

Stroud District Market Towns Study

Phase II Report

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1. Introduction

- 1.1 Atkins was commissioned by Stroud District Council in October 2003 to undertake a study aimed at supporting the work of partnerships in Berkeley, Dursley, Nailsworth, Stonehouse, Stroud and Wotton-under-Edge. The study is separated into the following three parts, which are described in greater detail in the background context set out below:
- ◆ Stage I – baseline data collection;
 - ◆ Stage II – the development of a framework for future information collection;
 - ◆ Stage III – the presentation, marketing and promotion of information.
- 1.2 The overall aim of the study is to provide baseline information, guidance and advice geared towards assisting communities to successfully formulate their own Action Plans to kick-start the co-ordinated development of their towns under the Market and Coastal Towns Initiative and Countryside Agency Healthcheck Programme.

BACKGROUND CONTEXT

Stage I – Baseline Data Collection

- 1.3 Atkins worked in collaboration with Research and Marketing Limited (RML) to collect a range of quantitative and qualitative baseline data in each of the six towns in respect of the following:
- ◆ pedestrian flow counts;
 - ◆ traffic and transport inventory;
 - ◆ vacant premises audits;
 - ◆ ground and upper floor land uses; and
 - ◆ town user/shopper surveys.
- 1.4 The data was collected over October and November 2003, repeating previous methodologies where appropriate. The methodologies and data collected are contained in a range of separate topic based reports completed in December 2003 and the coverage of available data is discussed in greater detail in section 8 of this report. The topic based reports are supplemented by six separate data compendiums, which bring together the different data available on a town by town basis.
- 1.5 The raw data collected by Atkins and RML is to be supplemented by survey findings currently being undertaken by or on behalf of Stroud District Council in respect of the car parking usage.

Stage II – The Development of a Framework for Future Information Collection

- 1.6 This report represents Stage II of the study. It aims to develop a locally-relevant framework for future information collection – a Vitality Index – by responding to the recommendations of published work that has already been undertaken to examine the strengths and weaknesses of various healthchecking processes. This report then

provides an additional dimension to existing healthchecking processes by discussing and integrating indicators of social and community well-being and also reviewing the developing fields of research into social capital measurement, quality of life indicators and creativity indices.

- 1.7 The content of this report has been developed from a combination of desk-based research and corporate experience in the development of Action Plans. The precise format has been shaped through a consultation exercise (held in January 2004) comprising a presentation of raw data followed by a workshop discussing the needs and requirements of the community in terms of guidance.

Stage III – The Presentation, Marketing and Promotion of Information

- 1.8 Stage III of the Study will follow on from the development of the Vitality Index that comprises section 8 of this report. It will contain the full range of available baseline data in an accessible and user-friendly format, providing an overview of the situation in all six towns, supported by town-specific data in discrete chapters. This final section of the compendium of reports comprising the full study output will include practical and detailed guidance on action plan production and publicity, supported by examples of good practice from across the UK.

REPORT STRUCTURE

- 1.9 This report is structured as follows:
- ◆ **Section 2:** Market and Coastal Towns Initiative – provides an overview of the MCTi process and highlights the approach, aims and objectives of the initiative, as well as examples of successful implementation of elements of the initiative;
 - ◆ **Section 3:** Countryside Agency Healthcheck – similarly to section 2, an overview of the healthcheck process is provided and suggestions for potential improvements to the process are made;
 - ◆ **Section 4:** Quality of Life Indicators – defines quality of life indicators, details how they are assessed and provides an indication of their applicability in the context of regeneration programmes;
 - ◆ **Section 5:** Social Capital – provides a description of this aspect of assessing community well-being including examples of measurement techniques and their relevance to community development work;
 - ◆ **Section 6:** Creativity Indices – explains the main elements of this emerging indicator and evaluates potential for adaptation for the purpose of supplementing MCTi and healthcheck processes;
 - ◆ **Section 7:** Consultation – sets out and then summarises the principal findings of a consultation workshop, which will then be used to inform the development of a vitality index for the market towns as well as providing ideas regarding the presentation and marketing of information under Phase III of the Study;
 - ◆ **Section 8:** Vitality Index – summarises the full range of available baseline data then draws on consultation and an assessment of existing guidance to develop a comprehensive vitality index for the Stroud District Market Towns. A framework for the collection of data relating to future key measures of vitality is also provided.

2. Market and Coastal Towns Initiative

- 2.1 The South West Regional Development Agency (SWRDA) leads a regional partnership in the delivery of the Market and Coastal Towns Initiative (MCTi). The initiative is designed to help Market and Coastal towns and their surrounding communities to identify priorities for the future development of their area, formulate action plans and to gain the skills necessary to be able to take action and then implement their plans.
- 2.2 The stated aim of the MCTi is to *'create vibrant, healthy and sustainable market and coastal towns in the South West by helping local communities and their partners to:*
- ◆ *prepare Community Strategic Plans, balancing the economic, social and environmental aspects of community life in their towns and surrounding rural areas;*
 - ◆ *develop the skills, strengths and knowledge needed to be effective partners;*
 - ◆ *share good ideas and learn from local, regional and international experience;*
 - ◆ *secure the funding and professional assistance to turn these plans into reality.'*

WHAT DOES THE MCTi OFFER?

- 2.3 The MCTi is supported by a number of organisations SWRDA; English Heritage; the Housing Corporation; the Countryside Agency; the South West Regional Assembly; Government Office for the South West (GOSW); Lottery Distributors South West; and the South West Acre Network. The introduction to the MCTi available from the SWRDA website and published in their series of information sheets for communities states that when the initiative was conceived, it was envisaged that together, the partner organisations could offer resources (and some finances) to help communities to do the following:
- ◆ prepare and/or review a strategic 'Action Plan' for their town and surrounding rural areas to encompass social, economic, environmental and cultural themes;
 - ◆ ensure the provision of training and support to local people, organisations and agency partners to carry out the work;
 - ◆ provide access to professional assistance at every stage of the process;
 - ◆ progress projects in the Action Plan to the 'funding ready' stage;
 - ◆ provide funding for 'early action' and 'priority' projects;
 - ◆ identify and train local people to act as 'Community Agents' to ensure that the process does not stagnate; and
 - ◆ fund events that are useful for encouraging networking and the exchange of experience and skills.
- 2.4 In addition to this, the published material states that partners are committed to establishing the following:
- ◆ local brokering tables enabling agencies and other partners to co-ordinate their involvement in making things happen;

- ◆ a ‘learning network’ to help communication between different partnerships and the exchange of skills as well as funding supporting action/research projects;
 - ◆ a ‘management group’ at a regional level tasked with co-ordinating the involvement of agencies and maintaining an overview of progress across the region.
- 2.5 The Gloucestershire Market Towns Forum has since become actively involved in the promotion and implementation of both the MCTi and community healthcheck work across the County. Their website - <http://www.ukvillages.co.uk/gmtf.nsf> - provides an excellent source of information and operates as a portal for accessing practical information and successful examples relating to all aspects of the action planning process. It also provides a forum for advertising and promoting progress within each community that signs up.
- 2.6 At the time of writing, five of the six communities that form the focus of this study are signed up as members and engaged in working with the Forum, which is an encouraging sign of community activity. The website promotes membership as offering the following benefits:
- ◆ *“quarterly **networking meetings** at different locations across the county, featuring guest speakers associated with leading issues and themes*
 - ◆ ***sharing solutions to shared problems***
 - ◆ *a **stronger voice** for rural communities*
 - ◆ ***informing government** policy makers*
 - ◆ *help for communities to secure **funding** for local projects*
 - ◆ *up-to-date, impartial **information and advice** about funding and resources*
 - ◆ *helping communities **strengthen existing partnerships** and draw up action plans for the future*
 - ◆ ***expert advice and support** for specific project development and fundraising proposals*
 - ◆ *community Healthcheck software and co-ordinator support (worth more than £900)*
 - ◆ *dedicated **web site** signposting members to relevant/up-to-date news, opportunities & useful links*
 - ◆ *the Forum can act as an **accountable body**, offering a banking and monitoring role for community groups receiving regeneration-based development funds*
 - ◆ *a **Development Fund**, offering quick response, small grants for community projects*
 - ◆ *subsidised membership of the national **Action for Market Towns** organisation*
 - ◆ ***networking visits** to communities in neighbouring areas”*
- <http://www.ukvillages.co.uk/gmtf.nsf/b?open&showpage=Whatdomembercommunitiesreceive&s=webpage>

WHO IS ELIGIBLE FOR MCTI ASSISTANCE

- 2.7 At the present time, the MCTi is unable to accept additional towns into the initiative. However, there is a standard checklist of need and potential that communities must qualify under, which includes statistics and trends relating to the following:

- ◆ unemployment rates and trends;
- ◆ lack of diversity in the economy;
- ◆ over-representation of declining sectors;
- ◆ depopulation;
- ◆ physical and political isolation;
- ◆ skills mismatch;
- ◆ dereliction;
- ◆ planning or development blight;
- ◆ long run neglect;
- ◆ poor public image;
- ◆ social issues (crime, health etc.);
- ◆ transport;
- ◆ service provision;

In addition to the above, the communities must be able to demonstrate potential for the future including the following:

- ◆ commitment from agencies and organisations;
- ◆ community initiative and organisational capacity;
- ◆ economic potential;
- ◆ environmental potential;
- ◆ historical and heritage value in the built environment;
- ◆ eligibility for funding and availability of investment.

2.8 The Gloucestershire Town Forum does, however, offer all communities (not individuals) within the county the opportunity to sign up to the forum as members. This enables all communities to access their excellent range of member services (outlined in para. 2.6) regardless of whether or not they have successfully become members of the MCTi. As such, the role of the Forum in driving the regeneration of the County as a whole should be recognised and utilised to the full by the communities in the Stroud District.

WHAT CAN THE MCTi ACHIEVE?

2.9 The Countryside Agency's evaluation of the first year of the UK wide Market Towns Initiative (which includes towns involved in the South West MCTi), published in February 2003, indicates that it has had considerable project successes relating to both the physical environment of the towns, as well as the following:

- ◆ projects addressing deficiencies in provision for particular groups:
 - ◆ wheelchair access at fishing lakes;
 - ◆ teenage trim trail and skate park;
 - ◆ community resource centre;
 - ◆ under 5's playground;

- ◆ churchyard lighting and additional footpath provision;
- ◆ integrated park and ride schemes
- ◆ projects encouraging community involvement;
 - ◆ staging of events and festivals;
 - ◆ provision of town centre noticeboards;
 - ◆ establishment of business group forums;
- ◆ projects to develop the economic development of the market town;
 - ◆ regeneration studies;
 - ◆ provision of business planning advice;
 - ◆ identification of training needs;
 - ◆ support for new enterprises;
 - ◆ establishment of farmers' markets; and
 - ◆ marketing and tourism strategies.

2.10 The Gloucestershire Market Towns Forum can also be consulted to discuss locally based successes and provide advice and guidance on who to contact with regard to developments and initiatives that have been successfully undertaken in the local area. At the time of writing, the principal named contact is Claire Caffall (telephone: 01452 425573, e-mail: claire.caffall@gloucestershire.gov.uk).

STRENGTHS AND WEAKNESSES

Strengths

- ◆ the MCTi is not 'challenge funding', meaning that it is not necessary for communities to compete with each other in order to access limited funds. As such it is sufficiently flexible to offer all participating communities some level of financial assistance;
- ◆ the selection process for participation in the initiative ensures that funding is directed to the most appropriate communities and guidance for alternative forms of assistance is provided for those that are not eligible for the MCTi;
- ◆ the MCTi recognises and financially supports the involvement of experienced professionals in implementing the various stages of the initiative;
- ◆ the MCTi guidance is not overly prescriptive and therefore allows scope for interpretation according to individual community needs;
- ◆ the initiative is strongly community led and aims to provide the tools at the grass-roots level to ensure that long term solutions are identified and implemented.

Weaknesses

- ◆ the MCTi cannot support all of the communities that wish to become involved and at the time of writing, is not accepting any new expressions of interest for entry into the initiative;
- ◆ the initiative does not provide a set methodology for undertaking all of the stages in the process;

- ◆ the wealth of information provided through the MCTi website can be daunting, particularly for community members to accustomed to or familiar with the workings of the many processes involved in development and regeneration.

3. Countryside Agency Healthcheck

- 3.1 The Countryside Agency has developed a ‘healthcheck’ to assist market towns not linked to the Market and Coastal Towns Initiative to undertake community led regeneration work. It is stated that *‘the market town healthcheck consists of questions that cover all aspects affecting peoples’ quality of life in a market town and its surrounding countryside.’*
- 3.2 The healthcheck comprises a methodology for completing a ‘snapshot’ exercise of the town and surrounding countryside, which is intended to be supplemented by completion of a series of four worksheets encompassing the following topic areas;
- ◆ environment;
 - ◆ economy;
 - ◆ social and community; and
 - ◆ transport and accessibility.
- 3.3 Each worksheet contains core questions, which represent the bare minimum to be covered, as well as supplementary questions that can be used to explore particular issues in greater detail. The worksheet guidance emphasises that the important factor is to *‘secure a broad and representative understanding of the issues and concerns of the community as a whole.’*
- 3.4 Taken together, the snapshot and the worksheets are designed to help prepare communities for the production of an effective community strategic plan, setting out necessary data collection to enable communities to:
- ◆ assess the current state of a town’s economy, social well-being and environment;
 - ◆ collate the facts and figures the Plan will need;
 - ◆ explore the links between issues affecting overall quality of life;
 - ◆ identify the impact of changes; and
 - ◆ use the healthcheck to support funding bids and/or monitor progress.

SCOPE OF THE HEALTHCHECK

- 3.5 The snapshot element of the healthcheck comprises a series of simple quantitative ‘facts’ to be collected in relation to the four main topic areas: environment; economy; social and community; and transport and accessibility. The full coverage of the indicators is detailed in **Appendix A**. Taken together, they provide a statement of the main characteristics of a given town, which can then be used as a basis for comparison with other towns as well as providing initial indications of areas or issues that may need addressing in greater detail.
- 3.6 The worksheets expand on the details provided in the snapshot, extending each of the four main themes to enable conclusions to be drawn in relation to the following topics:

◆ environment;

- ◆ character and vitality of the town: effectively advocates the completion of a specialised townscape appraisal to identify the following: key features; focal points; strong historic associations; distinctive buildings; gateways; town boundaries and priorities for improvement. Supplementary questions focus on the mix of uses, street furniture and trees in the built environment as well as identifying any ongoing townscape or heritage initiatives;
- ◆ the countryside: identifies areas designated for nature conservation and/or distinctive character and beauty as well as agricultural land and areas with historic or archaeological importance. Supplementary questions look at management, the contribution of community groups to conservation and the identification of urban fringe areas that may change in character;
- ◆ links between town and country: identifies visual, physical and commercial associations between town and country, together with opportunities to enhance and manage the fringes of the town. Supplementary questions focus on identifying important recreational routes between the town and countryside;

◆ economy;

- ◆ employment: identifies levels and trends and composition of employment and unemployment as well as the role, strength and dynamism of the local economy. Supplementary questions assess business confidence, scope for job growth and forms of assistance to local businesses;
- ◆ retail and town centre services: identifies the distribution, range attractiveness and role of town centre retailing and services as well as examining the prosperity of a market (if one exists) and determining retail confidence and demand and supply of units. Supplementary questions focus on promotion of the town centre, demand for expansion and potential threats;
- ◆ training and education: examines local educational attainment, quality and any gaps in provision as well as indicating significant vocation or non-vocational needs that could potentially be met locally. Supplementary questions focus on access and appropriateness to courses and e-learning as well as local school exclusion rates;
- ◆ commercial and industrial property needs: focuses on business confidence, demand and supply of a range of affordable premises and confident in the local economy. Supplementary questions look to identify whether help is provided to attract inward investment to the area;
- ◆ tourism and visitor services: identifies what is on offer locally for tourists, the quality of information, the number of visitors, length of stay, reliance of the economy on tourism and susceptibility to seasonality. Supplementary information relates to the pattern of visitors, effectiveness and potential for improving the promotion of the town, signage, unique tourist attractors and a need to improve or expand facilities;
- ◆ business support; identifies coverage and range of business advice/ support services, the existence of a town centre manager/forum or partnership, the coverage and possible expansion of broadband services

and examples of good practice. Supplementary questions address ease of access to support services, the number and range of meeting and conference venues and the accessibility of the internet for public, private and work-based use.

◆ **social and community;**

- ◆ population: assesses the demographic profile of the area;
- ◆ housing: focuses on the distribution, quality and range of existing and proposed housing, housing affordability and the importance of homelessness as a local issue. Supplementary questions examine the need for additional housing in a variety of sectors as well as seeking to identify opportunities to allow people to live in town centres;
- ◆ health and public safety: identify current and planned provision of health care services, current health statistics and issues relating to crime and policing. Supplementary questions relate to specific crime 'hot spots' and disparities between perceptions and the reality of crime patterns;
- ◆ local government and community organisations: examines the ease with which Council Services can be accessed remotely, local levels of community and political involvement and the identification of groups that have been involved in successful community based initiatives. Supplementary questions address the experience and involvement of local people in decision making;
- ◆ sport, leisure and open space: examines availability, size, accessibility and patronage of sports/leisure facilities and open space to indicate shortfalls and gaps in provision. Supplementary questions aim to reveal the level of community involvement in sport and leisure activities and identify areas/locations that experience difficulty accessing facilities, including open space;
- ◆ culture and heritage: identifies the quantity and quality of community venues, any obvious shortfall in cultural facilities, distinctive cultural and/or historic associations and opportunities for local people to have a voice, possibly by developing new mechanisms.

◆ **transport and accessibility;**

- ◆ ease of travel to and from local area: comparative assessments of ease of access to a variety of destinations by the full range of modes, also examining interchange and safety together with proposals for future improvements of facilities. Supplementary questions compare differences in travel times and identify whether there are adequate and appropriate cycle or walking routes between towns and villages;
- ◆ ease of access to services: identify difficulties in accessing workplaces and schools via public transport, highlighting gaps in supply of services where demand exists, particularly for those with disabilities and/or mobility impairments and any need for increased promotion of services. Supplementary questions focus on ease of access to electronic information about public services, the potential need to relocate bus stops closer to town centres and the level and quality of public transport and private accessibility to outlying villages served by the town;

- ◆ ease of movement around the town: identify traffic and accident blackspots, distribution and cost of car and coach parking, facilities for the disabled, the range and success of traffic management, signage and the extent and attractiveness of pedestrian and cycle networks. Supplementary questions examine specific deficiencies in the full range of movement networks within the town together with identifying factors that may dissuade people from using particular modes of transport and suggesting improvements.
- 3.7 For the purpose of clarification, the full range of question aims is detailed in **Appendix A** of this report.

STRENGTHS AND WEAKNESSES OF THE APPROACH

- 3.8 The key strengths and weaknesses of the healthcheck process from the point of view of community-led completion is provided here, followed by suggestions for potential improvements – recommendations – in respect of the healthcheck format and approach. This study will seek to act upon these recommendations through the development of the vitality index and provision of good practice guidance relating to the preparation of community Action Plans.

Strengths

- ◆ there is a good coverage of indicators relating to key issues;
- ◆ advice on sources of data and where to look for methodology guidance is provided as a supplement to the worksheets;
- ◆ suggested analysis from each of the worksheets ‘questions’ provides a good indication of the sort of conclusions that can be drawn from information obtained through the healthcheck process;
- ◆ the documents and guidance supporting the healthcheck advocate community involvement and invite comments – without these, the healthcheck would merely represent a series of facts with little relation to the reality of living in a particular community;
- ◆ there is a growing base of professional staff (i.e. – local authority) and financial resources (i.e. – through the MCTi or local authority) available to support the healthcheck process; and
- ◆ the value of healthchecking is becoming more widely recognised by a variety of organisations that are tailoring the process to local needs – the Gloucestershire Market Towns Forum now offers specialised on-line software for use by its members supported by the offer of free training for users. Comments and questions relating to the process are also accessible via www.towns.org.uk which is hosted by the Countryside Agency.

