

<b>Report Title:</b>	Resident Survey 2025		
<b>Report to:</b>	Cabinet	<b>Date:</b>	18 <sup>th</sup> March 2026
<b>Report of:</b>	Head of People and Policy	<b>Cabinet Portfolio:</b>	Environment and Corporate Services
<b>Cabinet Lead Member:</b>	Councillor Lythgoe	<b>Wards Affected:</b>	All
<b>Key Decision:</b>	<input type="checkbox"/> Forward Plan <input checked="" type="checkbox"/>	<input type="checkbox"/> General Exception	<input type="checkbox"/> Special Urgency <input type="checkbox"/>
<b>Integrated Impact Assessment:</b>	Required:	No	Attached: No
<b>Contact Officer:</b>	Clare Law	<b>Telephone:</b>	01706 252457
<b>Email:</b>	clarelaw@rossendalebc.gov.uk		

<b>Valley Plan Priorities</b>	<b>Thriving Local Economy:</b> This involves securing new inward investment, creating a sustainable economy, matching local skills with future job opportunities, and supporting town centres as unique destinations.	<input type="checkbox"/>
	<b>High Quality Environment:</b> This includes having a "clean and green" local environment, reducing the borough's carbon footprint, improving waste and recycling rates, and delivering new homes with a good mix of housing tenures.	<input type="checkbox"/>
	<b>Healthy &amp; Proud Communities:</b> This priority focuses on improving the health and physical/mental wellbeing of residents, reducing health inequalities, ensuring access to better leisure facilities and health services, and fostering a sense of pride in the community.	<input type="checkbox"/>
	<b>Effective &amp; Efficient Council:</b> The aim is to provide good quality and responsive services, embrace new technology, be a financially sustainable council with a commercial outlook, and ensure sound governance.	<input checked="" type="checkbox"/>

## 1. PURPOSE OF THE REPORT AND EXECUTIVE SUMMARY

- 1.1 This report presents the findings of the 2025 Residents Survey and proposes priority themes for improvement based on residents' feedback. It also sets out how the results will be used to inform service planning, performance improvement and the ongoing development of the Council's strategic priorities.
- 1.2 The 2025 Residents Survey is the Council's fourth annual residents survey. It gathered insight into residents' perceptions, priorities and satisfaction with Rossendale as a place to live and with the services provided by the Council.
- 1.3 The 2025 survey received 8072 total responses, increasing by 42% when compared to 2024 (5,688 responses).
- 1.4 Overall satisfaction with Rossendale as a place to live remains strong at 77%, above the Local Government Association (LGA) benchmark (74%). Residents rate walks and cycle routes (86%), parks (72%), and community events (79%) positively. Perceptions vary by town centre, with Rawtenstall viewed most favourably, while Haslingden and Bacup attract more negative feedback relating to retail mix, vacancy and vibrancy.

Regeneration work will continue to progress across the Borough, including specific projects in Bacup, Haslingden and Waterfoot, aimed at improving attractiveness, vitality and vibrancy across all town centres.

- 1.5 Service perceptions are mixed, satisfaction is high for waste and recycling (79%) and park cleanliness (81%), but lower for roads and pavements (44%) and neighbourhood cleanliness. Residents feel safe during the day (92%) but less so after dark (52%).

Many comments provided in response to questions about the cleanliness of roads related instead to the maintenance and condition of the roads, which may have influenced the results. Responsibility for road surface maintenance lies with Lancashire County Council and Rossendale Borough Council is responsible for street cleaning and maintaining road cleanliness. As a result, some of the dissatisfaction expressed in this area reflects issues that fall outside the Borough Council's direct service responsibilities.

Work will also continue with the Police and the Community Safety Partnership to address issues such as anti-social behaviour and to help improve residents' perceptions of safety, particularly after dark

- 1.6 Residents contacting the Council, 70% found it easy to contact and 86% rate staff positively. Overall service satisfaction is 56%, with stronger performance in Council Tax/Benefits (84%) and lower satisfaction in Planning and Environmental Health, with comments indicating that concerns are more often related to processes and procedures rather than the quality of customer care provided by staff.

- 1.7 Communications and engagement remain areas for improvement, 37% of respondents feel informed about what the Council is doing, 25% agree that the Council listens to residents' concerns, and 20% feel involved in decision-making. Social media continues to be the most used channel for accessing Council information (48%).

Key areas for improvement will include strengthening feedback to residents through clearer updates, including the use of 'You said / We did' communications to demonstrate how resident feedback is being considered and acted upon.

- 1.8 Awareness of Local Government Reorganisation remains low, with 73% respondents stating they were not aware of LGR proposals. In addition, 74% indicated that they would like more information about what LGR means for Rossendale and its residents. Any key updates relating to LGR will therefore be communicated to residents clearly and in a timely manner as further information becomes available.

- 1.9 The findings will inform strategic planning, performance management and targeted improvement activity in 2026/27.

## 2. RECOMMENDATIONS

- 2.1 **Cabinet to acknowledge the findings of the 2025 Residents Survey and approve the themes for improvement identified within the survey report.**

- 2.2 **Cabinet to agree the use of the survey results to guide strategic and service planning, ensuring residents' views are reflected in setting priorities and actions for continuous performance improvement.**

## 3. BACKGROUND AND REASON FOR THE DECISION

- 3.1 The Residents Survey provides a mechanism for residents to share their views on Rossendale as a place and on Council services. It supports transparency and accountability, informs improvement planning, and helps the Council to track progress against its priorities.

- 3.2 The survey approach is designed to maximise engagement and representativeness. Promotion of the survey includes the Council website, social media, local press, posters with QR codes in key locations, internal communications, councillor networks, outreach to community groups and businesses, and sixth form colleges.
- 3.3 The survey is structured around two broad themes: (1) About the Place – Rossendale, and (2) About Us – The Council. Questions include satisfaction, perceptions, priorities and free-text suggestions for improvement. Additional questions were also included in relation to Local Government Organisation (LGR).
- 3.4 Monitoring information is collected (where provided) and compared with Census data to understand the demographics represented in the responses and to inform future engagement activity.
- 3.5 The Council should be an organisation that listens to residents, using feedback to inform decisions about priorities, value for money, and service delivery. Annual surveying supports performance management, trend analysis and benchmarking.
- 3.6 The results of the survey highlight the need for continued focus and targeted action to address areas of dissatisfaction on infrastructure and roads, town centre regeneration, youth activity provision, community safety, customer service response, communication and engagement.
- 3.7 An Action Plan will be developed to set out how we will respond directly to what residents have told us. The Council’s quarterly performance management monitoring will continue to track progress against the Council’s overall vision

#### **4. RISK**

- 4.1 The Resident Survey is an important tool for maintaining public trust, identifying service improvement opportunities and monitoring progress against Council priorities. Failure to listen and act on residents’ feedback presents reputational and service delivery risks.

#### **5. SECTION 151 OFFICER COMMENTS (FINANCE)**

- 5.1 There are no specific financial implications arising directly from this report. Any future improvement activity will be considered through normal budget and business planning processes.

#### **6. MONITORING OFFICER COMMENTS (LEGAL)**

- 6.1 There are no specific legal implications arising directly from this report.

#### **7. INTEGRATED IMPACT ASSESSMENT IMPLICATIONS**

- 7.1 An Integrated Impact Assessment is not required for acknowledging the survey findings and agreeing improvement themes. Any subsequent changes will be assessed appropriately.

#### **8. POLICY/STRATEGY FRAMEWORK IMPLICATIONS**

- 8.1 The survey findings will inform the Council’s strategic planning and performance improvement framework, including the development and review of corporate priorities and service plans. The agreed themes for improvement will be aligned to the Council’s priorities and performance measures.

## **9. LOCAL GOVERNMENT REORGANISATION IMPLICATIONS**

- 9.1 Any implications for local government reorganisation in Lancashire will be kept under review. Survey insight may support transition planning by evidencing resident priorities and satisfaction with local services.

## **10. BACKGROUND PAPERS**

- 10.1 Appendix 1 – Resident Survey 2025 Full Report  
Appendix 2 – Resident Survey 2025 infographic summary



# Resident Survey Analysis

## 2025



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# The Approach

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## Introduction

Undertaking a residents survey provides Rossendale Borough Council (the Council) with the opportunity to gauge resident satisfaction in relation to Rossendale as a place to live and the services provided by the Council.

The questions included within the 2025 survey will be used to measure the delivery of the Council's 4 priorities outlined with the Valley Plan 2025-2029 – Our Place, Our Plan.

The survey also included a short section on Local Government Reorganisation (LGR).



Thriving  
Local  
Economy



High  
Quality  
Environment



Healthy &  
Proud  
Communities



Effective &  
Efficient  
Council

## The Survey

The 2025 survey was split into 3 main themes; About the Place – Rossendale, About Us – The Council and Local Government Reorganisation (LGR).

The 2025 survey included a total of 20 main questions. Ten follow-up questions were linked to these main questions and were displayed or skipped depending on the respondent's answers. In addition, five monitoring questions were included.

Survey questions were presented in a range of different formats including drop downs, multiple choices and free texts.

Monitoring information was collected from respondents and compared to the **2021 Census data** to demonstrate the demographics represented within the data.

Where available, questions from previous Residents Surveys (2023 and 2024) and the Local Government Association's (LGA) Resident Satisfaction Survey 2024 (LGA) were incorporated to provide longitudinal comparison and benchmarking against the national performance of local authorities.

Further questions focused on gathering data in relation to:

- Rossendale's town centres;
- Rossendale's visitor economy and facilities offer;
- Rossendale's cleanliness and resident safety;
- the Council's customer service;
- and the delivery/satisfaction of Council services.

Additional questions have been added to this year's survey to help the Council better understand residents' awareness of the Local Government Reorganisation (LGR) in Rossendale.

The full survey questions are detailed within **Appendix 1 – The Questions**.

## Publishing and Promotion

The survey was created on SmartSurvey.com, an online platform where the response remained anonymous and were collated into a centralised database. The survey was live throughout October 2025 (Wednesday 1<sup>st</sup> October – Friday 31<sup>st</sup> October).

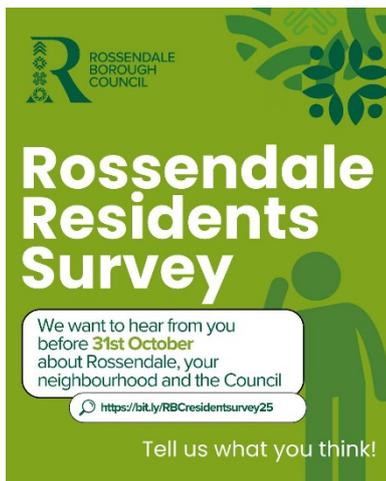
To maximise engagement, the Council increase the promotion of the survey to reach as many demographics as possible.

- Social media posts were shared across Facebook, X (formerly Twitter), Instagram and LinkedIn.
- Posters with QR codes were displayed in key community locations, including bus stops, libraries, doctors surgeries, shops and community centres.
- Daily message emails were sent to all staff and councillors.
- Text and emails were sent to registered voters within the borough.
- The Council’s Economic Development Team engaged local businesses, encouraging participation.
- Fieldworkers represented the Council on a weekly basis at Rawtenstall Market
- The Economic Development Team engaged in ‘drop-in’ sessions in Haslingden and Rawtenstall to increase the survey’s face-to-face promotion.



