This document outlines the common standards for all local authorities and their sub-agencies conducting the Place Survey.
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Section 1 – Introduction

Purpose of the Place Survey

1. The Local Government White Paper – *Strong and Prosperous Communities* emphasises a new focus on improving outcomes for local people and places – rather than on processes, institutions and inputs. It recognises that no single organisation can achieve success on the complex issues of improving public health, reducing poverty, tackling crime or sustainable economic development. The challenges are too complex and the needs often too local for all solutions to be imposed from the centre. Everywhere, solutions will need effective co-operation.

2. Central to this is the importance of capturing local peoples’ views, experiences and perceptions, so that the solutions for an area can reflect local views and preferences. More than this, it is vital to track people’s changing perceptions, as a way of determining whether interventions made in an area result in the right outcomes for local people – ie do people feel happier, healthier, safer? The Place Survey is a way of achieving this.

3. The Place Survey will supply the data by which a number of national indicators will be measured. The national indicators will measure how well Governments’ priorities, as set out in the Comprehensive Spending Review, are being delivered by local government and local government partnerships over the next three years. They form an important part of the new, streamlined local performance framework. The national indicators can be found in section 4 of this manual.

4. The Place Survey will be one tool which is available to councils and their partners to understand the views of local people. We expect that local service providers will have many ways both of seeking direct feedback on services and of exploring perceptions of the area. The new performance framework expects councils and partners to use all the evidence at their disposal to build a robust understanding of the area they serve and the people who live there. Within this context, the Place Survey provides a set of national indicators which will be common to all areas. However, to be properly understood, these measures will need to be interpreted in their local context and set alongside other local information.

Purpose of this manual

5. This manual specifies the common standards for local authorities and their contractors conducting the new 2008–09 Place Survey.
6. The manual address this objective in three parts: The rest of this document outlines the common standards. Annex A is the questionnaire template whilst Annex B provides a technical annex with more detailed advice on how to meet the common standards.

7. **This manual replaces the BVPI guidance. You should not rely on previous BVPI guidance in order to deliver the Place Survey.**

Who needs to read this manual?

8. Anyone involved in conducting the 2008–09 Place Survey should read this manual. Each authority should have a **designated primary point of contact**. This person is responsible for managing the survey on behalf of the local authority and for submitting final data and meta-data. They should be a local authority employee, rather than a contractor. The primary point of contact should take responsibility for managing the survey process and ensuring that all the common standards are met. If the survey is to be conducted by a contractor, the authority's primary point of contact should be responsible for ensuring that the contractor meets the common standards of the survey. The primary point of contact will be the **only** person who can submit the survey data and the metadata for their authority. They should take responsibility for the quality of the data. Any queries that arise about the quality of the data or the way that the survey was conducted during the validation of the survey will be directed at the primary point of contact.

9. If the designated primary point of contact leaves their post during the course of the survey (or otherwise finds themselves unable to fulfil their role) a replacement primary point of contact should be appointed. The replacement primary point of contact should make the Audit Commission aware of any such changes.

10. In areas with two-tier authorities it is appropriate for the higher tier to provide leadership and to identify ways in which the Place Survey can be conducted more efficiently through collaboration between local authority levels. However, all local authorities should be able to demonstrate the eight common standards.

11. Forty-four local authorities are currently undergoing re-structuring into nine new authorities (see section 3 for details). In these instances the authorities should conduct the Place Survey and demonstrate the eight common standards in relation to the nine new authorities (it would therefore seem sensible for the transitional council in each area ie the preparing authority or shadow authority to co-ordinate completion of the Place Survey). It is **not** expected that each of the forty-four currently existing authorities conducts the Place Survey separately.
12. Potential contractors may use this manual. Please note that the primary point of contact retains responsibility for the authority’s delivery of data to the Audit Commission.

13. A Place Survey website will be operational from mid-July. The precise ‘go-live’ date will be announced by the Audit Commission. Access to the website will not be restricted to primary contacts.

14. The primary point of contact may require other members of staff to access materials relating to the Place Survey. Only by registering will you be able to access the templates and tools which will facilitate the survey process. The Place Survey website will include a regularly updated list of frequently asked questions. Certain areas of the website will be restricted to the designated primary point of contact at each authority.

15. If there is anything in this manual which is not clear please get in touch via the Audit Commission web-form which is available at www.audit-commission.gov.uk/performance/ni-contact.asp. You should receive a reply within five working days (but this may be longer during busy times). Further information will be available via the Place Survey website (from mid-July onwards).
Section 2: The common standards

Introduction

16. This section sets out the common standards for the Place Survey.

Eight common standards

17. The eight common standards are (in summary):

1) Adhere to the timetable
2) Use the questionnaire template
3) Use the sampling method
4) Use the sampling frame
5) Use the designated method of data collection
6) Take all reasonable steps to maximise the response rate
7) Achieve the designated statistical reliability
8) Use each of the data submission templates and tools for submitting your survey results and metadata and ensure they are completed correctly and submitted by the required date

Ensuring you meet the eight common standards

1) Timetable

18. Fieldwork for the Place Survey should take place between 29 September 2008 and 19 December 2008 (see table A for further details).

19. Authorities should commence mailing out covering letters, questionnaires and pre-paid envelopes from Thursday 25 onwards. You should receive completed questionnaires between 29 September 2008 and 19 December 2008. Steps to improve response, including sending reminder letters (with accompanying questionnaires), should be taken after 15 October 2008.

20. The survey should be undertaken every two years (authorities may choose to undertake the survey during the interim year but the results will not inform the calculation of the National Indicator Set indicators).
Table A – Fieldwork & Data Submission timetable for all authorities

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sampling window opens</td>
<td>Mid July 2008</td>
</tr>
<tr>
<td>Sampling window closes</td>
<td>Late July 2008</td>
</tr>
<tr>
<td>Initial mail out commences</td>
<td>25 September 2008</td>
</tr>
<tr>
<td>Fieldwork begins</td>
<td>29 September 2008</td>
</tr>
<tr>
<td>Reminders window opens</td>
<td>15 October 2008</td>
</tr>
<tr>
<td>Fieldwork ends¹</td>
<td>19 December 2008</td>
</tr>
<tr>
<td>Data submission begins</td>
<td>1 January 2009</td>
</tr>
<tr>
<td>Data submission deadline</td>
<td>30 January 2009</td>
</tr>
</tbody>
</table>

2) Questionnaire template

21. Use the designated questionnaire template. This is available in annex A. It will also be available from the templates and tools section on the Place Survey website.

22. You should not use any questionnaire other than the questionnaire template.

23. The questionnaire template has been subjected to rigorous development, pilot testing and validation. You should not make any changes to the existing form of words in the questionnaire template or the existing layout unless any changes are specifically indicated in the template itself (e.g., to insert the name of your council).

Adding questions

24. You may add questions to your questionnaire in order to collect more detailed information on services and issues which are relevant to your local area. However:

25. Inclusion of additional questions needs to be discussed with the Local Strategic Partnership to ensure that questions chosen are in line with priorities in the Sustainable Community Strategy and Local Area Agreement.

26. If you are planning to add questions, it is recommended that you use a question from the Place Survey Question Bank (see section 5). These

¹ No more questionnaires can be sent out but any completed questionnaire which you receive after this point may still be included in the dataset.
questions have been selected in collaboration with key stakeholders, including the LGA, and have been used on previous BVPI surveys. Therefore, they can provide data for time-series comparisons with previous BVPI surveys. Please note that there is no requirement or expectation that you ask any of these additional questions.

27. In most cases, any additional questions should only be added after Q26 of the core questionnaire template, so that responses to the core questions are not affected by differential question ordering between local authorities. Any proposed exceptions to this (ie if any authority wishes to add questions earlier in the questionnaire) should be discussed and agreed with the Audit Commission. Additional questions should follow immediately after a short paragraph (to be decided and inserted by authorities) which explains to respondents why they are being asked these additional questions. Further advice can be found in section 5.

28. Adding questions will alter the length of the questionnaire. The final questionnaire should be no more than 12 pages long (excluding the covering letter). A longer questionnaire could be too time consuming for potential respondents and thereby deter them. It also reduces your ability to meet common standard six (take all reasonable steps to maximise response rate).

Adding your own questions

29. If you decide you have another question, which cannot be captured by any of the questions in the Place Survey Question Bank and you would like therefore to include a bespoke question, it is recommended that you refer to and adhere to the advice contained in annex B (technical annex).

Covering letter

30. As well as the questionnaire template, authorities should use the ‘covering letter’ template.

31. A standard form of words has been developed for the covering letter in order to meet the requirements of the Data Protection Act 1998. The covering letter should be sent with each questionnaire. The covering letter should be signed by the council’s Chief Executive, the Leader of the Council or another high profile representative or representatives of the Local Strategic Partnership.

32. It is recommended that local authorities add a local brand (see the ‘minimum reasonable steps’ section below) and information in other languages about the survey and how residents can obtain translated copies of the questionnaire.
3) Sampling method

33. Use random (probability) sampling to select potential respondents. Each of the residents in your sampling frame should have an equal, calculable and non-zero probability of being selected to receive a questionnaire.

34. In two-tier authorities (e.g., counties and districts), districts may conduct the survey on behalf of the county. However, all districts should reach an achieved sample size of 1,100 (regardless of population size). Therefore, if districts conduct the survey on behalf of the county, weights will need to be calculated and applied to adjust for different population sizes between districts before creating a county level dataset. These weights will be calculated and applied to the data by the Audit Commission. Alternatively, a county may conduct the survey on behalf of itself and each district. In this situation the county should conduct the survey in such a way as to ensure each district can demonstrate the common standards (i.e., random sampling, at least 1,100 completed questionnaires for each district, etc.). Again, if a county conducts the survey on behalf of each district, this should be a sample stratified per district. Weights will need to be calculated and applied to adjust for different population sizes between districts before creating a county level dataset. These weights will be calculated and applied to the data by the Audit Commission.

35. Authorities may choose to stratify the sample frame. Stratification involves dividing the population into subpopulations (strata). These subpopulations do not overlap and cover the whole population so that each sampling unit (e.g., household) belongs to exactly one stratum. Then random (probability) sampling should used to select a sample within each stratum. Stratification can be useful to boost the responses from particular demographic groups where you expect a low response rate, or to boost the responses in local areas to enable more reliable area-based analysis. If you wish to stratify your sample, weights will need to be calculated and applied to the data. Further details about weighting for the Place Survey can be found in annex B. Please consult a statistician/survey researcher, or contact the Audit Commission helpdesk for advice on stratification.

36. Authorities should not subsequently cluster addresses within random or stratified samples.

4) Sampling frame

37. Use the sampling frame which comprises all adult (aged 18 and over) residents of the local authority. The sampling frame for the 2008/09 Place Survey is the Post Office small users Address File (PAF).
38. The sampling frame will be available from the Place Survey website (see the 'who needs to read this manual' section above for details). All samples should be drawn from the PAF. Authorities need to consider how many cases need to be drawn from the sample in order to receive at least 1,100 completed questionnaires. This decision is likely to be informed by the authority's previous experience of conducting BVPI user satisfaction surveys (ie using an assumed response rate on the basis of previous BVPI surveys in the local area).

39. If you require more information before the Place Survey website is live (mid-July) please contact the Audit Commission via their web-form which is available at www.audit-commission.gov.uk/performance/ni-contact.asp.

5) Data collection

40. You should distribute all Place Survey questionnaires through the UK Royal Mail postal system. In addition, respondents should return completed questionnaires through the UK Royal Mail postal system (using the pre-paid envelope which authorities will supply).

41. Exceptions to the postal approach may be made for individual respondents where there are compelling reasons for doing so: for instance, if a respondent does not speak English and their own language has no written form, or if a resident has a particular disability and they lack an appropriate carer which prevents them from completing the questionnaire.

42. In the first instance, translated versions of the questionnaire should always be offered. The Audit Commission will be providing copies of the Place Survey questionnaire template translated into the five most commonly spoken non-English languages. If it is established that a written questionnaire is not appropriate then an official should simply read out the questions and possible response options as they are written on the questionnaire template. They should also note the respondent's answers, but they should avoid discussing the questions or leading the respondent to particular answers. Such scenarios should be discussed individually with the Audit Commission.

6) Response rate

43. Authorities should take all reasonable steps to maximise their response rates. It is especially important that authorities should continue trying to obtain more completed questionnaires once the minimum sample has been reached (if there remains time in the specified fieldwork period of the survey).

44. Non-response is one of the main causes of error in survey results.

Minimum reasonable steps to maximise response rates:

45. Two reminder letters should be sent to non-respondents during the fieldwork period (after 15 October 2008, see table A). Each reminder letter should include a copy of the questionnaire and not simply a request for the previously sent questionnaire to be completed (which may have been mislaid by the non-respondent).

46. A pre-paid envelope should be included with each questionnaire to ensure potential respondents are not deterred by the financial cost of returning a completed questionnaire.

47. The covering letter sent as part of a reminder should be adjusted to reflect the fact that it is a reminder (whilst still meeting data protection requirements).

48. All correspondence (including envelopes) should include a local area brand which does not align it closely with any one agency or Council. This could be the same brand used for the Sustainable Community Strategy or Local Strategic Partnership for that area. Local areas will need to identify a suitable local area brand bearing in mind that this decision should be aimed at increasing the Place Survey response rate. The local brand is necessary because the survey is about the local area, rather than just the specific services provided by a particular council.

49. Further suggestions for ways to increase your response rate can be found in annex B.

7) Statistical reliability

50. A maximum +/- 3 percentage points at the 95 per cent confidence level is required to calculate the national indicators collected in the Place Survey.

51. The achieved sample size should be no smaller than 1,100. Authorities should aim to receive a minimum of 1,100 completed Place Survey questionnaires.

52. The achieved sample size is based on the total number of respondents to the survey as a whole, and not the number of respondents to individual questions.

53. The size of the population being surveyed (i.e., the number of adult residents living in the authority) will not be taken into account when assessing the
size of sample required to ensure a given level of statistical reliability (as measured by the confidence interval figure). Theoretically this calculation can be adjusted where the population being surveyed is very small, but for the purposes of clarity, comparability and simplicity all authorities should meet the minimum sample size of 1,100.

8) Submitting your survey results

54. All data collected within the Place Survey should be submitted in accordance with the specified timetable (see table A) to the Audit Commission via the templates and tools provided on the Place Survey website.

55. The Audit Commission found that the local government sector generally welcomed its processing and publication of non BVPI question data from the 2006–07 BVPI General Survey to enable local benchmarking. Therefore, we propose that authorities should submit all their data (including additional questions from the voluntary question bank) via the Place Survey website. We are interested in hearing the views of local authorities on this approach to processing and publication of the survey questions, and are discussing with the Audit Commission and LGA how best to do that, prior to collection of the survey responses. We will also keep under review any implications for Government statistics arising from the requirements of The Statistics and Registration Service Act 2007.

56. In addition to the questionnaire templates, authorities will also need to submit specified data on how the survey was conducted via the metadata submission template. The Audit Commission will review data quality arrangements as part of their judgment to inform the Comprehensive Area Assessment.

