Perception of North East Lincolnshire
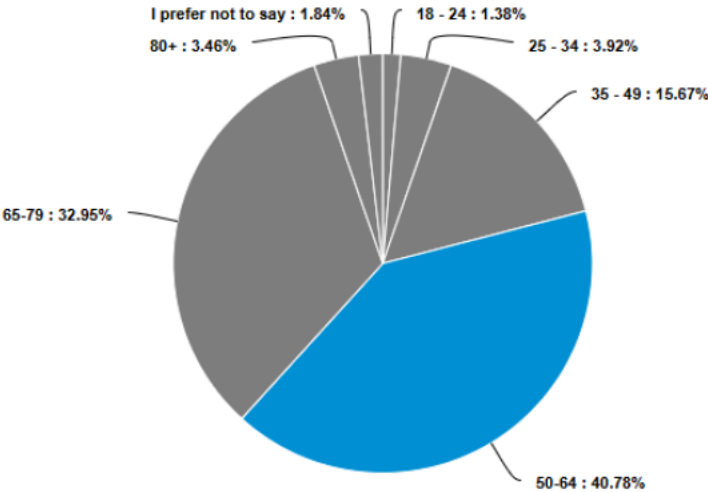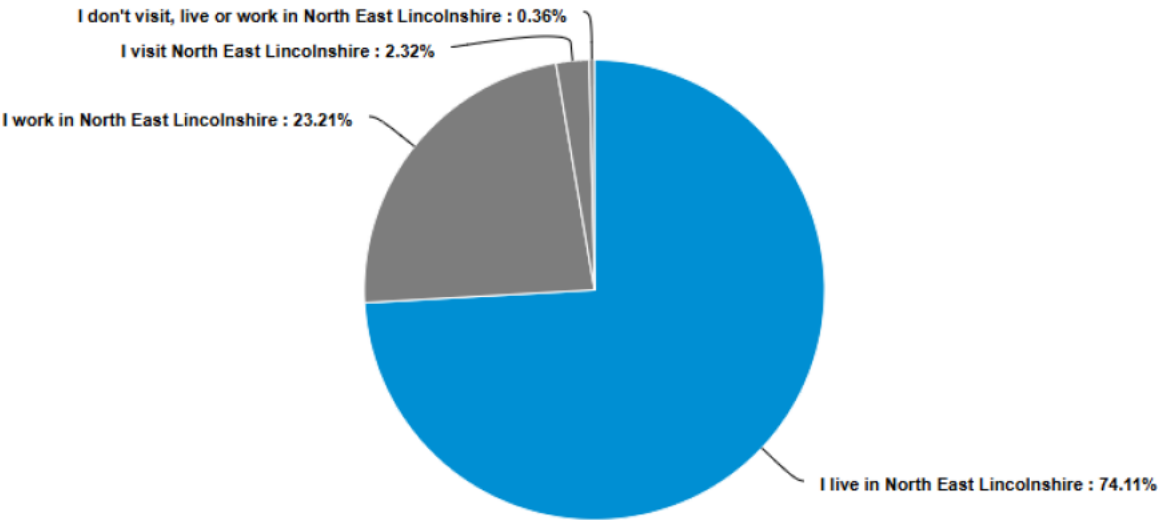
Total responses – 449   Open from 3rd December 2024 till 14th January 2025

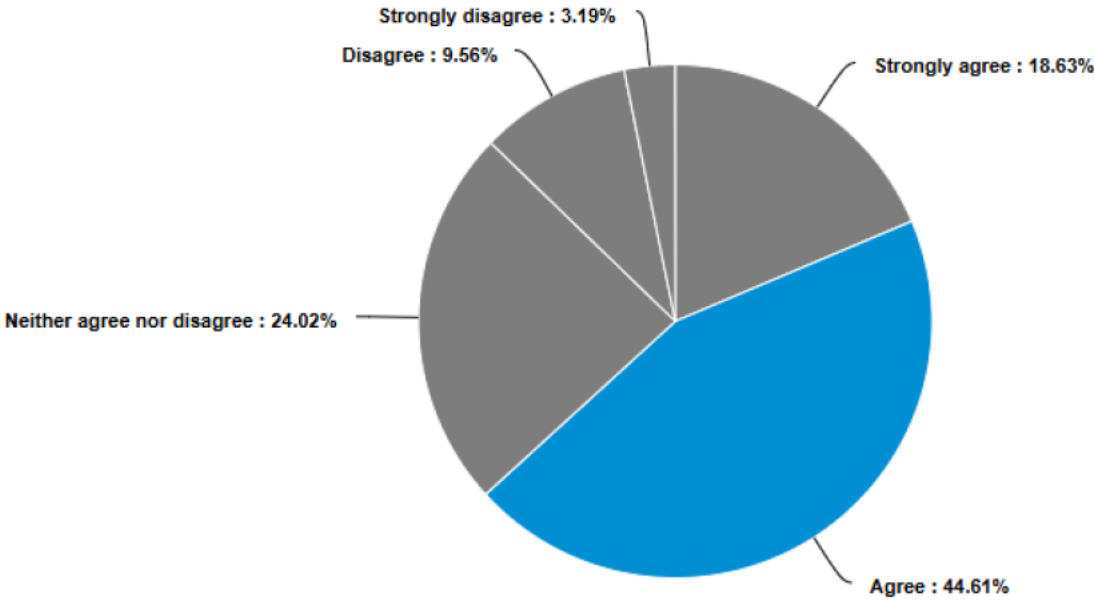## What is your age?

