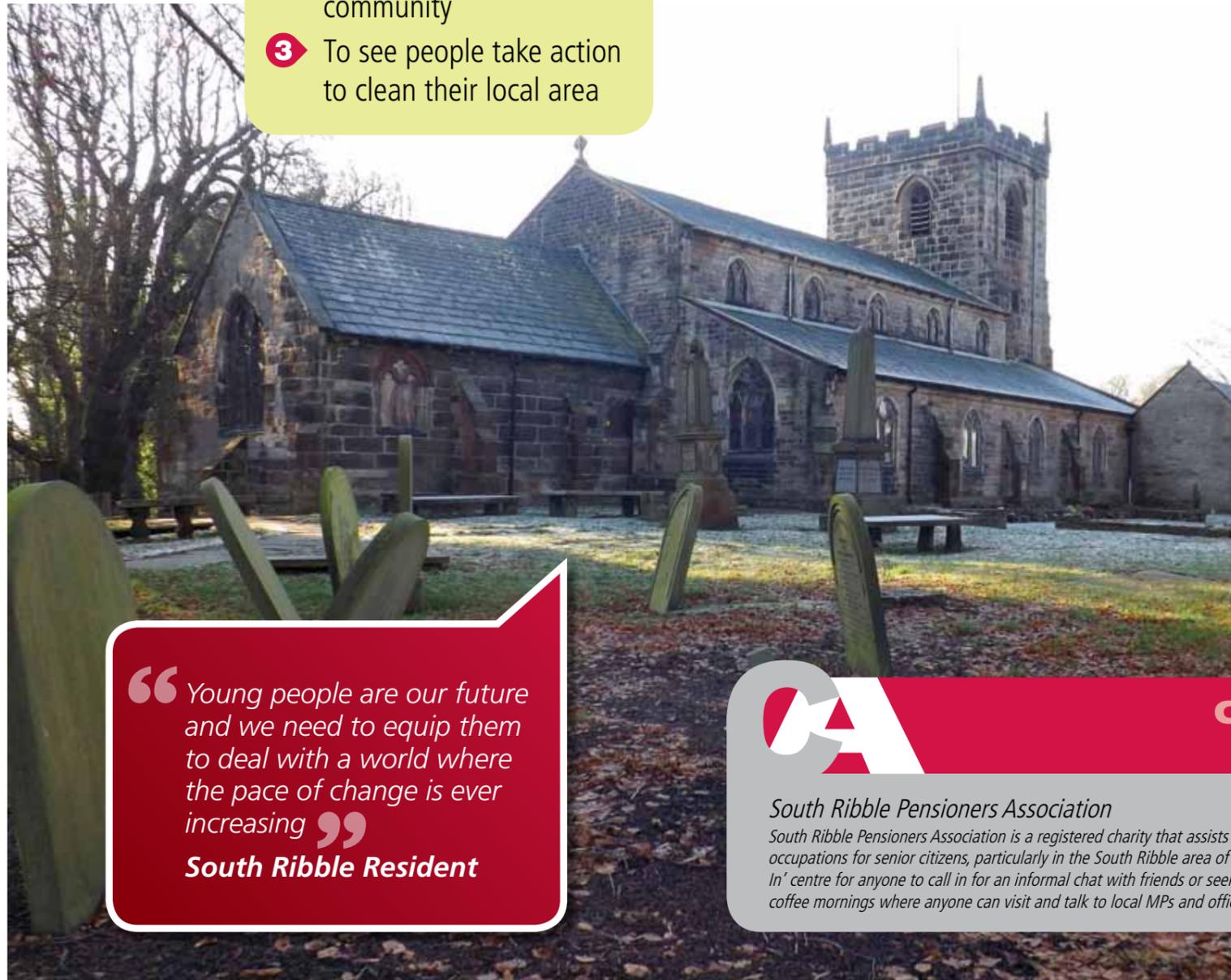
- At 79.7 years, **life expectancy** in South Ribble is significantly above the Lancashire average of 77.8 years with **only 1 in 10 people describing their health as 'bad'**.
- South Ribble also has levels of **obesity, smoking and drinking to excess** below regional and national averages and the lowest **infant mortality** rate in Lancashire.
- However, cause for concern for residents of South Ribble is that **teenage conception** rates are slightly above the national average and are increasing at the fastest rate across Lancashire.
- Additionally, only 6% of South Ribble's residents **volunteer** at least one hour a week to support local sport and leisure activities – the lowest percentage in Lancashire and indicating a lack of support for sporting clubs in the region.