57. The ward code of each respondent should be supplied with the data set. The ward codes will be provided in the PAF sample that you download from the Place Survey website. You should give each respondent in your original sample a unique identifying number before the first mail out, so that you can match all returned questionnaires against the ward code in your original sample. The dataset which you submit to the Audit Commission should not contain the respondent's name, any part of their address (including postcode) or their unique identifying number.

58. All survey data and data relating to how the survey was carried out (metadata) should be supplied using the variable codes specified in the data entry templates.
All results from the Place Survey will be weighted. Further details about weighting can be found in annex B.

Authorities are asked to submit **unweighted** data only.

After authorities have submitted unweighted data, the data will be processed and weight factors will be added. In return authorities will receive weighted data and their NIS scores approximately five working days after submitting the unweighted data. The quicker that authorities submit their data, the quicker they will receive their weighted data in return.

The information gained in the “About yourself” section of the questionnaire is important as it allows the authority to analyse levels of satisfaction between different groups of the population, such as those who are in various states of employment or are of different ages. It is also used for the weighting of the data by demographic characteristics.

If you require more information please contact us via the Audit Commission web-form which is available at www.audit-commission.gov.uk/performance/ni-contact.asp. Further information will be available via the Place Survey website (from mid-July onwards).

Once it is available, all authorities should register at the Place Survey website, read this manual and annex B thoroughly and familiarise themselves with all the templates and tools at an early stage to ensure that they are able to submit all necessary data and information (see the ‘who needs to read this manual’ section above for details about the Place Survey website). It is important that the primary point of contact takes responsibility for cascading information to all necessary parties and ensuring all the common standards are met.
Section 3: Local Authority re-structuring

New Unitary Areas – To be established on 1st April 2009

Whole county unitary authorities will be established in the following five county areas:

<table>
<thead>
<tr>
<th>County</th>
<th>Authorities to be Abolished</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cornwall</td>
<td>Caradon District Council</td>
</tr>
<tr>
<td></td>
<td>Carrick District Council</td>
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<tr>
<td></td>
<td>Kerrier District Council</td>
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<tr>
<td></td>
<td>North Cornwall District Council</td>
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<tr>
<td></td>
<td>Penwith District Council</td>
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<tr>
<td></td>
<td>Restormel Borough Council</td>
</tr>
<tr>
<td>County Durham</td>
<td>Chester-Le-Street District Council</td>
</tr>
<tr>
<td></td>
<td>Derewentside District Council</td>
</tr>
<tr>
<td></td>
<td>Durham City Council</td>
</tr>
<tr>
<td></td>
<td>Easington District Council</td>
</tr>
<tr>
<td></td>
<td>Sedgefield Borough Council</td>
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<tr>
<td></td>
<td>Teesdale District Council</td>
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<tr>
<td></td>
<td>Wear Valley District Council</td>
</tr>
<tr>
<td>Northumberland</td>
<td>Alnwick District Council</td>
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<tr>
<td></td>
<td>Berwick upon Tweed Borough Council</td>
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<tr>
<td></td>
<td>Blyth Valley Borough Council</td>
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<tr>
<td></td>
<td>Castle Morpeth Borough Council</td>
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<tr>
<td></td>
<td>Tynedale District Council</td>
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<td></td>
<td>Wansbeck District Council</td>
</tr>
<tr>
<td>Shropshire</td>
<td>Bridgnorth District Council</td>
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<tr>
<td></td>
<td>North Shropshire District Council</td>
</tr>
<tr>
<td></td>
<td>Oswestry Borough Council</td>
</tr>
<tr>
<td></td>
<td>Shrewsbury &amp; Atcham Borough Council</td>
</tr>
<tr>
<td></td>
<td>South Shropshire District Council</td>
</tr>
<tr>
<td>Wiltshire</td>
<td>Kennet District Council</td>
</tr>
<tr>
<td></td>
<td>North Wiltshire District Council</td>
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<tr>
<td></td>
<td>Salisbury District Council</td>
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<td></td>
<td>West Wiltshire District Council</td>
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</tbody>
</table>
New district unitaries being established in Bedfordshire and Cheshire

<table>
<thead>
<tr>
<th>New District Unitary</th>
<th>Authorities to be Abolished</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bedford Borough</td>
<td>N/A continuing authority</td>
</tr>
<tr>
<td></td>
<td>Bedfordshire County Council</td>
</tr>
<tr>
<td>Central Bedfordshire</td>
<td>Mid Bedfordshire District Council</td>
</tr>
<tr>
<td></td>
<td>South Bedfordshire District Council</td>
</tr>
<tr>
<td>Cheshire East</td>
<td>Congleton Borough Council</td>
</tr>
<tr>
<td></td>
<td>Crewe &amp; Nantwich Borough Council</td>
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<tr>
<td></td>
<td>Macclesfield Borough Council</td>
</tr>
<tr>
<td></td>
<td>Cheshire County Council</td>
</tr>
<tr>
<td>Cheshire West &amp; Chester</td>
<td>Chester City Council</td>
</tr>
<tr>
<td></td>
<td>Ellesmere Port &amp; Neston Borough Council</td>
</tr>
<tr>
<td></td>
<td>Vale Royal Borough Council</td>
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</tbody>
</table>
### Place Survey Indicator

<table>
<thead>
<tr>
<th>Place Survey Indicator</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NI 1:</strong> % of people who believe people from different backgrounds get on well together in their local area</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Is data provided by the LA or a local partner?</th>
<th>Y</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is this an existing indicator?</td>
<td>Y</td>
</tr>
</tbody>
</table>

#### Rationale

*The Local Government White Paper* sets out Government’s aim of creating strong and cohesive communities and thriving places in which a fear of difference is replaced by a shared set of values and a shared sense of purpose and belonging. The aim in doing so is to ensure that the economic and cultural benefits of diversity are experienced by everyone in each community, recognising that this means promoting similar life opportunities for all. This particular measure is widely recognised as a key indicator of a cohesive society, shown to measure a number of strands of the community cohesion definition. The question that feeds this indicator was previously used in the 2006/7 BVPI satisfaction survey. Note that the methodology for the Place Survey is comparable with the BVPI satisfaction survey as both surveys are conducted by post with an autumn fieldwork period.

#### Definition

The proportion of the adult population who say they ‘tend to agree’, or ‘definitely agree’ that their local area is a place where people from different backgrounds get on well.

#### Formula

(Using weighted data): \( \frac{x}{y} \times 100 \) where:

- \( x \) = total number of respondents ‘agreeing’/’strongly agreeing’ that local area is a place where people from different backgrounds get on well
- \( y \) = total number of respondents giving valid answer to question (definitely agree/tend to agree/tend to disagree/definitely disagree) – ‘don’t know’/’too few people’/’all same background’ to be treated as missing values.
<table>
<thead>
<tr>
<th>NI 1: % of people who believe people from different backgrounds get on well together in their local area (continued)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Data Source</strong></td>
</tr>
<tr>
<td>Collection will be through the new Place Survey. Local authorities will submit data to the Audit Commission, who will weight it and submit it to Communities and Local Government directly, and provide authorities with weighted copies of their own data sets.</td>
</tr>
<tr>
<td><strong>Collection Interval</strong></td>
</tr>
<tr>
<td>Biennial</td>
</tr>
<tr>
<td><strong>Return Format</strong></td>
</tr>
<tr>
<td>Percentage</td>
</tr>
<tr>
<td><strong>Reporting organisation</strong></td>
</tr>
<tr>
<td>Audit Commission</td>
</tr>
<tr>
<td><strong>Spatial level</strong></td>
</tr>
<tr>
<td>Single tier, district and county council</td>
</tr>
<tr>
<td><strong>Further Guidance</strong></td>
</tr>
<tr>
<td>Place Survey Indicator</td>
</tr>
<tr>
<td>------------------------</td>
</tr>
<tr>
<td><strong>NI 2</strong>: % of people who feel that they belong to their neighbourhood</td>
</tr>
<tr>
<td>Is data provided by the LA or a local partner?</td>
</tr>
<tr>
<td><strong>Rationale</strong></td>
</tr>
<tr>
<td>The Local Government White Paper sets out Government’s aim of creating strong and cohesive communities and thriving places in which a fear of difference is replaced by a shared set of values and a shared sense of purpose and belonging. A sense of belonging to one’s neighbourhood is therefore a key indicator of a cohesive society. The question that feeds this indicator was previously used in the Citizenship survey. Note that the methodology for the Place Survey is different to the Citizenship survey as the Place Survey is conducted by post while the Citizenship survey is conducted face to face.</td>
</tr>
<tr>
<td><strong>Definition</strong></td>
</tr>
<tr>
<td>The proportion of the adult population who feel ‘fairly strongly’, or ‘very strongly’ that they belong to their immediate neighbourhood.</td>
</tr>
<tr>
<td><strong>Belonging</strong>:</td>
</tr>
<tr>
<td>Respondents will be said to feel they belong to their area if they say they feel they belong “very strongly” or “fairly strongly”.</td>
</tr>
<tr>
<td><strong>Formula</strong></td>
</tr>
</tbody>
</table>
| (Using weighted data): \( \frac{x}{y} \times 100 \) where:  
- \( x \) = total number of respondents who say they belong to their neighbourhood  
- \( y \) = total number of respondents giving valid answer to question – ‘don’t know’ responses to be treated as missing values. |
| **Worked example** |  |
| Very Strongly (VS) = 3032  
Fairly Strongly (FS) = 4140  
Not Very Strongly (NVS) = 1888  
Not At All Strongly (NAAS) = 563  
Don’t Know = 68  
\((\frac{VS + FS}{VS + FS + NVS + NAAS})\times 100  
7172/9623 \times 100 = 75\% |
| **Good performance** |  |
| Good performance typified by higher percentages |
### NI 2: % of people who feel that they belong to their neighbourhood

#### Data Source
Collection will be through the new Place Survey. Local authorities will submit data to the Audit Commission, who will weight it and submit it to Communities and Local Government directly, and provide authorities with weighted copies of their own data sets.

#### Collection Interval
Biennial

#### Return Format
| Percentage | Decimal Places | One |

#### Reporting organisation
Audit Commission

#### Spatial level
Single tier, district and county council

#### Further Guidance
<table>
<thead>
<tr>
<th>Place Survey Indicator</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NI 3:</strong> Civic participation in the local area</td>
</tr>
<tr>
<td><strong>Is data provided by the LA or a local partner?</strong></td>
</tr>
<tr>
<td><strong>Rationale</strong></td>
</tr>
<tr>
<td>Local authorities are encouraged to consider this indicator in terms of narrowing gaps between group(s)(^1) in order to raise involvement of disadvantaged sections of society. For example, there are disproportionately low numbers of black and minority ethnic women councillors, disabled school governors and ethnic minority magistrates. Targeting this indicator on a specific group(s) should be a way to make progress in addressing such inequalities. The question that feeds this indicator was previously used in the Citizenship survey. Note that the methodology for the Place Survey is different to the Citizenship survey as the Place Survey is conducted by post while the Citizenship survey is conducted face to face.</td>
</tr>
</tbody>
</table>

\(^1\) Disadvantaged groups may include women, people from an ethnic or religious minority, disabled people, young people, older people, and lesbian, gay, bisexual and transsexual people.
### NI 3: Civic participation in the local area (continued)

#### Definition

**Civic activities**

- Been a local councillor (for the local authority, town or parish)
- Member of a group making decisions on local health services
- Member of a decision making group set up to regenerate the local area
- Member of a decision making group set up to tackle local crime problems
- Member of a tenants’ group decision making committee
- Member of a group making decisions on local education services
- Member of a group making decisions on local services for young people
- Member of another group making decisions on services in the local community

Participation will be counted if the respondent signals taking part in at least one of any of the activities above in the last 12 months.

#### Formula

\( \frac{x}{y} \times 100 \) where:

- \( x \) = total number of respondents who say they take part in at least one of any of the activities above in the last 12 months
- \( y \) = total number of respondents giving valid answer to question

#### Worked example

| Yes (Y) =1800 | No (N) =441 |
| \((Y)/(Y + N))\times 100\ |
| 1800/2241 \times 100=80% |

#### Data Source

Collection will be through the new Place Survey. Local authorities will submit data to the Audit Commission, who will weight it and submit it to Communities and Local Government directly, and provide authorities with weighted copies of their own data sets.

#### Collection Interval

Biennial

#### Return Format

Percentage

#### Decimal Places

One

#### Reporting organisation

Audit Commission

#### Spatial level

Single tier, district and county council

#### Further Guidance

Good performance typified by higher percentages
### Place Survey Indicator

**NI 4: % of people who feel they can influence decisions in their locality**

<table>
<thead>
<tr>
<th>Is data provided by the LA or a local partner?</th>
<th>Y</th>
<th>Is this an existing indicator?</th>
<th>Y</th>
</tr>
</thead>
</table>

| Rationale | The Government aims to build communities where individuals are empowered to make a difference both to their own lives and to the area in which they live. A key indicator of community empowerment is the extent to which people feel able to influence decisions affecting their local area. The question that feeds this indicator was previously used in the 2006/7 BVPI satisfaction survey. Note that the methodology for the Place Survey is comparable with the BVPI satisfaction survey as both surveys are conducted by post with an autumn fieldwork period. |
| Definition | The proportion of the adult population who agree that they feel able to influence decisions affecting their local area. |
| Formula | \( \text{Formula: } \frac{x}{y} \times 100 \) where:  
\[x = \text{total number of respondents who 'definitely agree' /'tend to agree' that they are able to influence decisions affecting their local area} \]
\[y = \text{total number of respondents giving valid answer to question – 'don’t know' responses to be treated as missing values.} \] |
| Worked example | **Definitely Agree (DA) = 516**  
**Tend to Agree (TA) = 3048**  
**Tend to Disagree (TD) = 3878**  
**Definitely Disagree (DD) = 1800**  
**Don’t Know (DK) = 441**  
\[(\frac{\text{DA} + \text{TA}}{\text{DA} + \text{TA} + \text{TD} + \text{DD}}) \times 100 \]
\[\frac{3564}{9242} \times 100 = 39\% \] |
| Good performance | Good performance typified by higher percentages |

| Data Source | Collection will be through the new Place Survey. Local authorities will submit data to the Audit Commission, who will weight it and submit it to Communities and Local Government directly, and provide authorities with weighted copies of their own data sets. |
| Collection Interval | Biennial |
| Return Format | Percentage | Decimal Places | One |
### NI 4: % of people who feel they can influence decisions in their locality (continued)

<table>
<thead>
<tr>
<th>Reporting organisation</th>
<th>Audit Commission</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spatial level</td>
<td>Single tier, district and county council</td>
</tr>
</tbody>
</table>

### Rationale
The Government recognises that the quality of place remains a priority to residents and drives how satisfied people are with their local area as a place to live. This indicator will provide authorities and service deliverers with a baseline of local satisfaction which will help them identify and address the sorts of issues affecting how residents feel about their local area. The question that feeds this indicator was previously used in the 2006/7 BVPI satisfaction survey. Note that the methodology for the Place Survey is comparable with the BVPI satisfaction survey as both surveys are conducted by post with an autumn fieldwork period.

