power to change | business in community hands

Research Institute Report No. 22

Empowering Places? Measuring the impact of community businesses at neighbourhood level

A baseline study

September 2019

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COMMUNITY FUND

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About this report

Power to Change commissioned Kantar Public in early 2018 to conduct a 'hyperlocal' version of the national Community Life Survey in seven locations in England. These seven make up Power to Change's place-based investment programme, Empowering Places. This study builds on a similar project conducted in 2017, which tested a method of measuring impact at the local and community level using hyperlocal boosts to the national Community Life Survey.

The Community Life Survey has been carried out annually in England since 2012 to provide Official Statistics on issues that are key to encouraging social action and empowering communities, including volunteering, giving, community engagement and well-being. For analysis, the seven Empowering Places areas were compared with a comparison group constructed for each area from within the national Community Life Survey.

This report outlines the findings from the survey and matching process across the different locations and dimensions of impact. The Technical Appendix (published online alongside this report) contains further information about the methodology, and the full dataset will be available in the UK Data Archive.

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Reporting conventions

1. Row or column percentages may not sum to 100, due to rounding
2. Symbols that appear in tables:

– 0 = Less than 0.5 per cent, including none

– .. = Figures suppressed due to percentage based on 5 or fewer responses

Abbreviations in tables

– MCS: matched comparison sample

– CB: community business sample

The report provides headlines and highlights statistically significant differences at the 95 per cent level between the community business sample and the matched comparison sample.

Findings highlighted in green in the tables identify differences where the average response of the community business sample is significantly **higher** than the average response of the matched comparison sample at the 95 per cent level.

Findings highlighted in red in the tables identify differences where the average response of the community business sample is significantly **lower** than the average response of the matched comparison sample at the 95 per cent level.

Executive summary

Power to Change commissioned Kantar Public in 2018 to conduct a 'hyperlocal' version of the national Community Life Survey (CLS) in the seven operational areas of its Empowering Places programme. Each area has a mean average population 1,500 people. The 'hyperlocal' design builds on a pilot study in 2017 to test a new way of measuring the social impact of community businesses on their local community (Willis et al., 2017). In summary, the pilot study found that the CLS offered a cost-effective approach to creating a baseline measure of community cohesion and social action in the local areas served by community businesses.

The wider research aims to measure the impact of community business in strategic priority areas that have been targeted to grow community businesses. As this is a baseline survey, we are not expecting to see an impact at this stage. It is intended that a follow-up survey will be conducted in future years to assess the impact of the Empowering Places programme on a range of outcomes, using difference-in-difference analysis.

The seven areas included in the research were Abram Ward (Wigan), Manningham (Bradford), Braunstone (Leicester), Nunsthorpe and Bradley Park (Grimsby), Marsh Farm (Luton), Devonport and Stonehouse (Plymouth) and Dyke House (Hartlepool). These seven are all part of Power to Change's 'Empowering Places' programme, that targets funding and resources towards places that look ripe for community business with the aim to boost local economies.

You can find more detail on these areas, including the economic and socio-demographic profiles of each area, at Appendix A.

Approach

Empowering Places, Power to Change's programme of place-based investment, aims to demonstrate the role that concentrated clusters of community businesses can play in improving local areas and reducing inequality. The Empowering Places programme has funded so-called 'catalyst' organisations in seven local areas, to conduct development work on the ground that grows community businesses in their local areas.

The national CLS presented a good opportunity to generate robust, comparable data on the local areas served by community businesses as a means to understand their impact. The CLS is an annual, nationally-representative survey conducted on behalf of government. It provides official statistics on issues key to encouraging social action and empowering communities (DCMS, 2017).[1]

[1] Department for Digital, Culture, Media and Sport (2017), Community Life Survey 2016-17 Statistical Release. Available at https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/631936/Community_Life_Survey_-_Statistical_Release_2016-17_FINAL.pdf

Each catalyst's operational area was defined with reference to the Office for National Statistics (ONS) Census Output Area (OA) geography. Within each operational area, we drew a systematic random sample of addresses from the Royal Mail Postcode Address File. At each address, we invited all adults aged 16 plus to complete the questionnaire, either online or on paper.

Each of the operational areas has a national comparison sample identified from within the 2017–18 CLS dataset. With one exception (see below), the comparison sample is the subset of 2017–18 CLS respondents who live in the 10 per cent of English neighbourhoods (lower level super output areas (LSOAs)) that are *most similar to the operational area*. The one exception was the Action for Business operational area in Bradford. This area is majority Asian and has few natural partners within a national sample. Consequently, we identified the most similar 300 LSOAs in England from which we drew a supplementary bespoke comparison sample of addresses.

Fieldwork took place between 16 May and 5 August 2018.

Further details are provided in the Technical Note, published alongside this report.[2]

Key findings

Eight key metrics were used as baseline measures with a view that, over time, the data will allow conclusions to be drawn about the impact of community businesses on their local area through a difference-in-differences analysis.
These metrics were:

- social isolation
- health and wellbeing
- employability
- local environment
- community cohesion
- community pride and empowerment
- social action
- volunteering.

Overall, findings were mixed and with no clear pattern observed across most metrics. However, we observed some differences between operational areas and their matched comparison sample. This executive summary reports on findings where we observed significant differences (positive or negative) in two or more operational areas for a particular measure or across the overall metric.

As this is a baseline study, these findings should not be seen as a pattern or trend, nor do they reflect the success or otherwise of community businesses.

[2] Empowering Places? Measuring the impact of community businesses at neighbourhood level. Technical appendix. Available at www.powertochange.org.uk/research/

For our full analysis, please refer to the main body of the report.

Social isolation

The Community Life Survey measures the strength of social support networks. These are important for reducing social isolation. Measures include:

- having people to call on for help
- having people to socialise with
- having people available to listen
- how often people chat to their neighbours
- loneliness.

Those living in Abram Ward, Devonport and Stonehouse, and Dyke House were more likely to report that they chat to their neighbours on most days compared with their matched comparison sample. We identified few other observed differences.

Health and wellbeing

The CLS measures self-reported health by asking two questions, about:

- self-reported rating of general health
- whether have a limiting long-term illness.

Subjective wellbeing is based on the four harmonised measures developed by the Office of National Statistics[3]:

- Rating of life satisfaction: scale 0 (not at all satisfied) to 10 (completely satisfied)
- Rating of happiness yesterday: scale 0 (not at all happy) to 10 (completely happy)
- Rating of anxious yesterday: scale 0 (not at all anxious) to 10 (completely anxious)
- Rating of how worthwhile the things they do are: scale 0 (not at all worthwhile) to 10 (completely worthwhile).

Again, there were few differences between the operational areas and their matched comparison samples for health and wellbeing measures. Where differences existed, operational areas reported lower levels of self-reported health and wellbeing.

[3] For more information on the Office of National Statistics' wellbeing measures see: Government Statistical Service. Available at: https://gss.civilservice.gov.uk/guidances/harmonisation/0-harmonised-principles/personal-well-being/#questions-input-

Those living in Dyke House and Nunsthorpe and Bradley Park generally reported unfavourably across most of the health and wellbeing measures:

– Those in Nunsthorpe and Bradley Park were less likely to give a 'high' life satisfaction rating, less likely to give a 'high' rating for feeling their life is worthwhile, and more likely to rate their happiness as 'low'.
– Similarly, residents living in and around Dyke House were less likely to give a 'high' life satisfaction rating, less likely to give a 'high' rating for feeling their life is worthwhile, and more likely to give a 'very high' rating for anxiety.

Those living in the Marsh Farm and Abram Ward operational areas were also less likely to rate their health as 'very good'.

Employability

The CLS captures an individual's economic status.

There were few differences, except for Abram Ward and Manningham where individuals were less likely to be in employment than their matched comparison samples.

Local environment

The CLS captures several measures relating to satisfaction with the local area, including:

– satisfaction with the local area as a place to live
– whether the area has got better or worse to live in over the last two years.

There was generally little variation across these measures between operational areas and their matched comparison sample. Where findings existed, they were both positive and negative:

– Higher levels of satisfaction with the local area were reported in Devonport and Stonehouse, whereas lower levels were reported in Abram Ward and Marsh Farm.
– Dissatisfaction with the provision of local services was more prevalent among residents living in Abram Ward, Dyke House, and Nunsthorpe and Bradley Park operational areas.

Community cohesion

The CLS carries a broad range of community cohesion measures, including:

- extent to which people feel that people from different backgrounds get on well in their local area
- strength of feelings of belonging in their neighbourhood
- levels of trust in their neighbourhood
- diversity of friendship groups
- level of neighbourliness.

There were few observed differences between the operational areas and their matched comparison samples across specific measures of community cohesion.

There was some variation in level of trust. Residents in Abram Ward were more trusting of their neighbours, whereas residents living in the Marsh Farm and Nunsthorpe and Bradley Park operational areas were generally less trusting of their neighbours.

There were some differences between operational areas and their matched comparison samples in the ethnic and religious diversity of friendship groups:

- Those living in Manningham, Dyke House, and Nunsthorpe and Bradley Park had less ethnically diverse friendship groups, whereas those living in Marsh Farm had more ethnically diverse friendship groups.
- Those living in Manningham and Nunsthorpe and Bradley Park also had less religiously diverse friendship groups.

Social action

In the CLS, social action is defined as a community project, event, or activity which local people proactively get together to initiate or support on an unpaid basis. It is distinct from other forms of giving time in that it is driven and led by local people rather than through an existing group (as in formal volunteering) and tends to focus on a community need rather than the needs of an individual (as in informal volunteering).

Social action is measured in two ways:

- involvement in local activities
- awareness of others being involved in local activities.

Residents living in operational areas were just as likely as their matched comparison samples to be involved in social action in the last 12 months. However, awareness of others being involved in local activities was lower in Manningham and Marsh Farm compared with their matched comparison samples.

Civic engagement

The CLS includes three key measures that aim to measure involvement in civic engagement in the last 12 months:

- **civic participation**: engagement in democratic processes, both in person and online, including signing a petition or attending a public rally (does not include voting)
- **civic consultation**: taking part in consultations about local services, both in person and online
- **civic activism**: involvement in decision-making about local services or in the provision of these services (for example, being a school governor or a magistrate), both in person and online.

There were few differences across civic engagement measures between operational areas and their matched comparison samples. Those living in the Dyke House and Devonport and Stonehouse operational areas were more likely to report involvement in civic consultation in the last 12 months, while those living in the Devonport and Stonehouse operational area were also more likely to report involvement in civic activism in the last 12 months.

For community pride and empowerment, and volunteering, there was very little variation to report (please see the main report for the full details).

Further research

As the Empowering Places programme launched in August 2017, we do not expect to see differences between the operational areas and the matched comparison areas at this stage. Instead this study acts as a baseline from which progress can be measured over time. It is intended that a follow-up survey will be conducted in future years to assess the impact of community businesses on their local communities.

Introduction

1.1 Background to the Empowering Places programme

Empowering Places, Power to Change's programme of place-based investment, aims to demonstrate the role that concentrated clusters of community businesses can play in improving local areas and reducing inequality.

To achieve this aim, the Empowering Places programme helps community-based organisations – also known as catalyst organisations – to create new networks of community businesses through a mixture of grants, support and practical tools. The Empowering Places Programme has funded catalyst organisations in seven local areas. Power to Change is working through a delivery partnership led by Co-operatives UK with the New Economics Foundation (NEF) and the Centre for Local Economic Strategies (CLES).

Catalyst organisations are required to create development plans that identify local issues in the community that can be tackled by community businesses, and then engage in development work on the ground to grow community businesses in their local areas. This report focuses on the impact of these community businesses and not the catalyst organisations.

Community businesses – owned and run by local communities themselves – aspire to transform their local areas through engaging local people as co-creators in delivering goods or services. As such, community businesses have the potential to save or regenerate businesses or assets that may otherwise fail. They build high levels of community buy-in and support for ventures and develop innovative and often low-cost business models. Community businesses help strengthen local communities by involving local people in decision-making and enhancing social capital by, for example, providing vital meeting spaces and developing links between staff, volunteers and customers (Percy et al., 2016).

Table 1.1: Empowering Places catalyst organisations and the local area they work in

Catalyst	Local area	Town/city	2011 Census population	MSOA mean IMD decile
Real Ideas Organisation (RIO)	Devonport and Stonehouse	Plymouth	13,478	Most deprived
B-Inspired (The Braunstone Foundation)	Braunstone	Leicester	15,585	Most deprived
Action for Business	Manningham	Bradford	19,983	Most deprived
Centre4	Nunsthorpe and Bradley Park	Grimsby	11,769	Most deprived
Abram Ward Community Cooperative	Abram Ward	Wigan	12,664	Second most deprived
The Wharton Trust	Dyke House	Hartlepool	4,952	Most deprived
Marsh Farm Futures	Marsh Farm	Luton	17,331	Third most deprived

The catalyst organisations work in defined operational areas, sometimes as small as a square mile around their central asset, covering just one or two wards. They have all developed five-year plans to address the particular needs of their communities in a way that promotes community business as part of the solution.