Weaknesses

- ◆ analysis techniques are too often assumed – a lot of the data collection and analysis would normally be carried out by experienced professionals and poor execution of this stage of the work could undermine the overall Action Plan;

- ◆ data collection involves a significant survey and raw data collection element – this is costly and time consuming and requires significant resources in terms of ‘manpower’, particularly if inexperience requires repeated site visits;
- ◆ in some instances, qualitative surveys are recommended – the formulation, processing and analysis of such surveys to obtain meaningful results is a skilled process as issues of ethics, data protection, survey design; sampling methodologies and the minimisation of bias must all be addressed with care. As such, professional advice may need to be sought – while the MCTi process supports this through funding, the healthcheck does not;
- ◆ there is a heavy reliance on quantitative measures of qualitative issues – social capital and creativity indices do not feature in the recommended data collection; In certain cases, there is a tendency for proportional representation of a particular business or service to be used as a benchmark rather than actually *quality* of facilities – this needs to be addressed;
- ◆ some of the main data sources referenced – i.e. GOAD plans and NOMIS data – are not produced for the towns in question nor always available at the correct geographical scale or in directly comparable formats for meaningful use at the community level;
- ◆ little guidance is provided on how to translate the data collection and findings into a meaningful vision and Action Plan for the town;
- ◆ the lengthy lists contained in the worksheets can act as a deterrent by giving the impression of the healthcheck process as onerous and time consuming from the outset, although it is recognised that new software packages are helping to address this shortcoming;
- ◆ the limited range of readily available examples of completed healthchecks is unhelpful as it fails to provide communities with an indication of what they are aiming to produce.

Potential Improvements

- 3.9 Potential improvements to the document include developing a suggested survey programme to encompass different elements of the data collection: at present the sections contain disjointed surveys that would involve repeated visits to the town in question. There are, however, opportunities for some work, such as the townscape appraisal and transport and accessibility work, to be undertaken at the same time – such opportunities should be highlighted in a clear and explicit manner.
- 3.10 Similarly, much of the information to be obtained from NOMIS or the ONS can be searched for at the same time and cross tabulated from the outset – this should be made clear so that repeated data extraction (which can be a lengthy process) can be avoided.
- 3.11 Implicit in the worksheets is the need for the community partnership to gain the support and obtain significant levels of assistance from the local authority at the outset. This has been achieved in the case of Stroud District Council, however there is a risk that the systematic completion of the worksheets would result in repeated requests for different ‘bits’ of data or survey results – the worksheets would benefit from a grouping of ‘data required by source’ to improve efficiency of worksheet completion and prevent the piecemeal collation of disparate data sets.

- 3.12 The range and selection of data that will be at the community's disposal following successful completion of the worksheets has the potential to form an excellent basis for decision making. The worksheets do not, however, provide sufficient guidance on how to analyse the data collected in a manner that will directly contribute to the formulation of issues, priorities and preferred projects for implementation in an Action Plan. This should be addressed as a priority.

4. Quality of Life Indicators

WHAT ARE QUALITY OF LIFE INDICATORS?

- 4.1 Over the last fifteen to twenty years, quality of life indicators have increasingly been used as a means of assessing the state of 'development' of a place, from a single community to the global scale. They focus on assessing society, the environment and communities and are considered to provide a fuller picture of overall progress than relying simply on economic indicators, which was the vogue up until the mid 1980s.
- 4.2 Quality of life indicators have become increasingly important as the concept of achieving 'sustainable development' has become a significant driver for Government policy and approaches to regional and local development proposals. There is, however, no definitive set of indicators. Instead, there has been a tendency for local councils to develop their own 'suite' of indicators to reflect local circumstances and dovetail with specific council aims and strategies.
- 4.3 It is possible, however, to identify common themes within published examples of quality of life indicators. To illustrate this, quality of life indicators developed by Oxfordshire Community Partnership (Oxfordshire County Council), Shropshire County Council and Gloucestershire County Council, published on their respective websites, are compared here, assigning a 'degree of cross-over' (from 0:none to 3:identical) and common themes:

Oxfordshire	Shropshire	Gloucestershire	Degree of cross-over	Common Theme
	deprivation level	proportion of the population living in wards within the most deprived 10% and the most deprived 20% of wards in the country	2/3	Multiple
waste production	energy use clean streets	energy use per household CO ₂ emissions by sector and per capita emissions (tonnes per year)	1/2	Resources
recycling		the tonnage of household waste that has been recycled; composted; used to recover heat, power and other energy used; or landfilled	2	Resources
water use	water use per person	water leakage from mains and customer pipes	2/3	Environment
river quality	river quality	% of rivers and canals rated as good or fair quality	3	Environment

Oxfordshire	Shropshire	Gloucestershire	Degree of cross-over	Common Theme
air quality	air pollution	No. of days p.a. when air pollution is moderate or high; annual coverage of NO ₂ concentration; for rural sites, no. of days p.a. when air pollution is moderate or higher for O ₃	3	Environment
	noise	% of residents surveyed who are concerned with different types of noise in their area	2/3	Environment
wild birds			0	Environment
biodiversity	net change in natural/semi-natural habitats	local species count (wild birds, amphibians, water voles etc.)	2	Environment
nature conservation	parks and green spaces	area of land designated SSSI in favourable condition; area of Local Nature Reserve (LNR) per 1,000 population	1/2	Environment
organic farming			0	Environment
education	educational achievement proportion of young people in full time education and employment qualifications at age 19	proportion of young people (18-24 years) in full time education or employment proportion of 19 year olds with Level 2 qualifications proportion of children of Year 11 age in LA maintained schools achieving 5+ GCSEs at A*-C or equivalent	2/3	Social
adult education			0	Social
health	death rate by cause: cancer; circulatory diseases; suicide; and injury infant mortality teenage pregnancy reducing drug use	death rate by cause (direct standardised mortality rate per 100,000 population) infant mortality conceptions among females aged less than 18 years	2/3	Social
unfit housing	unfit houses	no. of unfit homes per 1,000 population	3	Social
homelessness	homelessness		3	Social
house prices	cost of housing for first time buyers affordable housing	affordable housing (house price:earnings)	3	Economy

Oxfordshire	Shropshire	Gloucestershire	Degree of cross-over	Common Theme
land use	derelict land	proportion of land stock that is derelict; % of new housing development on previously developed land	2	Resources
traffic growth	traffic volumes	annual average flow per 1,000km of roads	2	Environment
		% of highways that are either of a high or acceptable level of cleanliness	0	Environment
travel plans	travel to school cycle paths	% of children to travelling to primary and secondary school by different modes of transport % of residents surveyed using different modes of transport, their reason for travel and distance of travel	2	Environment
crime levels		vehicle crimes per 1,000 population domestic burglaries per 1,000 population violent offences committed per 1,000 population	2/3	Social
fear of crime		% residents surveyed who feel 'fairly safe' or 'very safe' after dark whilst outside their LA area % residents surveyed who feel 'fairly safe' or 'very safe' during the day whilst outside their LA area	1/2	Social
	access to key services	% of residents surveyed finding it easy to access key local services % of residents defined as within 500m (15 mins walk) of local services	2	Social
	survey of people satisfied with their local area as a place to live survey of people who consider their local area is getting better or worse	% of residents surveyed satisfied with their neighbourhood as a place to live % of residents surveyed who consider their neighbourhood is getting worse	3	Multiple

Oxfordshire	Shropshire	Gloucestershire	Degree of cross-over	Common Theme
employment/unemployment	proportion of people of working age in employment new business start ups workforce expansion proportion of unemployed people claiming benefit who have been out of work for >1 year claimants of working age children <16 living in households with low income childcare provision	proportion of people of working age in employment % increase or decrease in the total no. of VAT registered businesses in the area % increase or decrease in the no. of local jobs proportion of unemployed people claiming benefits who have been out of work >1 year % of population of working age who are claiming key benefits proportion of children under 16 living in low income households no. of childcare places available per 1,000 population of children under 5 not in early education	2/3	Economy
		facilities for young people	0	Social
		% adults surveyed who feel that they can influence decisions affecting their local area	0	Social/ Multiple
		% of voluntary/community organisations in a specified locality per 1,000 population that performed well/very well in the past year	0	Social/ Multiple
		% of people surveyed who feel that their local area is a place where people from different backgrounds and communities can live together harmoniously	0	Social/ Multiple
		quantitative assessment of the extent of volunteer activity in the county	0	Social/ Multiple

4.4 The comparative table highlights considerable cross-over in specific indicators as well as exposing clear similarities in the scope of the three sets of indicators in terms of coverage of 'themes'. Each provides a multi-faceted approach to assessing quality of life in their respective counties, encompassing quantitative and qualitative indicators relating to: resources; the environment; social issues; the economy; and in the case of Shropshire, indicators encompassing multiple themes. This sort of approach is advantageous as it provides both a generalised overall picture of quality of life, as well as enabling individual areas of concern – for example poor educational

attainment, high pollution levels, or a lack of open space – to be identified. It is also interesting to note that the Gloucestershire approach incorporates a number of indicators that are unique to the county (when compared to Shropshire and Oxfordshire), all of which seek to use qualitative approaches to assess factors related to social capital (see section 5 for definition of this term). The specific issues can then be translated into the focus for targeted projects through an Action Plan.

HOW IS QUALITY OF LIFE ASSESSED?

- 4.5 The indicators selected by Oxfordshire County Council and Shropshire County Council represent a modest selection of indicators that have been specifically tailored to the local requirements. In reality, there is a vast range of potential indicators utilised by various organisations involved in promoting and/or achieving sustainable development: the Department for Environment, Food and Rural Affairs (DEFRA); the Office of the Deputy Prime Minister (ODPM); the Countryside Agency (CA); English Nature (EN); and the Environment Agency (EA) represent just some of the organisations and departments that provide advice and guidance regarding the availability and application of datasets.
- 4.6 The range and coverage of data available can be overwhelming. **Appendix D** provides a cross-tabulated analysis of the scope and constituent parts of datasets, as referenced in a selection of the most commonly used detailed data sources and/or methodology guidance for the assessment of quality of life under the Market and Coastal Towns Initiative:
- ◆ The Index of Multiple Deprivation;
 - ◆ The UK Government’s Sustainable Development Strategy;
 - ◆ The Department of Transport, Local Government and the Region’s (now ODPM) ‘The State of English Cities’ report;
 - ◆ The CA’s ‘Market Towns Data Sources and Survey Methods Directory; and
 - ◆ The CA’s publication entitled ‘Indicators of Poverty and Exclusion in Rural England 2002’.
- 4.7 The specific indicators identified through the data sources and methodology guidance are predominantly quantitative in nature. They encompass a greater number of themes than the County Councils’ selections although taken together, the overall coverage of issues (detailed below) is similar:
- ◆ benefit claimants;
 - ◆ crime;
 - ◆ deprivation levels and regeneration;
 - ◆ demography;
 - ◆ environment;
 - ◆ education
 - ◆ health;
 - ◆ household structure;
 - ◆ housing;
 - ◆ income;
 - ◆ local economic performance
 - ◆ resources
 - ◆ services
 - ◆ social aspirations and activity
 - ◆ transport

- 4.8 The most appropriate way to assess quality of life at the community scale is generally considered to be a locally-tailored approach – provided that key themes (as detailed in paragraph 2.7) are all covered in some way, communities are able to select the most appropriate indicators for their local conditions. Factors that could influence the selection can be wide ranging, examples including the following:
- ◆ addressing issues raised in community consultation;
 - ◆ the availability and coverage of existing datasets;
 - ◆ the replicability of data collection methodologies; and
 - ◆ local and strategic policy context.
- 4.9 It is also advisable to incorporate a range of qualitative indicators to supplement the quantitative data.

WHAT DOES THE ASSESSMENT REVEAL ABOUT COMMUNITIES?

- 4.10 A well-executed assessment of the quality of life of an area will encompass a wide range of aspects relating to the social, environmental and economic health of a particular community – factors that are fundamental to the determination of sustainability. The majority of assessments will be strongly quantitative in nature – this will provide a range of statistics indicating strong or weak performance in given factors such as educational attainment, number of shops or enterprises, the representation of services such as places of worship or community meeting places, or the number of areas of nature conservation interest. On their own, however, simple numbers are not necessarily a reflection of the *quality* of a place – it is only when these statistics are contextualised through qualitative (i.e. – opinion related information) and background analysis that the full extent of issues as well as possible solutions to problems will begin to become apparent.

SUMMARY

- 4.11 Quality of life indicators have been afforded heightened importance as the concept of sustainable development becomes commonplace in policy-making. Common themes identified through the review of published sets of ‘quality of life indicators’ include the following:
- ◆ Resources;
 - ◆ Environment;
 - ◆ Society;
 - ◆ Economy; and
 - ◆ Multiple measurements.
- 4.12 These should be reflected in the scope of the Vitality Index.

5. Social Capital

WHAT IS SOCIAL CAPITAL?

- 5.1 Social Capital is a relatively recent and emerging concept relating to the various social networks and hierarchies that exist within society, the World Bank providing the following definition:

“Social capital refers to the institutions, relationships, and norms that shape the quality and quantity of a society's social interactions...definitions of social capital vary widely, but as a general rule, focus on personal experiences and perceptions of places and standards of living.”

- 5.2 It is stated that social capital ‘is not just the sum of the institutions which underpin a society – it is the glue that holds them together.’ Robert Putnam, one of the most prominent names in this field, also notes that ‘a society of many virtuous but isolated individuals is not necessarily rich in social capital’.
- 5.3 Much of the work relating to Social Capital to date has focused on the ‘developing’ world. As such there has been a tendency for such work to be led by major organisations with global interests. The World Bank is one such organisation, which launched the ‘Social Capital Initiative’ in October 1996 with the financial support of the Danish Government, one of the aims of the work being to ‘contribute to the development of indicators for monitoring social capital and change.’
- 5.4 The global focus is, however, beginning to shift as the academic community and local government has become increasingly interested in researching the concept. One notable example is the American based ‘Center for Institutional Reform and the Informal Sector’ (IRIS) – it has completed work to review literature to date, concluding that:

“...a growing body of empirical evidence suggests that the density of social networks and institutions, and the nature of interpersonal interactions that underlie them, significantly affect the efficiency and sustainability of development programs.”

- 5.5 Social capital can therefore facilitate co-ordination and co-operation within a given community. As such, in considering the development of an area, and in particular, successfully motivating and supporting a community to implement proposals, it is becoming increasingly important to assess social capital and address any obvious deficiencies in networks.

HOW IS SOCIAL CAPITAL ASSESSED?

- 5.6 The assessment of the social capital is problematic as it represents an attempt to quantify both the *quantity and quality* of a series of concepts that are by their very nature, abstract – ‘community’; ‘network’; and ‘organisation’. As such, the most effective assessment methodologies are multi-dimensional – they use a combination of qualitative, comparative and quantitative research methods.

5.7 The General Household Survey 2000 investigated five main aspects of social capital: civic engagement; neighbourliness; social networks; social support; and perception of the local area across the British Isles. Questionnaires were used to collect a mixture of qualitative and quantitative information including the following measurements of social capital:

- ◆ **civic engagement:** those deemed not to be ‘engaged’ had not been involved in a local organisation, had not taken action to solve a local problem, did not feel well informed and did not feel they could influence decisions affecting the neighbourhood, either alone or with others;
- ◆ **neighbourliness:** ‘high reciprocity’ scores were based on the number of people who said neighbours looked out for each other, had done a favour for a neighbour and had received a favour from a neighbour in the past 6 months; and ‘neighbourliness’ was based on a series of questions including frequency of speaking to neighbours, and the number of people known and/or trusted in the neighbourhood;
- ◆ **social networks:** a satisfactory friendship network was based on people who saw or spoke to friends at least once a week and had at least one close friend who lived nearby; a satisfactory relatives network was based on people who saw or spoke to relatives at least once a week and had at least one close relative who lived nearby;
- ◆ **social support:** ‘low social support’ related to people who had less than three people they could turn to in a serious personal crisis.
- ◆ **perceptions of the local area:** this was based on the number of people saying that they ‘enjoy living in an area’ and/or ‘feel safe walking around after dark’. ‘Local facilities scores’ were based on questions about social and leisure facilities for the respondent and any dependents, local health services, local schools, colleges and adult education, local police service and transport. ‘Local problems scores’ encompassed questions about local problems, including speed or volume of road traffic, parking in residential areas, car crime, rubbish, dog mess, graffiti, levels of noise, teenagers loitering in streets and alcohol and/or drug use. ‘Victims of crime’ in the area in the last 12 months were also taken into consideration.

WHAT DOES THE ASSESSMENT REVEAL ABOUT COMMUNITIES?

5.8 An assessment following a similar methodology to the household survey – a simple questionnaire format eliciting quantitative responses – provides a sound basis for identifying strengths and weaknesses in community networks. A format using the questions posed in the general household survey, as outlined in paragraph 2.7, would identify the following:

- ◆ **civic engagement:**
 - ◆ can reveal a need to combat community apathy by raising public awareness and seeking support for community activities, through initiatives such as newsletters, publicity, exhibitions or public meetings. The creation or strengthening of town or community councils can also provide a useful forum for engaging community members in issues affecting them;

- ◆ **neighbourliness:**
 - ◆ can reveal areas where a lack of neighbour interaction and/or trust could result in the isolation of community members and perceived safety and security issues – there may be opportunities to combat such problems, for example by encouraging the formulation of neighbourhood watch groups;
- ◆ **social networks:**
 - ◆ a lack of proximity or contact with close friends or relatives can also indicate potential feelings of isolation. In areas lacking in social networks there may be merit in considering proposals for encouraging people to meet and interact – sporting activities; taught courses, community meeting places, youth clubs and local events such as fetes and fairs are some ways of trying to achieve such interaction;
- ◆ **social support:**
 - ◆ a lack of people to turn to in a serious personal crisis can have serious consequences, particularly in terms of affecting mental health. At the national level, helplines and support groups offer some comfort for those willing and able to make contact with them, however community outreach work can also play an important role;
- ◆ **perceptions of the local area:**
 - ◆ by their very nature, responses in this category will be subjective and therefore variable. Targeted questioning will highlight areas where there is a consensus of concern and provide pointers for the formulation of proposals for an Action Plan – for example improving transport facilities; providing better lighting; building a sports facility, or improving community policing.

SUMMARY

- 5.9 At the community level, social capital can be assessed relatively easily through the use of simple household questionnaires. The questionnaire responses will provide quantitative results highlighting particular weaknesses in the social capital profile of the community. Such weaknesses can then be used to identify specific issues and concerns that could and /or should be addressed through the community Action Plan.

6. Creativity Indices

WHAT ARE CREATIVITY INDICES?

- 6.1 The notion of 'creativity indices' has developed from the research of an American professor of economic development – Richard Florida. He published a book entitled 'The Rise of the Creative Class' that asserts that there is a discernible group of highly creative people – the 'creative class' – that are the main determinant of a region's economic growth. It is suggested that this group of people:

"...gravitates to cities that are diverse, open to people of different backgrounds and orientations, and have vibrant artistic communities."

- 6.2 Florida identifies four main constituent parts in defining the overall creativity index:
- ◆ Mosaic Index: this rates the relative percentage of foreign born people in a community;
 - ◆ Bohemian Index: this is a measure of artistically creative people within a community – authors; designers; musicians and composers; actors; directors; painters; sculptors; artist printmakers; photographers; dancers; artists and performers;
 - ◆ Tech-Pole Index: this calculates the absolute size of a city's high tech workforce and the relative importance of that workforce in the whole population;
 - ◆ Talent Index: this is an assessment of human capital – it notes the proportion of the population educated to bachelor degree level or higher.
- 6.3 Florida's research has identified correlations between talent and income; diversity and income; and talent, diversity, high-technology intensive activity and income growth – the conditions that exist in an area that scores highly in the creativity index. Furthermore, he suggests that creative people care more about where they *live* than where they *work*, consequently making the case that regional economic health comes from the quality of a place, rather than traditional benchmarks such as the number of multi-national employers or the presence of professional sports teams.
- 6.4 The main conclusion of the book is that by getting the balance of the constituent parts of 'creativity' correct, communities develop healthy, vibrant local economies. Conversely, when the mix is out of balance, this will result in stagnation and deterioration of an area and its economy.
- 6.5 The work is beginning to gain weight in the UK and there body of research and publications using British examples is slowly growing. One such example is the East Midlands Development Agency (EMDA), which commissioned Comedia to complete a cluster map and survey-based study of the geographical location and economic characteristics of 'creative industries' across the East Midlands region (available from <http://www.emda.org.uk/documents/cimappingfull.pdf>). The Foundation for Art and Creative Technology has also become interested in the concepts such as 'Style Cities' embedded in Florida's work and hosted a conference focusing on awareness raising in Liverpool in December 2003 – the City that was voted European City of Culture for 2008.