### Residents Survey 2025

Your views are important in helping us understand what matters most to local residents and how we can improve the services we provide. Please help us by completing the [Residents Survey](#)



## Residents Survey Campaign Summary

The Residents Survey campaign achieved strong results and demonstrated excellent value for money. The Bitly link for the survey received 7,209 click-throughs in total.

On Meta (Facebook and Instagram), the paid advertising campaign reached over 21,000 people and generated more than 69,000 views over a 22-day period, with a total spend of £219.49. The cost per landing page view was just £0.21, indicating efficient performance and strong audience interest.

The campaign recorded over 1,500 engagements and 1,400 link clicks, with the majority of users completing the journey through to the survey page. Most engagement came via the Facebook mobile feed, while Instagram contributed minimal interaction — expected given its younger audience demographic.

## The Response

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The 2025 survey received **8,072** total responses, increasing by 42% when compared to the 2024 Survey (5,688 responses). Of the 8,072 responses, 55% (4,411) were partially completed and merged into the results to maximise the data analysis.

The 2025 Resident Survey recorded an increase in overall response rates, alongside a slight decline in reported resident satisfaction. This may, in part, reflect the impact of ongoing improvement works across the Borough’s town centres and local areas. The Council continues to work proactively with key partners to enhance the Borough as a place to live, including collaboration with Lancashire County Council on public highway repairs and with the police to address and reduce anti-social behaviour

For the purpose of this report, tables and graphs may only include relevant information and percentages may not add to 100%. For example, ‘prefer not to say’ and ‘no opinion’ have been removed from percentage calculations to improve data analysis. Full details of the data can be found within [Appendix 2 – The Results](#).

The further analysis breaks down the respondents who answered the question by their place of residence—for example, those who live in Bacup compared with those who live outside Bacup. This is why the data may differ from what is shown in the graph.

## About Rossendale – The Place

### Living in Rossendale

29% of respondents lived within the East of the Borough (Bacup, Whitworth) and 70% of respondents lived within the West of the Borough (Edenfield, Haslingden, Rawtenstall, Waterfoot).



Figure 1: Percentage of respondents from each Rossendale area

Rossendale’s towns and villages were grouped together into overarching areas. In comparison to 2024, 24% of respondents lived within the East of the Borough (Bacup, Whitworth) and 74% of respondents lived within the West of the Borough (Edenfield, Haslingden, Rawtenstall, Waterfoot).

59% of respondents have lived in the borough for more than 20 years, this is similar to the 2024 survey of 58%. The majority of respondents have lived in these areas for more than 20 years; Bacup (41%), Edenfield (37%), Haslingden (50%), Rawtenstall (44%) and Waterfoot (48%) and Whitworth (36%).

77% of respondents were satisfied with Rossendale as a place to live, slightly higher than the LGA average of 74%.



Figure 2: Level of satisfaction with Rossendale as a place to live

Further analysis shows that respondents living in Bacup (48%) and Haslingden (50%) were satisfied living in their respective area. Although these areas reported the lowest satisfaction rates when compared to Rossendale’s other areas, the overall satisfaction remains high. This suggests that despite potential challenges effecting these communities, the majority of residents continue to view their living experience positively.

The three primary areas of dissatisfaction with Rossendale as a place to live were the quality of roads, traffic issues and a perceived lack of attention to town centres, with the exception of Rawtenstall. These concerns mirror the findings of the 2025 resident survey.

### Rossendale’s Town Centres

#### Attractiveness of Rossendale

Rawtenstall (89%) continues to be rated as most attractive, however Rossendale’s other town centres continue to be rated as unattractive, impacting on Borough’s overall attractiveness.

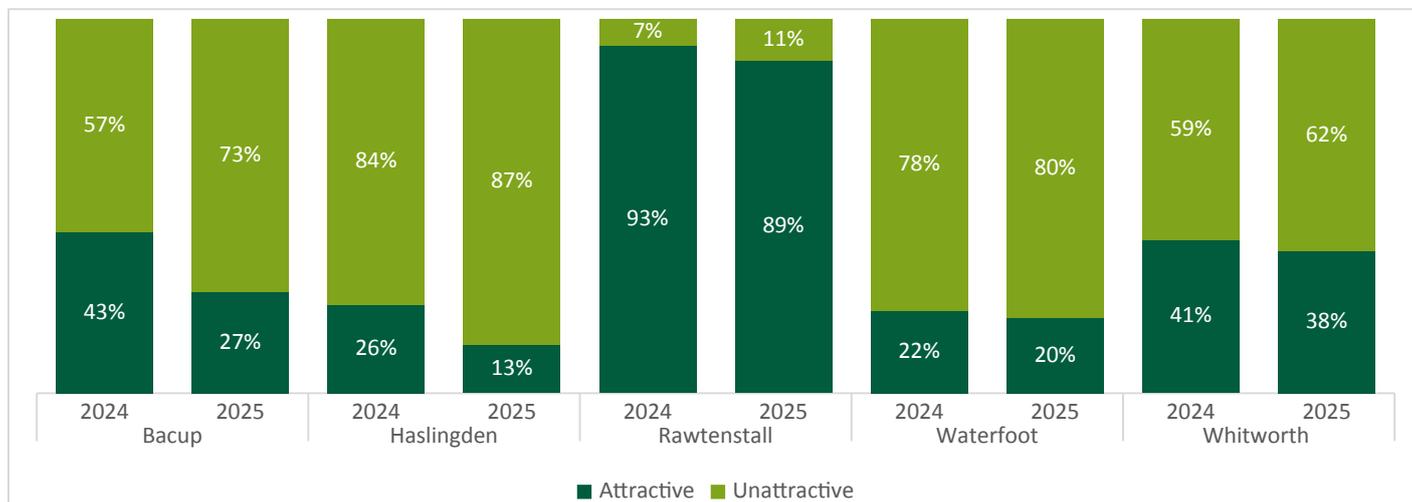


Figure 3: Level of attractiveness of Rossendale's town centres

Further breakdown of the response demonstrates that the respondents living in Rawtenstall (94%) and Whitworth (63%) rated their respective town centre as attractive. In contrast the majority of residents living in Bacup (61%), Haslingden (90%) and Waterfoot (88%) rated their respective town centre as unattractive. The three main themes contributing to perceptions of Rossendale’s town centres being unattractive were concerns about the overall mix and quality of shops, the limited variety of retail options and the number of vacant buildings.

Vibrancy of Rossendale

Rawtenstall (92%) continues to be rated as most vibrant, however the rating of Rossendale’s other town centres continues to impact the overall Valley’s vibrancy. Bacup (17%), Haslingden (10%), Waterfoot (16%) and Whitworth (24%) are all perceived as being dull.

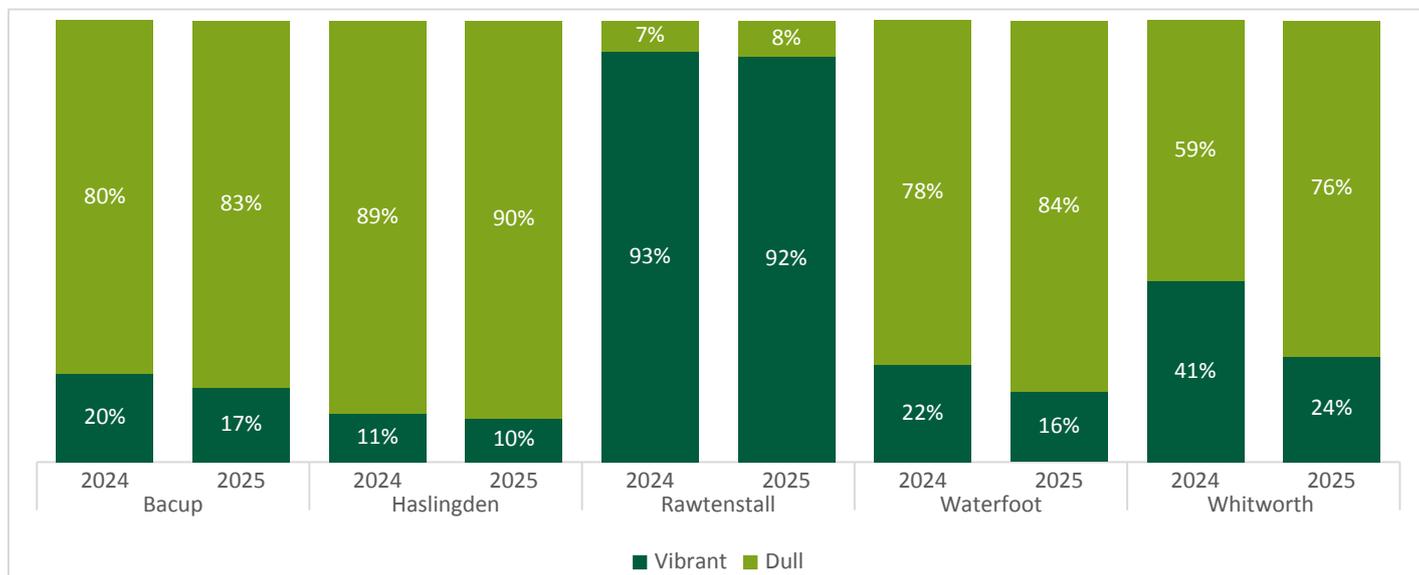


Figure 4: Level of vibrancy of Rossendale's town centres

Further breakdown of the response demonstrates that respondents living in Rawtenstall (95%) rated their respective area as vibrant. However, respondents living in Bacup (83%), Haslingden (88%), Waterfoot (84%) and Whitworth (70%) rated their respective town centre as dull.

**Rossendale’s Facilities**

Rossendale’s parks and garden (72%) and walks and cycle routes (86%) continue to be rated as most satisfactory by respondents. Community events and festivals (79%) has shown the most significant improvement when compared to the 2024 survey.