Within each local area, the catalyst organisation aims to achieve one or more of the following outcomes over a five-year period, through the creation of community businesses:

1. Reduce social isolation
2. Improve health and wellbeing
3. Increase employability
4. Improve access to basic services
5. Increase community pride and empowerment
6. Improve the local environment
7. Create greater community cohesion

The catalyst organisations also have a charitable objective to address key issues in the local area such as:

– financial hardship, poverty and disadvantage
– exclusion or isolation due to youth or old age
– ill-health or disability.

1.2 Research background

To measure the success (or otherwise) of the Empowering Places programme, Power to Change commissioned Kantar Public to conduct a 'hyperlocal' version of the Community Life Survey (CLS) in each of the seven operational catalyst areas (see Section 1.3 and 1.4 for further details of the CLS). For each area, a comparison sample was drawn from the national CLS, with one exception (Action for Business operational area in Bradford, see section 1.7). As per the CLS, invites were sent out to randomly selected households in the selected areas and not specifically to a sample of community business users.

As this is a baseline survey, we are not evaluating the current impact of community businesses. It is intended that a follow-up survey using difference-in-difference analysis will be conducted in future years, to assess the impact the Empowering Places programme has on a range of outcomes.

Many of the measures collected in the national CLS relate closely to the intended outcomes of the Empowering Places Programme. Given this alignment, the CLS presents a cost-effective opportunity to measure the impact of the Empowering Places programme in each local area over time.

1.3 Background to the Community Life Survey

Since 2012–13, the CLS has been carried out annually by Kantar Public on behalf of the Department for Digital, Culture, Media and Sport (DCMS), to provide official statistics on issues that are key to encouraging social action and empowering communities – including volunteering, giving, community engagement and wellbeing (Department for Digital, Culture, Media and Sport, 2017).[4]

The key objectives of the survey are to:

- Provide robust, nationally representative data on behaviours and attitudes within communities to inform and direct policy and action in these areas.
- Provide data of value to all users, including public bodies, external stakeholders and the public.
- Underpin further research and debate on building stronger communities.

[4] For more information on Official Statistics see: UK Statistics Authority. Available at https://www.statisticsauthority.gov.uk/about-the-authority/uk-statistical-system/types-of-official-statistics/

1.4 Summary of approach

The 'hyperlocal' survey used the CLS national model, which acted as a sample boost targeted towards operational areas of the selected catalyst organisations.

Within each operational area, we drew a systematic random sample of addresses from the Royal Mail Postcode Address File and sent letters inviting all adults aged 16 plus at each address to complete the questionnaire, either online or on paper. Up to three reminder letters were sent, with two paper questionnaires included for a targeted subset of addresses in the second reminder.

We constructed comparison samples for each operation area from within the 2017–18 national CLS, with one exception – Action for Business operational area in Bradford (see the Technical Appendix).

The 'hyperlocal' design builds on a pilot study conducted in 2017 to test a new way of measuring the social impact of community businesses on their local community (Willis et al., 2017). In summary, the pilot study found that the CLS offered a cost-effective approach to creating a baseline measure of community cohesion and social action in the local areas served by community businesses. The 2017 report outlined several methodological recommendations for use in future. As a result, the following adaptations were implemented for this study:

– Each operational area was defined with reference to Office for National Statistics (ONS) Census Output Area (OA) geography rather than postcodes. While postcodes are tailored it means no direct population statistics are available to use as a test of the weighting method's ability to work as a calibration mechanism.
– Comparison areas were set out in advance (i.e. the 10 per cent most similar, or the 1 per cent most similar for Bradford). This allowed the comparison samples to be pre-identified from the 2017–18 national CLS (and assessed for sufficiency). It also ensured a clear definition for future research purposes.

Although the comparison samples are drawn from the national 2017-18 CLS sample, each is – by design – an *unrepresentative* subset of that national sample. Please refer to the 2017-18 CLS statistical release[5] for full national population estimates.

1.5 Sampling

For the purposes of the survey, each organisation's operational area was defined with reference to ONS OA geography and was formed of a contiguous combination of whole OAs (the smallest unit in the ONS hierarchy). Maps of these operational areas were produced by Power to Change in conjunction with Kantar Public.

5 The 2017-18 Community Life Survey statistical release can be found at https://www.gov.uk/government/statistics/community-life-survey-2017-18. For any queries about the Community Life national data, please contact evidence@culture.gov.uk

Within each operational area, Kantar Public drew a systematic random sample of addresses from the Royal Mail Postcode Address File, aiming for 300 completed questionnaires and maximal geographical dispersion. The number of addresses sampled in each operational area was calculated via a statistical model of response probability, using data from the 2017–18 CLS. Table 1.2 shows how many addresses were sampled in each area.

Table 1.2: Address samples in each operational area

Operational area	Total sample of addresses
Abram Ward Community Charity, Wigan	1,550
Action for Business, Bradford	1,044
B-inspired, Leicester	1,121
Centre4, North East Lincolnshire	1,062
Marsh Farm Futures, Luton	1,103
RIO, Plymouth	1,135
Wharton Trust, Hartlepool	1,069

At each address, all adults aged 16 plus were invited to complete the questionnaire, either online or on paper.

1.6 Fieldwork and response

Fieldwork took place between 16 May and 5 August 2018.

The standard model for the CLS is to send two reminders, each a fortnight apart, but with a third reminder in reserve. In the second reminder, two paper questionnaires are included for a targeted subset of addresses.[6] All respondents who completed the survey received a £10 voucher to thank them for their contribution.

We undertook a programme of post-fieldwork verification to assure the quality of the data. This was based on the same verification methods developed for the national CLS. The number of completed questionnaires (online and paper, after editing) is shown in table 1.3.

[6] Respondents were not asked about community businesses or the catalyst organisation as part of the Community Life Survey.

Table 1.3: Number of completed questionnaires

Operational area	Online completions	Paper completions	Total completions
Abram Ward Community Charity, Wigan*	305 (69%)	139 (31%)	444
Action for Business, Bradford*	186 (68%)	89 (32%)	275
B-inspired, Leicester	190 (56%)	152 (44%)	342
Centre4, North East Lincolnshire*	174 (54%)	151 (46%)	325
Marsh Farm Futures, Luton*	236 (69%)	106 (31%)	342
RIO, Plymouth	247 (64%)	138 (36%)	385
Wharton Trust, Hartlepool	186 (60%)	122 (40%)	308
Bespoke comparison sample for Action for Business (300 LSOAs)	211 (64%)	117 (36%)	328

*Third reminders sent to random subset of addresses

1.6 Identification of comparison samples

Each of the operational areas has a national comparison sample identified from within the 2017–18 CLS dataset. With one exception, the comparison sample is the subset of 2017–18 CLS respondents who live in the 10 per cent of English neighbourhoods that are most similar to the operational area.

The one exception is the Action for Business operational area in Bradford. This area is majority Asian (77 per cent in the 2011 Census) – predominantly of Pakistani ethnic heritage – and has few natural partners within a national sample. Consequently, we identified the most similar 300 LSOAs in England (approximately 1 per cent of the total, instead of 10 per cent) and drew a supplementary bespoke comparison sample of 1,006 addresses from across these LSOAs, treating them in the same way as the addresses drawn from the seven operational areas.

1.8 Limitations

As with any research, there are limitations.

To measure impact, we would need the community businesses created by the catalyst organisations to have a reasonable effect and for a relatively close match to be identified in the comparison sample derived from the national sample. This comparison sample should be large enough to ensure that unusual effects within the sample zone can be detected, but not so large that the comparison sample's similarity to the target sample zone is lost.

The analysis assumes that controlling for differences in key census statistics, and indices of deprivation, is enough to eradicate systematic differences between sampled operational areas on the one hand and comparison sample areas on the other. What is left is then assumed to be the impact of the community businesses. In isolation, the strength of evidence is weaker than might be obtained from a randomised controlled trial (RCT)[7] or difference-in-difference analysis. However, if data is also collected again in a few years' time, it should be possible to carry out the latter type of analysis at that point.

As the main Empowering Places programme began in August 2017, we do not expect to see differences between the operational areas and the matched comparison areas at this stage. Instead this study acts as a baseline from which progress can be measured over time.

See the Technical Appendix for further information.

[7] The implementation of such a design was not possible in this case as the businesses were already in place at the time of interview.

2. Research findings

2.1 Social isolation

The local environment can have a significant impact on whether a person feels socially isolated. Research by Public Health England (2015) has highlighted that local services and initiatives can impact social isolation by bringing individuals together, even if this is not their primary aim. Many community businesses act as a hub for local people to come together, helping to foster social connections. At application, 22 per cent of applicants for Power to Change funding stated that they aim to 'reduce social isolation' (n=570, January 2015–May 2018).

The Community Life Survey (CLS) includes measures that capture strength of social support networks, including:

- having people to call on for help
- having people to socialise with
- having people available to listen
- how often people chat to their neighbours
- loneliness.

Generally, there were few differences between the operational areas and their matched comparison samples on these measures (see Table 2.1). Where differences were observed, they did not follow a clear pattern:

- Residents living in the Braunstone operational area were more likely to disagree that, 'if I needed help, there are people who would be there for me' (10% compared with 5% in the matched comparison sample).
- Residents living in the Manningham operational area were more likely to agree that, 'If I wanted company or to socialise, there are people I can call on' (97% compared with 90% in the matched comparison sample). Conversely, those living in the Devonport and Stonehouse operational area were less likely to agree that they could call on people if they wanted company or to socialise (85% compared with 91% in the matched comparison sample).

– Compared with the matched comparison area, residents living in the Abram Ward operational area were more likely to report only having one person they can really count on to listen to them (33% vs 22%, respectively). Individuals living in the Marsh Farm operational area were less likely to report they had no one they could count on (3% compared with 6% in the matched comparison sample).
– Residents living in the Abram Ward, Devonport and Stonehouse, and Dyke House operational areas were more likely to report that they chat to their neighbours most days compared with their matched sample (29% vs 16% in Abram Ward, 26% vs 18% in Devonport and Stonehouse, and 27% vs 20% in Dyke House, respectively).
– Residents living in the Dyke House operational area were more likely to report feeling lonely often or always (12% compared with 7% in the matched comparison sample). Those living in Braunstone were less likely to report 'hardly ever' feeling lonely (21% compared with 28% in the matched comparison sample).

Table 2.1: Social action (%)

		Abram Ward, Wigan		Manningham, Bradford		Braunstone, Leicester		Nunsthorpe and Bradley Park, Grimsby		Marsh Farm, Luton		Devonport and Stonehouse, Plymouth		Dyke House, Hartlepool	
		CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS
If I needed help there would be people there for me (FrndSat1/ ZFrendSat1)	Definitely agree	67	71	64	71	59	67	66	67	63	68	65	68	67	69
	Tend to agree	29	23	31	31	31	28	25	26	30	27	24	25	25	25
	Tend to disagree	3	4	4	6	8	3	6	4	5	3	8	4	5	4
	Definitely disagree	..	2	..	2	..	2	3	3	..	1	3	2	2	3
	Agree	96	95	95	93	90	95	91	93	94	95	89	94	92	94
	Disagree	4	5	5	7	10	5	9	7	6	5	11	6	8	6
	Unweighted base (all respondents)	*443*	*643*	*274*	*530*	*342*	*777*	*324*	*682*	*338*	*1,134*	*384*	*1,013*	*306*	*689*

		Abram Ward, Wigan		Manningham, Bradford		Braunstone, Leicester		Nunsthorpe and Bradley Park, Grimsby		Marsh Farm, Luton		Devonport and Stonehouse, Plymouth		Dyke House, Hartlepool	
		CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS
If I want to socialise there are people I can call (FrndSat2/ ZFrendSat2)	Definitely agree	57	62	59	55	51	60	57	58	57	58	51	56	57	60
	Tend to agree	33	31	37	35	39	31	31	31	33	34	34	35	33	30
	Tend to disagree	9	6	2	7	8	6	8	7	9	6	10	6	5	7
	Definitely disagree	..	2	2	3	2	3	4	4	..	2	5	2	5	3
	Agree	90	92	97	90	90	91	88	89	90	92	85	91	90	90
	Disagree	10	8	4	10	10	9	12	11	10	8	15	9	10	10
	Unweighted base (all respondents)	*441*	*639*	*273*	*529*	*339*	*769*	*319*	*675*	*337*	*1,124*	*378*	*1,001*	*305*	*682*
Is there anyone you can really count on to listen to you? (CountOn1)	Yes, one person	33	22	28	24	32	25	22	26	21	21	33	26	27	26
	Yes, more than one	65	73	69	70	59	68	71	65	76	73	61	69	69	66
	No one	2	5	3	6	10	7	8	9	3	6	6	5	4	8
	Unweighted base (web respondents)	*304*	*645*	*186*	*339*	*189*	*452*	*173*	*393*	*233*	*748*	*245*	*634*	*183*	*393*
How often do you chat to your neighbours, more than to just say hello? (SChatN)	On most days	29	16	32	30	25	19	25	19	17	16	26	18	27	20
	Once or twice a week	33	37	36	30	31	35	35	36	34	33	32	34	28	36
	Once or twice a month	15	20	9	16	15	17	16	17	23	23	18	18	18	16
	Less than once a month	11	17	10	12	18	16	11	15	16	18	12	17	14	13
	Never	12	10	13	12	12	13	13	13	10	10	12	13	15	14
	Unweighted base (all respondents)	*444*	*645*	*274*	*530*	*340*	*780*	*322*	*684*	*341*	*1,140*	*384*	*1,015*	*307*	*690*

		Abram Ward, Wigan		Manningham, Bradford		Braunstone, Leicester		Nunsthorpe and Bradley Park, Grimsby		Marsh Farm, Luton		Devonport and Stonehouse, Plymouth		Dyke House, Hartlepool	
		CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS
How often do you feel lonely? (LonOft)	Often/always	6	5	10	8	10	7	10	7	6	6	9	7	12	6
	Some of the time	19	15	16	18	20	16	16	18	16	15	20	18	15	17
	Occasionally	22	23	18	25	27	26	27	25	24	24	23	25	28	24
	Hardly ever	30	31	33	29	21	28	25	28	30	32	28	28	23	28
	Never	23	26	23	20	22	24	22	24	24	23	20	22	23	25
	Unweighted base (all respondents)	*436*	*638*	*268*	*509*	*335*	*766*	*313*	*673*	*336*	*1,115*	*375*	*991*	*299*	*678*

.. Figure suppressed due to percentage based on 5 or fewer responses

2.2 Health and wellbeing

There is extensive evidence that connected and empowered communities promote good health (PHE/NHS England, 2015), while more active community involvement can lead to increased life satisfaction and wellbeing (Jones et al., 2016).