HOW IS CREATIVITY ASSESSED?

- 6.6 To date, the majority of available published work on creativity indices has been completed by economists and focuses on the analysis of data available for US Metropolitan State areas. The EMDA's commission represents the most comprehensive UK focused work in this field to date, however again this was based at the regional level. As such, it has not been applied to smaller scale and/or rural areas. Furthermore, concern is expressed that the qualitative and quantitative differences between urban and rural areas may render it impossible to adapt in a meaningful way to be useful at the local level.
- 6.7 The four constituent parts of Florida's creativity index could, however, be analysed in a simple quantitative way through examination of census data, which is available at the local enumeration district or ward level. There are, however, a number of disadvantages with this approach:
- ◆ census data has full UK coverage but is only updated at ten year intervals – this means it becomes out of date and can only provide a snapshot at best;
 - ◆ census data would not provide opportunities to analyse changes and trends year on year;
 - ◆ given the relatively small populations in the Stroud communities, minor statistical changes would not necessarily be a true or useful reflection of actual societal changes; and
 - ◆ a simple quantitative analysis of proportional representation of particular groups within a society lacks the qualitative input required to reflect the quality and impact of such groups on a given society or community.
- 6.8 The implications of Florida's assertions about the relationship of a 'creative class' and economic growth do, however, seem to be gaining support amongst economists. As such, it seems prudent to seek to develop a methodology more suited to application at the community level.
- 6.9 At a sub-conscious level, there are a number of physical characteristics that create the impression of a creative community, a prime local example being Stroud. In breaking down the various elements that create this image it becomes possible to develop indicators of the presence of a sizeable 'creative class':
- ◆ presence of individualistic craft/gift shops;
 - ◆ specialist art or collectors shops;
 - ◆ organic cafes;
 - ◆ numerous locally owned enterprises;
 - ◆ propensity of local art, theatre or music groups; and
 - ◆ availability and attendance of taught courses in the arts.
- 6.10 Such indicators can be quantified through survey work to ascertain representation (both in terms of numbers as well as economic contribution) of 'creative industries' within the overall local economy (part of the method adopted by Comedia in their study of the East Midlands). This can then be supplemented by data concerned with assessing 'talent', for example statistics relating to educational attainment, available

from local schools and colleges, as well as the presence of high-technology and/or knowledge based industries in the area.

WHAT DOES THE ASSESSMENT REVEAL ABOUT COMMUNITIES?

- 6.11 A multi-dimensional approach of quantitatively analysing the proportional representation of such enterprises or groups as part of the whole economy, coupled with qualitative data from questionnaires or focus group consultation with community members would provide a good baseline of community-specific data. Strengths and weaknesses in the range and quality of 'creativity' in the area – for example a good range of artists but no exhibition space; an excellent but underused theatre or music venue; or a high level of outmigration of people with high educational attainment – can be used to assist in identifying issues that could be addressed through an Action Plan.

SUMMARY

- 6.12 An attempt to use the indicators of creativity as developed by Florida would not be appropriate or meaningful at the small community scale. However, the overall concept that there is a correlation between Florida's term 'talent' and income is not disputed. As such, the Vitality Index should include both quantitative and qualitative measure to assess the presence of 'creativity' with Stroud's market town communities.

7. Consultation

7.1 A consultation event was held at Stroud District Council Offices on Wednesday 7th January 2004. This event provided an opportunity for invited representatives of interested groups and organisations to view an overall analysis of the results of the baseline data collection and direct any questions to the Study Team. This was followed by workshop sessions where facilitators encouraged and led group discussion on the following two topics:

- ◆ *discussion on the study findings to date and identification of what communities need to replicate methods/indices for – and why?*
- ◆ *discussion on the study output – preferred formats and style of the study guidance – what would be most useful?*

7.2 Three separate groups were involved in the workshop session, each having representatives from different towns and/or organisations with a variety of local and regional interests. The discussion structure varied from group to group, however there was considerable crossover in terms of topics, issues, opinions and comments. Details of the principal findings of the workshop exercise as a whole is provided here, followed by a summary of points to consider in the development of the vitality index on a thematic basis.

Opinions on Study Findings:

- ◆ a need was identified for the relevance and applicability of the various datasets to be explained, particularly the footfall counts;
- ◆ respondents felt that shortcomings of survey methodologies should be discussed in the report;
- ◆ the phrasing of questions in the shopper survey was felt by some to be overly negative – it was suggested that a more positive phrasing of questions may elicit more detailed and favourable responses (although there are issues of implicit bias to be considered with regard to this approach);
- ◆ transport related work is progressing in some towns at present and as such, it was requested that the presentation of information be detailed and specific using mapping as well as written analysis;
- ◆ it was felt that there needs to be tangible evidence of need for the purposes of obtaining funding;
- ◆ postcode assessments are valued locally to provide an indication of the geographical differences in perceptions as well as the catchment of towns;

Additional Indicators

- ◆ respondents suggested that *potential* user surveys should also be undertaken – a household survey was believed to be a good means of reaching residents that tended not to use the market towns, preferring to go elsewhere for a variety of reasons;
- ◆ it was suggested that an assessment of evening economies and night time activities in the towns should be undertaken to gain a fuller understanding of how the centres are used and by whom;

- ◆ indices of multiple deprivation should be used as a common benchmark;
- ◆ the use of quality of life and social capital indices was supported – sense of place was felt to be very important;
- ◆ comparative analysis of towns to encourage what was perceived to be ‘healthy competition’ between them;
- ◆ make use of the national survey of community well-being 2001.

Issues Raised that Require Assessment/Suggested Indicators

environment

- ◆ cleanliness and effectiveness of environmental management programmes;
- ◆ street lighting;
- ◆ facilities for the disabled;
- ◆ CCTV – limited coverage at present: may be potential to expand;
- ◆ information and orientation in Stroud;
- ◆ public toilet facilities;
- ◆ appropriate use of land related to need;

economy

- ◆ the views of local traders;
- ◆ business longevity;
- ◆ success of start-up businesses;
- ◆ need for investment in town centre retail/new technology and manufacturing;
- ◆ seasonal variability;
- ◆ business turnover;
- ◆ tourist/visitor spend;
- ◆ housing affordability;
- ◆ loss of business premises to other uses, especially residential;
- ◆ role of shopping on-line;
- ◆ range of facilities – distinctive appeal;
- ◆ second home ownership;
- ◆ residential vacancy rates;
- ◆ availability of funding/funding priorities;

social

- ◆ levels of community participation;
- ◆ perceptions of town assets/civic pride;
- ◆ no. of sports clubs;
- ◆ no. of voluntary organisations;
- ◆ youth facilities: availability and opening hours;

transport

- ◆ parking: availability; length of stay; and enforcement;
- ◆ cycle accessibility and storage;
- ◆ pedestrianised facilities (narrow pavements; dropped kerbs; uncontrolled crossings);
- ◆ bus facilities.

Study Output

- ◆ preference was expressed for a detailed and comprehensive data based report containing a brief overview of main findings across all six towns, followed by a detailed chapter for each individual town;
- ◆ the same benchmark data should be used for all towns so that cross-comparison is possible – rankings were also felt to be useful;
- ◆ data should be provided as full raw data as well as cross-tabulated data for the purposes of comparison and additional analysis at a later date;
- ◆ electronic copies of the data that would then be interrogable were considered likely to be useful;
- ◆ the vitality index should comprise a range of quantitative and qualitative datasets and enable the consideration of specific comments from consultation/focus groups to be afforded equal weight as quantitative data;
- ◆ details should be provided regarding the frequency and size of surveys and any relevant information about the most appropriate time of year to be undertaken;
- ◆ advice on the interpretation of data should be provided;
- ◆ thematic analysis similar to the healthcheck format is supported;

Marketing of Data

- ◆ a co-operative was suggested as a good means of overseeing a marketing strategy across all six towns;
- ◆ information should be available on a town by town basis;
- ◆ the local press is very influential – it was noted that the ‘Citizen’ will be running a feature on each of the towns in the near future – was felt that this could be used to publicise the work.
- ◆ provide examples of successful problem solving and the implementation of projects.

SUMMARY

Opinions on Study Findings

- 7.3 Consultation has indicated that the baseline data collected should be fully explained and justified. The relevance and applicability of datasets in the context of MCTi and CA Healthcheck should be made explicit, as should shortcomings and limitations of the available data. Recommendations for improvements to the overall quality and range of baseline data should also be provided.

Additional Indicators

- 7.4 A number of additional baseline data sources were highlighted by consultees: the Index of Multiple Deprivation; quality of life data; national survey of community well-being; and social capital indices. There was also a general consensus that the scope and coverage of the raw data collected in Phase I of the Study should be extended to include evening surveys and household questionnaires. There was widespread support for comparative analysis to foster 'healthy competition' between the market towns.

Issues Raised/Suggested Indicators

- 7.5 A wide range of issues and possible indicators were referenced by consultees. The coverage indicates the emergence of four key themes:
- ◆ environment;
 - ◆ economy;
 - ◆ social; and
 - ◆ transport.
- 7.6 These are broadly comparable to measures of sustainability and existing advice on data collection and could be replicated in the overall vitality index, being of direct relevance to local circumstances.

Study Output

- 7.7 It was suggested that the most useful form of data presentation and dissemination would be an electronic set of interrogable raw data supported by an analysis report. The report should comprise a brief overview of key findings in each of the six towns based on cross-tabulations of the same benchmark data. This should then be followed by a detailed chapter for each individual town.

Marketing of Data

- 7.8 Consultation indicated support for town specific data, but suggested that this should be marketed in the wider context as a district/county resource, with reference made to successes elsewhere to exemplify the potential for change. The local press are recognised as highly influential and opportunities should be taken to utilise this as a means of raising public awareness.

8. Vitality Index

- 8.1 The development of the 'Vitality Index' represents a means of bringing together existing guidance, tailoring the scope of current MCTi and healthchecking processes to meet local requirements (highlighted through consultation as reported in chapter 7 of this report), and developing indicators to encompass issues relating to quality of life, social capital and creativity indices. The index adopts a multi-indicator approach based on a series of discrete themes, encompassing quantitative and qualitative information. The focus of the Index is primarily on the town cores as these represent the heart of the rural hinterland that they serve.
- 8.2 The development of the index has been based on a combination of analysis of existing guidance and healthchecking processes, the identification of locally important issues through community consultation and the range and scope of available datasets and existing research in the Stroud District. The process of selecting the criteria for inclusion in the Vitality Index is provided as **Appendix C** of this report, which includes an indication of where issues raised through consultation have been incorporated into the overall selection of indicators.
- 8.3 The index is supported by a framework for future key measures, which makes suggestions regarding means of undertaking and combining data collection and identifies the most effective sources to obtain specific statistics or research.
- 8.4 It is intended that the vitality index will operate at two levels – it will provide an analysis of the town itself, as well as enabling direct and meaningful comparisons to be made between different market towns. This approach should also enable the index to be rolled out at a regional level.
- 8.5 It is recognised that to varying extents, work has already been completed in the six market towns of Dursley, Nailsworth, Stonehouse, Stroud and Wotton-under-Edge under the healthcheck processes and the Town Plan preparation work completed in Berkeley, as part of stage I of this study and also through additional survey work and statistical analysis commissioned by local or central government. As such, this index does not require significant new data collection but instead represents a means of bringing together the existing work in a coherent and meaningful way to reflect the vitality of the town and identify areas in need of improvement.

VITALITY INDEX APPLICATION

- 8.6 At the present time, the index is in its formative stages – it builds on the sound basis of information already gathered for the Stroud market towns. In order to ensure that the Index will be of use to the community – that it is workable and not overly-complicated – the decision has been taken to exclude any attempt to assign gradings or weightings to the constituent elements of the index. The exclusion of such gradings affords each community the opportunity to highlight the full range of issues affecting them but then allows the flexibility for communities to draw their *own* conclusions relating to what is important locally and prioritise them accordingly. This flexibility and opportunity for local interpretation is considered to be more useful than developing a prescriptive and pre-judged set of priorities, which is the risk with gradings.

8.7 The issues of benchmarking both qualitative and quantitative indicators within the same index has been overcome by the use of a 'desirable trend' – this represents a judgement of possible aspirations based on a combination of research and experience of characteristics common to thriving communities. It is also felt that the 'desirable trends' may be useful for communities to refer to in the process of developing a vision and action plan for their community, assisting the identification of issues and shaping aspirations for future change in the respective towns.

8.8 The vitality index is set out below in the form of a table identifying required data:

- ◆ 'dataset/information';
- ◆ 'scope': the physical extent for which that data should be gathered which reflects whether the focus should be town or area wide depending on the indicator;
- ◆ a suggested 'source' for obtaining the data (which can be cross-referenced to the 'framework for future key measures' section); and
- ◆ a 'desirable trend' which is the favoured conclusion to be drawn from the data gathered.

Scoring System

8.9 Although, as explained previously, no attempt has been made to assign a grading or weighting to the indicators, a scoring system is essential to enable sifting of the different indicators and therefore, identify local issues. Local communities should work together to complete the tables and apply a simplified measure of progress towards the 'desirable trend' based on a graduated points system:

- ◆ **grade 1** – no evidence of any aspect of the 'desirable trend';
- ◆ **grade 2** – some very limited evidence of aspects of the 'desirable trend';
- ◆ **grade 3** – steps currently being taken to achieve the 'desirable trend' in the medium term (1 to 3 years);
- ◆ **grade 4** – significant evidence of positive movements towards achievement of 'desirable trend' in the short term (6 months to 1 year);
- ◆ **grade 5** – dataset/information shows that the 'desirable trend' has already been achieved.

8.10 The gradings can then be used either on their own or as a percentage total of the highest possible sum of gradings that could be achieved to provide an indicative quantification of local vitality. This approach would also provide a simple basis for comparison between towns.

8.11 **Indicators recording a grading of 1 or 2 will equate to issues that require addressing as a priority, followed by those recording grade 3. Theoretically, those aspects recording grades 4 and 5 will either already have been addressed, or are currently being addressed – as such, it should only be necessary for communities to ensure that momentum is not lost in respect of these elements of vitality.**

Table 8.1 – Vitality Index – Constituent Parts

Dataset/Information	Scope	Source	Desirable Trend
ENVIRONMENT: quantitative data			
Number and total area of Conservation Areas	local plan settlement boundary	local plan	presence of Conservation Area(s)
Number of Areas of Outstanding Natural Beauty (AONBs)	local plan settlement boundary plus 1km radius	local plan	presence of AONB(s)
Number of Sites of Special Scientific Interest (SSSIs)	local plan settlement boundary plus 1km radius	local plan	presence of SSSI(s)
Number and type of areas of 'high quality landscape'	local plan settlement boundary plus 1km radius	local plan	presence of designated 'high quality landscape' areas of different types
Number of 'key wildlife sites'	local plan settlement boundary plus 1km radius	local plan	presence of 'key wildlife sites'
Number of Listed Buildings and Scheduled Ancient Monuments (SAMs)	local plan settlement boundary	local plan/local authority conservation officer	presence of range of listed buildings and SAMs
Number and total area of Historic Parks and Gardens	local plan settlement boundary and 1km radius	local plan	presence of Historic Parks and Gardens
Number of townscape/heritage initiatives and their scope	local plan settlement boundary	local authority conservation officer	successful implementation of initiatives
ENVIRONMENT: qualitative/survey data			
Location and type of features of historic/cultural importance	local plan settlement boundary	townscape appraisal – standard notation and mapping	connected and well-maintained selection of features
focal and/or meeting points	local plan settlement boundary	townscape appraisal – standard notation and mapping	attractive and accessible spaces that are under natural surveillance
areas with strong historic associations	local plan settlement boundary	townscape appraisal – standard notation and mapping/local history society	well-preserved, well-maintained areas incorporating interpretation
distinctive buildings and key features	local plan settlement boundary	townscape appraisal – standard notation and mapping	range of interconnected and well-maintained features
boundary of the town	local plan settlement boundary and 1 km radius	townscape appraisal – standard notation and mapping	attractive and well-expressed boundary between town and countryside
identification of gateways and main routes into and through the town	local plan settlement boundary and 5 km radius	townscape appraisal – standard notation and mapping/transport and accessibility audit	clear signage to appropriate access points and strong sense of arrival reflecting town identity
areas of special character	local plan settlement boundary	townscape appraisal – standard notation and mapping	presence of a connected range of areas of special character
quality of and connections between open space	local plan settlement boundary	townscape appraisal – standard notation and mapping/ consultation	well-connected network of open spaces which people use and perceive as attractive and safe
number and location of valued views into and out of the town	local plan settlement boundary and 5km radius	townscape appraisal – standard notation and mapping/ consultation	presence of attractive views into and out of the town that connect the town to its rural

Dataset/Information	Scope	Source	Desirable Trend
		mapping/ consultation	connect the town to its rural hinterland
ENVIRONMENT: consultation/perception surveys			
ascertain opinions re: existing provision of public open spaces	local plan settlement boundary	formal survey process	consensus that provision is sufficient and accessible
ascertain patronage of public open spaces	local plan settlement boundary	formal survey process	selection of well-patronised public open spaces appealing to a demographic cross-section
ascertain purpose for visiting public open spaces	local plan settlement boundary	formal survey process	town has a good range of public open space suited to a wide variety of activities
graduated rating of the following: cleanliness; seating areas; amount of litter bins; placement of litter bins; overall attractiveness; signage; and lighting	local plan settlement boundary and links to surrounding communities within 5 km radius	formal survey process	all aspects graded very good or excellent
ECONOMY: quantitative data			
population trends: total and demographic splits	GB/county/ward/ enumeration districts/neighbourhoods	NOMIS/local authority/census2001	a balanced age structure and growing population
unemployment trends: claimant counts/claimant flows/long term unemployment	GB/region/county/ward	NOMIS/local authority	falling unemployment below the national and regional levels with low long term unemployment
employment trends: proportional economic structure/total numbers/gender split and earnings	GB/region/county/ward	NOMIS (labour force survey/new earnings survey)/local authority	increasing overall employment, balanced economic structure and equality in earnings by gender
proportional representation of different land uses	local plan town centre boundary	town centre land use survey	good range of town centre uses with significant convenience, service and residential functions
average rents by sector over time	district/local plan town centre boundary	local authority/local agents	town centre rents that are comparable to district rental values and increasing over time
number and proportional representation of vacancies	local plan town centre boundary	town centre land use survey/vacant premises audit	vacancies of less than 8% of total land use and low level of long term vacancy
number of new businesses registered	local plan settlement boundary	local authority	steady growth in number of new businesses registering in the town
number of new industrial units built compared to take up of units	local plan settlement boundary and 1km radius	local authority	steady demand, supply and take-up of industrial units well-related to the town centre
presence of a one-stop-shop for business advice	local plan settlement boundary	local authority/traders	permanent and fully staffed presence within the town supported by internet based resources
presence and membership of a chamber of trade and/or commerce	local plan settlement boundary	local authority/traders	establishment of a chamber of trade and/or commerce with an active presence in the town, high levels of trader

Dataset/Information	Scope	Source	Desirable Trend
			membership and well-attended regular meetings
presence, frequency and patronage of regular specialist markets	local plan settlement boundary and 1km radius	local authority/traders/ pedestrian flow count surveys	presence of selection of regular specialist markets, well attended and selling local produce
number and percentage of residents over 16 with post-school qualifications	GB/county/district/ward	NOMIS/local education authority	educational attainment above the national average
number and quality of teaching at primary schools	GB quality comparison/local plan settlement boundary	local education authority/national league tables	good performance in league tables, especially 'value added' improvement on previous years
number and quality of teaching at secondary schools	GB quality comparison/local plan settlement boundary and 5km radius	local education authority/national league tables	presence of a secondary school and good performance in leagues tables both in terms of attainment and 'value added' scores
number and type of post-16 educational establishments and quality of teaching	GB quality comparison/local plan settlement boundary and 5km radius	local education authority/national league tables	presence of a choice of educational establishments with good track record of attainment
number and type of visitor attractions	local plan settlement boundary and 5km radius	tourist board/tourist information centre/local authority	presence of a range of commercially viable tourist attractions appealing to a wide demographic
number of visitors and length of stay	local plan settlement boundary and 5km radius	tourist board/tourist information centre/local authority	growing number of visitors year on year with a high proportion staying in the area overnight
visitor spend per head	local plan settlement boundary and 5km radius	local authority/tourist providers/formal survey process	successful growth in the contribution of visitors to the success of the local economy
ECONOMY: qualitative/survey data			
presence and usefulness of a town centre manager, forum and/or partnership	local plan settlement boundary	local authority/traders	presence of an active manager/forum/partnership with local connections and a track record of action
assessment of business confidence	local plan settlement boundary	traders/local authority and agent business enquiry records	sense of confidence and security amongst existing traders and a good level of interest in the town from business enquiries
active promotion of the town	local plan settlement boundary and 5km radius	traders/formal survey process/local authority/tourist board	professionally produced and co-ordinated efforts to promote a variety of different aspects of the town to a wider audience, including residents and visitors
ongoing development projects	local plan settlement boundary and 5km radius	local authority/chamber of trade or commerce	range of ongoing development projects in different parts of the town, indicating a willingness to invest in the area
current and likely future demand for broadband communications	local plan settlement boundary	traders/chamber of trade or commerce/local authority	evidence of a growing demand for broadband communications, indicating a rise in technology-based industries in the locality
adequate number and range	local plan settlement	traders/chamber of trade	sufficient choice and range of

