

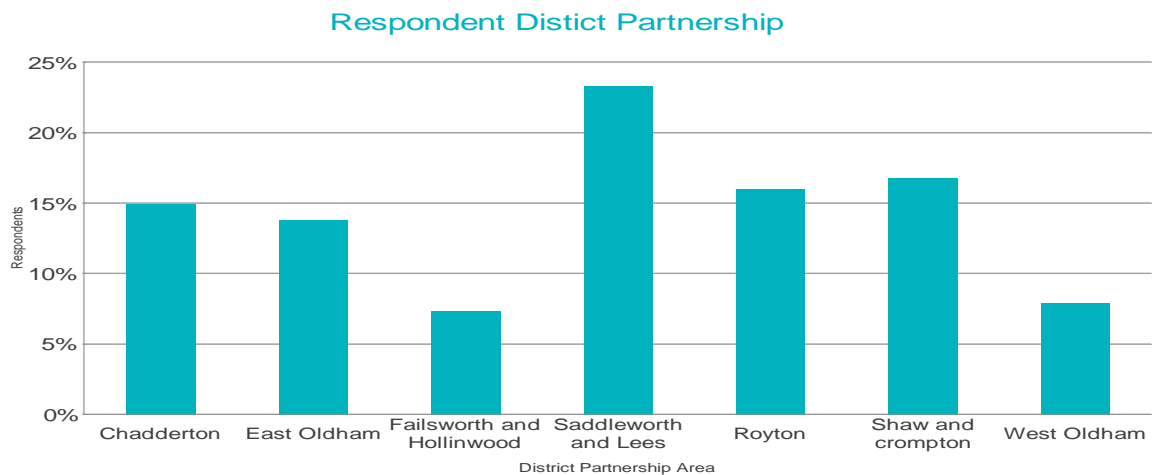
Be Green Survey 2018

Summary of findings

September 2018

Section One: Respondent Summary

Location



Derived from Q1: Which Ward do you live in? (n455)

Chart 1: Respondent by district partnership
Source: Q1: Which ward do you live? (n455)

Chart one shows that almost a quarter (23%) of the 455 respondents were from the Saddleworth West and Lees District Partnership. Conversely only eight percent of respondent reside in the Oldham west area of the town. A full summary of respondents can be found in [appendix one](#)

Age

Chart two shows that most commonly respondents were aged between 45 and 64 years of age. When summarised, 8 in 10 respondents are of working age and 1 in 5 retired.

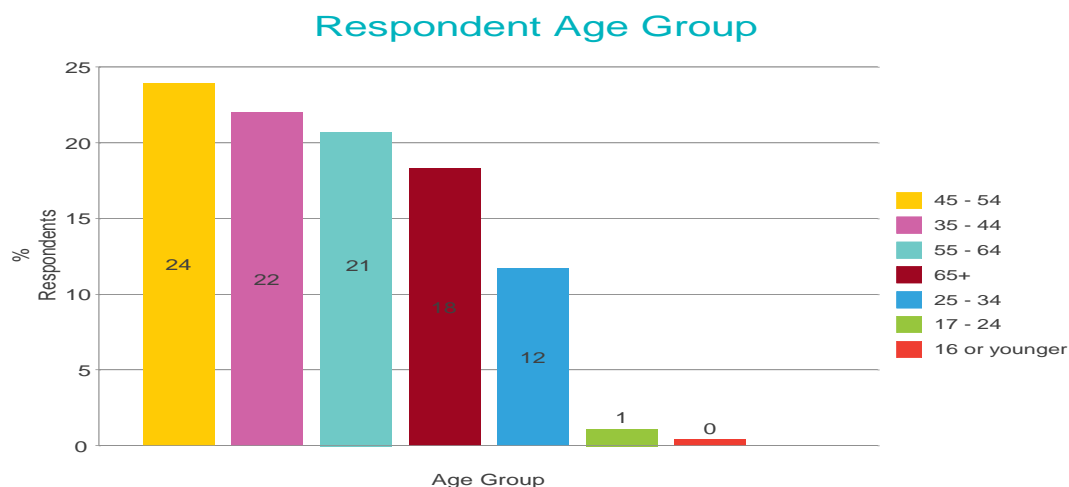


Chart 2: Respondent Age Group (n469)
Source Q3: Which of the following age categories do you fall into?

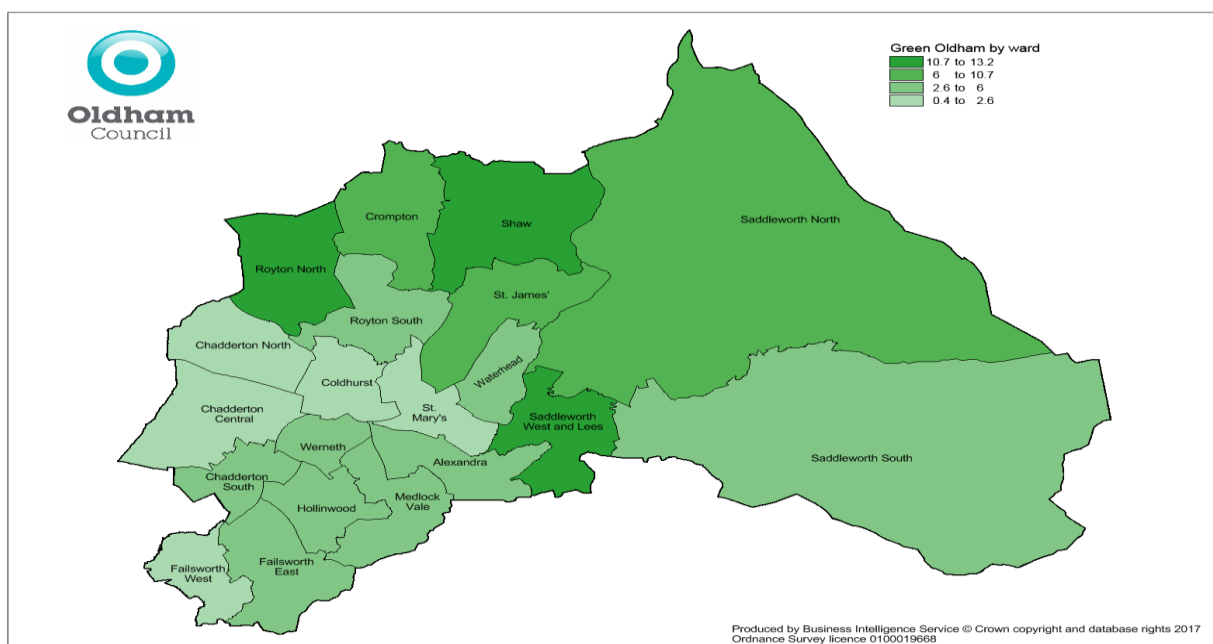
2 What respondents told us.

Section two of this report focuses on the responses of the 475 participants.

Oldham as a green place to live

“Look at the satellite view on Google maps. Even the inner urban areas have more green than you'd expect”. **Respondent aged 65+ Werneth**

Overall 52% of respondents (n460) felt that Oldham is a green place to live. Map one below shows that residents from the more rural areas of the town were most likely to consider Oldham to be a green place to live.



Map 1: Respondent perceptions of Oldham as a green place to live

Source: Q4 Do you feel that Oldham is a green place to live? (n460)

When asked for further comments the following themes emerged for those who agreed that Oldham is a green place to live (n69)

Chart three indicates that from the 86 responses received; most commonly respondent alluded to the town's proximity to countryside and open spaces including praise for parks and the work completed by the parks team. Respondents also felt that great strides had been made to improve recycling in the town.

Conversely, chart four indicates the issues that respondents raised regarding Oldham not being a green place to live. Most commonly respondents felt that green space in the town is being eroded by efforts to build on green belt sites. Issues of litter, fly tipping and poor recycling facilities were also prominent.

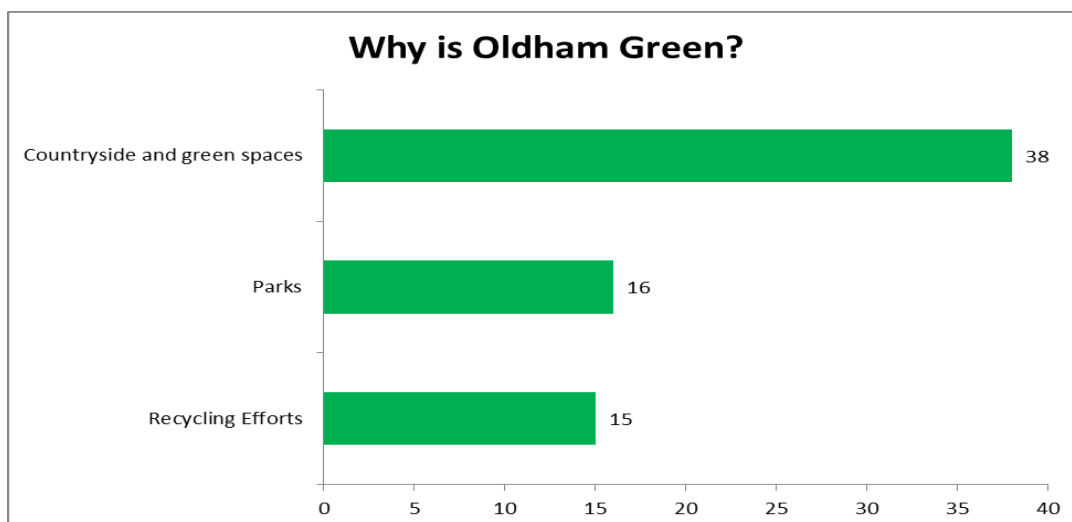


Chart 3: Why is Oldham Green? (n86)
Source Q4a: Why do you think this?

