



Knaresborough Town Council

Resident Survey 2021

Report

February 2022

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Background

Introduction

- Research needed to help Knaresborough Town Council understand residents' views and experiences of living in Knaresborough to help Councillors form a plan for the upcoming reorganisation of local government in North Yorkshire in May 2023
- Research aimed to provide insight into residents':
 - Attitudes towards living in Knaresborough and local facilities
 - Awareness of, and satisfaction with, the services provided by Knaresborough Town Council
 - Frequency of using and visiting local facilities in Knaresborough
 - Awareness of the impending devolution
 - Vision of the future of Knaresborough, including worries and what should be improved
 - Behaviours and attitudes regarding tackling climate change
- Enventure Research commissioned to conduct survey in December 2021 and January 2022, with report provided to Knaresborough Town Council

Methodology

- Survey live between 2 December 2021 and 27 January 2022
- 10-minute questionnaire co-designed by Town Council and Enventure Research
- **Online survey** promoted via flyer to every residential address, posters, local news, local social media groups and to local organisations by the Town Council
- **Paper copies** of the questionnaire available to collect from Knaresborough Library and return in pre-paid envelopes to Enventure Research
- **200 interviews** conducted alongside online survey to avoid self-selection bias via on-street and telephone interview, with quotas set on age, gender and ward to be broadly representative of the Knaresborough population

Survey response

- Total number of responses received to the survey: **1,283**
- This sample size provides a confidence interval of $\pm 2.6\%$ ¹, which means that, if every Knaresborough resident had taken part, there is a 95% chance the true answer would be within 2.6% of the result obtained in this survey
 - For example, we can be 95% sure that a survey result of 50% would be between 47.4% and 52.6% if every Knaresborough resident had taken part
- The table below shows a breakdown of the survey responses received

Methodology	Number	Percentage
Online responses	1,043	81%
Paper responses	40	3%
Telephone/on-street interviews	200	16%
TOTAL	1,283	100%

¹ Based on a mid-2020 population estimate of 15,553: https://www.citypopulation.de/en/uk/yorkshireandthehumber/north_yorkshire/E35000906_knaresborough/



How to read the report

Interpreting percentages

- This report contains tables and charts used to display survey responses
- In some instances, the responses may not add up to 100% or the base size may differ between questions
- There are several reasons why this might happen:
 - The question may have allowed each respondent to give more than one answer
 - A respondent may not have provided an answer to the question due to survey routing or those completing paper questionnaires skipping some questions
 - Only the most common responses may be shown in the table or chart
 - Individual percentages are rounded to the nearest whole number so the total may come to 99% or 101%
 - A response of less than 0.5% will be shown as 0%
- For each chart, a base size has been provided to show the number of respondents who responded to the question being analysed

Subgroup analysis

- Subgroup analysis has been undertaken to explore the results provided by different groups, such as gender, age group, ward and length of Knaresborough residency
- Subgroup analysis has only been carried out where the sample size is seen to be sufficient for comment
- In some cases where base sizes for subgroups are very small, they have been combined to create a larger group to allow for analysis
- Subgroup analysis is clearly marked and is only shown for a question where differences exist at the 95% confidence level according to the z-test – by this we mean that we can say with 95% confidence that we would see a difference if the total population within a group took part in the survey
- The percentages shown in the subgroup analysis reflect the proportion of the subgroup who answered the question and gave a particular response
- New subgroups have been created for the purpose of subgroup analysis. ‘Established residents’ are respondents who indicated they have lived in Knaresborough for 6+ years and ‘new residents’ are respondents who indicated they have lived in Knaresborough for <6 years



Headline findings

Headline findings – Knaresborough as a place to live

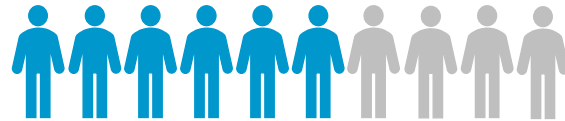
Favourite 4 things about living in Knaresborough



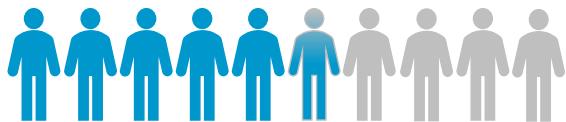
65% said *proximity to countryside*



58% said *friendliness of people*



55% said *sense of community*



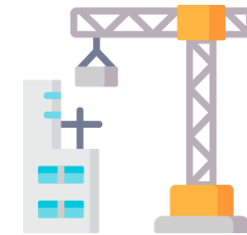
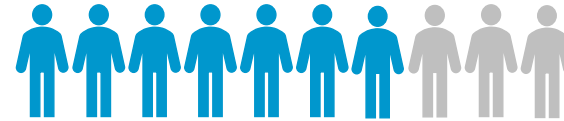
49% said *look and appearance of the town*



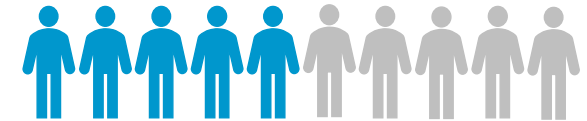
Least favourite 4 things about living in Knaresborough



69% said *traffic and congestion*



53% said *over development of the area*



48% said *state of roads and/or footpaths*



25% said *lack of local facilities and amenities and air pollution*



Headline findings – views on Knaresborough Town Council

Awareness of the Town Council's role



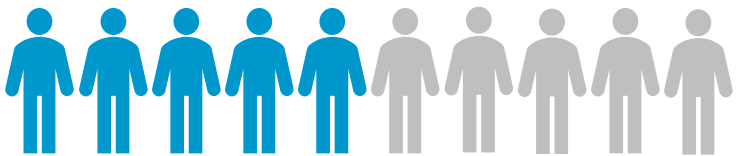
36% said they **do not know** what the Town Council does



Value for money



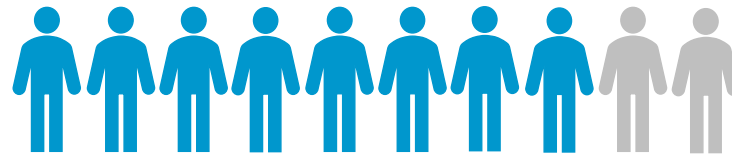
53% **agreed** that the Town Council provides value for money



Rating services provided by the Town Council



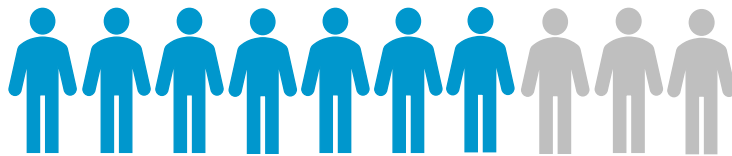
77% rated event organisation as **excellent or good**



75% rated *Christmas lights* as **excellent or good**



68% rated *markets* as **excellent or good**

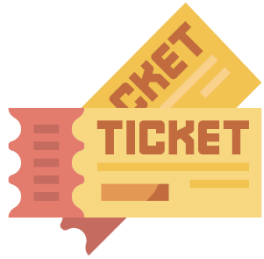


43% rated *planning consultee* as **poor or very poor**

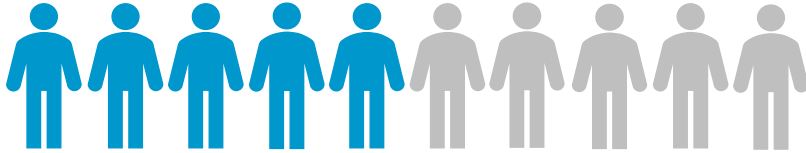


Headline findings – using and visiting facilities in Knaresborough

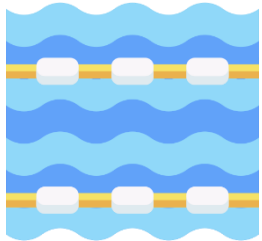
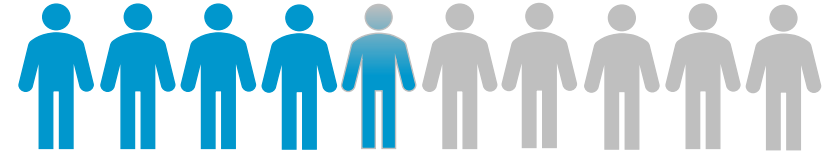
Typical frequency of using and visiting facilities in Knaresborough before the Covid-19 pandemic



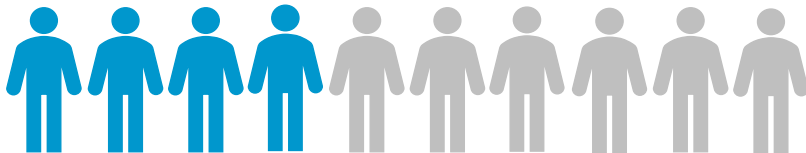
48% said they use or visit *local attractions* (e.g. Knaresborough Castle and Bebra Gardens) **at least once a week**



46% said they use or visit *green spaces and parks* **at least once a week**



40% said they **never** use or visit *sports and activities facilities*



32% said they **never** use or visit *community spaces* (e.g. local churches and community groups)

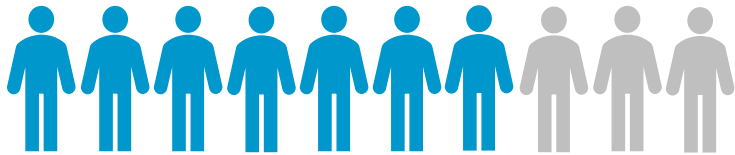


Headline findings – devolution

Awareness of devolution



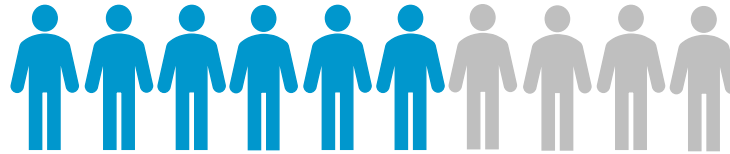
73% were **aware** that a new unitary authority for North Yorkshire will be created from May 2023