Dataset/Information	Scope	Source	Desirable Trend
of conference/meeting venues	boundary and 5km radius	or commerce/agents/local authorities	high quality facilities to meet a growing demand for locally-based meeting venues
ECONOMY: consultation/perception surveys			
ascertain where local residents and town users work	local plan settlement boundary and 5km radius	formal survey process	identify a locally sustainable pattern of living and working where the town does not act as a dormitory settlement
ascertain the frequency with which, and motivations for local residents and town users to visit the town centre	local plan settlement boundary and 5km radius	formal survey process	identify patterns of frequent visits to the town centre for a variety of different reasons
identify residents' and town centre users' preferred locations for main food shopping	local plan settlement boundary and 5km radius	formal survey process	identify a locally sustainable pattern of living and convenience shopping and linked convenience/comparison shopping trips in the locality
ascertain town centre users' pattern and level of spending in the town centre	local plan town centre boundary	formal survey process	town centre users arrive with the intention of spending money and are encouraged to do so
ascertain residents' and town centre users' opinions on the quality and range of that which the town has on offer	local plan settlement boundary and 5km radius	formal survey process	existence of a positive opinion of the town and what it has to offer to both residents and visitors
ascertain resident and town centre user opinions in respect of additional shops and services that are considered desirable	local plan settlement boundary and 5km radius	formal survey process	identify a consensus-based list of achievable improvements then take steps to implement them
SOCIAL AND COMMUNITY: quantitative measures			
rank in indices of multiple deprivation	wards falling within the local plan settlement boundary	office for national statistics	achieve an overall ranking within the upper quartile of overall wards in the UK
number of households by tenure	GB/district/local plan settlement boundary and 1 km radius	NOMIS/local authority	achieve high levels of owner occupancy, equal or above the national and district averages
percentage of housing without whole-house heating	GB/district/local plan settlement boundary and 1km radius	NOMIS/local authority	achieve high percentage score, equal or above national and district averages
number of households on local authority/housing authority waiting lists	local plan settlement boundary and 1km radius	local authority/housing authority	very small proportion, if any households listed as waiting for housing and evidence of action to prioritise local people
change in average house price	GB/county/district/local plan settlement boundary and 1km radius	local authority/NOMIS/property agents/office for national statistics	comparable trends to GB and county levels and representative of the district – not prohibitive in cost when compared to average earnings
where, how much and what type of new housing is proposed	local plan settlement boundary and 1km radius	local authority/property agents	evidence of a range of mixed new housing developments in locations with established and appropriate range of local services
number of police stations and	local plan settlement	local police authority	presence of police station,

Dataset/Information	Scope	Source	Desirable Trend
when open	boundary and 1km radius		manned by fully trained staff 24 hours each day
identification of crime 'hotspots'	local plan settlement boundary and 1km radius	local police authority/local authority	low overall levels of crime and little or no evidence of crime clustering
presence of Town/Community Hall and when open	local plan settlement boundary and 1km radius	local authority/consultation	presence of at least one well-maintained town/community hall offering a good range and mix of locally-affordable activities with 7 day opening
presence of Post Office and range of services	local plan settlement boundary and 1km radius	Post Office/consultation	presence of at least one Post Office offering limited facilities to include pension payment, bill payment and banking in situ
number of fire stations and whether full time or voluntary staff	local plan settlement boundary and 5km radius	the fire service/local authority	presence of at least one fire station with permanent staff 24 hours each day, achieving national response time targets
number of ambulance stations	local plan settlement boundary and 5km radius	the ambulance service/local health authority/local authority	presence of at least one ambulance station staffed 24 hours each day, achieving national response time targets
number of swimming pools and when open	local plan settlement boundary and 5km radius	local authority/leisure providers/tourist board	presence of at least one locally-affordable swimming pool open at least 10 hours each day
number of outdoor sports pitches	local plan settlement boundary and 5km radius	local authority/leisure providers	sufficient outdoor pitches to meet NPFA standards of 2.4ha. per 1,000 population
number of health/fitness/sports centres	local plan settlement boundary and 5km radius	local authority/leisure providers	presence of at least one locally-affordable centre offering a range of equipment and classes with trained staff on hand open at least 10 hours each day
identify which sports are not catered for	local plan settlement boundary and 5km radius	local authority/leisure providers/consultation	cater for all sports that are not location-specific (i.e. water sports and outdoor pursuits) to a high standard
number of banks, building societies and cash points	local plan settlement boundary	local authority/town centre land use survey/consultation	presence of at least one of each, with 24 hour cash point access
number of solicitors and accountants	local plan town centre boundary	town centre land use survey/consultation	presence of at least one of each in the town centre
number and type of medical facilities	local plan settlement boundary and 1km radius	local authority/local health authority/town centre land use survey	presence of at least one each of doctor, dentist and optician practice, with 24 hour coverage by on-call doctor
number and type of hospitals	local plan settlement boundary and 20km radius	local authority/local health authority/consultation	presence of hospital offering A&E and maternity services
number of public houses	local plan settlement boundary and 1km radius	town centre land use survey/consultation	presence of at least two public houses with full licensing and operating hours
number of hotels and B&Bs and total bedspaces	local plan settlement boundary and 1km radius	tourist board/operators/local authority	sufficient supply to meet demand and provide a choice of accommodation at a range of

Dataset/Information	Scope	Source	Desirable Trend
			prices
number and types of restaurants/cafés	local plan settlement boundary	town centre land use survey/consultation/tourist board	choice of good quality eating establishments offering a range of lunchtime and evening meals throughout the week
presence and patronage of cinema	local plan settlement boundary and 10km radius	town centre land use survey/consultation/local authority/tourist board	presence of at least one accessible, affordable and well-patronised cinema showing the latest releases
presence and patronage of library	local plan settlement boundary and 1km radius	town centre land use survey/consultation/local authority	presence of at least one permanent library with internet access with a high proportion of resident membership and usage, open at least six days each week
presence and number of places of worship of different types	local plan settlement boundary and 5km radius	town centre land use survey/local authority/consultation	presence of sufficient number and types of places of worship to meet local community requirements
number of voluntary groups operating in the town	local plan settlement boundary	local authority/consultation	evidence of a range of voluntary groups actively promoting themselves with a track record of achieving/leading projects and events locally
ascertain levels of political involvement	residents within the local plan settlement boundary and 1km radius	local authority	achieve a good voter turnout at elections (i.e.>70% of eligible voters)
SOCIAL AND COMMUNITY: qualitative/survey data			
identify housing areas in need of maintenance and/or restoration	local plan settlement boundary	local authority/local housing authority/buildings survey(if available)	identify few or no cases of housing requiring maintenance and/or restoration that are not already in the process of being addressed
identify areas of private/specialist housing not being addressed	local plan settlement boundary and 1km radius	local authority/property agents/local housing authority/consultation	achieve an adequate range of affordable and accessible housing to meet the full range of needs locally
identify number of groups and/or individuals that have been successful in implementing community based initiatives	local plan settlement boundary and 5km radius	local authority/consultation	evidence of a good range of experience and ongoing success in community-based initiatives
SOCIAL AND COMMUNITY: consultation/perception surveys			
ease of access to information about council services	district/local plan settlement boundary and 1km radius	formal survey process	consensus that information about council services is easily accessible to all potential users, including those with disabilities and/or no internet access
graduated rating of the following: range of services; public toilets; security; personal safety	local plan settlement boundary	formal survey process	all aspects rated 'very good' or 'excellent' by respondents
ascertain opinions relating to the quality and range of sports and leisure facilities that are	local plan settlement boundary and 5km radius	formal survey process	quality and range rated 'very good' or 'excellent' by respondents

Dataset/Information	Scope	Source	Desirable Trend
and leisure facilities that are easily accessible			respondents
TRANSPORT: quantitative data			
number of bus stations	local plan settlement boundary	transport and accessibility audit	presence of at least one easily accessible bus station with covered waiting facilities and clear timetabling information
number of train stations and distance to the town centre	local plan settlement boundary and 5km radius	transport and accessibility audit	presence of at least one train station within 20 minutes walking distance of the town centre
percentage of households without access to a car	GB/district/wards within local plan settlement boundary and 1km radius	NOMIS/local authority/census	small percentage (<5% of households) without access to a car and equal or less than the GB average
number of car parking spaces and type	local plan town centre boundary	transport and accessibility audit/local authority/consultation	sufficient car parking spaces in appropriate locations to meet the needs of residents, workers and visitors, including specific provision for the disabled
number of cycle/recreational paths	local plan settlement boundary and 5km radius	transport and accessibility audit	presence of a good range of dedicated cycle and/or recreational paths providing both recreational and 'commuter' linkages
number and location of secure cycle parking spaces	local plan town centre boundary	transport and accessibility audit/user groups	sufficient secure cycle parking facilities in appropriate locations to meet demand
bus routes/services linking the town centre and the surrounding countryside	local plan settlement boundary and 10km radius	transport and accessibility audit/local service providers/local authority	service network that provides regular connections into and out of the town centre at times suited to commuting, shopping and evening trips
interchange of bus and rail services	local plan settlement boundary and 5km radius	transport and accessibility audit/local service providers (timetables)	bus service network timed to enable passengers to interchange between bus and intercity rail services with minimal delays
presence of a shopmobility scheme	local plan town centre boundary	transport and accessibility audit/local authority/business directory	presence of at least one shopmobility centre in the town centre, easily accessible with free disabled parking
TRANSPORT: qualitative/survey data			
identify traffic/accident blackspots and any proposals for improvement	local plan settlement boundary and 5km radius	local authority/Highways Agency/accident data	few or no accident blackspots and imminent (within 6 months) implementation of highway improvement works
identify where vehicular signage needs to be improved	local plan settlement boundary and 10km radius	traffic and accessibility audit/local authority/consultation	presence of clear and coherent signage to the town centre directing traffic along main routes and to principal destinations (i.e. car parking and attractions)
identify where non-motorised user (NMU) signage needs to be improved	local plan settlement boundary and 5km radius	traffic and accessibility audit/user groups/local authority	presence of clear and coherent signage to main and safe access routes to town centre

Dataset/Information	Scope	Source	Desirable Trend
			and signage from parking to main attractions/shopping areas/ services etc.
identify gaps in enabling disabled people to access and use public transport	local plan settlement boundary and 5km radius	user groups/consultation/ local authority/service providers	facilities catering for disabled needs: access to timetable information; low floor buses; tactile paving at bus stops, announcements at railway stations, training of staff etc.
identify difficulties in pedestrian movement around the town	local plan town centre boundary	user groups/consultation/ transport and accessibility audit/local authority	easy pedestrian penetration of the town centre – clear signage; tactile paving; dropped kerbs; well maintained paving/surfaces; handrails in steep locations; rest points etc.
TRANSPORT: consultation/perception surveys			
identify whether there is a need for better and targeted promotion of transport services	local plan settlement boundary and 1km radius	formal survey process	consensus that information is easily accessible in a variety of formats, easy to understand and well publicised
graded rating of personal opinions re: the following: accessibility by public transport, car, on foot and by cycle	local plan settlement boundary and 1km radius	formal survey process	all aspects rated 'very good' or 'excellent' by respondents
identify principal mode of access/transport to the town centre	local plan settlement boundary and 1km radius	formal survey process	identify a significant proportion of residents/users (>50%) stating public transport or non-motorised modes as preferred means of access
assess perceived deterrents to using modes of transport other than the car	local plan settlement boundary and 1km radius	formal survey process	identify a consensus-based list of achievable improvements then take steps to implement them
grading rating of personal opinions re: the following: amount of on-street parking spaces; amount of spaces in car parks; season ticket scheme in car parks; price of parking; location of car parking; design and layout of car parks; and safety and security in car parks	local plan settlement boundary and 1km radius	formal survey process	all aspects rated 'very good' or 'excellent' by respondents
SOCIAL CAPITAL			
proportion of respondents involved in a local organisation	GB survey results/random sample of local residents (10-15% of urban area population)	social capital/creativity household survey	high proportion of respondent involvement in local organisations (>80%) and equal or above average GB score
proportion of respondents who feel well informed about local issues	GB survey results/random sample of local residents (10-15% of urban area population)	social capital/creativity household survey	high proportion of respondents feeling well informed (>90%) and equal or above average GB score
proportion of respondents who feel that they can influence local decision making should they wish	GB survey results/random sample of local residents (10-15% of urban area population)	social capital/creativity household survey	high proportion of respondents who feel they have opportunity to influence decision making (>90%) and equal or above

Dataset/Information	Scope	Source	Desirable Trend
they wish	population)		average GB score
proportion of respondents who have taken action to solve a local problem	GB survey results/random sample of local residents (10-15% of urban area population)	social capital/creativity household survey	majority or respondents (>50%) who have been active in solving local problem and equal or above average GB score
proportion of respondents that have both done and received a favour from a neighbour in the past 6 months	GB survey results/random sample of local residents (10-15% of urban area population)	social capital/creativity household survey	high proportion of respondents recording a positive response (>90%) and equal or above the GB score
number of people known and/or trusted in the neighbourhood by respondents	GB survey results/random sample of local residents (10-15% of urban area population)	social capital/creativity household survey	high proportion of respondents (>80%) stating >10 people known and/or trusted in the neighbourhood
number of respondents who see or speak to friends at least once each week	GB survey results/random sample of local residents (10-15% of urban area population)	social capital/creativity household survey	high proportion of respondents (>95%) recording a positive response
number of respondents who have at least one close friend nearby (within 30 minutes travelling time)	GB survey results/random sample of local residents (10-15% of urban area population)	social capital/creativity household survey	high proportion of respondents (>95%) recording a positive response
number of respondents who see or speak to a close relative at least once each week	GB survey results/random sample of local residents (10-15% of urban area population)	social capital/creativity household survey	high proportion of respondents (>95%) recording a positive response
number of respondents who have at least one close relative nearby (within 30 minutes travelling time)	GB survey results/random sample of local residents (10-15% of urban area population)	social capital/creativity household survey	high proportion of respondents (>80%) recording a positive response
number of respondents who feel they have at least 3 people to whom they could turn in a serious personal crisis	GB survey results/random sample of local residents (10-15% of urban area population)	social capital/creativity household survey	high proportion of respondents (>95%) recording a positive response
assess respondents' perception of enjoyment of living where they live	GB survey results/random sample of local residents (10-15% of urban area population)	social capital/creativity household survey	consensus opinion (90%) of definite enjoyment of living where they live
assess respondents' perception of safety walking alone in their area after dark	GB survey results/random sample of local residents (10-15% of urban area population)	social capital/creativity household survey	consensus opinion (80%) of feeling of safety walking alone in their area after dark
number of respondents who have been the victims of crime within the last year	GB survey results/random sample of local residents (10-15% of urban area population)	social capital/creativity household survey	>2% of respondents stating that they have been the victims of crime and equal or better than the GB average
CREATIVITY INDICES			
proportion of population employed in technologically-based industries	GB/district/wards within the local plan settlement boundary and 1km radius	NOMIS/census/local authority	significant proportion (>25%) of population involved in this type of industry
proportion of population of foreign born origin/nationality	GB/district/wards within the local plan settlement boundary and 1km radius	NOMIS/census/local authority	>10% of population of foreign born origin/nationality
proportion of population educated to Bachelor degree level or higher	GB/district/wards within the local plan settlement boundary and 1km radius	NOMIS/census/local education authority	>50% of population educated to bachelors degree level or above

Dataset/Information	Scope	Source	Desirable Trend
level or higher	boundary and 1km radius		above
proportion of population employed in/making a living from artistic industries	GB/district/wards within the local plan settlement boundary and 1km radius	NOMIS/census/local authority	>20% of population employed in/making a living from artistic industries
proportion of respondents regularly involved in art, theatre, music and/or dance groups	random sample of local residents (10-15% of urban area population)	social capital/creativity household survey	>50% of respondents recording a positive response
assess respondents' perceptions with regard to the representation of 'creative' industries and people in the town	random sample of local residents (10-15% of urban area population)	social capital/creativity household survey	consensus opinion of 'strong evidence of creative and artistic activity' throughout the town

FRAMEWORK FOR FUTURE KEY MEASURES

8.12 Phase I of this study incorporated baseline surveys to develop a full set of comparable and replicable datasets and/or data sources relating to the following:

- ◆ pedestrian flow count surveys;
- ◆ vacant premises surveys;
- ◆ town centre land use surveys;
- ◆ transport and accessibility surveys; and
- ◆ shopper surveys.

8.13 These surveys form an integral part of the vitality index – referenced in the 'Source' column – and should ideally be updated in a co-ordinated manner across all towns on an annual basis. The Phase I reports provide a detailed methodology for each survey. A summarised approach is also provided here for reference, together with matters for consideration and discussion with regards to the future collection of data.

8.14 In addition to the survey and data collection work undertaken as part of Phase I of the study, a series of additional data sources are recommended to complete the vitality index:

- ◆ townscape appraisal;
- ◆ consultation with traders;
- ◆ consultation with user groups;
- ◆ social capital/creativity household survey;
- ◆ NOMIS.

8.15 A general overview of the recommended methodology/approach for these additional sources is also provided here.

Methodology for Pedestrian Flow Counts



Matters for consideration in future counts

- 8.16 Consultation with local representatives suggested that there may be merit in considering altering the methodology to undertake one-way counts only, as a means of eliminating a certain degree of 'double counting'. Although this may provide a truer picture of the amount of individual people visiting different parts of the town, it would however skew the results of total footfall in front of individual premises. It will be necessary for a decision to be made by the agreement of all parties involved and the chosen methodology to then be applied consistently across all towns to ensure that data can be compared.

