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# WELLBEING ECONOMY DATA GUIDE FOR TOWNS

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> “If we measure the wrong things, we strive for the wrong things”
>
> Joseph Stiglitz, ex Chief Economist at the World Bank

# 1.0 INTRODUCTION

The Building a Wellbeing Economy Roadmap for Towns report outlines the need for and benefits of developing and embedding a Wellbeing Economy approach in towns across the UK. To enable that shift, a new way of measuring progress is needed, with data to back it up. The Thriving Places Index (TPI), pictured below and upon which this work is based, is published for all Local Authorities in England and Wales but a full data set is not yet available for every Town.

This accompanying report aims to detail:

- What data is available at what scale
- How to augment that with additional relevant data where needed
- How to use wellbeing economy data well

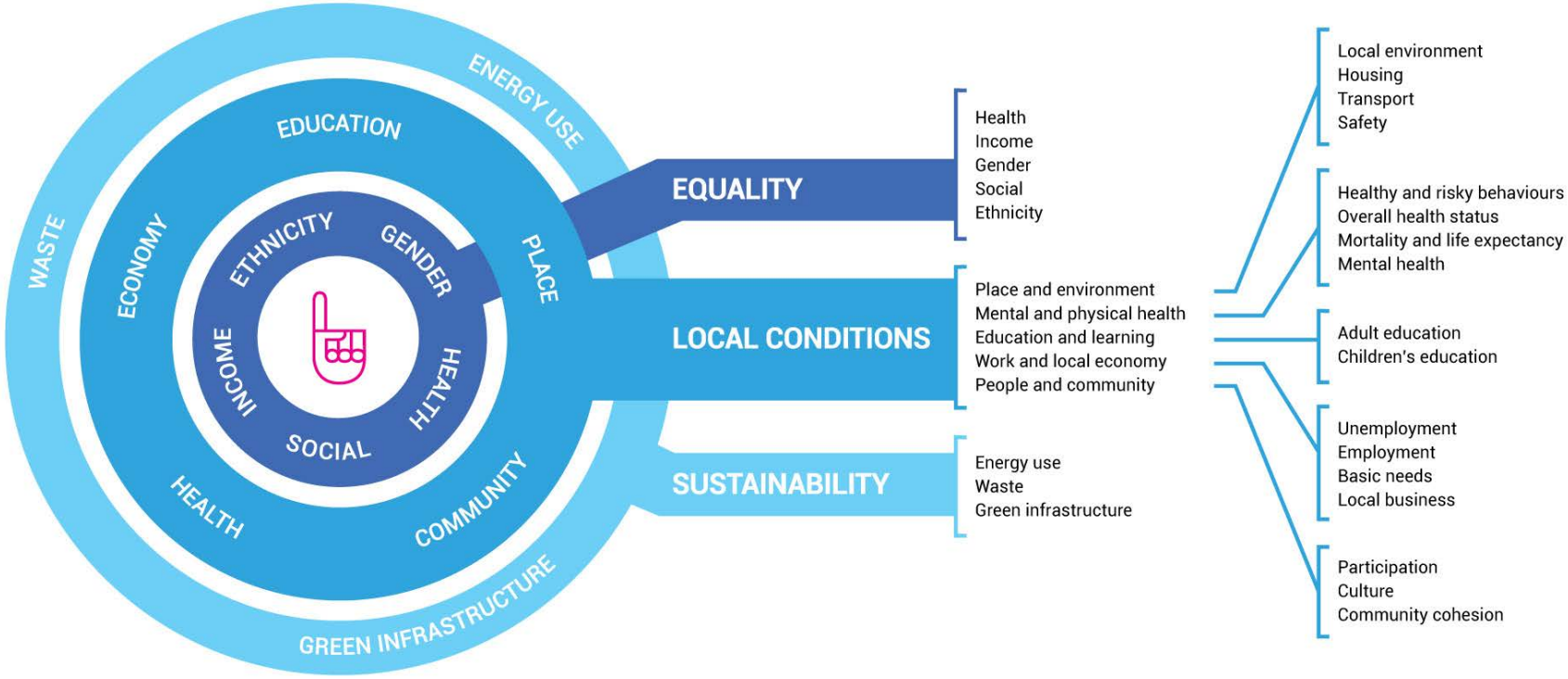


Figure 1: Thriving Places Index framework

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> "The government has struggled to explain how it has balanced the direct health advantages of lockdown measures against the economic and indirect health costs. An approach based on wellbeing would allow a more straightforward comparison of these different factors.
> The practical tools exist. Of course measurement is hard, but roughly measuring the right concepts is a better way to make policy choices than using more precise measures of the wrong concepts."
>
> Sir Gus O'Donnell. Financial Times, 30 Nov 2020

There is a growing movement to start 'measuring what matters' and to put those measures at the heart of our decision making across society. However it is worth reflecting that when we are working towards new ways of measuring progress, the perfect data at the perfect level may not exist. While we might aspire to only measure the 'statistically' perfect, we must recognise that data that measures what helps us to thrive may be very new or available at the wrong scale or granularity, or even non-existent. However we can and should continue to work to 'measure what matters'.

Centre for Thriving Places (CTP) and our partners Carnegie Trust and Power to Change are among the supporters of this approach, pushing both for better data and taking a pragmatic approach to finding 'good enough' data about the things that really matter to make better decisions. In time we hope this new movement towards measuring and valuing all the drivers of wellbeing will mean better data is available at all levels and geographies in society.

A Wellbeing Economy framework can significantly support better decision making with or without the full set of data as outlined in the Building a Wellbeing Economy Roadmap for Towns report. As data is important for driving positive change where the ideal primary sources aren't available, we can work to identify useful secondary data to evaluate projects, initiatives and policies. The indicators in the TPI or data may provide a more efficient and cost-effective data option for many initiatives.