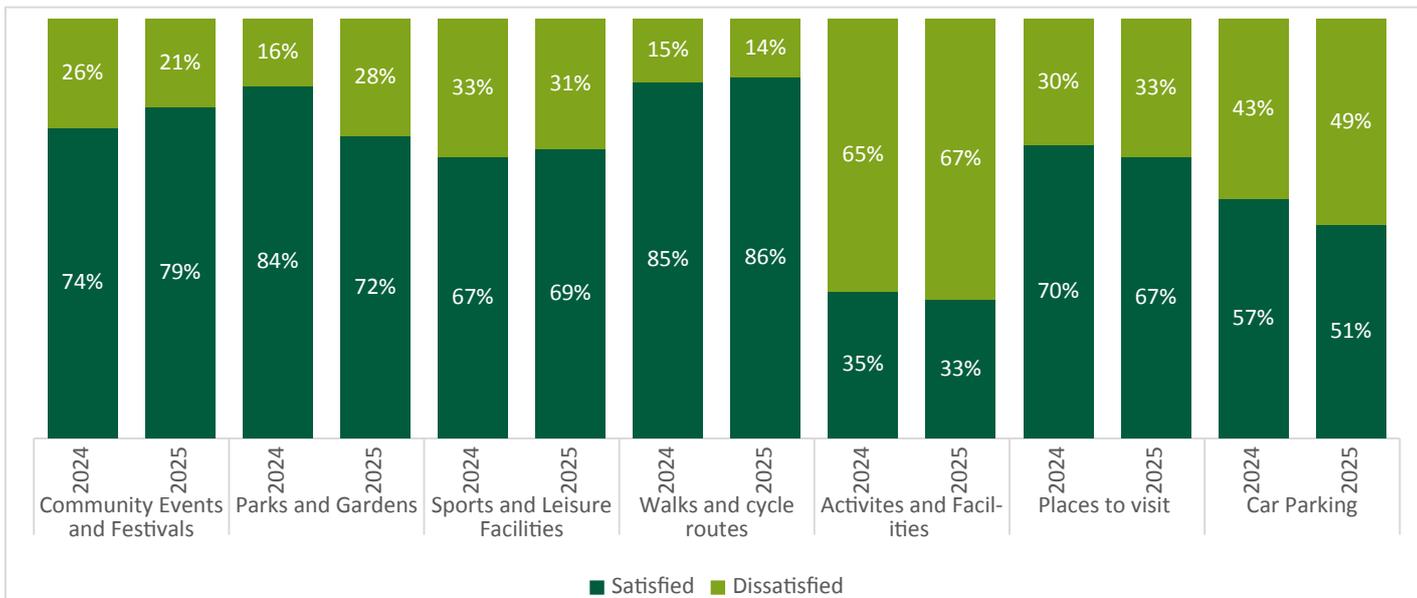


Figure 5: Level of satisfaction with Rossendale's facilities

Activities and Facilities (67%) continues to be rated as dissatisfactory which remains as Rossendale’s lowest-rated facility.

The three main themes relating to the dissatisfaction with Rossendale’s facilities were; lack of activities for young people (linking to anti-social behaviour) and poor parking which remains consistent with the 2024 survey.

### Rossendale’s Cleanliness and Environment

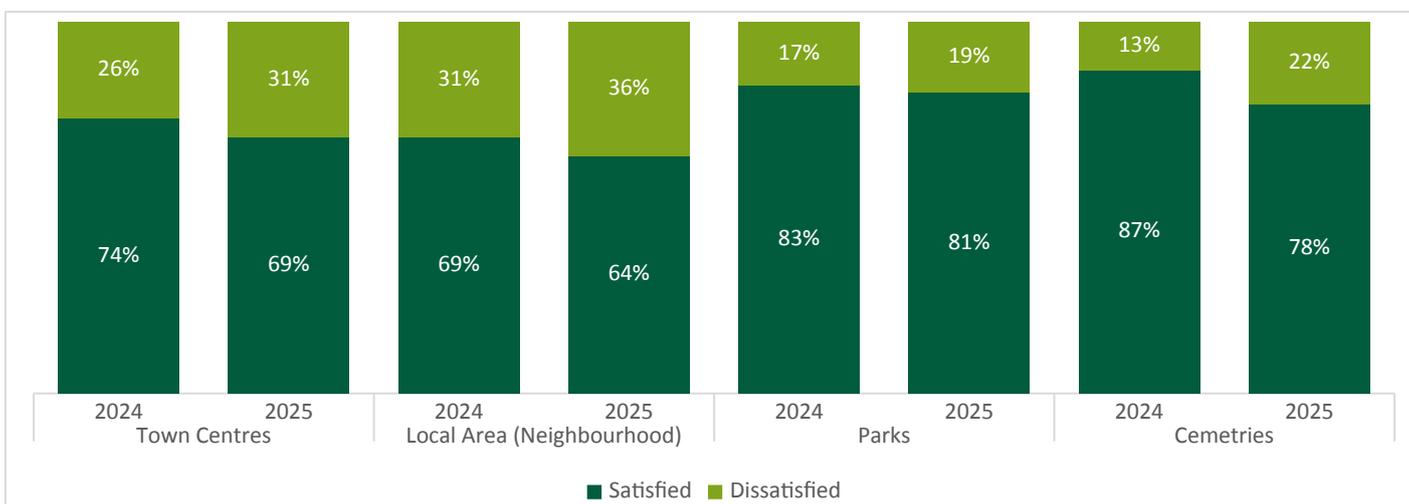


Figure 6: Level of satisfaction with the cleanliness of Rossendale

Overall, respondents expressed satisfaction with cleanliness, with 69% satisfied with Rossendale’s town centres, 64% with their local area, 81% with Rossendale’s parks, and 78% with the cleanliness of Rossendale’s cemeteries.

The three main themes relating to dissatisfaction with Rossendale’s cleanliness were concerns about the shops (as detailed above), the scruffy appearance of some areas and the lack of atmosphere at markets.

Respondents were satisfied with the cleanliness of their local area (64%). Further analysis highlights that respondents living in Bacup (57%), Haslingden (53%), Edenfield (77%), Rawtenstall (78%), Waterfoot (56%) and Whitworth (66%) were satisfied with the cleanliness of their respective area.

### Cleanliness of Rossendale’s roads

44% of respondents were satisfied with the cleanliness of Rossendale’s roads. Similar to the 2024 Survey, the comments regarding the cleanliness of Rossendale’s roads focused on the quality of roads, potholes and traffic management rather than the cleanliness. These factors may influence the perceived level of satisfaction.

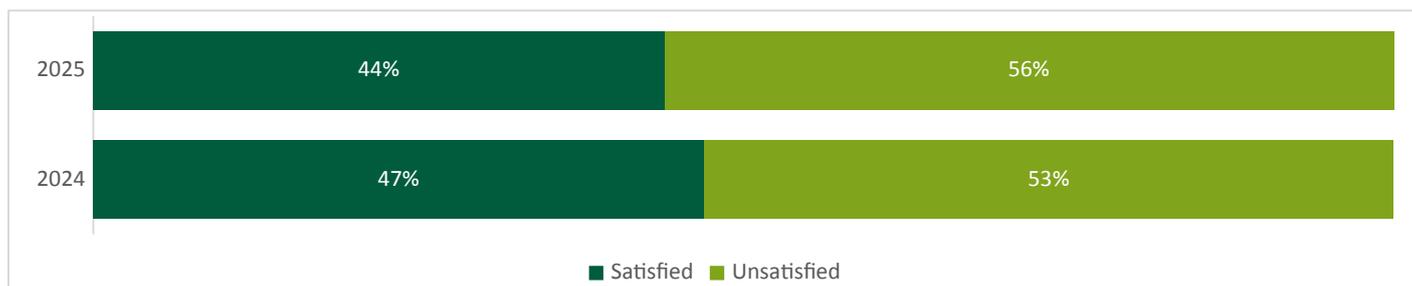


Figure 7: Level of satisfaction with the cleanliness of Rossendale

### Rossendale’s waste and recycling service

79% of respondents were satisfied with the Council’s waste and recycling service.

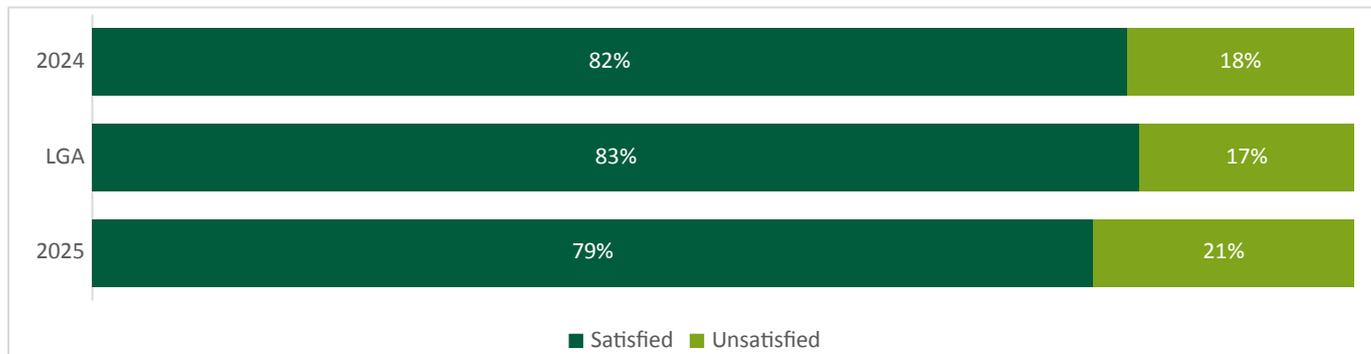


Figure 8: Level of satisfaction with Rossendale's waste and recycling service

Further breakdown of the responses demonstrates a low percentage of respondents living in Rawtenstall (17%) are unsatisfied with the service. Dissatisfaction amongst with respondents living in Haslingden (22%), Bacup (23%), Edenfield (24%), Whitworth (22%) and Waterfoot (22%), remain consistent across the towns.

### Rossendale’s fly-tipping service

61% of respondents felt fly-tipping was not an issue in their local area.

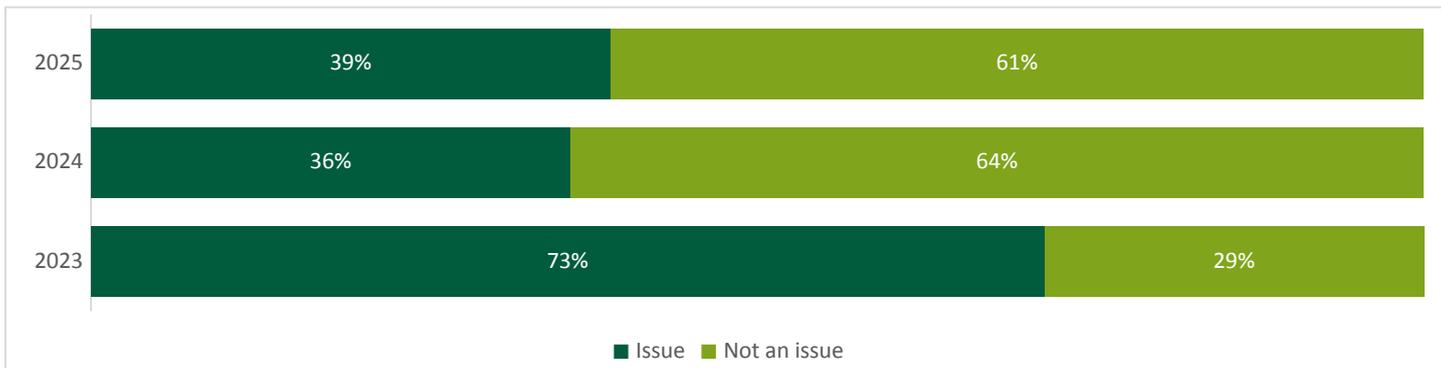


Figure 9: Issue of fly-tipping in the local area

Further analysis highlights respondents living in Bacup (60%), Haslingden (55%), Waterfoot (67%), Whitworth (53%), Edenfield (71%) and Rawtenstall (79%) felt fly-tipping was not an issue in their respective area.

### Rossendale’s Safety

#### Feeling safe during the day

92% of respondents felt safe in their local area during the day.