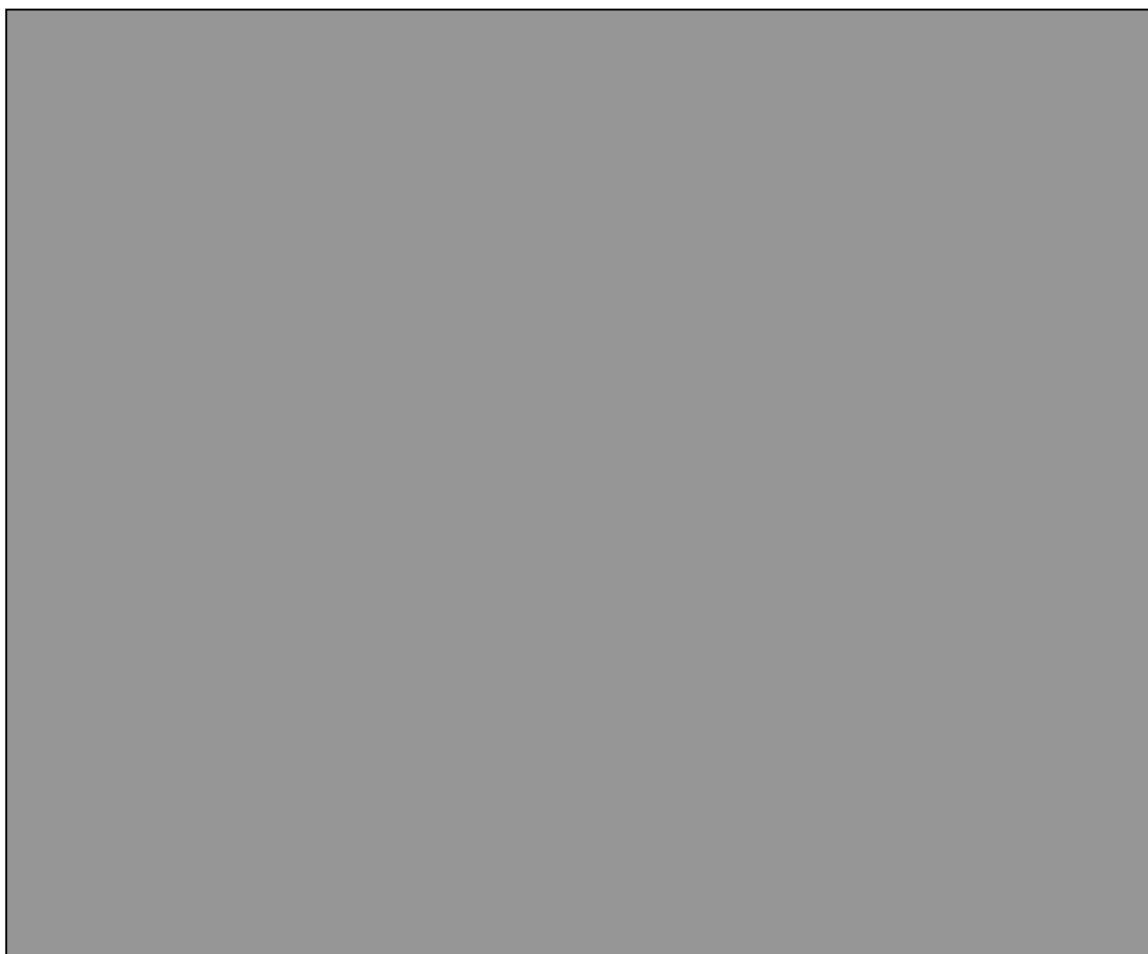
Methodology for Vacant Premises Surveys



Matters for consideration in future audits

- 8.17 Both the 2002 and 2003 audits omitted information relating to individual vacant premises – owner/agent details, floor space, use class and so on. The justification for this is that accurate and up-to-date information is readily available from various agents handling property in the towns. There may, however, be some merit in investigating any long term vacancies in greater detail as trends emerge over time – this should be discussed with all interested parties and a consensus decision be made as to whether to extend the methodology to incorporate this level of detail.

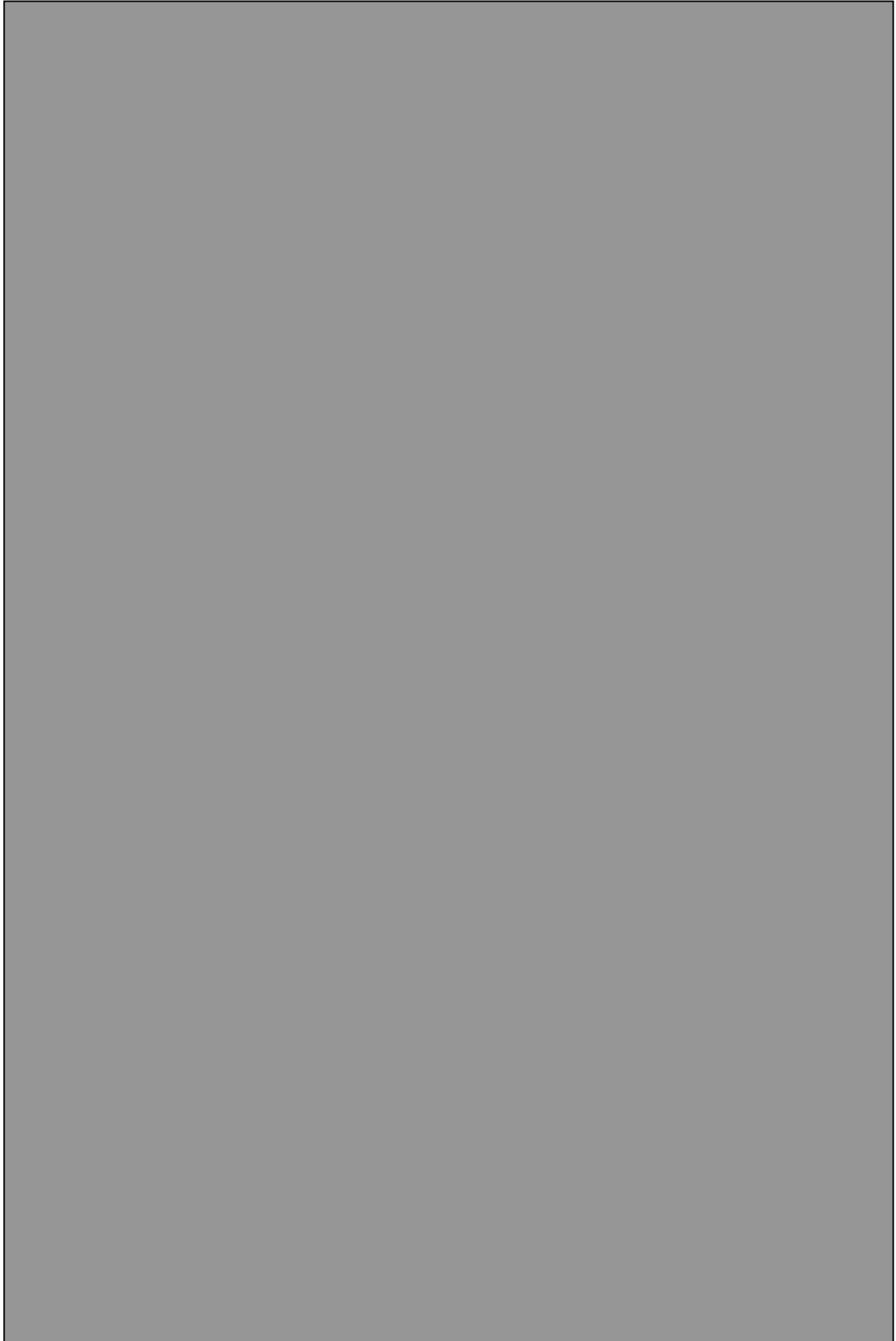
Methodology for Town Centre Land Use Surveys

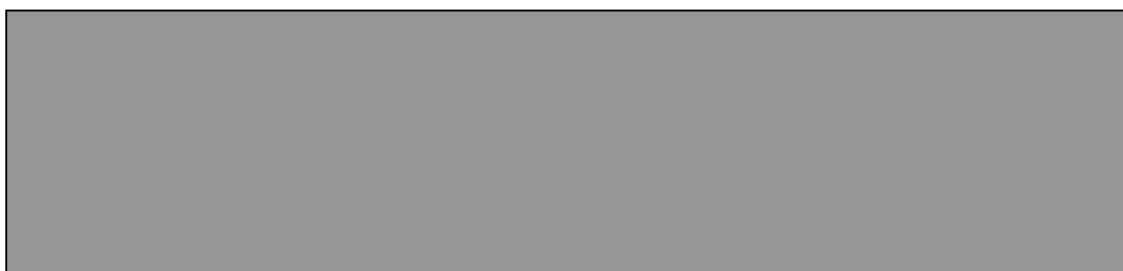


Matters for consideration in future surveys

- 8.18 The town centre land use methodology is simple to complete in its current format and provides a good general overview of uses within the town centre. It may be worthwhile, however, to consider the merits of further subdividing the convenience and service categories to reflect the land use based indicators of a 'creative class' – art centres, galleries, music venues, organic cafés etc. This would require consultation with all interested parties and a consensus decision to be made on the most appropriate application of the methodology across all of the towns.
- 8.19 In addition to this, certain elements of the vitality index and countryside agency healthcheck make reference to specific types of uses – solicitors; accountants; doctors; dentists etc. In the case of Stroud, this information is updated periodically by the GOAD Experian mapping process, however the other market towns are currently below the population threshold for inclusion in this survey process. The town centre land use survey could be taken to a finer level of detail through the notation of individual business names and nature of business to provide a full and comparable listing of services, facilities and shops in each of the town centres. As stated previously, this sort of amendment would require discussion and agreement amongst all interested parties.

Methodology for Transport Assessment





Matters for consideration in future assessments

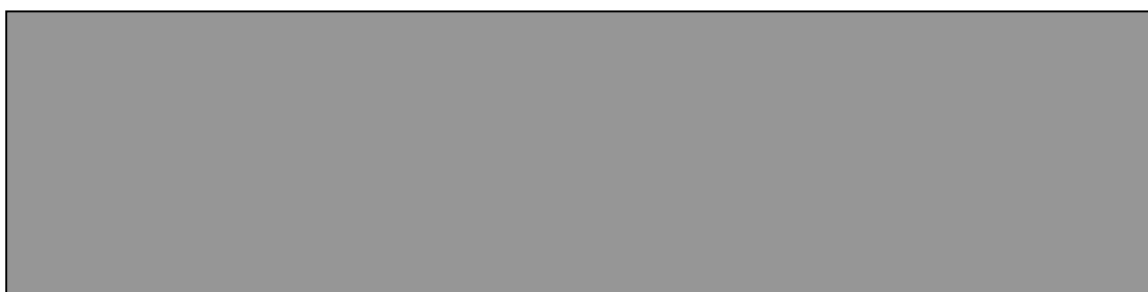
8.20 In order to better align future data collection with the indicators identified in the Vitality Index, it may be of benefit to organise future assessments according to themes as opposed to the current focus on differing transport modes. The Countryside Agency Healthcheck worksheets are arranged on the basis of three areas of concern, which could be applied in future assessments:

- ◆ Ease of travel to and from the local area;
- ◆ Ease of access to services; and
- ◆ Ease of movement around the town.

8.21 The assessment could be extended to encompass the following as a means of ascertaining the additional information required to complete the transport sections of the Vitality Index:

- ◆ a comparison of bus and car travel time surveys between set origins and destinations;
- ◆ bus facility audits to investigate the quality of facilities both on and off the buses (i.e. cycle storage; disabled access; cleanliness);
- ◆ audit of ease of access to transport information (i.e. availability of timetables on internet; dissemination of information in public buildings; telephone information);
- ◆ automated traffic counts to investigate flows into and out of towns at different times of year; and
- ◆ a disability access audit of routes from public transport facilities and car parking to major trip generators, shops, public buildings etc.

Methodology for Shopper Surveys



8.22 The shopper survey has provided a good coverage of locally-sourced user opinion relating to aspects of the town centre that are incorporated into both the countryside agency healthcheck and the vitality index. The survey design incorporated lengthy and open questions as an effective means of capturing as many issues as possible and reducing bias. Consultation has however indicated certain concerns about the

skew towards middle aged women in the demographic spread of interviewees and the overall scope of the potential sampling frame being limited to actual town users. It should be noted, however, that the survey methodology utilised in this study was deliberately selected to ensure that it reflected the demographics of typical users of each town centre, ensuring that analysis was achievable and meaningful taking into consideration cost and time constraints. There is a need to consider the following changes/improvements and their relative merits for application in future surveys:

- ◆ interviewers to be briefed to meet set quotas for a range of age bands as opposed to selecting the 'next available person';
- ◆ interviewers to be briefed to meet set quotas based on mode of travel to the town centre;
- ◆ scope of survey to be extended to comprise a mix of town centre and household surveys – the latter to be a representative random sample of local residents; and
- ◆ rephrasing of questions to provide scope for respondents to add personal comments and opinions in detail and subsequently for these to be incorporated into analysis.

8.23 As with any changes, this sort of amendment would require discussion and agreement amongst all interested parties. It would need to be applied across all towns to ensure comparability of datasets.

Additional Methodologies/Data Sources

Townscape Appraisal

8.24 The completion of a townscape appraisal would prove the most useful source of obtaining data relating to the qualitative/survey environmental indicators within the vitality index as well as the environment worksheets of the Countryside Agency healthcheck. The process of townscape appraisal is usually undertaken by a qualified urban designer and can be completed over one or two days of walkover survey time, supported by background research and/or consultation into the historic development of the town. The output will take the form of a series of maps that utilise a standard visual notation to indicate the location of, as a minimum, the following aspects of the townscape:

- ◆ key features and landmarks;
- ◆ focal/meeting points;
- ◆ areas with strong historic associations;
- ◆ distinctive buildings worthy of retention;
- ◆ gateways;
- ◆ main routes into and through the town for all modes;
- ◆ areas of special character;
- ◆ connections between open spaces;
- ◆ important boundaries;
- ◆ interesting/valuable skylines;
- ◆ space leakage;

- ◆ important views into, out of and through the town;
- ◆ intrusive elements within the built environment; and
- ◆ opportunities for redevelopment/improvement/enhancement.

Consultation with Traders

- 8.25 Traders are the people with the best understanding of the operation and economy of a town on a day to day basis and as such, are considered a very valuable source of anecdotal yet accurate information relating to town centre vitality and noticeable trends. It is recommended that a formal mechanism for the consultation of traders be established for each town, for example through the use of a structured questionnaire or the development of a programme of focus groups based on the relevant elements of the vitality index. The local authority will be able to offer advice on the development and/or facilitation of such processes.

Consultation with User Groups

- 8.26 In order to fully appreciate the needs and aspirations of particular sections of the population it is advised that communities consult with the resident 'experts' i.e. the local branch of the Royal National Institute for the Blind; disabled support groups; and cycle access forums. Depending on the perceived importance of a given issue locally, there are two principal options: groups can be consulted on their own; or representatives can be invited to attend wider consultation events. It should be noted, however, that successful completion of the latter will require an experienced facilitator that is sufficiently skilled to be able to conduct effective meetings with both able-bodied and disabled persons as well as groups with conflicting agendas.

Social Capital/Creativity Household Surveys

- 8.27 The fields of Social Capital and Creativity Indices are in the formative stages of development. At present it is recommended that the most appropriate means of assessment of such indicators is a combination of quantitative statistics on employment and educational resources within a community and the completion of a questionnaire to obtain individual opinions and experiences. The specific indicators that should be incorporated into the questionnaire are set out in the relevant section of the vitality index, although there is scope for these to either be added into the wider shopper survey or be developed into a fuller qualitative survey to be completed separately. In order to provide a representative sample of local opinion, it is recommended that 10-15% of the urban area population be targeted in the first instance.

NOMIS

- 8.28 Nomis is a web-based interrogable database of labour market statistics run by the University of Durham on behalf of the Office of National Statistics. It hosts an extensive range of government statistical information relating to the UK labour market. It is free to register and registration will allow access to a high degree of functionality to enable the comparison, saving and printing of a wide variety of statistics that are included within both the countryside agency healthcheck and the vitality index.

MAIDeN

- 8.29 Multi-Agency Information Database for Neighbourhoods - MAIDeN - is a database held by Gloucestershire County Council. The database contains a wide range of social, economic and service indicators for each of the electoral wards in the county. The database also has the functionality to provide profiles of 'real' communities – villages, housing estates, catchment areas, as well as advice, data analysis, interpretation, mapping and consultancy services for agencies. Information accessed via the database is intended for use by local public sector service agencies and their partners for the delivery of local services, but should not be treated as public information.

CONCLUSION

- 8.30 It is recommended that the Vitality Index be completed by each community partnership as a matter of priority. The completed Index will provide a coherent means of bringing together all available datasets into a comprehensive statement of each town's vitality, with the added advantage that the format has been designed to enable direct comparisons between towns to be made, should this be required. The Phase III report (which accompanies this document) should then be used as a reference point for firmly embedding the findings of the Index into the wider action planning process.

APPENDIX A – Healthcheck Worksheet Composition

COUNTRYSIDE AGENCY HEALTHCHECK

This appendix provides details of the separate datasets and aims of both the 'snapshot' and 'worksheet' elements of the Countryside Agency's Healthcheck process.

Snapshot

Environment

- ◆ no. of National Parks;
- ◆ no. of Areas of Outstanding Natural Beauty (AONB);
- ◆ length of Heritage Coast;
- ◆ no. of Conservation Areas
- ◆ no. of RAMSAR sites (international bird conservation areas);
- ◆ no. of special protection areas;
- ◆ no. of special areas of conservation;
- ◆ no. of National Nature Reserves (NNR);
- ◆ no. of Local Nature Reserves (LNR);
- ◆ no. of Sites of Special Scientific Interest (SSSI);
- ◆ no. of sites of importance for nature conservation;
- ◆ no. of listed buildings/scheduled ancient monuments;
- ◆ no. of footways;
- ◆ no. of bridleways;
- ◆ no. of National Trails;
- ◆ no. of cyclepaths;
- ◆ no. of byways open to all traffic;

Economy

- ◆ no. of jobs;
- ◆ change in no. of jobs;
- ◆ % employed by large employers (over 200 employees);
- ◆ jobs by industrial sector;
- ◆ %employed in hotels and catering;
- ◆ unemployment rate;
- ◆ % employed over 6 months;
- ◆ jobs to economically-active residents ratios;
- ◆ professions e.g. public sector, medical, financial and legal services, employees as a % of all economically-active residents;
- ◆ no. of job centres;
- ◆ no. of new businesses registered;
- ◆ members of Chambers of Trade/Commerce;

- ◆ presence of a Business Link office;
- ◆ presence of a one-stop-shop for business advice;
- ◆ new industrial units built;
- ◆ average rent for industrial premises;
- ◆ rent for prime retail unit;
- ◆ change in rents;
- ◆ new shops built and/or converted in last three years;
- ◆ regular general market;
- ◆ regular farmers' market;
- ◆ no. of comparison goods shops in the town;
- ◆ no. of supermarkets over 1000m²;
- ◆ no. of other convenience goods shops in the town;
- ◆ no. of vacant shops in the town in proportion to total number of shops;
- ◆ no. of public toilets in town centre;
- ◆ residents with post-school qualifications;
- ◆ no. of primary schools;
- ◆ no. of secondary schools;
- ◆ no. and type of post-16 education (VI Form College, Technical College);

Social and Community

- ◆ rank in indices of deprivation;
- ◆ no. of residents;
- ◆ change in population since 1991;
- ◆ % of population over 60/65;
- ◆ % of population under 16;
- ◆ no. of new homes built by tenure;
- ◆ no. of households by tenure;
- ◆ % of single person households;
- ◆ % of households with elderly people living alone;
- ◆ % of housing stock without whole-house heating;
- ◆ no. of households on the local authority/housing authority waiting lists;
- ◆ average house price;
- ◆ change in average house price;
- ◆ recorded crime rates;
- ◆ no. of police stations and when open;
- ◆ no. of Magistrates Courts;
- ◆ no. of Crown/other courts;
- ◆ presence of Registry Office;

- ◆ presence of Town Hall;
- ◆ presence of Citizen's Advice Bureau or Community Legal Services Partnership and when open;
- ◆ no. of fire stations and whether staffed by full time staff or volunteers;
- ◆ no. of ambulance stations;
- ◆ no. of swimming pools and when open;
- ◆ no. of sports halls;
- ◆ no. of outdoor sports pitches;
- ◆ no of Post Offices;
- ◆ no. of health and fitness centres;
- ◆ no. of banks and building societies;
- ◆ no. of cash points;
- ◆ no. of solicitors;
- ◆ no. of accountants;
- ◆ no. of hospitals and which facilities provided e.g. A&E, maternity;
- ◆ no. of doctor's practices/doctors and whether private or NHS;
- ◆ no. of dental practices/dentists and whether private or NHS;
- ◆ no. of opticians;
- ◆ no. of public houses;
- ◆ no. of hotels;
- ◆ no. of hotel bedspaces;
- ◆ no. of bed and breakfast bedspaces;
- ◆ no. and type of restaurants and cafés, including take-aways;
- ◆ presence of a cinema;
- ◆ presence of a theatre;
- ◆ public halls/community centres;
- ◆ presence of museum(s);
- ◆ presence of a library;
- ◆ presence of art gallery(ies);
- ◆ no. of churches according to different denominations;
- ◆ no. of voluntary organisations and societies in the town and its surrounding countryside;

Transport and Accessibility

- ◆ no. of bus stations;
- ◆ no. of train stations;
- ◆ no. of coach parks;
- ◆ % of households without a car;
- ◆ no. of short-stay car parking spaces in the town;

- ◆ no. of long-stay car parking spaces in the town;
- ◆ no. of cycle paths;
- ◆ journey times by car and public transport to nearest large town or city;
- ◆ bus routes/services serving the town and surrounding countryside;
- ◆ no. of disabled car parking spaces in the town;