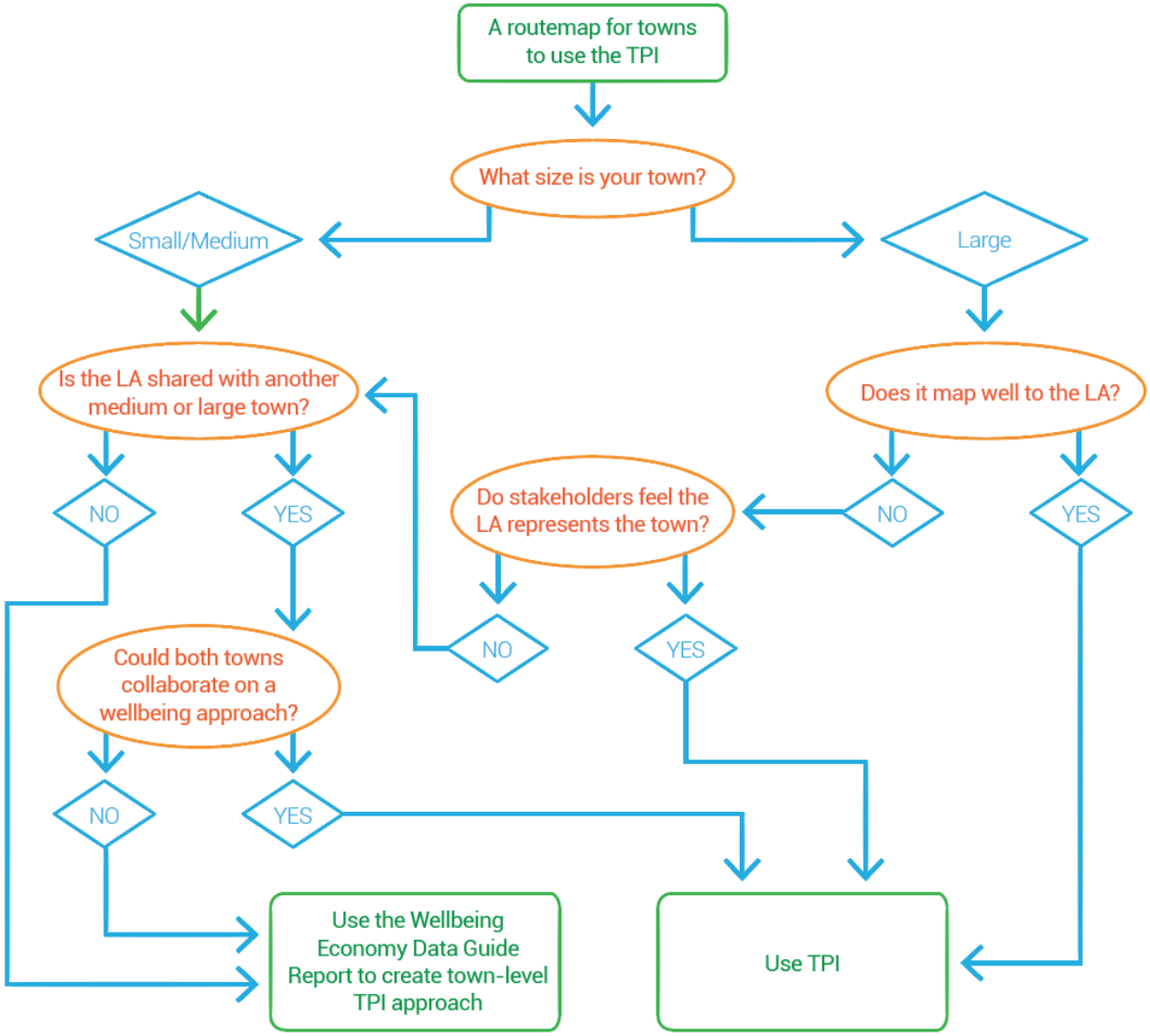
'Towns', of course, is a broad category of places of very varying size. What data is available differs significantly between England's major town hubs and its smaller regional towns. Some data that is only available at a wider Local Authority level will be relevant to towns depending on the level of alignment of a town size and population with its Local Authority boundaries. Some national data is also available for all English towns. Local areas themselves also differ in what additional data collection is happening at a local town level.

This report sets out:

- Data available for most large towns across England
- Data available for small and medium sized towns
- Advice on where and how to access further data and proxy data to augment what is nationally available

Please use the decision tree on the following page to help navigate your wellbeing data needs.

Figure 2: Wellbeing Data decision tree



# 2.0 DATA AVAILABLE FOR LARGER ENGLISH TOWNS

Almost 70% of England's 78 larger towns (see Appendix 2 for details), can already access a full set of Thriving Places Index (TPI) annually at https://www.thrivingplacesindex.org, making it much easier to implement a wellbeing economy approach.

We have defined large towns as classified by the Office for National Statistics for Major Towns and Cities (MTCs), which are settlements with resident or weekday populations above 75,000. 26% of the total of 78 Large Towns (20 towns in total) comprise at least 90% of their Local Authority population, and 69%, (54 towns), comprise over 50% of the population of the Local Authority that they fall within.

In most, if not all, of these cases it is usually straightforward to use the relevant Local Authority data as a proxy for the town.

So for these 54 towns whose population represents over 50% of the Local Authority population (69% of larger towns), the TPI can largely be used 'off the shelf'. The full list of TPI indicators available for larger towns is in Appendix 3.