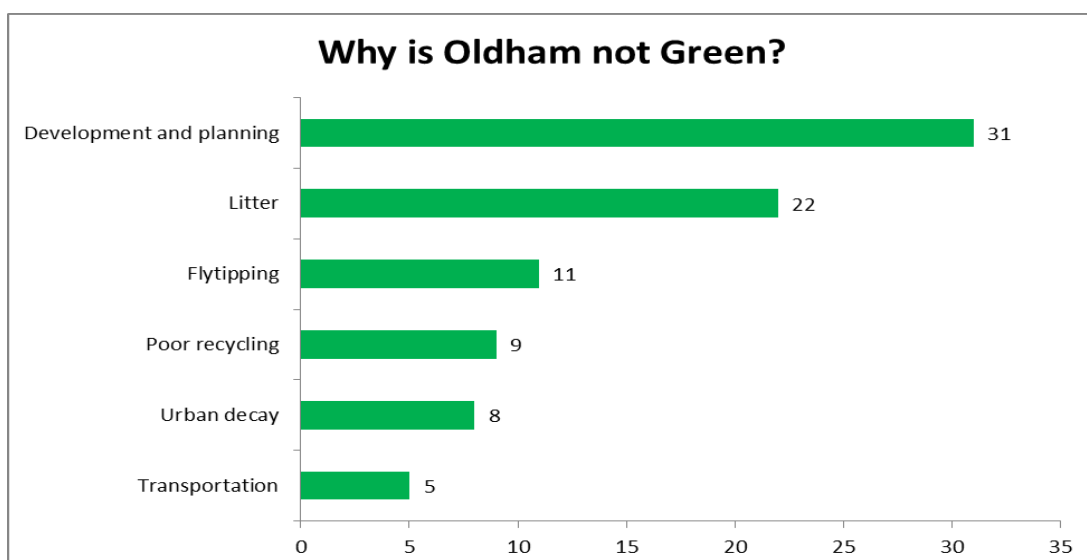
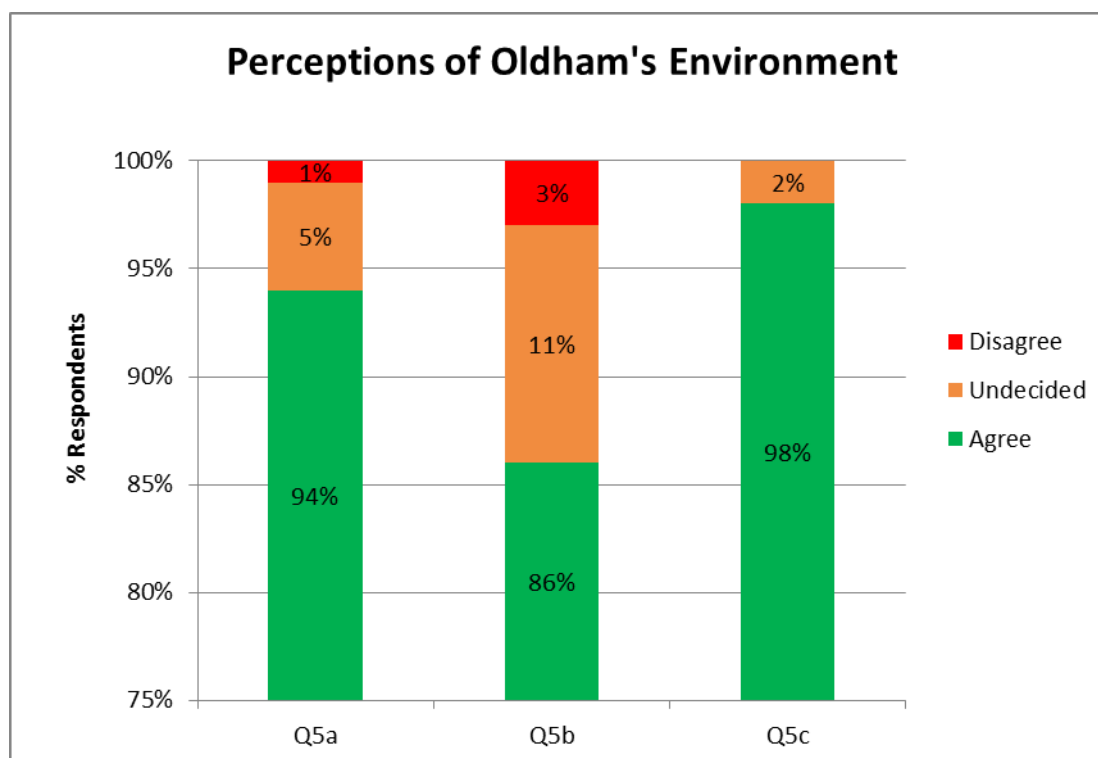


Chart 4: Why Oldham is not green (n86)
Source Q4a: Why do you think this?

Environmental Perceptions and awareness (Q5a – Q5c)

Most commonly respondents were inclined to agree with each of the statements:

- Respondents were most likely to be uncertain around the statement “The environment, and my impact on it, is something I think about a lot” When analysed by location it emerged that respondents in Chadderton and Royton were most likely to be undecided (17%)
- When considering responses to the same statement respondents aged 35-44 were most likely to consider themselves to be undecided (25%)



Question	Question Text	Respondents
Q5a	I am an environmentally conscious person	463
Q5b	The environment, and my impact on it, is something I think about a lot	462
Q5c	Individuals have a responsibility to look after the environment to ensure the wellbeing of future generations	464

Chart 5: Respondent perception of environment

Chart six provides a summary of the comments received from respondents around the environment.

Most commonly respondents spoke of the collective responsibility of all residents (and wider) to care for the environment both for now and for future generations. Similarly, respondents felt that greater education around the environment was required from an early age and then around good behaviours such as recycling and littering. Positive actions noted by respondents include litter picks, garden allotments and efforts to recycle.

Issues	Suggestions	Positive Action
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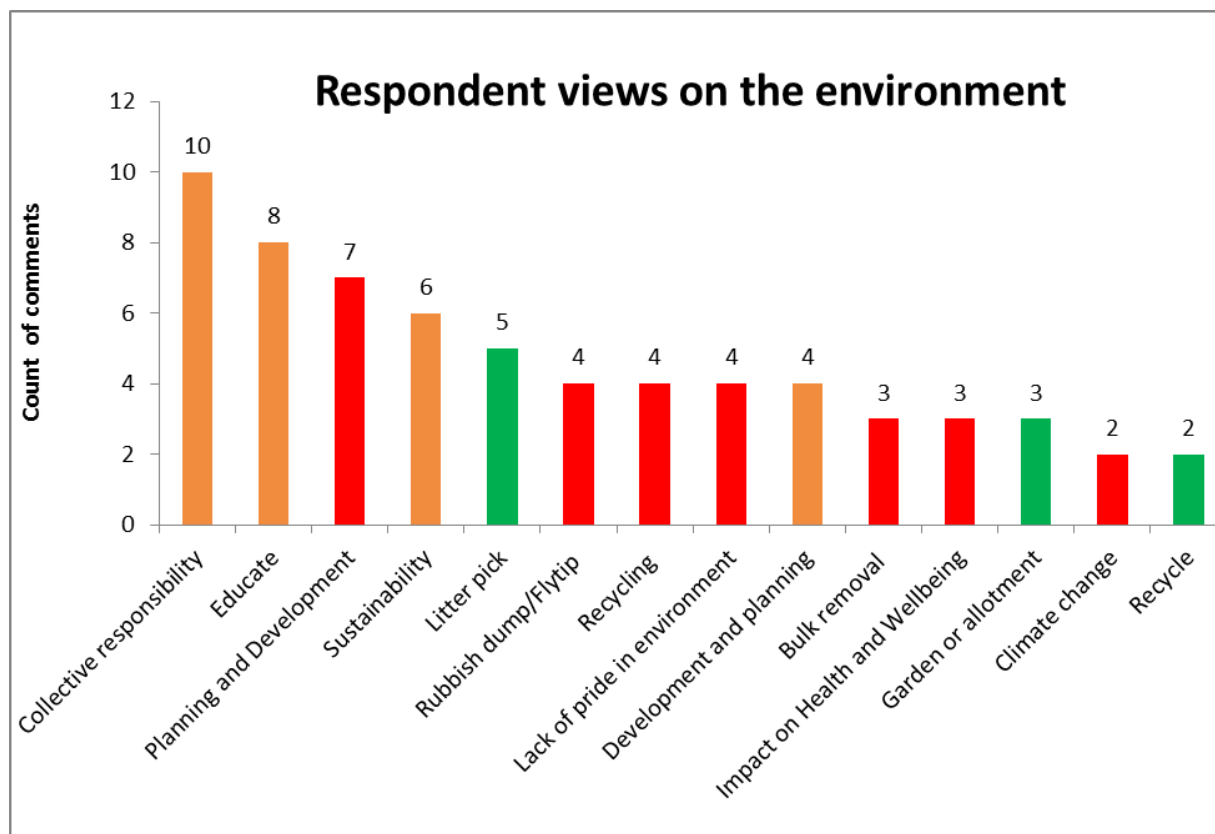


Chart 6: Respondent views on the environment
Source: Q5D (n98)

Getting Involved

“Have not been made aware of any community events about the environment feel more events should be available to get children involved in green outdoor activities or if they are available should be advertised”

Respondent aged 25-34 Royton North

I am a campaigner, activist and work in the sector. I would like to connect with more local initiatives **Respondent aged 35-44 Crompton**

Although 100% respondents (n311) indicated that they had not attended any environmentally themed events, there was clear evidence of the active role played by respondents in improving the environment in Oldham.

Chart six shows that most commonly respondents commented on various elements of conservation work including work on Crompton Moor and also efforts around tree and moss planting. Others also commented that they regularly litter picked, one even organising a litter pick around their place of work. Although data collected from residents around their local environment, concern around the development of Green Belt areas was prominent. Only four cited that they had attended Green Belt protests.

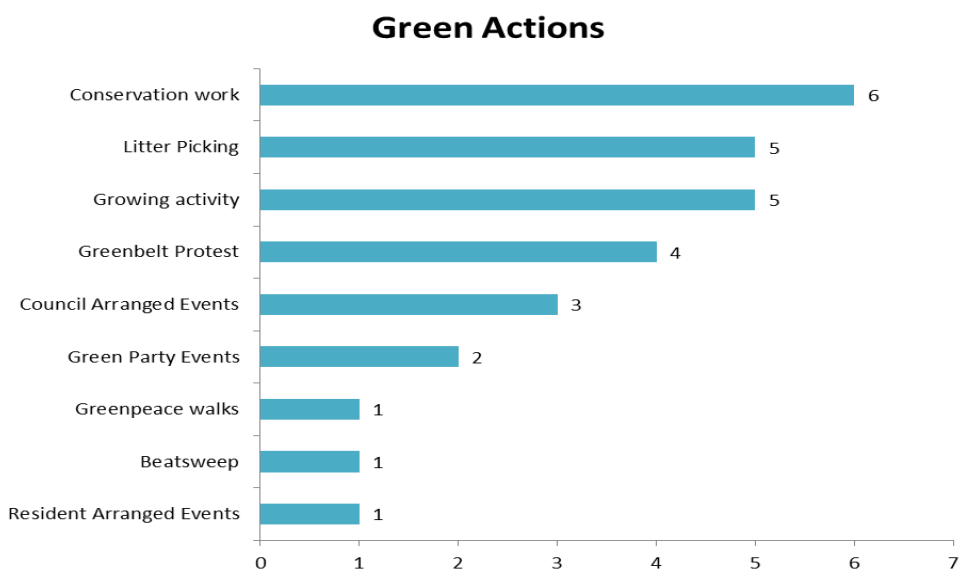


Chart 7: Green actions and events (n31)

Source: Q6 Have you ever attended a Green Oldham or environmentally themed event?

Green spaces and the Great Outdoors

Chart seven shows that of the 28 parks highlighted by the survey, respondents were likely to indicated visits to Tandle Hill Country Park, Alexandra Park, Chadderton Hall Park, Daisy Nook Country Park and Dunwood Park.