Worksheet 1 – Economy

EMPLOYMENT: 10 main questions:

- ◆ identify if unemployment is a significant issue locally;
- ◆ identify if there are any specific trends in unemployment in the local area;
- ◆ identify if there is hidden unemployment locally;
- ◆ identify relative levels of prosperity and no. of households as a % of total households;
- ◆ identify any recent trends in long term unemployment;
- ◆ identify if the town is a dormitory or has an employment role and how far people commute to/from it;
- ◆ identify strengths and weaknesses in the local economy (by sector);
- ◆ identify the reliance of the local economy on a few large employers;
- ◆ identify how strong the local economy is;

Supplementary questions

- ◆ assess business confidence and scope for growth in jobs;
- ◆ identify forms of assistance available to existing and new local businesses

RETAIL AND TOWN CENTRE SERVICES: 9 main questions

- ◆ identify the distribution of shopping, especially out of town supermarkets and other shops;
- ◆ identify the offer of shops especially those attracting visitors and shoppers as well as gaps in provision;
- ◆ identify whether the town centre has become a less attractive location for retail development;
- ◆ identify the number of frequency of markets and the number of outlets for local produce and local producers that aren't represented;
- ◆ identify if the market is a thriving concern;
- ◆ ascertain if there are significant vacancies, and if so, why they have not re-opened;
- ◆ assess retailer confidence in the town centre;
- ◆ assess rent levels for main shops and whether any increase reflects buoyant demand;
- ◆ assess local confidence about the town's role as a shopping destination;

Supplementary questions

- ◆ identify whether the town is actively promoted;
- ◆ identify any demand for expanding retail provision;

- ◆ identify the share of charity shops in the town (as they pay lower rents);
- ◆ identify any potential threats to the town centre and what they are;

TRAINING AND EDUCATION: 4 main questions

- ◆ identify if there are significant vocational/non-vocational gaps that could be filled locally;
- ◆ identify levels of educational achievement locally;
- ◆ identify issues surrounding the quality of local education;
- ◆ identify any gaps in provision for pre-school children in towns and villages;

Supplementary questions

- ◆ identify whether e-learning sources are sufficient for local needs;
- ◆ identify how easy it is to access a wide range of courses;
- ◆ identify if there is a problem in local schools with regard to exclusion;

COMMERCIAL AND INDUSTRIAL PROPERTY NEEDS: 6 main questions

- ◆ identify business confidence in the local area;
- ◆ identify any over-provision of office and industrial units;
- ◆ identify how easy it is for small businesses to find affordable premises;
- ◆ identify demand for and gaps in the provision of different types of commercial property by size and age;
- ◆ identify confidence in the local economy;

Supplementary questions

- ◆ identify if help is provided to attract investment to the area;

TOURISM AND VISITOR SERVICES: 6 main questions

- ◆ identify what is on offer to tourists;
- ◆ identify how reliant the local economy is on tourists and day visitors;
- ◆ identify location of facilities and any potential gaps in provision;
- ◆ identify the no. of visitors and length of stay;
- ◆ identify how vulnerable the local economy is to seasonal variations;
- ◆ identify if there are adequate information facilities for tourists and how well used they are;

Supplementary questions

- ◆ identify how important tourism spend is to the local economy;
- ◆ identify the geographic pattern of visitors;
- ◆ identify the need to improve or expand facilities;
- ◆ identify types of guides and potential to increase/alter the selection to promote the town;
- ◆ identify attempts to improve the profile of the town through nationwide competitions;
- ◆ identify any additional draws to tourists from facilities not normally associated with tourism;

- ◆ identify opportunities, including improving links between the town centre and other attractions;

BUSINESS SUPPORT: 7 main questions

- ◆ identify shortfalls in the provision of financial support and advice to local businesses;
- ◆ identify the existence of a town centre manager/forum/partnership, their roles and any overlap in remit;
- ◆ identify the coverage of business advice services for locals and any opportunities to expand support for local businesses;
- ◆ identify examples of good practice in drawing down funding;
- ◆ identify whether there is a need to develop or fund industry events;
- ◆ identify current and likely future demand for broadband communications;
- ◆ identify current plans to expand broadband services;

Supplementary questions

- ◆ identify how easily information on business support can be obtained;
- ◆ identify if there's an adequate no. and range of meeting and conference venues;
- ◆ identify examples of good practice in town centre management or ways activities could be extended;
- ◆ assess the level of use of available business advice services;
- ◆ assess internet access points for public, private and business use;

Worksheet 2 – Environment

CHARACTER AND VITALITY OF THE TOWN: 9 main questions

- ◆ identify key features of visual/cultural importance and their condition;
- ◆ identify focal points and whether these vary temporally;
- ◆ identify areas with strong historic associations;
- ◆ identify distinctive buildings and key distinguishing features;
- ◆ identify whether the boundary of the town is clearly defined;
- ◆ identify areas and aspects of buildings, streets and street furniture needing action;
- ◆ identify gateways – routes and location – in need of action;
- ◆ identify priorities for improvement with regard to main pedestrian routes between car parks and the town centre;

Supplementary questions

- ◆ identify whether any townscape or heritage initiatives are underway in the town and note areas for improvement;
- ◆ identify whether there is a diverse mix of uses in the town centre;
- ◆ identify areas where signage and street furniture could be rationalised or new signage or street furniture could be provided;
- ◆ identify where trees add character to the town;

THE COUNTRYSIDE: 5 main questions

- ◆ identify the elements that make the countryside distinctive and attractive;
- ◆ identify areas of high landscape quality (designated and non-designated sites);
- ◆ identify areas of high quality agricultural land;
- ◆ identify areas important for nature conservation;
- ◆ identify areas with historic or archaeological importance;

Supplementary questions

- ◆ identify areas being actively managed;
- ◆ identify the contribution of community groups to management;
- ◆ identify areas on the urban fringe that may change in character;

LINKS BETWEEN TOWN AND COUNTRY: 6 main questions

- ◆ identify elements that link the town and country both physically and visually;
- ◆ identify common features that provide continuity between development in the town and the countryside and where they are to be found;
- ◆ identify memorable views;
- ◆ identify strong commercial associations (i.e. – built legacy) between town and country;
- ◆ identify areas where the quality of the countryside is diminished by edge of town activities;
- ◆ identify key views of the town from approach roads and identify opportunities to enhance and manage the fringes of the town;

Supplementary questions

- ◆ identify important recreational links between town and country;

Worksheet 3 – Social and Community***POPULATION: 7 main questions***

- ◆ identify where people live;
- ◆ identify whether there is a high or low proportion of elderly;
- ◆ identify whether there is a high or low proportion of young people (<16);
- ◆ identify whether there is a high or low proportion of professional/managerial workers;
- ◆ identify whether there is a high or low proportion of semi-skilled/manual workers;
- ◆ identify whether there is a significant proportion of elderly people living alone;
- ◆ identify whether the population is growing or in decline;

HOUSING: 8 main questions

- ◆ identify how many types of housing are available and where as well as noting if there is any over-supply;
- ◆ identify where and how much new housing is proposed;
- ◆ identify areas in need of maintenance and restoration;

- ◆ identify if locals can afford to live in the area – is there a sufficient supply of affordable housing at below market rents;
- ◆ identify whether homelessness levels are significant and assess whether there is any concealed homelessness;
- ◆ identify whether local people are prioritised in the allocation of affordable housing and whether this varies spatially;
- ◆ identify if there is a need to supply more specialist housing for the elderly and/or support for people in their own home;

Supplementary questions

- ◆ is there a high number of homes not available for locals;
- ◆ identify if there are opportunities to bring existing housing back into use, including affordable housing;
- ◆ identify opportunities to allow people to live in the town centre;
- ◆ identify any under provision of affordable housing;
- ◆ identify areas of private housing that are not being addressed;

HEALTH AND PUBLIC SAFETY: 9 main questions

- ◆ identify shortfalls in emergency services and note any planned improvements;
- ◆ identify doctors and dentists and whether planned changes will improve services;
- ◆ identify where rates exceed averages and ask whether future provision is to be targeted to areas of need;
- ◆ identify where hospital services are difficult to access;
- ◆ identify any gaps or under-provision in specialist clinics;
- ◆ identify any under-provision of services and highlight vulnerable sectors of the community;
- ◆ identify problem areas for crime and whether policing will address these;
- ◆ identify areas that would benefit from crime prevention measures;
- ◆ identify pollution blackspots;

Supplementary questions

- ◆ identify areas covered by mobile units – are there any planned improvements;
- ◆ identify disparities between fear and the incidence of crime, together with the identification of any strategies;
- ◆ identify visible evidence of vandalism and areas for improvement;

LOCAL GOVERNMENT AND COMMUNITY ORGANISATIONS: 5 main questions

- ◆ identify ease of access to information regarding Council Services;
- ◆ identify the level of community involvement;
- ◆ identify the level of local political involvement through voter turnout;
- ◆ identify if there is assistance that local communities can draw on;

- ◆ identify which groups or individuals, including town/parish councils, have been involved in successful community-based initiatives and assess the level of local experience;

Supplementary questions

- ◆ identify where community representations have been successfully deployed;
- ◆ identify the level of community involvement in decisions relating to the local environment;
- ◆ identify the level of experience of local people in local decision making;

SPORT, LEISURE AND OPEN SPACE: 7 main questions

- ◆ identify areas for improvement and continued maintenance of sports facilities;
- ◆ identify any shortfalls in provision and check whether planned changes will increase or reduce provision;
- ◆ identify areas of open space for improvement and areas that need maintenance/protection;
- ◆ are parks well used? Do they have a range of facilities? Are they well maintained?
- ◆ identify future threats to sports and leisure facilities and provision of local open space;
- ◆ identify shortfalls in the provision of outdoor sporting facilities;
- ◆ identify which sports are not catered for in the town;

Supplementary questions

- ◆ identify community involvement in sport and leisure activities;
- ◆ identify residential areas that do not have easy access to open space (>400m distant);
- ◆ identify shortfalls on open space based on the NPFA guidelines of 2.4ha. per 1000 population;
- ◆ identify shortfalls in access to village greens/recreational space;
- ◆ identify allotments either in use or underused;

CULTURE AND HERITAGE: 6 main questions

- ◆ identify any obvious shortfalls in cultural facilities;
- ◆ identify opportunities for local people to come together or highlight a need to develop such events;
- ◆ identify opportunities for locals to have a voice or highlight a need to develop a mechanism to achieve this;
- ◆ identify whether quality and quantity of community venues is sufficient;
- ◆ identify whether there are any distinctive cultural associations;
- ◆ identify any strong historic associations;

Supplementary questions

- ◆ identify the level of community involvement in the arts;
- ◆ identify any shortfalls in facilities for arts and cultural activities;
- ◆ identify whether aspirations of the community are met by the role played by churches;

Worksheet 4 – Transport and Accessibility*EASE OF TRAVEL TO AND FROM LOCAL AREA: 10 main questions*

- ◆ identify the ease of access to the town centre and village centres from the main road;
- ◆ ascertain how close and how long it takes to travel to the nearest large town centre;
- ◆ assess the no of highway improvements, their location and the timescale for implementation;
- ◆ identify how long it takes to travel from the railway station to the town centre and whether it is safe;
- ◆ identify how long it takes to travel from the bus station to the town centre and whether it is safe;
- ◆ identify whether it is easy to change between train or coach and bus services;
- ◆ identify the ease of access by rail to other towns and cities and whether there are any plans to re-open railway lines;
- ◆ identify the frequency, ease of access and length of time to travel around the area by public transport;
- ◆ identify the frequency and destination of national coach services on a daily basis;
- ◆ identify improvements planned and likely to impact on the local area;

Supplementary questions

- ◆ compare differences in travel times between public transport and the private car;
- ◆ identify whether there are cycle and/or walking routes between towns and villages;

EASE OF ACCESS TO SERVICES: 5 main questions

- ◆ identify areas where people find it difficult to get to work or school by public transport;
- ◆ identify gaps in supply of services where demand exists;
- ◆ identify where people with mobility impairments are disadvantaged in using public transport;
- ◆ identify gaps in enabling disabled people to use public transport;
- ◆ identify whether public transport services, including special services, need to be more widely advertised or more actively promoted;

Supplementary questions

- ◆ identify how easy it is to access electronic information with regard to public services;
- ◆ identify if there is a need to relocate bus stops closer to town centres;
- ◆ identify where access to services is a problem for people in villages;
- ◆ identify where access to services is a problem for people in outlying villages;
- ◆ identify whether people in rural communities reliant on public transport can enjoy the 'night life' of the town;

EASE OF MOVEMENT AROUND THE TOWN: 12 main questions

- ◆ identify any traffic 'hotspots' and possible ways to resolve these;

- ◆ identify any accident 'blackspots' and hence the need to introduce pedestrian/cycle measures;
- ◆ identify on and off-street car parking provision within walking distance of the town centre and parking charges;
- ◆ identify whether car and coach parking is adequate;
- ◆ identify how easy it is for disabled people to physically access services within the town;
- ◆ identify availability of disabled parking and reference any shopmobility scheme;
- ◆ identify any opportunities to increase penetration of buses into the town centre;
- ◆ assess different forms of traffic management and its success;
- ◆ identify the extent and appropriateness of pedestrian and cycle networks;
- ◆ identify where signage (motorised and non-motorised users) needs to be improved;

Supplementary questions

- ◆ identify where pedestrians find it difficult to get around (due to pavement/kerb conditions);
- ◆ identify the availability of shopmobility;
- ◆ identify how easy it is for people with poor vision to find crossing points;
- ◆ identify if there is an under-provision in cycle parking;
- ◆ are the majority of short term car parks within 400m of the town centre;
- ◆ identify measures that make public transport less attractive i.e. walking distance to bus stops; length of journey; congestion;
- ◆ identify areas where cycle facilities need to be improved; and
- ◆ identify areas where pedestrian facilities need to be improved.

APPENDIX B – Shopper Questionnaire Scope

The scope of the shopper questionnaire was developed in consultation with Stroud District Council and encompassed the following:

- ◆ date completed; location completed; time collected;
- ◆ home postcode of respondent;
- ◆ whether the respondent works in the local area; and where;
- ◆ how often respondent visits the town centre;
- ◆ respondent's main reason for visiting the town centre on day of interview;
- ◆ any other reasons for visiting the town centre on day of interview (choice provided);
- ◆ how long respondent intends to stay in town centre;
- ◆ what other local town centres the respondent visits regularly (choice provided);
- ◆ what other non-local town centres the respondent visits regularly (choice provided);
- ◆ where does the respondent do their main food shopping (choice provided);
- ◆ how much does the respondent intend to/has already spent in the town centre on day of interview;
- ◆ respondent requested to rate the following aspects of the town centre (choice of gradings provided):
 - ◆ choice and quality of non-food shops;
 - ◆ choice and quality of food shops;
 - ◆ range of services;
 - ◆ public toilets;
 - ◆ accessibility by public transport;
 - ◆ accessibility by car;
 - ◆ accessibility by foot/cycle;
 - ◆ security/personal safety;
- ◆ what additional shops/services would the respondent like to see in the town centre;
- ◆ does the respondent think that there are enough open spaces such as parks in the town centre;
- ◆ which open spaces does the respondent use (choice provided);
- ◆ what does the respondent do when they visit such spaces;
- ◆ respondent requested to rate the following aspects of the town (choice of gradings provided):
 - ◆ cleanliness;
 - ◆ seating area and benches;
 - ◆ amount of litter bins;
 - ◆ overall attractiveness;
 - ◆ CCTV;
 - ◆ signage;
 - ◆ lighting;

- ◆ does the respondent visit the town centre at night? if so, then why? Or if not, then why not?
- ◆ how did the respondent travel to the town centre on the day of the interview;
- ◆ if travelled by car then where did the respondent park their car;
- ◆ if travelled by car then would the respondent consider using other forms of transport? If not, then why not?
- ◆ respondent requested to rate the following aspects of the town (choice of gradings provided);
 - ◆ amount of on-street car parking spaces;
 - ◆ amount of spaces in car arks;
 - ◆ season ticket scheme in the council car parks;
 - ◆ price of the council car parks;
 - ◆ payment methods for car parks;
 - ◆ frequency of patrols in council car parks;
 - ◆ friendliness and helpfulness of staff in council car parks;
 - ◆ location of car parks;
 - ◆ design/layout of car parks;
 - ◆ safety and security in car parks;
- ◆ respondent asked to explain why he or she has rated any particular aspects as 'poor';
- ◆ socio-economic grouping;
- ◆ age and gender of respondent.

APPENDIX C – Selection of Vitality Index Criteria

Introduction

The development of the Vitality Index was very much an evolving process. The primary purpose was to develop a coherent set of replicable datasets for ongoing collection that would encompass all elements of the 'vitality' of a town. Yet it was also necessary that the Index provide a practical basis for identifying strengths and weaknesses of a town and thus highlighting specific areas for targeted community action.

Principles of the Index Development

It was originally believed that a rigid 'evaluation matrix' utilising pre-defined criteria would provide the most appropriate means of achieving and defining indicators. However, the complex demands of the assessment, particularly the requirement for the Index to be sufficiently versatile to be of relevance to a variety of individual and distinctive towns, rendered this matrix approach insufficiently flexible.

Consequently, the Index developed from a hybrid approach comprising an informed assessment of availability of data, coupled with qualitative, experience based judgements relating to the usefulness of datasets for practical application in developing action plans. An important element of this was to assess the replicability and ease of data collection, identifying potential opportunities for combining data collection techniques in order to provide practical and simple means of addressing multiple indicators in 'one go'. This is essential to minimise costs and maximise efficiency in terms of completing the Index and therefore increasing its chances of success in gaining community support and implementation.

Thematic Coverage

Desk-based research highlighted the fact that the majority of existing healthcheck processes are theme based. It was felt that in order to be compatible and complementary to other popular regeneration protocols, processes and assessment techniques, the Index should also adopt a theme-based approach. It was also felt that the organisation of Index criteria into themes would ensure that all aspects of town vitality were addressed.

The thematic coverage of the Index was determined through a comparative analysis of the common thematic scope of the constituent parts of the following documents, which are well referenced in regeneration literature/guidance:

- ◆ The Index of Multiple Deprivation (IMD);
- ◆ The UK Government's Sustainable Development Strategy (SDS);
- ◆ The Department of Transport, Local Government and the Region's (now ODPM) 'The State of English Cities' report (SEC);
- ◆ The CA's 'Market Towns Data Sources and Survey Methods Directory (MTDS); and
- ◆ The CA's publication entitled 'Indicators of Poverty and Exclusion in Rural England 2002' (IPSE).

Summary tables of this comparison are provided in **Appendix D**. The constituent elements of the various publications were separated out and grouped to provide common themes that the Index would then cover, namely:

- ◆ benefit claimants;
- ◆ crime;
- ◆ housing;
- ◆ income;

-
- ◆ deprivation levels and regeneration;
 - ◆ demography;
 - ◆ environment;
 - ◆ education
 - ◆ health;
 - ◆ household structure;
 - ◆ local economic performance
 - ◆ resources
 - ◆ services
 - ◆ social aspirations and activity
 - ◆ transport

For the purpose of simplification and with the aim of making the Vitality Index 'user friendly' the decision was made to combine the multiple themes into six wider themes as follows:

- ◆ **Environment:** encompassing environment; resources; ;and part of social aspirations and activities;
- ◆ **Economy:** including income; local economic performance; benefit claimants; housing; education; deprivation levels and regeneration; and household structure;
- ◆ **Social and Community:** covering services; social aspirations and activities; crime; health and demography; and
- ◆ **Transport:** covering all aspects of transport.

In addition to these, at the request of Stroud District Council, it was also necessary for the scope of the Vitality Index to encompass 'social capital' and 'creativity indices'.

Constituent Elements

Two of the main criteria for determining the various constituent elements of the Index were availability and replicability of datasets; and practical relevance. The decision making process was therefore strongly influenced by the range of data already available or datasets that the community had expressed a commitment to collecting through the healthcheck. This resulted in a general presumption in favour of indicators associated or derived from the following data sources:

- ◆ the CA Healthcheck;
- ◆ the pedestrian flow count surveys;
- ◆ the land use surveys;
- ◆ the transport and accessibility audits;
- ◆ the shopper opinion survey; and
- ◆ published statistical data.