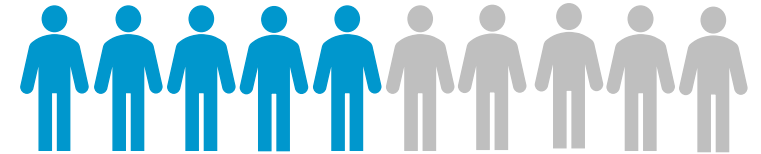
Devolved services respondents would like to see the Town Council to provide



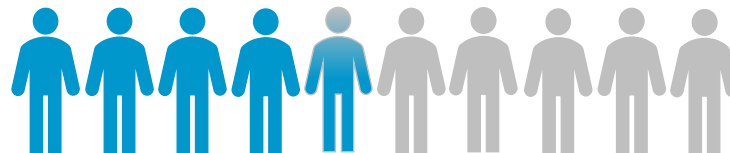
58% selected *management of facilities such as Knaresborough castle*



50% selected *management of the environment, such as street cleaning*



45% selected *management of Knaresborough Market Place*



33% selected *management of the promotion of Knaresborough*



Headline findings – future of Knaresborough

Top 4 worries about the future of Knaresborough



61% said *more traffic*



51% said *over development*



48% said *pressure on medical facilities*



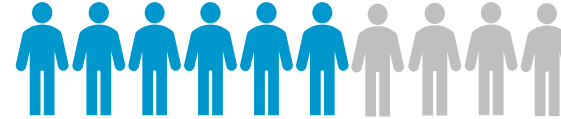
38% said *loss of natural green space*



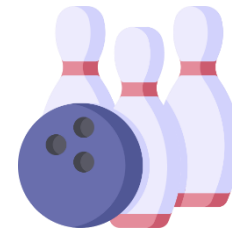
Top 4 suggested improvements to Knaresborough



57% said *traffic issues*



37% said *facilities for children and young people*



31% said *leisure facilities*



30% said *affordable housing and crime / policing*



Headline findings – tackling climate change

Residents tackling climate change



86% said they **already** recycle more



34% said they **would be willing** to avoid single use plastics and plastic packaging



32% said they **would be willing** to minimise energy usage at home



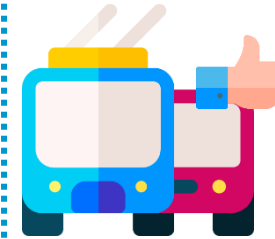
35% said they **would not be willing** to campaign against climate change / encourage others to change behaviour



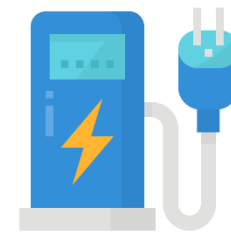
How the Town Council should tackle climate change



43% said **cheaper** public transport



41% said *more / better* public transport



40% said *more* electric car charging ports



39% said *pedestrianise* Knaresborough town centre



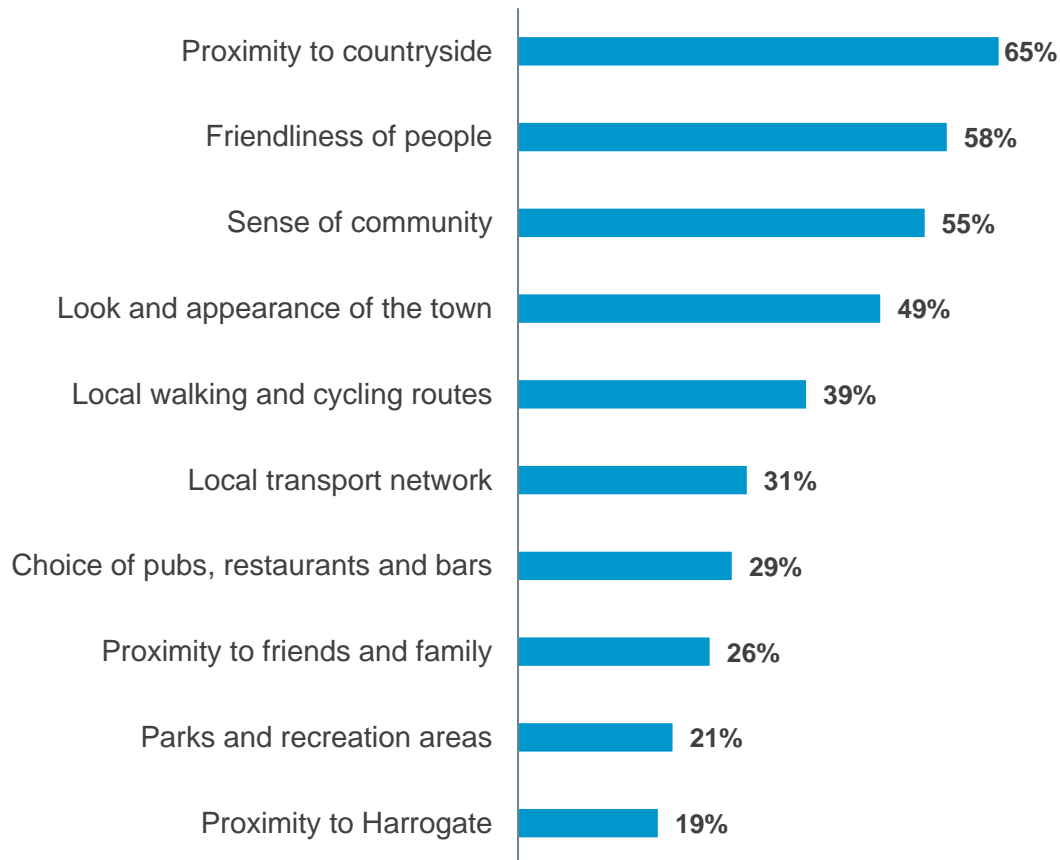
A blue-tinted photograph of a cluttered desk. In the foreground, there are several sheets of paper, some with text and diagrams. A laptop is open in the middle ground, and a monitor is visible in the background. The overall scene suggests a workspace or a place of study.

Knaresborough as a place to live

What residents like about living in Knaresborough

Whilst respondents were most likely to say they liked the *proximity to the countryside*, the people of Knaresborough also play an important factor in why residents like living there, with *friendliness of people* and *sense of community* also commonly selected.

What do you like most about living in Knaresborough, if anything?



Subgroup analysis

Gender

Female respondents were more likely than male respondents to select:

- *Sense of community* (60% v 49%)
- *Proximity to friends and family* (30% v 19%)

Male respondents were more likely than female respondents to select *choice of pubs, restaurants and bars* (33% v 25%).

Age

Younger respondents aged 18-39 were more likely than those aged 40+ to select:

- *Look and appearance of the town* (59% v 46%)
- *Proximity to friends and family* (32% v 24%)

Those aged 40+ were more likely than those aged 18-39 to select:

- *Proximity to countryside* (68% v 52%)
- *Friendliness of people* (60% v 50%)

Length of residency

Compared with established residents, **new residents** were more likely to select *look and appearance of the town* (60% v 46%) and *choice of pubs, restaurants and bars* (36% v 28%).

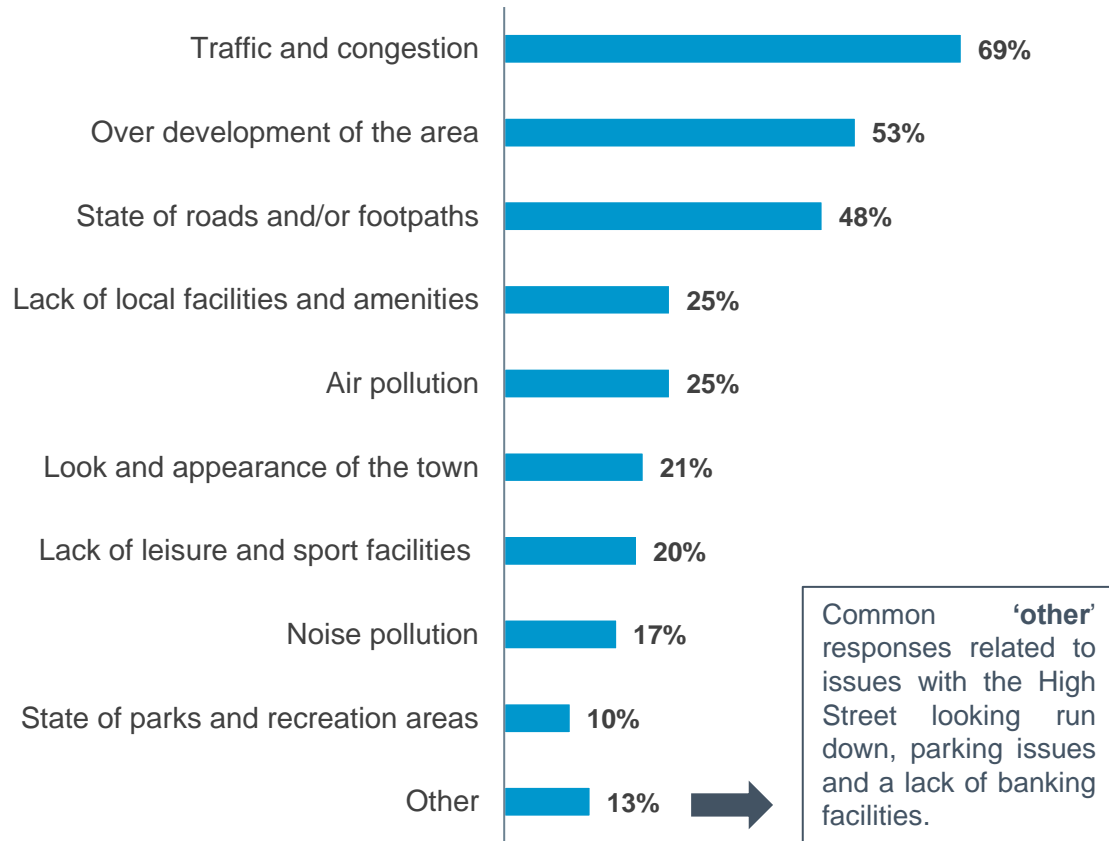
Ward

Those living in **Scriven Park ward** were more likely than those living elsewhere to select *proximity to countryside* (74% v 61-64%), whilst those living in **Castle ward** were more likely than those living elsewhere to select *local transport network* (42% v 24-31%).