Table 1: Percentage of LA populations living in a single major town or city

| % of Local Authority population living in the MTC | Number of Major Towns and Cities (England) | % of Major Towns and Cities (England) |
|---|---|---|
| at least 90% | 20 | 26% |
| 80-89% | 6 | 8% |
| 70-79% | 5 | 6% |
| 60-69% | 13 | 17% |
| 50-59% | 10 | 13% |
| Under 50% | 18 | 23% |
| Multiple MTCs in the LA | 6 | 8% |
| **Total** | **78** | **100%** |

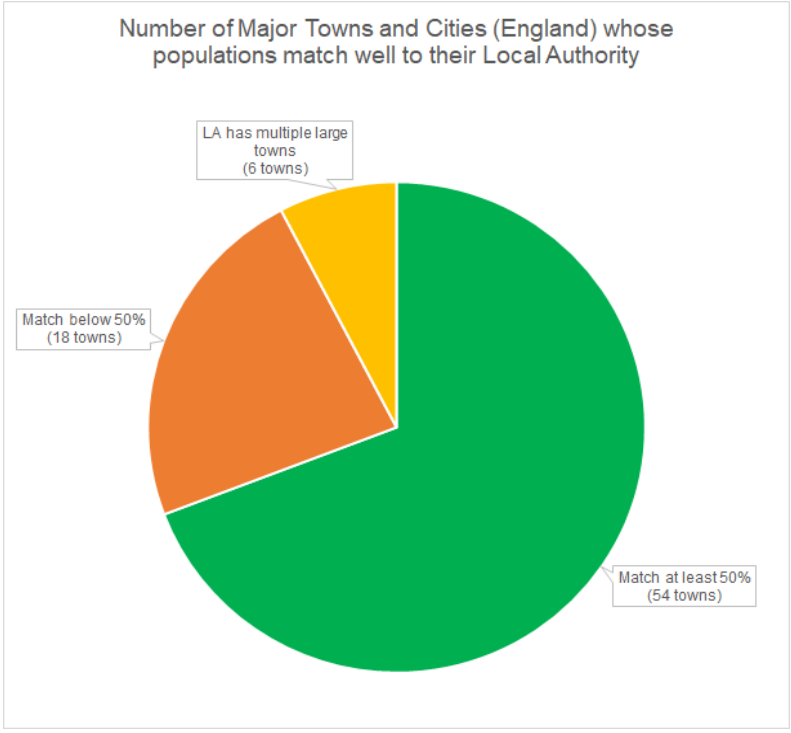



Figure 3 (right): MTCs with populations matched well to LA

Below is an example of a TPI scorecard for Lincoln, one of the larger towns whose population represents over 50% of the Local Authority population.

Figure 4: Thriving Places Index Scorecard for Lincoln (2020)

## 2.1 Some guidance for larger towns

Matching of Local Authorities and towns in this way can only be indicative; local knowledge of local place-based identities, behaviours and understandings is also important when assessing whether Local Authority data may be appropriately used as a proxy for a town. The understanding of a town's boundaries can be subjective, particularly when there are multiple possible places to which a resident could most consider themselves to belong. For example, in very rural areas it may be the county level, or in very urban ones the specific postcode.

Therefore, even when national datasets indicate Local Authorities do or don't map well to a town, local knowledge of place-based identities may be considered to override them.

Where Major Towns and Cities (MTCs) share their Local Authority with another MTC; there can be significant benefits to local collaboration on their wellbeing economy approach.

In cases where there is objective or subjective understanding that Local Authority data is not a good proxy for use at the town level, the advice for augmenting the data in the following sections can be used to drill down to more local geographies.

# 3.0 DATA AVAILABLE FOR SMALL TO MEDIUM TOWNS

There is less national data available across the UK for small to medium sized towns. This chapter outlines which elements of the existing TPI data framework are already well represented at the smaller geographic scales, and what other data can be accessed from existing data sets.

Firstly, a number of the 'off the shelf' national data sets within the TPI are available at ward, Lower Super Output Areas (LSOA) and/or Middle Super Output Areas (MSOA) level, which align with many small and medium towns and provide strong proxies for the rest. Alongside this we have researched other sources of data that measure the same or very similar wellbeing economy outcomes to fill as many of the data gaps as possible with minimal resources at a local level.

A full set of these indicators and links to their sources is available in Appendix 3, and the following is a summary against their domains and subdomains within the TPI.

To supplement this more restricted number of accessible indicators, the following chapter outlines the best ways for smaller towns to gather existing and new data from a variety of sources, or work with proxies to fill gaps for assessment and evaluation purposes.

For small and medium sized towns therefore we recommend:

- Using the TPI framework as a roadmap and narrative tool in all the ways outlined in the Wellbeing Economy Roadmap for Towns Report (ie as a shared set of goals, outcomes and targets for a wellbeing approach, to support collaboration and learning across sectors, to engage communities in exploring what matters and a way to assess, map and multiply contributions to place by multiple stakeholders)
- Using the secondary national data available and listed below as a starting point for local Wellbeing Economy strategy, planning and impact measurement
- Using the resources and guidance provided in this report to supplement nationally available data in the key priority areas for their town and communities

The following lists which of the full TPI sub-domains have data available for Large and Small/Medium sized towns through the sources used for the Thriving Places Index, or through accessible alternative sources. The details of the indicators and sources are all available in Appendix 3.

