

Pride in Place Benchmarking Survey Survey Results

Rawtenstall

February 2026



Ministry of Housing,
Communities &
Local Government

Introduction

Pride in Place

As part of a £1.5 billion investment programme to foster stronger, better-connected and healthier communities across the UK, **Zencity** has partnered with the **Ministry of Housing, Communities and Local Government (MHCLG)** to help capture community sentiment on the Pride in Place Programme (PIPP) and the future of local places.

Survey Approach and Scope

The **Overview Survey (May 2025)** established a national baseline across the original **75 places**. It identified where **pride, satisfaction, and perceptions of safety and opportunity** were strongest and weakest, and assessed how empowered residents felt, as well as their familiarity with the programme. Building on this, **Zencity** engaged residents across **95 of these places** through a **Deep Dive survey**, providing a more detailed, place-based understanding of what helps residents feel heard and how **safety, town centres, and local amenities** are perceived.

The **Benchmarking Survey (February 2026)** presented in this report extends coverage to all **221 places** included in **Phases 1 and 2 of the programme**, creating a comprehensive baseline to the state of **pride, satisfaction, and perceptions of safety and opportunity** across the entire **Pride in Place programme**.

Overall Key Findings

Analysis of the Benchmarking Survey Identified a number of key themes across participating places, providing the overall context for the place-level findings presented in the remainder of this report.

Thriving Places: Pride and satisfaction with local areas are broadly positive, but residents remain divided on whether conditions are improving. Pride in place stands at 46%, with overall satisfaction with local area at 60% and satisfaction with local amenities at 48%. However, only 27% say their area has improved in the past year, while slightly more (30%) expect improvement in the next two years. Concerns about ASB, crime and the quality of the built environment are the most frequently cited local issues, highlighting the importance of visible improvements to safety and the physical environment in strengthening pride in place.

Building Stronger Communities: Social trust provides an important foundation for stronger communities and local pride. A majority of residents (59%) say that many or some people in their local area can be trusted, and higher levels of trust are strongly associated with greater pride in place (76% proud among those who believe many people can be trusted). At the same time, perceptions of being left behind remain widespread: 56% of residents believe their local area is falling behind the rest of the country.

Empowering People to Take Control: Residents' sense of influence over local decisions remains limited, with only 29% agreeing they can influence decisions affecting their local area or community. Experiences of consultation play an important role in shaping perceptions of influence: residents who have been consulted in the past year are more likely to feel their voice is heard in local decision-making (34% say their voice is often listened to, compared with 9% among those not consulted). Awareness of the Pride in Place programme is also associated with a more optimistic outlook for the future of the local area.

What needs to improve for residents to experience their area as a thriving place?

The Problem

Many local areas have faced sustained economic pressure resulting in declining high streets and safety concerns.

These pressures affect more than infrastructure — they shape how people feel about where they live.

Why it matters

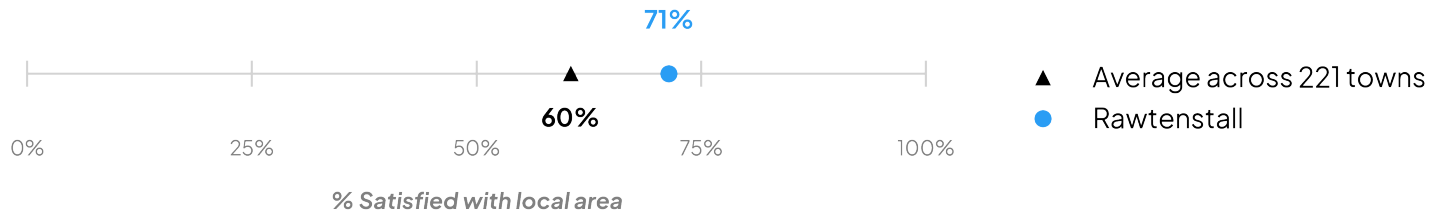
When public spaces deteriorate or opportunities feel limited, residents may lose pride, optimism and confidence that their area is moving in the right direction. The challenge is not only physical renewal, it is restoring confidence in place.

What this section examines

- How residents feel about their local area today.
- Whether places are seen as improving.
- How well the building blocks of a thriving place are performing.
- Where residents see the greatest gaps — and what should be prioritised next.

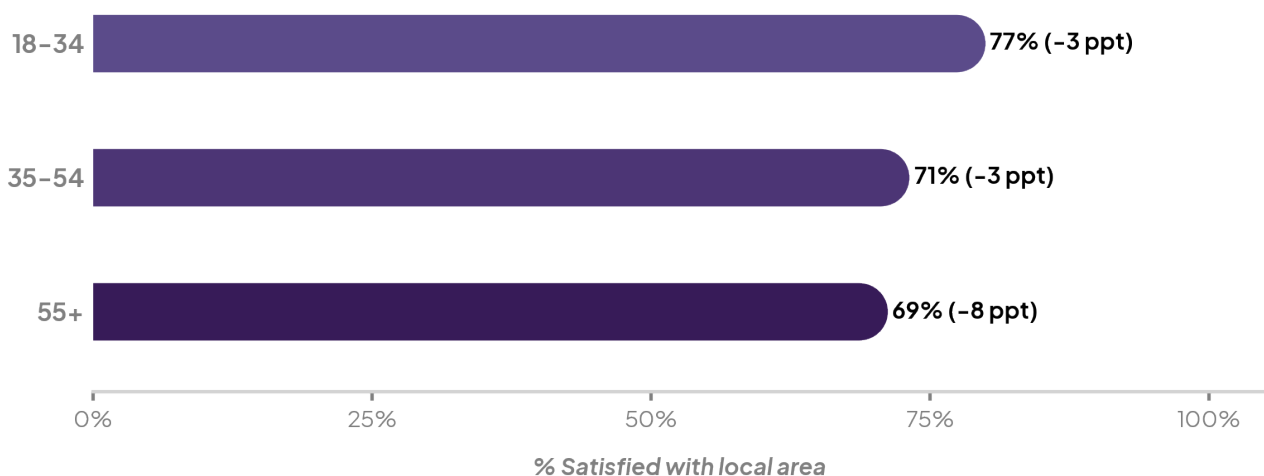


Your local area is the area within 15–20 minutes walk from your home. How satisfied or dissatisfied are you with your local area as a place to live?

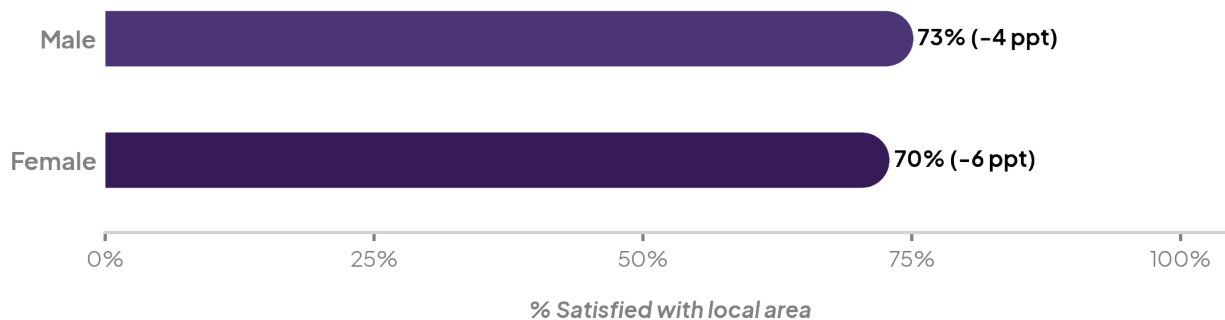


71% of respondents in Rawtenstall are satisfied with their local area as a place to live. This is more than the average across 221 places. Compared to the previous cycle, this represents a slight decrease (-5 ppt).

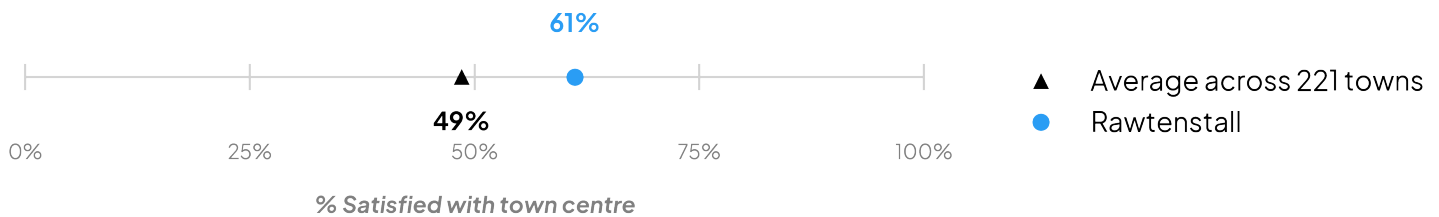
Age



Gender

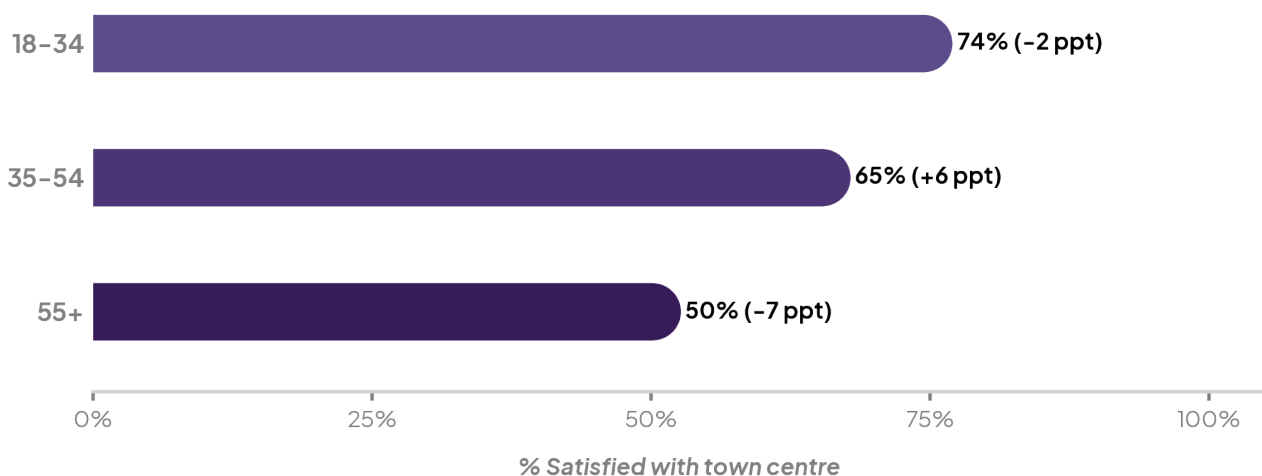


Generally, how satisfied are you with the local services and amenities in the town centre closest to your local area?