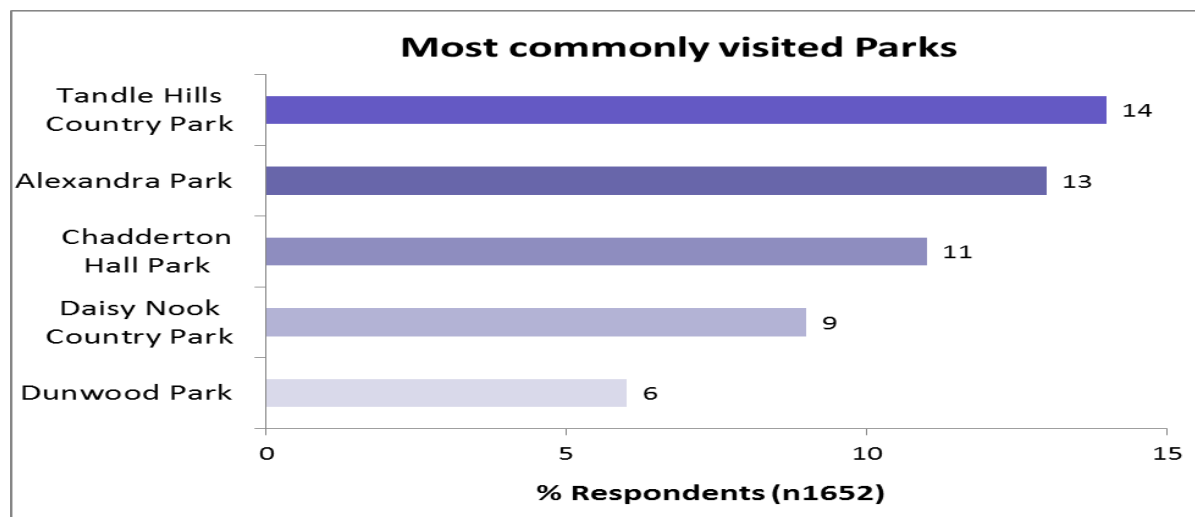


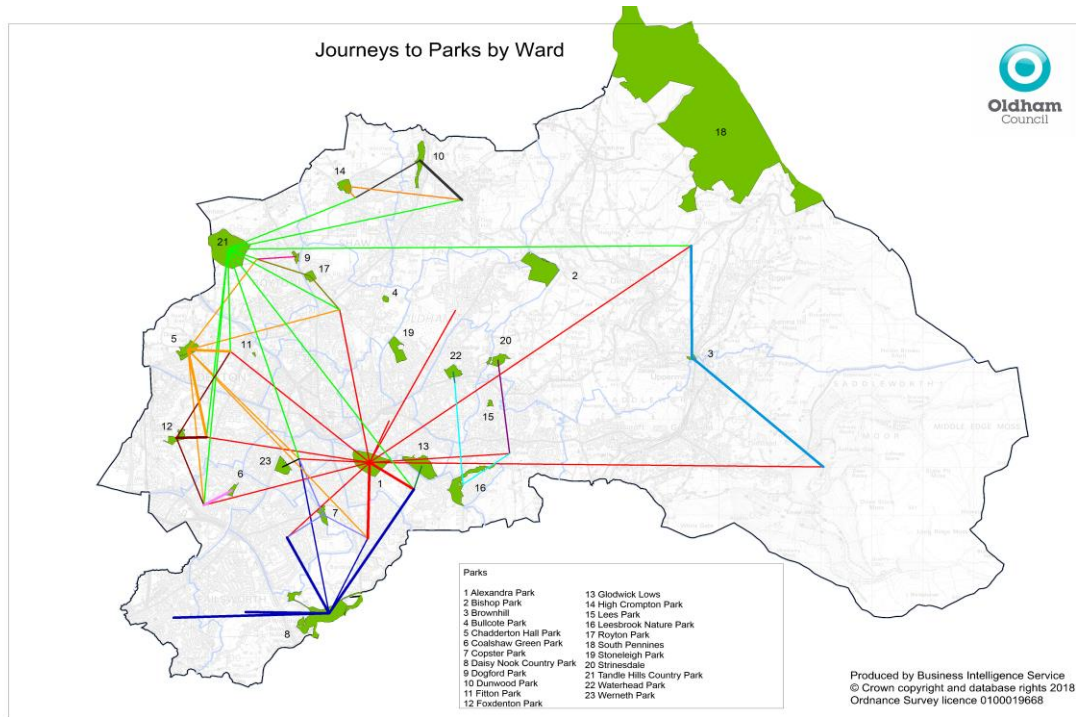
Chart 8: Oldham parks visited (n436)

Source: Q7 Do you visit any of Oldham's parks? (n436)

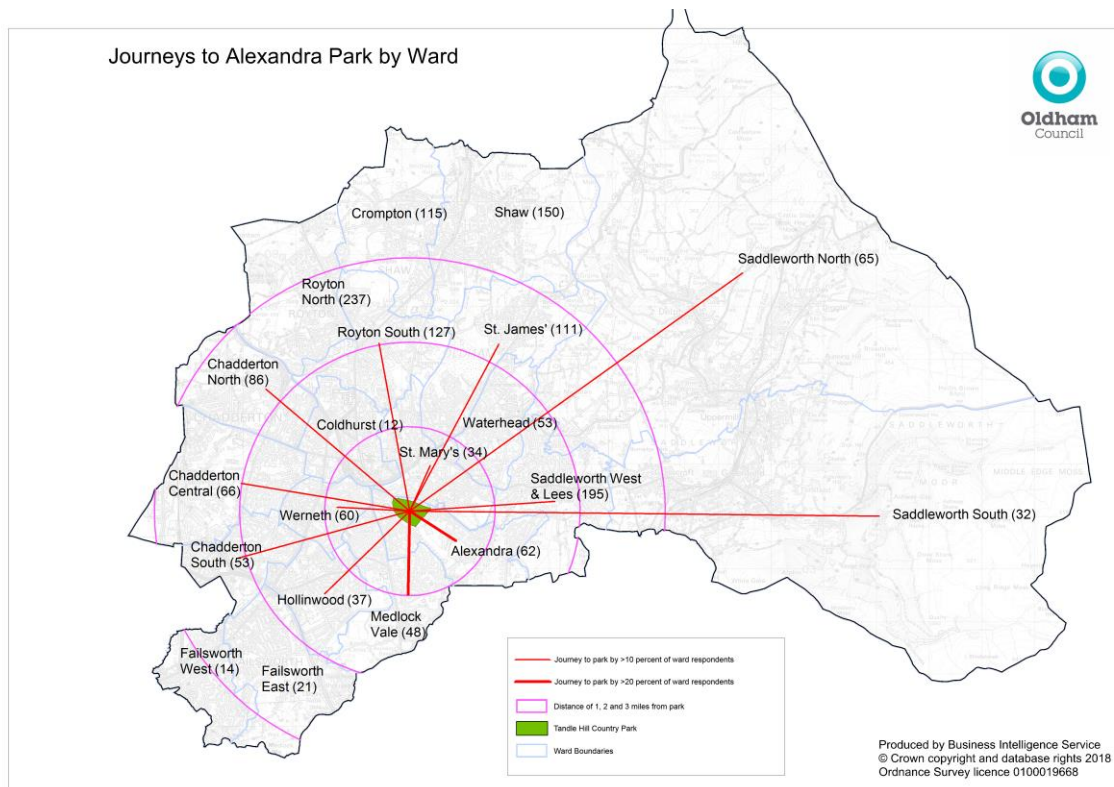
Map two shows the approximate location of visitors to Oldham parks by ward. It demonstrates the localised nature of visits to smaller parks and also the wide appeal of the most popular parks (Tandle Hill Country Park and Alexandra Park) the next most visited park, Daisy Nook Country Park is shown to be visited by those to the south of the town.

Maps three and four show the visitor journey for visitors to Alexandra Park and Tandle Hill Country Park respectively. Although visitors to Alexandra Park are distributed across the town, most commonly visit no further than one mile to visit. Similarly,

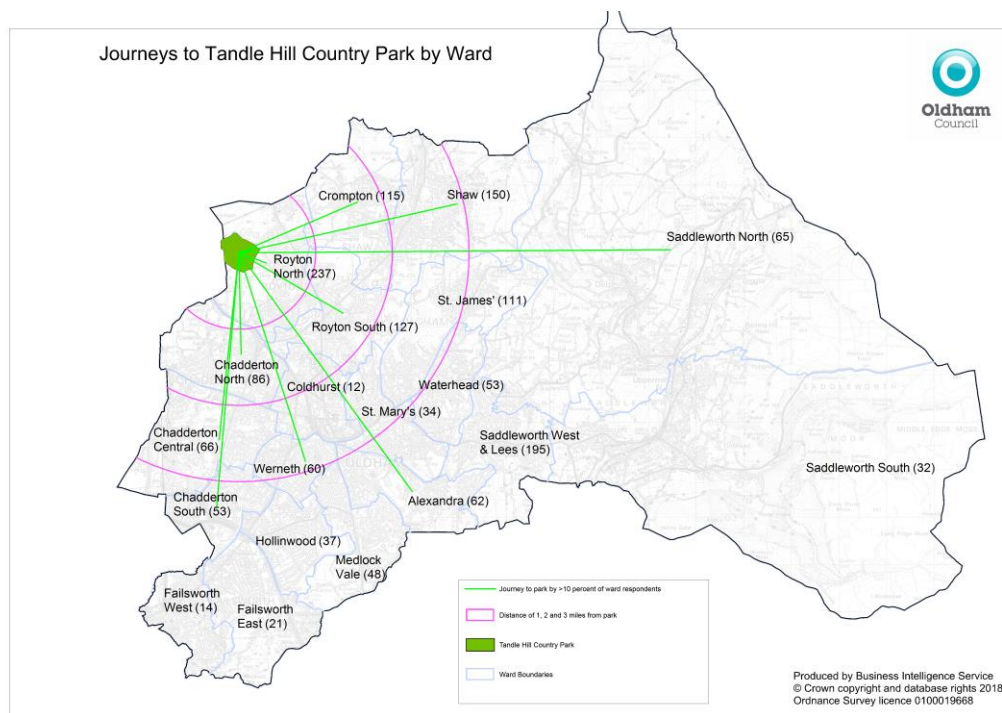
visitors to Tandle Hill Country Park are most commonly located within a mile of the attraction.