Table 2: Thriving Places Index data availability by geography

| TPI Domain | TPI Sub-domain | Number of TPI indicators ( for use by most Large Towns) | Number of TPI indicators with data available at lower geographies | Alternative indicators with data available at lower geographies | Total coverage of TPI sub-domains at lower geographies |
|---|---|---|---|---|---|
| Place and environment | Local environment | 7 | 5 | 1 | 86% |
| | Transport | 4 | 1 | 0 | 25% |
| | Safety | 4 | 0 | 1 | 25% |
| | Housing | 6 | 2 | 0 | 33% |
| Mental and physical health | Healthy & risky behaviours | 4 | 1 | 0 | 25% |
| | Overall health status | 5 | 2 | 0 | 40% |
| | Mortality and life expectancy | 3 | 3 | 0 | 100% |
| | Mental health | 4 | 0 | 2 | 50% |
| Education and Learning | Adult education | 3 | 1 | 0 | 33% |
| | Children's education | 3 | 0 | 0 | 0% |
| Work and local economy | Unemployment | 1 | 0 | 1 | 100% |
| | Employment | 1 | 0 | 0 | 0% |
| | Basic needs | 3 | 3 | 0 | 100% |
| | Local business | 1 | 0 | 0 | 0% |
| People and community | Participation | 4 | 0 | 1 | 25% |
| | Culture | 2 | 0 | 1 | 50% |
| | Community cohesion | 2 | 1 | 0 | 50% |
| Total | | 57 | 19 | 7 | 46% |

Please note that some datasets are more appropriate than others for use at lower level geographies, because of sample sizes and other methodological factors. For more information, please refer to the following ONS guidance: ONS Methodology Working Paper.

# 4.0 GATHERING ADDITIONAL DATA

For TPI domains and subdomains not fully represented in the lists above, there are a number of options available to fill these gaps and generate a useful Wellbeing Economy databank for towns. This can also be a useful approach for providing a deeper understanding and data picture for key priority areas for local strategies and plans.

## 4.1 Existing local data collection and survey boosting

Many towns collect their own data in a variety of ways and in collaboration with a range of local partners, projects and stakeholders. The TPI framework and broader indicator set can be used as a guide to align this data collection to a wellbeing approach and to streamline the use of data across different sectors and initiatives.

It is also possible to boost Local Authority level data collection in a specific smaller geographic area in collaboration with the Local Authority.

When it comes to self-reported information on wellbeing, this is often not available at geographical areas smaller than local authorities. If it is not already gathered locally, or the Local Authority is not able to boost a local survey with the required question(s) it can be possible to request relevant questions for a given project or place with booster samples for local areas of interest from national survey providers. This provides quality data at a local level with a robust national benchmark for comparison. The following are possible surveys to consider for this approach: Understanding Society Survey, People and Nature Survey (formerly MENE), Community Life Survey, Labour Force Survey, English Housing Survey, National Travel Survey and What about YOUth. This approach has been used by Power to Change and others.

## 4.2 Adapting the indicator set

Part of the power of the TPI lies in its ability to be tailored to align with a town's strategic planning, community priorities and other local contextual data and knowledge.

The full TPI framework can be used as an outline and a simplified set of indicators used across the framework to support some or all of the uses of a Wellbeing Economy framework outlined in the Wellbeing Economy Roadmap for Towns Report. This can help build momentum for wider adoption of this approach across sectors.

## **Spotlight:** Bristol City Funds framework

In this example from a multi partner funding project in Bristol, called 'City Funds', the TPI was adapted to reflect the language and key priorities of the programme of work. The resulting locally-specific wellbeing economy framework built on the best of the in-depth research behind the TPI domains, benefited from much of the data that sits behind the framework. The framework was able to speak to partner's agreed priorities, providing streamlined headline objectives AND detailed 'dive-deeper' data sets for some key priorities where only headline data is available nationally, such as local social business and child poverty.


Figure 5: City Funds framework

For some places, a more in-depth understanding of impact and change in particular aspects of the local conditions for wellbeing might be required. For example, if a town's 3 year plan is focused on transport, or on adult learning, then the limited data on these specific areas within the framework may not be sufficient. In these cases we would recommend augmenting the set with additional indicators. Centre for Thriving Places can support places to develop these 'broader' and 'deeper' indicator sets. We have outlined some key advice and data sources to help local councils and partners to develop an expanded TPI framework bespoke for their needs in Section 4.3 below.

The following is a useful set of criteria for selecting suitable additional indicators for priority action areas:

- **Amenable to local action** - town actors should be able to realistically influence it
- **Understandable** - laypeople can understand the indicator and interpret the results
- **Valid** - accurately measuring what it claims to measure
- **Related to wellbeing** - indicators measure something known to influence subjective measures of wellbeing in the population
- **Matters to people** - public consultation indicates that the item being measured matter to the public
- **Data availability** - is suitable data available at the granularity required for the task?
- **Coverage** - the full indicator sets for each domain should aim to measure all the key elements of that domain or give sufficiently broad coverage to paint a good picture
- **Assets/deficits** - balancing wellbeing/positive indicators and using deficit indicators where most appropriate
- **Subjective/objective** - overall, a mix of subjective and objective indicators are included

## 4.3 Finding and using alternative data sources

There are a wide range of additional sources that can provide local level data relevant to multiple domains of the TPI. They are not all included in the TPI as they are not available consistently in every place in England, but where a town has priorities that are not covered well by the existing TPI data sets, these are a selection of the best places to source additional local level data across many of the wellbeing economy themes and domains:

- 2011 Census Local Characteristics: https://www.ons.gov.uk/census/2011census/2011censusdata/2011censusdatacatalogue/localcharacteristics
- Consumer Data Research Centre: https://data.cdrc.ac.uk/search/field_topics?query=LSOA&sort_by=search_api_relevance&sort_order=DESC
- Department for Transport Statistics: https://www.gov.uk/government/organisations/department-for-transport/about/statistics
- English Indices of Deprivation datasets: https://www.gov.uk/government/statistics/english-indices-of-deprivation-2015 (LSOA rather than ward level)
- LGInform Plus: https://reports.esd.org.uk/explorer?areaType=AdministrativeWard (registration/subscription required)
- Local Authority Neighbourhood Profiles (ward-level data is often available on Local Authority websites)
- Local Insight (from OCSI): https://local.communityinsight.org/about/ (annual subscription)

- The People and Nature Survey (formerly Monitor of Engagement with the Natural Environment (MENE): https://www.gov.uk/government/collections/people-and-nature-survey-for-england (LSOA, Postcode Sector and Local Authority)
- Nomis Official Labour Market Statistics 2011 Ward Profile: https://www.nomisweb.co.uk/reports/lmp/ward2011/contents.aspx (most relevant to the Work and Local Economy domain)
- Public Health England Fingertips: https://fingertips.phe.org.uk/ (only some of the profiles include data below LA level, notably Mental Health and Wellbeing and Local Health)
- PHE Local Health: https://www.localhealth.org.uk/ (an alternative way of accessing the Local Health data mentioned above)

## 4.4 Gathering primary data

Gathering data related to your project or programme roughly divides into three areas of data collection:

### Routine data collection or process data collection

This involves data most projects and interventions collect anyway: Who is involved in your project, either participating or benefitting; what is happening, e.g. a record of activities and engagements; what direct and indirect resources are going into it. This is useful if you ever want to consider cost benefit for example; and finally, feedback from people, communities or organisations you are working with.

### Outcome and short/mid term change data

This is most likely where primary data needs to be collected. Depending on what you set out to change with your project this could mean: change in participants of a project or a proportion of an area population; change in a behaviour or an opinion or view; it could be asking people to assess whether something has changed for them or observing if a change took place. It is worthwhile to pause and check whether someone else has done something similar before, as you might find that there is evidence already, leaving you with much less burdensome data collection, or you might find ideas from other projects on how you could conduct primary data collection.

If you need to collect data in one or more of the sub-domains listed in the TPI, the detailed list of indicators (see Appendix 3) used can give you a clear steer for what data to collect, e.g. is it a survey, or maybe a count that you are looking for? Could you use the same question for which data is available in the TPI, or that is being used in a widely used survey or do you need to develop something bespoke, or could it be a mix?

If you do have to collect primary data it is often useful to think about using existing survey questions or existing indicators. For example if your aim was to measure individual wellbeing there are a few questions and survey tools in existence that could help:

- The ONS4 wellbeing questions are widely recognised as indicators for personal wellbeing and you can compare your sample to the national or even Local Authority average provided by the ONS. (https://www.ons.gov.uk/peoplepopulationandcommunity/wellbeing/methodologies/personalwellbeingsurveyuserguide)
- For more mental wellbeing, The Warwick-Edinburgh Mental Wellbeing Scales - WEMWBS is the most thoroughly tested and widely used tool. They provide averages scores so you can place your sample (https://warwick.ac.uk/fac/sci/med/research/platform/wemwbs/)
- If you are more interested in specific elements of people's behaviour in relation to wellbeing, the Happiness Pulse can provide both a tool and a method and also has a national average for comparison (https://www.happinesspulse.org/). This tool also incorporates parts of both the ONS and SWEMWEBS scales.

NB. It is always important to assess whether more quantitative data is required or whether something more qualitative could be more beneficial to your project. The TPI data and other secondary data listed here can support a more co-produced qualitative approach to give a broader sense of the outcomes the project has had in the mid term.

### Impact and long term change data

This is where secondary data will be most useful. Longer term change for a larger population is likely to show in secondary data so the indicators or other data sources listed here might be perfect for your project. For example, you might find that because these are existing data you can get a really good baseline from a time point well before the project started and even if the indicator is only reported every few years, it may be frequent enough for your project. The section below also talks about using data at different geographic levels for your purposes.

## 4.5 When Local Authority level data can be useful

As was reflected in the Introduction to this report, when we are working towards new ways of measuring progress, the perfect data at the perfect level may not exist. Whilst more and more data is now being gathered about wellbeing drivers and outcomes, proxy data, whether geographic proxies or thematic proxies, can often be extremely useful. With most data being already available at a Local Authority level it is often a better use of resources to use this data and then supplement it with qualitative data if required.

This is a summary of some of the things to consider when deciding when Local Authority proxy or context data might be sufficient:

1. **Understanding or profiling the area you work in**. Even if the geographic boundaries do not match exactly or you are only looking at an area that represents a smaller proportion of the Local Authority (LA) level at which you have data, this data can still help you understand something about the place. For example, roughly is the LA performing better or worse than the England average on certain indicators, how is it performing based on other similar LAs, are there specific outliers that make the LA your area is in special? This is readily available from the TPI, and you can compare up to three LAs directly on the website https://www.thrivingplacesindex.org/results/.

2. **Making the case.** If you know that there is a problem because you have worked with people in the area or live there, trust your experience. Combining local knowledge, qualitative data and feedback with LA level data can be a powerful way to understand local needs and make the case for support
3. **Getting LA support.** If you need more formal backing, this tool may help towns assess how well your LA aligns with your town as it provides indicators at Local Authority level broken down by urban and rural populations: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/209703/local-data-12-13_LU.xlsx. If there is good alignment you might be able to use the LA level data as a baseline for your project or in other ways discussed above for using secondary data in evaluation.

# 5.0 GUIDANCE FOR USING INDICATORS TO EVALUATE PROJECTS

Using a framework like the Thriving Places Index (TPI) can help with the planning and delivery of an evaluation as well as the analysis afterwards. It can support a continuous cycle of learning as outlined in the diagram below.