### Definition
The proportion of the adult population who say they are ‘satisfied’, or ‘very satisfied’ with the area as a place to live.

The data source is the place survey which will ask the question: “Overall, how satisfied or dissatisfied are you with your local area as a place to live?”. Respondents have the choice of 5 response categories. These are: Very satisfied, Satisfied, Neither satisfied or dissatisfied, Dissatisfied, Very dissatisfied.

### Formula
(Using weighted data): $\frac{x}{y} \times 100$ where:
- $x = \text{the number of respondents who are very satisfied or satisfied with the area as a place to live.}$
- $y = \text{the total number of respondents to the question}$

---

### NI 5: Overall/general satisfaction with local area

<table>
<thead>
<tr>
<th>Is data provided by the LA or a local partner?</th>
<th>Y</th>
<th>Is this an existing indicator?</th>
<th>N</th>
</tr>
</thead>
</table>

### Rationale
The Government recognises that the quality of place remains a priority to residents and drives how satisfied people are with their local area as a place to live. This indicator will provide authorities and service deliverers with a baseline of local satisfaction which will help them identify and address the sorts of issues affecting how residents feel about their local area. The question that feeds this indicator was previously used in the 2006/7 BVPI satisfaction survey. Note that the methodology for the Place Survey is comparable with the BVPI satisfaction survey as both surveys are conducted by post with an autumn fieldwork period.

### Definition
The proportion of the adult population who say they are ‘satisfied’, or ‘very satisfied’ with the area as a place to live.

The data source is the place survey which will ask the question: “Overall, how satisfied or dissatisfied are you with your local area as a place to live?”. Respondents have the choice of 5 response categories. These are: Very satisfied, Satisfied, Neither satisfied or dissatisfied, Dissatisfied, Very dissatisfied.

### Formula
(Using weighted data): $\frac{x}{y} \times 100$ where:
- $x = \text{the number of respondents who are very satisfied or satisfied with the area as a place to live.}$
- $y = \text{the total number of respondents to the question}$
### NI 5: Overall/general satisfaction with local area (continued)

<table>
<thead>
<tr>
<th>Worked example</th>
<th>Good performance</th>
</tr>
</thead>
</table>
| Very Satisfied (VS) = 516  
Fairly Satisfied (FS) = 3048  
Neither Satisfied nor Dissatisfied (NSD) = 3878  
Fairly Dissatisfied (FD) = 1800  
Very Dissatisfied (VD) = 441  
((VS + FS)/(VS + FS + NSD + FD + VD))*100  
3564/9683 * 100 = 37% | Good performance typified by higher percentages |

<table>
<thead>
<tr>
<th>Data Source</th>
<th>Collection will be through the new Place Survey. Local authorities will submit data to the Audit Commission, who will weight it and submit it to Communities and Local Government directly, and provide authorities with weighted copies of their own data sets.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Collection Interval</th>
<th>Biennial</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Return Format</th>
<th>Percentage</th>
<th>Decimal Places</th>
<th>One</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Reporting organisation</th>
<th>Audit Commission</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Spatial level</th>
<th>Single tier, district and county council</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Further Guidance</th>
<th>Data on previous trends can be found in the national report (<a href="http://www.communities.gov.uk/index.asp?id=1510806">http://www.communities.gov.uk/index.asp?id=1510806</a>)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Place Survey Indicator</td>
<td></td>
</tr>
<tr>
<td>------------------------</td>
<td></td>
</tr>
<tr>
<td><strong>NI 6: Participation in regular volunteering</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Is data provided by the LA or a local partner?</strong></td>
<td><strong>Y</strong></td>
</tr>
</tbody>
</table>

**Rationale**

High levels of volunteering are one sign of strong, active communities. Volunteers are vital in supporting the range of activity undertaken by third sector organisations and within the public services. Local government has an important role to play in creating a culture in which individuals are able to contribute to their communities by volunteering.

Regular volunteering is defined as taking part in formal volunteering at least once a month in the 12 months before the interview. Formal volunteering is defined as giving unpaid help through groups, clubs or organisations which support social, environmental, cultural or sporting objectives. The question that feeds this indicator is based on a question previously used in the Citizenship survey. Note that the methodology for the Place Survey is different to the Citizenship survey as the Place Survey is conducted by post while the Citizenship survey is conducted face to face.

**Definition**

In order to raise the level of volunteering activity the target focuses on increasing the proportion of *regular* formal volunteers. Regular formal voluntary activities are defined as taking part at least once a month in the 12 months before the survey.

**Formal volunteering** is defined as giving unpaid help through groups, clubs or organisations, which support social, environmental, cultural or sporting objectives at least once a week or less than once a week but at least once a month.

**Formula**

(Using weighted data): \( \frac{x}{y} \times 100 \) where:

- \( x \) = total number of respondents who volunteer at least once a week or less than once a week but at least once a month
- \( y \) = total number of respondents giving valid answer to question excluding don’t know values
### NI 6: Participation in regular volunteering (continued)

**Worked example**

At least once a week (DA) = 1004  
Less than once a week but at least once a month (TA) = 5757  
I give unpaid help as an individual only and not through groups, clubs or organizations (TD) = 1370  
I have not given any unpaid help in the last 12 months (DD) = 360  
Don’t Know (DK) = 200  

\[
\frac{(DA + TA)(DA + TA + TD + DD)}{6761/8491 \times 100} = 80\%
\]

**Good performance**  
Good performance typified by higher percentages

**Data Source**  
Collection will be through the new Place Survey. Local authorities will submit data to the Audit Commission, who will weight it and submit it to Communities and Local Government directly, and provide authorities with weighted copies of their own data sets.

**Collection Interval**  
Biennial

**Return Format**  
Percentage  
**Decimal Places**  
One

**Reporting organisation**  
Audit Commission

**Spatial level**  
Single tier, district and county council

**Further Guidance**  
[www.cabinetoffice.gov.uk/thirdsector](http://www.cabinetoffice.gov.uk/thirdsector)  
### NI 17: Perceptions of anti-social behaviour

<table>
<thead>
<tr>
<th>Is data provided by the LA or a local partner?</th>
<th>Y</th>
<th>Is this an existing indicator?</th>
<th>Y</th>
</tr>
</thead>
</table>

**Rationale**

Anti-social behaviour (ASB) is a high profile national priority for Government. Local authorities are the key partner in tackling ASB and have statutory duties to enforce ASB legislation (this ASB indicator is mandatory in the 2006/07 LAAS). They are an applicant agency for Anti-social behaviour orders (ASBOs); they lead on housing-related ASB, tackling litter/graffiti, and are responsible for licensing of premises and in securing and designing environments to reduce likelihood of alcohol-fuelled disorder and ASB.

The question that feeds this indicator was previously used in the 2006/7 BVPI satisfaction survey and the BCS. Note that the methodology for the Place Survey is different to the British Crime Survey (BCS) as the Place Survey is conducted by post biennially, while the BCS is conducted face to face on a continuous basis, with rolling annual data reported quarterly at Police force level.

**Definition**

Percentage of respondents with a high level of perceived anti-social behaviour combines responses to seven questions about anti-social behaviour problems. The questions are as follows:

Thinking about this local area, how much of a problem do you think each of the following are....

1) … noisy neighbours or loud parties?
2) … teenagers hanging around on the streets?
3) … rubbish or litter lying around?
4) … vandalism, graffiti and other deliberate damage to property or vehicles?
5) … people using or dealing drugs?
6) … people being drunk or rowdy in public places?
7) … abandoned or burnt out cars?

**Formula**

The combined measure of ASB is calculated by allocating scores to the responses to the question about the seven anti-social behaviours, whereby:

- 0 = Not a problem at all
- 1 = Not a very big problem
- 2 = Fairly big problem
- 3 = Very big problem

A total score for each respondent is calculated based on the responses to the seven questions. The maximum possible score is 21. High perception of ASB is a score of 11 or above.

The indicator is the percentage of respondents whose score was 11 or above out of the total answering the question.

No opinions should be included in the score as zero (this was the method used on the BVPI survey).
### NI 17: Perceptions of anti-social behaviour (continued)

#### Worked example

Set up scores from 0 to 3 for each code of the different ASB strands, sum the scores across the individual ASB strands to give each person (case) a score of between 0 and 21. Run a frequency of the summed scores eg:

<table>
<thead>
<tr>
<th>Score</th>
<th>No of cases</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>40</td>
</tr>
<tr>
<td>1</td>
<td>100</td>
</tr>
<tr>
<td>2</td>
<td>150</td>
</tr>
<tr>
<td>. . .</td>
<td></td>
</tr>
<tr>
<td>11 or more</td>
<td>200</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
</tr>
</tbody>
</table>

Percentage of respondents whose score was 11 or above = \( \frac{200}{1000} \times 100\% = 20\% \)

#### Good performance

Good performance typified by lower percentages

<table>
<thead>
<tr>
<th>Data Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collection will be through the new Place Survey and through the British Crime Survey (BCS). For the Place Survey local authorities will submit data to the Audit Commission, who will weight it and submit it to Communities and Local Government directly, and provide authorities with weighted copies of their own data sets.</td>
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</table>

<table>
<thead>
<tr>
<th>Collection Interval</th>
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</thead>
<tbody>
<tr>
<td>Biennial</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Return Format</th>
<th>Decimal Places</th>
<th>One</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reporting organisation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audit Commission</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Spatial level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single tier, district and county council</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Further Guidance</th>
</tr>
</thead>
<tbody>
<tr>
<td>This indicator is a Statutory Performance Indicator (SPI) within the APACS (Assessments of Policing and Community Safety) framework. Detailed information is therefore available in the APACS technical guidance which is available at: <a href="http://police.homeoffice.gov.uk/performance-and-measurement/assessment-methods/assessment-technical-guidance/">http://police.homeoffice.gov.uk/performance-and-measurement/assessment-methods/assessment-technical-guidance/</a></td>
</tr>
<tr>
<td>At local authority level, the national indicator will be based on data obtained through the Place Survey and this will provide the basis for any targets agreed by partners for inclusion in the Local Area Agreement. At police force level, the SPI will be measured through BCS data.</td>
</tr>
<tr>
<td>Place Survey &amp; APACS Indicator</td>
</tr>
<tr>
<td>--------------------------------</td>
</tr>
<tr>
<td><strong>NI 21:</strong> Dealing with local concerns about anti-social behaviour and crime issues by the local council and police</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Is data provided by the LA or a local partner?</th>
<th>Y</th>
<th>Is this an existing indicator?</th>
<th>Y</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>Rationale</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>This is about partnership working with local agencies. This measure is also being employed as a proxy to measure confidence in local agencies to tackle the community safety issues that matter to local people (i.e. a measure of Neighbourhood Policing in the widest sense). It is an indicator of people’s view about those issues which are important to their quality of life. A similar question to the one that feeds this indicator was previously used in the British Crime Survey (BCS). Note that the methodology for the Place Survey is different to the BCS as the Place Survey is conducted by post biennially, while the BCS is conducted face to face on a continuous basis, with rolling annual data reported quarterly at Police force level.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Definition</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>The question being asked is as follows: How much would you agree or disagree that the police and other local public services are successfully dealing with these issues in your local area? Strongly agree; tend to agree; neither agree nor disagree; tend to disagree; strongly disagree; don’t know</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Formula</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>(Using weighted data): ( \frac{x}{y} \times 100 ) where: ( x = ) total number of respondents who strongly agree/tend to agree ( y = ) total number of respondents giving valid answer to question including don’t knows.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Worked example</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree (DA) = 516</td>
</tr>
<tr>
<td>Tend to Agree (TA) = 3048</td>
</tr>
<tr>
<td>Neither Agree or Disagree (TAD) = 3878</td>
</tr>
<tr>
<td>Tend to Disagree (TD) = 200</td>
</tr>
<tr>
<td>Strongly Disagree (DD) = 1800</td>
</tr>
<tr>
<td>Don’t Know (DK) = 441</td>
</tr>
<tr>
<td>( \frac{(DA + TA + TAD + TD + DD + DK)}{(DA + TA + TAD + TD + DD + DK)} \times 100 ) = 36%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Good performance</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Good performance typified by higher percentages</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Data Source</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Collection will be through the new Place Survey and through the British Crime Survey (BCS). For the Place Survey local authorities will submit data to the Audit Commission, who will weight it and submit it to Communities and Local Government directly, and provide authorities with weighted copies of their own data sets.</td>
</tr>
</tbody>
</table>
NI 21: Dealing with local concerns about anti-social behaviour and crime issues by the local council and police (continued)

<table>
<thead>
<tr>
<th>Collection Interval</th>
<th>Biennial</th>
</tr>
</thead>
<tbody>
<tr>
<td>Return Format</td>
<td>Percentage</td>
</tr>
<tr>
<td>Reporting organisation</td>
<td>Audit Commission</td>
</tr>
<tr>
<td>Spatial level</td>
<td>Single tier, district and county council</td>
</tr>
</tbody>
</table>

Further Guidance

This indicator is a Statutory Performance Indicator (SPI) within the APACS (Assessments of Policing and Community Safety) framework. Detailed information is therefore available in the APACS technical guidance which is available at:


At local authority level, the national indicator will be based on data obtained through the Place Survey and this will provide the basis for any targets agreed by partners for inclusion in the Local Area Agreement. At police force level, the SPI will be measured through BCS data.