CITIZENS' CONCERNS

- 1 Health
- 2 Children, Young People and Families
- 3 Environment

CITIZENS' ASPIRATIONS

- 1 To see investment in local businesses
- 2 For people to engage with their local community
- 3 To see people take action to clean their local area



“Young people are our future and we need to equip them to deal with a world where the pace of change is ever increasing”
South Ribble Resident

2 Citizens' Concern: CHILDREN, YOUNG PEOPLE AND FAMILIES

- As a district, South Ribble has some of the lowest levels of **fuel poverty** and **child poverty** in the county, indicating that on average families are not facing the same levels of deprivation as in other areas of Lancashire.
- However, more worryingly, **GCSE results** in South Ribble have witnessed a decline in recent years with only 58.7% of young people attaining 5 or more GCSEs (Inc. Maths and English) in 2012 - now marginally below the national average of 58.8%.
- 4 out of 10 people in South Ribble think that parents do not take enough **responsibility for their children** and this leads to an increase in anti-social behaviour.
- The district also has levels of **average household debt** considerably above the national average.

3 Citizens' Concern: ENVIRONMENT

- South Ribble has the second highest percentage in Lancashire of **residents who travel to work by car** at 77%.
- Only 6.5% of people in South Ribble use **public transport**.
- Possibly due to these statistics, the air **quality rating** in the district is below the county average and **total CO2 emissions** are above the Lancashire average.
- However, at 48.7% South Ribble has one of the highest rates across Lancashire for the amount of **household waste sent for recycling**.

- Arts, Culture & Heritage**
Only 1% of people are employed in the creative sector in South Ribble, compared to 2.75% nationally.
- Education & Learning**
Only 0.6% of children attained no GCSE passes in South Ribble, the lowest percentage of any district in Lancashire.
- Equality**
At £23,700, the average pre-tax personal income in South Ribble is considerably below the national average of £27,400.
- Housing and Homelessness**
At 6%, South Ribble has the lowest number of households classified as being in fuel poverty.
- Local Economy, including social enterprises**
South Ribble has the second-highest business survival rate in Lancashire with less than 10% of businesses ceasing operation within 12 months.
- Safety**
Levels of crime in South Ribble are below the national average on a number of measures, including levels of vehicle crime and burglaries.
- Social Isolation**
South Ribble has the second lowest levels of poverty amongst older people in Lancashire with 14% of people aged 60 or over being classified as 'in poverty'.
- Strong Communities**
26% of people across South Ribble think the area suffers from the problem of people not treating others with respect.
- Work**
Long term unemployment in South Ribble is noticeably low with just 16.6% of economically inactive people having been unemployed for more than a year – considerably below the national average of 27.8%.

COMMUNITY in ACTION

South Ribble Pensioners Association

South Ribble Pensioners Association is a registered charity that assists with recreational and leisure time occupations for senior citizens, particularly in the South Ribble area of Lancashire. They operate a 'Drop In' centre for anyone to call in for an informal chat with friends or seek information, as well as regular coffee mornings where anyone can visit and talk to local MPs and officials.



WEST LANCASHIRE

West Lancashire Borough Council is based in Ormskirk, a market town located just 13 miles north of Liverpool. Skelmersdale is the other town in the borough which is crossed by the Leeds Liverpool Canal. The Parish church of St. Peter and St. Paul is only one of three parish churches in England to have both a tower and a spire and is unique in that both are at the same end of the building. West Lancashire's local population is 110,900 and is made up of 25 wards.