Community-owned models have demonstrated they can deliver improved health and social care outcomes that are viable in the long term (Power to Change, 2017). Over the longer-term, we might therefore expect to see an increase in health and wellbeing scores in areas with community businesses focussed on providing health and wellbeing services. More widely we would hope to see improved health and wellbeing outcomes in operational areas as a result of strengthened communities.

2.2.1 Self-reported health

The CLS measures self-reported health by asking two questions:

– self-reported rating of general health

– whether have a limiting long-term illness.

In general, there were few differences between the operational areas and the matched comparison samples on these measures (see Table 2.2). Where differences existed, operational areas were associated with lower levels of self-reported health compared with the matched comparison samples.

Individuals living in the Marsh Farm and Abram Ward operational areas were less likely to rate their health as 'very good' compared with their matched comparison samples (15% vs 26% and 19% vs 27%, respectively). Residents living in the Devonport and Stonehouse operational area were more likely to rate their health as bad (8% compared with 3% in the matched comparison area).

2.2.2 Personal wellbeing

Subjective wellbeing is based on the four harmonised measures developed by the Office of National Statistics:[8]

- Rating of life satisfaction: scale 0 (not at all satisfied) to 10 (completely satisfied)
- Rating of happiness yesterday: scale 0 (not at all happy) to 10 (completely happy)
- Rating of anxious yesterday: scale 0 (not at all anxious) to 10 (completely anxious)
- Rating of how worthwhile the things they do are: scale 0 (not at all worthwhile) to 10 (completely worthwhile).

These questions allow people to assess their life overall, as well as providing an indication of their day-to-day feelings. The 2017–18 national CLS highlighted that national levels of personal wellbeing have remained consistent over the last year (average ratings of 7.1 out of 10 for life satisfaction, 7.1 out of 10 for happiness yesterday, 3.4 out of 10 for anxiety yesterday and 7.3 out of 10 for feeling that what you do in life is worthwhile) (DCMS, 2018).

Similar to self-reported health, where differences existed, operational areas were generally associated with lower levels of personal wellbeing compared with their matched comparison samples (see Table 2.3). There were some differences between the operational areas and their matched comparison areas in all areas except Abram Ward and Devonport and Stonehouse. However, differences between operational and matched control areas were particularly concentrated in the localities of Nunsthorpe and Bradley Park, and Dyke House.

Residents living near the Nunsthorpe and Bradley Park operational area were less likely than their matched comparison sample to give a 'high' life satisfaction rating (35% vs 45%), less likely to give a 'high' rating for feeling their life is worthwhile (32% vs 41%), and more likely to rate their happiness as 'low' (21% vs 14%).

Similarly, residents living in the Dyke House operational area were less likely than their matched comparison sample to give a 'high' life satisfaction rating (33% vs 46%), less likely to give a 'high' rating for feeling their life is worthwhile (32% vs 40%), and were also more likely to give a 'very high' rating for anxiety (34% vs 27%).

[8] For more information on Official of National Statistics well-being measures see: Government Statistic Service. Available at: https://gss.civilservice.gov.uk/guidances/harmonisation/0-harmonised-principles/personal-well-being/#questions-input-

Table 2.2: Self-reported health (%)

		Abram Ward, Wigan		Manningham, Bradford		Braunstone, Leicester		Nunsthorpe and Bradley Park, Grimsby		Marsh Farm, Luton		Devonport and Stonehouse, Plymouth		Dyke House, Hartlepool	
		CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS
How is your health in general? (GHealth)	Very good	19	27	20	23	23	23	21	24	15	26	26	27	21	23
	Good	49	50	48	40	45	44	36	41	52	45	44	47	39	42
	Fair	24	20	23	27	22	25	30	25	27	22	21	22	25	26
	Bad	6	3	7	7	8	7	11	7	5	6	8	3	11	5
	Very bad	2	..	..	2	..	2	..	4	..	1	2	1	4	3
	Unweighted base (all respondents)	*305*	*445*	*186*	*338*	*190*	*452*	*173*	*393*	*236*	*747*	*247*	*633*	*185*	*1206*
Do you have a longstanding illness? (Zdill)	Yes	26	20	23	21	23	26	34	29	20	21	25	24	28	28
	No	74	80	77	79	77	74	66	71	80	79	75	76	72	72
	Unweighted base (web respondents)	*304*	*441*	*185*	*335*	*189*	*450*	*172*	*389*	*233*	*744*	*246*	*628*	*184*	*391*

Table 2.3: Personal wellbeing (%)

		Abram Ward, Wigan		Manningham, Bradford		Braunstone, Leicester		Nunsthorpe and Bradley Park, Grimsby		Marsh Farm, Luton		Devonport and Stonehouse, Plymouth		Dyke House, Hartlepool	
		CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS
How satisfied are you with life nowadays? (ZWellB1)	Very high	23	23	19	24	20	21	19	21	16	23	24	21	24	21
	High	43	47	40	37	37	45	35	45	51	44	41	44	33	46
	Medium	21	20	27	26	26	20	26	20	22	22	17	20	23	20
	Low	13	10	15	14	17	14	20	13	11	11	18	14	20	13
	Unweighted base (all respondents)	*430*	*632*	*272*	*513*	*332*	*758*	*311*	*663*	*328*	*1,100*	*374*	*985*	*292*	*668*
How happy did you feel yesterday? (ZWellB2)	Very high	29	31	33	26	26	28	26	27	25	29	26	27	28	28
	High	35	37	30	35	30	35	32	36	45	40	37	36	31	35
	Medium	19	17	22	22	25	22	21	22	20	18	17	19	21	21
	Low	18	15	14	17	19	15	21	14	10	13	20	17	20	15
	Unweighted base (all respondents)	*430*	*630*	*271*	*513*	*334*	*760*	*311*	*666*	*333*	*1,111*	*374*	*987*	*297*	*671*
How anxious did you feel yesterday? (ZWellB3)	High	26	24	23	31	30	28	23	28	26	26	25	28	34	27
	Medium	16	18	24	26	21	20	21	19	20	19	20	19	20	20
	Low	22	23	25	20	19	22	25	23	24	23	23	24	16	23
	Very low	35	35	28	23	31	31	31	30	30	32	31	29	30	31
	Unweighted base (all respondents)	*428*	*626*	*271*	*507*	*330*	*751*	*309*	*660*	*329*	*1,105*	*372*	*975*	*293*	*665*
To what extent do you feel the things you do in your life are worthwhile (ZWellB4)	Very high	33	29	28	27	27	29	24	27	25	30	28	26	30	28
	High	37	43	41	37	33	40	32	41	48	42	36	41	32	40
	Medium	18	17	22	24	25	19	26	20	19	17	20	21	21	20
	Low	12	11	10	12	15	12	18	12	9	11	17	12	18	13
	Unweighted base (all respondents)	*428*	*627*	*266*	*518*	*329*	*757*	*306*	*664*	*329*	*1,099*	*374*	*983*	*290*	*667*

.. Figure suppressed due to percentage based on 5 or fewer responses

2.3 Employability

The Empowering Places programme aims to boost opportunities for employment, either directly or indirectly by accelerating the growth of community business. Some community businesses offer opportunities to work for the business directly, while others offer practical help by building transferable skills which young people can take into education, training and employment. Volunteering as part of a community business can also help build transferable skills and improve employability.

Compared with their matched comparison areas, residents living in the Abram Ward and Manningham operational areas were less likely to be in employment (respectively, 58% vs 74% in Abram Ward, and 41% vs 54% in Manningham) (see Table 2.4).

Table 2.4: Whether in employment (%)

		Abram Ward, Wigan		Manningham, Bradford		Braunstone, Leicester		Nunsthorpe and Bradley Park, Grimsby		Marsh Farm, Luton		Devonport and Stonehouse, Plymouth		Dyke House, Hartlepool	
		CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS
Respondent economic status 3 categories (DVILO3a)	In employment	58	74	41	54	58	70	62	63	61	68	64	66	54	63
	Unemployed	3	3	9	4	3	4	4	3	3	2	3	5	5	4
	Economically inactive	38	24	50	41	39	27	34	33	36	29	33	30	41	33
	Unweighted base (all respondents)	*305*	*447*	*186*	*339*	*190*	*453*	*174*	*394*	*236*	*749*	*247*	*639*	*186*	*394*

2.4 Local environment

2.4.1 Satisfaction with local area

A key aim for the Empowering Places programme is to improve the local environment by inspiring local regeneration via community business. This, in turn, can lead to increased levels of satisfaction within the local area.

The CLS captures several measures relating to satisfaction with the local area, including:

– satisfaction with the local area as a place to live

– whether the area has got better or worse to live in over the last two years.

There was generally little variation in levels of satisfaction with the local area across most operational areas compared with their matched comparison samples (see Table 2.5). Residents living in the Devonport and Stonehouse operational area reported higher levels of satisfaction with their local area as a place to live compared with their matched comparison sample (75% vs 68%). In particular, they were more likely to report being 'very satisfied' (27% compared with 20% in their matched comparison sample). Conversely, those living around the Abram Ward and Marsh Farm localities reported lower levels of satisfaction (55% vs 67% in Abram Ward, and 63% vs 72% in Marsh Farm, respectively), with residents in Abram Ward also reporting higher levels of dissatisfaction (either 'fairly' or 'very') with the local area (21% vs 12%, respectively).

The survey also captured whether people felt their local area had become better or worse to live in over the past two years (see Table 2.5). Residents living in the Devonport and Stonehouse operational area were more likely to feel that the area had got better in the past two years (37% compared with 15% in their matched comparison sample), while residents living in the Manningham operational area were less likely to say that the area had got worse over the last two years (27% compared with 42% in their matched comparison sample).

2.4.2 Access to services

The area we live in and the availability of local services such as shops, schools, community centres and pubs and amenities can influence life satisfaction and wellbeing. A lack of access to basic services can lead to poorer quality of life and social isolation, especially for older people and those dependent on public transport to access services.

A common characteristic of community businesses is the delivery of positive social, economic and environmental benefits for the whole community, by helping to regenerate communities and, in many cases, provide vital services and amenities required locally.

The CLS measures levels of satisfaction with local services and amenities.

Focussing on overall levels of satisfaction and dissatisfaction, residents in the Abram Ward, Nunsthorpe and Bradley Park, and Dyke House operational areas were more likely to be dissatisfied with the provision of local services compared with their matched comparison samples (respectively, 15% vs 9% in Abram Ward, 16% vs 10% in Nunsthorpe and Bradley Park, and 16% vs 9% in Dyke House) (see Table 2.6).