Figure 6: Learning & Progress Cycle in a Wellbeing Economy

At the planning stage, the framework provides a broad set of domains of which some or all can be used to measure outcome and impact focus of a project or programme. Within each sub domain the framework also provides indicators which can either be collated through the data sources used in the TPI or collected specifically for a local project. If the planning stage includes funding or investment allocation, then the TPI can also provide guidance for how funding or investment could be prioritised for those projects that aim to have an impact on at least one TPI indicator while reflecting the wider goals of a thriving place.

The extent to which evaluation can use existing secondary data or needs to collect primary data depends on a number of factors:

- **The geographic scale of the project**: Is the project expected to have an impact at the level of geography for which data exist? For example, is it big enough to be noticeable at Local Authority level or only at the level of a number of wards or postcodes?
- **The size of a project or group of projects**: What proportion of a population within an area are likely to be impacted by the project? Will it just be a handful of specific groups or is this a project that is likely to be seen by a significant proportion of the population?
- **The lengths of the intervention**: Will the project last a short time (up to a year), is it a midterm project (5 years), or more longer term (10 years plus)? Short projects are more likely to only have an impact on the individuals participating whereas a longer term approach would mean broader impacts. If the aims include systemic change outcomes, then these are only likely to become measurable after a longer time frame.

Most projects will have a combination of the factors above. For smaller, short-term projects, data evaluating impact on participants may be best collected directly or even co-produced with them.

If a project is longer term and larger in scale and size, instead of spending resources on primary data collection, already existing secondary data can be used[1]. The TPI data bank can provide a cost effective way to understand impact on a wide variety of domains and indicators all related to helping places thrive.

Some key steps can help in using the TPI for better evaluation:

- Mark which projects, interventions or policies are expected to impact on which domain or subdomain, ideally before delivery starts.
- Collate when, what and how much funding or investment is made against which sub-domains or domains. This will help assess in which domains a place is most likely to see an impact, but it will also help with internal learning about how funding and investment decisions are made (and provide transparency).
- The TPI framework can help you to work with others to build a Theory of Change, logic chain or causality map showing where research exists that connects interventions to a number of outcomes or impacts. Within the TPI for example, if you are aiming to increase people's physical health through physical activity and some of that physical activity is walking and cycling instead of taking the car, then your project will also impact emissions and noise pollution even if that is not your main objective.

[1] *The most comprehensive free resource on evaluation can be found on this Website for Better Evaluation https://www.betterevaluation.org/en/start_here.*
*As a large project in the UK you might also want to consider the Government's Magenta Book https://www.gov.uk/government/publications/the-magenta-book.*
*If you are a small project in the UK organisation like the Coalition for Efficiency (http://www.cfefficiency.org.uk/resources/), NVCO (https://www.ncvo.org.uk/practical-support/consultancy/ncvo-charities-evaluation-services) and many funders provide resources and learning about evaluation.*

# 6.0 A NOTE ABOUT DATA AND THE COVID-19 PANDEMIC

The collection of secondary data like that available in the TPI offers an opportunity to identify changes to local wellbeing conditions in towns during the global Covid-19 pandemic, and to compare these changes with those experienced by other places as well as to the time before the pandemic.

However, the pandemic has impacts on the data that should be noted during its interpretation. Several factors should be considered when analysing data from before and during the pandemic:

- Some data are simply not the same as they were before, e.g. 'school grades'. These are estimates in 2020 rather than actuals.
- It might be difficult to detect an actual positive change because numbers have plummeted below the original baseline figures from 2019/20 and might not recover to the baseline levels despite investment (for example, 'employment').
- Other indicators might have become less predictable, for example carbon emissions from vehicles first went down during the first lockdown but are now potentially higher than before.
- Some structures might change unrecognisably, for example if a 'building back better' effort locally was truly successful some indicators we now use to measure success could become outdated. (E.g. new community delivery models could influence how we measure improvements in terms of user numbers of public services)
- Ongoing impacts - it is not yet clear how long the pandemic might impact on everyone globally, providing another unpredictable component. This emphasises the importance of regular review.

# 7.0 CONCLUSIONS AND FURTHER SUPPORT

As the quote at the start of this report says - **if we measure the wrong things, we strive for the wrong things**. Measuring the wellbeing of people, place and planet and doing that at the local level, where people experience their lives, is a vitally important task for the 21st Century.

The Building a Wellbeing Economy Roadmap for Towns report draws a picture of the urgent task to shift the focus of towns across the UK to delivering to wellbeing outcomes. To do that they need to measure and understand the current wellbeing strengths and needs of their place, as well as embed ways to measure the impact of interventions on the lives of the citizens who live there now and for generations to come.

This report aims to support local places on that journey. We know that there is much to do. Data has, for too long, been focused largely on the traditional economic consequences of change - on the continual growth of our levels of production and consumption. It will take time for the perfect data to be available universally at the perfect geographic levels. But the environmental crisis we face and the spiralling levels of inequality in our communities require us to find a different way to measure and define progress and to do so now. So we urge pragmatism, and work towards gathering and using better data even when that data is not perfect. Measuring the 'right things' so we can collectively strive for them will enable a shift to a wellbeing economy to happen, place by place across the UK and beyond.

We hope this report will help leaders in all sectors put measures of 'what matters' at the heart of their decision making.