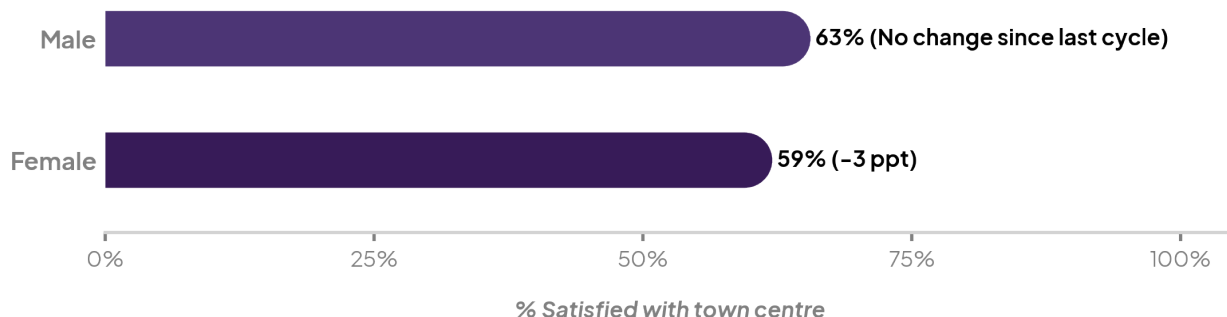


61% of respondents in Rawtenstall are satisfied with local services and amenities in the town centre. This is more than the average across 221 places. Compared to the previous cycle, this represents a slight decrease (-1 ppt).

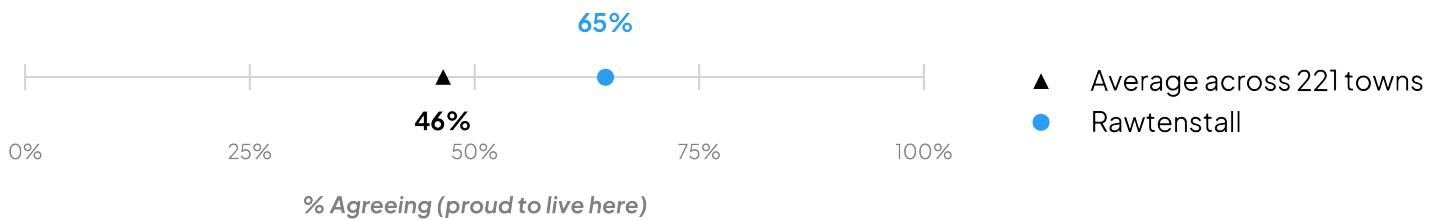
Age



Gender

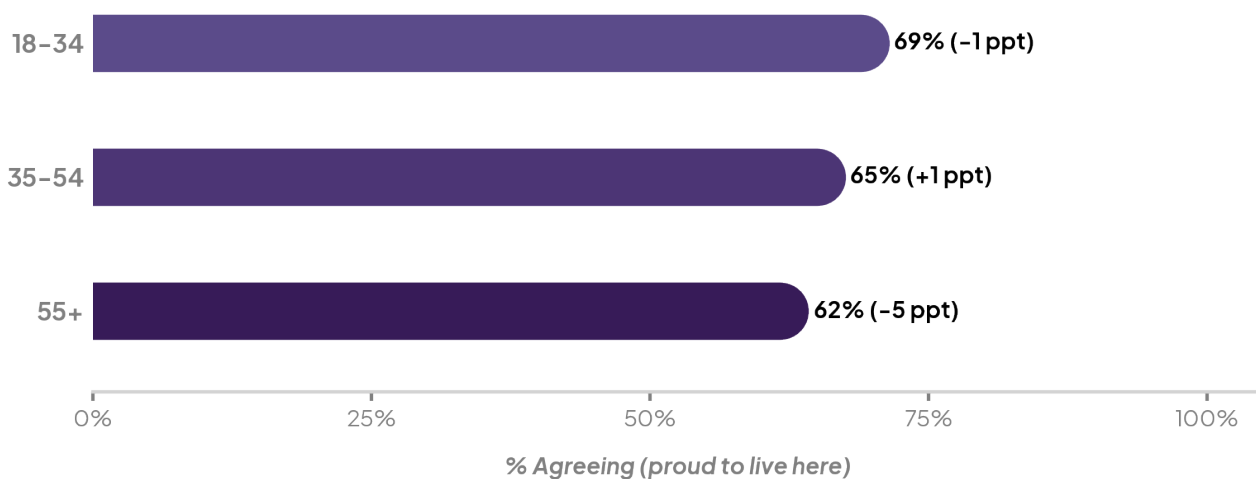


How much do you agree or disagree with the following statement: I am proud to live in my local area.

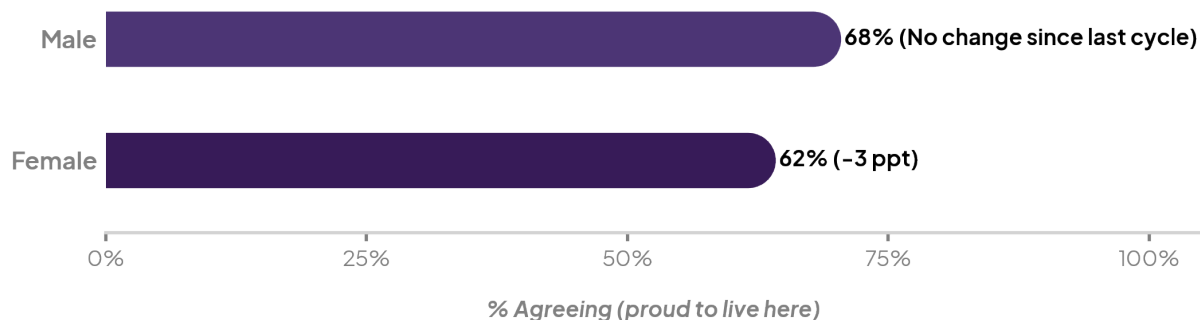


65% of respondents in Rawtenstall agree that they are proud to live in their local area. This is more than the average across 221 places. Compared to the previous cycle, this represents a slight decrease (-2 ppt).

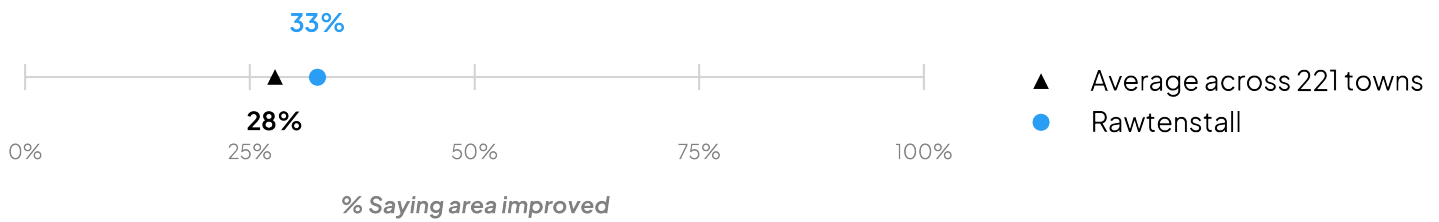
Age



Gender

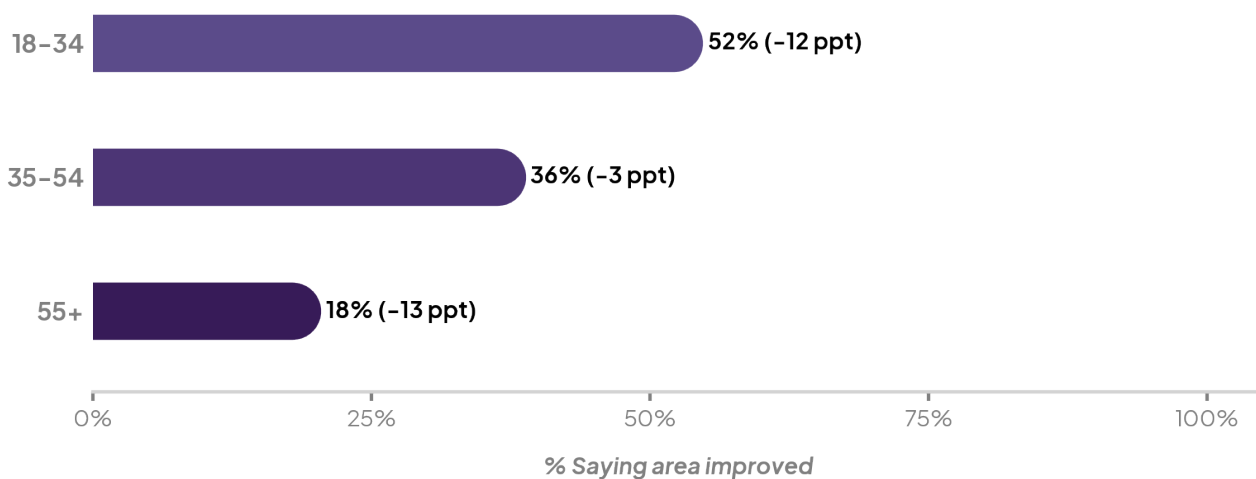


Would you say that in the past 12 months, your local area has improved?