I prefer not to say : 1.84%

80+ : 3.46%

18 - 24 : 1.38%

25 - 34 : 3.92%

35 - 49 : 15.67%

65-79 : 32.95%

50-64 : 40.78%

What is your connection to North East Lincolnshire? Please select all that apply

I don't visit, live or work in North East Lincolnshire : 0.36%

I visit North East Lincolnshire : 2.32%

I work in North East Lincolnshire : 23.21%

I live in North East Lincolnshire : 74.11%

Other:

- Friends – 2
- Family - 3
- Business/Work - 2
- Socialising/ shopping - 3
- Second home in NEL - 1
- Live nearby - 1
- Day trip – 2

Please tell us whether you agree or disagree with the following statement: I enjoy living in North East Lincolnshire
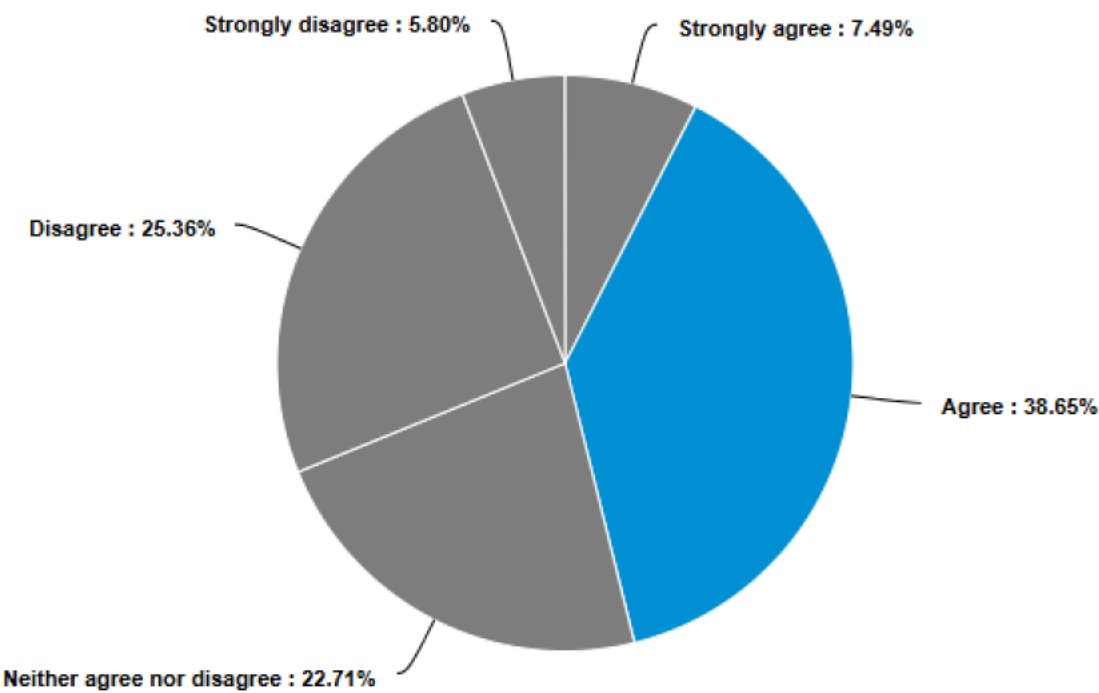

Strongly disagree : 3.19%
Disagree : 9.56%
Strongly agree : 18.63%
Neither agree nor disagree : 24.02%
Agree : 44.61%