Table 2.5: Satisfaction with the local area (%)

		Abram Ward, Wigan		Manningham, Bradford		Braunstone, Leicester		Nunsthorpe and Bradley Park, Grimsby		Marsh Farm, Luton		Devonport and Stonehouse, Plymouth		Dyke House, Hartlepool	
		CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS
Satisfaction with local area as a place to live (SLocSat/ ZLocSat)	Very satisfied	12	17	19	16	15	16	12	17	17	19	27	20	15	16
	Fairly satisfied	43	49	39	42	46	45	42	45	46	53	47	47	42	43
	Neither satisfied nor dissatisfied	24	22	25	21	24	24	27	24	22	16	14	19	22	26
	Fairly dissatisfied	15	9	11	15	10	10	10	9	12	8	7	8	13	10
	Very dissatisfied	6	2	6	7	5	5	8	5	2	4	4	5	8	5
	Satisfied (very/fairly)	55	67	58	57	61	61	55	61	63	72	75	68	57	59
	Dissatisfied (fairly/very)	21	11	17	22	15	15	18	14	14	12	11	13	21	15
	Unweighted Base (all respondents)	*421*	*602*	*264*	*504*	*326*	*719*	*304*	*629*	*322*	*1,074*	*369*	*957*	*291*	*634*
How area has changed over the past two years (BetWors)	Area has got better	9	12	21	14	15	12	11	13	14	13	37	15	18	14
	Area has got worse	34	27	27	42	26	27	29	27	25	30	17	29	32	29
	Area has not changed much	57	61	52	44	59	61	61	60	61	57	46	56	49	58
	Unweighted Base (all respondents)	*416*	*611*	*253*	*507*	*331*	*726*	*294*	*645*	*324*	*1,083*	*334*	*923*	*282*	*647*

Table 2.6: Access to services (%)

		Abram Ward, Wigan		Manningham, Bradford		Braunstone, Leicester		Nunsthorpe and Bradley Park, Grimsby		Marsh Farm, Luton		Devonport and Stonehouse, Plymouth		Dyke House, Hartlepool	
		CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS
Satisfaction with local services and amenities (SatAsset/ ZSatAsset)	Very satisfied	13	19	30	21	23	19	15	19	18	22	34	23	19	19
	Fairly satisfied	44	51	42	46	45	47	44	47	51	51	46	54	42	48
	Fairly dissatisfied	11	6	4	8	3	6	9	7	7	7	4	5	11	6
	Very dissatisfied	5	3	3	5	4	3	7	3	2	2	2	3	5	3
	Satisfied (very/fairly)	57	69	72	68	68	66	58	67	69	73	80	77	61	68
	Dissatisfied (fairly/very)	15	9	8	13	7	10	16	10	9	9	6	8	16	9
	Unweighted Base (all respondents)	*444*	*643*	*273*	*531*	*341*	*778*	*324*	*682*	*342*	*1,137*	*385*	*1,014*	*308*	*688*

2.5 Community cohesion

The Power to Change Annual Grantee Survey (2019) reported that 90 per cent of the community businesses it had funded by 2018 felt they had an impact on community cohesion. Many community businesses strive to provide a space in which local people come together, regardless of religious, ethnic and social background. Community businesses aim to promote community integration and a sense of shared identity and purpose.

The CLS carries a broad range of community cohesion measures, including:

- extent to which people feel that people from different backgrounds get on well in their local area
- strength of feelings of belonging in their neighbourhood
- levels of trust in their neighbourhood
- diversity of friendship groups
- level of neighbourliness.

In the CLS, 'local area' is defined as a '15–20-minute walking distance from your home', while 'neighbourhood' is defined as 'within a few minutes walking distance from your home'.

2.5.1 Perceptions of community cohesion

The key community cohesion measure in the CLS captures the extent to which people agree or disagree that their local area is a place where people from different backgrounds get on well together.

On this measure, most operational areas were not different in profile to their matched comparison samples (see Table 2.7). The only difference was detected in Abram Ward, where residents living within the operational locality were less likely to agree that people from different backgrounds get on (68% compared with 76% in the matched comparison sample).

2.5.2 Feeling of belonging to local area

There were again few differences between operational areas and their matched comparison samples with respect to feelings of belonging, either to Britain or their local neighbourhood (see Table 2.8). The sole exception was that residents living around the Dyke House operational area were more likely than their matched comparison sample to feel they belonged 'very strongly' to their immediate neighbourhood (20% compared with 13% in the matched comparison sample).

2.5.3 Levels of trust

There was some variation in level of trust between operational areas and their matched comparison samples (see Table 2.9). Residents in Abram Ward were more trusting of their neighbours (2% considered that 'no-one could be trusted' compared with 5% in the matched comparison sample). On the other hand, residents in the Marsh Farm operational area were less trusting of their neighbours (22% thought 'many people' could be trusted compared with 30% in the matched comparison sample). While there were also some differences between operational areas and matched comparison samples in Braunstone and Devonport and Stonehouse, the differences do not follow a clear pattern.

In terms of generalised trust (i.e. trust in general, not specific to their local community) residents living in the Nunsthorpe and Bradley Park, and Marsh Farm operational areas were generally less trusting than their matched comparison samples. Individuals living in the Nunsthorpe and Bradley Park operational area were less likely to rate their level of trust as 'high' (19% compared with 28% in the matched comparison sample), while those living in Marsh Farm were less likely to rate their level of trust as 'very high' (2% compared with 6% in the matched comparison sample) (see Table 2.9).

2.5.4 Diversity of friendship groups

Diversity of friendship groups can also have an impact on community cohesion. The CLS covers a range of measures on friendship diversity, including the proportion of friends that are the same:

- ethnic group
- faith group
- age group
- educational level.

When we compared operational areas with matched comparison samples we noted the following differences in terms of ethnic and religious diversity of friendship groups:

Residents living in the operational areas in Manningham and Nunsthorpe and Bradley Park had less ethnically and religiously diverse friendship groups than their matched comparison samples. This was evidenced by higher proportions stating that they have friends of 'all the same' ethnicity (39% vs 28% in Manningham, and 57% vs 44% in Nunsthorpe and Bradley Park, respectively), and higher proportions stating that they have friends of 'all the same' religion (42% vs 29% in Manningham, and 46% vs 32% in Nunsthorpe and Bradley Park, respectively).

- Residents in the Dyke House operational area also had less ethnically diverse friendship groups (59% said their friends were 'all the same' ethnicity compared with 48% in the matched comparison sample).
- Conversely, residents living near Braunstone and Marsh Farm operational areas had more ethnically diverse friendship groups (proportion saying friends were 'all the same' ethnicity: 26% vs 39% in Braunstone, and 20% vs 31% in Marsh Farm, respectively) (see Table 2.10).

– In terms of diversity of friendships by age and education, there were virtually no differences between the operational areas and their matched comparison samples, with the sole exception of Abram Ward where residents living in the operational area were more likely to say their friends were 'all the same' educational level as themselves (26% vs 16%) (see Table 2.10).

2.5.5 Neighbourliness

Neighbourliness is measured in the CLS by the extent to which people agree or disagree that they 'often borrow and exchange favours with neighbours'.

On this measure, there were no differences between operational areas and their matched comparison samples in all areas except Marsh Farm operational area (31% agreed that they 'borrow and exchanged favours with neighbours' compared with 38% in the matched comparison sample) (see Table 2.11).

Table 2.7: Perceptions of community cohesion (%)

		Abram Ward, Wigan		Manningham, Bradford		Braunstone, Leicester		Nunsthorpe and Bradley Park, Grimsby		Marsh Farm, Luton		Devonport and Stonehouse, Plymouth		Dyke House, Hartlepool	
		CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS
Agreement that people from different backgrounds get on well together (STogeth/ ZSTogeth)	Definitely agree	8	8	23	17	9	10	6	9	17	13	17	12	8	9
	Tend to agree	60	68	52	60	61	64	60	63	66	67	57	64	59	63
	Tend to disagree	23	21	18	17	23	20	25	22	14	17	20	18	26	22
	Definitely disagree	9	3	7	6	7	7	10	6	4	3	6	5	6	6
	Agree	68	76	75	78	70	73	65	72	83	80	74	76	67	72
	Disagree	32	24	25	22	30	27	35	28	17	20	26	24	33	28
	Unweighted base (all respondents)	*415*	*591*	*265*	*502*	*319*	*711*	*297*	*621*	*319*	*1,056*	*366*	*946*	*289*	*624*

Table 2.8: Feelings of belonging to the area (%)

		Abram Ward, Wigan		Manningham, Bradford		Braunstone, Leicester		Nunsthorpe and Bradley Park, Grimsby		Marsh Farm, Luton		Devonport and Stonehouse, Plymouth		Dyke House, Hartlepool	
		MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB
Strength of belonging to immediate neighbourhood (SBeNeigh/ ZSbeNeigh2)	Very strongly	18	13	29	22	12	13	15	15	19	17	18	15	20	13
	Fairly strongly	41	45	44	44	40	43	37	43	42	40	37	39	36	44
	Not very strongly	29	30	20	24	34	29	31	28	29	32	29	31	30	28
	Not at all strongly	13	11	7	9	13	15	17	15	10	11	16	15	14	15
	Strongly (very/ fairly)	58	58	72	66	52	56	52	57	61	56	55	54	56	57
	Not strongly (not very/not at all)	42	41	27	33	47	44	48	43	39	43	45	46	44	43
	Unweighted base (all respondents)	*442*	*643*	*273*	*530*	*342*	*778*	*322*	*682*	*337*	*1,139*	*383*	*1,012*	*304*	*688*
Strength of belonging to Great Britain (SBeGB/ ZSBeGB2)	Very strongly	50	49	43	43	36	41	47	41	46	46	38	45	52	43
	Fairly strongly	35	37	47	40	36	40	32	41	39	37	40	37	33	39
	Not very strongly	13	12	8	14	23	16	15	14	13	13	15	14	10	14
	Not at all strongly	..	2	..	3	5	4	6	5	..	3	6	4	5	4
	Strongly (very/ fairly)	86	86	90	84	72	81	79	82	85	83	79	82	85	82
	Not strongly (not very/not at all)	14	14	10	16	28	19	21	18	15	17	21	18	15	18
	Unweighted base (web respondents)	*304*	*447*	*186*	*339*	*190*	*453*	*174*	*394*	*236*	*748*	*247*	*639*	*186*	*394*

.. Figure suppressed due to percentage based on 5 or fewer responses

Table 2.9: Levels of trust (%)

		Abram Ward, Wigan		Manningham, Bradford		Braunstone, Leicester		Nunsthorpe and Bradley Park, Grimsby		Marsh Farm, Luton		Devonport and Stonehouse, Plymouth		Dyke House, Hartlepool	
		CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS
People in the neighbourhood can be trusted (STrust)	Many can be trusted	28	28	27	19	13	20	21	22	22	30	19	24	25	20
	Some can be trusted	37	35	43	44	46	33	31	33	42	38	44	35	34	35
	A few can be trusted	33	32	27	32	37	38	43	39	34	28	34	36	36	38
	None can be trusted	2	5	3	5	3	8	6	7	2	4	3	5	4	7
	Unweighted base (all respondents)	*430*	*638*	*264*	*510*	*323*	*773*	*309*	*680*	*324*	*1,129*	*361*	*998*	*290*	*684*
Trust in people in general (ZSTrustGen2)	Very high	4	6	9	6	4	5	4	6	2	6	4	5	8	6
	High	35	30	30	26	26	27	19	28	28	35	29	34	23	27
	Medium	36	40	33	42	38	38	40	37	44	35	37	35	40	38
	Low	26	24	27	27	33	30	37	29	25	25	30	26	29	29
	Unweighted base (all respondents)	*441*	*643*	*273*	*528*	*340*	*781*	*322*	*686*	*338*	*1,135*	*381*	*1,011*	*306*	*692*

Table 2.10: Diversity of friendship groups (%)

		Abram Ward, Wigan		Manningham, Bradford		Braunstone, Leicester		Nunsthorpe and Bradley Park, Grimsby		Marsh Farm, Luton		Devonport and Stonehouse, Plymouth		Dyke House, Hartlepool	
		CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS
Proportion of friends that are the same ethnic group (SRace/ Zsrace)	All the same	51	44	39	28	26	39	57	44	20	31	43	40	59	48
	More than half	38	45	39	46	44	45	29	43	46	46	38	44	26	41
	About half	6	5	15	18	16	9	5	6	19	14	10	9	5	5
	Less than half	5	5	7	8	13	7	8	7	16	10	9	7	10	6
	All the same	51	44	39	28	26	39	57	44	20	31	43	40	59	48
	Not all the same	49	56	61	72	74	61	43	56	80	69	57	60	41	52
	Unweighted base (web respondents)	*303*	*445*	*186*	*336*	*185*	*451*	*170*	*392*	*233*	*744*	*245*	*633*	*186*	*392*
Proportion of friends that are the same faith group (SFaith/ ZSFaith)	All the same	36	31	42	29	26	30	46	32	20	21	35	29	41	32
	More than half	31	44	35	43	29	37	28	37	41	41	33	41	29	38
	About half	17	14	17	20	16	19	14	16	18	20	14	15	20	16
	Less than half	15	11	6	9	28	14	12	15	22	18	19	15	10	14
	All the same	36	31	42	29	26	30	46	32	20	21	35	29	41	32
	Not all the same	64	69	58	71	74	70	54	68	80	79	65	71	59	68
	Unweighted base (web respondents)	*286*	*426*	*186*	*334*	*180*	*426*	*164*	*362*	*218*	*705*	*229*	*594*	*180*	*369*

		Abram Ward, Wigan		Manningham, Bradford		Braunstone, Leicester		Nunsthorpe and Bradley Park, Grimsby		Marsh Farm, Luton		Devonport and Stonehouse, Plymouth		Dyke House, Hartlepool	
		CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS
Proportion of friends that are the same age group (Sage/ ZSage)	All the same	20	14	24	19	14	18	17	21	18	15	20	18	21	21
	More than half	41	48	40	48	40	40	42	38	38	46	39	46	37	43
	About half	25	28	24	21	26	29	26	28	26	25	25	25	27	26
	Less than half	14	10	12	12	20	14	14	12	17	14	15	11	15	11
	All the same	20	14	24	19	14	18	17	21	18	15	20	18	21	21
	Not all the same	80	86	76	81	86	82	83	79	82	85	80	82	79	79
	Unweighted base (web respondents)	*303*	*445*	*185*	*337*	*186*	*452*	*171*	*393*	*235*	*743*	*246*	*633*	*186*	*392*
Proportion of friends that are the same educational level (SEduc/ ZSEduc)	All the same	26	16	25	18	19	17	22	21	23	18	18	19	22	22
	More than half	31	48	30	35	34	41	38	40	31	44	42	43	36	41
	About half	29	25	26	28	27	28	32	26	31	29	31	27	27	25
	Less than half	13	11	19	20	20	14	9	14	15	9	10	11	14	12
	All the same	26	16	25	18	19	17	22	21	23	18	18	19	22	22
	Not all the same	74	84	75	82	81	83	78	79	77	82	82	81	78	78
	Unweighted base (web respondents)	*301*	*442*	*184*	*335*	*183*	*447*	*168*	*387*	*232*	*733*	*244*	*625*	*185*	*388*