What residents dislike about living in Knaresborough

Seven in ten selected *traffic and congestion* as something they most disliked about living in Knaresborough, and around half selected *over development of the area* and *state of roads and/or footpaths*.

What do you dislike most about living in Knaresborough, if anything?



Subgroup analysis

Gender

Female respondents were more likely than male respondents to select *over development of the area* (56% v 50%) and *lack of leisure and sport facilities* (24% v 15%).

Length of residency

Established residents were more likely than new residents to select:

- *Over development of the area* (55% v 43%)
- *State of roads and/or footpaths* (52% v 30%)
- *Lack of local facilities and amenities* (27% v 19%)
- *Look and appearance of the town* (23% v 11%)

Age

Younger respondents aged 18-39 were more likely than those aged 40+ to select:

- *Lack of local facilities and amenities* (31% v 24%)
- *Lack of leisure and sport facilities* (32% v 17%)
- *State of parks and recreation areas* (20% v 7%)

Those aged 40+ were more likely than those aged 18-39 to select:

- *Traffic and congestion* (72% v 60%)
- *Over development of the area* (56% v 41%)
- *State of roads and/or footpaths* (52% v 32%)
- *Look and appearance of the town* (22% v 14%)

Ward

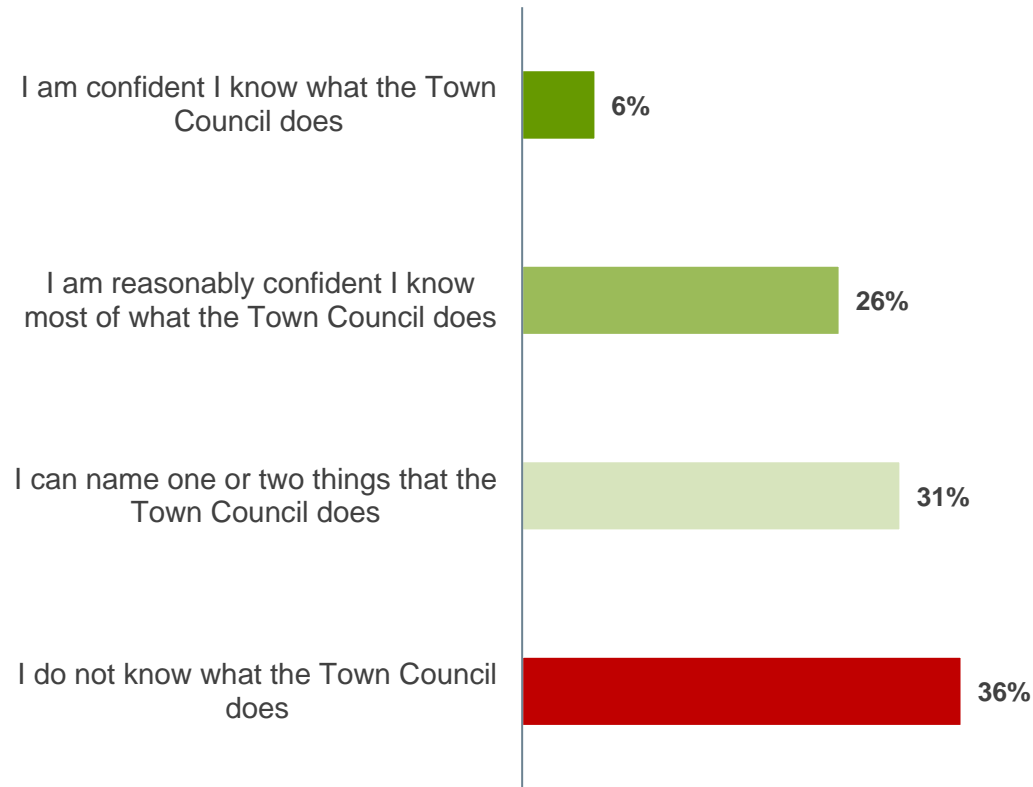
Those living in **Scriven Park ward** were more likely than those living elsewhere to select *over development of the area* (63% v 46-54%) and *lack of leisure and sport facilities* (24% v 17-18%).

Views on Knaresborough Town Council

Awareness of Knaresborough Town Council role and services

Over a third of respondents said they did not know what Knaresborough Town Council does. Amongst those who said they had some awareness of the Town Council's role, they were most likely to only be able to name one or two things within the Town Council's remit.

How much do you know about what Knaresborough Town Council does for its residents and the services it provides?



Subgroup analysis

"I am confident I know what the Town Council does"

Subgroups more likely to select this response include:

- **Male** respondents compared with female respondents (8% v 4%)
- **Established residents** compared with new residents (7% v 2%)

"I am reasonably confident I know most of what the Town Council does"

Subgroups more likely to select this response include:

- **Older respondents aged 65+** compared with those aged 18-64 (37% v 24%)
- Those living in **Castle ward** compared with those living elsewhere, particularly Eastfield ward (31% v 22%)
- **Established residents** compared with new residents (29% v 16%)

"I can name one or two things that the Town Council does"

Those living in **Aspin and Calcutt ward** and **Eastfield ward** were more likely to select this response than those living in Castle Ward and Scriven Park ward (37% v 28%).

"I do not know what the Town Council does"

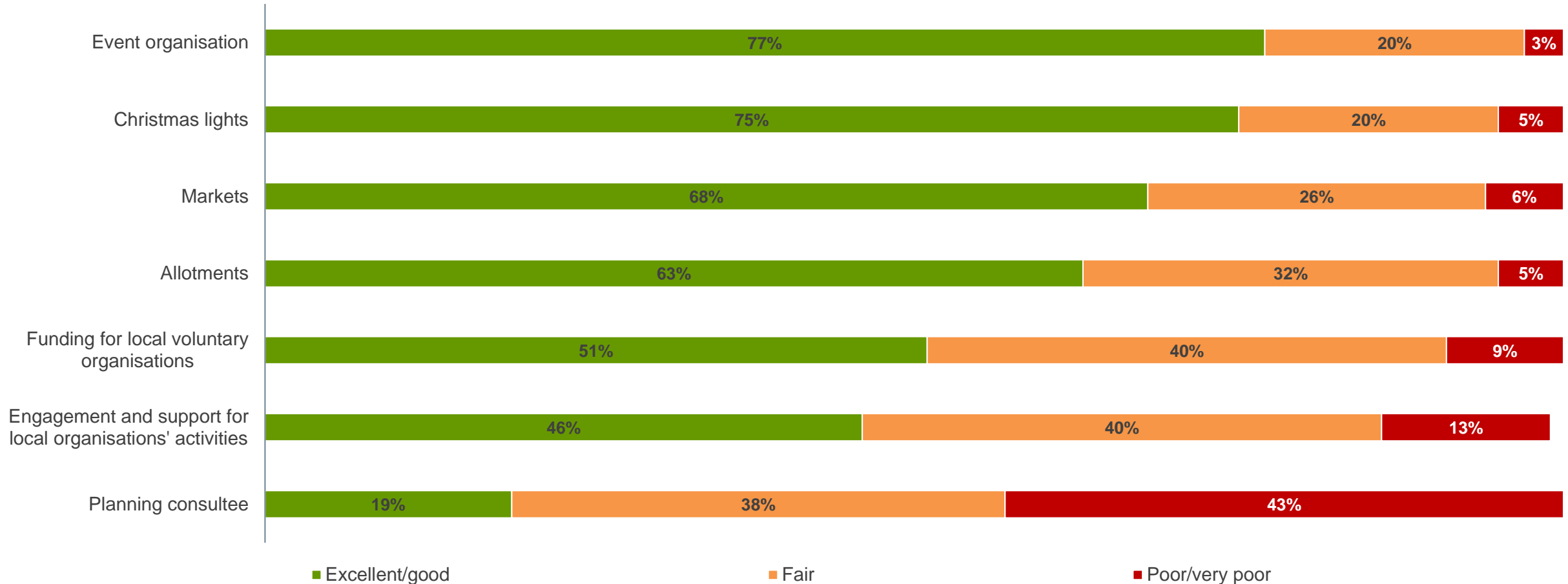
Subgroups more likely to select this response include:

- **Younger respondents aged 18-39** compared with those aged 40+ (48% v 34%)
- Those living in **Scriven Park ward** compared with those living elsewhere, particularly Aspin and Calcutt ward (39% v 31%)
- **New residents** compared with established residents (48% v 34%)

Rating services provided by Knaresborough Town Council

Event organisation and Christmas lights were the highest rated services provided by Knaresborough Town Council, with high ratings also recorded for markets and allotments. Respondents were more likely to rate planning consultee poorly than highly.

How would you rate the following services provided by Knaresborough Town Council?