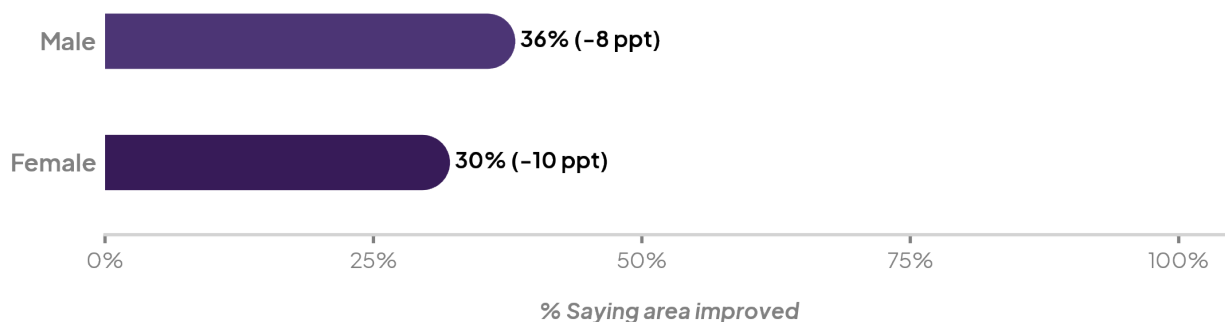


33% of respondents in Rawtenstall say their local area has improved in the past 12 months. This is more than the average across 221 places. Compared to the previous cycle, this represents a 9 ppt decrease.

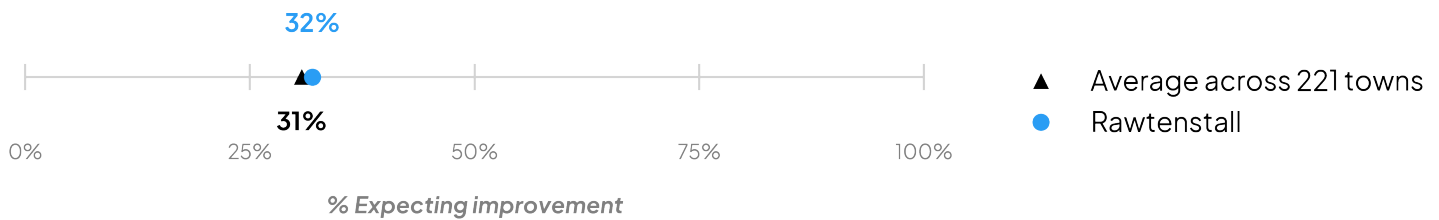
Age



Gender

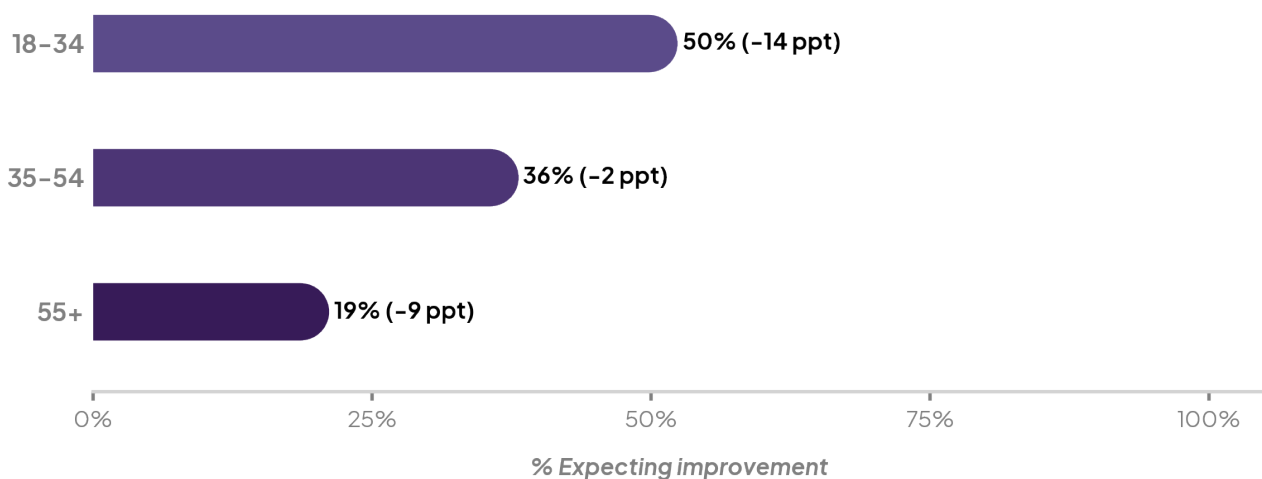


Generally speaking, do you expect your local area to get better or worse to live in 2 years from now?

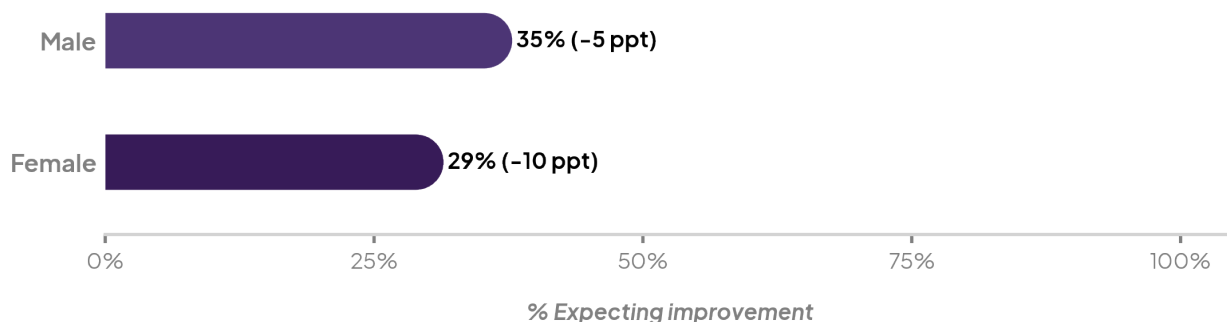


32% of respondents in Rawtenstall expect their local area to get better to live in within 2 years. This is about the same as the average across 221 places. Compared to the previous cycle, this represents a 8 ppt decrease.