Table 2.11: Neighbourliness (%)

		Abram Ward, Wigan		Manningham, Bradford		Braunstone, Leicester		Nunsthorpe and Bradley Park, Grimsby		Marsh Farm, Luton		Devonport and Stonehouse, Plymouth		Dyke House, Hartlepool	
		CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS
Tend to borrow things and exchange favours with my neighbours (SFavN/ ZSFavN)	Definitely agree	11	9	15	13	9	8	10	8	8	11	8	8	8	8
	Tend to agree	22	23	36	30	19	23	25	23	23	27	21	23	21	22
	Tend to disagree	29	27	24	21	27	22	18	23	24	26	24	26	23	24
	Definitely disagree	38	42	24	36	45	47	47	46	45	36	47	43	48	46
	Agree	33	31	52	43	28	30	35	31	31	38	28	31	29	30
	Disagree	67	69	48	57	72	70	65	69	69	62	72	69	71	70
	Unweighted base (web respondents)	*442*	*642*	*273*	*530*	*339*	*775*	*321*	*680*	*340*	*1,136*	*383*	*1,007*	*307*	*685*

2.6 Community pride and empowerment

Helping to foster greater community pride and employment through community business is a key focus of the Empowering Places programme. Indeed, research suggests that empowerment can help people exert some control in their local area, which in turn can improve local wellbeing (Hothy et al., 2007). The CLS captures a number of measures relating to community pride and empowerment, including:

- whether local people pull together to improve the neighbourhood
- influence on decisions affecting the area
- importance of being able to influence decisions in the local area
- whether involvement in the local community leads to changes in decision-making
- whether local people would like to be more involved in the council decisions in the local area.

There was generally little variation between the operational areas and their matched comparison samples across these measures (see Table 2.12). The key differences include:

- residents in the Devonport and Stonehouse operational area were more likely to agree that people in the area pull together to improve the neighbourhood (59% compared with 48% in the matched comparison sample), while those in the Marsh operational area were more likely to disagree (41% compared with 52% in the matched comparison sample).

– residents living in the Braunstone operational area were more likely to feel able to influence decisions affecting their local area (26% compared with 17% in the matched comparison sample).

Table 2.12: Community pride and empowerment (%)

		Abram Ward, Wigan		Manningham, Bradford		Braunstone, Leicester		Nunsthorpe and Bradley Park, Grimsby		Marsh Farm, Luton		Devonport and Stonehouse, Plymouth		Dyke House, Hartlepool	
		CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS
Agreement that people in this area pull together (SPull/ZSPull)	Definitely agree	12	6	18	13	8	10	5	9	7	12	15	9	9	8
	Tend to agree	38	43	44	43	37	34	37	36	35	39	43	39	33	38
	Tend to disagree	30	32	25	29	33	34	31	33	44	34	26	31	36	32
	Definitely disagree	19	19	14	15	23	22	27	22	15	15	16	21	22	22
	Agree	50	49	61	55	45	44	42	45	42	51	59	48	42	46
	Disagree	50	51	39	45	55	56	58	55	58	49	41	52	58	54
	Unweighted base (web respondents)	*440*	*638*	*273*	*525*	*335*	*770*	*321*	*678*	*338*	*1,127*	*379*	*997*	*301*	*681*
Influence on decisions affecting area (PAffLoc/ ZPaffLoc)	Definitely agree	4	2	7	6	4	3	3	3	6	4	5	2	3	3
	Tend to agree	16	17	27	30	22	14	17	14	20	21	24	22	19	15
	Tend to disagree	45	47	38	35	43	45	36	44	47	47	44	44	39	45
	Definitely disagree	35	34	29	30	31	38	45	39	27	28	27	31	39	37
	Agree	20	19	33	35	26	17	19	17	26	25	29	24	22	18
	Disagree	80	81	67	65	74	83	81	83	74	75	71	76	78	82
	Unweighted base (web respondents)	*440*	*634*	*266*	*523*	*336*	*764*	*318*	*671*	*333*	*1,111*	*377*	*997*	*298*	*677*

		Abram Ward, Wigan		Manningham, Bradford		Braunstone, Leicester		Nunsthorpe and Bradley Park, Grimsby		Marsh Farm, Luton		Devonport and Stonehouse, Plymouth		Dyke House, Hartlepool	
		CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS
Importance of being able to influence decisions affecting area (PInfl/ZPinfl)	Very important	13	10	21	18	11	10	12	10	15	15	14	15	11	10
	Quite important	34	39	42	41	35	37	32	37	39	40	34	39	31	38
	Not very important	37	35	28	30	38	37	34	37	32	33	39	33	32	36
	Not at all important	16	16	9	12	17	16	23	16	15	12	13	13	**26**	**16**
	Important	47	49	63	58	46	46	44	47	54	55	48	55	42	48
	Not important	53	51	37	42	54	54	56	53	46	45	52	45	58	52
	Unweighted base (all respondents)	*441*	*639*	*269*	*528*	*335*	*771*	*321*	*678*	*335*	*1,125*	*378*	*1,011*	*304*	*685*
Whether people getting involved in local community can change the way an area is run (LocAtt/ ZLocAtt)	Definitely agree	15	12	33	26	15	11	10	10	12	14	15	11	12	11
	Tend to agree	32	32	37	35	32	31	30	30	33	36	33	33	29	29
	Neither agree nor disagree	37	40	17	23	37	40	36	41	43	37	35	38	39	41
	Tend to disagree	11	11	6	8	8	11	12	12	8	9	8	12	10	12
	Definitely disagree	6	5	8	8	9	7	11	7	4	4	9	6	10	8
	Agree	47	44	70	61	47	42	41	40	45	50	48	44	41	40
	Neither agree nor disagree	37	40	17	23	37	40	36	41	43	37	35	38	39	41
	Disagree	17	16	14	16	17	18	23	19	12	14	17	18	21	20
	Unweighted base (web respondents)	*438*	*644*	*271*	*524*	*339*	*776*	*320*	*683*	*334*	*1,127*	*380*	*1,008*	*304*	*690*

		Abram Ward, Wigan		Manningham, Bradford		Braunstone, Leicester		Nunsthorpe and Bradley Park, Grimsby		Marsh Farm, Luton		Devonport and Stonehouse, Plymouth		Dyke House, Hartlepool	
		CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS
Would you like to be more involved in Council decisions in your local area? (PCSat)	Yes	52	52	63	60	45	51	44	51	49	56	56	58	45	50
	No	46	45	36	38	55	46	55	45	49	42	44	39	54	46
	Depends on the issue	2	3	..	2	..	3	..	4	..	2	..	3	..	4
	Unweighted base (web respondents)	*302*	*442*	*185*	*337*	*189*	*449*	*174*	*392*	*233*	*746*	*246*	*629*	*184*	*392*

.. Figure suppressed due to percentage based on 5 or fewer responses

2.7 Social action

In the CLS, social action is defined as a community project, event or activity which local people proactively get together to initiate or support on an unpaid basis. It is distinct from other forms of giving time in that it is driven and led by local people rather than through an existing group (as in formal volunteering) and tends to focus on a community need rather than the needs of an individual (as in informal volunteering). Examples can include:

– setting up a new service/amenity
– stopping the closure of a service/amenity
– stopping something happening in the local area
– running a local service on a voluntary basis
– helping to organise a street party or community event.

Social action is measured in two ways:

– involvement in local activities
– awareness of others being involved in local activities.

The Empowering Places programme seeks to foster greater community cohesion through community business bringing people together to improve the local area and to tackle problems collectively.

Residents living in operational areas were just as likely as their matched comparison samples to be involved in social action in the last 12 months.

Following the pattern observed in the general population, residents living in operational areas were more likely to be aware of social action in their communities in the last 12 months, than to actually get involved (Hamlyn et al., 2013; DCMS, 2018). Awareness of others being involved in local activities was lower in Manningham and Marsh Farm operational areas compared with their matched comparison samples (23% vs 35% in Manningham, and 19% vs 28% in Abram Ward, respectively) (see Table 2.13).

2.7.1 Civic engagement

The CLS includes three key measures that aim to measure involvement in civic engagement in the last 12 months:

- **civic participation:** engagement in democratic processes, both in person and online, including signing a petition or attending a public rally (does not include voting)
- **civic consultation**: taking part in consultations about local services, both in person and online
- **civic activism:** involvement in decision-making about local services or in the provision of these services (for example, being a school governor or a magistrate), both in person and online.

There were few differences between operational areas and their comparison matched samples, on these measures (see Table 2.14). The key differences include:

- residents living in the Marsh Farm operational area were less likely to report involvement in civic participation in the last 12 months compared with their matched comparison sample (25% vs 33%).
- residents living in the Devonport and Stonehouse and Dyke House operational areas were more likely to report involvement in civic consultation in the last 12 months compared with their matched comparison samples (19% vs 13% and 15% vs 9%, respectively).
- Residents living in the Devonport and Stonehouse operational area were also more likely to report involvement in civic activism in the last 12 months than their matched comparison sample (11% vs 7%).

Table 2.13: Social action (%)

		Abram Ward, Wigan		Manningham, Bradford		Braunstone, Leicester		Nunsthorpe and Bradley Park, Grimsby		Marsh Farm, Luton		Devonport and Stonehouse, Plymouth		Dyke House, Hartlepool	
		CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS
Any involvement in helping out with a local issue (ZLocInv1)	Yes	9	8	14	19	9	7	5	7	10	11	13	12	10	6
	No	91	92	86	81	91	93	95	93	90	89	87	88	90	94
	Unweighted base (web respondents)	*435*	*636*	*269*	*517*	*338*	*767*	*318*	*674*	*331*	*1,117*	*381*	*1,002*	*304*	*683*
Awareness of local people getting involved in a local issue (ZLocPeop1)	Yes	23	23	23	35	18	24	18	23	19	28	31	30	22	22
	No	77	77	77	65	82	76	82	77	81	72	69	70	78	78
	Unweighted base (web respondents)	*298*	*441*	*184*	*338*	*188*	*441*	*173*	*386*	*233*	*740*	*245*	*632*	*185*	*388*

Table 2.14: Civic engagement (%)

		Abram Ward, Wigan		Manningham, Bradford		Braunstone, Leicester		Nunsthorpe and Bradley Park, Grimsby		Marsh Farm, Luton		Devonport and Stonehouse, Plymouth		Dyke House, Hartlepool	
		CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS
Any civic participation in the past 12 months (ZCivPar1)	Yes	31	34	28	35	25	28	22	27	25	33	28	32	29	26
	No	69	66	72	65	75	72	78	73	75	67	72	68	71	74
	Unweighted base (web respondents)	*444*	*645*	*275*	*533*	*342*	*781*	*325*	*686*	*342*	*1,141*	*385*	*1,017*	*308*	*692*
Any civic consultation in the past 12 months (ZPConsul1)	Yes	10	13	16	17	11	12	7	10	16	15	19	13	15	9
	No	90	87	84	83	89	88	93	90	84	85	81	87	85	91
	Unweighted base (web respondents)	*444*	*645*	*275*	*533*	*342*	*781*	*325*	*686*	*342*	*1,141*	*385*	*1,017*	*308*	*692*

		Abram Ward, Wigan		Manningham, Bradford		Braunstone, Leicester		Nunsthorpe and Bradley Park, Grimsby		Marsh Farm, Luton		Devonport and Stonehouse, Plymouth		Dyke House, Hartlepool	
		CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS
Any civic activism in the past 12 months (ZCivren)	Yes	7	5	12	9	3	5	4	5	5	6	11	7	5	5
	No	93	95	88	91	97	95	97	95	95	94	89	93	95	95
	Unweighted base (web respondents)	*444*	*645*	*275*	*533*	*342*	*781*	*325*	*686*	*342*	*1,141*	*385*	*1,017*	*308*	*692*

2.8 Volunteering

The CLS measures both formal and informal volunteering:

- Formal volunteering is defined as unpaid help given as part of a group, club or organisation to benefit others or the environment. Two measures are used: (i) formal volunteering at least once a month; (ii) formal volunteering at least once in the last 12 months.
- Informal volunteering is defined as giving unpaid help as an individual to someone who is not a relative. Two measures are used: (i) informal volunteering at least once a month; (ii) informal volunteering at least once in the last 12 months.

Across all seven operational areas, informal volunteering was more prevalent than formal volunteering, which follows the national trend (DCMS, 2018).