NI 22: Perceptions of parents taking responsibility for the behaviour of their children in the area

<table>
<thead>
<tr>
<th>Is data provided by the LA or a local partner?</th>
<th>Y</th>
<th>Is this an existing indicator?</th>
<th>Y</th>
</tr>
</thead>
</table>

Rationale

To focus local authorities and their partners on using the range of tools available to them to encourage and support effective parenting and to take action to ensure that parents are held responsible where their children behave in an unacceptable manner. A similar question to the one that feeds this indicator was previously used in the 2006/7 BVPI satisfaction survey and the British Crime Survey (BCS). Note that the methodology for the Place Survey is comparable with the BVPI satisfaction survey as both surveys are conducted by post with an autumn fieldwork period. However, the methodology for the Place Survey is different to the BCS as the Place Survey is conducted by post biennially, while the BCS is conducted face to face on a continuous basis, with rolling annual data reported quarterly at Police force level.
### NI 22: Perceptions of parents taking responsibility for the behaviour of their children in the area (continued)

<table>
<thead>
<tr>
<th><strong>Definition</strong></th>
<th>% of people that agree or disagree that in their local area, parents take enough responsibility for the behaviour of their children.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Formula</strong></td>
<td>(Using weighted data): ( \frac{x}{y} \times 100 ) where: ( x ) = total number of respondents who answer definitely agree and tend to agree. ( y ) = total number of respondents excluding don’t know’s (definitely agree, tend to agree, neither agree or disagree, tend to disagree, definitely disagree)</td>
</tr>
</tbody>
</table>
| **Worked example** | Definitely Agree (DA) = 516 
Tend to Agree (TA) = 3048 
Neither Agree or Disagree (TAD) = 3878 
Tend to Disagree (TD) = 200 
Definitely Disagree (DD) = 1800  
\( \frac{(DA + TA)}{(DA + TA + TAD + TD + DD)} \times 100 \)  
3564/9442 * 100 = 38% |
<p>| <strong>Good performance</strong> | Good performance typified by higher percentages |
| <strong>Data Source</strong> | Collection will be through the new Place Survey. Local authorities will submit data to the Audit Commission, who will weight it and submit it to Communities and Local Government directly, and provide authorities with weighted copies of their own data sets. |
| <strong>Collection Interval</strong> | Biennial |
| <strong>Return Format</strong> | Percentage |
| <strong>Decimal Places</strong> | One |
| <strong>Reporting organisation</strong> | Audit Commission |
| <strong>Spatial level</strong> | Single tier, district and county council |
| <strong>Further Guidance</strong> | <a href="http://www.dfes.gov.uk/localauthorities/index.cfm">http://www.dfes.gov.uk/localauthorities/index.cfm</a> |</p>
<table>
<thead>
<tr>
<th>Place Survey Indicator</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NI 23:</strong> Perceptions that people in the area treat one another with respect and consideration</td>
</tr>
<tr>
<td><strong>Is data provided by the LA or a local partner?</strong></td>
</tr>
<tr>
<td><strong>Rationale</strong></td>
</tr>
<tr>
<td><strong>Definition</strong></td>
</tr>
<tr>
<td><strong>Formula</strong></td>
</tr>
</tbody>
</table>
| **Worked example** | A Very Big Problem (DA) = 516  
A Fairly Big Problem (TA) = 3048  
Not A Very Big Problem (TAD) = 3878  
Not A Problem At All (TD) = 200  
Don’t Know (DK) = 441  
\( \frac{(DA + TA)}{(DA + TA + TAD + TD)} \times 100 \)  
\( \frac{3564}{7642} \times 100 = 47\% \) |
| **Good performance** | Good performance is typified by lower percentages |
| **Data Source** | Collection will be through the new Place Survey. Local authorities will submit data to the Audit Commission, who will weight it and submit it to Communities and Local Government directly, and provide authorities with weighted copies of their own data sets. |
| **Collection Interval** | Biennial |
NI 23: Perceptions that people in the area treat one another with respect and consideration (continued)

<table>
<thead>
<tr>
<th>Return Format</th>
<th>Percentage</th>
<th>Decimal Places</th>
<th>One</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reporting organisation</td>
<td>Audit Commission</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spatial level</td>
<td>Single tier, district and county council</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Further Guidance</td>
<td><a href="http://www.dcsf.gov.uk/localauthorities">www.dcsf.gov.uk/localauthorities</a></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Place Survey & APACS Indicator

NI 27: Understanding of local concerns about anti-social behaviour and crime issues by the local council and police

<table>
<thead>
<tr>
<th>Is data provided by the LA or a local partner?</th>
<th>Y</th>
<th>Is this an existing indicator?</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rationale</td>
<td>This is about partnership working with local agencies. It measures confidence in local agencies to seek views on anti-social behaviour and crime in your area.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| | Its focus is on quality of life issues, specifically with an element of community engagement through asking about ‘seeking people’s views’. Understanding and agreeing what priorities are critical to this ‘listening and responding’ to deliver ‘two way’ engagement. |
| A similar question to the one that feeds this indicator was previously used in the British Crime Survey (BCS). Note that the methodology for the Place Survey is different to the BCS as the Place Survey is conducted by post biennially, while the BCS is conducted face to face on a continuous basis, with rolling annual data reported quarterly at Police force level. |
### NI 27: Understanding of local concerns about anti-social behaviour and crime issues by the local council and police (continued)

| Definition | Anti-social behaviour – as part of the overall seven strand anti-social behaviour indicator, NI 17.  
The question being asked is as follows:  
It is the responsibility of the police and local council working in partnership to deal with anti-social behaviour and crime in your local area  
How much would you agree or disagree that…  
The police and local council seek people’s views about the anti-social behaviour and crime issues that matter in this area  
Strongly agree; tend to agree; neither agree nor disagree; tend to disagree; strongly disagree |
|---|---|
| Formula | \((\text{Using weighted data): } \frac{x}{y} \times 100 \) where:  
x = total number of respondents who strongly agree/tend to agree  
y = total number of respondents giving valid answer to question including don’t knows. |
| Worked example | Strongly Agree (DA) =516  
Tend to Agree (TA) =3048  
Neither Agree or Disagree (TAD) =3878  
Tend to Disagree (TD) = 200  
Strongly Disagree (DD) =1800  
Don’t Know (DK) =441  
\(\frac{(\text{DA} + \text{TA})}{(\text{DA} + \text{TA} + \text{TAD} + \text{TD} + \text{DD} + \text{DK})} \times 100\)  
\(3564/9883 \times 100 = 36\%\) |
| Good performance | Good performance typified by higher percentages |
| Data Source | Collection will be through the new Place Survey and through the British Crime Survey (BCS). For the Place Survey local authorities will submit data to the Audit Commission, who will weight it and submit it to Communities and Local Government directly, and provide authorities with weighted copies of their own data sets. |
| Collection Interval | Biennial |
| Return Format | Percentage | Decimal Places | One |
| Reporting organisation | Audit Commission |
### NI 27: Understanding of local concerns about anti-social behaviour and crime issues by the local council and police (continued)

<table>
<thead>
<tr>
<th>Spatial level</th>
<th>Single tier, district and county council</th>
</tr>
</thead>
</table>

#### Further Guidance

This indicator is a Statutory Performance Indicator (SPI) within the APACS (Assessments of Policing and Community Safety) framework. Detailed information is therefore available in the APACS technical guidance which is available at:


At local authority level, the national indicator will be based on data obtained through the Place Survey and this will provide the basis for any targets agreed by partners for inclusion in the Local Area Agreement. At police force level, the SPI will be measured through BCS data.

---

### Place Survey Indicator

#### NI 37: Awareness of civil protection arrangements in the local area

<table>
<thead>
<tr>
<th>Is data provided by the LA or a local partner?</th>
<th>Y</th>
<th>Is this an existing indicator?</th>
<th>N</th>
</tr>
</thead>
</table>

#### Rationale

Local responders have been the forefront of work over the past few years to improve the UK's preparedness for emergencies. The delivery chain for civil protection comprises national, regional and local government; the public, private and voluntary sectors, together with citizens and their communities who work together to support public authorities.

The building of frontline respondents' capabilities to effectively plan for and respond to emergencies has become a crucial element of resilience activity. There are two other crucial components of an effective response that now need to be tackled. Citizens themselves being prepared, so that they can sustain their own safety and that of their families; and citizens being prepared to help neighbours and communities. An essential pre-condition to that will be citizens being made aware of risks in their areas (e.g. of flooding), and of relevant emergency plans (e.g. those of their local agencies). An informed public are better prepared to deal with the consequences of an emergency. The indicator is designed to measure the impact of local agencies arrangements for communicating/educating citizens regarding civil protection matters, by measuring how informed they feel, by local agencies, about what they should do in the event of a large scale emergency in their local area.
### NI 37: Awareness of civil protection arrangements in the local area (continued)

#### Definition

Question: How well informed do you feel about what to do in the event of a large-scale emergency [authority to insert appropriate example]?

Categories: Very well informed; fairly well informed; not very well informed; not well informed at all; don’t know

#### Formula

(Using weighted data): \( \frac{x}{y} \times 100 \) where:

- \( x \) = total number of respondents who answer very well or fairly well informed.
- \( y \) = total number of respondents giving valid answer to question (very well informed, fairly well informed, not very well informed; not well informed at all; don’t know)

#### Worked example

<table>
<thead>
<tr>
<th>Very Well Informed (DA)</th>
<th>Fairly Well Informed (TA)</th>
<th>Not Very Well Informed (TAD)</th>
<th>Not Well Informed At All (TD)</th>
<th>Don’t Know (DK)</th>
<th>( \frac{(DA + TA)}{(DA + TA + TAD + TD + DK)} \times 100 )</th>
</tr>
</thead>
<tbody>
<tr>
<td>=516</td>
<td>=3048</td>
<td>=3878</td>
<td>=200</td>
<td>=441</td>
<td>=3564/8083 \times 100 = 44%</td>
</tr>
</tbody>
</table>

**Good performance**

Good performance typified by higher percentages

#### Data Source

Collection will be through the new Place Survey. Local authorities will submit data to the Audit Commission, who will weight it and submit it to Communities and Local Government directly, and provide authorities with weighted copies of their own data sets.

#### Collection Interval

Biennial

#### Return Format

Percentage

**Decimal Places** One

#### Reporting organisation

Audit Commission

#### Spatial level

Single tier, district and county council

#### Further Guidance
<table>
<thead>
<tr>
<th>NI 41: Perceptions of drunk or rowdy behaviour as a problem</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Is data provided by the LA or a local partner?</strong></td>
</tr>
</tbody>
</table>

**Rationale**
Activity by local authorities, the police and partner agencies to deliver local alcohol strategies will, in combination with public awareness campaigns, contribute to reducing the overall problem of drunk and rowdy behaviour in local communities.

Local authorities are responsible for the licensing of premises and for securing and designing environments that reduce the likelihood of drunk and rowdy behaviour (e.g. in design and control of the night-time economy, in town-centre management, and by working with transport providers).

The question that feeds this indicator was previously used in the 2006/7 BVPI satisfaction survey and the British Crime Survey (BCS). Note that the methodology for the Place Survey is comparable with the BVPI satisfaction survey as both surveys are conducted by post with an autumn fieldwork period. However, the methodology for the Place Survey is different to the BCS as the Place Survey is conducted by post biennially, while the BCS is conducted face to face on a continuous basis, with rolling annual data reported quarterly at Police force level.

**Definition**
Thinking about this local area, how much of a problem do you think each of the following are....
6) people being drunk or rowdy in public places?
Very big problem, Fairly big problem, Not a very big problem, Not a problem at all

**Formula**
(Using weighted data): \( \frac{x}{y} \times 100 \) where:
\( x \) = total number of respondents who state either ‘very big problem’ or ‘fairly big problem’
\( y \) =total number of respondents giving valid answer to question excluding ‘no opinion’.

**Worked example**
- Very Big Problem (DA) = 516
- Fairly Big Problem (TA) = 3048
- Not A Very Big Problem (TAD) = 3878
- Not A Problem At All (TD) = 200
- No Opinion (DK) = 441

\((\frac{(DA + TA)}{(DA + TA + TAD + TD)})\times 100 = 3564/7642 \times 100 = 47\%\)

**Good performance**
Good performance typified by lower percentages
**NI 41: Perceptions of drunk or rowdy behaviour as a problem (continued)**

<table>
<thead>
<tr>
<th><strong>Data Source</strong></th>
<th>Collection will be through the new Place Survey and through the British Crime Survey (BCS). For the Place Survey local authorities will submit data to the Audit Commission, who will weight it and submit it to Communities and Local Government directly, and provide authorities with weighted copies of their own data sets.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Collection Interval</strong></td>
<td>Biennial</td>
</tr>
<tr>
<td><strong>Return Format</strong></td>
<td>Percentage</td>
</tr>
<tr>
<td><strong>Reporting organisation</strong></td>
<td>Audit Commission</td>
</tr>
<tr>
<td><strong>Spatial level</strong></td>
<td>Single tier, district and county council</td>
</tr>
<tr>
<td><strong>Further Guidance</strong></td>
<td>This indicator is a Statutory Performance Indicator (SPI) within the APACS (Assessments of Policing and Community Safety) framework. Detailed information is therefore available in the APACS technical guidance which is available at: <a href="http://police.homeoffice.gov.uk/performance-and-measurement/assessment-methods/assessment-technical-guidance/">http://police.homeoffice.gov.uk/performance-and-measurement/assessment-methods/assessment-technical-guidance/</a></td>
</tr>
<tr>
<td></td>
<td>At local authority level, the national indicator will be based on data obtained through the Place Survey and this will provide the basis for any targets agreed by partners for inclusion in the Local Area Agreement. At police force level, the SPI will be measured through BCS data.</td>
</tr>
</tbody>
</table>
### Place Survey & APACS Indicator

**NI 42: Perceptions of drug use or drug dealing as a problem**

<table>
<thead>
<tr>
<th>Is data provided by the LA or a local partner?</th>
<th>Y</th>
<th>Is this an existing indicator?</th>
<th>Y</th>
</tr>
</thead>
</table>

**Rationale**

This indicator has the capacity to bring together all aspects of the new drug strategy. Most obviously, enforcement action by the police in partnership with the Crime and Disorder Reduction Partnerships (CDRPs) and Drug Action Teams (DATs) can help to reduce the perceptions of drug use and drug dealing in local communities.

However, increased treatment effectiveness and improved access to treatment and the new focus upon preventing harm to children, young people and families will also have an impact.

Local authorities, working together with a wide range of partners including the Police, health partners and others, have an important role to play in these activities as drug use and drug dealing blight local communities. Success in these areas should be communicated to the general public through local media campaigns. Together these can have a positive impact upon this indicator and on public confidence more widely.

The question that feeds this indicator was previously used in the 2006/7 BVPI satisfaction survey and the BCS. Note that the methodology for the Place Survey is comparable with the BVPI satisfaction survey as both surveys are conducted by post with an autumn fieldwork period. However, the methodology for the Place Survey is different to the BCS as the Place Survey is conducted by post biennially, while the BCS is conducted face to face on a continuous basis, with rolling annual data reported quarterly at Police force level.

**Definition**

Thinking about this local area, how much of a problem do you think each of the following are....

5) people using or dealing drugs?

Very big problem, Fairly big problem, Not a very big problem, Not a problem at all

**Formula**

(Using weighted data): \( \frac{x}{y} \times 100 \) where:

\[ x = \text{total number of respondents who state either ‘very big problem’ or ‘fairly big problem’} \]

\[ y = \text{total number of respondents giving valid answer to question excluding ‘no opinion’} \]
### NI 42: Perceptions of drug use or drug dealing as a problem (continued)

<table>
<thead>
<tr>
<th>Worked example</th>
<th>Good performance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Big Problem (DA) = 516</td>
<td>Good performance typified by lower percentages</td>
</tr>
<tr>
<td>Fairly Big Problem (TA) = 3048</td>
<td></td>
</tr>
<tr>
<td>Not A Very Big Problem (TAD) = 3878</td>
<td></td>
</tr>
<tr>
<td>Not A Problem At All (TD) = 200</td>
<td></td>
</tr>
<tr>
<td>No Opinion (DK) = 441</td>
<td></td>
</tr>
</tbody>
</table>
| \[
\frac{(DA + TA)}{(DA + TA + TAD + TD)} \times 100
\] | |
| \[
\frac{3564}{7642} \times 100 = 45\%
\] | |

**Data Source**
Collection will be through the new Place Survey and through the British Crime Survey (BCS). For the Place Survey local authorities will submit data to the Audit Commission, who will weight it and submit it to Communities and Local Government directly, and provide authorities with weighted copies of their own data sets.