CITIZENS' CONCERNS

- 1 Environment
- 2 Education and Learning
- 3 Children, Young People and Families

CITIZENS' ASPIRATIONS

- 1 To have a community that cares for the elderly
- 2 To see investment in local facilities
- 3 To keep the local environment clean and tidy

2 Citizens' Concern: EDUCATION AND LEARNING

- 25% of residents in Rossendale are qualified to NVQ Level 4+, below the national average of 27.2%.
- Furthermore, only 6% of the district's workforce are employed in 'Skilled Trades' (Agriculture, Construction, Electrical etc...)
- At 63.1%, the amount of young people achieving **5 or more GCSEs at grade A*-C** is above regional and national averages. However in some Wards such as Skelmersdale and Moorside these rates drop markedly and are considerably worse than the regional and national averages.
- Only 18% of residents of West Lancashire **are happy with the amount of museums and galleries** in the district, the lowest percentage in Lancashire and around half of the national average.

3 Citizens' Concern: CHILDREN, YOUNG PEOPLE AND FAMILIES

- Whilst **youth unemployment** is below regional and national averages in West Lancashire, there are noticeably high levels in certain Wards such as Skelmersdale and Digmoor.
- These wards also suffer from high levels of **school absence** and severe **educational underachievement**, particularly GCSE attainment.
- West Lancashire as a district has the 6th highest rate of **housing repossession orders** in the whole of England.
- Consequently, West Lancashire has the 4th highest rate of **homeless households** in Lancashire.

“ Keeping the area looking clean and tidy is important ”
West Lancashire Resident

“ We need more things to do for children and young people in my area and more work/apprenticeships for youngsters just out of college or school ”
West Lancashire Resident

1 Citizens' Concern: ENVIRONMENT

- West Lancashire contains the Ribble Estuary, one of the most important sites for birdlife in Europe. This leads to the district having a large amount of green belt land.
- Despite this large amount of green belt land, at 8.5 tonnes, West Lancashire has the third highest **CO2 emissions per person** in Lancashire, above the national average of 7.6.
- 3 out of 4 people in West Lancashire **travel to work by car**, significantly above the national rate of 62.6% and indicating the district's rural nature is having an adverse effect on its CO2 emissions.
- However, at 47.7%, West Lancashire has one of the highest rates in the county for the **amount of household waste sent for recycling**.

-  **Arts, Culture & Heritage**
Only 1.85% of West Lancashire's population are employed in the creative sector, below the national average of 2.75%.
-  **Equality**
1 in 5 residents over the age of 60 live below the poverty line in West Lancashire.
-  **Health**
Only 16% of residents in West Lancashire are estimated to smoke, the 2nd lowest rate in Lancashire.
-  **Housing and Homelessness**
In the past year, house prices in West Lancashire rose by 15.6% - the largest growth in Lancashire and one of the largest nationally.
-  **Local Economy, including social enterprises**
1 in 4 businesses in West Lancashire is four years old or younger.
-  **Safety**
17% of people in West Lancashire think the area has a problem with anti-social behaviour.
-  **Social Isolation**
Only 27.5% of residents of West Lancashire think elderly people get the help they need to stay in their homes, the lowest percentage in Lancashire.
-  **Strong Communities**
2 out of every 3 people in West Lancashire feel they belong in their local neighbourhood.
-  **Work**
7.2% of people in West Lancashire are unemployed. This is markedly below the England average of 7.8%.

COMMUNITY in ACTION

Skelmersdale Action for Youth
The group is made up of young people aged 12-25 who campaign to improve the life of other young people in the area. They collect the views of members of the community and support them through a number of services and activities, giving young people opportunities that would not otherwise have been possible.