Map 2: Journeys to park for ward (only shown where response is $\geq 10\%$ respondent population)

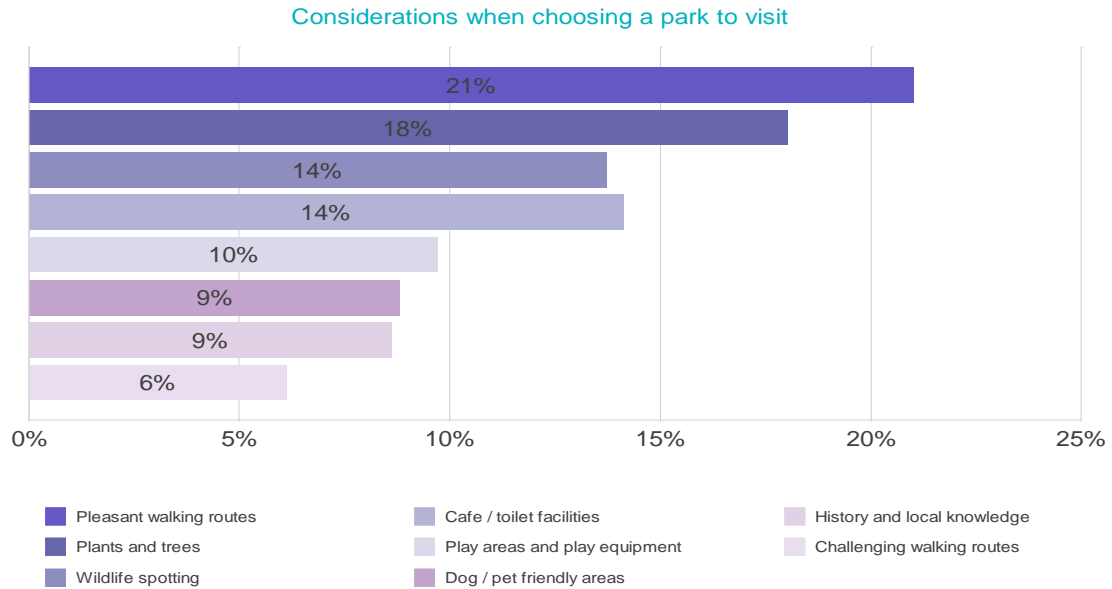


Map 3: Journeys to Alexandra Park by ward



Map 4: Journeys to Tandle Hills by ward

Chart nine shows the key consideration cited by respondents in making their choice of park to visit. Most prominently, 21% stated the importance of a pleasant walking route, whilst 18% noted the importance of plants and trees. When analysed further by location, very little variation exists in the considerations taken by respondents when visiting one of Oldham's parks.



Multiple responses permitted

Chart 9: Key considerations for choosing a park (n457)

Source: Q8 which of the following are the most important things you consider when choosing a park to visit? (n457)

304 respondents provided further narrative around their reasons for choosing their favourite parks to visit. The following is a summary of the key themes raised.

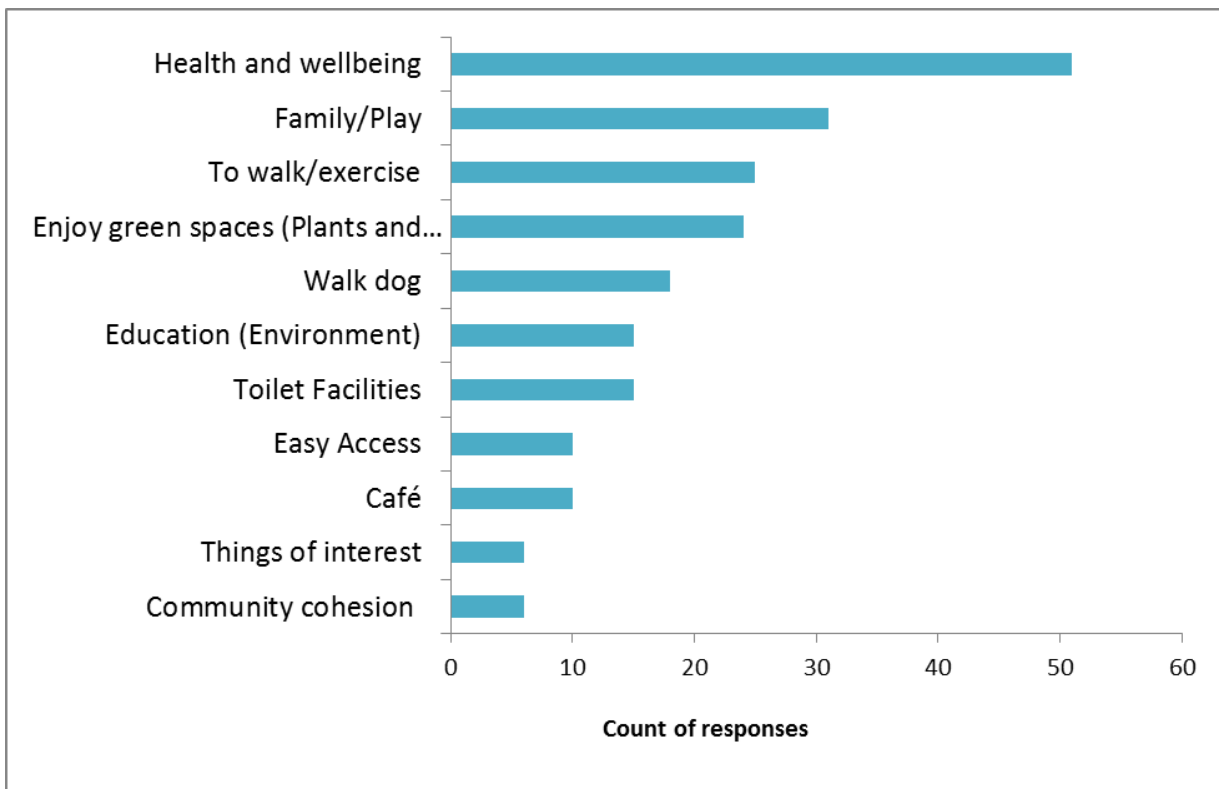


Chart 10: Why visit the park

Source Q8a: Why are these favourite things (n304)

Chart ten shows that most commonly respondents alluded to the positive impact of parks and green spaces on their health and wellbeing. Respondents feeling a positive impact on both their mental and physical wellbeing.

Obesity is a major issue and keeping fit is important but health benefits are greatly improved if these can be done outside as it improves both mental and physical health **Respondent, Royton South**

The gardeners for the parks and Oldham in general do a grand job. They must have saved lots from suicide! **Respondent, Royton South**

More widely, respondents felt that Oldham's parks and green spaces afforded them the opportunity to enjoy the plants and wildlife on offer to escape the urban landscape and to exercise e.g. to walk or to walk dogs.

Respondents have stated the importance of parks and green spaces as a cost effective family day out. Respondents also noted the opportunity that such spaces afforded them to educate future generations around the importance of the environment.

(It is) Important to be able to take children and encourage them to understand the importance of wildlife and plants and trees and make it enjoyable for them to want to learn. **Respondent, Royton North**

It was also apparent the range of local interests enjoyed by residents

My interests are wildlife so prefer places which have been left to grow wild without weedkillers and strimming so butterflies and bees are in abundance. Also history and its culture can provide valuable wildlife habitat like Jubilee Colliery. **Respondent, Shaw**

As a professional ecologist and birdwatcher who writes books and records films on wildlife, and EcoTourism promoter, it is important to me that there are a big number of wildlife sites (OWLS = Oldham Wildlife Locations) that I can visit, photograph and film wildlife, and also green places to exercise (football, cycling) **Respondent, Royton South**

Chart eleven shows that overall respondents were in agreement with each of the four statements. However, respondents were least likely to agree that they are aware of park events (37.6%)

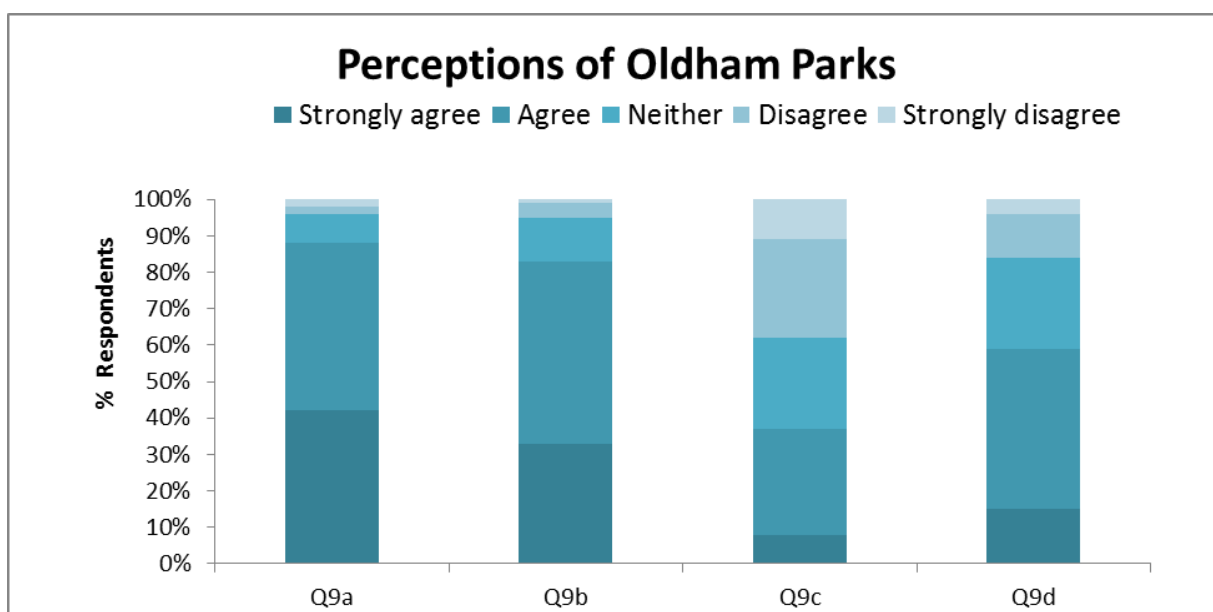


Chart 11: Respondent perception of Oldham parks

Source: Q9a-d_ if you would like to go into more detail about your answers, please do so here:

Question	Question Text	Respondents
Q9a	I enjoy visiting parks in Oldham	452
Q9b	The plants and trees are well looked after	466
Q9c	I am aware of park events	452
Q9d	The buildings, paths etc are well looked after	455

Chart 12 shows that most commonly respondents were concerned about the quality of play equipment around Oldham's parks. This concerned from the general age and condition of equipment (particularly the paddling pool at Alexandra Park) and in some instances to concerns over safety.

Thirteen respondents felt that there were issues around grounds maintenance both in terms of green spaces but also around building maintenance. Respondents stated that care for green spaces should expand beyond parks for example in the provision of bins. Respondents also called for more parks to strive for Green Flag status as they felt that this would help to improve standards.

*There should be more Green Flag Parks in Oldham as this elevated the Standard in the Borough. **Respondent, Crompton***

Respondents were aware of the constraints that contributed to this apparent decline in standards.