How do you agree with the following statements:

Statement	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Overall
North East Lincolnshire is an attractive place to live	31 7.49%	160 38.65%	94 22.71%	105 25.36%	24 5.8%	414 100%
I hear good things about North East Lincolnshire locally	15 3.66%	91 22.2%	131 31.95%	140 34.15%	33 8.05%	410 100%
I hear good things about North East Lincolnshire nationally	5 1.22%	23 5.62%	130 31.78%	178 43.52%	73 17.85%	409 100%
North East Lincolnshire Council plays an important role in how North east Lincolnshire is perceived	93 22.74%	150 36.67%	94 22.98%	47 11.49%	25 6.11%	409 100%
There is a sense of pride within the community	14 3.59%	88 22.56%	107 27.44%	122 31.28%	59 15.13%	390 100%

Min   Max

North East Lincolnshire is an attractive place to live

Strongly disagree : 5.80%

Strongly agree : 7.49%

Disagree : 25.36%

Agree : 38.65%

Neither agree nor disagree : 22.71%

I hear good things about North East Lincolnshire locally

Strongly agree : 1.22%

Agree : 5.62%

Strongly disagree : 17.85%

Neither agree nor disagree : 31.78%

Disagree : 43.52%

I hear good things about North East Lincolnshire nationally

Strongly agree : 1.22%
Agree : 5.62%
Strongly disagree : 17.85%
Neither agree nor disagree : 31.78%
Disagree : 43.52%

North East Lincolnshire Council plays an important role in how North East Lincolnshire is perceived

Strongly disagree : 6.11%
Disagree : 11.49%
Strongly agree : 22.74%
Neither agree nor disagree : 22.98%
Agree : 36.67%