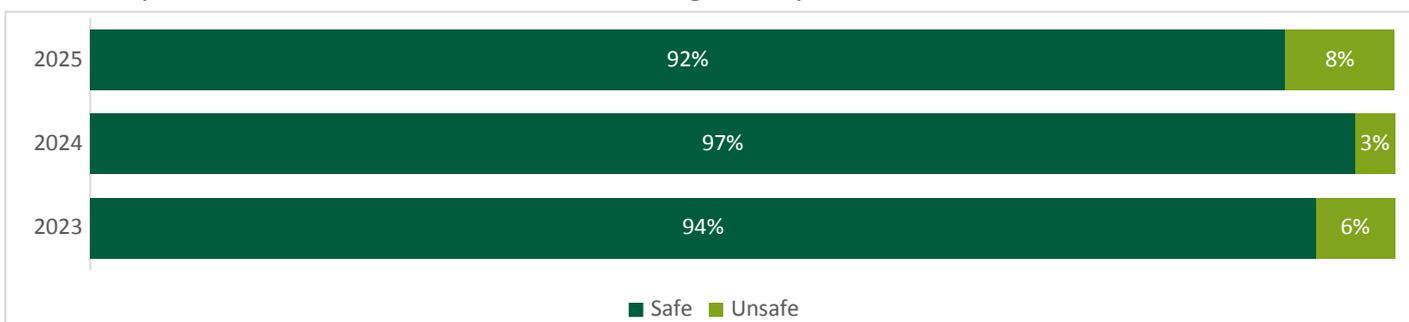


Figure 10: Feeling of safety during the day

Age analysis of the respondents feeling unsafe during the day reveals that those within the 35 to 64 age group (9%) reported the highest feeling of unsafety. Further breakdown of the response shows respondents living in Rawtenstall (97%) and Edenfield (98%) felt safe in their respective area during the day. While slightly lower, respondents living in Bacup (85%), Haslingden (87%), Whitworth (95%) and Waterfoot (95%) also had a high feeling of safety during the day in their respective area.

Responses by sex indicate that 90% of women feel safe during the day, compared with 93% of men who report feeling safe in their local area during the daytime.

## Feeling safe after dark

52% of respondents felt safe in their local area after dark.

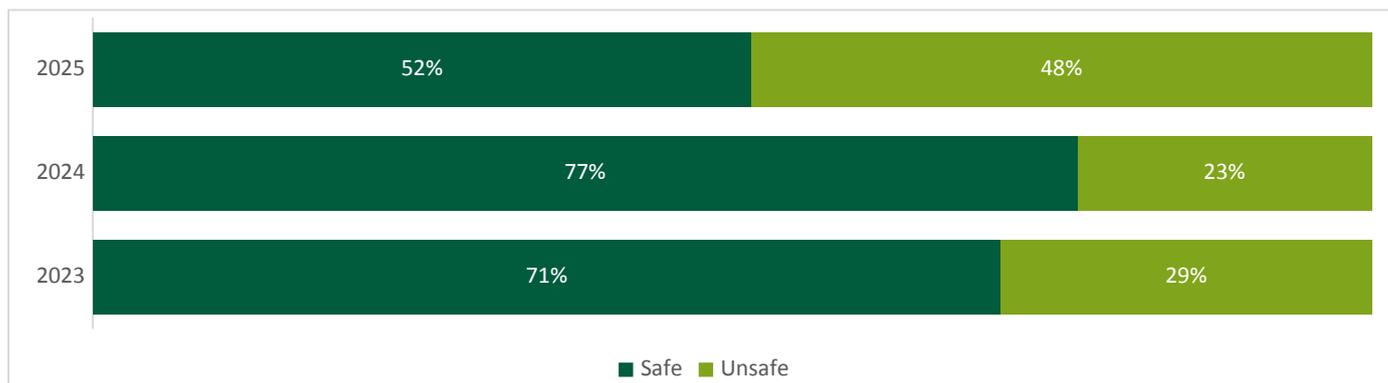


Figure 11: Feeling of safety after dark

Age analysis shows that feelings of being unsafe after dark were reported by 50% of respondents aged 18–34, 47% of those aged 35–64 and 48% of those aged 65+. Although these figures indicate a noticeable increase in perceived risk compared with daytime, they are substantially lower than the 2024 survey results, where 74% of 18–34s, 78% of 35–64s and 78% of those aged 65+ reported feeling unsafe after dark.

Further analysis highlights respondents living in Edenfield (82%) felt the safest in their area after dark. Similarly, respondents living in Rawtenstall (70%) and Whitworth (62%) felt safe after dark, while those living in Rossendale’s other town centres had a greater feeling of unsafety; Bacup (27%), Haslingden (37%) and Waterfoot (54%).

Responses by sex indicate that half of women (50%) feel safe in their local area at night, while the other 50% do not. In comparison, 72% of men report feeling safe in their local area during the nighttime.

## Feeling safe walking and cycling

94% of respondents felt safe walking or cycling in their local area, this is 7% higher than 2024.

Further breakdown of this response reveals consistent levels of perceived safety from respondents living in; Bacup (96%), Edenfield (92%), Haslingden (95%), Rawtenstall (94%), Waterfoot (94%) and Whitworth (96%).

Responses by sex indicate that the majority of men (95%) and women (94%) feel safe when walking and cycling locally (within 20 minutes).

The main themes contributing to feelings of being unsafe included a perceived lack of police presence, concerns about groups of young people and inadequate lighting in some areas.

# About Us – The Council

## Contacting the Council and Customer Service

### Methods used to Contact the Council

34% of respondents had contacted the Council, or requested a service in the last 6-months. Telephone, email and the Council’s website continue to be the main used methods of contact.

The most used and preferred method to contact the Council, or to request a service was via telephone (32% and 41%).

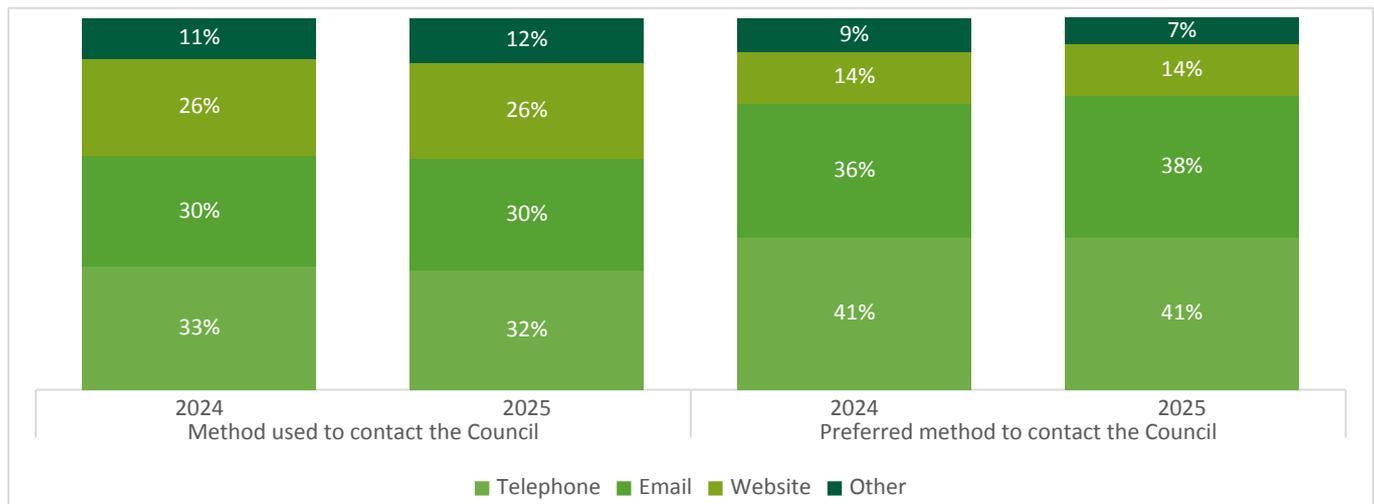


Figure 12: Methods used and preferred methods used to contact the Council

\*Other includes; social media, letter, in-person and through a Councillor.

Use of the Council’s website to contact the Council or request a service mirrors the 2024 Survey and has increased by 15% since 2023, with 26% of respondents using this method.

Engagement levels were broadly consistent across age groups, with 25% of respondents aged 18–34, 36% of those aged 35–64 and 32% of those aged 65+ reporting contact with the Council.

### Contacting the Council

70% of respondents felt the Council was easy to contact and 86% of respondents felt the Council’s staff were friendly and polite.

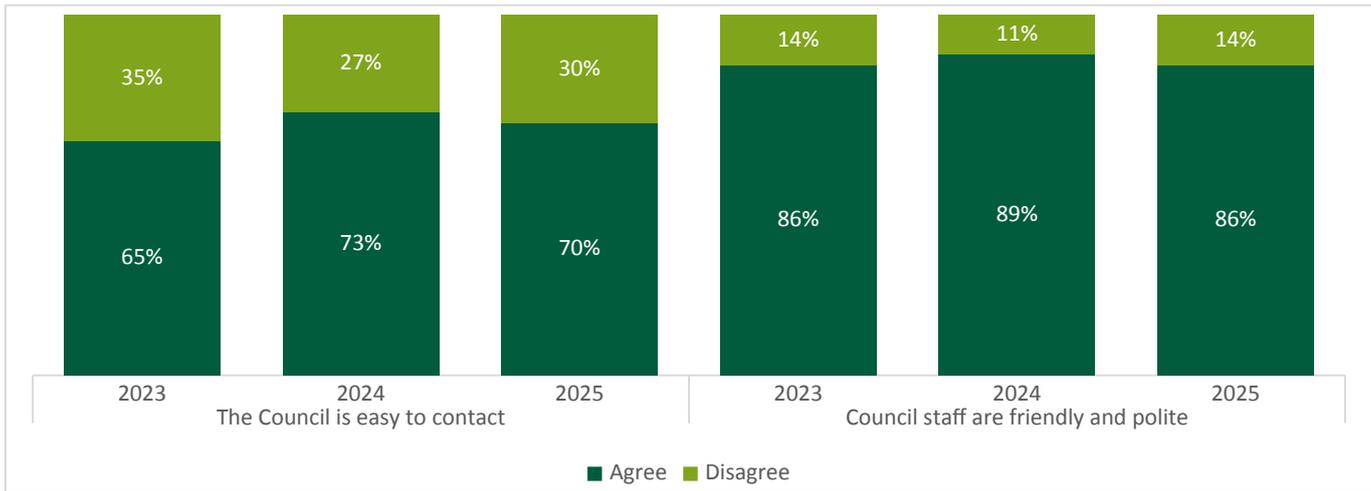


Figure 13: Experience when contacting the Council

67% of respondents felt their enquiry and/or service was dealt with in a timely manner, 4% higher than 2024.