**Collection Interval**
Biennial

**Return Format**
Percentage

<table>
<thead>
<tr>
<th>Decimal Places</th>
<th>One</th>
</tr>
</thead>
</table>

**Reporting organisation**
Audit Commission

**Spatial level**
Single tier, district and county council

**Further Guidance**
This indicator is a Statutory Performance Indicator (SPI) within the APACS (Assessments of Policing and Community Safety) framework. Detailed information is therefore available in the APACS technical guidance which is available at:


At local authority level, the national indicator will be based on data obtained through the Place Survey and this will provide the basis for any targets agreed by partners for inclusion in the Local Area Agreement. At police force level, the SPI will be measured through BCS data.
### Place Survey Indicator

**NI 119: Self-reported measure of people’s overall health and wellbeing**

<table>
<thead>
<tr>
<th>Is data provided by the LA or a local partner?</th>
<th>N</th>
<th>Is this an existing indicator?</th>
<th>Y</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Rationale</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subjective measures of health and wellbeing are important indicators of the general health of the population. The Department of Health through its local commissioners, PCTs, is jointly responsible for delivering health and well-being for local populations with local government (and other agencies) through Local Area Agreements and Local Strategic Partnerships. A metric is therefore required to assess progress on improvements in health and wellbeing. The metric should be self-reported, since the local population is best placed to assess whether their health and wellbeing are improving.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Definition</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The health status ‘very good’ or ‘good’ is taken from the response to the self-reported health and wellbeing question ‘How is your health in general? Would you say it is ‘very good’, ‘good’, ‘fair’ ‘bad’ or ‘very bad’?’</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Formula</strong></td>
<td>(Using weighted data): ( \frac{x}{y} \times 100 ) where: ( x ) = total number of respondents who answer ‘very good’/‘good’ ( y ) = total number of respondents giving valid answer to question</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| **Worked example**                            | Very Good (VG) = 516  
Good (G) = 3048  
Fair (F) = 3878  
Fairly Bad (FB) = 200  
Bad (B) = 1800  
\( (\frac{VG + G}{VG + G + F + FB + B}) \times 100 \)  
3564/9442 * 100 = 38% |
| **Good performance**                          | Good performance typified by higher percentages |
| **Data Source**                               | Collection will be through the new Place Survey. Local authorities will submit data to the Audit Commission, who will weight it and submit it to Communities and Local Government directly, and provide authorities with weighted copies of their own data sets. |
| **Collection Interval**                       | Biennial |
| **Return Format**                             | Percentage |
| **Decimal Places**                            | One |
| **Reporting organisation**                    | Audit Commission |
### NI 119: Self-reported measure of people’s overall health and wellbeing (continued)

<table>
<thead>
<tr>
<th>Spatial level</th>
<th>Single tier, district and county council</th>
</tr>
</thead>
</table>

#### Further Guidance

---

### Place Survey Indicator

#### NI 138: Satisfaction of people 65 and over with both home and neighbourhood

<table>
<thead>
<tr>
<th>Is data provided by the LA or a local partner?</th>
<th>Y</th>
<th>Is this an existing indicator?</th>
<th>Y</th>
</tr>
</thead>
</table>

#### Rationale
To capture a measure of satisfaction of how older people live their lives at the local level, reflecting the effectiveness of policies on housing supply, adaptation and support; and those relating to the local area, environment, crime, transport, facilities etc. This is a well-established question used in the English Housing Survey, which can give national baseline data. This measure is preferred to objective measures of housing or neighbourhood conditions because it reflects what is important to people, and captures a wide range of influences.

#### Definition
Older people are asked 2 questions:
- How satisfied are you with your home?
- How satisfied are you with this area as a place to live?

The indicator is the percentage of people aged 65 and over who respond that they are fairly satisfied or very satisfied with both their home and the area.

NB ‘Area’ is not defined; it is a subjective assessment, which will vary legitimately depending on what area respondents regard as relevant.

#### Formula
(Using weighted data): \[ \frac{x}{y} \times 100 \] where:
- \( x = \) total number of respondents aged 65 and over answering fairly satisfied or very satisfied with home and with neighbourhood
- \( y = \) total number of respondents number of people aged 65 and over giving valid answer to question.

Weighting will be different for this indicator than from the others in the set as it only applies to people 65 and over.
Section 4 The National Indicators being collected via the Place Survey | 45

**NI 138: Satisfaction of people 65 and over with both home and neighbourhood (continued)**

<table>
<thead>
<tr>
<th>Worked example</th>
<th>Good performance</th>
<th>Good performance typified by higher percentages</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Data Source**
Collection will be through the new Place Survey. Local authorities will submit data to the Audit Commission, who will weight it and submit it to Communities and Local Government directly, and provide authorities with weighted copies of their own data sets.

**Collection Interval**
Biennial

**Return Format**
Percentage

**Decimal Places**
One

**Reporting organisation**
Audit Commission

**Spatial level**
Single tier, district and county council

**Further Guidance**

---

**Place Survey Indicator**

**NI 139: The extent to which older people receive the support they need to live independently**

<table>
<thead>
<tr>
<th>Is data provided by the LA or a local partner?</th>
<th>Y</th>
<th>Is this an existing indicator?</th>
<th>N</th>
</tr>
</thead>
</table>

**Rationale**
The measure, based on a survey question to be asked of the whole local population in the Place Survey, seeks to assess how far older people in a locality are getting the support and services they need to live independently at home.

It is designed to reflect a wider view of ‘support’ than simply a narrow definition of services provided by or via Social Services; and to capture the views of those, including potential future users, who are not necessarily current direct clients of a particular service as well as those who are. It will thus take account the views of the majority of older people who do not receive ‘formal’ services but are provided with support that they value from local government, its partners and the local community.

The use of a survey question, rather than administrative records of particular services provided, allows any kind of relevant support to be taken into account, and for the assessment of the need for support and whether it has been available to come from citizens and clients rather than service providers. This reflects desired outcomes for client-focused systems and provision.
### NI 139: The extent to which older people receive the support they need to live independently (continued)

**Definition**
The proportion of the population expressing an opinion believing that older people locally receive the support they need to live independently at home as long as possible.

The precise question and appropriate coverage to be used will need testing and development as part of the Place survey over the autumn, with final decisions made on question wording etc. in the New Year. It will be along the lines of “In your area, do you believe older people receive the support they need to live independently at home?”

This builds on the approach used by Hertfordshire, who ask more specifically about the Council’s own performance (Q: Do you believe that the “County Council” has been successful over the past year in ensuring that older people are able to live independently within their own homes for as long as possible 05/06 level 75% – excluding the 39% of the survey who don’t respond/don’t know).

**Formula**
(Using weighted data): $x / y \times 100$ where:
- $x = $ total number of respondents who stated ‘yes’.
- $y = $ total number of respondents giving valid answer to question including don’t knows.

**Worked example**
Yes (DA) = 516  
No (DD) = 1800  
Don’t Know (DK) = 441  

\[
\frac{(DA)}{(DA + DD + DK) \times 100} = 18\%
\]

**Good performance**
Good performance typified by higher percentages

**Data Source**
Collection will be through the new Place Survey. Local authorities will submit data to the Audit Commission, who will weight it and submit it to Communities and Local Government directly, and provide authorities with weighted copies of their own data sets.

**Collection Interval**
Biennial

**Return Format**
Percentage | Decimal Places | One

**Reporting organisation**
Audit Commission

**Spatial level**
Single tier, district and county council

**Further Guidance**
### Place Survey Indicator

**NI 140: Fair treatment by local services**

<table>
<thead>
<tr>
<th>Is data provided by the LA or a local partner?</th>
<th>Y</th>
<th>Is this an existing indicator?</th>
<th>N</th>
</tr>
</thead>
</table>

**Rationale**

Dignity and respect are recognised as key determinants of an individual’s wellbeing. Fair treatment by others is a critical component of removing inequalities of process, which create unjust barriers to involvement in society as well as in the economy. As a moral and ethical principal, fair and equal treatment is one to which we should aspire but in addition, the low self-esteem and sense of identity that unfair treatment can create impacts on all areas of daily life – including your economic and civic participation, your mental well-being and your social relationships.

Local authorities are encouraged to consider this indicator in terms of narrowing gaps between perceptions for different group(s). The question that feeds this indicator was previously used in the Citizenship survey. Note that the methodology for the Place Survey is different to the Citizenship survey as the Place Survey is conducted by post while the Citizenship survey is conducted face to face.

1 Disadvantaged groups may include women, people from an ethnic or religious minority, disabled people, young people, older people, and lesbian, gay, bisexual and transsexual people.

**Definition**

The question asked is as follows:

In the last year would you say that you have been treated with respect and consideration by your local public services.

**Formula**

(Using weighted data): $\frac{x}{y} \times 100$ where:

- $x =$ total number of respondents who reported that they are fairly treated ‘all of the time’ or ‘most of the time’.
- $y =$ total number of respondents giving valid answer to question excluding ‘don’t know/no opinion’.

**Worked example**

- All Of The Time (DA) = 516
- Most Of The Time (TA) = 3048
- Some Of The Time (TAD) = 3878
- Rarely (TD) = 200
- Never (ND) = 300
- Don’t Know/No Opinion (DK) = 441

\[
\frac{(DA + TA)}{(DA + TA + TAD + TD + ND)} \times 100 = \frac{3564}{7942} \times 100 = 45\%
\]

**Good performance**

Good performance typified by higher percentages.
<table>
<thead>
<tr>
<th><strong>NI 140: Fair treatment by local services</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Data Source</strong></td>
</tr>
<tr>
<td><strong>Collection Interval</strong></td>
</tr>
<tr>
<td><strong>Return Format</strong></td>
</tr>
<tr>
<td><strong>Reporting organisation</strong></td>
</tr>
<tr>
<td><strong>Spatial level</strong></td>
</tr>
<tr>
<td><strong>Further Guidance</strong></td>
</tr>
</tbody>
</table>
This document outlines the common standards for all local authorities and their sub-agencies conducting the Place Survey.
Introduction

1. This section provides some detailed advice on how to conduct your Place Survey and on the key issues you are likely to have to consider. It is by no means a comprehensive step-by-step guide but should provide enough information for you to make key decisions on how you conduct the survey and meet the eight common standards.

2. These notes will not be sufficient if you have little or no hands on experience of conducting a survey. You should consider any additional support and advice – whether that is contracting a survey research company to conduct the whole process, attending specialist training, working with a neighbouring authority, getting support from elsewhere in the authority and so on.

Timetable

Undertaking the survey as part of a consortium

Introduction

3. It is very important to dedicate sufficient resources to running the survey in terms of both time and money. You may wish to form a consortium with other authorities to undertake the Place Survey. Some advantages of this approach are:

- sharing of skills
- sharing of computers and software (within licensing restrictions)
- where all tiers of authorities join together issues over levels of responsibility for service provision are easier to handle

4. However, you will still need to ensure that project management responsibilities are clearly defined within each authority to ensure successful delivery of the survey for each local authority.

Some possible approaches

5. Jointly commissioning a contractor to undertake all or part of the survey. Authorities should already have commenced work aimed at procuring a contractor, following a recent letter from Communities and Local Government outlining expected timescales. This approach could result in economies of scale but you should be aware that the number of firms in your area able to undertake several surveys within the same time period may be limited. Be certain that you will receive tenders from a
range of suitable contractors and that whoever you contract does have the required resources at the right time. The contractor can be a national player but it’s a good idea to ask them who else they’re committed to.

6. **Pooling skills/resources.** One authority may have experienced survey research staff who could offer advice to other authorities whilst another may have scanning equipment or data processing facilities. You will need to ensure that the arrangements are clearly defined, that you are happy with the arrangements and that tasks are clearly identified and can be achieved at the required time.

7. **County wide survey.** One approach may be for the county to conduct the survey on behalf of itself and each district. In this situation the county should conduct the survey in such a way as to ensure each district can demonstrate the common standards (ie random sampling, at least 1,100 completed questionnaires for each district etc). If a county conducts the survey on behalf of each district, weights will need to be calculated and applied to adjust for different population sizes within districts before creating a county level dataset. These weights will be calculated and applied to the data by the Audit Commission.

**Common standards if you undertake a survey as part of a consortium**

8. The common standards are the same as if you were undertaking your survey independently. For clarification, even if your authority is part of a consortium, each authority should demonstrate the common standards independently. If you have any queries about meeting the common standards you should contact the Audit Commission.

**Procuring a contractor**

9. Every authority will have its own procurement processes and regulations which will have to be followed. It is therefore not possible or appropriate for us to provide you with detailed advice on these matters. What follows therefore concentrates on providing some good practice advice for managing a contractor. You should also seek advice from your legal department. Commissioning instructions for different size surveys are likely to vary according to your council’s constitution. If your joint survey covers a large number of authorities, you may be required to advertise it in the European Journal according the EU regulations and this may substantially increase the time it takes to procure a contractor (unless you are able to make us of a framework agreement with shorter timescales).
Options for contracting out some or all of the work

10. If you decide to use a contractor you may want that contractor to handle all the tasks in running that survey. Alternatively you may wish to undertake some tasks in-house and only contract out some tasks – these are likely to be tasks for which you do not have the resources or expertise available at the time envisaged.

11. You may for example wish to use a contractor to undertake some of the more labour intensive tasks such as mailing questionnaires and reminders or data entry. Or you may wish to use a contractor to undertake some of the tasks which require specific expertise – such as data analysis, advice on methodology and sampling, provision of assistance to respondents in various languages or post-survey qualitative work (for example, focus groups to explore differences in responses to particular questions between local demographic groups).

Procurement

12. If you are considering using a contractor for all or part of the survey process your first step should be to contact the person/department within the authority with responsibility for procurement regulations.

13. The Improvement and Development Agency (IDeA) offers a free procurement advisory service for local government. For more details visit: http://www.idea.gov.uk/idk/core/page.do?pageId=1589595

Specification

14. As part of your invitation to tender (ITT) you will need to prepare a specification of the work required. This specification needs to be long enough to tell any potential contractors what is required but not so long as to be daunting or lacking in focus.

15. In the specification you will need to cover:

- background to the work (including information about the survey eg expected response based on previous BVPI surveys). You could refer to the manual in your ITT.
- overarching aims and specific objectives for the work
- the eight common standards (this is very important as potential contractors should budget to meet the common standards)
• budget set-aside for the work (if it is normal practice in your local authority to disclose this information)
• project management arrangements
• confidentiality/data protection issues
• arrangements for intellectual property rights and any other contractual conditions. **It is important to ensure that you retain ownership of all data**
• any requirement to clean and verify the data (if appropriate)
• outputs required and timing of those outputs (you may wish to see provisional scores against the national indicators mid-way through fieldwork, for instance)
• arrangements for the analysis and presentation of results in reports and meetings with senior staff and residents
• an indication of the basis on which the successful contractor will be appointed (eg ability to meet the 8 common standards, cost, previous relevant experience etc)
• dates when interviews are proposed to take place
• key areas that potential contractors should cover in their tender (eg innovative ideas for running the survey to meet local circumstances, proposals for meeting the eight common standards, cost, previous relevant experience, experience in surveying particular community groups, capacity for follow-up qualitative work etc)

**Who to invite**

16. You should invite tenders from a number of potential contractors with the relevant experience and capacity to undertake the work. It will normally be wise (and may in any case be required by standing orders or EU procurement regulations) to invite at least three or four companies to tender for the work.