There is a sense of pride within the community

Strongly disagree : 15.13%

Strongly agree : 3.59%

Agree : 22.56%

Disagree : 31.28%

Neither agree nor disagree : 27.44%
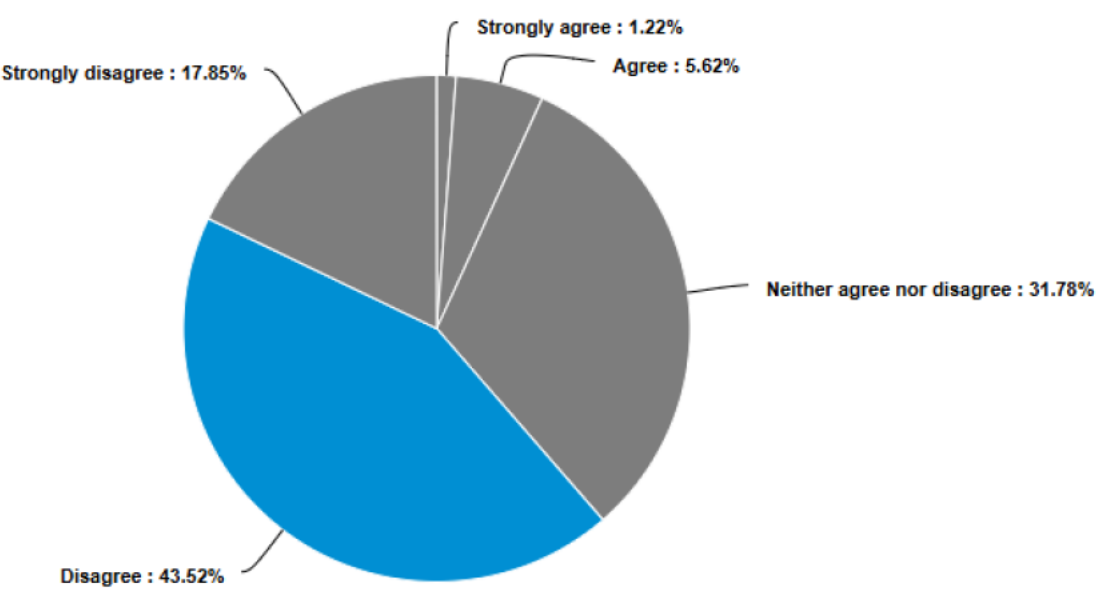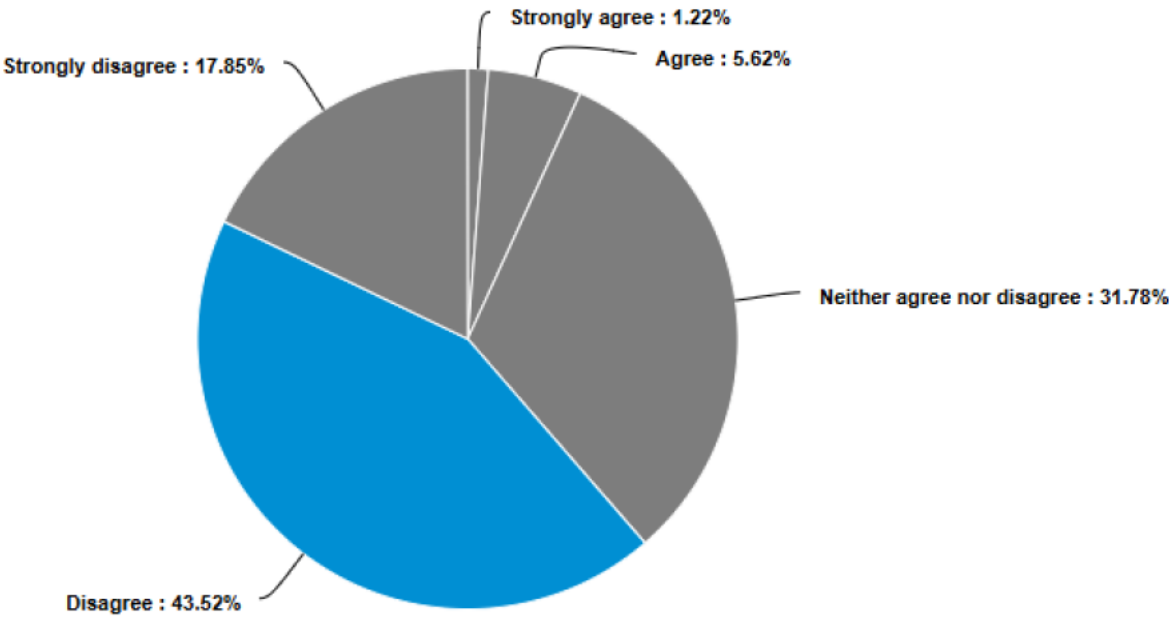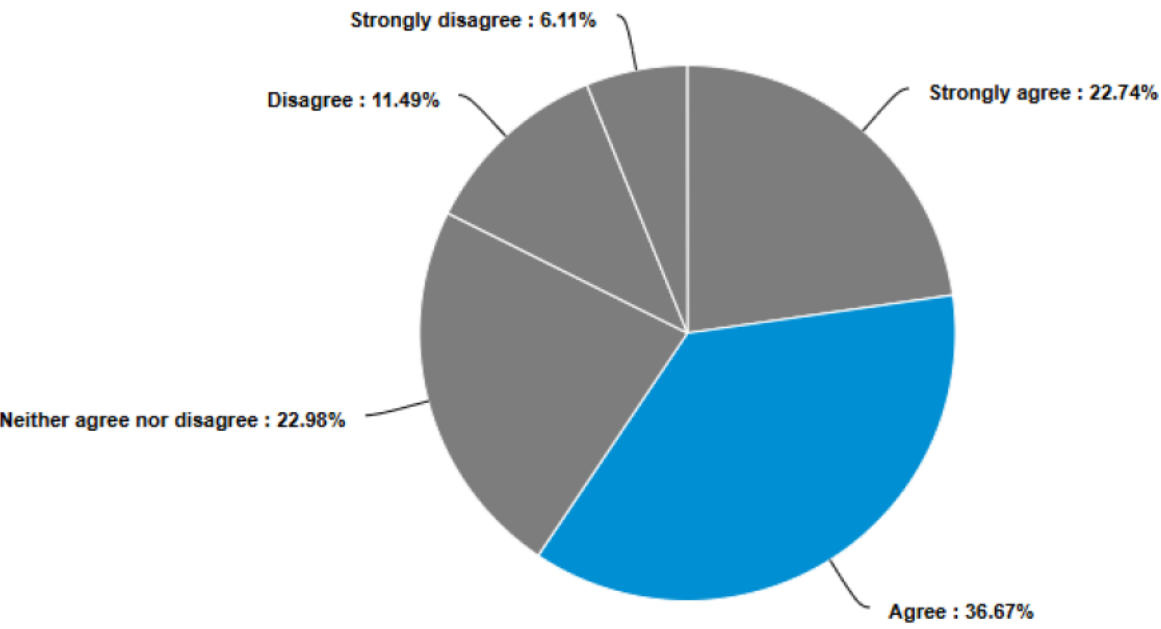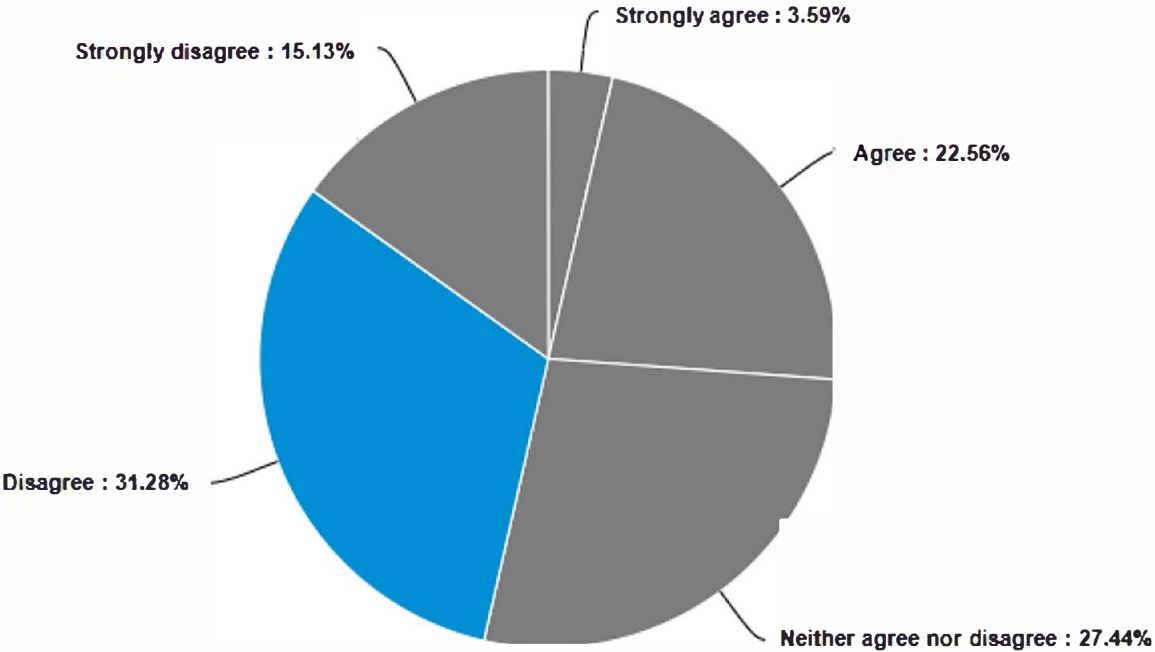
Do you feel that news and information about North East Lincolnshire affects your own opinion?