A willingness to adopt the CA healthcheck worksheets process had already been expressed by the communities involved in the Study and some had already made significant process on completing the data collection elements. As such, this was used as the primary source for datasets/indicators to be assessed and judged against the following:

- ◆ **publication references** (from review in **Appendix D**);
- ◆ **thematic relevance** (based on the coverage determined for the Index);
- ◆ **practical relevance** (the purpose/practical application of the data findings);
- ◆ **ease of data collection** (identification of the source/data collection method);
- ◆ **replicability** (based on a scaled grading of ease of access to source: 1 – published by a third party; 2 – quantitative data collection; 3 – qualitative data collection; and 4 – professional assistance may be required); and
- ◆ **local importance** (identified through consultation – see Section 7 of main report).

Where the combination of appropriate CA healthcheck datasets proved deficient in terms of thematic coverage (i.e. – social capital or creativity indices), practical data solutions were identified from relevant literature.

In order to substantiate the final selection of indicators for inclusion in the Vitality Index (as it appears in Section 8 of the main report), a summary assessment table justifying the suitability of the chosen indicators is provided here.

APPENDIX D – Dataset and Guidance Cross-Tabulated Analysis

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The table uses the following abbreviations:

- ◆ **IMD** The Index of Multiple Deprivation
- ◆ **SDS** The UK Government's Sustainable Development Strategy
- ◆ **SEC** The Department of Transport, Local Government and the Region's (now ODPM) 'The State of English Cities' report
- ◆ **MTDS** The CA's 'Market Towns Data Sources and Survey Methods Directory (MTDS)
- ◆ **IPSE** The CA's publication entitled 'Indicators of Poverty and Exclusion in Rural England 2002' (IPSE)
- ◆ **Env** Environment Theme
- ◆ **Econ** Economy Theme
- ◆ **SCom** Social and Community Theme
- ◆ **Trans** Transport Theme
- ◆ **SCap** Social Capital Theme
- ◆ **CI** Creativity Indices Theme
- ◆ **Y** yes
- ◆ **N** no

Dataset/Information	Publication References	Thematic Relevance	Practical Relevance	Ease of Data Collection	Replicability	Local Importance
ENVIRONMENT: quantitative data						
Number and total area of Conservation Areas	MTDS	Env. SCap	identify distinctive features – basis for possible tourism benefits, cultural benefits	local plan	1	N
Number of Areas of Outstanding Natural Beauty (AONBs)	MTDS	Env SCap	contributes to quality of life and sense of place, can promote local and civic pride in town, enhances attractiveness, recreational potential and potential to enhance links between the town and the countryside	local plan	1	N
Number of Sites of Special Scientific Interest (SSSIs)	MTDS	Env SCap Econ	contributes to quality of life and sense of place, can promote local and civic pride in town, enhances attractiveness, recreational	local plan	1	N

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Dataset/Information	Publication References	Thematic Relevance	Practical Relevance	Ease of Data Collection	Replicability	Local Importance
			potential and potential to enhance links between the town and the countryside. Economic potential through education and research			
Number and type of areas of 'high quality landscape'	SSD MTDS	Env SCap SCom	environmental quality, local and civic pride, community recreational value, enhances links between town and countryside, possible tourism potential, biodiversity (sustainability)	local plan	1	N
Number of 'key wildlife sites'	SSD MTDS	Env SCap Econ	biodiversity vale, educational resource, enhances quality of life, tourism potential, links between town and countryside	local plan	1	N
Number of Listed Buildings and Scheduled Ancient Monuments (SAMs)	SSD MTDS	Env Econ	cultural diversity, historic linkages – potential for tourism development, local distinctiveness, sustainability	local plan/local authority conservation officer	1	N
Number and total area of Historic Parks and Gardens	MTDS	Env SCap Econ	enhances local environment, local recreational resource, contribution to developing civic pride, tourism potential	local plan	1	N
Number of townscape/heritage initiatives and their scope	SSD	Env SCap SCom	community engagement, civic pride, cultural distinctiveness, sustainability, tourism potential, enhances attractiveness of town, improved accessibility	local authority conservation officer	1	Y
ENVIRONMENT: qualitative/survey data						
Location and type of features of historic/cultural importance	MTDS	Env SCap Econ	enjoyment of where people live, civic pride, cultural richness, tourism potential, town attractiveness, identification of linkages	townscape appraisal – standard notation and mapping	1/3	N
focal and/or meeting points	-	Env SCap SCom	identification of locations for civic engagement, highlight public spaces, sense of place, distinctive character, crime issues	townscape appraisal – standard notation and mapping	3	Y
areas with strong historic associations	MTDS	Env CI SCap Econ	inspiration/attraction for the arts, cultural richness, civic pride, education and tourism potential, enhanced attractiveness of the town, opportunities for interpretation and community engagement in projects	townscape appraisal – standard notation and mapping/local history society	3	Y

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Dataset/Information	Publication References	Thematic Relevance	Practical Relevance	Ease of Data Collection	Replicability	Local Importance
distinctive buildings and key features	SSD MTDS	Env CI SCap	inspiration for the arts, enjoyment of the place in which people live, civic pride, identification of linkages, cultural/community distinctiveness and identity, sense of place	townscape appraisal – standard notation and mapping	3/4	Y
boundary of the town	MTDS	Env CI SCap	inspiration for the arts, sense of arrival, integration of town and countryside	townscape appraisal – standard notation and mapping	3/4	Y
identification of gateways and main routes into and through the town	SSD	Env SCap Trans	highlights linkages and areas for improvement in terms of accessibility, potential for environmental improvement, community connectivity, gateways can promote civic pride, relationship between town and surrounding countryside, sense of place	townscape appraisal – standard notation and mapping/transport and accessibility audit	3/4	Y
areas of special character	SSD MTDS	Env CI SCap Econ	civic pride, inspiration for the creative arts, identification of relationships between spaces, areas for community interaction, potential for environmental enhancement, tourism potential, encourage businesses to locate in town (evening economy)	townscape appraisal – standard notation and mapping	3/4	Y
quality of and connections between open space	SSD	Env Trans SCap SCom	accessibility through the town, highlight need for improved linkages/networks for a variety of modes, environment attractiveness, satisfaction/quality of life, recreational potential	townscape appraisal – standard notation and mapping/ consultation	3/4	Y
number and location of valued views into and out of the town	SSD	Env CI Econ	promotion of the town as an attractive place to visit/live/locate business in, highlight linkages between town and countryside, emphasise important views to be retained, enhance town setting, inspiration for the creative arts	townscape appraisal – standard notation and mapping/ consultation	3/4	Y
ENVIRONMENT: consultation/perception surveys						
ascertain opinions re: existing provision of public open spaces	SSD	Env SCap SCom	quality of life, locations for community interaction, identification of insufficient/inappropriate provision of public open space	formal survey process	3	Y

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Dataset/Information	Publication References	Thematic Relevance	Practical Relevance	Ease of Data Collection	Replicability	Local Importance
ascertain patronage of public open spaces	SSD	Env SCom Econ	quality of life, identify under provision/inappropriate provision, potential for new open/recreational space and facilities, recreational resource, tourism potential, highlight problems/issues to be addressed with existing provision	formal survey process	3	Y
ascertain purpose for visiting public open spaces	SSD	Env SCom	use of spaces – highlight local demand, potential for redevelopment of under-used spaces, highlight problems/issues to be addressed with regards to existing provision, local meeting places, possible crime issues	formal survey process	3	Y
graduated rating of the following: cleanliness; seating areas; amount of litter bins; placement of litter bins; overall attractiveness; signage; and lighting	SSD	Env SCap SCom Trans	views on contentedness with the environment, highlight locally important issues to be considered/addressed, emphasis deficiencies in signage and provision for the community (especially mobility impaired)	formal survey process	3	Y
ECONOMY: quantitative data						
population trends: total and demographic splits	SSD MTDS	Econ SCom	ascertain balance of age structure, highlight issues of high birth/death rate, in and out-migration and possible targets for services	NOMIS/local authority/census2001	1	N
unemployment trends: claimant counts/claimant flows/long term unemployment	IMD SEC MTDS	Econ SCom	highlight unemployment trends and locations, identify training needs, potential identification of economic projects	NOMIS/local authority	1	N
employment trends: proportional economic structure/total numbers/gender split and earnings	SSD SEC MTDS IPSE	Econ CI SCom	ascertain strengths and weaknesses of economy including share of 'creative communities'	NOMIS (labour force survey/new earnings survey)/local authority	1	Y
proportional representation of different land uses	SSD	Econ SCom	identify role of the town, highlight potential redevelopment/investment sites, potential to address community needs identified through other survey work	town centre land use survey	3	N
average rents by sector over time	SSD SEC MTDS	Econ	ascertain affordability, indication of attractiveness of town to business through comparison with other centres, identify long	local authority/local agents	1/2	N

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Dataset/Information	Publication References	Thematic Relevance	Practical Relevance	Ease of Data Collection	Replicability	Local Importance
			term trends (upwards or downwards)			
number and proportional representation of vacancies	MTDS	Econ	vacancy – long term trends, define whether town is expanding or contracting. identify potential redevelopment/investment sites	town centre land use survey/vacant premises audit	3	N
number of new businesses registered	SSD SEC MTDS	Econ SCom CI	local entrepreneurship and 'talent', level of investment in the town, indication of attractiveness to new businesses, improved facilities for residents, enhance quality of life and job prospects	local authority	1	N
number of new industrial units built compared to take up of units	MTDS	Econ CI	local entrepreneurship and 'talent', comparison of supply and demand, improve local job prospects, identify potential for expansion	local authority	1	N
presence of a one-stop-shop for business advice	MTDS	Econ	indication of local investment potential and requirements, community investment, economic growth and sustained economic health	local authority/traders	1	N
presence and membership of a chamber of trade and/or commerce	MTDS	Econ SCom SCap	community engagement, civic pride, local entrepreneurship, potential project partners, promote partnership working and knowledge sharing, promotion of community networks	local authority/traders	2	N
presence, frequency and patronage of regular specialist markets	MTDS	Econ SCom SCap	community spirit, sense of place, cultural distinctiveness, promotion of sustainability, emphasise/promote linkages between town and countryside, tourism promotion, opportunity for development of community linkages	local authority/traders/ pedestrian flow count surveys	3/4	N
number and percentage of residents over 16 with post-school qualifications	IMD SEC MTDS	Econ CI	assessment of 'talent', potential economic resource, assessment of local skills, favourable comparison with national averages	NOMIS/local education authority	1	N
number and quality of teaching at primary schools	IMD MTDS	Econ CI SCom	contribution to 'talent', quality of life, attractiveness of the area as a place for families to live, sound basis for improving local skills	local education authority/national league tables	1	Y

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Dataset/Information	Publication References	Thematic Relevance	Practical Relevance	Ease of Data Collection	Replicability	Local Importance
number and quality of teaching at secondary schools	SEC MTDS IPSE	Econ CI SCom	contribution to 'talent', quality of life, attractiveness of the area as a place for families to live, sound basis for improving local skills	local education authority/national league tables	1	Y
number and type of post-16 educational establishments and quality of teaching	SSD SEC MTDS	Econ CI SCom	contribution to 'talent', quality of life, attractiveness of the area as a place for families to live, sound basis for improving local skills, potential opportunities for addressing identified skills shortages	local education authority/national league tables	1	N
number and type of visitor attractions	MTDS	Econ SCom	local attractions and services, community resources, tourism potential, job creation, identification of opportunities for expansion	tourist board/tourist information centre/local authority	1	N
number of visitors and length of stay	MTDS	Econ	identification of patronage and highlighting opportunities to increase tourist offer and encourage more spending	tourist board/tourist information centre/local authority	1	N
visitor spend per head	MTDS	Econ	ascertain contribution of tourism to local economy identify potential for increasing visitor spend	local authority/tourist providers/formal survey process	1	N
ECONOMY: qualitative/survey data						
presence and usefulness of a town centre manager, forum and/or partnership	MTDS	Econ SCap SCom	community engagement, civic pride, local action, community led regeneration, promotion of social and economic interests/vision for the town, role for driving forward change and encouraging/promoting investment	local authority/traders	1	Y
assessment of business confidence	SSD MTDS	Econ	attractiveness of the town for investors – highlight issues and areas in need of improvement	traders/local authority and agent business enquiry records	1	Y
active promotion of the town	MTDS	Econ SCom SCap	community involvement and engagement, promotion of civic pride and unique identity, encouragement of investment in the town	traders/formal survey process/local authority/tourist board	1/2	Y
ongoing development projects	MTDS SSD	Econ SCap SCom	community involvement and engagement in regeneration, continued improvement of the town, drivers for change, civic pride, quality of life	local authority/chamber of trade or commerce	1	Y

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Dataset/Information	Publication References	Thematic Relevance	Practical Relevance	Ease of Data Collection	Replicability	Local Importance
			of life			
current and likely future demand for broadband communications	MTDS	Econ	encourage investment and highlight need for improved infrastructure	traders/chamber of trade or commerce/local authority	1	Y
adequate number and range of conference/meeting venues	MTDS	Econ SCom SCap	identify local facilities and needs, location for promotion of the town to visitors – potential for spin-off tourism and visitor spending, enhance local economy, provide meeting venues, increased job opportunities	traders/chamber of trade or commerce/agents/ local authorities	1	Y
ECONOMY: consultation/perception surveys						
ascertain where local residents and town users work	SSD MTDS	Econ Trans	provide an appreciation of linkages between origin and destination of town patrons, understand travel patterns and identify potential improvements to transport infrastructure, ensure town does not become a dormitory	formal survey process	4	Y
ascertain the frequency with which, and motivations for local residents and town users to visit the town centre	MTDS	Econ Trans	identify patterns of frequent use of town centre, identify potential for improvements/changes to services and facilities offered	formal survey process	4	Y
identify residents' and town centre users' preferred locations for main food shopping	-	Econ Trans	identify frequent trips and use them to develop a more sustainable transport network. Encourage linked trips through location policies	formal survey process	4	Y
ascertain town centre users' pattern and level of spending in the town centre	MTDS	Econ	identify strengths and weaknesses in spending patterns in town in order to highlight areas for improvement to service and retail offer	formal survey process	4	Y
ascertain residents' and town centre users' opinions on the quality and range of that which the town has on offer	-	Econ SCom SCap	ascertain resident and user satisfaction with the town –highlight priorities for change and investment.	formal survey process	4	Y
ascertain resident and town centre user opinions in respect of additional shops and services	-	Econ SCom SCap	identify local demand for change – inform the development of local priorities for investment and possible projects for	formal survey process	4	Y

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Dataset/Information	Publication References	Thematic Relevance	Practical Relevance	Ease of Data Collection	Replicability	Local Importance
of additional shops and services that are considered desirable			investment and possible projects for inclusion in the action plan			
SOCIAL AND COMMUNITY: quantitative measures						
rank in indices of multiple deprivation	IMD MTDS IPSE	SCom Econ Trans	highlight problem areas and issues across numerous themes, help prioritise investment and provide a comparative indication of performance in relation to neighbouring/constituent wards	office for national statistics	1	Y
number of households by tenure	MTDS	SCom Econ	indication of affordability of housing and assist in aim of achieving high levels of owner-occupancy. Highlight need for programmes of affordable housing etc	NOMIS/local authority	1	N
percentage of housing without whole-house heating	SSD MTDS	SCom Econ	highlight issues/local needs. Compare favourably with national averages	NOMIS/local authority	1	N
number of households on local authority/housing authority waiting lists	IMD SSD MTDS	SCom Econ	highlight issues of demand and supply and affordable housing – prioritise actions based on local need	local authority/housing authority	1	N
change in average house price	SSD MTDS	SCom Econ	enable judgements to be made of state of economy and how it may affect quality of life in respect of providing all people with access to suitable accommodation	local authority/NOMIS/ property agents/office for national statistics	1	Y
where, how much and what type of new housing is proposed	MTDS	SCom Econ	feed into town action plan – provide policy context and indication of likely location and scale of increase in town size. Provide indication of possible change in role and need for new services	local authority/property agents	1	Y
number of police stations and when open	MTDS	SCom SCap	ascertain police coverage to help identify how fear of crime can be addressed. Potential for developing community partnerships with police. Help improve quality of life – identify where opening hours need increasing	local police authority	1	N
identification of crime 'hotspots'	SSD MTDS	SCom SCap Econ	identify problems in order to develop solutions – enables a targeted approach. Help improve quality of life and perceptions	local police authority/local authority	1	N

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Dataset/Information	Publication References	Thematic Relevance	Practical Relevance	Ease of Data Collection	Replicability	Local Importance
			of safety			
presence of Town/Community Hall and when open	SSD MTDS	SCom SCap	provide a community meeting venue, promote community activities and civic engagement. Identify demand for increased local activities and potential for development of an appropriate programme to meet local needs, improve quality of life	local authority/consultation	1	N
presence of Post Office and range of services	IMD SSD MTDS IPSE	SCom SCap	provide access to essential services at the local level, enhance communication links, community support role. Identify demand for increased range of services and provide catalyst to securing change	Post Office/consultation	1	N
number of fire stations and whether full time or voluntary staff	MTDS	SCom	ensure level of service is of sufficient quality and secure local safety. Essential service coverage	the fire service/local authority	1	N
number of ambulance stations	MTDS	SCom	ensure that provision meets likely demand – potential for cross-referencing to health indicators (coverage/accessibility of hospitals). Help identify need for community ambulances	the ambulance service/ local health authority/local authority	1	N
number of swimming pools and when open	MTDS	SCom SCap	contribution to civic engagement, community health. Ascertain whether provision/opening hours meet demand and identify potential changes where necessary	local authority/leisure providers/tourist board	1/2	N
number of outdoor sports pitches	MTDS	SCom SCap	pitches provide opportunity for community engagement, improve quality of life and provide opportunity for safeguarding community health. Identify any shortfall in level of quality of provision and identify opportunities for enhancement/projects	local authority/leisure providers	1/2	N
number of health/fitness/ sports centres	MTDS	SCom SCap Econ	contribution to quality of life and community health. Job creation and training potential	local authority/leisure providers	1	N
identify which sports are not catered for	MTDS	SCom Econ	highlight local demand and need – provide impetus for developing projects and encouraging investment – community recreation and tourism potential as well as	local authority/leisure providers/consultation	1/3	Y

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Dataset/Information	Publication References	Thematic Relevance	Practical Relevance	Ease of Data Collection	Replicability	Local Importance
			possible job/training opportunities			
number of banks, building societies and cash points	SSD MTDS IPSE	SCom	highlight deficiencies in access to services to address	local authority/town centre land use survey/consultation	1/3	N
number of solicitors and accountants	MTDS	SCom	highlight deficiencies in access to local services to address	town centre land use survey/consultation	3/4	N
number and type of medical facilities	IMD SSD MTDS	SCom	identify areas of 'health deprivation' and demand for increased levels of service/community support	local authority/local health authority/town centre land use survey	1/3	N
number and type of hospitals	MTDS	SCom	identify areas of 'health deprivation' and demand for increased levels of service/community support	local authority/local health authority/consultation	1/3/4	N
number of public houses	MTDS	SCom SCap	locations for community interaction and development of social networks. Improve evening economy and town centre vitality	town centre land use survey/consultation	3/4	N
number of hotels and B&Bs and total bedspaces	MTDS	SCom Econ	identify and shortfall in provision and potential for expansion – tourism and job creation potential with spin-offs for intensified tourism development	tourist board/ operators/local authority	1	N
number and types of restaurants/cafés	MTDS	SCom	locations for community interaction and development of social networks. Improve evening economy and town centre vitality	town centre land use survey/consultation/ tourist board	3/4	N
presence and patronage of cinema	MTDS	SCom SCap	quality of life and identification of potential to improve local service offer. Encourage tourism and provide location for development of social interaction	town centre land use survey/consultation/ local authority/tourist board	3/4	Y
presence and patronage of library	MTDS	SCom CI	identify issues relating to access to literature and multimedia resources – community, business and educational resource	town centre land use survey/consultation/ local authority	3/4	N
presence and number of places of worship of different types	MTDS	SCom SCap CI	identify shortfall in catering for different faiths amongst community members. Identify opportunities to change provision to meet local demand and potential re-use/redevelopment opportunities	town centre land use survey/local authority/ consultation	3/4	Y