17. It is often worthwhile contacting all the organisations you are considering to ascertain whether they are actually interested in the work and have the capacity at the time required.

18. If you are contracting out the running of the Place Survey as part of a consortium with other authorities it may be worthwhile spreading the net a bit wider. One option is to conduct a formal pre-tender expressions of interest stage, in which you formally ask potential contractors if they are interested in the work and to supply brief details of experience in this area (most organisations will have standard documents, CVs etc they can send
you). This will allow you to narrow down the list of potential contractors whilst ensuring you get a range of tenders from which to assess quality and value for money.

19. You may have an existing contractor or have a contractor you have used before (eg for the BVPI user satisfaction surveys or Gypsy and Traveller Accommodation Needs Assessments) who did a good job. You will need to check with your own procurement rules as to whether you can in your particular circumstances use this contractor without offering the work to other potential contractors. Do not be tempted to use a contractor just because they are easily available. Make sure they are the best contractor for the job and represent value for money.

Selecting the contractor

20. We recommend that potential contractors are assessed by (i) the individual who will be managing the contract, (ii) someone with in-house survey research expertise and (iii) someone with an understanding of procurement issues.

21. Many research companies specialise in market research. Survey techniques used for market research are often very different to survey techniques for social research. So survey expertise per-se does not necessarily mean that a company has the skills and experience to undertake the Place Survey.

22. Be clear about the common standards and ask potential contractors to demonstrate their expertise and experience in these techniques.

23. You should not accept alternative approaches to running the Place Survey, for example quota sampling, if contractors state they are cheaper but which do not meet the common standards.

24. When making your decision about who to award the contract to, you need to be very careful about what exactly you are getting for your money. Some of these can be specified quite precisely (eg printing and posting costs). Others are harder to identify. Some companies, for instance, have much more thorough quality assurance processes than others. Careful judgements will be needed to balance cost against other factors.

25. Make sure you are not likely to be paying for anything provided by the Audit Commission or in-house – for example, the production of coding frames or the drawing of samples.
Role of the local authority contract manager

26. Simply employing a contractor (even a well-known one) does not guarantee a well-run survey! Using external research professionals to undertake all or part of the survey process is a way of accessing skills and other resources which are required for a limited period and which the authority may find it difficult to supply internally.

27. However contracting out brings some loss of control and the risk that problems may need to be dealt with later by the authority. There is still a demand on in-house staff resources when using a contractor – to monitor and manage the contract to ensure it is undertaken on time and to the required specifications. Also, the contractor may not know much about local conditions or about the new Place Survey, so it is important to provide background information which does not assume any prior knowledge.

28. Throughout the period of a contract you will need to proactively manage the work to ensure that the eight common standards for the Place Survey are met and that you achieve all the required outputs. To achieve this:

- keep a close eye on the original aims and objectives of the contract throughout the work and ensure your contractor meets them
- the contractors work should be carefully monitored against what they originally proposed to do. Request regular progress reports and ask for proof that certain tasks have been undertaken – for example copies of sampling frames and reminder letters
- ensure that you retain ownership of the data and be clear that the company should not use the data they collect for purposes other than that for which you have contracted them
- ensure that the contractor uses all the tools/templates provided and completes them fully. They should also provide you with a technical report at the end of the project which sets out fully and clearly the survey process and methods used
- manage the interface with the rest of the authority to control for any unnecessary or unreasonable demands from other sections of the authority
- communicate problems rapidly and honestly to the contractor
- keep control of the timetable and budget
29. You should also manage the following, even if they are carried out externally:

- planning the timing of the mailing of questionnaires and reminders (or fieldwork)
- additions to the covering letter
- ensuring all tools/templates are used
- ensuring you are kept informed about the number and rate of completed questionnaires during fieldwork
- ensuring data entry and data submission take place on time and in line with the common standards

30. The key to a successful relationship with a contractor is fairness and understanding from both sides. Communications need to be clear and regular. It is a good idea to set up a schedule of meetings and phone/e-mail contacts, and stick to them. In this way there is less scope for unexpected issues emerging. Agree on key name contacts between your organisation and the contractor's staff.

31. Any amendments to the specification, especially if they have a financial implication, should be made and agreed in writing. However, you should also be aware that your contractor may also have ideas that can contribute towards a successful Place Survey.

32. The precise time required to establish a contract will vary depending on the resources you can commit in-house as well as the particular requirements and the circumstances of the authority. Broadly speaking you will need time to:

- discuss detailed requirements
- obtain ratification
- advertise the contract/send out invitations to tender
- receive tenders
- interview and choose a contractor
- agree a start date

Further reading

33. The Social Research Association (SRA) publishes a comprehensive good practice guide to commissioning social research which is available at http://www.the-sra.org.uk/commissioning_sr.htm
Questionnaire template

34. The questionnaire template has been designed as a postal questionnaire and therefore does not need to be adapted unless any changes are specifically indicated in the template itself or you are adding additional questions after Q26.

Place Survey Question Bank

35. If you would like to add questions it is recommended that you use a question from the Place Survey Question Bank. These questions have been selected in collaboration with key stakeholders, including the LGA, and have been used on previous BVPI surveys. Therefore, they can provide data for time-series comparisons with previous BVPI surveys. Please note that there is no requirement or expectation that you ask any of these additional questions.

36. Authorities should submit all their data (including additional questions from the voluntary question bank) via the Place Survey website. We will however review this approach in collaboration with the Audit Commission and the Local Government Association. We will also keep under review any implications for Government statistics arising from the requirements of The Statistics and Registration Service Act 2007. Any further clarification will be provided via the Place Survey website.

Adding you own questions

37. If you decide, in conjunction with your Local Strategic Partnership, to add a question of your own to capture a local issue (ie a question which is not part of the Questionnaire template or the Place Survey Question Bank) you should bear the following in mind:

- use plain English and avoid jargon
- do not include ‘double barrelled’ questions (eg how did you feel about using services A and B?)
- if you ask a negative question try to avoid using the word “Not”
- ensure that, overall, the questions are balanced, that is, do not lead respondents towards positive or negative response
- Use an equal number of positive (eg strongly agree) and negative (eg strongly disagree) response options and a neutral response option (eg neither agree or disagree)
- avoid indicating the authority’s point of view or concerns
- avoid irrelevant questions or issues
• make sure your questions only ask about issues which respondents are likely to possess the necessary knowledge (if there is a genuine possibility that some respondents will be unable to answer, include a ‘don’t know’ response option)

• do not supplement questions with lengthy explanatory text as many respondents may not read it and therefore they may not take account of the information when highlighting their response (or simply refuse to answer the question altogether)

• use words which are likely to have the same meaning for everyone

• make the frame of reference for the question clear. For example an unclear frame of reference would be ‘Do you use the public swimming-pool?’ a clear sampling frame would be ‘Have you used the public swimming-pool within the last year?’

• ensure additional questions are included at the end of the questionnaire

• ensure clear instructions are given for each question (eg please tick one of the response options’ or ‘please tick all options that apply’)

Sampling method

Sample size

38. In order to draw robust conclusions from your survey results it is important that the achieved sample size is large enough.

39. The size of the population in your local area does not affect the size of the sample which you need to achieve. All authorities must meet the minimum sample size as set out in the common standards.

Sampling frame

40. You should use the Post Office small users Address File (PAF).

41. We have obtained an “end user” license for PAF and as such can provide to each authority a list of local addresses in electronic label format free of charge. It will be possible to download this from the Place Survey website which is referred to in the main part of this manual.

42. Authorities should not include their surveys with electoral registration collection.
43. **Authorities should not use the electoral register as the sampling frame for the 2008/09 Place Survey.**

44. There are two versions of the electoral register – the full register and the edited register. Neither version is suitable.

45. If you require more information before the Place Survey website is live (mid-July) please contact the Audit Commission.

**Data collection**

**Data Protection Act**

46. In order to comply with the Data Protection Act 1998 all questionnaires should be accompanied by a covering letter based on the covering letter template. This states the purposes for which the data are being collected and how the data will be stored and used.

47. More information on the Data Protection Act can be found at http://www.dataprotection.gov.uk/

48. You should not underestimate the time and resources required to run an effective postal survey. You should only consider conducting the Place Survey in-house if you have the necessary experience and expertise in running surveys and will have all the necessary resources available at the time required.

**Response rate**

**Minimum reasonable steps:**

49. One of the most important results to come out of your survey will be the response rate.

50. Two reminder letters should be sent to non-respondents during the fieldwork period. Each reminder letter should include a copy of the questionnaire and not simply a request for the previously sent questionnaire to be completed (which may have been mislaid by the non-respondent).

51. The covering letter sent with the reminder should be adjusted to reflect the fact that it is a reminder whilst still meeting data protection requirements.
52. All correspondence (including envelopes) should include the agreed local brand logo. Where contractors are used, any corporate logo should be less prominent than the local brand logo, if included at all. Any contractor’s logo should not appear on envelopes.

53. By following the advice and submitting all the data required, your response rate will be calculated for you.

54. The overall response rate (rounded to the nearest %) is calculated as follows:

- Response Rate = 100 * Number of completed questionnaires received / (Number of questionnaires sent out for completion – deadwood)

- For example, an authority may send out 2,000 questionnaires of which 100 cases are deadwood and 1,400 are completed and returned:
  - Response Rate = 100 * 1,400 / (2,000 – 100) = 74%

Response rates will be calculated automatically for you, as long as you complete the necessary tools/templates.

Maximising the response rate for a postal survey

55. It is important that you take all reasonable steps to maximise the achieved response rate. The best way to maximise the achieved response rate is to maximise the number of completed questionnaires received. The goal of survey analysis is to make robust estimates about the entire population in your local area based on the responses of just a fraction of that population (the sample). By maximising your achieved response rate you will be reducing the potential for unusual and unrepresentative responses to influence (bias) the observed results and this will in turn contribute towards more robust estimates for your local population as a whole.

56. Even if you achieve a very high response rate, say 80% of the local population, this does not mean that there is no response bias, but its impact will have been reduced. Whatever response rate you achieve, weights will be applied to the data. We will apply the appropriate weights and send that data back to you.

57. The following text provides some approaches or steps you may wish to consider in order to maximise response. It may also be helpful to talk to

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1 See the glossary for a full definition.
other authorities who you know had success in achieving good response
rates for the 2006/07 BVPI surveys or to talk to authorities with similar
circumstances in terms of population characteristics to find out how they
are seeking to their maximise response rate so that your authority may use
similar approaches.

58. There are various actions you should take in order to maximise the response
rate for postal surveys.

- **Publicity.** Publicise the Place Survey in advance of the fieldwork period
eg through resident representatives, resident and/or staff newsletters,
local radio & newspapers etc.

- **Advance letter.** Authorities should consider sending an advance
letter to residents who have been selected (randomly) to receive a
questionnaire. This should be based on the information contained in the
covering letter template. However, it should be amended appropriately
(eg to highlight that a questionnaire will be sent shortly). Authorities
may insert material in the advance letter explaining what services the
local authority provides as long as it is not promotional and is agreed
with the Audit Commission.

- **Pre-paid envelopes.** Provide an addressed, pre-paid envelope
which is the correct size for the questionnaire to ensure that potential
respondents are not put-off by the cost of a stamp.

- **Envelopes.** Use white not brown. Brown envelopes may be associated
with bills and junk mail. Make sure the local brand logo is on the
envelope (do not use the contractor's logo on the envelope).

- **Branding.** Ensure the local brand logo is prominent on the
questionnaire, covering letter and the envelope. Do not have the
contractor's name or logo on the envelope or prominently in the
covering letter or questionnaire. Residents are likely to think it is market
research or a circular and throw it away.

- **Incentives.** Consider using a small prize draw as an incentive for
potential respondents to participate in the survey. A prize draw
could have free admission to a local facility (eg a leisure centre) as an
appropriate incentive. However, bear in mind that incentives may also
increase bias in your data if they are likely to attract more responses from
particular groups.

- **Simplicity.** Keep both the covering letter and the questionnaire as short
as possible (maximum 12 pages including additional questions). Write in
plain English (see www.plainenglish.co.uk).
• **Presentation.** Use decent quality paper. Ten point font size should be used as a minimum standard, unless your authority has decided on another standard. Seek advice from your Communications section.

• **Translations.** Provide information in the covering letter in each of the most commonly used languages in your local area to explain to respondents how they can obtain a translated copy of the questionnaire. Ensure large print copies of the questionnaires will be available for residents who require them.

• **Dedicated mailing.** Do not include any information which is unrelated to the Place Survey (ie you should only include the covering letter, the questionnaire and a pre-paid envelope). Do not include the questionnaire as part of any other mailing eg a newsletter or council tax bill. This is bad practice and in some cases illegal.

• **Reminders.** Send out two separate reminder letters. Ensure each reminder includes a copy of the questionnaire (not just a letter or postcard) and a pre-paid envelope. If possible monitor the response rates within different areas of the authority and within different groups of residents (young/old, different ethnic backgrounds etc). React to that monitoring so that you can focus efforts to increase the number of completed questionnaires returned from those areas and groups that do not show a good response rate.

• **Collection.** You may consider it necessary, in exceptional circumstances, to deliver and collect the questionnaire by hand as a means of encouraging potential respondents. Please discuss with the Audit Commission before embarking on this course of action.

• **Further support.** Set up a helpline – telephone and e-mail. Provide a named contact if possible and ensure there is an answer machine with a stated response time to enquiries. Ensure that the main switchboard, general enquiry lines and other parts of the authority related to questions on the questionnaire are aware of the survey – respondents may get in touch with parts of the council they are used to dealing with, like the area housing team, so all frontline services should be briefed. Provide other parts of the authority with the helpline details or with the contact details for the contract manager. Build and maintain contact with other relevant authorities (eg the local fire authority).
Statistical reliability

59. Surveys can only provide a completely accurate picture of the views of the population being surveyed if every person within that population completes the survey. Even the national Census does not achieve a response rate of 100 per cent, so unless you have a very well-known, relatively small and very co-operative population, it is unlikely that you will receive completed questionnaires from every member of your local population.

Confidence interval

60. If you obtain responses to the Place Survey questionnaire from a random sample of the population and then calculate a percentage or an average for the sample based on their responses (e.g. we calculate that 85% of the sample feel they are very or fairly satisfied with the area as a place to live), we can then generate a statistical measure which indicates how accurate this 85 per cent value is likely to be as a representation of the views of the population in your area as a whole.

61. This measure is called the confidence interval.

62. The confidence interval for each indicator will be calculated using a widely used formula that assumes that the sample was drawn as a simple random (probability) sample. If, in addition to simple random sampling, your sample was drawn using stratification you may want to consider getting a statistician to work out the confidence interval more accurately. However the requirements of the Place Survey can be met using the formula provided below.

63. Generally the size of the population being surveyed does not have an impact on the confidence interval, but an exception can be where the population being surveyed is very small. In these cases it may be appropriate to apply a finite population correction2. Again authorities may wish to ask a statistician to take this into account when exploring the data in more depth.