*Countryside management team/resources are stretched; looking after our resources need collaborative partnerships/volunteers. **Respondent, Hollinwood***

Key	Q9a	Q9b	Q9c	Q9d
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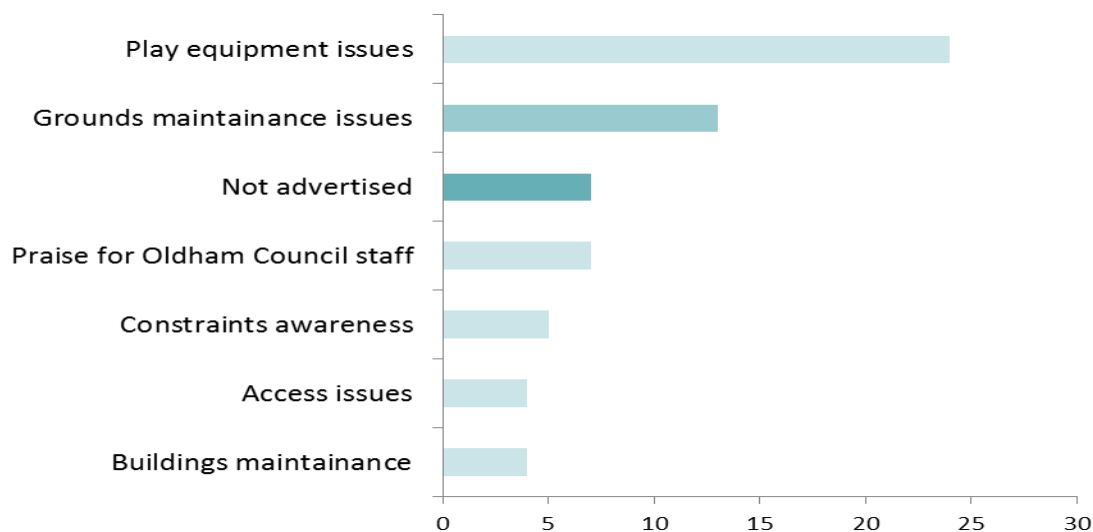


Chart 12: Respondent comments
Source: Q9e (n125)

Green Spaces, Oldham and beyond

Chart 13 shows that most commonly respondents indicated Dove Stone Reservoir to be their favourite green space. Of the spaces located within Oldham, Crompton Moor was the next most popular space. Around three in ten indicated that Hollingworth Lake located in Rochdale was their favourite green space. Chart thirteen indicates that those indicating that Dove Stone Reservoir and/or Hollingworth Lake were their favourite green space travelled from across the borough. For Crompton Moor, respondents indicated likelihood to travel more locally from Shaw, Crompton and Royton.

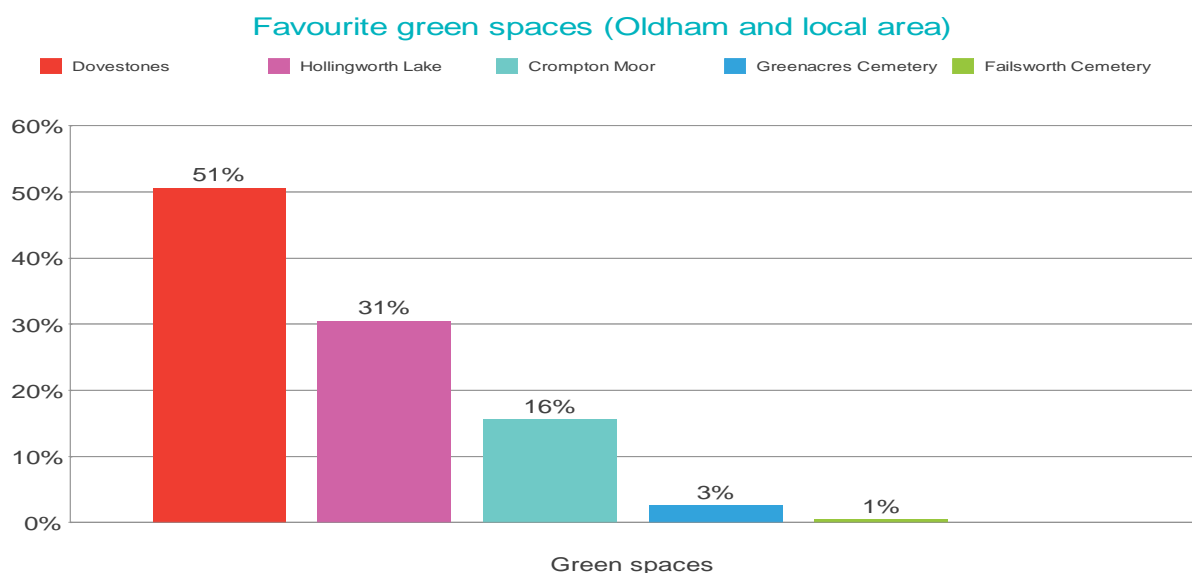


Chart 13: Favourite Green spaces (n390)
Source: Q10 what are your favourite green spaces in Oldham and the local area? (n390)

Favourite green spaces by respondent location

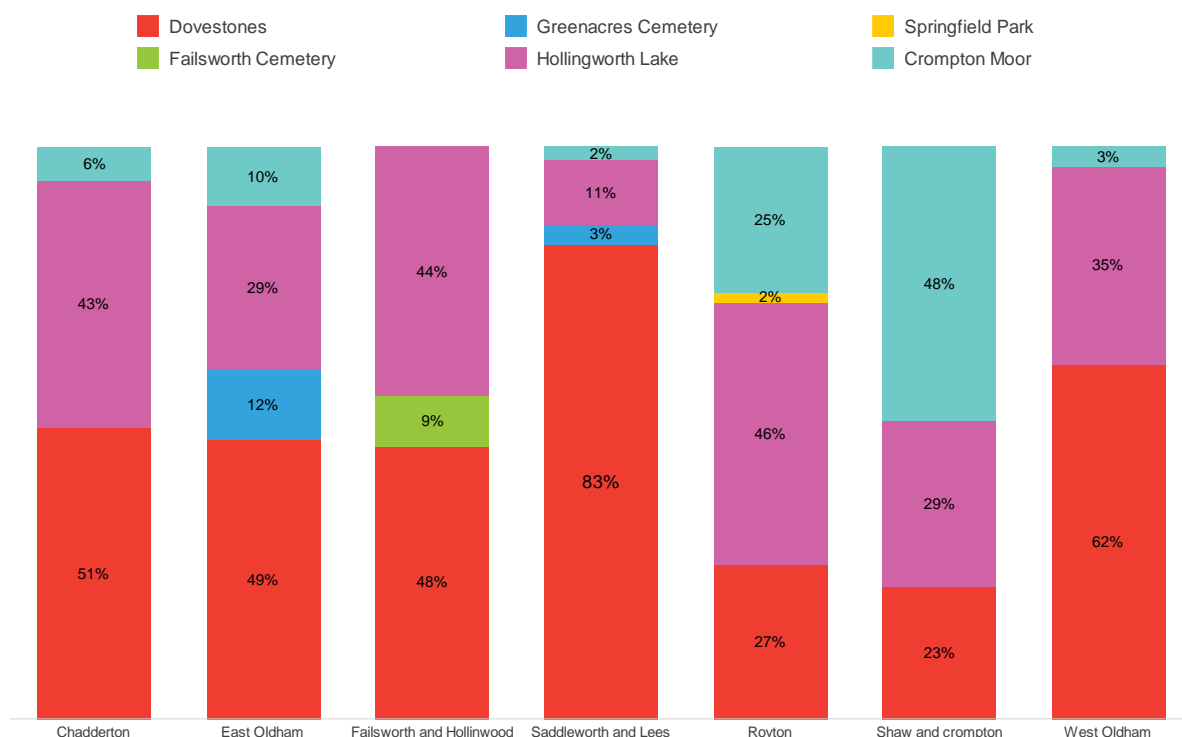


Chart 14: Green space by respondent location (n375)

Source: Q10 what are your favourite green spaces in Oldham and the local area?

Wildlife in Oldham

- Chart fourteen shows that around three in ten respondents indicated that they take actions to promote the wellbeing of bees and butterflies by having wildflowers in a garden or window box. Similar proportions have a bird feeder.
- Conversely, less than one in five respondents indicated that they provide sugar water for pollinators like bees, wasps or butterflies.
- Further analysis by location indicated that respondents in Saddleworth West and Lees (13.1%) were most likely to take actions to promote the wellbeing of wildlife. Conversely, respondents in Coldhurst (1%) were least likely to take actions.
- When considered by age, only four respondents aged 25 or less indicated that they took any action to promote the wellbeing of wildlife.

Wildness Wellbeing actions

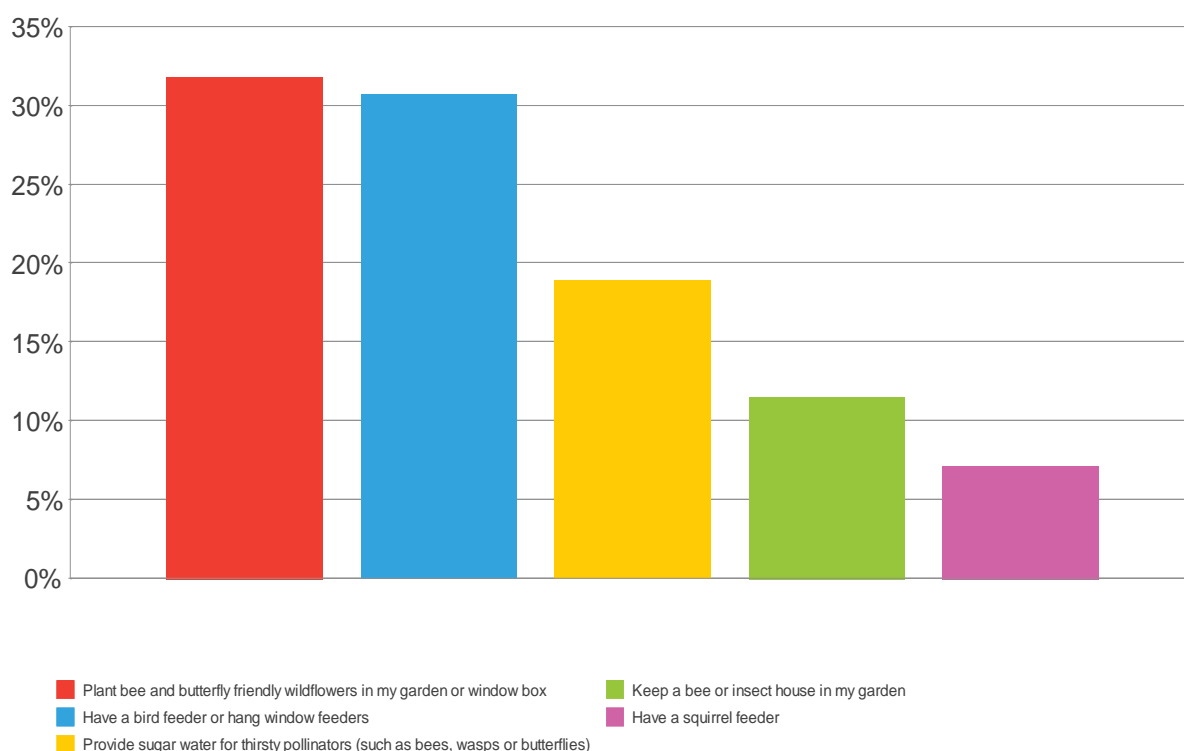


Chart 15: Wildlife wellbeing actions (n404)

Source: Do you do any of the following to promote the wellbeing of wildlife in Oldham? (n404)

Dog and Pet friendly¹

- When asked if they felt that Oldham is a dog/pet friendly town of the 462 responses, around 46% (n212) stated that they do not own a dog/pet. Of the remaining 250 respondents, 68% respondents agreed that Oldham is a dog/pet friendly town.
- When analysed by location, respondents in Saddleworth West and Lees were most likely to agree (23%) closely followed by Royton, Shaw and Crompton (16%) Conversely, only 8.1% and 7.4% of respondents in West Oldham and Failsworth and Hollinwood respectively agreed that Oldham is a dog/pet friendly town.