With the exception of Manningham, Marsh Farm and Dyke House operational areas, there was little variation in formal or informal volunteering rates compared with their matched comparison samples (see Table 2.15).

However, there were lower levels of formal volunteering in the Marsh Farm operational area compared with the matched comparison sample (14% vs 19% at least once a month, 23% vs 32% at least once in the last 12 months, respectively).

Compared with the matched comparison sample, residents living in the Dyke House operational area reported higher levels of monthly informal volunteering (30% v 23%), whereas those in the Manningham operational area reported lower levels of monthly informal volunteering (20% v 35%).

Table 2.15: Volunteering (%)

		Abram Ward, Wigan		Manningham, Bradford		Braunstone, Leicester		Nunsthorpe and Bradley Park, Grimsby		Marsh Farm, Luton		Devonport and Stonehouse, Plymouth		Dyke House, Hartlepool	
		CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS
Do you formally volunteer at least once a month? (ZFormon)	Yes	18	18	17	19	13	15	13	13	14	19	17	18	15	13
	No	82	82	83	81	87	85	87	87	86	81	83	82	85	87
	Unweighted base (web respondents)	*444*	*645*	*275*	*533*	*342*	*781*	*325*	*686*	*342*	*1,141*	*385*	*1,017*	*308*	*692*
Have you formally volunteered in the past 12 months? (ZForVol)	Yes	27	30	32	34	21	25	19	22	23	32	28	28	24	23
	No	73	70	68	66	79	75	81	78	77	68	72	72	76	77
	Unweighted base (web respondents)	*444*	*645*	*275*	*533*	*342*	*781*	*325*	*686*	*342*	*1,141*	*385*	*1,017*	*308*	*692*
Do you provide informal help at least once a month? (ZHelpMon)	Yes	23	24	20	35	28	23	26	25	29	27	26	28	30	23
	No	77	76	80	65	72	77	74	75	71	73	74	72	70	77
	Unweighted base (web respondents)	*444*	*645*	*275*	*533*	*342*	*781*	*325*	*686*	*342*	*1,141*	*385*	*1,017*	*308*	*692*
Have you informally helped in the past 12 months? (ZInfVol)	Yes	46	50	47	54	50	47	45	48	48	55	46	50	46	45
	No	54	50	53	46	50	53	55	52	52	45	54	50	54	55
	Unweighted base (web respondents)	*444*	*645*	*275*	*533*	*342*	*781*	*325*	*686*	*342*	*1,141*	*385*	*1,017*	*308*	*692*

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Appendix A: Description of the seven Empowering Places areas

Abram Ward, Wigan

Abram Ward is made up of five villages on the outskirts of Wigan Town Centre. The largest villages are Abram and Platt Bridge which contain many of the leisure, sport, culture and entertainment facilities. The area's proximity to Wigan, Manchester, Liverpool and Preston provides residents with an easy commute to nearby towns and cities.

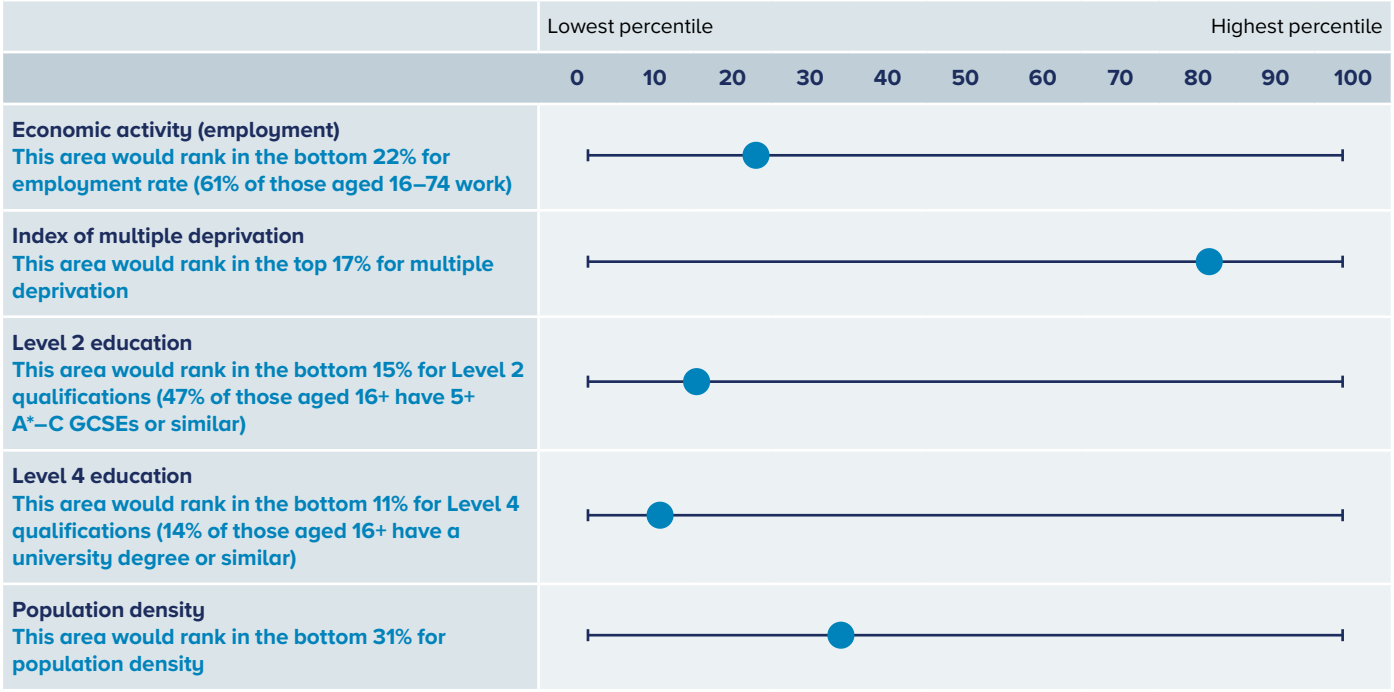
Abram Ward Community Cooperative is working in the area, as part of the Empowering Places programme, to build an understanding of how community business could address the needs of Abram Ward.

Economic and socio-demographic profile of the operational area

The key operational area of Abram Ward Community Cooperative was defined and referenced to ONS Census Output Area geography. Around 1,000 households were randomly selected within the operational area to take part in the survey.

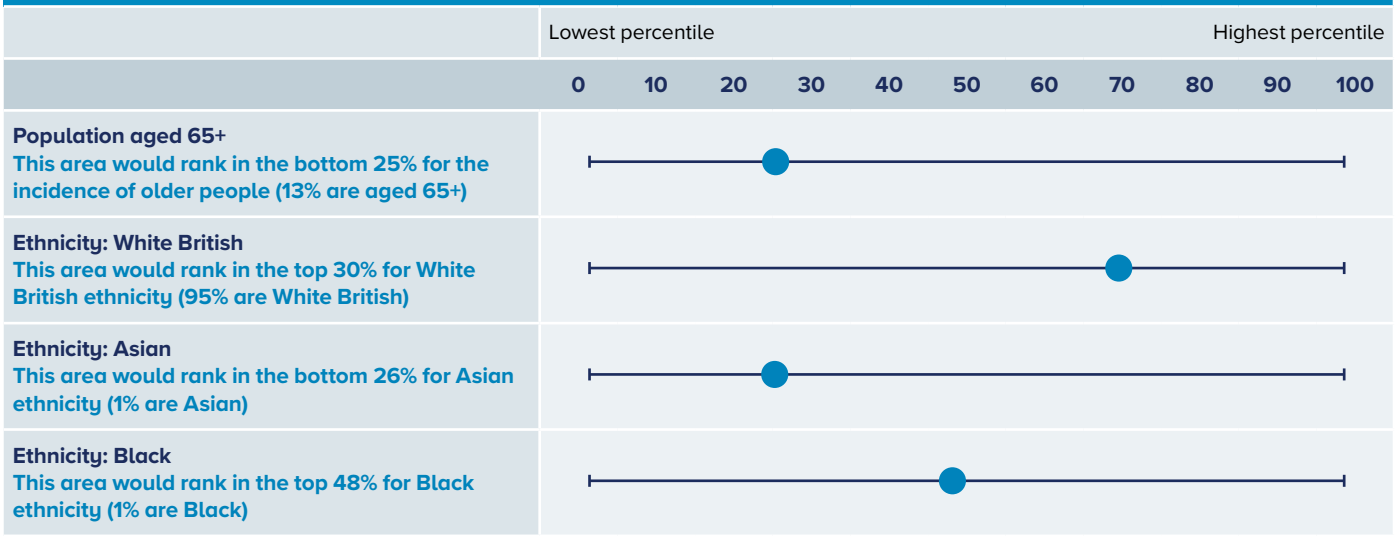
If the operational area was listed alongside all MSOAs in England, it would rank in the top 17% for multiple deprivation, in the bottom 10–15% for levels of educational attainment (level 2 and level 4) and in the bottom 22% for employment rate.

Economic profile
The chart shows where the Abram Ward operational area would be placed if it was listed alongside all MSOAs in England



The majority (95%) of people living in the area are white British, 5% are White (Other), 1% are Asian and 1% identify as being from a black ethnic background, and there are relatively few residents aged 65 or older (13%).

Socio-demographic profiles
The chart shows where the Abram Ward operational area would be placed if it was listed alongside all MSOAs in England



Abram Ward Community Cooperative (www.abramwardcooperative.org)

Abram Ward Community Cooperative (AWCC) was launched in 2013. The AWCC is a collaboration of social enterprises, charities and community groups, that work together to create sustainable and innovative communities. Its partnerships enable it to develop capacity-building within the Abram Ward area and to create innovative projects that support a wide range of community needs.

The focus of AWCC's Empowering Places five-year plan is to show how open spaces and community assets can support the growth of economy activity in the area. The plan establishes policies and procedures to ensure the growth of community businesses. AWCC aims to use the Neighbourhood Plan to influence planning and other infrastructure policies for the development of community businesses across the area, leading into the development of a local wealth building model.

As part of a 'Made in Wigan' brand it has launched, AWCC has created a café and two craft workshops. It has also developed a mentoring manual for community businesses and has run an 'Enterprise Day' event, where new community businesses pitched for seed-funding. As well as working on its business plan, AWCC has been developing training programmes which involve developing new ways of communicating for those facing inequality around mental health or physical disability.

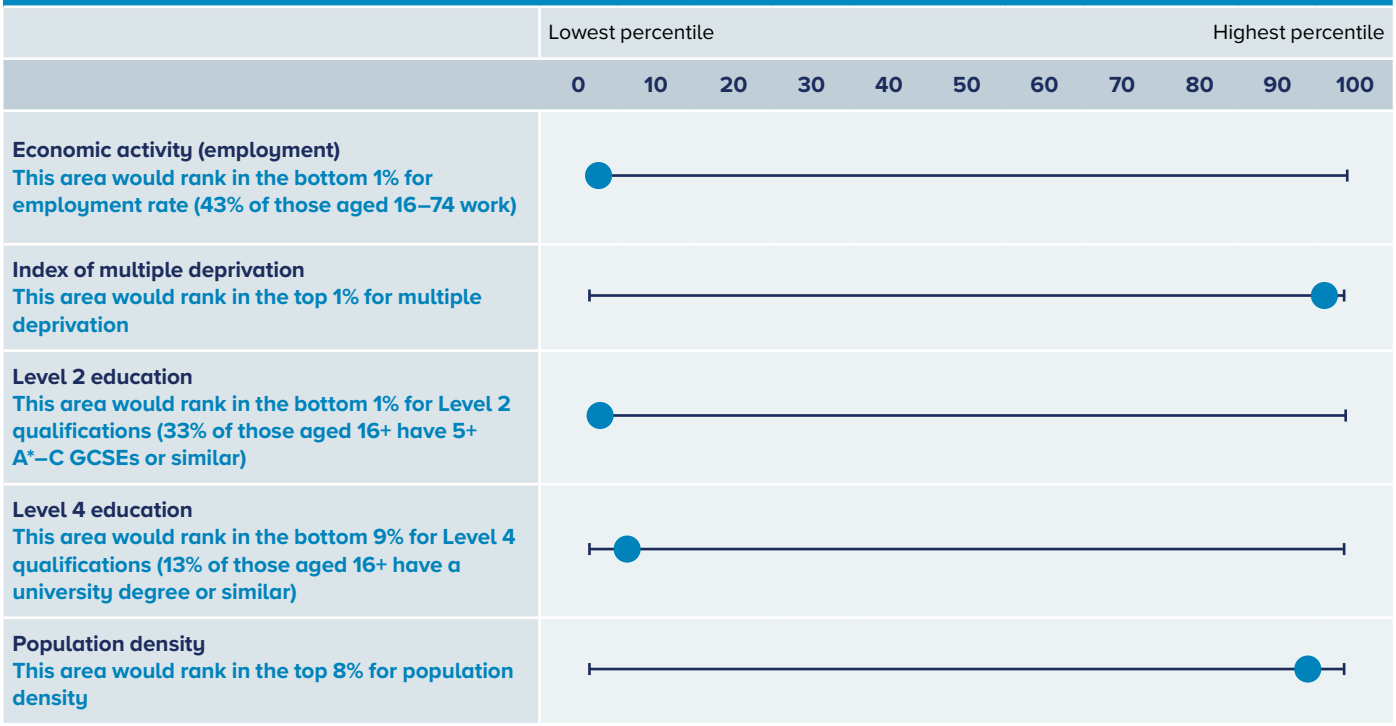
Manningham, Bradford

Manningham is a suburb less than a mile from the centre of Bradford. The area serves as a main route into the city centre and hosts Valley Parade, Bradford City's football ground. The area is characterised by its industrial history, featuring Victorian mill buildings and 'back-to-back' terraced houses.