I don't know : 8.49%

Yes : 42.18%

No : 49.34%
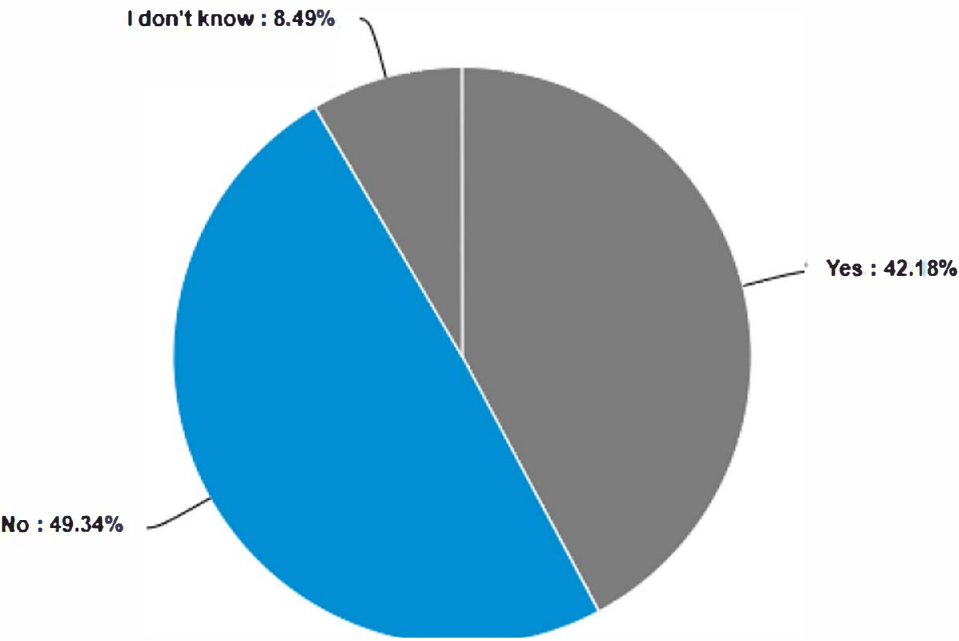
Yes	159	42.18%
No	186	49.34%
I don't know	32	8.49%