Comments emerged throughout the survey around the opportunities afforded by parks and green spaces to walk and exercise dogs and its positive impact. However, concerns were shared around waste and overall control of dogs

*I am heavily pregnant and have a 2 year old daughter so at the moment, walks with our 2 year old Border collie have to be local. We have a different walk every day. My daughter is capable of a mile or so and we look at different flowers and trees. Seeing the hills from whatever road lifts the soul too! **Female respondent aged 35-44***

¹ Do you think that Oldham is a dog / pet friendly town? (n462)

*Fed up of other dog owners not picking up dog waste even when you offer them bags. Also letting dogs off lead. I keep mine on lead and I see them letting theirs run wild and defecating on graves it's just wrong. **Respondent, Waterhead***

Energy and Waste

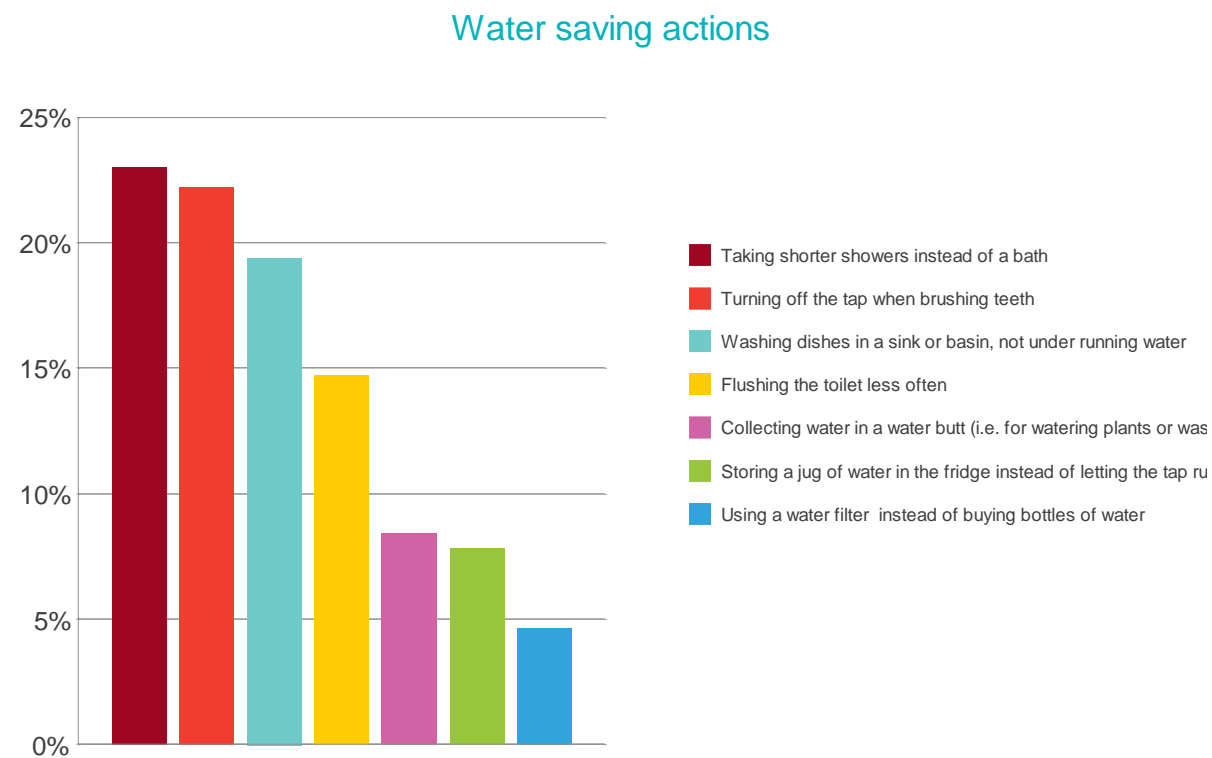


Chart 16: Water wastage reduction actions (n467)
Source: Do you take any of the following steps to reduce your own water wastage? (n467)

- Chart 16 shows that most commonly respondents most commonly indicated that they took the actions of taking showers instead of baths (86%) and turning the tap off when brushing teeth (83%)
- Conversely, only 17% respondents indicated the use of a water filter rather than buying a bottle.
- When analysed by location, respondents in Saddleworth West and Lees (23%) and Shaw and Crompton (16.9%) were most likely to take action to conserve water. In contrast only 7.5% respondents in West Oldham stated the same.
- By age group, those aged 35 and over were most likely to take action to reduce their water consumption.
- Table one shows that most commonly respondents made efforts to cut waster wastage in the garden and to lessen the impact of bought drinking water.

What	Count	Examples
Recycle Water to water garden	18	Use of grey water, only water garden when vital, cur down use of hosepipe
Choose not to buy bottled water	7	Cool bottles, flask, tap water
Save/Recycle water in the home	6	Cistern float, short showers, shower saver, wash car with bucket, fill kettle to required amount
Smart laundry	5	Bulks loads, use half load function, hang on line instead of dryer
Smart dishwashing	4	Only wash pots once a day, use dishwasher only when full
Monitor water usage	2	Water Meter
Other	1	
Total	43	

Table 1: Examples of efforts made to save water (n43)

Have you considered a green alternative to your current provider? (n442)

When asked if they had considered a green alternative to their currently provider, 81% respondent stated that they had not. Of the remainder:

- 12.4% Already have a green provider
- 5% Have solar panels at their home and/or business
- 2.5% Have taken part in the Big Clean Switch and have switched to a green provider

I have invested in solar panels not for the financial benefits alone but for the environmental impact and to promote green energy **Respondents aged 35-44**

Food and Growing

Chart 17 shows that respondents in the Saddleworth South, Waterhead and Crompton wards were most likely to state an awareness of issues around food wastage. Conversely, respondents in Coldhurst were least likely to do so.

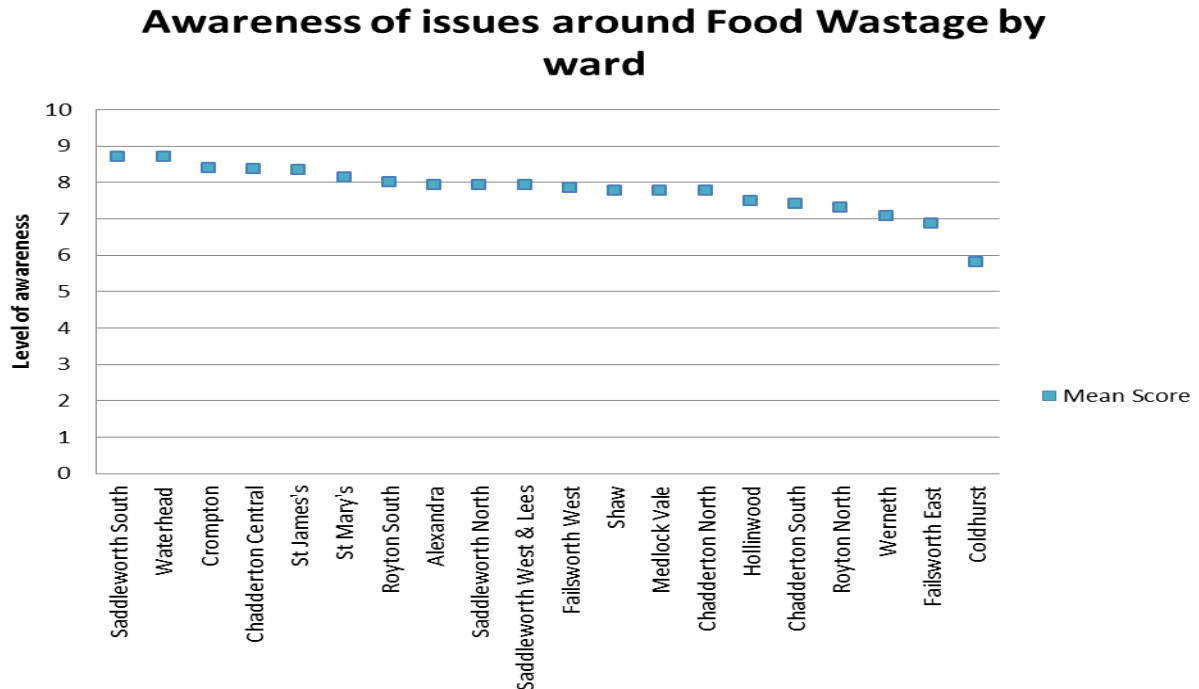


Chart 17: Awareness of food wastage issues by ward

Source: How would you rate your awareness of issues surrounding food waste? (n443)

Home growing

When asked, 57% respondents indicated that they do not grow any of their own food. Chart 18 shows that proportionally, respondents in East Oldham (55%) were most likely to grow their own food. Conversely, respondents in Royton were least likely to do so. Respondents aged 35 and under were least likely to grow any food.