If you would like further support or information please contact the partners behind this report:

Centre for Thriving Places www.centreforthrivingplaces.org

Carnegie UK Trust www.carnegieuktrust.org.uk

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# APPENDICES



## Appendix 1: Data methodology

### Identification of Major Towns and Cities that match Local Authority populations

An initial list of English Major Towns and Cities (MTCs) was created from the ONS Major Towns and Cities dataset. This contains settlements with a resident or weekday population above 75,000. Only English settlements have been included in this analysis. Although the MTC dataset contains settlements with a population above 174,999, they were too large to be considered towns for the purposes of this project and therefore excluded from this analysis. Some settlements that have been included are commonly considered to be cities rather than towns, but are included in line with the Centre for Towns' Large Town classification as adapted here by the House Of Commons Library.

Subsequently, a list of English Local Authorities was created from a Nomis Local Authority: district/unitary level 2019 dataset, which was amended to include only current English Local Authorities in late 2020, a total of 314. (A handful of Local Authorities changed during 2019 and 2020.)

Finally, a list of English Local Authorities with a breakdown of the percentages of their populations by the size of the settlement in which they lived was created using data from Centre for Towns/House of Commons Library here. This data is from 2016, more detail on how it was calculated is in section 8 of the Briefing document.

These three lists were combined to create a table of English Local Authorities ordered by the percentage of the population living in MTCs. Where 50% or more of the Local Authority population was living in an MTC, the geographical boundaries of the Local Authority were compared with that of the MTC using this tool.

Where the boundaries matched relatively well and/or there were no other large settlements in the Local Authority area, then the Local Authority data in the TPI is recommended for use by these towns. They are listed in Appendix 2. A small number of MTCs shared a Local Authority with another MTC or large settlement; for these, and cases where the MTC doesn't match the LA or the town is not an MTC, please refer to Section 3 and Appendix 3 instead.

### Identification of suitable indicators below Local Authority level

Most indicators' datasets were not available at ward level so a search for alternative datasets was conducted. These[2] were used in several ways as follows:

- As an alternative source for an existing measure used as a TPI indicator.
- As an alternative source for a slightly different but still appropriate measure of an existing TPI indicator.
- As a source for an alternative indicator, which could be used as a proxy.

Where indicator gaps remain for some domains, primary data collection may be considered or Local Authority level data from the TPI may be considered suitable for use as a proxy.

[2] All sources can be found in the accompanying workbook to this report.

# Appendix 2: Suitability of TPI Data for Large Towns

The following list includes English towns and cities in the ONS Major Towns and Cities dataset, that is towns and cities with a resident or weekday population between 75,000 and 174,999. It shows how well the population of each town matches the population of the Local Authority. Given that the TPI data is available at Local Authority level, Centre for Thriving Places recommends the TPI data may be suitable for use by those towns with a 50%+ match. However, as mentioned in the report, towns may wish to use local knowledge of actual and perceived town boundaries and alignment with the Local Authority area in terms of identity, in addition to this table, to assess the suitability of the TPI.

The following are towns we would recommend to use the TPI data set as it stands.

Table 3: Suitability of TPI data for large towns

| Those with 90% or more match to LA population: | Those with 80%-89% match to LA population: | Those with 70-79% match to LA population: | Those with 60-69% match to LA population: | Those with 50-59% match to LA population: |
|---|---|---|---|---|
| • Blackpool<br>• Burnley<br>• Cambridge<br>• Cheltenham<br>• Crawley<br>• Eastbourne<br>• Exeter<br>• Gloucester<br>• Harlow<br>• Hartlepool<br>• Hastings<br>• Ipswich<br>• Lincoln<br>• Oxford<br>• Redditch<br>• Slough<br>• Stevenage<br>• Watford<br>• Worcester<br>• Worthing | • Chesterfield<br>• Darlington<br>• Peterborough<br>• Telford<br>• Warrington<br>• Woking | • Blackburn<br>• Carlisle<br>• Colchester<br>• Maidstone<br>• Mansfield<br>• York | • Basildon<br>• Basingstoke<br>• Bracknell<br>• Burton-upon-Trent<br>• Chelmsford<br>• Gateshead<br>• Guildford<br>• Hemel Hempstead<br>• Newcastle-under- Lyme<br>• Nuneaton<br>• Preston<br>• Solihull<br>• St Albans | • Bath<br>• Bedford<br>• Grimsby<br>• Rochdale<br>• South Shields<br>• St. Helens |

We would NOT recommend the following towns use the TPI dataset as it stands, due to the presence of other large towns/cities within the Local Authority area, and would recommend they follow the advice in this report on getting more granular data:

- Birkenhead
- Chatham
- Gillingham (Kent)
- High Wycombe
- Huddersfield
- Poole

However, these recommendations may be overridden by local knowledge.

# Appendix 3: Available indicators for Towns

The following tables list the indicators used for each domain of the Thriving Places Index (TPI). These are all available at Local Authority level and may be used by towns which local knowledge, and/or the table above, indicates map well to the Local Authority boundary. For these towns, the scores for each indicator are available at thrivingplacesindex.org. Please see the methodology document for more information on the regularity of updates to this data.

For those towns which do not map well to a Local Authority and require data at lower level geographies (e.g. Ward, LSOA, MSOA) in order to use a wellbeing economy framework, data is available for nearly half of the TPI indicator set. As shown below, this includes our suggestions for alternative indicators where we have not found the relevant TPI indicator at lower level geographies. More detail about how to access and interpret this data is available in the Wellbeing Indicators for Towns Workbook, however caution is required in the interpretation of these data sources at lower level geographies due to small sample sizes and other methodological issues. Although there are gaps in the TPI data available at lower geographies, particularly in some domains such as *Education and Learning* and *Equality*, there are various suggested approaches to fill these gaps in Section 4 of this report.