WYRE

The small market town of Poulton le Fylde is the administrative centre of Wyre Borough which also includes Garstang and Fleetwood. Agriculture is still important in the area as are associated industries. Garstang's population voted almost unanimously in 2000 to become the world's first Fair Trade town, and it has strong links with Ghana due to the Fair Trade initiatives. Wyre's local population is 107,900 and is made up of 26 wards.

CITIZENS' CONCERNS

- 1 Local Economy
- 2 Environment
- 3 Work

CITIZENS' ASPIRATIONS

- 1 For local people to co-operate more
- 2 To create a clean and safe environment
- 3 To see greater sustainable development

2 Citizens' Concern: ENVIRONMENT

- Thanks in part due to its coastal location, Wyre has the **highest air quality in Lancashire**.
- However, 75% of Wyre residents **travel to work by car**, significantly above the national rate of 62% with only 5.5% of residents using **public transport**.
- Wyre also has one the highest cases of **fly-tipping** in the county with there being 2471 cases in the past year.
- Wyre has one of the lowest **park and open space satisfaction rates** in Lancashire with 42% of residents being unhappy with the choices on offer.

“ I feel strongly that we need to protect as much of our green space as possible from relentless development ”
Wyre Resident

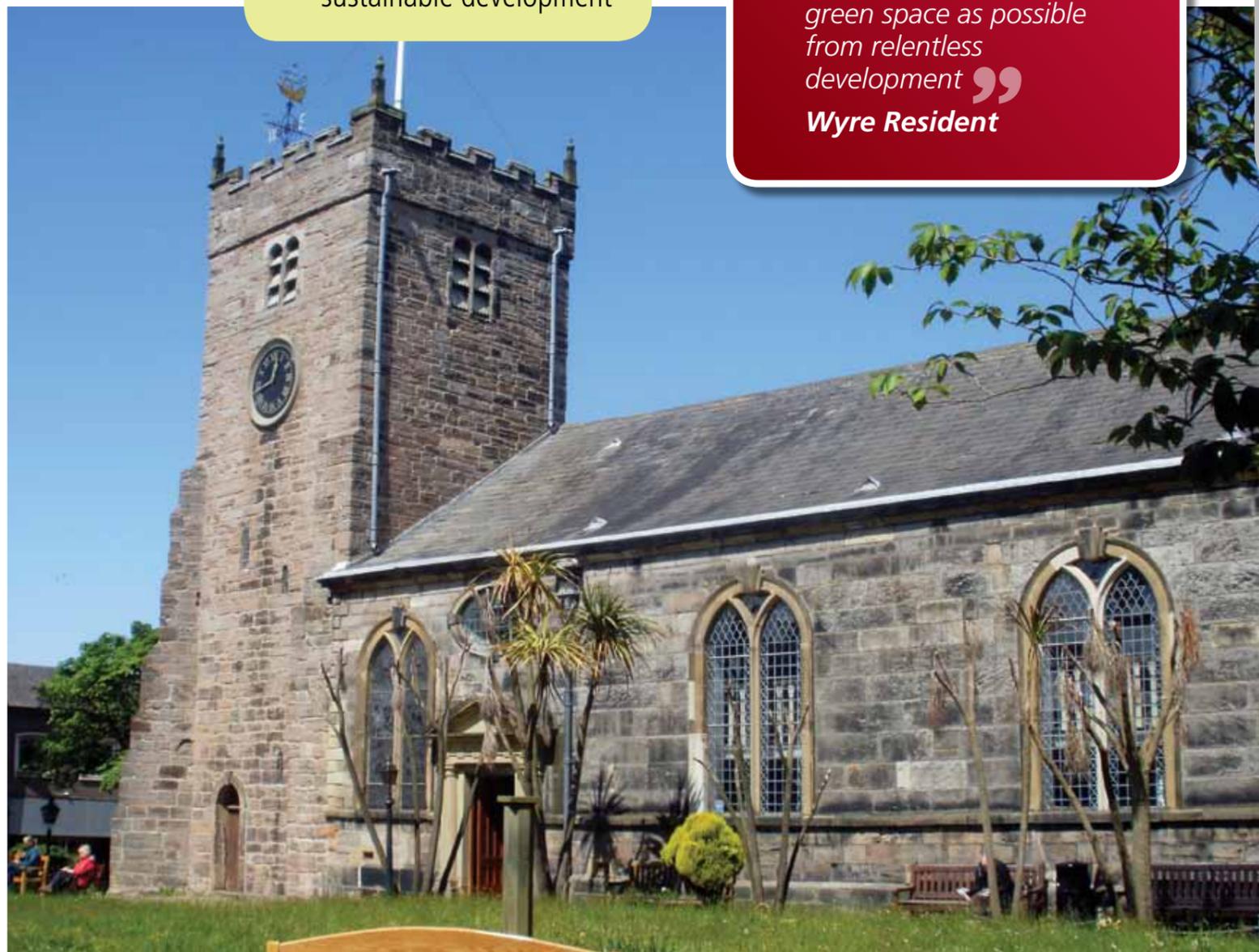
3 Citizens' Concern: Work

- 66.2% of residents are **economically active in Wyre**, below the Lancashire (67.5%) and England (69.7%) averages.
- **Unemployment** in Wyre rate is currently set at 6.4%, also below the Lancashire (7.3%) and England averages.
- Wyre also has the second highest self employment rate in Lancashire whilst 1 in 10 people work **49 or more hours a week**, suggesting a strong enterprise culture in the district.
- The district does however have a large proportion of **retired residents**, meaning the level of state pension claimants is one of the highest in Lancashire.

“ Shops closing down and businesses struggling has a knock on effect and can lead to social problems in the community ”
Wyre Resident

1 Citizens' Concern: LOCAL ECONOMY

- Wyre has the second lowest **Business and Enterprise score** in Lancashire - meaning the district has low levels of new business formation and new business survival with 4 out of 10 new businesses **not surviving more than three years**.