### The Council's customer service

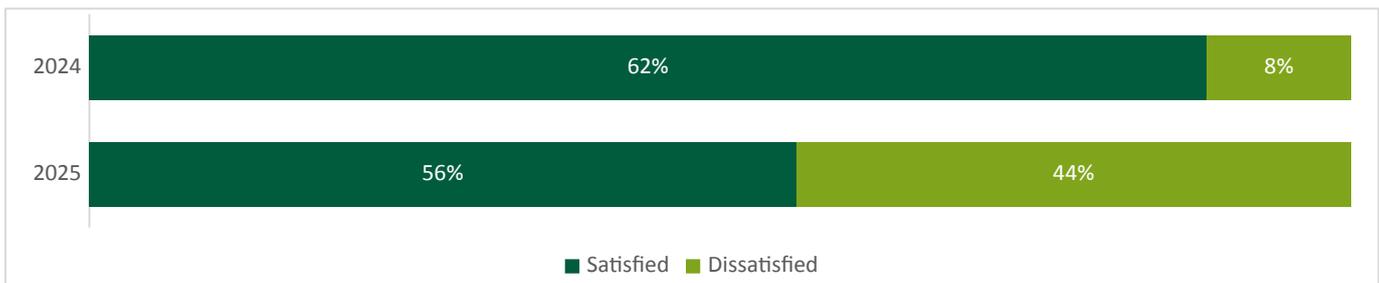


Figure 14: Level of satisfaction with the Council's service

56% of respondents were satisfied with the service they received however, 44% were dissatisfied.

Of the dissatisfied respondents, 55% felt the Council was not easy to contact, 21% felt Council staff were not polite and friendly and 73% felt their enquiry and/or service was not dealt with in a timely manner – all of which could be contributing factors towards the dissatisfaction.

Planning, including Building Control, and Environmental Health saw the highest levels of dissatisfaction amongst the respondents who have made service requests. 64% of Planning, including Building Control, users and 66% Environmental Health users reported being dissatisfied. Additional comments relating to dissatisfaction highlighted long response times, lengthy waits on the phone and the need to chase for updates. However, some respondents referred to the outcome of their enquiry rather than the service they received, which may have influenced how they rated their satisfaction.

Council tax, business rates, benefits and revenues had the highest level of satisfaction with 84% of users satisfied with their service.

## The Council's website

78% of respondents felt the Council's website was informative while 82% felt that the website was easy to use, in comparison to 76% in 2024.

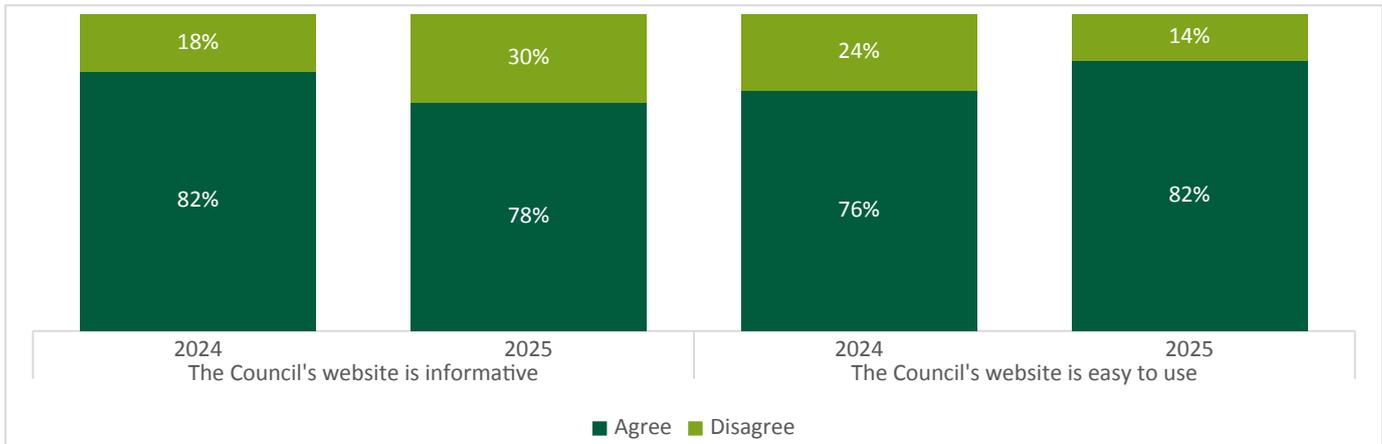


Figure 15: Experience when using the Council's website

## **Engaging with the Council**

### Feeling informed

37% of respondents felt informed about the Council's activities.

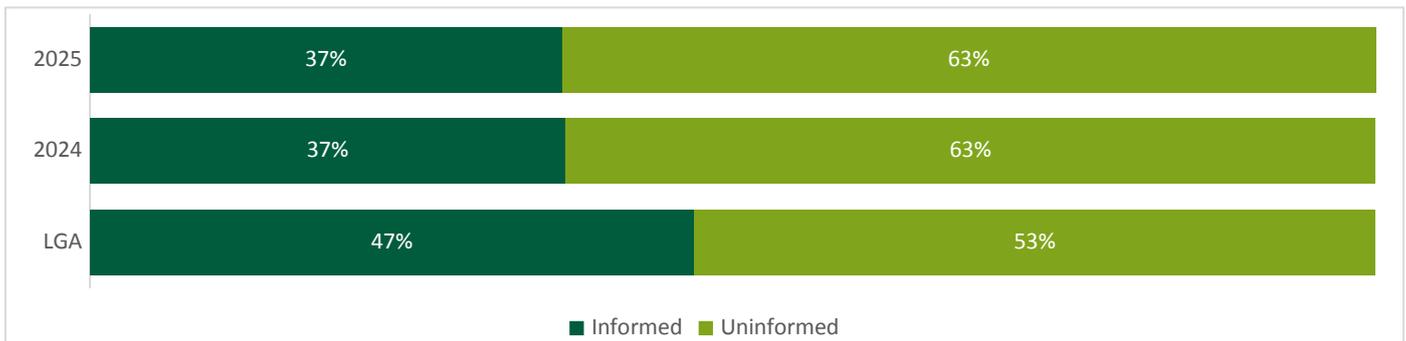


Figure 16: Feeling informed about what the Council is doing

The main theme within the additional comments related to the Council's use of social media, with many respondents expressing that they value receiving regular information through them.

### Methods used to find out what the Council is doing

48% of respondents find out what the Council is doing via social media. This has increased by 17% when compared to the 2024 Survey.

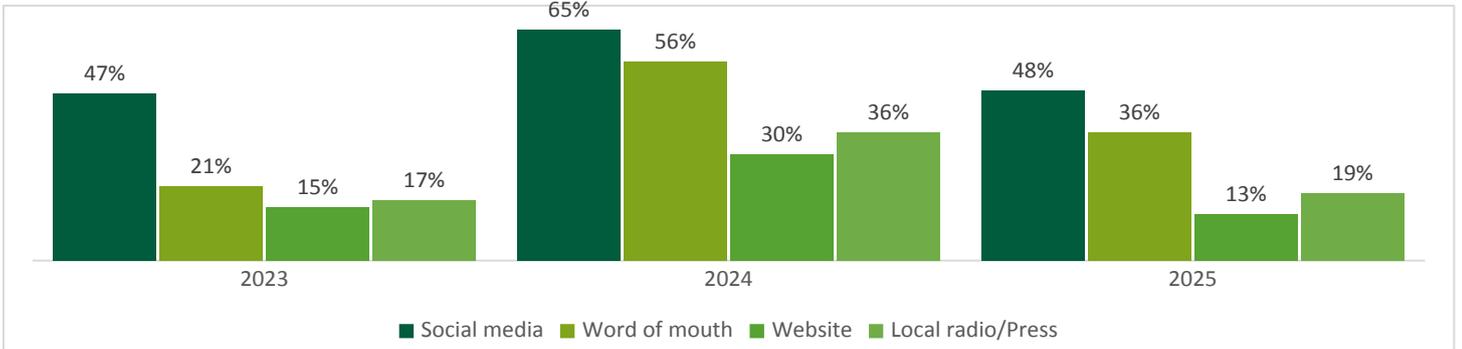


Figure 17: Methods used to find out what the Council is doing

\*Percentage will not add up to 100% as the question was formatted into a ranking system.

### Engaging with residents

Overall, 25% of respondents felt the Council listens to residents' concerns and feedback, 20% felt involved in the Council's decision-making processes, and 13% had participated in a Council consultation within the past six months.

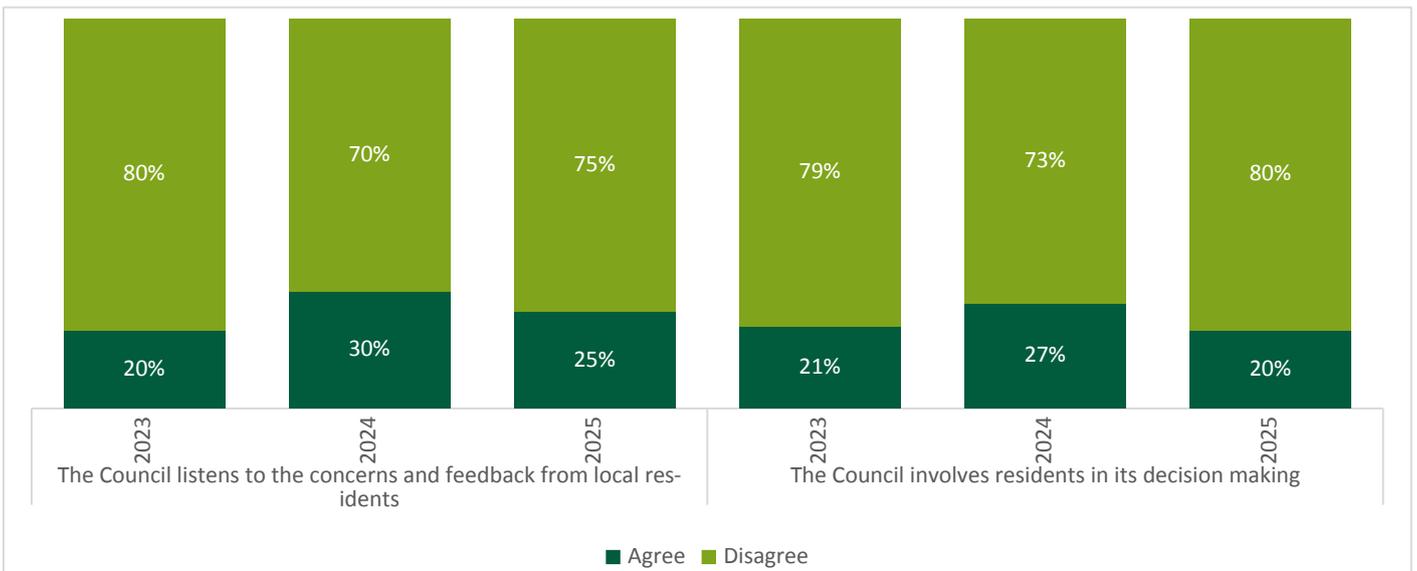


Figure 18: Experience when engaging residents

## Perception of the Council

Respondents were asked to state what the Council does well. The three main themes represented within the comments were:



Waste and recycling refuse collection



Cleanliness of the town Centres



Maintenance of parks

Respondents were asked to state what the Council could do better. The three main themes represented within the comments were:



Maintenance and quality of roads and potholes



Improve Rossendale's infrastructure and traffic management



Two-way communication with residents

Respondents were asked what improvements would make Rossendale a better place to live. The key themes emerging from their comments were:

- Better roads, traffic management and public transport
- Improved infrastructure and access to housing
- A greater focus on town centres beyond Rawtenstall
- A wider variety of shops within town centres

Overall, the responses were consistent with the 2024 survey, indicating that residents' priorities and perceptions have remained largely unchanged.