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Dataset/Information	Publication References	Thematic Relevance	Practical Relevance	Ease of Data Collection	Replicability	Local Importance
number of voluntary groups operating in the town	SSD MTDS	SCom SCap	indication of community engagement, provide opportunities for community members to develop support networks and contribute to local improvements	local authority/consultation	1/3	Y
ascertain levels of political involvement	SEC	SCom SCap	ascertain local community and civic engagement. Highlight any issues of voter apathy and possible indications that greater promotion/awareness raising initiatives are required	local authority	1	Y
SOCIAL AND COMMUNITY: qualitative/survey data						
identify housing areas in need of maintenance and/or restoration	IMD MTDS	SCom	identify priorities for investment/ environmental enhancement. Upgrade environment to improve quality of life. Help identify target projects and possible heritage initiatives. May be opportunities for redevelopment	local authority/local housing authority/buildings survey(if available)	1/4	N
identify areas of private/specialist housing not being addressed	IMD MTDS	SCom Econ	identify and housing 'deprivation' and highlight priority projects for housing investment. Potential for approaching private investors to meet identified local needs	local authority/property agents/local housing authority/consultation	1/3	N
identify number of groups and/or individuals that have been successful in implementing community based initiatives	MTDS	SCom SCap CI	highlight civic engagement and local 'talent'. Identify skilled individuals from which to learn and share knowledge	local authority/consultation	1/3/4	Y
SOCIAL AND COMMUNITY: consultation/perception surveys						
ease of access to information about council services	MTDS	SCom	identify any shortfalls/gaps in information dissemination and seek to address them	formal survey process	3/4	Y
graduated rating of the following: range of services; public toilets; security; personal safety	MTDS	SCom SCap	ascertain public opinions re: quality of environment and therefore quality of life. Highlight local issues in need of attention	formal survey process	3/4	Y
ascertain opinions relating to the quality and range of sports and leisure facilities that are easily accessible	MTDS	SCom SCap	ascertain public opinion re: facilities and their accessibility – highlight issues and then seek to address them through the action plan	formal survey process	3/4	Y

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Dataset/Information	Publication References	Thematic Relevance	Practical Relevance	Ease of Data Collection	Replicability	Local Importance
accessible						
TRANSPORT: quantitative data						
number of bus stations	MTDS IMD	Trans SCom	identify coverage and quality of provision. Seek to develop projects to improve provision, especially aimed at improving interchange between modes and overall accessibility	transport and accessibility audit	3/4	Y
number of train stations and distance to the town centre	MTDS SDS	Trans SCom	identify coverage and quality of provision. Seek to develop sustainable patterns of transport by improving linkages between town centres and stations. Focus on improving interchange between modes and overall accessibility	transport and accessibility audit	3/4	N
percentage of households without access to a car	MTDS IMD	Trans SCom	use information to inform judgements of likely traffic growth, requirements to cater for the car in town centres and determine pressure to improve accessibility by more sustainable modes of transport. Seek also to ensure that mobility impaired have access to a car	NOMIS/local authority/census	1/3/4	N
number of car parking spaces and type	MTDS	Trans	ascertain whether parking provision and accessibility is sufficient for role and function of town. Use as a basis for making necessary changes/developing projects.	transport and accessibility audit/local authority/ consultation	1/3/4	Y
number of cycle/recreational paths	MTDS SSD	Trans SCom SCap	can contribute to quality of life and improve accessibility. Audit routes to determine where improvements can be made through the action plan in order to provide attractive network of safe and convenient routes	transport and accessibility audit	3/4	Y
number and location of secure cycle parking spaces	MTDS	Trans	audit provision and address shortfalls/issues identified	transport and accessibility audit/user groups	3/4	Y
bus routes/services linking the town centre and the surrounding countryside	MTDS SSD	Trans SCom SCap	highlight regional linkages and gaps in provision. Seek to identify these gaps and improve linkages between the town and the surrounding countryside/settlements that it	transport and accessibility audit/local service providers/local authority	3/4	Y

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Dataset/Information	Publication References	Thematic Relevance	Practical Relevance	Ease of Data Collection	Replicability	Local Importance
			serves	authority		
interchange of bus and rail services	SSD MTDS	Trans SCom	identify any issues with poor interchange. Work in consultation with service providers to seek to improve accessibility and interchange and thus encourage more sustainable patterns of travel	transport and accessibility audit/local service providers (timetables)	3/4	Y
presence of a shopmobility scheme	SSD MTDS IMD		Identify level of provision and quality of provision of services for the mobility impaired. Seek to develop projects to address these issues	transport and accessibility audit/local authority/ business directory	3/4	Y
TRANSPORT: qualitative/survey data						
identify traffic/accident blackspots and any proposals for improvement	-	Trans SCom	identify and seek to address problem areas in order to improve safety and therefore quality of life. Accessibility may also be improved through the relief of 'severance' issues	local authority/Highways Agency/accident data	1	N
identify where vehicular signage needs to be improved	MTDS	Trans Econ	Identify and address deficiencies in signage to improve the operational efficiency of the road network and encourage visitors to use the most appropriate/attractive routes through/round the town	traffic and accessibility audit/local authority/ consultation	3/4	Y
identify where non-motorised user (NMU) signage needs to be improved	MTDS	Trans Econ SCom	identify and address deficiencies in signage to improve usability, accessibility and linkages. Better signage may offer improved tourist potential and therefore economic spin off benefits	traffic and accessibility audit/user groups/local authority	3/4	Y
identify gaps in enabling disabled people to access and use public transport	MTDS IMB	Trans SCom	identify and address deficiencies to ensure that accessibility, especially for the mobility impaired, is improved. This will assist in improving overall quality of life	user groups/consultation/ local authority/service providers	3/4	Y
identify difficulties in pedestrian movement around the town	MTDS	Trans SCom	identify and address deficiencies to ensure that accessibility, especially for the mobility impaired, is improved. This will assist in improving overall quality of life and attractiveness of the town centre to NMUs	user groups/consultation/ transport and accessibility audit/local authority	3/4	Y

Dataset/Information	Publication References	Thematic Relevance	Practical Relevance	Ease of Data Collection	Replicability	Local Importance
TRANSPORT: consultation/perception surveys						
identify whether there is a need for better and targeted promotion of transport services	SSD MTDS	Trans	identify shortcomings in promotion and seek to address them through the action plan as a means of encouraging more sustainable travel patterns	formal survey process	3/4	Y
graded rating of personal opinions re: the following: accessibility by public transport, car, on foot and by cycle	IMD SSD MTDS	Trans SCap SCom	ascertain public satisfaction with accessibility by all modes. Highlight and seek to address and local issues	formal survey process	3/4	Y
identify principal mode of access/transport to the town centre	SSD MTDS	Trans	ascertain normal modal split and seek to shape projects to develop a more sustainable pattern of transport movements to and through the town	formal survey process	3/4	Y
assess perceived deterrents to using modes of transport other than the car	SSD MTDE	Trans	identify major deterrents and seek to develop projects to encourage greater use of more sustainable travel modes, through integration with initiatives to improve facilities	formal survey process	3/4	Y
grading rating of personal opinions re: the following: amount of on-street parking spaces; amount of spaces in car parks; season ticket scheme in car parks; price of parking; location of car parking; design and layout of car parks; and safety and security in car parks	MTDS	Trans	gather opinions in order to ensure that future provision meets local requirements	formal survey process	3/4	Y
SOCIAL CAPITAL						
proportion of respondents involved in a local organisation	SSD MTDS	SCap	Highlight community participation and issues relating to civic pride/sense of community ownership. May form a basis for partnership work and a useful forum for accessing local opinions on action plan proposals	social capital/creativity household survey	4	Y
proportion of respondents who feel well informed about local issues	MTDS	SCap SCom	Highlight community participation and issues relating to civic pride/sense of community ownership	social capital/creativity household survey	4	Y

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Dataset/Information	Publication References	Thematic Relevance	Practical Relevance	Ease of Data Collection	Replicability	Local Importance
proportion of respondents who feel that they can influence local decision making should they wish	SSD	SCap	Highlight community participation and issues relating to civic pride/sense of community ownership	social capital/creativity household survey ⁴	4	Y
proportion of respondents who have taken action to solve a local problem	SSD	SCap CI	identify local skills and highlight opportunities for locally based learning and sharing of knowledge	social capital/creativity household survey	4	N
proportion of respondents that have both done and received a favour from a neighbour in the past 6 months	-	SCap SCom	enable identification of extent of social networks – an essential factor in developing community enthusiasm and support for development initiatives	social capital/creativity household survey	4	N
number of people known and/or trusted in the neighbourhood by respondents	-	SCap	enable identification of extent of social networks – an essential factor in developing community enthusiasm and support for development initiatives	social capital/creativity household survey	4	N
number of respondents who see or speak to friends at least once each week	-	SCap	Combine with other indicators to assess strength of social networks and social capital – important in achieving community action	social capital/creativity household survey	4	N
number of respondents who have at least one close friend nearby (within 30 minutes travelling time)	-	SCap	Combine with other indicators to assess strength of social networks and social capital – important in achieving community action	social capital/creativity household survey	4	N
number of respondents who see or speak to a close relative at least once each week	-	SCap	Combine with other indicators to assess strength of social networks and social capital – important in achieving community action	social capital/creativity household survey	4	N
number of respondents who have at least one close relative nearby (within 30 minutes travelling time)	-	SCap	Combine with other indicators to assess strength of social networks and social capital – important in achieving community action	social capital/creativity household survey	4	N
number of respondents who feel they have at least 3 people to whom they could turn in a serious personal crisis	-	SCap	Combine with other indicators to assess strength of social networks and social capital – important in achieving community action	social capital/creativity household survey	4	N
assess respondents' perception of enjoyment of living where	SSD MTDS	SCap SCom	ascertain public satisfaction and enjoyment of the environment in which they live.	social capital/creativity household survey	4	Y

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Dataset/Information	Publication References	Thematic Relevance	Practical Relevance	Ease of Data Collection	Replicability	Local Importance
they live			Highlight and address areas for improvement through the action plan	household survey		
assess respondents' perception of safety walking alone in their area after dark	SSD MTDS	SCap SCom	identify problems in order to develop solutions – enables a targeted approach. Help improve quality of life and perceptions of safety	social capital/creativity household survey	4	Y
number of respondents who have been the victims of crime within the last year	SSD MTDS	SCap SCom	identify problems in order to develop solutions – enables a targeted approach. Help improve quality of life and perceptions of safety	social capital/creativity household survey	4	Y
CREATIVITY INDICES						
proportion of population employed in technologically-based industries	MTDS	CI Econ	assessment of 'talent' and the size of the knowledge and creativity based indices	NOMIS/census/local authority	1	Y
proportion of population of foreign born origin/nationality	MTDS	CI	assessment of 'mosaic index' – representation of variety of cultures in the local area	NOMIS/census/local authority	1	N
proportion of population educated to Bachelor degree level or higher	MTDS	CI Econ	assessment of 'talent' and potential skills base. Need to ensure it is not lost to out-migration	NOMIS/census/local education authority	1	Y
proportion of population employed in/making a living from artistic industries	-	CI	assessment of 'talent' and the size of the knowledge and creativity based indices	NOMIS/census/local authority	1	N
proportion of respondents regularly involved in art, theatre, music and/or dance groups	-	CI	assessment of 'bohemian index' – potential to capitalise on creativity to develop unique local projects	social capital/creativity household survey	4	N
assess respondents' perceptions with regard to the representation of 'creative' industries and people in the town	-	CI	assessment of the variety of cultures within the town – opportunities for the development of projects for the action plan to take advantage of local diversity to promote economic growth and regeneration.	social capital/creativity household survey	4	N

Dataset	No. refs	Income		Local Economic Performance	
		Indicators	No. refs	Indicators	No. refs
Index of Multiple Deprivation (IMD)	5	adults in income support households children in income support households adults in income based job seekers allowance proportion of population receiving attendance/disability allowance proportion of population of working age receiving incapacity or severe disablement allowance	0	N/A	
Strategy for Sustainable Development	3	Gross Domestic Product workless households child poverty	17	investment into public business and private assets proportion of working age population in employment number of SMEs new business start ups and failures retail floorspace in town centres and out of town vacant land properties and derelict land ratio average house prices: gross yearly ft earnings top office rent achieved top retail rent achieved businesses recognised as IIP long term unemployed proportion of lone parents long term ill and disabled in touch with the labour market fuel poverty ethnic minority unemployment	

Dataset	No. refs	Income		Local Economic Performance	
		Indicators	No. refs	Indicators	No. refs
State of English Cities	1	Gross Domestic Product per head (conurbations only)	12	% employees in managerial admin & professional occupations % employees in craft & related occupations % employees in unskilled occupations % employees receiving job related training % house sales at <30K 1995-97 Ratio of average house prices to average gross yearly f/t earnings Net new business registrations as % total business stocks Ratio of businesses to population Ratio of public limited companies to population Top office rent achieved top retail rent achieved % economically active	
Market Towns Data Sources	0	N/A	19	Number of employees Change in number of employees % employed by large employers (over 200 employees) Jobs by industrial sector % employed in hotels and catering unemployment rate % unemployed over 6 months Jobs to economically active residents ratio Professional employees as a % of all economically active residents number of job centres number of new businesses registered members of chambers of commerce new industrial units built	

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Dataset	No. refs	Income		Local Economic Performance	
		Indicators	No. refs	Indicators	No. refs
				average rent for industrial premises rent for prime retail unit change in rents New shops built and/or converted in last three years Presence of a Business Link office Presence of One Stop Shop for business advice	
Indicators of Poverty and Social Exclusion	2	IMD (2000) income deprivation domain – rural ranks low income % households with <60% of median income	1	IMD (2000) employment deprivation domain – rural ranks	

Dataset	No. refs	Services		Benefit Claimants	
		Indicators	No. refs	Indicators	No. refs
Index of Multiple Deprivation	3	access to post office access to food shops access to General Practitioners	0	N/A	
Strategy for Sustainable Development	1	access to rural services	0	N/A	
State of English Cities	0	N/A	2	households on council tax benefit % unemployed claimants	
Market Towns Data Sources	36	Shopping: Regular General Market; No. Comparison goods shops; No. convenience goods shops; No. supermarkets over 1000sqm; No. vacant shops in proportion to total no. shops, No. public toilets Presence of registry office Presence of town hall			

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Dataset	No. refs	Services	No. refs	Benefit Claimants
		Indicators		Indicators
		Presence of citizens advice bureau or community legal services partnership No. fire stations No. ambulance stations Sports facilities: No. swimming pools and when open; No. sports halls; No. outdoor sports pitches No. Post Offices No. health and fitness centres No. banks and building societies No. solicitors No. accountants No. hospitals: With A&E, DGH or similar; Hospital (other) Health: No. doctors practices; No. dentist practices: No. opticians No. Public Houses Accommodation: No. hotels; No. hotel bed spaces; No. B&B bedspaces No. restaurants and cafes inc takeaways Presence of a cinema Presence of a theatre Public Halls/Community Centres Presence of museums Presence of Library Presence of Art gallery No. churches by denomination		
Indicators of Poverty and Social Exclusion	3	geographic availability of Post Offices geographic availability of banks/buildings societies geographic availability of cash points	0	N/A

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Dataset	Housing		Environment	
	No. refs	Indicators	No. refs	Indicators
Index of Multiple Deprivation (IMD)	3	homeless households in temporary accommodation household overcrowding poor private sector housing	0	N/A
Strategy for Sustainable Development	3	homes unfit to live in homes judged unfit to live in (headline indicator) temporary accommodation	9	Emissions of greenhouse gases days when air pollution is moderate or high rivers of good or fair quality populations of wild birds quality of surroundings noise levels access to local green space listed buildings of grade I and II* at risk of decay No. LA21 plans
State of English Cities	0	N/A	0	N/A
Market Town Data Sources	4	% of housing stock without whole house heating No. households on LA/Housing Authority waiting lists Average house price Change in average house price	14	Presence of National Park Presence of Area of Outstanding Natural Beauty (AONB) Presence of heritage coast number of Conservation Areas Number of RAMSAR Sites (international bird conservation areas) Number of Special Protection Areas Number of Special Areas of Conservation Number of National Nature Reserves Number of Local Nature Reserves Number of SSSI's Num of sites important for Nature Conservation No. listed buildings/Scheduled Ancient Monuments
Indicators of Poverty and Social Exclusion	0	N/A	0	N/A

Dataset	No. refs	Resources		Social Aspirations and Activity	
		Indicators	No. refs	Indicators	No. refs
Index of Multiple Deprivation (IMD)	0	N/A	0	N/A	
Strategy for Sustainable Development	10	Waste arisings and management new homes built on previously developed land materials recycled hazardous waste UK resource use Energy efficiency of the economy energy use per h/hold waste by sector household waste and recycling adoption of environmental management systems	3	satisfaction with quality of life community spirit voluntary activity	
State of English Cities	1	% area that is derelict	1	electoral turnout at local elections	
Market Town Data Sources	0	N/A	1	No. voluntary organisations and societies	
Indicators of Poverty and Social Exclusion	0	N/A	0	N/A	

Dataset	Crime		Education	
	No. refs	Indicators	No. refs	Indicators
Index of Multiple Deprivation (IMD)	0	N/A	8	<ul style="list-style-type: none"> qualifications at age 19 working age adults with no qualifications 16+ not in f/t ed 17+ not successfully applied for Higher Education KS2 primary school performance data English Second Language at primary schools all absenteeism primary level access to primary school
Strategy for Sustainable Development	2	<ul style="list-style-type: none"> level of crime fear of crime 	2	<ul style="list-style-type: none"> adult literacy/numeracy learning participation
State of English Cities	0	N/A	4	<ul style="list-style-type: none"> % pupils with no/low GCSEs % pupils with 5+ GCSEs Grade A*-C % aged 16-19 in f/t education average university research assessment score
Market Town Data Sources	4	<ul style="list-style-type: none"> recorded crime rates No. police stations No. magistrates courts No. crown courts 	4	<ul style="list-style-type: none"> Residents with post school qualifications No. primary schools no. secondary schools No. and type of post 16 education
Indicators of Poverty and Social Exclusion	0	N/A	3	<ul style="list-style-type: none"> IMD (2000) education skills and training deprivation domain - rural ranks geographical availability of primary schools geographical availability of secondary schools

Dataset	Health		Transport	
	No. refs	Indicators	No. refs	Indicators
Index of Multiple Deprivation (IMD)	1	age and sex standardised ratio of limiting long term illness	0	N/A
Strategy for Sustainable Development	8	expected years of healthy life health inequalities death rates low birth weight death rate years of life lost long term illness hospital waiting lists,	8	Journey length by purpose distance travelled p.a. relative to income people finding access difficult based on public transport road traffic average journey length passenger travel by mode how children get to school traffic congestion
State of English Cities	1	standardised mortality rate ages 0-64	1	total road length per km ²
Market Town Data Sources	0	N/A	15	No. footpaths No. bridleways No. National Trails No. Cycle Paths No. byways open to all traffic No. bus stations No. train stations No. coach parks % households without a car Car parking: No. short stay car parking spaces in the town centre; No. Long stay car parking spaces in the town centre; No. disabled car parking spaces in the town centre Journey times by car and public transport to nearest large town bus route services from hinterland villages to train station(s) Bus routes/services serving the town and surrounding countryside

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Dataset	Health		Transport	
	No. refs	Indicators	No. refs	Indicators
Indicators of Poverty and Social Exclusion	2	IMD (2000) Health deprivation and disability domain - rural ranks geographical availability of doctors surgeries	0	N/A

Dataset	Deprivation Levels and Regeneration		Demography	
	No. refs	Indicators	No. refs	Indicators
Index of Multiple Deprivation (IMD)	0	N/A	0	N/A
Strategy for Sustainable Development	2	index of local deprivation indicators of success in tackling poverty and social exclusion	0	N/A
State of English Cities	0	N/A	2	Grant per capita EU grants Grant per capita SRB funding
Market Town Data Sources	1	rank in indices of deprivation	3	Change in pop since 1991 % of pop over 60/65 % pop under 16
Indicators of Poverty and Social Exclusion	0	N/A	0	N/A

Dataset	Household Structure	
	No. refs	Indicators
Index of Multiple Deprivation (IMD)	0	N/A
Strategy for Sustainable Development	1	household and population growth
State of English Cities	0	N/A
Market Town Data Sources	4	New homes built by tenure No. households by tenure % single person households % households elderly people living alone
Indicators of Poverty and Social Exclusion	0	N/A