Grow own food by location

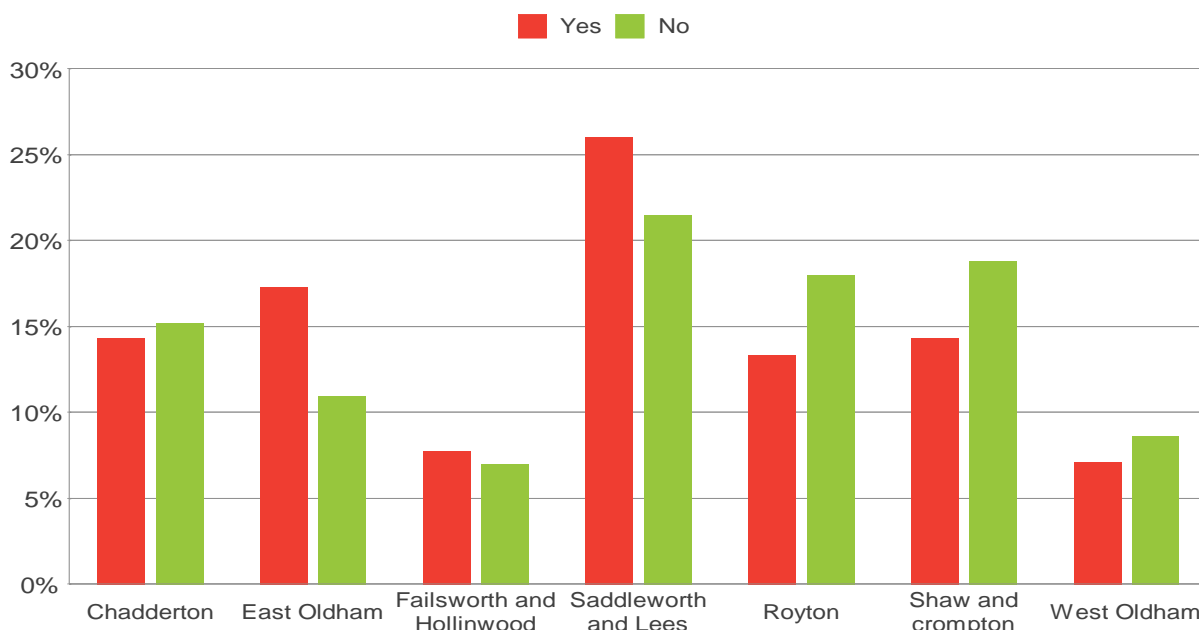


Chart 18: Grow own food by location

Source: Do you grow any of your own food? (I.e. potatoes, tomatoes, strawberries etc) (n469)

When asked why respondents chose to grow their own food, 46.7% indicated that they enjoyed growing their own food, whilst 28.8% indicated that they prefer home grown food. Around a quarter informed us that their choice to grow their own food was due to them being environmentally conscious. (Chart 19)

Respondent reason for growing food

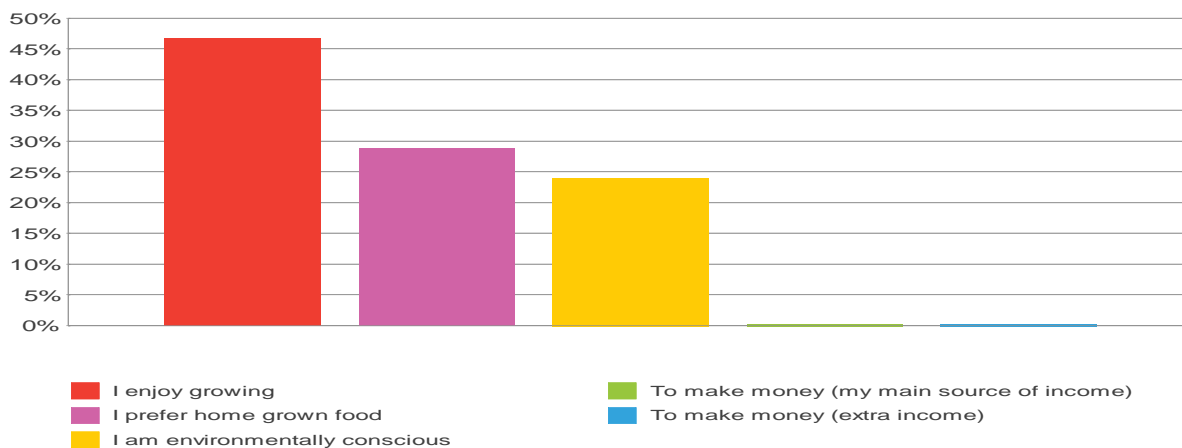


Chart 19: Why grow own food (n375)

Source: Let us know what food you grow and where you grow it (n375)

Table two provides a summary of the item(s) grown by the 32 residents who told us that they grow food. Most commonly, respondents were seen to be growing vegetables particularly potatoes, peas and onions. Amongst fruit growers, strawberry and tomatoes are popular choices. Respondents also choose to grow herbs and in one case the respondent worked to produce honey. These same 32 respondents commented on their decision to grow fold. Chart 20 shows that most commonly respondents felt that growing their own food allowed them to not only share the experience with their child/grandchild but also to educate the child

about food and where it comes from. Respondents commented about the positive impact of food growing on their mental wellbeing.

Fruit		Vegetable		Other	
Item	Count	Item	Count	Item	Count
Strawberry	12	Potatoes	13	Herbs	12
Tomatoes	8	Peas	6	Honey	1
Berries Other	9	Onions	6		
Blackcurrant/Redcurrant	5	Beans	5		
Rhubarb	2	Carrots	4		
Fruit trees	2	Courgette	3		
Soft fruit	2	Kale	3		
Pears	1	Peppers	2		
Damson	1	Beetroot	2		
		cabbage	2		
		Cucumber	1		
		Pumpkin	1		
		Sprouts	1		
		Spring onion	1		
		Horseradish	1		
		Chilli Peppers	1		
		Pulses	1		
		Leek	1		
		corn	1		
Total	42		55		13

Table 2: Items grown (n32)

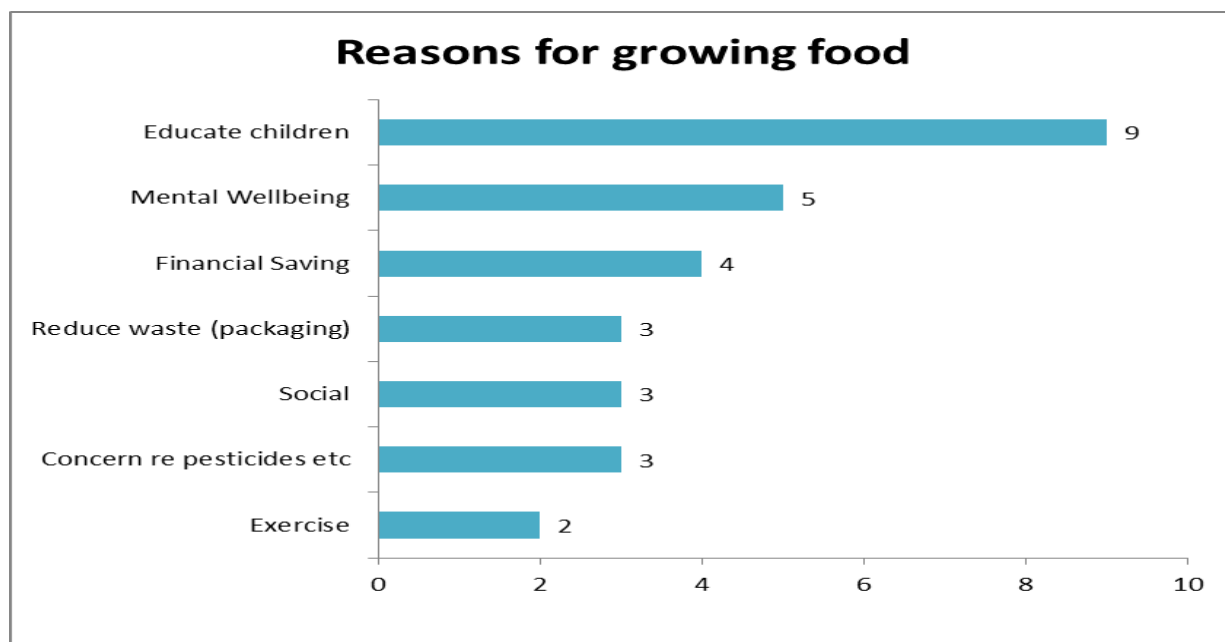


Chart 20: Reasons for growing (n32)

Plastics and recycling

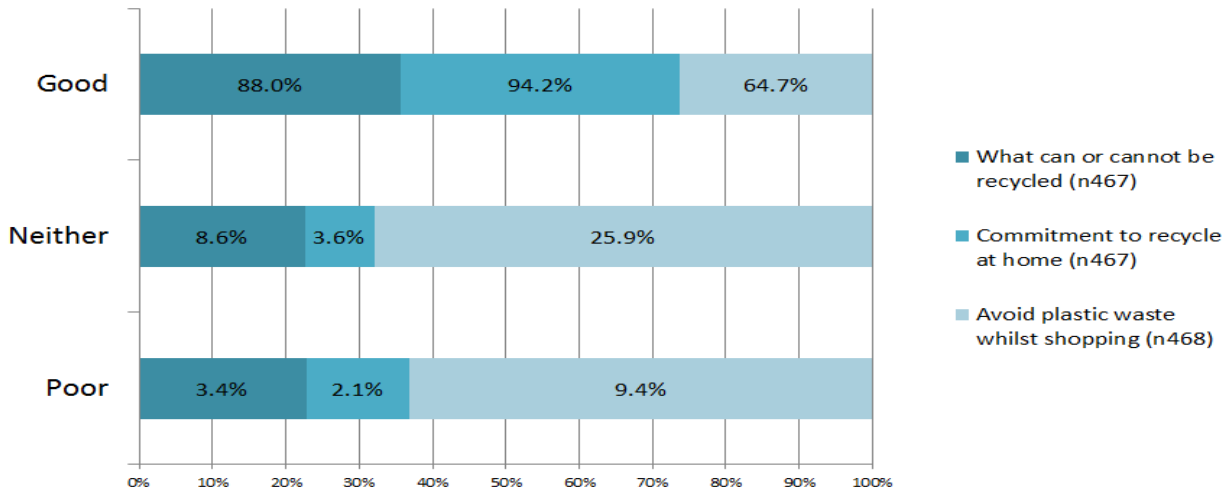


Chart 21: Recycling habits

Source: Thinking about your own recycling habits, how would you rate the following?

- Nearly 9 in 10 stated that their knowledge of what can or cannot be recycled as good.
- A larger proportion stated that they felt their commitment to recycle at home is good.
- Respondents were least committal to avoiding plastic waste whilst shopping.
- Respondents in East Oldham (93.7%) were most likely to consider their knowledge of what can or cannot be recycled. In contrast respondents in Shaw and Crompton were least likely to feel confident in this knowledge (81.6%).
- Respondents in Saddleworth and Lees were most likely to be committed to recycling at home (98.1%) Conversely those from Chadderton were least likely (89.4%) to commit to recycling at home.
- Respondents in East Oldham were most likely to indicate their commitment to avoiding plastic waste during shopping visits (74.2%) conversely only 56.7% of those in Chadderton indicated this.

Recycling knowledge

- Chart 22 indicates the proportion of respondents who believed a range of items i.e. butter containers, yoghurt pots, plastic lids and jam jar lids to be recyclable when in fact they are not. Approaching seven in ten (68%) follow Oldham Council guidance and place juice cartons (tetra pak) in the blue bin for recycling.
- Respondents in Saddleworth and Lees were most likely to incorrectly recognise items eligible for the recycling bin.