## Local Government Reorganisation (LGR)

### Awareness of Local Government Reorganisation (LGR)

Residents were asked if they were aware of Local Government Reorganisation (LGR) in Rossendale. 73% are not aware of LGR in Rossendale and 74% require more information.

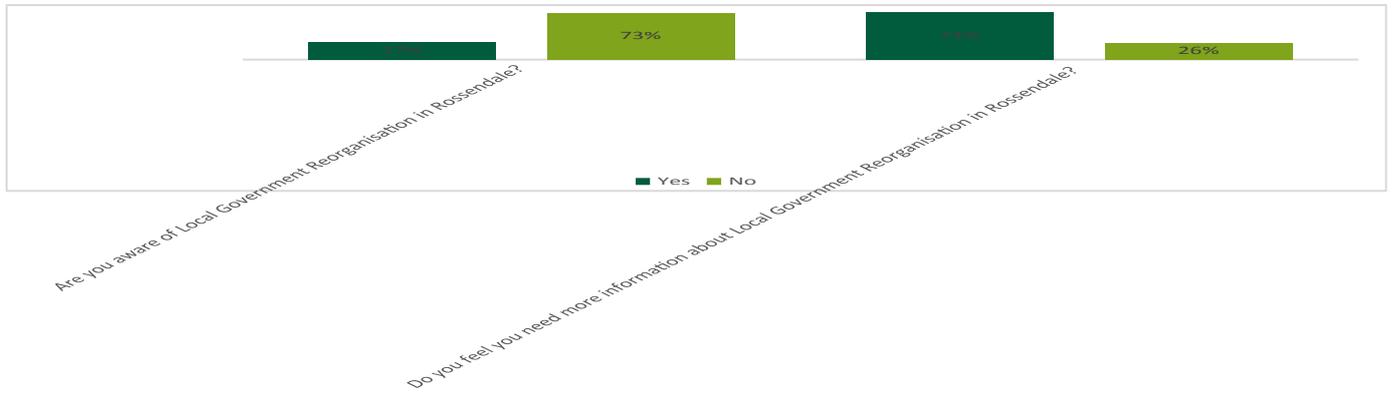
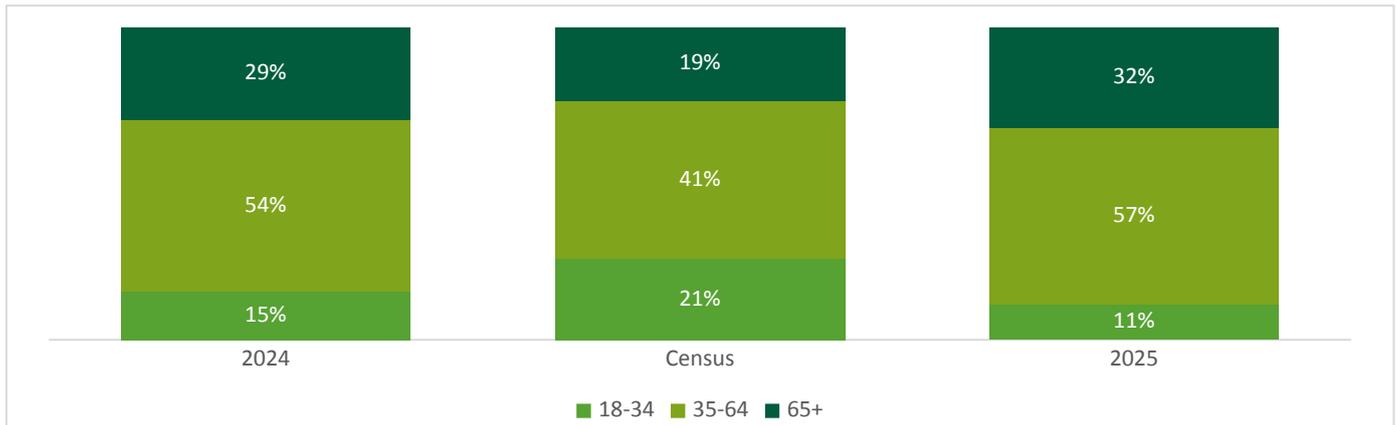


Figure 19: Awareness of Local Government Reorganisation (LGR) in Rossendale

## About You – Monitoring Information

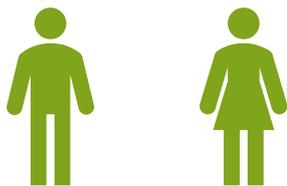


The age profile of respondents in the 2025 resident survey shows a slight shift compared with both the 2024 survey and the local Census data.

In 2025, younger residents (aged 18–34) made up 11% of respondents, down from 15% in 2024 and notably below the 21% recorded in the Census. The 35–64 age group accounted for the majority of responses at 57%, slightly higher than both the 54% in 2024 and the 41% reported in the Census. Respondents aged 65 and over represented 32%, an increase from 29% in the 2024 survey and significantly above the Census figure of 19%.

Overall, the 2025 survey sample continues to under-represent younger residents and over-represent older age groups compared to the wider census population.

Engaging younger residents will continue to be a challenge and will require targeted communication efforts to more closely align the responses to the Census data within future surveys.



55% of respondents were female and 45% were male, this aligning closely with the 2021 Census data and similar to the 2024 Survey. Further analysis highlights consistent gender representation within the different age groups of respondents.



97% of respondents were White (English/Welsh/Scottish/Northern Irish/British) and 3% of respondents were BAME (Black, Asian and Minority Ethnic Backgrounds). This is consistent with the 2024 survey.



60% of respondents were either employed full-time, part-time, or self-employed. This is consistent with the 2024 survey.

# Summary

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## About You - Monitoring Information

The 2025 Resident Survey shows a slight shift in respondent profile compared with 2024 and the local Census data, with younger residents continuing to be under-represented and older age groups over-represented. Residents aged 18–34 accounted for 11% of respondents (15% in 2024 survey and 21% in the local Census figure), while those aged 35–64 made up 57% (54% in 2024 survey and 41% in the local Census figure) and residents aged 65+ represented 32% (29% in 2024 survey and 19% in the local Census figure).

Gender representation remains relatively balanced and consistent with the 2024 survey and local Census results (55% female, 45% male), and ethnicity remains unchanged from 2024, with 97% of respondents identifying as White and 3% as BAME.

Employment levels are also consistent with 2024, with 60% of respondents in full-time, part-time or self-employment.

## About Rossendale

Overall satisfaction with Rossendale as a place to live is 77%, which is above the national benchmark of 71% LGA average. Residents rate the Borough's walking and cycling routes (86%) and parks (72%) high. Satisfaction with community events and festivals has improved to 79%.

Perceptions vary significantly between town centres. Rawtenstall remains the strongest performer, with 89% rating it attractive and 92% rating it vibrant, however vibrancy ratings are much lower elsewhere—particularly Haslingden (10%) and Bacup (17%), with feedback commonly linked to the mix and quality of shops and vacant buildings.

Environmental perceptions are mixed. Satisfaction remains strong for cleanliness of the parks (81%) and waste and recycling (79%), but is lower for the wider public realm - 69% for town centre cleanliness, 64% for neighbourhood cleanliness, and 44% for roads, streets and pavements.

Fly-tipping is not seen as a local problem by 61% of residents, but perceptions are weaker in some areas, and concerns regarding the condition and maintenance of the roads, particularly potholes and congestion—continue to feature strongly in feedback.

Feelings of safety are high during the day (92% feel safe), but fall significantly after dark (52% feel safe), with comments frequently referencing anti-social behaviour, lighting, and visible policing. Satisfaction of activities for young people remain low with 67% dissatisfied, linked to wider concerns about anti-social behaviour.

## About the Council

34% of respondents have contacted the Council in the last six months, and among these respondents, 70% said that the Council is easy to contact and 86% rated staff as friendly and polite. Satisfaction with the website continues to improve, with 82% saying it is easy to use and 78% saying it is informative.

Satisfaction with communication and involvement remains low with 37% respondents feel informed about what the Council is doing and 20% feel involved in decision-making.

Satisfaction with timeliness varies by service area. Council Tax and Benefits performs strongly with 84% of respondents satisfied, however satisfaction falls with Planning and Building Control to 84% and Environmental Health to 34%.

### **Local Government Reorganisation (LGR)**

In regards to Local Government Reorganisation (LGR), public awareness is low and information needs are high - 73% of residents are not aware of Local Government Reorganisation (LGR) in Rossendale, and 74% say they need more information.

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The results of the survey highlight the need for continued focus and targeted action to address areas of dissatisfaction on infrastructure and roads, town centre regeneration, youth activity provision, community safety, customer service response, communication and engagement. An Action Plan will be developed to set out how we will respond directly to what residents have told us. The Council's quarterly performance management monitoring will continue to track progress against the Council's overall vision.

Addressing these areas will be critical to improving satisfaction and confidence in the Council and in Rossendale as a place to love.

The key focus areas identified for improvement in the survey are:

### **About You – Monitoring Information**

Engagement activity will be tailored to reflect the borough's demographics and will be proportionate to the topic and its potential impact on residents. This will include targeted approaches to ensure we hear from the communities most affected, so that feedback is representative and helps shape how the Council's actions are developed and delivered.

### **About the Place – Rossendale**

#### **Infrastructure and Roads**

Concerns relating to the maintenance and quality of roads (including potholes, traffic congestion and parking pressures) remain the most significant source of dissatisfaction across the borough. These issues continue to negatively influence residents' perceptions of Rossendale as a place to live, but also highlight that residents' may not be aware that this is the responsibility of Lancashire County Council.

#### **Town Centre Regeneration**

Rawtenstall continues to be perceived positively, however Bacup, Haslingden, Waterfoot and Whitworth remain areas of concern. Dissatisfaction centres around vacant shops, limited retail choice, poorly maintained buildings, low footfall, dark high streets and anti-social behaviour.

#### **Youth activity provision**

Parks, walking and cycling routes remain strong assets. In contrast, the provision of activities and facilities for young people continue to be the lowest rate and frequently linked by residents to anti-social behaviour.

#### **Community Safety**

Perceived safety during the day remains high, however there are public concerns about safety after dark - particularly in Bacup, Haslingden and Waterfoot. Key themes in responses include anti-social behaviour, poor lighting and perceived lack of police presence.

## About the Council

### Customer Service Response

Most residents report positive experiences when contacting the Council, however timeliness of response remains a key concern, particularly within the Planning, Building Control and Environmental Health service areas. Delays, lack of updates and need to chase responses were frequently used.

### Communication and Engagement

The level of residents feeling informed, listened to and involved remains low, which is consistent with previous surveys. The most commonly used source of information is social media but many residents feel communication is one-way.