- The local economy in Wyre also still maintains a traditional reliance on declining **agricultural industries**, most notably fishing.
- There are also vast **economic inequalities on a Ward level** in Wyre with Pharos and Mount wards in Fleetwood suffering from particularly high levels of economical deprivation.
- These wards in particular have some of the **lowest mean incomes and highest rates of unemployment** in the whole of Lancashire.



COMMUNITY in ACTION

Mosac Blackpool Wyre & Fylde

Mosac was formed by four mothers of children who had suffered abuse. They drew strength from each other's experiences and noted the need for an organised service to help other people in similar situations. Mosac was born and now offers comprehensive support to live with the consequences of sexual abuse and to aid recovery.

- Arts, Culture & Heritage**
According to the latest national indicator statistics, only 38% of adults across Wyre engage regularly in the arts, compared to 45% nationally.
- Children, Young People & Families**
The amount of workless households in Wyre rose by 40% inbetween 2004-09.
- Education & Learning**
Wyre is in the bottom 20% of districts nationally for individuals with no qualifications.
- Equality**
1 in 4 people in Wyre is over the age of 65.
- Healthy Living**
Wyre has a cancer mortality rate significantly above the national average at 114.2 deaths per 10,000 population, compared to 105.4 nationally.
- Housing and Homelessness**
1 in 5 houses in Wyre is rented, significantly less than the national average of 1 in 3.
- Safety**
Levels of crime in Wyre are below the national average on a number of measures, including levels of vehicle crime and burglaries.
- Social Isolation**
16% of elderly people in Wyre live below the poverty line.
- Strong Communities**
Wyre has one of the least diverse communities in the country, scoring 6% on the Ethnicity Fractionalisation Index – the closer to 100% the greater the diversity of a region.

Community

- A feeling of fellowship with others, as a result of sharing common attitudes, interests, and goals.

Philanthropy

- The effort or inclination to increase the wellbeing of humankind, as by charitable aid or donations.
- Love of humankind in general.

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