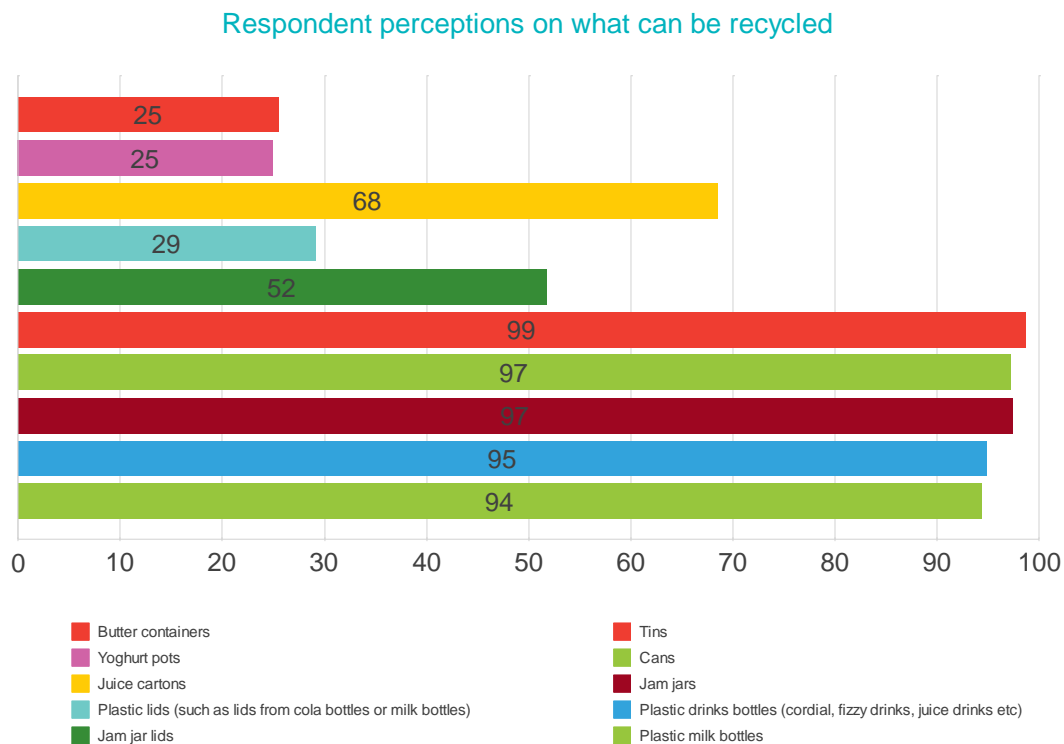


Chart 22: Respondents views on what can be recycled (n469)

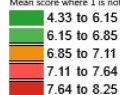
Source: Which of the below containers do you think are recyclable in Oldham? (n469)

Air Quality and Transport

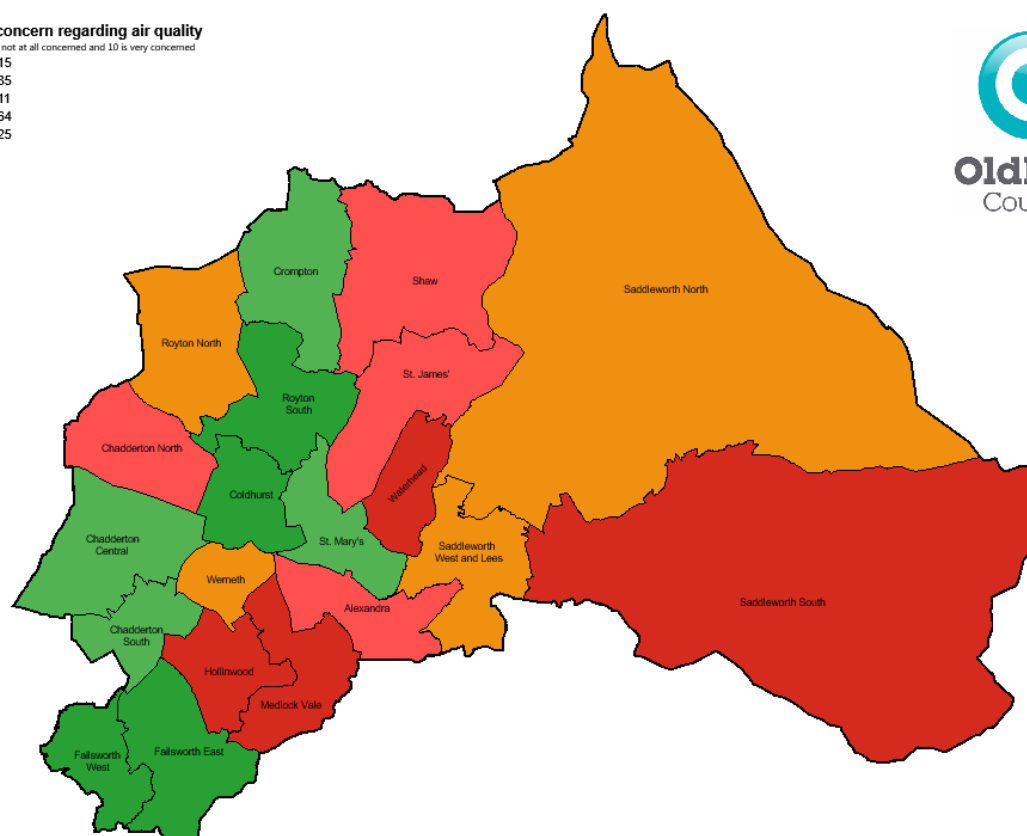
Map five shows that respondents in Saddleworth South, Waterhead, Hollinwood and Medlock Vale were the most concerned about air quality. 121 respondents agreed that they took one or more actions to make a positive impact on air quality. Most commonly this was to turn the car engine off when waiting at lights or in traffic (24%). In contrast only 10.7% agreed that they would take the tram (Chart 23).

Respondent concern regarding air quality

Mean score where 1 is not at all concerned and 10 is very concerned



Oldham
Council



Map 5: Concern about air quality by ward

Source: How do you feel about air quality in your area? (n473)

Respondents action taken to make a positive impact on air quality

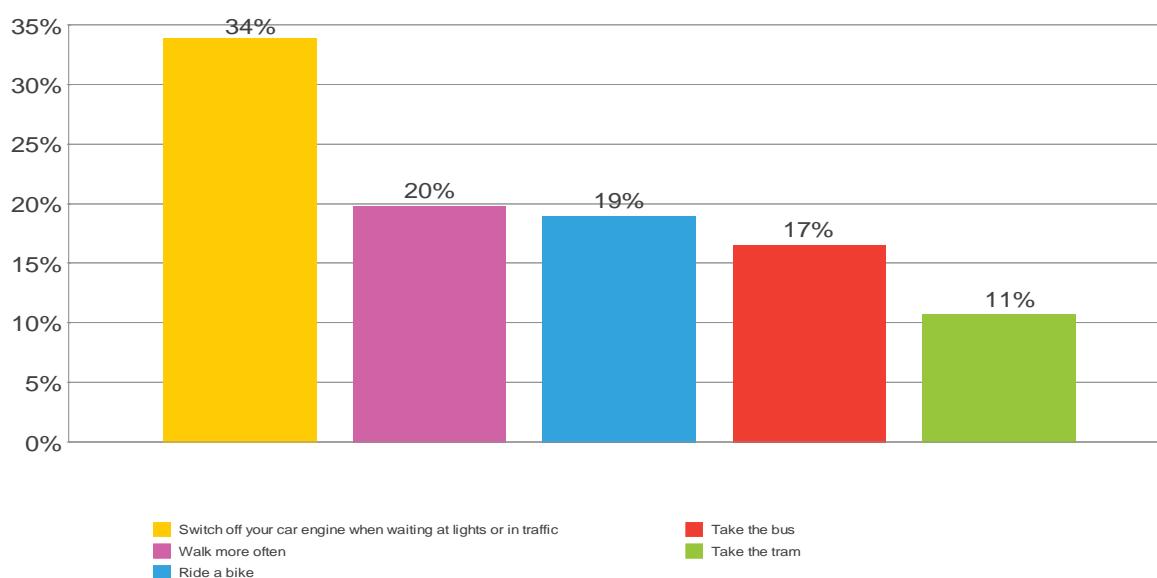


Chart 23: Positive action taken air quality (n121)

Source: Do you do anything to try and make a positive impact on air quality? (n121)

Government (local and national) has a responsibility. It's not on individuals to make difficult choices and do copious amounts of research. It's on governments to make the green choice the easy choice. The green choice should be the cheap choice, the attractive choice. E.g. travel by tram should be cheaper than car. Respondent aged 35-34 Failsworth West

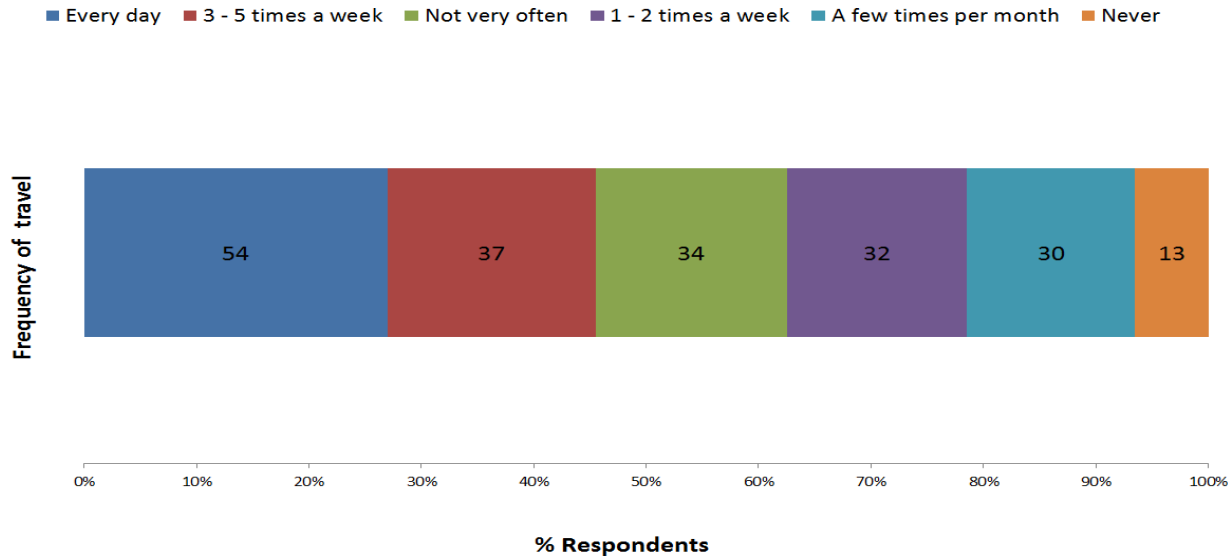


Chart 24: Frequency of walk/public transport (n200)
Source: How often do you travel by walking, cycling, or using public transport? (n200)

Chart 23 shows that over half (54%) respondents indicated they take alternative forms of transport on a daily basis. Only 13% stated that they never walk, cycle or take public transport. Three quarters of respondents consider the environment when choosing how to travel.

Appendices

Alexandra	20	4.40%	Royton North	47	10.30%
Chadderton Central	22	4.80%	Royton South	26	5.70%
Chadderton North	29	6.40%	Saddleworth North	31	6.80%
Chadderton South	17	3.70%	Saddleworth South	20	4.40%
Coldhurst	5	1.10%	Saddleworth West & Lees	55	12.10%
Crompton	25	5.50%	Shaw	51	11.20%
Failsworth East	8	1.80%	St James's	24	5.30%
Failsworth West	7	1.50%	St Mary's	8	1.80%
Hollinwood	18	4.00%	Waterhead	11	2.40%
Medlock Vale	19	4.20%	Werneth	12	2.60%

Appendix 1: Respondent by ward (n455)