64. For each national indicator in the Place Survey a maximum acceptable confidence interval has been set. A maximum confidence interval of +/- 3 percentage points at the 95 per cent confidence level is required.

\[2 \text{ The finite population correction can be omitted if the sample does not exceed about 10 per cent of the population.}\]
This means that we can be 95 per cent confident that the true value of the national indicator in your local population is within 3 percentage points of the view we have observed in your sample. In other words if 85 per cent of the respondents to your survey feel they are very or fairly satisfied with the area as a place to live we are actually saying that we can be 95 per cent confident that between 82 per cent and 88 per cent of the population in your local area feel very or fairly satisfied with the area as a place to live.

**Calculating the confidence interval**

Once you have conducted the survey you will know the *base number* for each question – that is the number of people in your survey who answered that particular question.
For example you may have had a total of 2,000 completed questionnaires but only 1,900 have answered a specific question.

Of those 1,900, 1,625 feel they are very or fairly satisfied with the area as a place to live. That is 86 per cent of respondents are satisfied and therefore 14 per cent are not satisfied (assuming all of the 1,900 expressed a valid response (eg excluding responses such as ‘haven’t used the service’ and ‘don’t know’)).

The Confidence Interval = 1.96 standard error units when calculated at the 95% confidence level (which we are for our purposes). So we calculate the standard error and multiply by 1.96.

Standard error = the square root of (the % split * the % split) / the effective sample.

By ‘the % split’ this means the ‘% very satisfied/fairly satisfied’ and then all the other categories.

So in this example:

Square root of (86 * 14) / 1,900

So 86 * 14 = 1,204

1,204 / 1,900 = 0.63

Square root of 0.63 = 0.8

so 0.8 is the standard error

We then multiply 0.8 by 1.96 = 1.56

So our Confidence Interval = +/- 1.56 percentage points at the 95% confidence level.

The confidence interval can be interpreted in the following way. If we were to re-run the Place Survey 100 times, each time taking a random sample of 1,900 people in your local area, we would expect that in 95 of those Place Surveys our calculation of the percentage of people who feel they belong to their local area would come out somewhere between 84.44% and 87.56% (in only 5 of those 100 Place Surveys would we expect to calculate a figure less than 84.44% or larger than 87.56%).

Note: Confidence Intervals should be based on the effective sample and the weighted percentages.

All statistical software packages, such as SNAP, and analytical tools, such as Excel, can calculate the confidence interval.
Weighting

67. As well as maximising the response rate overall it is also important, particularly when analysing survey responses, to consider how the responses you have received compare with your local population as a whole. For example, a survey asking people for their views on abortion which failed to include any responses from females would be likely to generate results on this issue which are not representative of the population as a whole. To generate estimates which may be more representative, data can be weighted.

68. There are potentially three types of weighting that will need to be applied to the Place Survey data – (1) selection of a single person from a household, (2) differing area sizes (for stratified samples only) and (3) differing responses by demographic groups. The weights are combined to produce a single overall weight. **Weights (1) and (3) will be calculated and applied to your data by the Audit Commission.** Except where county councils are making a return composed exclusively of data sets obtained through surveys carried out by all the lower tier authorities in their area, weight (2) should be calculated by authorities themselves and supplied along with the survey data. What follows is a description of the weighting.
(1) Responses to Question 32 will be used to:

- calculate the number of one person (aged 18+) households, two person households, and so on, in your sample
- then calculate the total number of people in one person households, two person households and so forth in your area
- re-percentage these figures out of the total number of people in households aged 18+, to give you your target weights

The table below gives an example of this:

<table>
<thead>
<tr>
<th>Household Weights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number in Household</td>
</tr>
<tr>
<td>-------------------</td>
</tr>
<tr>
<td>N</td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td>2</td>
</tr>
<tr>
<td>3</td>
</tr>
<tr>
<td>4</td>
</tr>
<tr>
<td>5</td>
</tr>
<tr>
<td>6</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

- so in this hypothetical example households with one person aged 18+ are down-weighted from 27.3 per cent of the sample to 11.3 per cent.
- this weighting should be applied on every question except those which are household based (eg how long the household has been living in their current accommodation/in the area).
(2) The diagram below shows what we are trying to achieve by weighting for differing sizes of areas.

<table>
<thead>
<tr>
<th>Population</th>
<th>Sample</th>
<th>Sample with weights</th>
</tr>
</thead>
<tbody>
<tr>
<td>x</td>
<td>y</td>
<td>z</td>
</tr>
<tr>
<td>x</td>
<td>y</td>
<td>z</td>
</tr>
<tr>
<td>x</td>
<td></td>
<td>z</td>
</tr>
<tr>
<td>x</td>
<td>y</td>
<td>z</td>
</tr>
<tr>
<td>x</td>
<td></td>
<td>z</td>
</tr>
<tr>
<td>x</td>
<td></td>
<td>z</td>
</tr>
<tr>
<td>A</td>
<td>B</td>
<td>C</td>
</tr>
<tr>
<td>POPULATION (of addresses)</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Proportions</td>
<td>0.4</td>
<td>0.4</td>
</tr>
<tr>
<td>ACHIEVED SAMPLE (of addresses)</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Pop. proportions x Total Achieved Sample</td>
<td>24</td>
<td>24</td>
</tr>
</tbody>
</table>

We have three wards in our diagram. In the population we can see the distribution of the x’s. We take a sample of y’s, with over-sampling in ward C. There is also non-response occurring in ward B. The distribution of the sample should be the same as the population to be called representative but it is not. So we weight our sample to achieve this. Ward B is weighted upwards and C downwards.

Weights

<table>
<thead>
<tr>
<th></th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weight as a fraction</td>
<td>24/20</td>
<td>24/20</td>
<td>12/20</td>
<td></td>
</tr>
<tr>
<td>as a number</td>
<td>1.2</td>
<td>1.2</td>
<td>0.6</td>
<td></td>
</tr>
</tbody>
</table>
Let us suppose that we have 100 respondents to a hypothetical survey (the achieved sample size), and 30 of them are men, and 70 women. Local demographic data tells us the actual proportions in our population are 49 per cent men and 51 per cent women, and we wish to weight our survey data by gender.

The weighting factor that we need to apply to the men is 1.63 (our target of 49 men divided by the actual number in our sample, 30) and the weighting factor we need to apply to the women is 0.73.

Effective sample size = (sum of weight factors) squared / sum of the squared weight factors.

The effective sample size for our survey is not 100 but:

$$(30 \times 1.63 + 70 \times 0.73)^2 \text{, divided by (30 } \times 1.63 \text{ squared plus 70 } \times 0.73 \text{ squared) which equals 85.46.}$$

Therefore the weighting factors have resulted in an effective sample size of 85 respondents from an achieved sample size of 100 respondents. We should then calculate the confidence interval for the answers using the effective sample size. If, say, 50 per cent of our actual sample of 100 are satisfied, the weighting we have applied increases our confidence interval from +9.8 per cent to +10.6 per cent (ie the weighting process has reduced the accuracy of our estimates thereby confirming the importance of maximising response rates from the outset of the survey).

In order to calculate and apply weights you must have comprehensive and up-to-date demographic information for your local area. Then it is possible to compare the demographic characteristics of those who responded to your survey with the demographic characteristics of those in your local area as a whole and apply a correction (weight) to the responses from individuals within particular groups so that their contribution to the overall results reflects the prevalence of that group in your local area.

However, weighting introduces distortion into the data as the views of each person are given more or less weight, based on how far the demographic group to which they belong is over- or under-represented in the achieved sample.

This is one of the reasons why authorities should try to maximise the response from the survey to make it more likely a representative sample is achieved, and consequently, less weighting will be required. As a result, the effective sample size and hence the reliability of the data will be increased.
Further advice (on conducting your own analysis)

In looking at your results you will need to consider the effective sample size as well as the achieved sample size.

Submitting your survey results

If you require more information please contact us.

That’s everything on meeting the eight common standards. The next section is devoted to giving you additional advice regarding ways in which you may want to analyse data from the Place Survey in order to meet local requirements.

Further advice (on conducting your own analysis)

Introduction

Approaches to researching the views of local residents vary considerably from authority to authority. One common theme that will be important to all is ensuring that the findings are being analysed carefully and their implications communicated in an effective way.

The Place Survey provides a unique opportunity for authorities to look at the results within their local area, monitor changes over time, and compare patterns with other areas.

You will be able to maximise the information you can get out of the data if you can link it with other datasets you hold within your authority. Having the postcode attached to each response is essential to allow you to do this. The way to ensure this is to give each respondent in your sample a unique identifying number before the first mail out, so you can match all returned questionnaires against your original sample database. However, you will not be asked to submit postcodes to the Audit Commission.

Local authorities should be mindful, for example, to seek to make full use of any overlap between the Place Survey and other sources of information, such as the Gypsy and Traveller Accommodation Needs Assessments.

This section sets out how authorities can gain the most out of analysing the results of the Place Survey. It covers several themes:

- drawing conclusions
- how to interpret any differences in results from the 2006–07 BVPI survey.
• how to carry out “local area” (ie sub-authority level) analysis. What are the things to watch out for?
• how to get the most out of the “quality of life” questions – what the results can tell you
• the broader context – how to use the national dataset to compare an authority with others?

**Drawing conclusions**

80. The key to understanding public opinion, regardless of the type of survey conducted, is to get beneath the headline findings. What sorts of groups have a more or less positive perception than the overall figure? Do certain groups of the population have different perceptions than others? What really affects views about your local area? How does your area compare with others? The answers to these questions will help you gain a much better understanding of the data, and have implications for your area and how it can improve perception. The following material provides specific guidance on how to look at the results of the questions in exploring these issues. In order to draw conclusions that are justified and valid you should keep the following suggestions in mind:

• always be aware of the number of responses underlying any particular question. Percentages on their own can be misleading, particularly when looking at sub-groups which may involve small numbers and/or many ‘missing values’. If you feel you cannot be confident of an interpretation, but still want to flag it up, present it with a ‘health warning’

• be careful to differentiate between objective information (eg gender, age, employment status) and subjective opinions (eg perceptions)

• it is important to bear in mind that not all the people have the same expectations or experience. The Place Survey will enable you to explore the impact of expectations but it may be important to explore in more depth the reasons for the answers given. Qualitative research techniques may be an appropriate way of exploring these issues

• patterns within the data can be revealing. For example do older residents tend to have more positive perceptions than younger respondents? Or are residents from certain areas of the authority more positive about the area? If patterns seem to emerge that suggest the need for a policy response, further research or consultation may well be required to ensure there are not other unknown factors for the patterns that emerge
Gaining a deeper understanding of your satisfaction ratings

81. One of the questions in Place Survey questionnaire asks respondents to indicate the extent to which they are satisfied with their local area as a place to live. This question will enable local authorities to compare satisfaction levels over time (i.e. using data from the comparable question in the BVPI General Survey). Many factors impact on satisfaction ratings. This section looks at some of the potential “drivers” of satisfaction you need to be aware of when interpreting results.

Expectations

82. It is possible that observed changes in satisfaction over time reflect a change in public expectations rather than a change in local agencies’ performance. This in turn could be due to changes in the demographic profile of people living in the area.

Deprivation

83. Previous work by MORI3 and the University of Leeds4 has shown a strong negative correlation between the extent of deprivation in an area and residents’ satisfaction levels.

Local area analysis

84. Many authorities will wish to use their data to compare different parts of their authority area. There has been a growing interest in local area analysis in the public sector, particularly with the development of neighbourhood level statistics.

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3 Frontiers of Performance in Local Government (Ben Page and Bobby Duffy, MORI Social Research Institute, September 2001).

4 A Scoping Study on the disaggregation of Best Value Performance Indicators to enable small area analysis (School of Geography, University of Leeds, March 2002).
85. The key to undertaking local area analysis is to ensure all respondents are geo-referenced. Postcodes and ward codes should be collected for each individual respondent (the way to ensure you do this is to give each respondent in your original sample a unique identifying number before the first mail out, so that you can match all returned questionnaires against your original sample database). You can then assign respondents to wards or other areas of interest. By geo-referencing your data, you will be able to relate the Place Survey data to other data your authority holds, in order to get a better insight into your customers and citizens. The LGA has a range of publications on customer insight that might be useful.

86. It is important to bear in mind how many wards or areas there are within your local authority area. The more wards/areas there are, the smaller the number of returned questionnaires there will be for any given ward/area (assuming a stratified sampling strategy was not adopted), and hence this will tend to make the validity of comparisons between them less reliable. It is advisable not to analyse by individual wards/areas unless you have at least 100 responses in each. Even then, there is a confidence interval of at least +10 per cent, and differences generally need to be 14 percentage points different to be statistically significant. If you require results which are reasonably statistically reliable at small geographical levels, you should consider stratifying your original sample or increasing the overall size of your sample.

87. If there are large numbers of wards/areas in your local authority area, another possibility is to combine them together into groups to attain a sufficiently large number of responses in each authority area to undertake analysis. If your authority has area boards you may like to consider these too.

Preparing in advance

88. It is essential that the database used to conduct the mail-merge for the initial and subsequent mail outs retains the ward identifier you receive from the PAF sample. This is because to do area analysis you need to know where every respondent lives – if you retain the ward identifier in the sample then you will know this.

89. It is also important to ensure that each address mailed to has a unique identifying number recorded for it in the database and that this is put on the questionnaire. This will mean that the wards of all respondents will be available, and this will enable ward analysis at a later stage.

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5 Further information about measuring and using customer insight is available under the section on publications at http://www.cabinetoffice.gov.uk/public_service_reform/delivery_council/workplan.aspx

Rurality

90. For authorities where there is a mix of urban and rural areas, analysis of the Place Survey by rural and urban areas may be appropriate. However, looking at these differences presents an immediate problem – definition. How do you distinguish between a town (urban) and a village (rural)? Where do you draw the boundaries of the town?

91. Since July 2004 there has been an agreed definition of rural and urban areas. This has been published by the Office for National Statistics and it is available at http://www.statistics.gov.uk/geography/nrudp.asp. Further advice can be found at http://www.ruralcommunities.gov.uk/publications/crc49definingruralengland

92. The ward is, for most purposes, a good unit of measurement. Because wards are much smaller than local authority areas, and tend to be more homogeneous in character, the population density of a ward will usually give at least a fair estimate of whether respondents in that area are living in the town or the countryside. By keeping postcode information attached to your cases, you will be able to examine results by ward or by any other area which is appropriate to your authority.

Quality of Life Questions – how to use the data

93. The key is to look at questions 1 and 2 in the Place Survey simultaneously. The first question shows you what ideally people think are the five most important things in making somewhere a good place to live; the second question tells you what people think needs improving. By looking at the results together you will be able to see any obvious gaps in perceptions. One useful way of looking at the data is by producing a scatterchart of the results, with the percentage of people saying what is most important in making somewhere a good place to live on the x-axis, and the percentage of people saying what most needs improving locally on the y-axis. An example is given below, from research conducted for the Audit Commission:
The quality of life issues that are in the top right hand corner of the chart are the ones an authority may wish to concentrate on. These are the issues that are both most important to residents in making somewhere a good place to live, and those that residents think are most in need of improvement.