### Local Government Reorganisation(LGR)

The level of awareness and understanding of Local Government Reorganisation (LGR) is low. Clear, accessible and consistent information is needed to improve awareness and understanding with a focus on plain-English messaging that explains what is changing, what it means for Rossendale, and what residents should expect next with updates provided through a mix of channels, so residents can stay informed and confident throughout the process.

# Appendix 1 – The Questions

## The Questions

### About Rossendale – The Place

1. Which town centre is closest to where you live?  
For example, if you live in Crawshawbooth select Rawtenstall, or live in Weir select Bacup. If you are unsure, please select other.
  - If answers – ‘I don’t live in Rossendale’ – finish survey.
2. How long have you lived in Rossendale?
3. How satisfied are you with Rossendale as a place to live? (**LGA**)
4. How attractive are Rossendale's main town centres? (Bacup, Haslingden, Rawtenstall, Waterfoot, Whitworth)
5. How vibrant is the atmosphere in Rossendale's main town centres? (Bacup, Haslingden, Rawtenstall, Waterfoot, Whitworth)
6. How satisfied are you with the following across Rossendale? (Community events and festivals, parks and gardens, sports and leisure facilities, walks and cycle routes, activities for young people, places to visit, car parking)
7. How satisfied are you with the cleanliness of the following areas across Rossendale? (town centres, local area, parks, cemeteries, road, streets and pavements)
8. How satisfied are you with the Council’s waste and recycling collection service? (**LGA**)
  - If answers – ‘dissatisfied, very dissatisfied’ – Please state why you are unsatisfied with the Council’s state and recycling collection service.
9. How much of a problem, if at all, is fly-tipping in your local area?
10. How safe do you feel around your closest town centre during:
  - The Day
  - After Dark
  - Walking/cycling locally (within 20 minutes)

### About Rossendale – The Council

1. Have you contacted the Council or requested a service in the last 6 months?
  - **Yes** – How did you last contact the Council or request a service? (in-person, telephone, email, social media, letter, through a councillor, website/online, other)
  - **No**- use skip logic and ask: If you were to contact the Council, what would be your preferred method? (In person, telephone, email, social media, website/online, letter, through a Councillor)
  - If answers – ‘in-person, telephone, email, social media’ – To what extent do you agree with following after contacting the Council: (the Council is easy to contact, Council staff are friendly and polite, my enquiry and/or service request was dealt with in a timely manner) (**LGA**)
  - If answers- website/online- How do you rate the following: (the Council’s website is easy to use; the Council website is informative)

- What service did you request?
  - How satisfied were you with the service you received?
  - If answers – ‘dissatisfied, very dissatisfied’ – please state why you were not satisfied with the service you received:
2. How informed do you feel about what the Council is doing? (**LGA**)
  3. What are your main ways of finding out what the Council is doing? – select the most used methods (local radio, council website, free press, social media, word of mouth, letter/email from councillor, I’m unaware of what the Council is doing, other) (**LGA**)
  4. To what extent do you agree with the following: (The Council listens to the concerns and feedback from local resident, The Council involves residents in its decision making) (**LGA**)
  5. Have you participated in any of the Council’s consultations within the last 6 months?
    - Yes – Which consultation have you participated in?
  6. What does the Council do well?
  7. What could the Council do better?
  8. What would make Rossendale a better place to live?

### Local Government Reorganisation (LGR)

1. Are you aware of Local Government Reorganisation (LGR) in Rossendale? (yes or no)
2. Do you feel you need more information about Local Government Reorganisation (LGR) in Rossendale? (yes or no)

### Monitoring Information

1. Would you be willing to join the Rossendale Panel to receive information and updates from the Council and to take part in future surveys and consultations about the Council and the wider borough?
2. What age band are you in?
3. What is your sex?
4. What is your ethnic group?
5. What is your employment status?

## Appendix 2 - Results

### About Rossendale – The Place

1. Which town centre is closest to where you live? For example, if you live in Crawshawbooth select Rawtenstall, or live in Weir select Bacup. If you are unsure, please select other.

Answer Choice		Response Percent	Response Total
1	Bacup	20.8%	1316
2	Edenfield	4.1%	261
3	Haslingden	23.6%	1491
4	Rawtenstall	31.1%	1963
5	Waterfoot	11.4%	722
6	Whitworth	7.8%	491
7	I don't live in Rossendale	0.2%	14
8	Other	1.0%	61
If other, please specify:			169
<b>Total</b>			<b>6319</b>

Other responses include:

- Helmshore 28
- Haslingden 14
- Ramsbottom 13
- Rawtenstall 11
- Crawshawbooth 11
- Waterfoot 11
- Bacup 9
- Stacksteads 8
- Loveclough 5
- Rochdale 5
- Water 4
- Newchurch 4
- Stubbins 3
- Cowpe 3
- Weir 2
- Edenfield 1
- Heywood 1
- Whitewell Bottom 1
- Accrington 1
- Lumb 1
- Sharneyford 1
- Rossendale 1
- Shawforth 1
- Whitworth 1
- Burnley 1
- Bury 2
- Rising Bridge 2

2. How long have you lived in Rossendale?

Answer Choice		Response Percent	Response Total
1	Less than a year	3.1%	148
2	Between 1 and 5 years	13.1%	625
3	Between 5 and 10 years	11.6%	553
4	Between 10 and 20 years	13.6%	651
5	More than 20 years	58.6%	2796

3. How satisfied are you with Rossendale as place to live?

Answer Choice		Response Percent	Response Total
1	Very Satisfied	18.4%	877
2	Satisfied	54.8%	2611
3	No Opinion	6.3%	298
4	Dissatisfied	16.3%	778
5	Very Dissatisfied	4.3%	203
If you are dissatisfied, please state why:			1007
		<b>answered</b>	<b>4767</b>

If you are dissatisfied please state why:



4. How attractive are Rossendale's main town centres?

Answer Choices	Very Attractive	Attractive	No Opinion	Unattractive	Very Unattractive	Response Total
Bacup	1.09% 52	15.87% 754	38.15% 1812	34.88% 1657	10.00% 475	4750
Haslingden	0.67% 32	7.83% 372	33.85% 1608	39.12% 1858	18.53% 880	4750
Rawtenstall	13.57% 645	62.89% 2989	13.70% 651	8.39% 399	1.45% 69	4753
Waterfoot	0.67% 32	11.89% 564	38.15% 1809	34.35% 1629	14.93% 708	4742
Whitworth	1.39% 66	11.83% 561	65.56% 3108	15.63% 741	5.59% 265	4741
					<b>answered</b>	<b>4765</b>





Roads, Streets and Pavements	3.23% 152	35.45% 1667	11.93% 561	32.62% 1534	16.78% 789	4703
					answered	4713

If you are dissatisfied please state why:



8. How satisfied are you with the Council's waste and recycling collection service?

Answer Choice	Response Percent	Response Total
1 Very satisfied	17.6%	827
2 Satisfied	54.3%	2552
3 No opinion	9.4%	443
4 Dissatisfied	12.5%	588
5 Very dissatisfied	6.2%	292
<b>answered</b>		<b>4702</b>

9. Please state why you are unsatisfied with the Council's waste and recycling collection service:



10. How much of a problem, if at all, is fly-tipping in your local area?

Answer Choice	Response Percent	Response Total
1 Not a problem at all	21.5%	950





Council staff are friendly and polite	15.17% 198	45.67% 596	29.20% 381	6.67% 87	3.30% 43	1305
My enquiry and/or service request was dealt within a timely manner	15.10% 197	38.54% 503	9.73% 127	20.46% 267	16.17% 211	1305
					answered	1305

If you disagree, please state why:



16. What service did you request?

Answer Choice	Response Percent	Response Total
1 Council tax, business rates, benefits and revenues	11.1%	155
2 Waste services, cleansing, parks and open spaces	43.7%	609
3 Planning and building control	9.4%	131
4 Environmental health	8.4%	117
5 Housing	2.2%	30
6 Other (please specify):	25.3%	353
<b>answered</b>		<b>1395</b>

Other included:

- Roads & Highways – 72
- Potholes – 10
- Parking & Vehicles – 20
- Trees & Vegetation – 18
- Bins & Waste – 17
- Drains & Flooding – 14
- Cemeteries & Bereavement – 9
- Noise & Nuisance – 7
- Planning & Property – 10
- Licensing – 6
- Fly-tipping & Street Cleaning – 9
- Council Tax & Voting – 14
- Pavements & Footpaths – 12
- Lighting – 6
- Garages & Parking Areas – 7
- Complaints & Antisocial Behaviour – 10
- Social & Community Services – 6
- Parks & Public Spaces – 6
- Other / Miscellaneous – 12

17. How satisfied were you with the service you received?





21. How do you usually find out what the Council is doing? Select up to three methods you use most often

Answer Choice		Response Percent	Response Total
1	Local radio	3.6%	145
2	Council website	12.8%	521
3	Free Press	14.7%	599
4	Social media	47.9%	1955
5	Word of mouth	36.0%	1470
6	Letter/email from Councillors	16.4%	668
7	I am unaware of what the Council is doing	28.0%	1145
8	Other (please specify):	3.5%	144
		<b>answered</b>	<b>4082</b>

Other responses included:

- Social media – 45
- Newsletters & emails – 14
- Local news & papers – 10
- Councillors– 9
- Word of mouth & community – 10
- Seeing it happen – 13
- Council website & notices – 7
- Unaware / after the fact – 8
- Other – 6

22. To what extent do you agree with the following:

Answer Choices	Strongly agree	Agree	No opinion	Disagree	Strongly disagree	Response Total
The Council listens to the concerns and feedback from local residents	0.91% 37	13.53% 552	41.71% 1702	26.71% 1090	17.15% 700	4081
The Council involves residents in its decision making	0.74% 30	11.30% 461	40.14% 1638	29.38% 1199	18.45% 753	4081
					answered	4081

If you disagree, please state why:







3	Aged 35 to 64	54.9%	2011
4	Aged 65 or Over	31.1%	1140
5	Prefer not to say	2.8%	104
<b>answered</b>			<b>3660</b>

32. What is your sex?

Answer Choice		Response Percent	Response Total
1	Male	43.8%	1603
2	Female	52.5%	1922
3	Prefer not to say	3.7%	135
<b>answered</b>			<b>3660</b>

33. What is your ethnic group?

Answer Choice		Response Percent	Response Total
1	White - English / Welsh / Scottish / Northern Irish / British	91.1%	3333
2	White - Irish	1.4%	52
3	White - Gypsy or Irish Traveller	0.1%	4
4	White - Roma	0.1%	2
5	Any other White background	1.2%	45
6	Black / African / Caribbean / Black British - African	0.3%	10
7	Black / African / Caribbean / Black British - Caribbean	0.1%	3
8	Any other Black / African / Caribbean background	0.0%	1
9	Asian / Asian British - Indian	0.3%	12
10	Asian / Asian British - Pakistani	0.5%	18
11	Asian / Asian British - Bangladeshi	0.4%	15
12	Asian / Asian British - Chinese	0.1%	3
13	Any other Asian background	0.1%	4
14	Mixed / Multiple Ethnic background - White and Black Caribbean	0.3%	10
15	Mixed / Multiple Ethnic background - White and Black African	0.1%	3
16	Mixed / Multiple Ethnic background - White and Asian	0.2%	8
17	Any other Mixed / Multiple Ethnic background	0.2%	7
18	Other ethnic group - Arab	0.0%	0
19	Any other ethnic group	0.2%	6
20	Prefer not to say	3.4%	124
<b>answered</b>			<b>3660</b>