Action for Business is working in the area as part of Empowering Places to support and develop the local economy, through the provision of serviced office space, enterprise support, business support and employment and placements.

Economic and socio-demographic profile of the operational area

Economic profile
The chart shows where the Manningham operational area would be placed if it was listed alongside all MSOAs in England

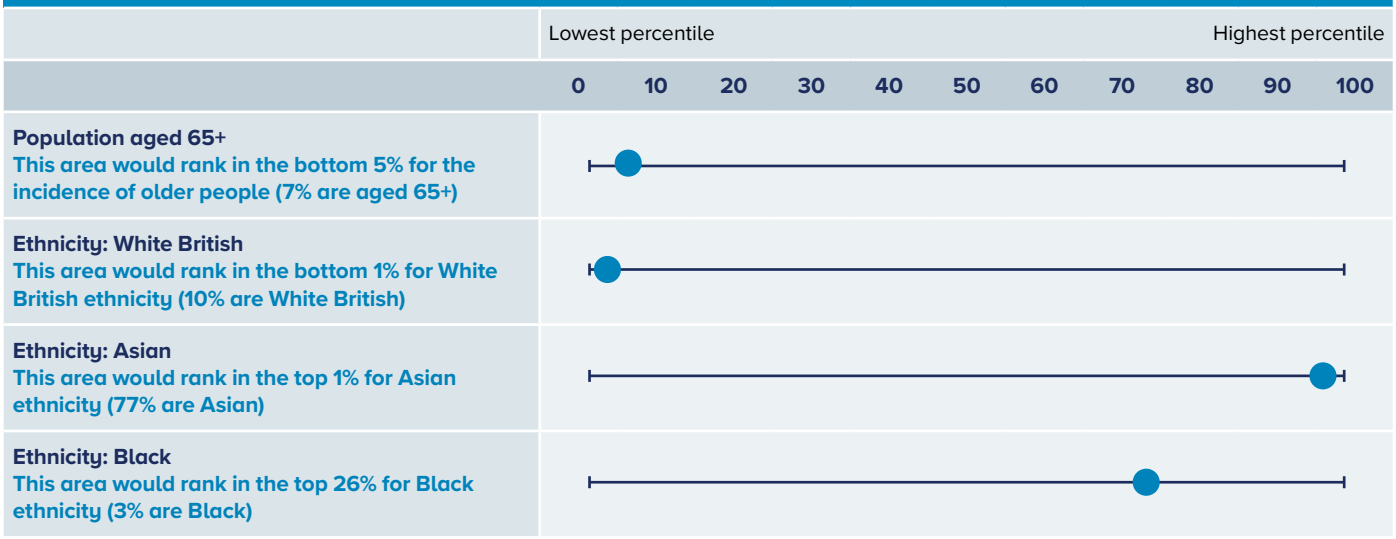


The key operational area of Action for Business was defined and referenced to ONS Census Output Area geography. Around 1,000 households were randomly selected within the operational area to take part in the survey.

If the operation area was listed alongside all MSOAs in England it would rank in the top 1% for multiple deprivation, bottom 1% for employment rate and bottom 1–9% for educational attainment (level 2 and 4). The area is densely populated and ranks in the top 8% for population density.

The area has a large Asian population (77%), with few people aged 65 or older (7%).

Socio-demographic profiles
The chart shows where the Manningham operational area would be placed if it was listed alongside all MSOAs in England



Action for Business Ltd (www.carlislebusinesscentre.co.uk)

Action for Business Ltd (ABL) was established in 1992 by local people to support entrepreneurs in Manningham to set up businesses for private profit and community benefit.

In 1996, in partnership with Bradford council, ABL renovated the derelict Carlisle Business Centre to create a modern workplace facility for meetings, training and events. Profits from providing serviced office space are reinvested into activities that benefit the community. ABL has also led various partnerships with local stakeholders, including the Manningham Healthy Living Initiative, Sure Start Manningham and various financial literacy programmes. ABL has established a Local Action Group and is working with local businesses, voluntary sector agencies, schools and residents to deliver a programme to bring meaningful jobs and business growth to the area. To ensure that local people from all communities benefit from opportunities, ABL works very closely with local voluntary and community sector organisations working with specific groups.

ABL's Empowering Places five-year plan focuses on a local brand, 'Made in Manningham'. Its vision is to create a destination location with opportunities for work and leisure for local people, by establishing five flagship businesses and making Carlisle Business Centre an exemplar community business itself. The 'Made in Manningham' programme was launched in the first year. There has also been more focus on developing the broader community. ABL has run 10 engagement events, made a number of seed grants, is supporting local people to develop their ideas into community businesses and has a mentor in place to help local women to develop the Made in Manningham Markets community business.

Braunstone, Leicester

Braunstone is a small town to the west of Leicester. The area was largely developed in the 1920s and boasts a large amount of green space. The area has a wide range of public facilities including a leisure centre, library and health centre. However, there is no main high street and no supermarket, greengrocers, butchers or pub in the area.

B-inspired is working in the area as part of Empowering Places to develop a Neighbourhood Action Plan, to inform and gather insights into the needs of the local community. A consultation occurs every two years and determines the area's priorities.

Economic and socio-demographic profile of the operational area

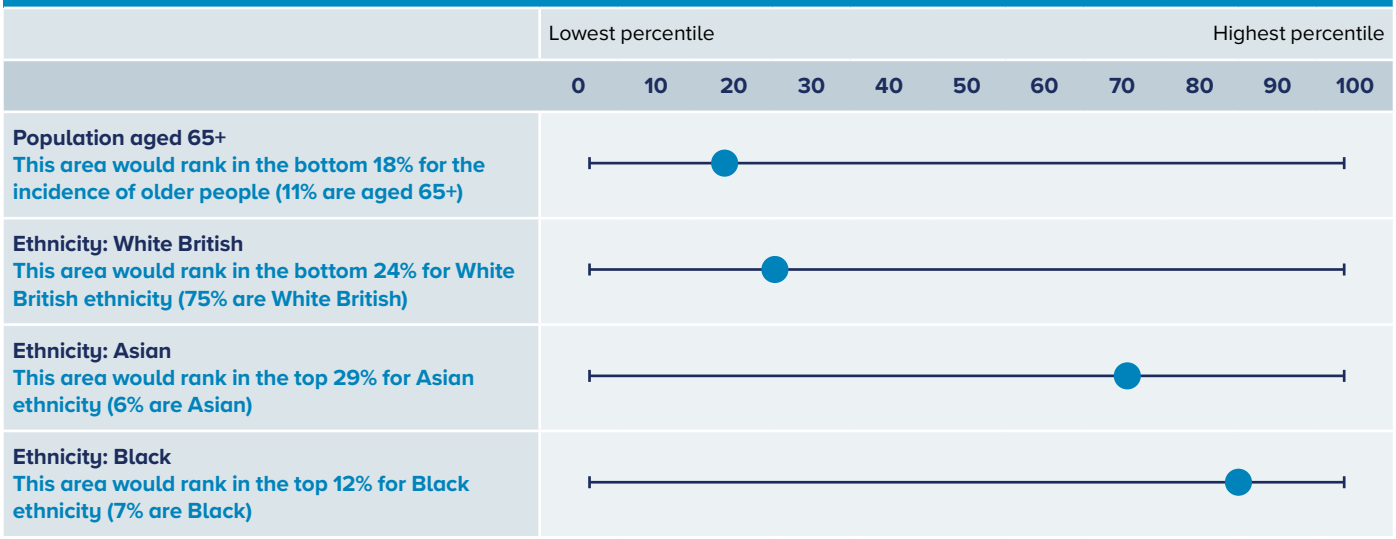
The key operational area of B-inspired was defined and referenced to ONS Census Output Area geography. Around 1,000 households were randomly selected within the operational area to take part in the survey.

If the operation area was listed alongside all MSOAs in England it would rank in the top 3% for multiple deprivation, bottom 9% for employment rate and bottom 2–6% for educational attainment (levels 2 and 4). The area is also relatively densely populated and would rank in the top 27% for population density.

Economic profile
The chart shows where the Braunstone operational area would be placed if it was listed alongside all MSOAs in England

The area is ethnically diverse – a higher than average proportion of the population are Black (7%) or Asian (6%). Only 11% are aged 65 or older.

Socio-demographic profiles
The chart shows where the Braunstone operational area would be placed if it was listed alongside all MSOAs in England



B-inspired (www.b-inspired.org.uk)

B-inspired is a community business that trades for the benefit of Braunstone and its residents. It has been resident-led since its creation in 1998. As part of its community anchor role, B-inspired invests in the Braunstone Neighbourhood Action Plan in consultation with residents, service providers and other stakeholders. This is used to gather insights into the needs of local people and to adjust programme delivery.

B-inspired's Empowering Places five-year plan focuses on health, the provision of good services and better food. B-inspired aims to create a self-sustaining cluster of community businesses collected around a former council-run sports centre. B-inspired intends to use community businesses to improve pathways to learning and work, and to establish itself as a leader in producing innovative activities that focus on reducing health inequalities.

As part of the Empowering Places plan, B-inspired has secured the local sports centre and raised funding for its refurbishment. This will allow it to be developed as a space for new community businesses to emerge. B-inspired has also trained local people using the Yo Quiero Yo Puedo ('I Can, I Will') approach, increasing confidence, problem-solving capacity and reducing psychosocial barriers. It has also run 13 community events and local consultations.

Nunsthorpe and Bradley Park, Grimsby

Nunsthorpe and Bradley Park are estates to the west of Grimsby. The estates were developed in the 1940s and have few shops and no secondary school. However, there are other services including a doctor's surgery on the edge of the area. The area has transport links to Grimsby town centre and Cleethorpes.

Centre4 is a community hub working to support the economic and social regeneration of the area. Through Empowering Places, Centre4 runs the Community business hub, which aims to support the development of ideas, activities, services and businesses that will make a difference to the local community.

Economic and socio-demographic profile of the operational area

The key operational area of Centre4 was defined and referenced to ONS Census Output Area geography. Around 1,000 households were randomly selected within the operational area to take part in the survey.

If the operation area was listed alongside all MSOAs in England it would rank in the top 3% for multiple deprivation, bottom 1% for educational attainment (levels 2 and 4) and bottom 3% for employment rate.

Economic profile
The chart shows where the Nunsthorpe and Bradley Park operational area would be placed if it was listed alongside all MSOAs in England

Most people in the area are white British (96%), 1% are Asian and fewer than 1% are Black.

Centre4 (www.centre4.org.uk)

Centre4 (formerly Second Avenue Resource Centre) was established in 1995 and exists to support the regeneration of North East Lincolnshire. It offers services and activities to the local community as well as incubator space for small businesses and social enterprises.

Centre4's Empowering Places five-year plan focuses on bringing green and empty spaces back into use and providing job opportunities for local people. Its flagship community business has been identified as an Ethical Recruitment Agency (ERA) that will also provide training opportunities through social action. The plan places Centre4 as the key convener and incubator in a network of community businesses.

As part of its Empowering Places plan, Centre4 has run events and workshops that have supported people to gain confidence and skills. It also runs a community business hub drop-in and 14 new community business ideas have been generated by the local community as a result.

Socio-demographic profiles
The chart shows where the Nunsthorpe and Bradley Park operational area would be placed if it was listed alongside all MSOAs in England

Marsh Farm, Luton

Marsh Farm is a suburban estate north of Luton. Built in the 1960s, it has transport links into Luton and good road and rail links to London and Luton Airport. The area has a number of schools and a leisure centre.

Marsh Farm Futures is working in the area as part of Empowering Places to build and create a community hub for enterprise and young people, from where it will run life-changing interventions.