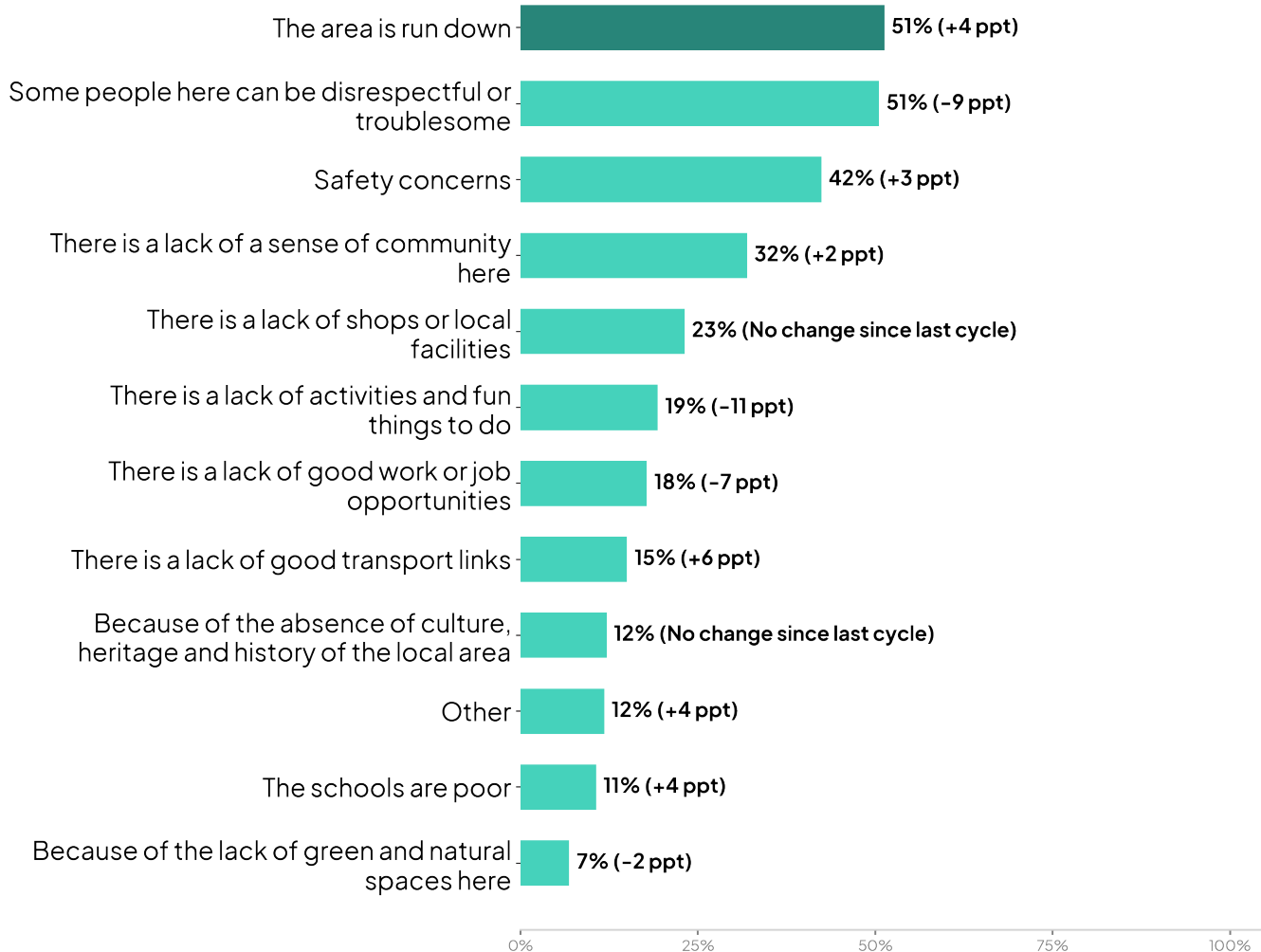
Age



Gender

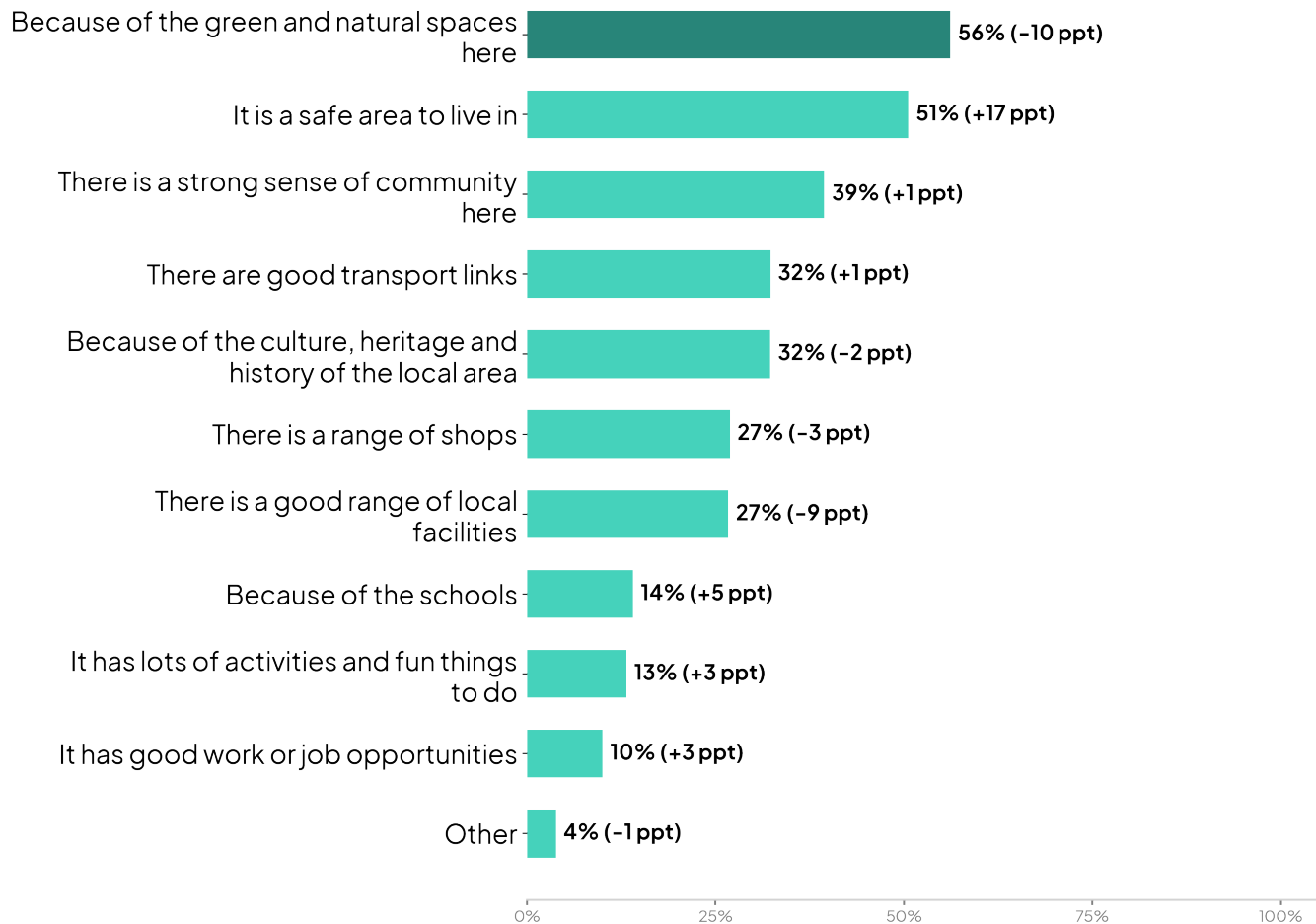


What are the main reasons you disagree with the statement that 'I am proud to live in my local area'? [Select up to 3; totals exceed 100%.]



Among respondents who are not proud to live in their local area, the most common reasons are “The area is run down” (51%, 4 percentage points increase from the previous cycle) and “Some people here can be disrespectful or troublesome” (51%, 9 percentage points decrease from the previous cycle).

What are the main reasons you agree with the statement that 'I am proud to live in my local area'? [Select up to 3; totals exceed 100%.]



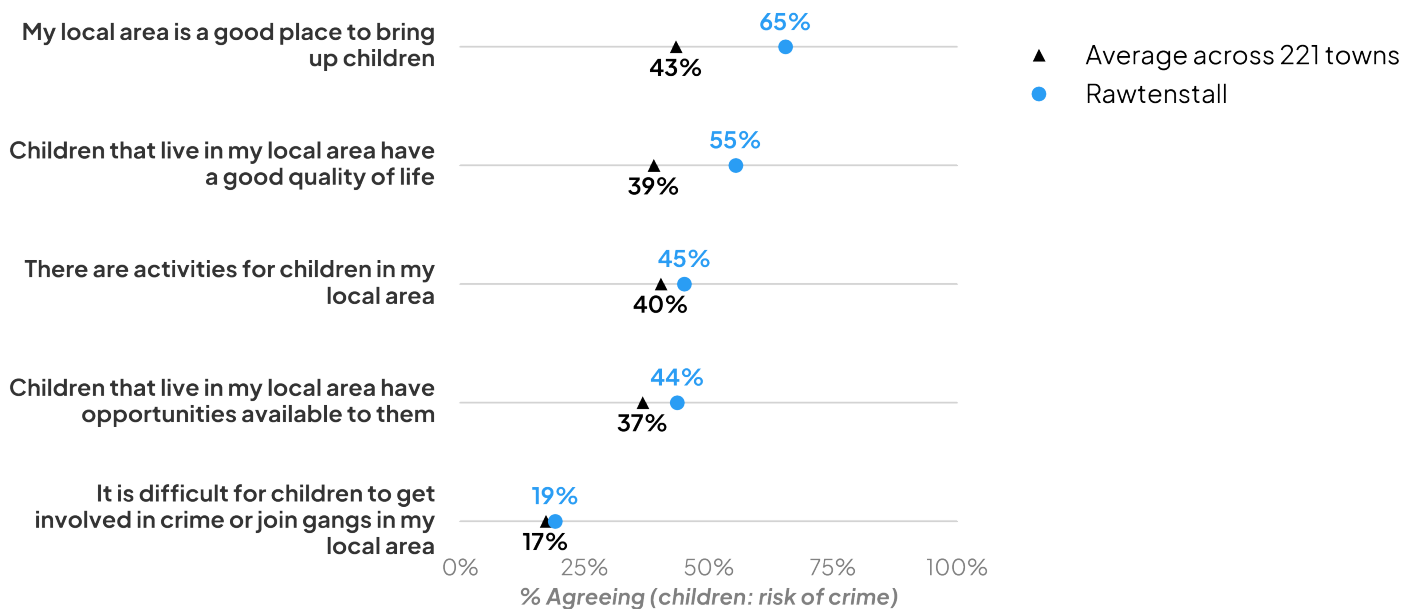
Among respondents who are proud to live in their local area, the most common reason is “Because of the green and natural spaces here” (56%, 10 percentage points decrease from the previous cycle).

Community characteristics — residents' ratings across different aspects of local life:



In Rawtenstall, Availability of green and other attractive public spaces (61%) was the strongest community characteristic, scoring more than the average across the 221 places.