The following graph represents the most common themes collated from the open text box results. These comments and reasons are given in relation to the question above. These do not always directly answer the question asked, however are still considered and collected.
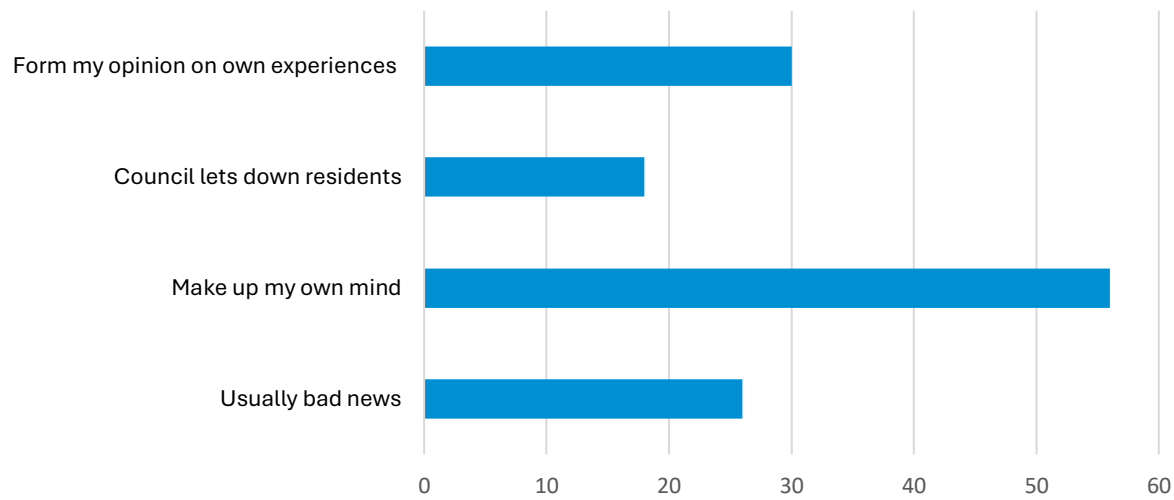
Which sources do you view as trustworthy when looking for information about the area? Please select all that apply

Answer	Count	Percent
Local news outlets	157	17.18%
Social media	59	6.46%
Word of mouth	155	16.96%
National news	79	8.64%
Personal experiences	312	34.14%
North East Lincolnshire council webpage and social media	134	14.66%
Other	18	1.97%

Other information and news sources

Source	Value
Social Media is always negative	1
Other people's experiences	2
NELC	1
Ward councillors	1
All outlets are negative	1
Don't trust any sources	1
Online reviews	1
News apps	1
2025 group	1
Often need more info to access accuracy	1
People I believe	3
Decide for yourself	3
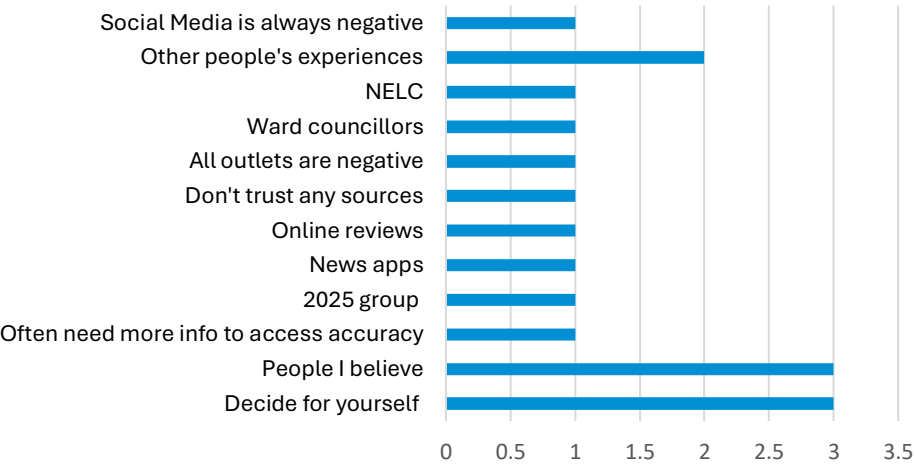
How do you feel about the news/information that you see about North East Lincolnshire? I feel that it is:

Positive : 5.80%
Neutral : 36.46%
Negative : 57.73%
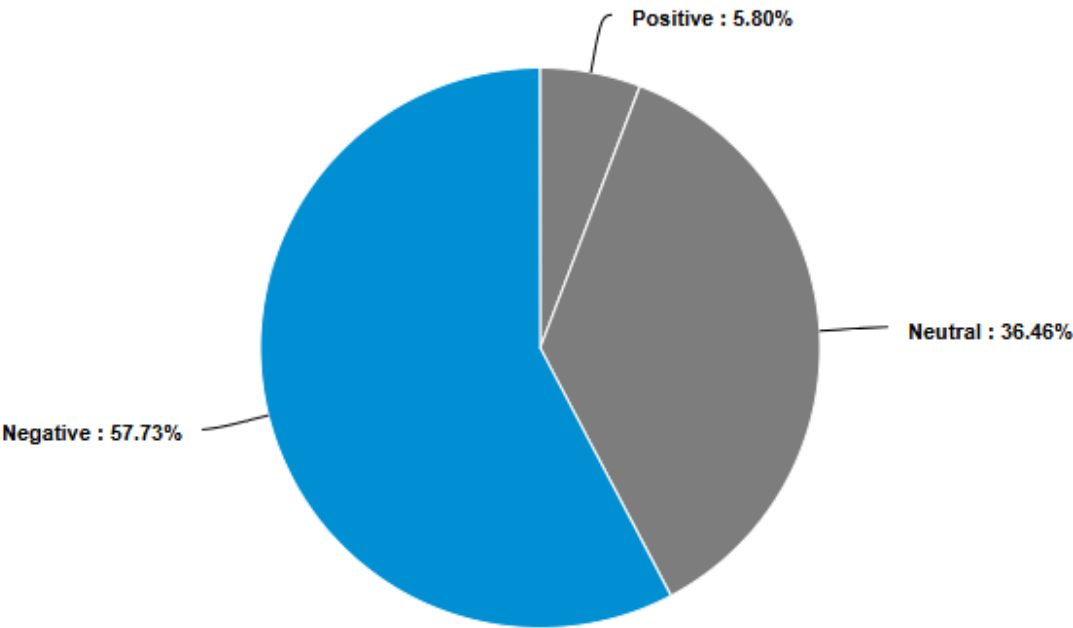
Do you find the following sources more positive or negative?

Statement	More positive	Neutral	More negative	Overall
Local news outlets	76 20.43%	161 43.28%	135 36.29%	372 100%
National news	11 2.98%	124 33.6%	234 63.41%	369 100%
Social media	22 6.18%	115 32.3%	219 61.52%	356 100%
North East Lincolnshire Council webpage and social media	165 45.08%	167 45.63%	34 9.29%	366 100%
Word of mouth	73 19.73%	159 42.97%	138 37.3%	370 100%
Personal experiences	164 43.97%	104 27.88%	105 28.15%	373 100%