Economic and socio-demographic profile of the operational area

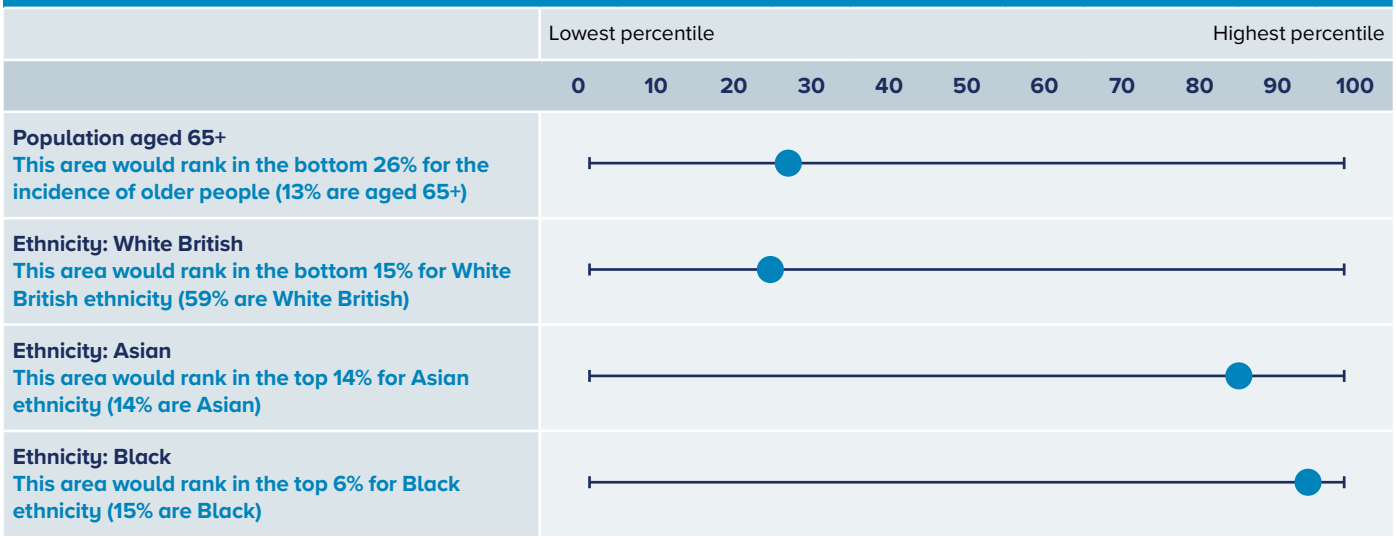
The key operational area of Marsh Farm Futures was defined and referenced to ONS Census Output Area geography. Around 1,000 households were randomly selected within the operational area to take part in the survey.

If the operation area was listed alongside all MSOAs in England it would rank in the top 25% for multiple deprivation, bottom 21% for educational attainment (level 2 and 4) and bottom 29% for employment rate. The area is relatively densely populated and would rank in the top 21% for population density.

Economic profile
The chart shows where the Marsh Farm operational area would be placed if it was listed alongside all MSOAs in England

The area is ethnically diverse; 14% of people in the area are Asian and 15% are Black. Only 13% are aged 65 or older.

Socio-demographic profiles
The chart shows where the Marsh Farm operational area would be placed if it was listed alongside all MSOAs in England



Marsh Farm Futures (www.marshfarmfutures.co.uk)

Marsh Farm Futures (MFF) is the legacy organisation from a £48 million New Deal for Communities programme – funding that was awarded in 2001. It is committed to improving the economic, social and health wellbeing of residents and seeks to offer a community hub for enterprise and youth to run life-changing interventions.

MFF's five-year plan centres on economic regeneration and local wealth-building in the area. This is built on developing strategic relationships with key anchor organisations including the local authority, local colleges, Bedfordshire Chamber of Commerce and the University of Bedfordshire. MFF's aim is that these relationships will increase knowledge and influence policy decisions regarding the local economy and community businesses. MFF aims for a network of five newly-incubated community businesses to create spokespeople and inspiration for residents.

As part of the Empowering Places Plan, MFF has focused on building local relationships and communicating the idea of community business to local people. MFF staff are undergoing community organiser training to help. MFF has also built relationships with potential partners to develop community business ideas around organic food and produce, a dementia café, home repairs and maintenance, and youth activities.

Devonport and Stonehouse, Plymouth

The Devonport and Stonehouse areas lie to the west of Plymouth within close reach of the city centre. Devonport and Stonehouse are two of three towns that were amalgamated into modern-day Plymouth. Both areas have connections to Plymouth's naval and maritime history. Devonport has a shipping centre, train station and sports ground. Stonehouse hosts an international ferry port, a yacht-building works and a college.

Real Ideas Organisation CIC (RIO) is working in the areas to drive regeneration as part of Empowering Places, by providing affordable and flexible office space for SMEs to develop and grow from the space.

Economic and socio-demographic profile of the operational area

The key operational area of RIO was defined and referenced to ONS Census Output Area geography. Around 1,000 households were randomly selected within the operational area to take part in the survey.

If the operational area was listed alongside all MSOAs in England it would rank in the top 4% for multiple deprivation and bottom 11% for employment rate. The area is relatively densely populated and would rank in the top 19% for population density.

Economic profile
The chart shows where the Devonport and Stonehouse operational area would be placed if it was listed alongside all MSOAs in England

The majority (87%) of people in the area are white British, 2% are Asian and 1% are Black. Only 14% of people living in the area are aged 65 or older.

Socio-demographic profiles
The chart shows where the Devonport and Stonehouse operational area would be placed if it was listed alongside all MSOAs in England

Real Ideas Organisation CIC (www.realideas.org)

Real Ideas Organisation CIC (RIO) was set up to catalyse and support social enterprise and develop innovative projects in Plymouth and beyond.

RIO's Empowering Places five-year plan focuses on how it will build its capacity as a catalyst and act as the key driver in transformational change in Devonport and Stonehouse, and more widely in Plymouth. An activity stream focuses on community engagement through a peer network, but the main focus of activity is the development of pioneer approaches to growing the overall community business sector in the area and creating a sustainable pipeline of activity.

As part of the Empowering Places programme, RIO set up a peer connector network that has led to the establishment of a number of community businesses. These include events, dance and theatre businesses, and a brewery. RIO has supported the development of Nudge Community Builders which has taken on assets in Union Street as part of plans to reinvigorate the area. It has also run a number of events with partners in Devonport and Stonehouse to build community involvement, tackle antisocial behaviour and to improve the environment.

Dyke House, Hartlepool

Dyke House is a square mile-sized estate in north Hartlepool. It has very little open space but has a primary school, college and several small shops. The area is a short distance from Hartlepool town centre and the marina.

The Wharton Trust is working in the area as part of Empowering Places to support residents in a variety of ways. It supports people to access employment and training advice and opportunities, promotes healthier lifestyles for all, engages young people in positive activities, and improves literacy and access to information through the community library.

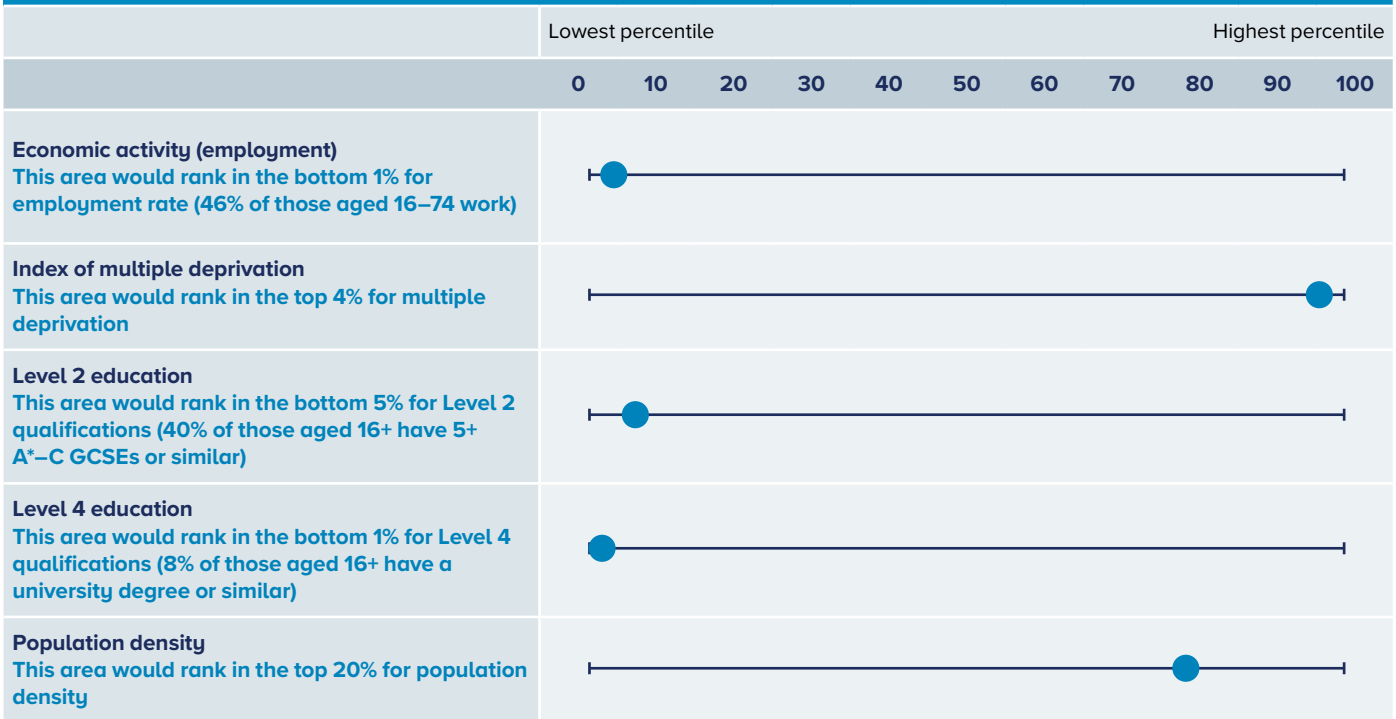
Economic and socio-demographic profile of the operational area

The key operational area of Wharton Trust was defined and referenced to ONS Census Output Area geography. Around 1,000 households were randomly selected within the operational area to take part in the survey.

If the operational area was listed alongside all MSOAs in England it would rank highly for levels of multiple deprivation and lowly for educational attainment and employment rates. The operational area would rank relatively highly for population density.

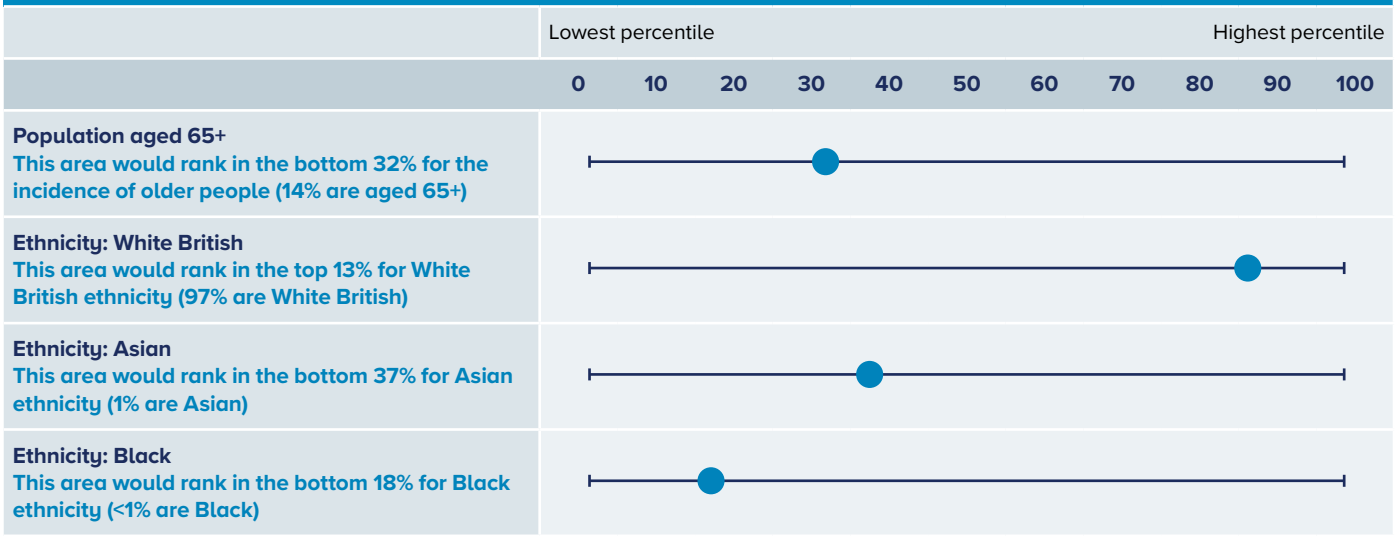
It would rank in the top 4% for multiple deprivation, bottom 1–5% for educational attainment (level 2 and 4) and bottom 1% for employment rate. It would rank in the top 20% for population density.

Economic profile
The chart shows where the Dyke House operational area would be placed if it was listed alongside all MSOAs in England



The majority (97%) of people in the area are white British, 1% are Asian and less than 1% are Black. Only 14% of people living in the area are aged 65 or older.

Socio-demographic profiles
The chart shows where the Dyke House operational area would be placed if it was listed alongside all MSOAs in England



The Wharton Trust (www.whartontrust.org.uk)

The Wharton Trust operates from The Annexe, a community and resource centre, to tackle the effects of worklessness and poverty by supporting people to access employment and training, promoting healthier lifestyles, engaging young people, improving literacy and developing information technology skills.

Wharton Trust's Empowering Places five-year plan places community business at the heart of the transformation it is seeking to create. Wharton Trust has taken a strategic approach that increases its own long-term sustainability, while helping to support the establishment of up to eight community businesses. It will also work with key stakeholders and other anchor organisations to make the case for community business and to put in place the infrastructure for local wealth-building.

As part of the Empowering Places plan, Wharton Trust has provided training for staff to build understanding of community business and has built stronger relationships with external partners. Its community organiser has engaged with 244 people and run community-based events.

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