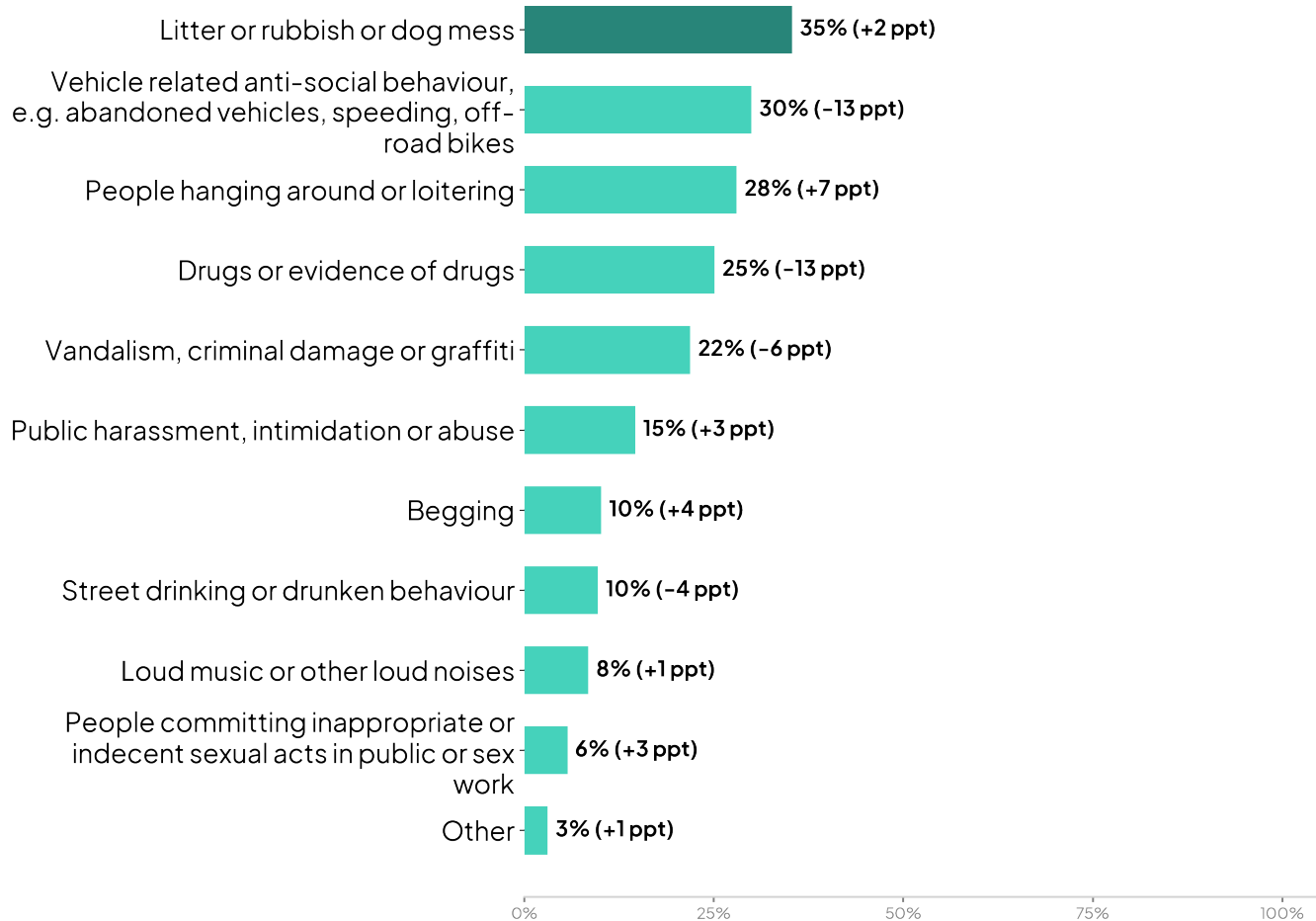
Thinking about your local area, how much do you agree or disagree with the following statements:



In Rawtenstall, My local area is a good place to bring up children (65%) was the strongest community characteristic, scoring more than the average across the 221 places.

Which of the following are the biggest problems in your local area?

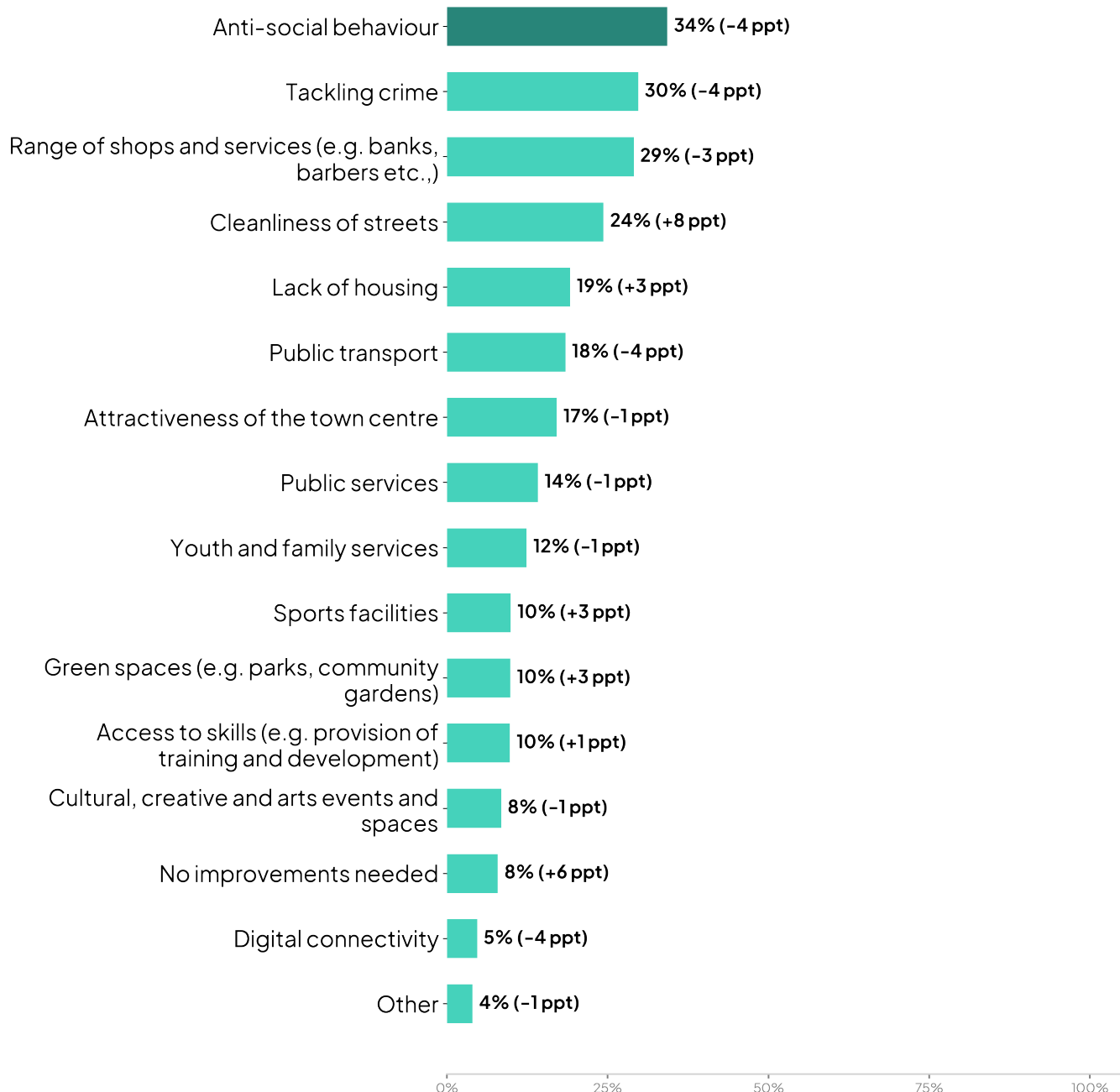
[Select up to 3; totals exceed 100%.]



Rawtenstall residents most commonly cited “Litter or rubbish or dog mess” (35%, 2 percentage points increase from the previous cycle) as the biggest problem in their local area.

Which of the following needs the most improvement in your local area?

[Select up to 3; totals exceed 100%.]



Rawtenstall residents most commonly cited “Anti-social behaviour” (34%, 4 percentage points decrease from the previous cycle) as the aspect most needing improvement in their local area.

How can stronger social infrastructure be strengthened to support thriving places?

The Problem

Strong communities depend on residents feeling connected to one another and safe in their everyday lives.

In some areas, trust between residents can be fragile, anti-social behaviour can undermine safety, and residents may feel their area has been left behind.

Why it matters

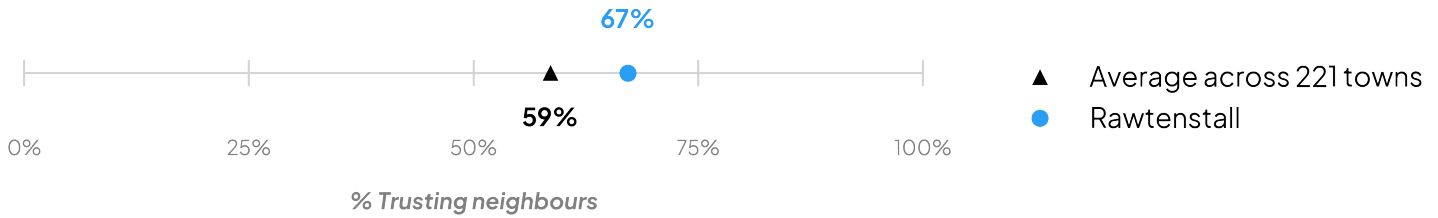
Thriving places are not built through infrastructure alone. They rely on trust between neighbours, safe public spaces, and shared confidence that places matter. The challenge is not only improving conditions — it is strengthening the social foundations that sustain long-term change.

What this section examines

- Levels of social trust among residents.
- Whether residents feel their area is falling behind other communities.