Base size: Excluding don't know responses – Event organisation (1,115); Christmas lights (1,252); Markets (1,206); Allotments (555); Funding for local voluntary organisations (584); Engagement and support for local organisations' activities (645); Planning consultee (648)

Rating services provided by Knaresborough Town Council

Subgroup analysis

Gender

Female respondents were more likely than male respondents to rate the following as **excellent or good**:

- *Event organisation* (81% v 73%)
- *Funding for local voluntary organisations* (55% v 46%)
- *Markets* (71% v 65%)

Male respondents were more likely than female respondents to rate *markets* as **poor or very poor** (7% v 4%).

Ward

Those living in **Scriven Park ward** were more likely to rate *planning consultee* as **poor or very poor** than those living elsewhere, particularly Castle ward (49% v 38%).

Those living in **Castle ward** were more likely to rate *engagement and support for local organisations' activities* as **excellent or good** than those living elsewhere, particularly Scriven Park ward (57% v 39%).

Those living in **Aspin and Calcutt ward** and **Castle ward** were more likely to rate *markets* as **excellent or good** than those living elsewhere, particularly Scriven Park ward (72% v 62%).

Age

Younger respondents aged 18-39 were more likely to rate the following as **poor or very poor**:

- *Christmas lights* (8%) compared with those aged 65+ (4%)
- *Allotments* (11%) compared with those aged 40+ (4%)

Those aged 18-64 were more likely to rate *engagement and support for local organisations' activities* as **poor or very poor** compared with those aged 65+ (16% v 8%).

Those aged 40+ were more likely than those aged 18-39 to rate *Christmas lights* as **excellent or good** (77% v 65%).

Length of residency

New residents were more likely than established residents to rate the following as **excellent or good**:

- *Planning consultee* (30% v 17%)
- *Markets* (80% v 66%)

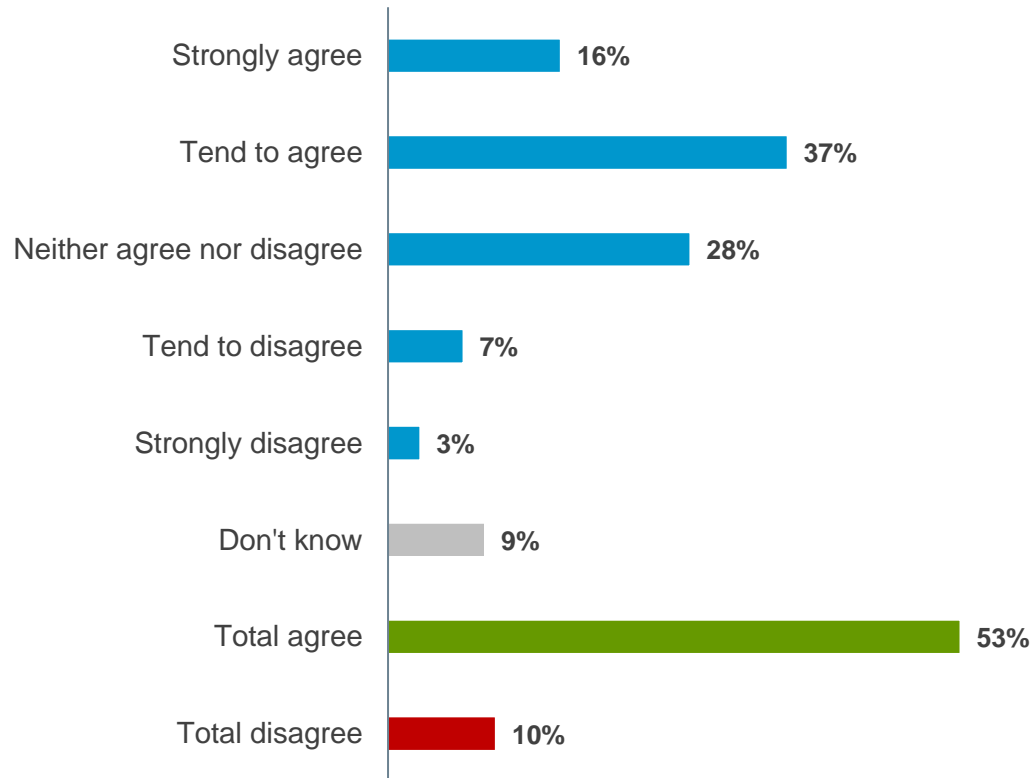
Established residents were more likely than new residents to rate the following as **poor or very poor**:

- *Planning consultee* (46% v 25%)
- *Markets* (6% v 1%)

Value for money

Over half of respondents agreed that Knaresborough Town Council provides value for money in terms of the range of services it provides, compared with just one in ten who disagreed. Almost three in ten said they neither agreed nor disagreed.

Thinking about the range of services Knaresborough Town Council provides, to what extent do you agree or disagree that Knaresborough Town Council provides value for money?



Subgroup analysis

“Strongly agree” or “Tend to agree”

New residents were more likely to select this response than established residents (59% v 52%).

“Neither agree nor disagree”

Subgroups more likely to select this response include:

- **Older respondents aged 65+** compared with those aged 18-64 (34% v 24%)
- **Established residents** compared with new residents (30% v 18%)

“Don’t know”

Younger respondents aged 18-39 were more likely to select this response than those aged 40+ (14% v 8%).

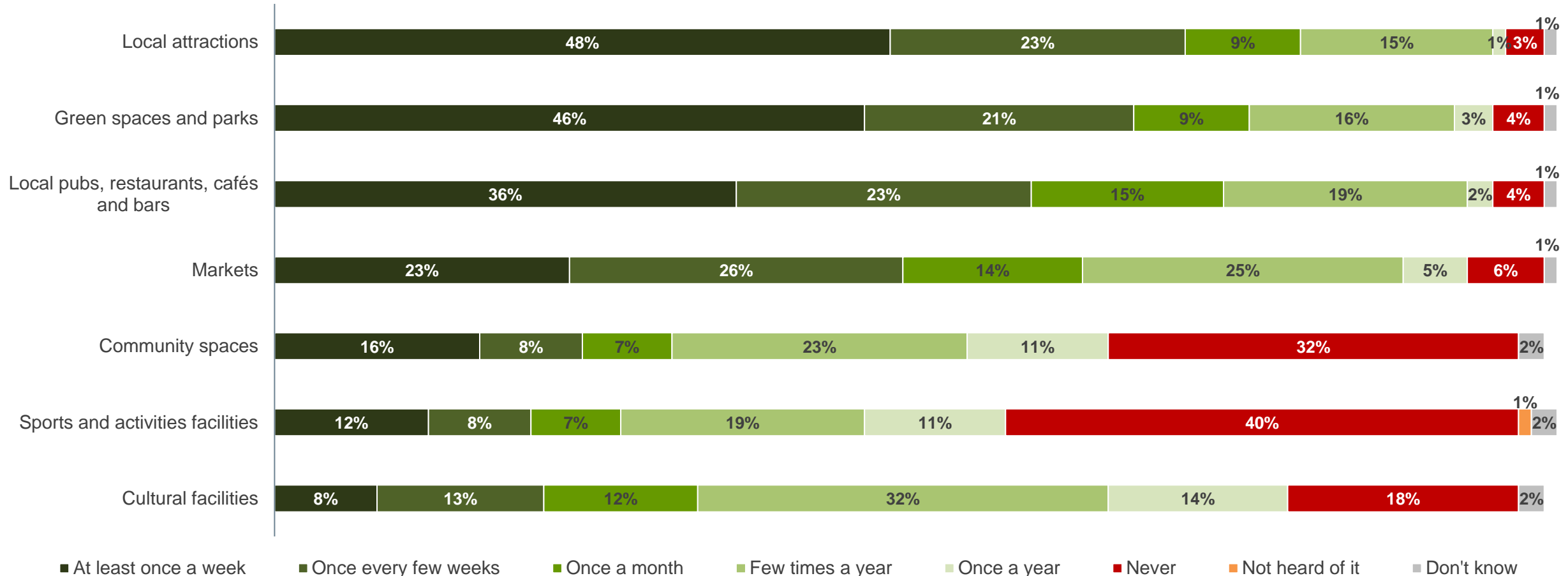
“Tend to disagree” or “Strongly disagree”

There were no subgroup differences.

Using and visiting local facilities

Local attractions and green spaces and parks were visited most frequently by respondents before the Covid-19 pandemic. However, large proportions said they had never visited *community spaces* or *sports and activities facilities*.

Before the Covid-19 pandemic, how often did you use or visit the following in a typical year?



Using and visiting local facilities

Subgroup analysis

Gender

Female respondents were more likely to use or visit the following more frequently than male respondents:

- *Local attractions* once every few weeks (26% v 20%)
- *Markets* once every few weeks/once a month (44% v 33%)
- *Cultural facilities* at least once a week/once every few weeks (25% v 17%)

Male respondents were more likely to say they **never** use or visit the following than female respondents:

- *Community spaces* (36% v 27%)
- *Sports and activities facilities* (44% v 37%)

Compared with female respondents, **male** respondents were more likely to use or visit *local pubs, restaurants, bars and cafés* **at least once a week** (40% v 33%).

Ward

Those living in **Castle ward** were more likely to use or visit the following **at least once a week** than those living elsewhere:

- *Local attractions* (61% v 40-49%)
- *Green spaces and parks* (57% v 38-46%)
- *Markets* (33% v 17-23%)

Those living in **Castle ward** were also more likely to say they **never** use or visit *sports and activities facilities* than those living elsewhere, particularly Scriven Park (46% v 37%).

Age

Younger respondents aged 18-39 were more likely than those aged 40+ to say they **never** use or visit the following:

- *Community spaces* (44% v 29%)
- *Cultural facilities* (33% v 15%)

Those aged 18-64 were more likely to say they use or visit *green parks and spaces* **at least once a week** than those aged 65+ (52% v 37%).

Those aged 40-64 were more likely to use or visit *local attractions* **at least once a week** (53%) when compared with those aged 18-39 (45%) and 65+ (42%).