Those in the top left corner are identified as needing improvements, but are of lower importance to residents. Those in the bottom right corner residents feel are important, but few say they need improving. It can be useful to divide the chart into quadrants to draw out the main action points, which can then be used to inform community strategies and Local Strategic Partnerships as to what the local priorities are. A typical quadrant analysis, focussing on satisfaction and importance, is shown below:
96. If the results of the Audit Commission’s national survey were replicated in a local authority area, the results might imply that activities for teenagers, crime and public transport should be concentrated on, being of high importance and most in need of improvement. Those in the top left might be considered “second order” priorities for the council or LSP to deal with, and those in the bottom left as the lowest priority.

97. Results from the Place Survey should be used to inform further, possibly qualitative research into the issues. The Place Survey results highlight particular issues but may not provide sufficient information about the underlying causes.

Looking at the broader context – regional, authority type and national comparisons

98. One of the key elements of the Place Survey is comparison. It will be important to bear in mind how your area rates against the national average, the regional average, and compares with similar areas.

99. The first thing to do is to look at your ratings compared with the national average. However, you should also compare the change in satisfaction ratings from your 2006–07 BVPI data (bearing in mind the issues set out earlier about statistical reliability). Is any change in the national figures mirrored by any change in ratings in your authorities’ own figures? Or do you buck the trend, showing increases in satisfaction while nationally there is a decrease in satisfaction? Both the comparison with other authorities and over time are essential to build a deeper picture of how things are going in your local area, and to suggest from which authorities lessons might usefully be learned.
However, it is often worthwhile to go deeper than this. Comparing your results with those of similar areas can be useful for identifying areas where you can learn from each other.

Another useful way of looking at the data can be by Government Office Region, or within county. This comparison takes into account local circumstances. It can also suggest to areas which of their neighbours are performing best and therefore whom useful lessons can be learned from.

The Place Survey has been designed to provide a rich source of data across a range of issues. Only by considering the results as a whole can improvements be identified.

Communicating the results

This is an important aspect of the survey process. A clear communications strategy can make a real contribution to the success of the exercise. The things to remember include:

- the audiences who will have an interest in the findings vary greatly, from members, officers, partner organisations and residents
- different channels of communication may need to be used to communicate with each audience to ensure your results are disseminated as widely as possible
- the extent to which you want to communicate the results with the general public, including the respondents. The data will be published by Communities and Local Government – however, it is not sufficient to expect residents to find the data on the Government’s website – a more proactive communications strategy should be used to disseminate the results widely.

Members and officers

It is very important to communicate the findings of the Place Survey to members and senior officers as fully and clearly as possible since they are the stakeholders who are directly accountable for leading improvements.

However, there are differences about how to communicate the findings to members and officers. A full report of what the findings show, with comparisons and detailed analysis, can be produced as a key resource from which all interested parties may draw. However, time constraints and interest levels may mean that not all will wish to read a full research report. Therefore, there is likely to be scope for also preparing an executive
summary (with the full results appended for them to look at if they wish). This might include:

• a short summary of any methodological considerations that need to be taken into consideration when interpreting the results

• the headline findings, with comparisons from 2006–07 BVPI and, where possible, comparisons against the national and regional averages, as well as comparisons with similar authorities. Differences in results which are statistically significant should be emphasised to avoid any misunderstanding of the results

• an analysis of perceptions looking at any various factors that have been identified as key drivers of satisfaction eg deprivation.

106. For senior officers in different service departments and members with portfolio responsibilities it is important to give a fuller picture of the results pertaining to their areas of responsibility. This should include:

• detailed results for their areas of responsibility (eg anti-social behaviour).

• A description of any significant differences by sub-groups, to enable identification of particular weaknesses and strengths. This can be valuable for local agencies in shaping their strategies eg those with responsibility for local communications will be able to gain a deeper understanding of the groups of the population that appear to be less well informed than others, and develop strategies to overcome this

• the regional comparisons will be particularly important here, as it will suggest nearby areas which might be carrying out more effective policies on certain services from which the authority and its partners might profitably learn from.

107. As with the general public, it is important to ensure that the full report and results are easily available to all members and officers who might want a fuller picture of the results. For others, a short report with the key findings and implications will be all they wish to see.

108. An authority will have many partner organisations (such as Local Strategic Partnerships, and Crime and Disorder and Reduction Partnerships) to whom the results will be relevant, and where the results can help in analysing perceived service provision and how weaknesses can be addressed.
An approach, similar to the one above, can therefore be adopted and partner organisations sent a short summary of the key findings which most interest them. This can be used as the basis for discussion of how the public feel about local service provision and how service delivery can be improved.

The public

As already noted, the results of the Place Survey will be published in due course by Communities and Local Government. However, authorities and their partners may also wish to communicate with residents themselves.

In these circumstances, the next step would be to choose the appropriate means to communicate the information. The channel through which local agencies communicate with local residents is obviously an important factor in determining the numbers and types of people who have access to the information. The Connecting with Communities project has identified what the main ways residents receive news about their local council and their preferred means of doing so.

The channels through which residents receive most of their information about their local agencies are generally in line with how they would prefer to receive such information. The most frequently cited channels (and also the most preferred) are local authority newspapers/newsletters, local newspapers, leaflets posted through the door, local television and radio, and more informally through word of mouth. Although gossip can be a key channel of information, most people prefer to get information direct from the local agencies, rather than second-hand.

However, it is important to be careful about how communication is presented. Although many people like leaflets through the door, it is very easy for this information to be thrown away with other perceived junk mail (this is more likely to be the case in urban areas). It is often helpful to distinguish the publication from other leaflets and newspapers, making good use of photos, headings and colour if appropriate.

Internet access in the UK has grown very rapidly in recent years. The profile of internet users suggests that in the near future, younger and professional groups are significantly more likely to use it compared with other groups.

It is also important to get the content of the communications right. The majority of residents are highly unlikely to want to read a research report, or grapple with any methodological issues that affect your results. There are likely to be two key things you’ll need to communicate:

- the headline results
• comparison (in due course) with the national average, similar authority types, and nearby authorities. Residents may also be keen to know how their authority compares with the national average and with other authorities with similar characteristics to theirs, to enable them to make a judgement about the strengths and weaknesses of their authority.

116. It will also be good practice to make the full research report available online and also in major council offices/libraries.
Glossary of research terms

**Achieved Sample:** The total number of respondents to any given individual question.

**Base:** The number of respondents on which a statistic is based.

**Bias:** The extent to which sample estimates systematically differ from true population values (parameters) as a result of sampling frame deficiencies or an incorrect sampling method. The magnitude and direction of any bias, or even its presence, is often unknown. (from Prescott-Clarke et al 1993:128)

**Census:** A survey in which all the members of the target group to be studied are included.

**Classification or social sub-group question:** A question which collects basic data about individuals such as sex, age and household type (The “About yourself” questions).

**Coding:** Numerical classification of answers to survey questions to allow ease of data processing and analysis.

**Coding frame:** The template for recording numerically classified answers to survey questions

**Confidence Interval:** The range of values between which the population parameter is estimated to lie. Sample surveys produce statistics, which are estimates of the real figure for the population under study (target population). These estimates are always surrounded by a margin of error of (± x %). For example, a sample survey estimate may show that 75 per cent of the respondents were very satisfied with their local authority. However, this estimate, due to intrinsic characteristics of sampling, will be surrounded by a confidence interval, say, ± 3 per cent. This indicates that the real figure of satisfaction in that authority’s population lies between 72 per cent and 78 per cent.

The confidence interval is also called the ‘*margin of error*’. In other publications it is called ‘*sampling error*’, however, many argue that it should not be called sampling error as it does not measure unknown sampling errors or biases such as non response bias, selection bias or biasing effects due to seasonal variations.

**Confidence level:** Confidence level also known as ‘alpha’. A confidence level set at 95 per cent indicates that we can be 95 per cent confident that we did not arrive at the estimate by chance. Confidence level is not to be confused with ‘confidence interval (or margin of error)’ or with sampling error. The 95 per cent
confidence level is the most commonly used. This means that we can be 95 per cent confident that the authority did not arrive at the estimate by chance.

**Cross tabulations or analysis break:** Tables which present the results broken down by sub-groups or characteristics of interest.

Also called a cross break. Used at the analysis stage to break down simple tables into cross tabulations of interest for the survey eg by age, sex, area etc.

**Data processing and analysis:** This is the process by which the answers on a questionnaire are converted into numbers and these are used to produce outputs such as tables and charts

**Data entry checks:** Checks on errors in keying survey data into computer systems. Also called verification

**Data entry templates:** Excel templates which must be used to record and submit the results of the survey.

**Deadwood:** Sampled cases outside the scope of the survey which ideally should not have been in the sample frame (eg the address is no longer a domestic residence). Deadwood cases must be distinguished from non-response and should be removed from the denominator (number of cases selected for the survey) before calculating the response rate.

**Differential probabilities of selection:** Sometimes referred to as ‘boosting’ a stratum, disproportionate stratified random sampling or over-sampling. Sampling a larger proportion of a sub-group than the proportion taken for the rest of the population, in order to make it possible to carry out reliable analysis of the results for the smaller group. This is can be used when it is known that one group of people is less likely to respond to the survey. The other main reason for using differential probabilities of selection is when the researcher wants to compare statistics for two or more groups in the population and it is known that one of the groups is a very small percentage of the population and which will not be sufficiently large if the same sampling fraction is used to sample from it.

**Editing:** Process by which completed questionnaires are examined for errors eg unanswered questions, missing data, incorrect routing, and inconsistency of answers

**Fieldwork Period:** The period within which the questionnaires are administered to the sample selected.
Focus group: A type of qualitative research in which the views of respondents are sought in a group. Also known as a group discussion.

Frequency counts: Tables giving the results of the answers of all respondents to a question.

Method of data collection: In surveys it is the method used to administer the questionnaire to each person in the sample. The most commonly used methods of data collection are: face to face, telephone and postal.

Non-response: Members of the sample who fail to provide any data eg where no one can be contacted (non contacts) or refusals (where the individual refuses to take part). Non-response is to be distinguished from deadwood.

Population: The total number of individuals or groups from which we want to find out information.

Population estimate or statistic: Population estimate or statistic means the estimated population parameter, calculated on the basis of the responses provided by the sample respondents.

Population parameter: Is the result (figure) that would be obtained if every person of the target population had been asked and responded a specific question. The actual figure for the total population.

Probability sampling: A probability sample is one in which each person in the target population has an equal, or at least a known, chance (probability) of being selected.

Quality checks: The procedures carried out to make sure that the survey data is as reliable as possible, such as editing and data entry checks.

Qualitative research: This type of research reveals the full range of views and circumstances of the population under study, and gives a much more detailed picture of these than quantitative research. Examples of this approach are depth interviews and focus groups. It differs from quantitative research in not being able to provide statistically representative numerical data.

Quantitative research: Research designed to provide numerical information about a topic. Data usually collected by post, telephone or by face-to-face interview. When based on a probability sample it can provide statistically representative data.
**Respondent:** An individual who provides answers to the questions in a survey.

**Response rate:** The proportion of the sample from whom interviews are obtained.

**Routing:** A procedure in questionnaires which directs interviewers to different questions depending on the answer to previous questions.

**Sampling fraction:** The proportion of the population which is sampled.

**Sampling distribution:** The distribution that would be found if a very large number of repeated surveys were carried out to measure the same thing.

**Sampling error:** In this guide ‘Sampling error’ is to be distinguished from confidence interval (or margin of error). Sampling error is understood as encompassing biases that are sometimes unknown to the researcher and therefore impossible to measure, such as, non response bias, selection bias or biasing effects due to seasonal variations.

**Standard error:** Standard error of the mean is the standard deviation of the means in a sampling distribution

**Sampling frame:** It is unlikely for a perfect (totally comprehensive) list of all of the target population to be available. Therefore, generally there are different sampling frames that can be selected. For most of the indicators the sampling frame specified is a list of people (or households) which should include all (or most) of the target population. This list should be as comprehensive as possible. For other indicators the sampling frame specified consists of all of the users of a service within a defined time period.

**Target population:** The segment of society (group of people) from which the sample will be drawn.

**Technical report:** A report of the methods used in a piece of research.

**Verification:** Checking for errors in the inputting of data to computers.

**Weighting:** A procedure for dealing at the analysis stage with a sample which includes some groups which have been over-sampled in a population, in order to make it possible to subject them to separate analysis. Weighting adjusts the numbers back at the analysis stage to make the sample representative of the whole target population. It is also used to correct for the effect of non-response.
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Documentation for Anonymised Place Survey 2008 Data.

The data that have been submitted to the archive have been submitted to a process which is intended to minimise the possibility that any individuals can be identified from the dataset. In addition, the data for several authorities have been removed on the request of the authorities in question. The data includes several weight variables for different analyses of the dataset.

The survey data is split into core questions and voluntary (question bank) questions. Authorities had the option to include the latter, so for this reason there are a lot of blanks in the columns which start with “qb”.

Anonymisation process

The following actions were performed on the data:

1. Free text responses were removed.
2. Direct markers such as whether or not the respondent had been a councillor in the last 12 months were removed.
3. Ward codes were removed.
4. Age was aggregated into ONS harmonised age bans (q28bin).
5. Ethnicity was aggregated into five ONS harmonised higher categories (q36bin).

Removal of data

Some authorities did not consent to their data being published. These were:

1011 Borough Council of King's Lynn and West Norfolk
1014 Chelmsford Borough Council
1028 Derbyshire Dales District Council
1034 East Dorset District Council
2014 East Northamptonshire Council
2044 East Staffordshire Borough Council
5038 East Sussex County Council
5066 Hampshire County Council
5071 Isle of Wight Council
5109 Lichfield District Council
5112 London Borough of Tower Hamlets
5155 Norfolk County Council
5219 Rochford District Council
5059 Rotherham Metropolitan Borough Council
5070 Royal Borough of Windsor and Maidenhead
4030 Staffordshire County Council
1020 Tewkesbury Borough Council
3020 Warrington Borough Council
5204 Wealden District Council
2042 Wellingborough Borough Council
5221 Worcestershire County Council
In addition, Blackburn and Darwen (2002) and Bolsover (5018) did not want their question bank (data beginning with “QB”) released, so these have been removed from the data.

The data have had weights calculated for the purposes of calculating national indicators. These differ depending on the level of analysis that is to be performed.

| Final_weight_CAPPED_SCALE                  | Weight for calculating Local Authority Level figures. |
| Final_weight_CAPPED_SCALE_LANOT           | Weight for local authorities who did not conduct a place survey (i.e. upper tier authorities). Their results are calculated from their constituent lower tier authorities. |
| Final_weight_CAPPED_SCALE ENG             | Weight for calculating overall England figures. |
| Final_weight_CAPPED_SCALE_GOR             | Weight for calculating figures for Government Office Regions. |

Since only some of the authorities that conducted the survey had a higher tier authority that did not conduct the survey, there are some gaps in the Final_weight_CAPPED_SCALE_LANOT variable.

There are two inflation factors (inflate_se and inflate_se_LANOT) which are used to correct the confidence intervals by approximating the effective sample size.