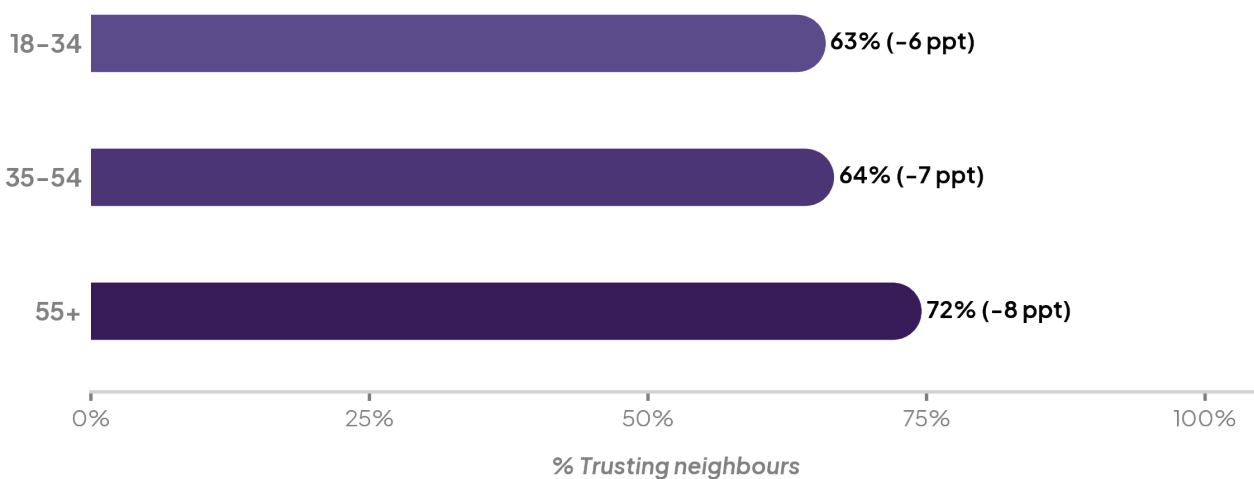


Thinking about the people who live in your local area, to what extent do you believe they can be trusted?

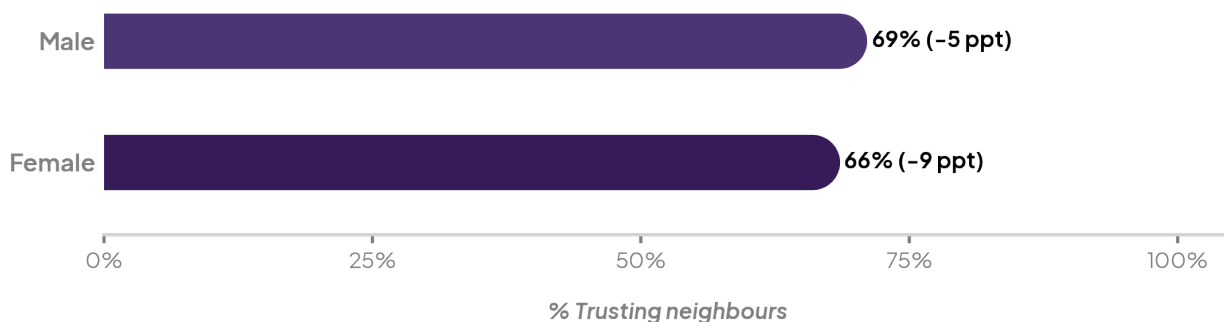


67% of respondents in Rawtenstall say many or some of the people in their local area can be trusted. This is more than the average across 221 places. Compared to the previous cycle, this represents a 7 ppt decrease.

Age

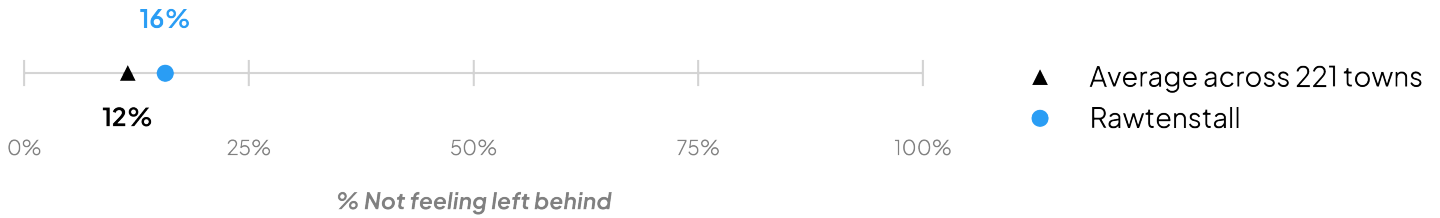


Gender



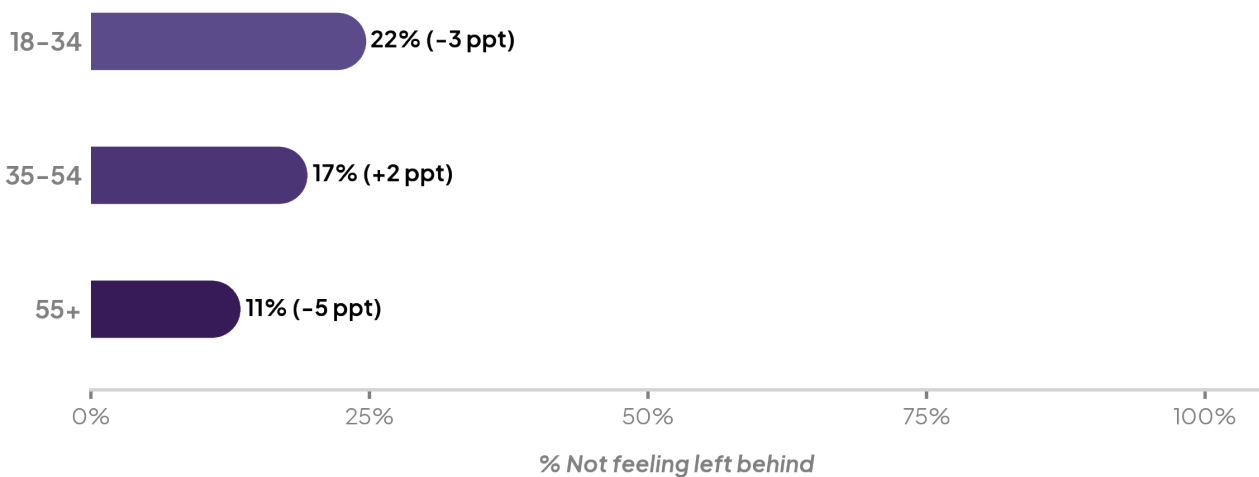
Comparisons between the cycles are calculated from unrounded scores. Displayed values are rounded and may not reflect the exact difference shown.

Do you feel your local area is 'left behind' in comparison to the rest of the country?

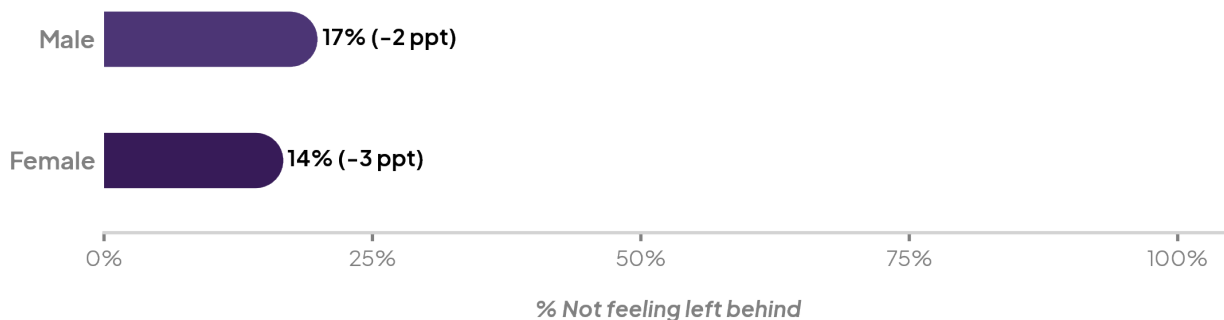


16% of respondents in Rawtenstall feel their local area is not left behind compared to the rest of the country. This is slightly more than the average across 221 places. Compared to the previous cycle, this represents a slight decrease (-2 ppt).

Age



Gender



How can residents be meaningfully empowered to influence decisions affecting their local area?

The Problem

Investment alone does not guarantee that residents feel involved in shaping change.

In some areas, people feel they have little influence over local decisions, consultation can feel limited, and awareness of funding programmes is low.

Why it matters

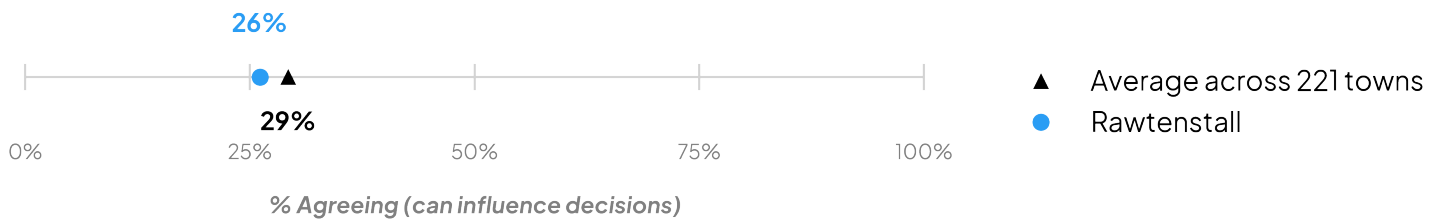
Lasting change depends on residents believing they can influence local priorities, feeling listened to, and seeing investment reflect local voices. Empowerment builds support for change, and sustains pride in place over time.