Older respondents aged 65+ were more likely than those aged 18-64 to use or visit the following **at least once a week**:

- *Markets* (35% v 19%)
- *Community spaces* (21% v 14%)
- *Cultural facilities* (13% v 7%)

Length of residency

New residents were more likely to say they **never** use or visit the following than established residents:

- *Local attractions* (6% v 2%)
- *Green spaces and parks* (7% v 3%)
- *Local pubs, restaurants, bars and cafés* (7% v 3%)
- *Community spaces* (42% v 29%)
- *Cultural facilities* (29% v 16%)

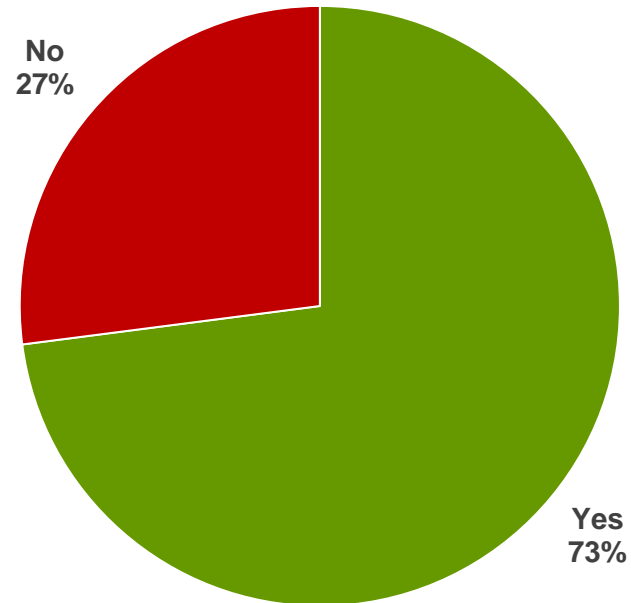


Devolution

Awareness of devolution

Three quarters of respondents were aware that a new unitary authority will be created for North Yorkshire from May 2023.

Were you aware that Harrogate Borough Council and North Yorkshire County Council will be abolished in the next two years and one unitary authority will be created for all of North Yorkshire?



Subgroup analysis

Aware of devolution

Subgroups more likely to select this response include:

- **Male** respondents compared with female respondents (78% v 70%)
- **Those aged 40+** compared with those aged 18-39 (78% v 52%)
- **Established residents** compared with new residents (75% v 65%)

Not aware of devolution

Subgroups more likely to select this response include:

- **Female** respondents compared with male respondents (30% v 22%)
- **Younger respondents aged 18-39** compared with those aged 40+ (48% v 22%)
- **New residents** compared with established residents (35% v 25%)

Devolved services

Respondents would most like to see Knaresborough Town Council become responsible for the *management of facilities such as Knaresborough Castle, management of the environment and management of Knaresborough Market Place.*

If Knaresborough Town Council were to take on the delivery of services in the future, which three services do you consider to be the most appropriate for the Town Council?



Subgroup analysis

Gender

Female respondents were more likely than male respondents to select:

- *Management of the environment, such as street cleaning* (53% v 47%)
- *Management of cemeteries* (9% v 6%)

Male respondents were more likely than female respondents to select *management of car parks* (26% v 21%).

Age

Those aged 40+ were more likely to select *management of the Tourist Information Centre* than those aged 18-39 (14% v 8%).

Older respondents aged 65+ were more likely to select *management of the environment, such as street cleaning* than younger respondents, particularly those aged 40-64 (54% v 47%).

Ward

Those living in **Aspin and Calcutt ward** were less likely to say *management of the environment, such as street cleaning* than those living elsewhere, particularly Eastfield ward and Scriven Park ward (43% v both at 53%).

Those living in **Aspin and Calcutt ward** were more likely to say *management of Knaresborough Market Place* than those living elsewhere, particularly Castle ward (51% v 42%).

Length of residency

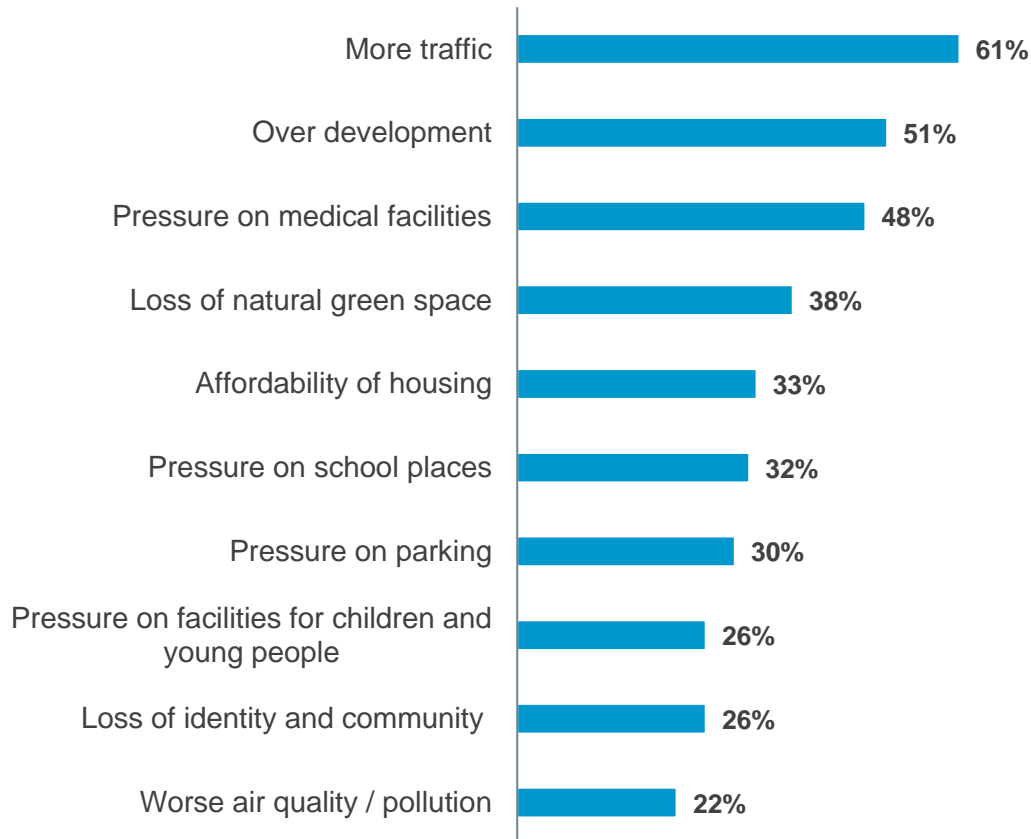
Established residents were more likely to select *management of public toilets* than new residents (25% v 19%).

Future of Knaresborough

Worries about the future of Knaresborough

More traffic was the biggest worry about the future of Knaresborough amongst respondents as six in ten selected this, with around half also selecting *over development* and *pressure on medical facilities*.

What, if anything, most worries you about the future of Knaresborough?



Subgroup analysis

Gender

Female respondents were more likely than male respondents to select:

- *Over development* (53% v 48%)
- *Pressure on medical facilities* (54% v 40%)
- *Loss of natural green space* (41% v 33%)
- *Pressure on school places* (35% v 28%)

Ward

Those living in **Eastfield ward** and **Scriven Park ward** were more likely than those living in Aspin and Calcutt ward and Castle ward to select:

- *Over development* (55% v 46%)
- *Pressure on medical facilities* (55% v 43%)

Those living in **Scriven Park ward** were less likely than those living elsewhere to select *affordability of housing* (25% v 33-39%), but were more likely to select *pressure on facilities for children and young people* (33% v 20-26%).

Age

Those aged 18-64 were more likely than those aged 65+ to select:

- *Loss of natural green space* (40% v 31%)
- *Pressure on facilities for children and young people* (29% v 19%)

Those aged 40+ were more likely than those aged 18-39 to select:

- *More traffic* (64% v 53%)
- *Over development* (54% v 36%)
- *Pressure on medical facilities* (52% v 29%)
- *Pressure on parking* (32% v 22%)

Length of residency

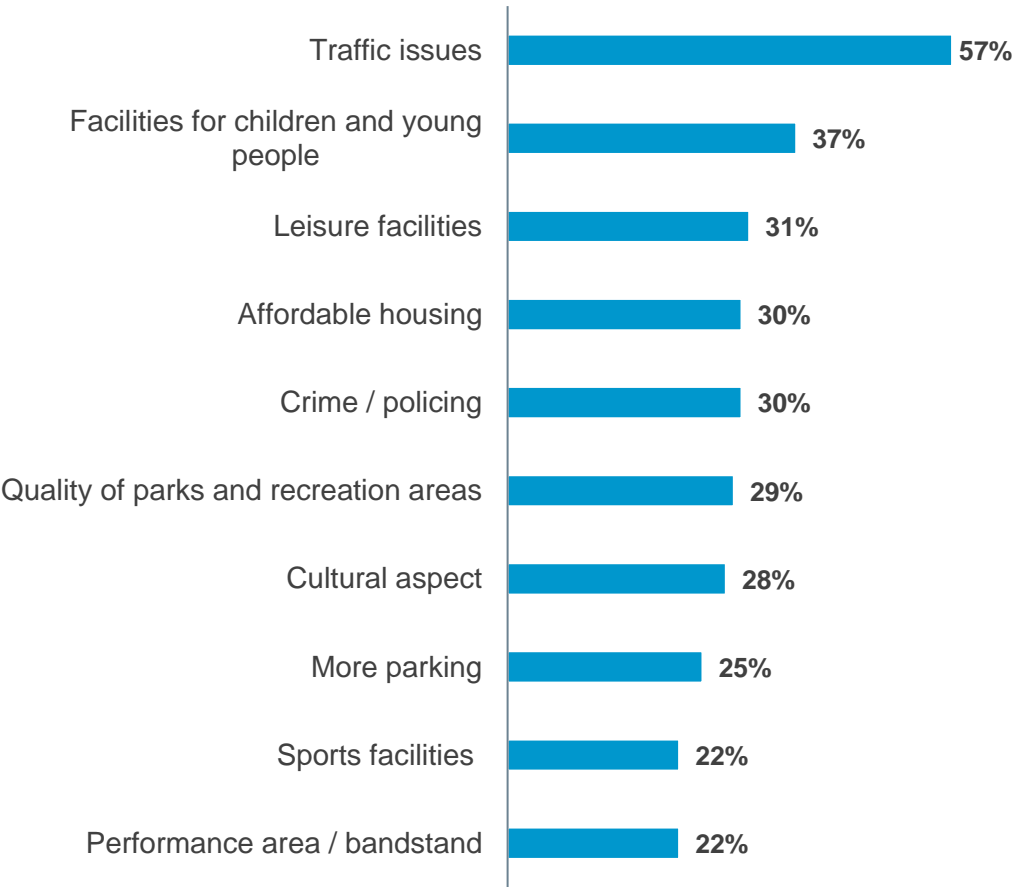
Established residents were more likely than new residents to select:

- *Over development* (52% v 44%)
- *Pressure on medical facilities* (50% v 38%)
- *Affordability of housing* (34% v 27%)

Suggested improvements for the future of Knaresborough

Echoing their greatest worry for the future of Knaresborough, the most common suggested improvement amongst respondents was *traffic issues*, followed by *facilities for children and young people*.

What would you like to see improved in Knaresborough?



Subgroup analysis

Gender

Female respondents were more likely than male respondents to select:

- *Facilities for children and young people* (41% v 32%)
- *Affordable housing* (33% v 27%)

Male respondents were more likely to select *traffic issues* than female respondents (62% v 53%).

Age

Younger respondents aged 18-39 were more likely than those aged 65+ to select:

- *Facilities for children and young people* (47% v 31%)
- *Leisure facilities* (39% v 25%)
- *Quality of parks and recreation areas* (34% v 26%)
- *Sports facilities* (29% v 12%)

Those aged 40+ were more likely than those aged 18-39 to select:

- *Traffic issues* (60% v 47%)
- *Crime / policing* (32% v 21%)

Ward

Those living in **Castle ward** were more likely to select *affordable housing* than those living elsewhere, particularly Scriven Park ward (35% v 26%).

Those living in **Eastfield ward** were more likely to select *crime / policing* than those living elsewhere, particularly Castle ward (37% v 26%).

Compared with those living in Aspin and Calcutt ward, those living in **Castle ward** were more likely to select *more parking* (30% v 20%), while those living in **Aspin and Calcutt ward** were more likely to select *sports facilities* than those living in Castle ward (27% v 18%).

Length of residency

Established residents were more likely than new residents to select:

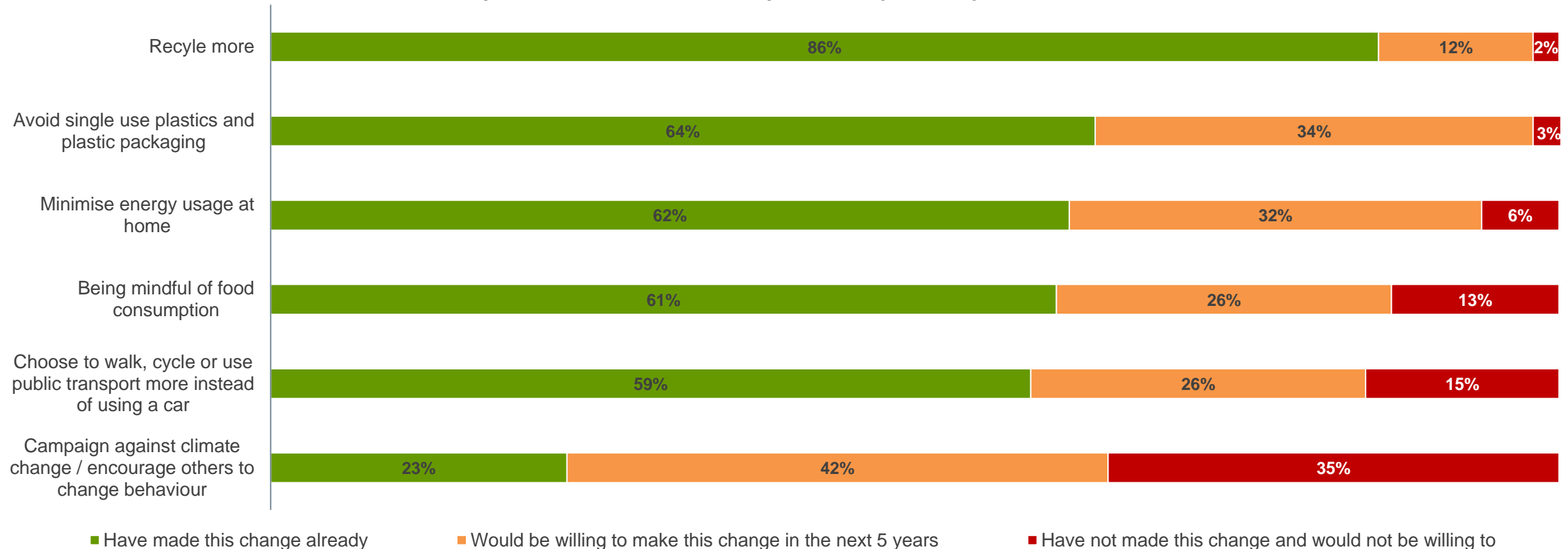
- *Affordable housing* (33% v 18%)
- *Crime / policing* (31% v 21%)
- *More parking* (27% v 19%)

Tackling climate change

Residents' behaviour to tackle climate change

The vast majority of respondents said they already recycle more. Around a third of respondents said they would be willing to avoid single use plastics and plastic packaging and minimise energy usage at home. Respondents were most likely to say they would not be willing to campaign against climate change / encourage others to change behaviour.

Which of the following changes, if any, have you made or would you be willing to make in the next 5 years specifically to tackle climate change and not for any other reason such as money, health or personal preference?



Residents' behaviour to tackle climate change

Subgroup analysis

Gender

Female respondents were more likely than male respondents to say they had **already** made the following changes:

- *Being mindful of food consumption* (67% v 54%)
- *Avoid single use plastics and plastic packaging* (68% v 59%)
- *Recycle more* (88% v 83%)

Male respondents were more likely than female respondents to say they **would not be willing** to make the following changes:

- *Choose to walk, cycle or use public transport more instead of using a car* (18% v 13%)
- *Being mindful of food consumption* (18% v 8%)
- *Avoid single use plastics and plastic packaging* (4% v 2%)
- *Recycle more* (3% v 1%)
- *Campaign against climate change / encourage others to change behaviour* (41% v 30%)

Age

Those aged 40-64 were more likely than those aged 65+ to say they **would be willing** to make the following changes:

- *Choose to walk, cycle or use public transport more instead of using a car* (30% v 19%)
- *Minimise energy usage at home* (36% v 26%)
- *Campaign against climate change / encourage others to change behaviour* (45% v 38%)

Those aged 40+ were more likely to say they **already** *recycle more* than those aged 18-39 (87% v 79%).

Ward

Those living in **Aspin and Calcutt ward** were more likely than those living elsewhere to say they had **already** made the following changes:

- *Being mindful of food consumption* (69% v 57-61%)
- *Avoid single use plastics and plastic packaging* (73% v 56-63%)
- *Recycle more* (93% v 80-88%)

Length of residency

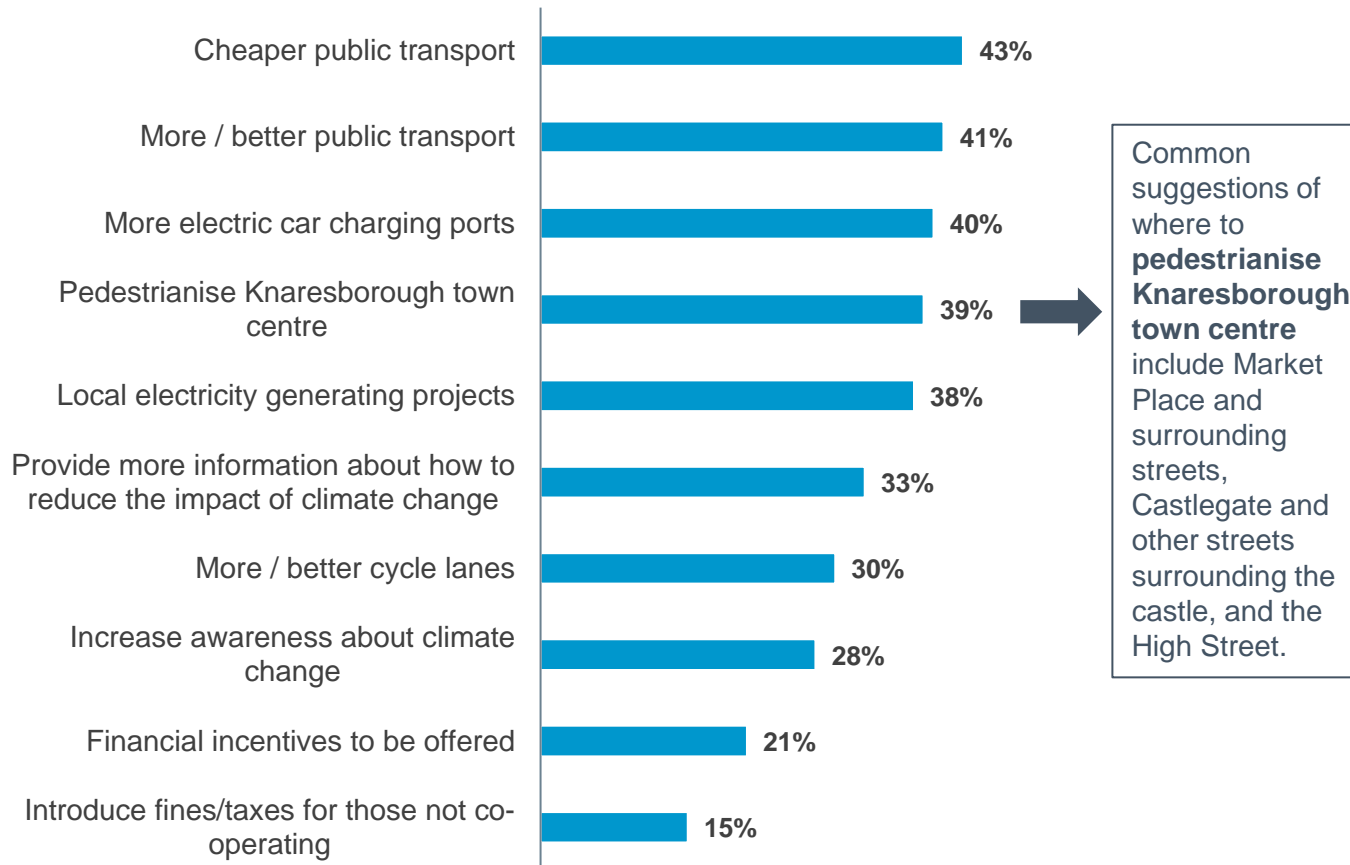
New residents were more likely than established residents to say they **would not be willing** to *avoid single use plastics and plastic packaging* (5% v 2%).