Min   Max

Local news outlets

More positive	76	20.43%
Neutral	161	43.28%
More negative	135	36.29%

National news

More positive	76	20.43%
Neutral	161	43.28%
More negative	135	36.29%

Social media

More positive	22	6.18%
Neutral	115	32.3%
More negative	219	61.52%

North East Lincolnshire Council webpage and social media

More positive	165	45.08%
Neutral	167	45.63%
More negative	34	9.29%

Word of mouth

More positive	73	19.73%
Neutral	159	42.97%
More negative	138	37.3%

Personal experiences

More positive	164	43.97%
Neutral	104	27.88%
More negative	105	28.15%

Thinking about the news and information from residents, and local and national media – how could North East Lincolnshire Council improve the perception of the area?
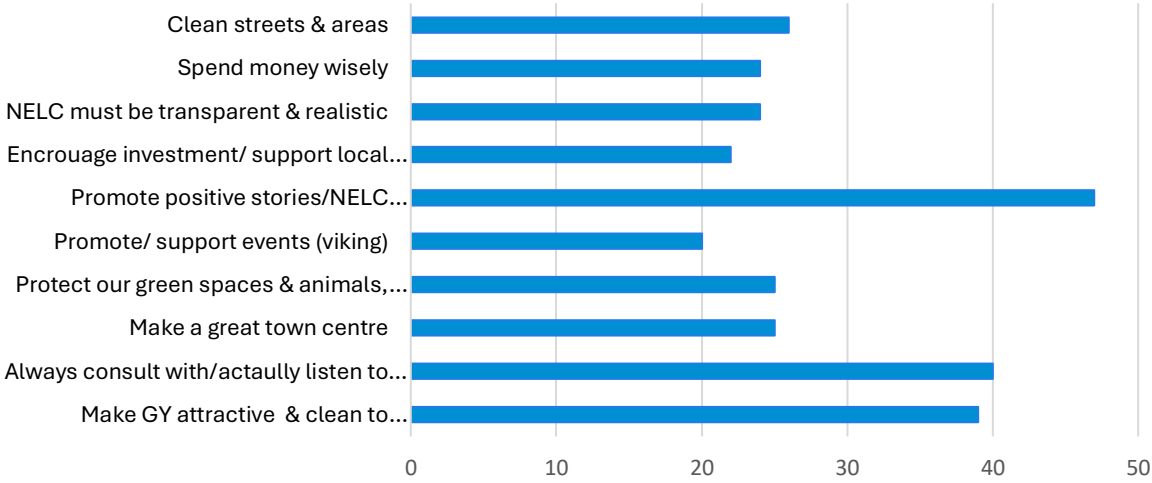
The following quotes are collected from answers to the previous question and chart to provide more depth and reasoning to the most common themes.

"Be more active in promoting the area and sharing positive views."

"Tell people more about the good going on in the area."

"The Council needs to put more news out about the positive things happening in the borough. Not enough is done or it is reactive. There should be a constant feed of good news stories, case studies, honesty about why regeneration is taking so long. Be open and honest. Build the trust."

"Respond to negative comments and perceptions when they are inaccurate by giving more details and being transparent where this is feasible - i.e. doesn't involved sharing sensitive information. Where information is vague people make up their own scenarios and are suspicious of what's happening."

"Trees, we need more trees and tree lined streets. It absolutely TRANSFORMS areas."

"They need to improve the actual area first. So personal experience is better. Listen to people and provide what people want that's how to get people to be more positive not run the town into the ground."

"Listen to residents, stop spending money on ill thought-out ideas, find out what the local communities need and not what the council think money should be spent on."

"Stop the town centre in Grimsby looking so run down and grey. Smarten up empty shops, ensure owners upkeep property appropriately. Regular patrols to stop cyclists/anti-social behaviour."

"The SSSI areas to the south of the leisure centre are spectacular, hosting a vast array of wildlife... the council should nurture and promote these fantastic areas we're blessed with and make our area's natural features a selling point."

"Listen to the residents instead of making decisions before giving them the chance and time to air their views."

Focus groups were held to gather further insight and develop a more comprehensive study. These focus groups consisted of 7 adults and 20 students (aged 16-17). The themes collated from these discussions are as shown below:

Theme	Value
I get info from the Council	2
Negtiave stories sell	3
We have great fish and chips	1
Promote the area more nationally	2
Community pride has decreased since COVID	1
There's a lot of natural beauty	1
The reputation is wrong	1
People worry about change here	1
Not sure if it is a forever home	1
Change has happened recently	2
Similarities between NEL and other industrial areas	1
See NEL as a mixture of places	1
Council reputation is not doing much	2
Basic knowledge of how the council works	2
Hard to make an opinion	1
The media are correct	1
NEL has little media attention	1
Local news is positive	2
House prices are attractive	1
Needs better promotion	1
Not much to do	2
NEL always draws you back	1
Everything you neeed is here	1
Town has declined a lot	1
Fund places for YP more	1
Be in contact more with YP and schools	7
Inform via posters/word of mouth/through college	4
Mindset of not caring in community	1
Not enough funding for the council	4
Council needs to promote more	4
Media doesn't represent the area well	3
Change needs to start at the top	1
Social media isn't trustworthy /avoid it	4
Media won't change the way I feel about the area	2
Feel the headlines/media exaggerate	4
Experienced something bad in the area	1
Feel the headlines are wrong	3
Stuck in the past focusing on fish industry	2
People don't understand real deprivation	2
There is the positive side of renewable energy	5
People have wrong ideas about Grimsby	2
Media portrays NEL negatively	6
Seafront is pleasant	1
Lack of opportunities & events	8
Bad reputation of NELINCS	6
There is potential in NEL	1
Feels isolated	7
Town isn't attractive	4
It is friendly/sense of community	7
Will probably leave at some point	2
Feels like home	2
Not the nicest place	1