What this section examines

- Whether residents feel able to influence decisions.
- Whether engagement translates into voice.
- Awareness of Pride in Place funding.

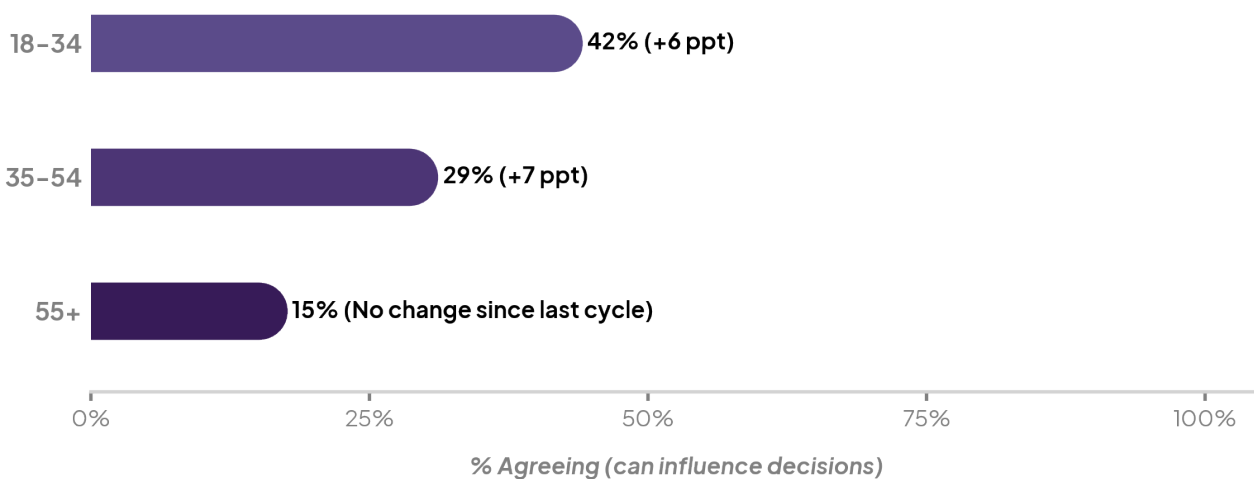


To what extent do you agree or disagree that you personally can influence decisions affecting your local area or influence what happens in your community?

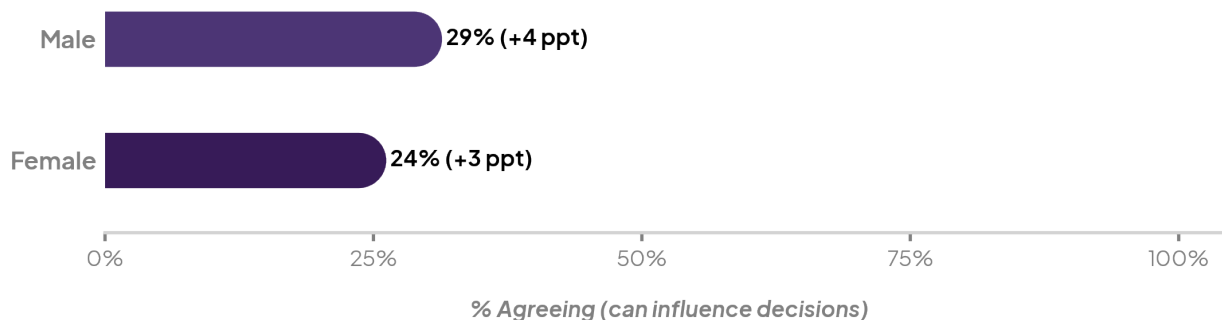


26% of respondents in Rawtenstall agree they can personally influence decisions affecting their local area. This is slightly less than the average across 221 places. Compared to the previous cycle, this represents a slight increase (+4 ppt).

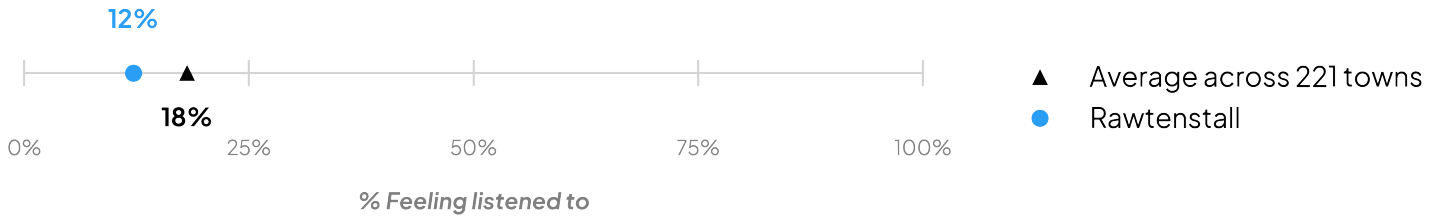
Age



Gender

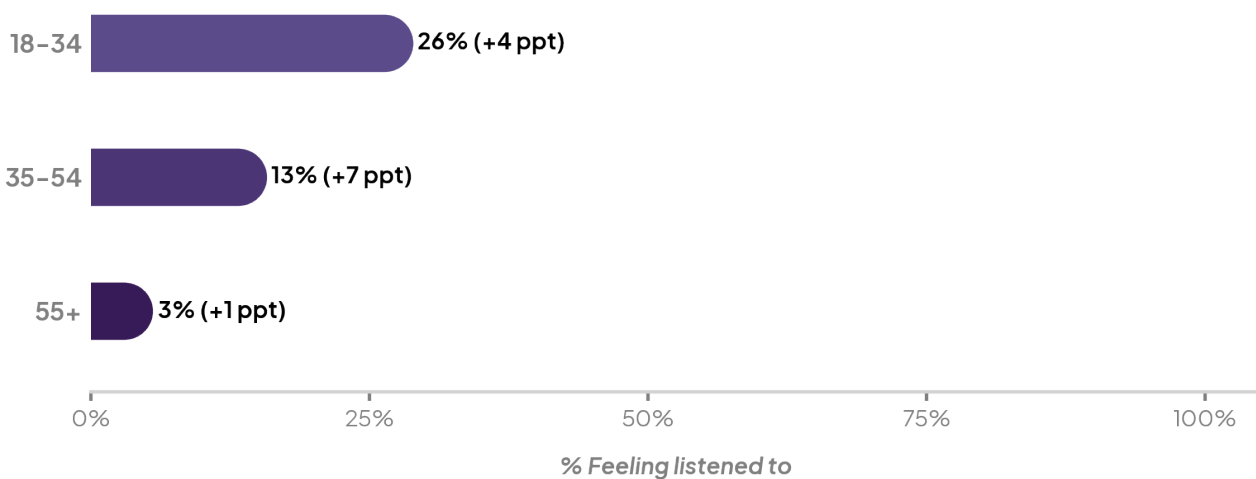


Do you feel your voice is listened to when decisions are made about your local area?

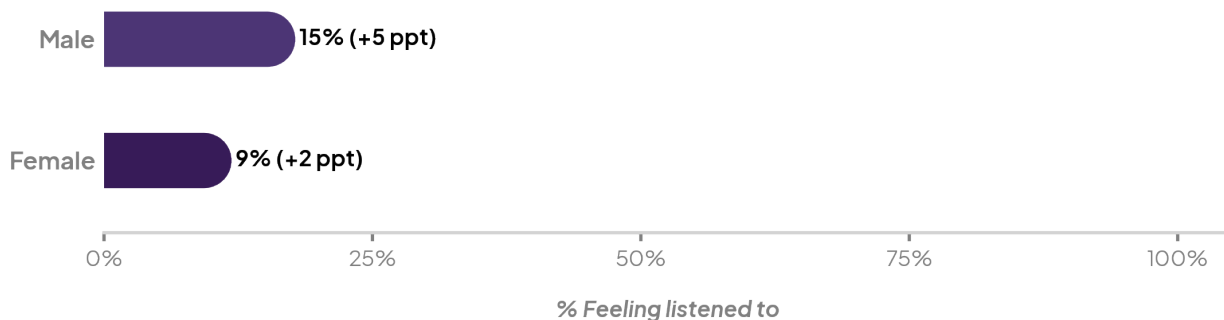


12% of respondents in Rawtenstall feel their voice is listened to when decisions are made about their local area. This is less than the average across 221 places. Compared to the previous cycle, this represents a slight increase (+4 ppt).