Established residents were more likely to say they **already** *recycle more* than new residents (87% v 81%).

Tackling climate change in Knaresborough

Transport is key to tackling climate change amongst respondents, with the most common suggestions for how to tackle this in Knaresborough being *cheaper public transport*, *more / better public transport* and *more electric car charging points*.

What changes would you like to see happen in Knaresborough to help tackle climate change?



Subgroup analysis

Gender

Female respondents were more likely than male respondents to select:

- *Cheaper public transport* (46% v 39%)
- *Provide more information about how to reduce the impact of climate change* (37% v 28%)
- *Increase awareness about climate change* (31% v 25%)

Male respondents were more likely to select *pedestrianise Knaresborough town centre* than female respondents (43% v 36%).

Ward and Length of residency

There were no subgroup differences.

Age

Those aged 18-64 were more likely than those aged 65+ to select:

- *Cheaper public transport* (49% v 31%)
- *More / better cycle lanes* (34% v 21%)
- *Financial incentives to be offered* (24% v 16%)

Those aged 40+ were more likely to select *provide more information about how to reduce the impact of climate change* than those aged 18-39 (36% v 22%).

Those aged 40-64 were more likely to select *more electric car charging ports* (44%) than those aged 18-39 (33%) or 65+ (37%).

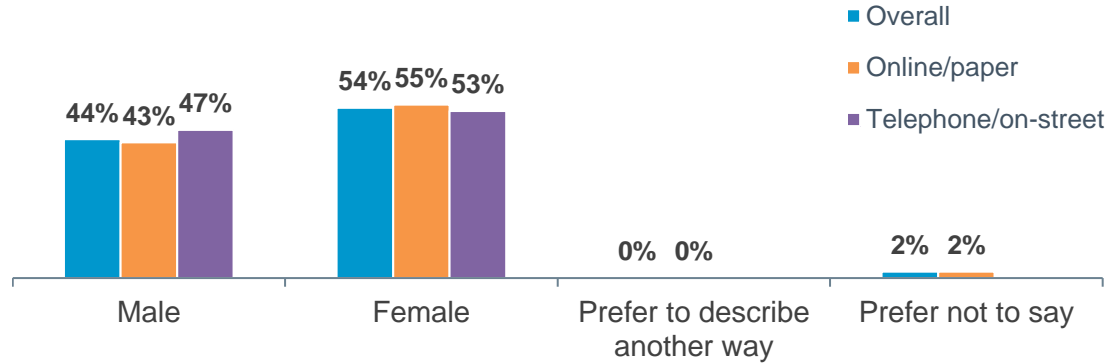
Older respondents aged 65+ were more likely to select *increase awareness about climate change* than those aged 18-64 (35% v 25%).