34. What is your employment status?

Answer Choice	Response	Response
---------------	----------	----------

		<b>Percent</b>	<b>Total</b>
1	Full-time employee (31 hours or more per week, including apprenticeships)	41.4%	1514
2	Part-time employee (Less than 31 hours or more per week)	8.9%	324
3	Self-employed	7.2%	262
4	In full-time education at school, college or university	1.0%	35
5	Wholly retired from work	32.5%	1190
6	Unemployed and able for work (including looking after the home)	1.4%	52
7	Otherwise unable to work	3.1%	112
8	Prefer not to say	4.7%	171
		<b><i>answered</i></b>	<b>3660</b>

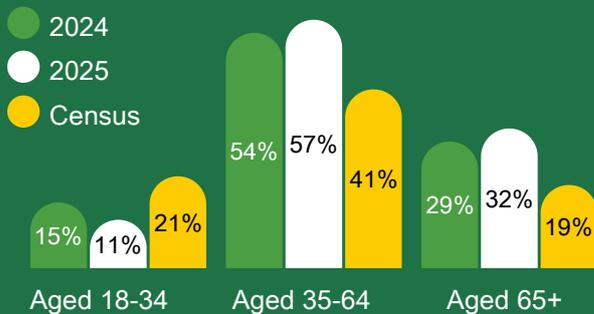
# Residents Survey 2025

**We received 8,072 responses, 42% more than the 2025 Survey**

This data has been compared to the 2021 Census data and the Local Government Association (LGA) survey (June 2024) data to provide a national comparison.



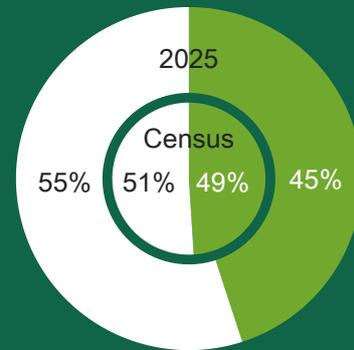
## Age Representation



The 2025 Survey more aligns further from the 2021 Census data, than 2024's. Respondents aged 18-34 has decreased by 4% and those aged 35-64 and 65+ continue to be over-represented.

## Gender

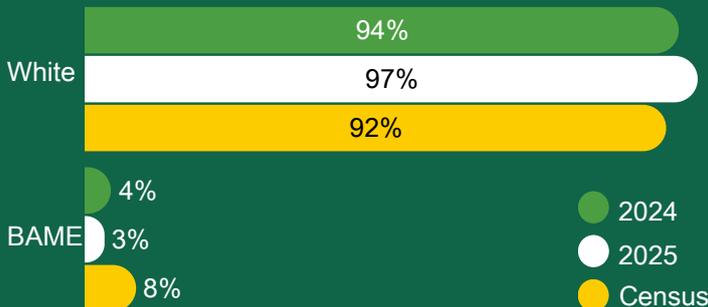
The gender representation within the response has improved from 2024 (43% Male, 56% Female).



● Female  
● Male

## Ethnicity

97% of respondents identified as White, while 3% identified as from Black, Asian, or other Ethnic Minority backgrounds (BAME), this aligning further from the Census data.



## Borough Representation



29% of respondents lived in the East of Rosendale (Bacup and Whitworth).

70% of respondents lived in the West of Rosendale (Edenfield, Haslingden, Rawtenstall, and Waterfoot).

## Promotion of the Survey

The survey was live throughout October 2025 and was promoted via social media and daily emails to all staff and councillors. Posters with QR codes were displayed at key locations, emails and texts were sent to registered voters, the Council's Economic Development team engaged local businesses to encourage participation, fieldworkers represented the Council on a weekly basis at Rawtenstall Market, and officers held weekly drop-in sessions at Haslingden, and Rawtenstall.



# About Rosendale - The Place

## Living in Rosendale



73% of respondents were satisfied with Rosendale as a place to live.

## Vibrant and Attractive Rosendale



89% of respondents rated Rawtenstall as vibrant and attractive - making it Rosendale's most highly rated town centre.

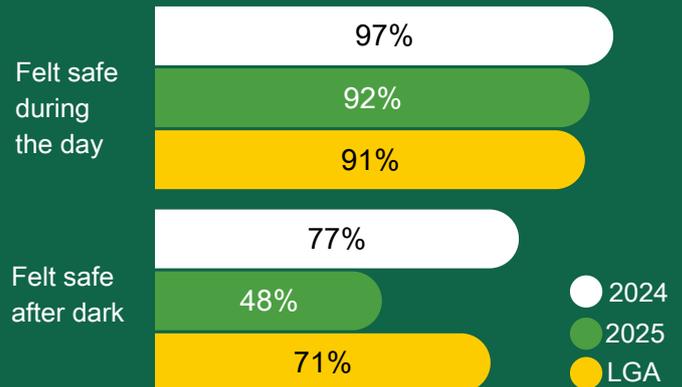
## Rosendale's Safety



92% of respondents felt safe during the day.



48% of respondents felt safe after dark.



## Rosendale's Facilities

Walks and Cycle Routes, and Community Events and Festivals were the highest-rated facilities, with Community Events and Festivals seeing the most improvement. Activities for Young People is the least satisfactory.



## Improving Rosendale

We asked how we could improve Rosendale, here were the main suggestions ....



Better roads, traffic management and public transport



Increased infrastructure and access to housing



A greater focus on town centres beyond Rawtenstall



A wider variety of shops within town centres



# About Rosendale - The Environment

## Cleanliness of Rosendale



69% of respondents were satisfied with the cleanliness of Rosendale's town centres and 64% were satisfied with the cleanliness of their local area,

● 2023 ● 2024 ● 2025

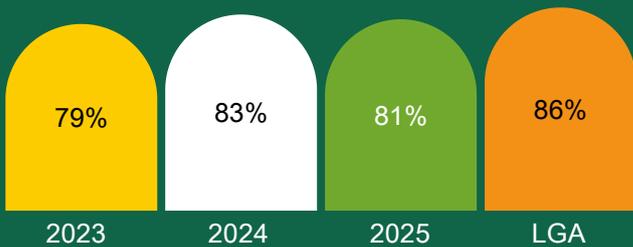
## Rosendale's Roads



of respondents were satisfied with the cleanliness of Rosendale's roads.

The level of satisfaction is potentially unreliable as additional comments relate to potholes and traffic rather than cleanliness.

## Rosendale's Parks



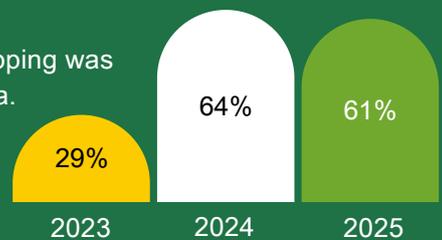
81% of respondents were satisfied with the cleanliness of Rosendale's parks.

## Rosendale's Operational Services



of respondents were satisfied with Rosendale's waste and recycling collection service,

61% of respondents felt fly-tipping was not an issue in their local area.



## Improving Rosendale's Environment

We asked how we could improve Rosendale's cleanliness and environment, here were the main suggestions ...



Reduce the amount litter and dog faeces on pavements



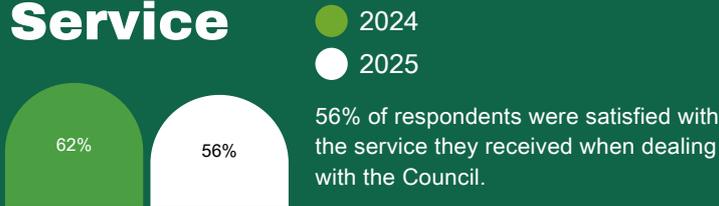
Improve the quality of pavements and roads



# About Us - The Council

34% of respondents had contacted the Council in the last 6 months.

## The Council's Customer Service



For the second year running council tax, business rates, and benefits and revenues service had the highest level of satisfaction, with 84% of users satisfied with their service. A 12% increase from, 2024.



## The Council's Website



of respondents felt the Council's website was informative.



of respondents felt the Council's website was easy to use.

## Engaging with the Council



37% of respondents felt informed about the Council's activities.

### Mirroring the figure from 2024



## Contacting the Council



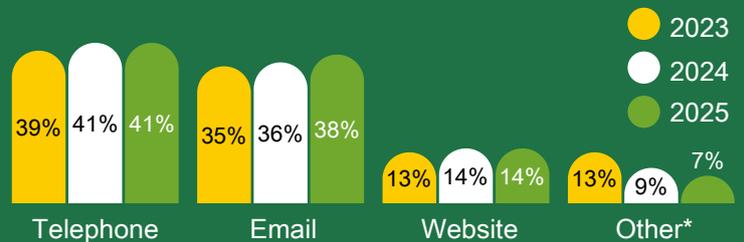
\*Social media, letter, in-person, or through a Councillor

32% of respondents contacted the Council via telephone, 30% by email, and 26% by the website.

7 out of 10 respondents felt the Council was easy to contact.



of respondents felt the Council's staff were friendly and polite.



\*Social media, letter, in-person, or through a Councillor

41% of respondents would prefer to contact the Council via telephone, 38% by email, and 14% via the Council's website.



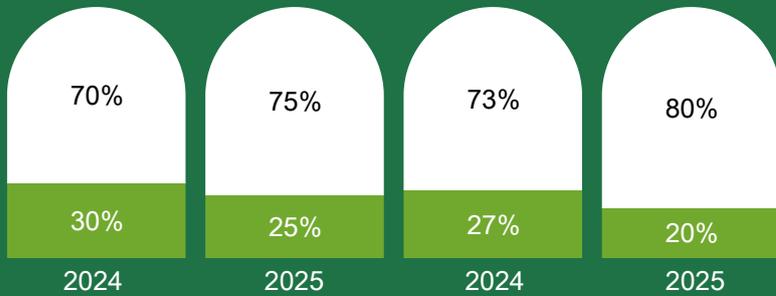
# About Us - Our Service

## Engaging with Residents

The Council listens to the concerns and feedback from local residents

The Council involves residents in its decision making

25% of respondents felt the Council listens to the concerns and feedback from local residents.



27% of respondents felt they were involved in the Council's decision making process.

● Agree  
● Disagree



## Council Services

We asked what the Council does well, here were the main suggestions ...



Waste and recycling collection



Maintenance of parks



Cleanliness of town centres

We asked what the Council could do better, here were the main suggestions ...



Quality of roads and maintenance of potholes



Rosendale's infrastructure and traffic management



Two-way communication with residents

We plan to undertake our Residents Survey on an annual basis. The feedback provided by our residents will be used to develop our priorities.

# Residents Survey 2025

## Local Government Reorganisation

We asked respondents if if they were aware of Local Government Reorganisation



Only 27% of residents were aware of Local Government Reorganisation in Rossendale



74% of residents require more information on Local Government Reorganisation in Rossendale