Age

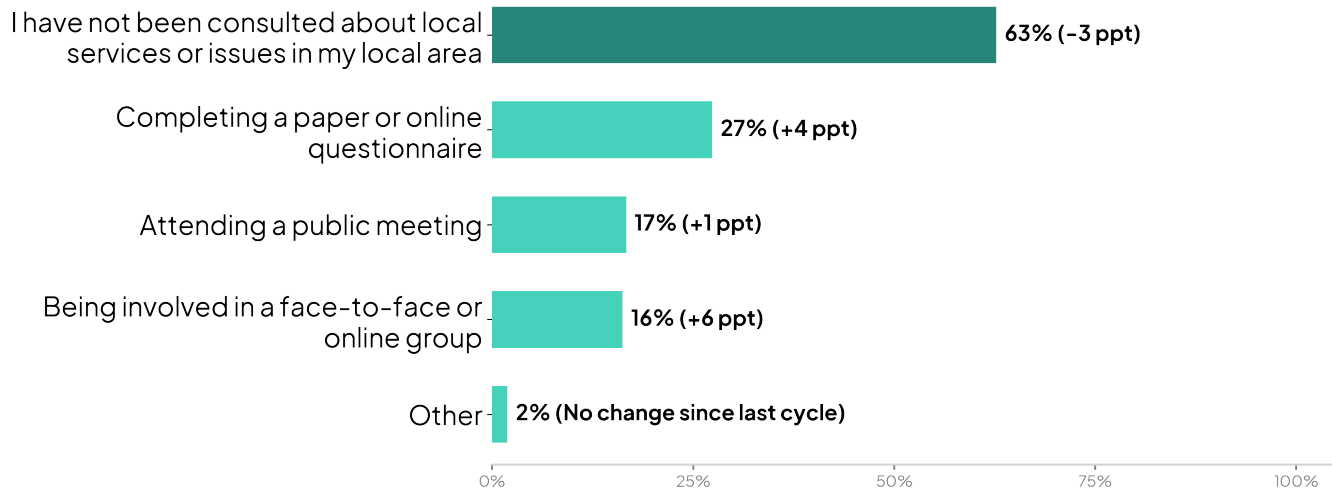


Gender



In the last 12 months, have you been consulted about local services or issues in your local area through any of these methods?

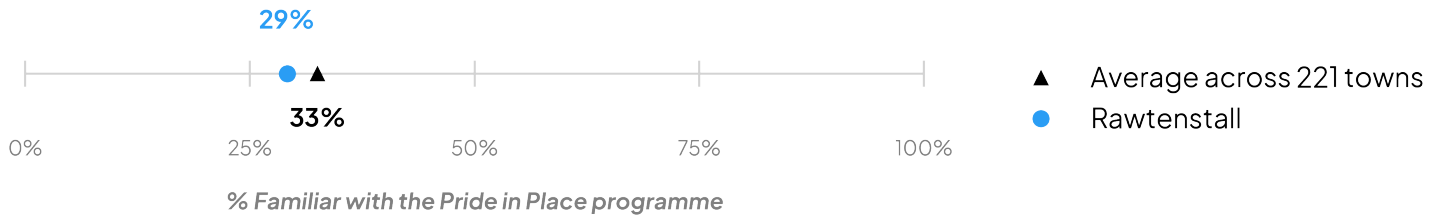
[Select all that apply; totals may exceed 100%.]



In Rawtenstall, 63% of residents report that they have not been consulted about local services or issues in the last 12 months.

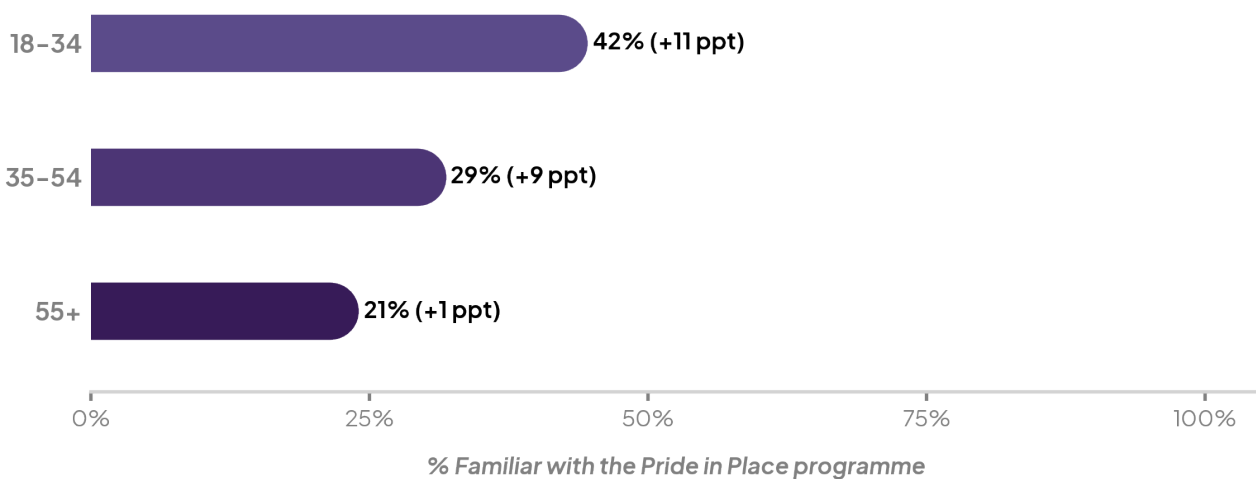
Among those who have been consulted, the most common route is “Completing a paper or online questionnaire” (27%).

Your local town has been selected to receive £20 million of funding as part of the Government's Pride in Place programme. Prior to this survey, how familiar are you with this programme?

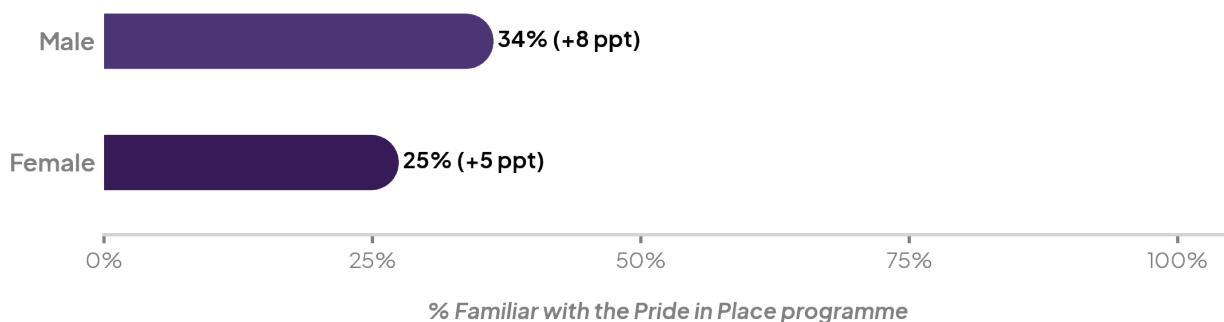


29% of respondents in Rawtenstall are familiar with the Pride in Place programme. This is slightly less than the average across 221 places. Compared to the previous cycle, this represents a 6 ppt increase.

Age



Gender



Please note that the programme referenced differs between surveys. The Overview survey asked about familiarity with the "Plan for Neighbourhoods" programme (May 2025), while the Benchmarking survey asked about the "Pride in Place programme" (December 2025)

Comparisons between the cycles are calculated from unrounded scores. Displayed values are rounded and may not reflect the exact difference shown.

Overview

This report presents model-based estimates of the Benchmarking survey data. Statistical modelling was used to improve place-level accuracy by reducing sampling noise in areas with small samples of responses. To do so, it combines place-level results with information on the expected responses of each place's demographic make-up, based on the full sample of **16,573 respondents**.

Survey sampling

The data presented in this report were collected between **3rd of November 2025 – 27th of January 2026**. A total of **106 respondents** from **Rawtenstall** took part in the survey. Participants were recruited through a combination of geotargeted digital advertising (including social media and display ads), mobile applications, and established online survey panels. All recruitment materials were neutrally branded to minimise topic-interest bias.

To create a representative sample, Zencity created response targets using the 2021 UK Census distributions for age, gender, and ethnicity, including a minimum number of surveys needed for each place based on the number required to support accurate modelling. Eligibility checks were applied throughout fieldwork, and respondents under the age of 18 or those who did not provide a valid postcode within the place were excluded from the final sample.

Why modelling is used

Direct survey estimates can be unreliable for individual places when the number of responses is small, which is particularly relevant for places with fewer than 10,000 residents. Although the survey provides strong coverage across the 221 participating places as a whole, there are not always enough responses within each place to support stable place-level results using standard weighting alone.

To address this, Zencity uses a statistical method known as Multilevel Regression and Poststratification (MRP) ([Gelman & Little, 1997](#); [Lax & Phillips, 2009](#)). MRP is designed for exactly this situation: estimating local opinions when samples are thin.

What the model does

MRP combines the survey responses with the United Kingdom's Censuses for each place using information on age, gender, and ethnicity. The estimates from the model balance what respondents say and the known demographic structure of each community.

Where a place has few responses from a particular demographic group, the model draws more heavily on patterns observed across all places, while still allowing for systematic differences between places. Where responses in a place differ from the overall average, those differences are taken into account. This process reduces random noise caused by small samples while preserving meaningful local variation.

MRP is widely used in public policy and election polling, and has been shown to perform well in the UK context, where it's [accurately predicted election results in the UK context](#).

Comparisons between the 75 town survey

The town-level reporting for the May 2025 benchmark presented topline estimates of the survey data without modelling. This report uses model-based estimates. To preserve an apples-to-apples comparison, the changes reported compare model-based estimates produced using an identical MRP specification estimated for the May 2025 data. This means some May figures may differ from those previously shared. Both cycles can be compared with confidence using this approach. Percentage point changes are calculated from unrounded modelled scores; as displayed values are independently rounded, the change shown may occasionally differ by one percentage point from subtracting the two displayed figures.

How to interpret the results

The figures shown in this deck are modelled estimates, not raw survey percentages. They represent the model's best estimate of views in each place, given the available survey data and population information.

Survey questions with evaluative scales or select-multiple formats are modelled. For select-multiple questions, each option is treated as a separate binary outcome (selected vs. not selected), and results are reported as percentages for each option. This approach supports stable and interpretable estimates even when response counts are low.

Open-text responses are not modelled. Instead, the full raw responses are provided in the accompanying Excel file.