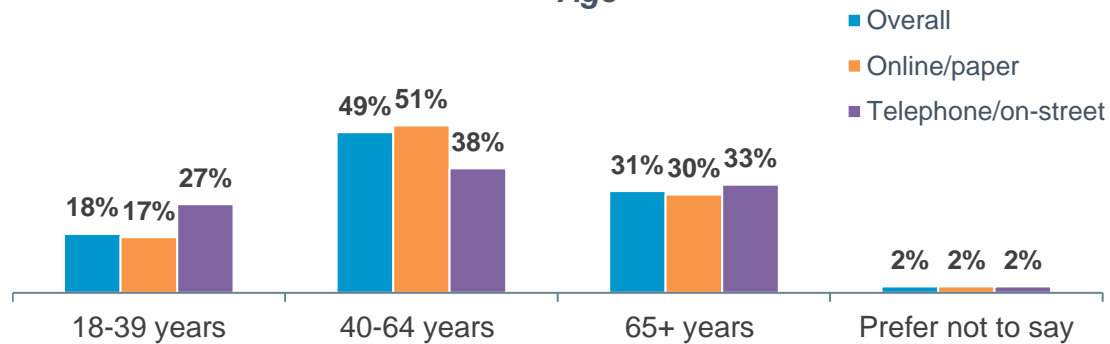
Respondent profile

Demographic profile

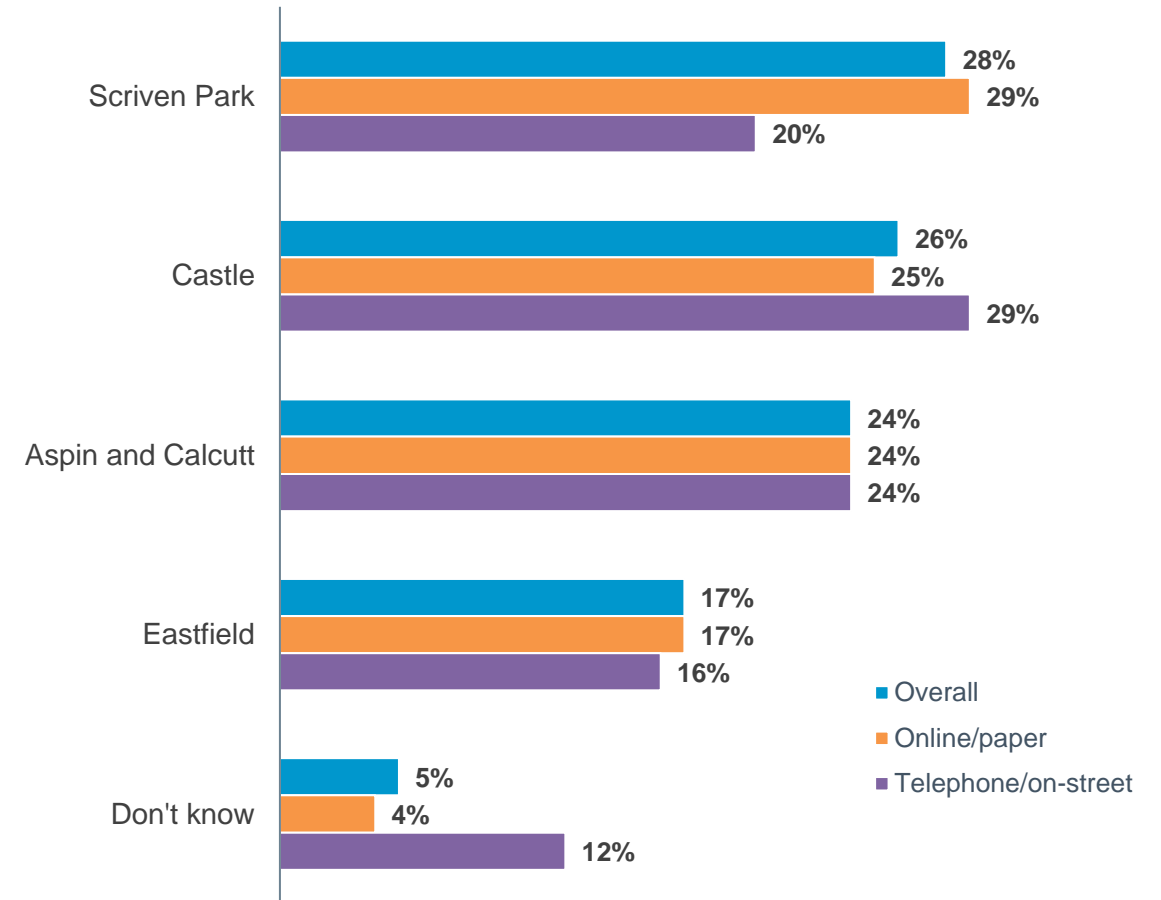
Gender



Age

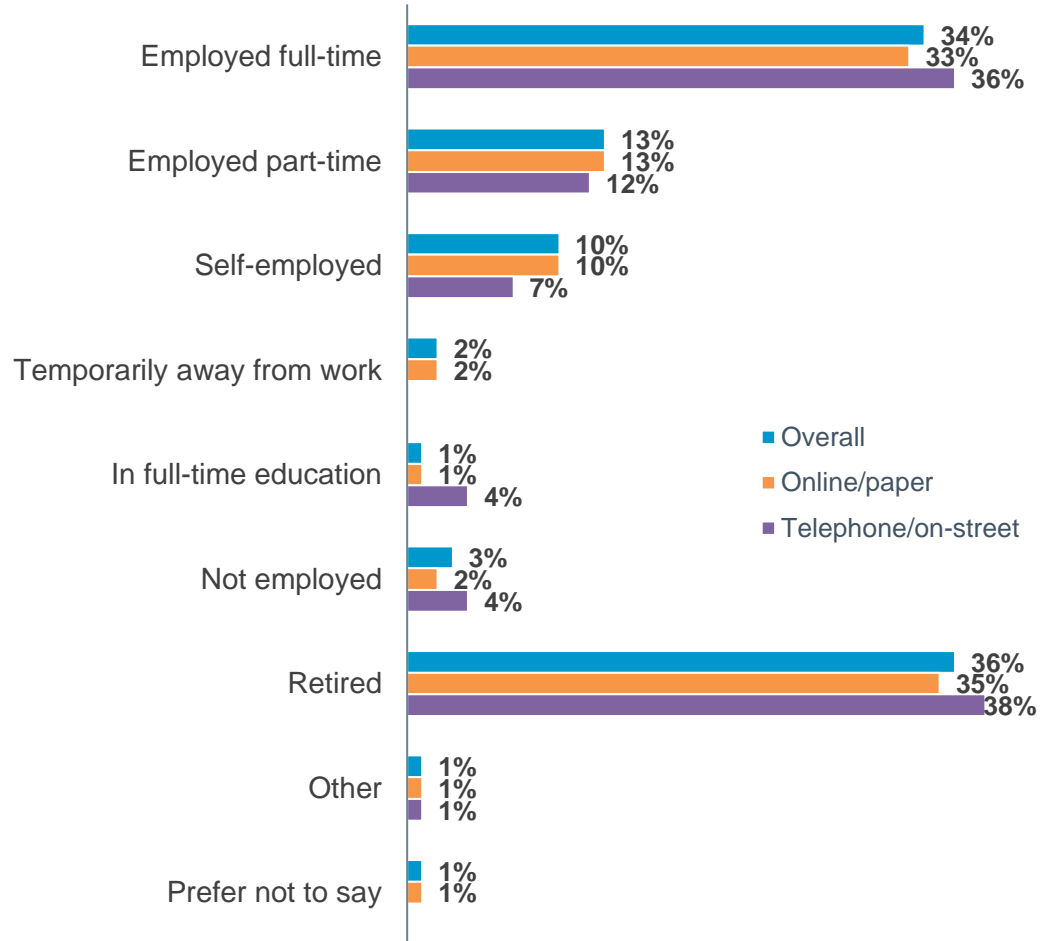


Ward

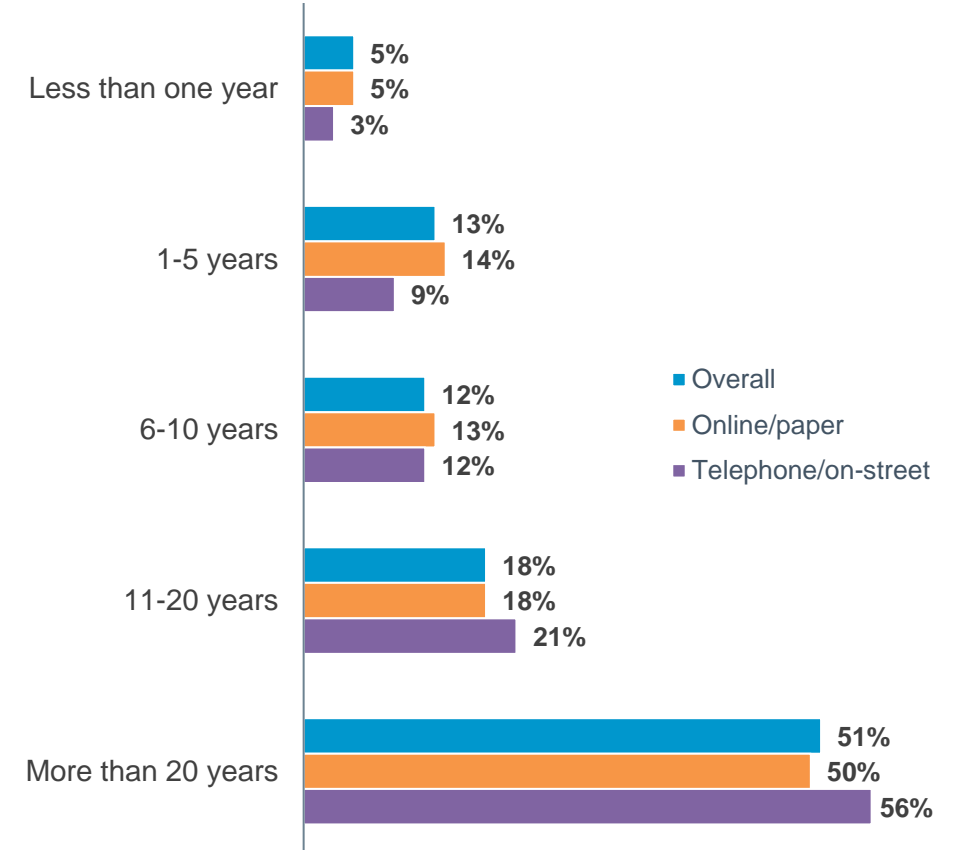


Demographic profile

Employment status



How long have you lived in Knaresborough?





Conclusions

Conclusions

Knaresborough as a place to live

The proximity to the countryside is a key factor in why residents like living in Knaresborough, as well as the friendliness of people and sense of community.

Male residents are more likely to favour the tangible aspects of Knaresborough, such as the choice of pubs, restaurants and bars, whilst female residents are more likely to favour the people-centric aspects, such as the sense of community and proximity to friends and family.

Younger residents are more likely to like the look and appearance of the town and proximity to friends and family, whilst older residents are more likely to favour the proximity to countryside and friendliness of people.

Opinion is split on the look and appearance of the town, as this response appears in both the most liked aspects of living in Knaresborough as well as the most disliked aspects of living in Knaresborough.

Traffic and congestion is a key area of concern amongst residents. Not only is it the most common thing that residents dislike about living in Knaresborough, it is also the biggest worry about the future of Knaresborough and the thing that residents would most like to see improved.

Over development of the area and the state of roads and/or footpaths are also common issues amongst residents as these were commonly selected as what residents dislike about living in Knaresborough.

A number of 'other' issues were reported, such as the High Street looking run down, issues with parking and a lack of banking facilities in the town.

Younger residents are more likely to dislike issues relating to the local facilities and amenities, whilst older residents are more likely to dislike issues relating to the overall appearance of Knaresborough and increasing population.

Conclusions

Views on Knaresborough Town Council

Over a third do not know what Knaresborough Town Council does in terms of the services it provides for Knaresborough residents, highlighting an opportunity for the Town Council to promote its role and increase awareness of this.

Event organisation, the Christmas lights and markets are the highest rated services provided by Knaresborough Town Council.

The planning consultee is the lowest rated service provided by the Town Council, with a larger proportion providing a negative rating than a positive rating. This suggests that the Town Council should focus on this service as an area for improvement to increase satisfaction.

Over half agree that Knaresborough Town Council provides value for money, with new residents more likely to agree than established residents. Three in ten neither agree nor disagree and one in ten disagrees.

Almost half use or visit local attractions and green spaces and parks at least once a week.

A third never use or visit community spaces and four in ten never use or visit the local sports and activities facilities. This suggests the Town Council could do more to promote these facilities to increase usage.

Conclusions

Devolution

Awareness that a new unitary authority will be created for North Yorkshire from May 2023 is high, with three quarters indicating they are aware of this.

Female residents, younger residents and new residents are more likely to not be aware of the impending change to local government, highlighting key demographics where awareness could be raised about this.

Residents would most like to see Knaresborough Town Council become responsible for the management of facilities such as Knaresborough Castle, the management of the environment and the management of Knaresborough Market Place.

Conclusions

Future of Knaresborough

As mentioned previously, residents are most worried about there being more traffic in the future of Knaresborough, particularly for older residents. Furthermore, almost six in ten would like to see traffic issues improved in Knaresborough.

Half selected over development and pressure on medical facilities as a worry about the future of Knaresborough.

Facilities for children and young people is a key area for improvement for the Town Council, as this was a common worry about the future of Knaresborough and the second most common response when suggesting improvements for the future of Knaresborough.

Around three in ten would like to see improvements in leisure facilities, affordable housing, crime and policing, the quality of parks and recreation areas and the cultural aspect of Knaresborough.

Younger residents would like to see improvements in local leisure facilities, including sports facilities, facilities for children and young people and the quality of parks and recreation areas. Older residents would prefer to see improvements in traffic issues and crime and policing.

Conclusions

Tackling climate change

Almost nine in ten are already recycling more in order to tackle climate change and are most likely to be female residents, older residents those living in Aspin and Calcutt ward and established residents.

Around a third would be willing to avoid single use plastics and plastic packaging or minimise energy usage at home if not already doing so. Therefore, the Town Council could focus any future communications about climate change on these behaviour changes.

Over a third would not be willing to campaign against climate change or encourage others to change their behaviour, particularly male residents.

Transport is a key factor in tackling change in Knaresborough, as common suggestions include cheaper public transport, more or better public transport and more electric car charging ports.

Four in ten suggested to pedestrianise Knaresborough town centre as a way of tackling climate change. The most common suggestions of where to pedestrianise include the Market Place and surrounding streets, Castlegate and other streets surrounding the castle, and the High Street.

Younger residents would prefer to see practical changes such as improved public transport, cycle lanes and financial incentives, whilst older residents would prefer more information about climate change, including how to tackle it.

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