Notes on the following tables:

*A 'Y' in this column means the indicator is present in the 2020 TPI (or a potential addition to the 2021 TPI). This means any town that maps well to a local authority can access data for this indicator at thrivingplacesindex.org.

**A 'Y' in this column means the indicator is present in the 2020 TPI (or a potential addition to the 2021 TPI) and data is also available at lower level geographies for towns that cannot use the TPI 'off the shelf' because they don't map well to a Local Authority. Please note that data at these lower geographies is not available from the TPI website but may be accessed directly via the links in the Wellbeing Indicators for Towns Workbook.

*** A 'Y' in this column means the indicator is a suggested alternative to a TPI indicator, because it is available at lower level geographies. In this case, the suggested alternative indicator is shown below the TPI indicator for comparison. Please note that data at these lower geographies is not available from the TPI website but may be accessed directly via the links in the Wellbeing Indicators for Towns Workbook.

The spreadsheet is currently here: https://docs.google.com/spreadsheets/d/1oEQhzPMVs-fw55V_Yo6TcwQu07PadDPBlDs-nYDLkhc/edit#gid=467435070

Tables 4 - 10: A summary of available indicators by wellbeing domain

| TPI DOMAIN: PLACE AND ENVIRONMENT | | | | | | | |
|---|---|---|---|---|---|---|---|
| **TPI Subdomain** | **TPI Element** | **TPI Indicator** | **Alternative Indicator** | **Description** | **TPI indicator (LA level)*** | **TPI indicator (local area data)**** | **Alternative indicator (local area data)***** |
| Local Environment | Green space availability | Green land cover | | % of land cover classified as green urban or natural green space (Corine land cover classification). Excludes farmland | Y | Y | |
| Local Environment | Green space access | Access to woodland | | Proportion of population who visited a woodland or forest in the past month | Y | Y | |
| Local Environment | Green space access | Private outdoor space | | % addresses with private outdoor space | Y | Y | |
| Local Environment | Green space access | Public outdoor space | | Average distance to nearest Park, Public Garden, or Playing Field | Y | Y | |
| Local Environment | Air pollution | Air pollution: fine particulate matter (PM2.5) | | Annual concentration of human-made fine particulate matter at an area level, adjusted to account for population exposure. | Y | | |
| Local Environment | Air pollution | | Air pollution | An estimate of the concentration of the four pollutants nitrogen dioxide, benzene, sulphur dioxide | | | Y |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | | and particulates | | | |
| Local Environment | Air pollution | NO2 | | Annual mean nitrogen dioxide concentrations from modelled annual mean oxides of nitrogen concentrations. | Y | Y | |
| Local Environment | Noise (pollution) | Exposure to transport related noise | | The average of daytime and night-time percentages of the population exposed to road, rail and air transport noise of 65 dB(A) or more, LAeq,16h per local authority | Y | | |
| Housing | Noise | Noise Complaints | | Noise complaints (per year per local authority about noise per thousand population) | Y | | |
| Transport | Active transport | Percentage using active transport | | Average of percentage of adults walking or cycling for travel at least three days per week | Y | | |
| Transport | Traffic | Car Traffic | | Car vehicle traffic thousand vehicle miles per capita | Y | | |
| Transport | Services | Journey times to key services | | Average journey time by public transport or walking to schools (average of primary and secondary), food store, and GP | Y | Y | |
| Transport | Accidents | Traffic accidents rate | | Road traffic accidents rate (per 1000 resident and workplace population) | Y | | |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Safety | Youth offending | Primary Youth Offenders | | Rate of 10-17 year olds receiving their first reprimand, warning or conviction per 100,000 population | Y | | |
| Safety | Crime Severity | Crime Severity Index | | Crime Severity Index | Y | | |
| Safety | Domestic abuse | Domestic abuse rates | | Rate (per 1000 people) of domestic abuse-related offences recorded by the police, by police force area | Y | | |
| Safety | Neighbourhood safety | Safety at dark | | Percentage of people who feel safe walking alone in their area after dark | Y | | |
| Safety | Neighbourhood safety | | Risk of crime | Risk of personal and material victimisation at local level: domain of deprivation rank | | | Y |
| Housing | Poor housing | Poor Housing | | Modelled estimate of the proportion of social and private homes that fail to meet the Decent Homes standard. | Y | Y | |
| Housing | Affordable housing | Housing Affordability Ratio | | Ratio of median house price to median gross annual (where available) workplace-based earnings | Y | Y | |
| Housing | Affordable housing | Affordable housing supply | | Additional affordable homes | Y | | |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Housing | Affordable housing | Help to buy loans | | Sales using Help to Buy loans | Y | | |
| Housing | Homelessness rate | Homelessness Numbers | | Numbers accepted as being homeless and in priority need PLUS Eligible Homeless People Not In Priority need (per 1000 households) | Y | | |

| TPI DOMAIN: PLACE AND ENVIRONMENT | | | | | | | |
|---|---|---|---|---|---|---|---|
| **TPI Subdomain** | **TPI Element** | **TPI Indicator** | **Alternative Indicator** | **Description** | **TPI indicator (LA level)*** | **TPI indicator (local area data)**** | **Alternative indicator (local area data)***** |
| Local Environment | Green space availability | Green land cover | | % of land cover classified as green urban or natural green space (Corine land cover classification). Excludes farmland | Y | Y | |
| | Green space access | Access to woodland | | Proportion of population who visited a woodland or forest in the past month | Y | Y | |
| | Green space access | Private outdoor space | | % addresses with private outdoor space | Y | Y | |
| | Green space access | Public outdoor space | | Average distance to nearest Park, Public Garden, or Playing Field | Y | Y | |
| | Air pollution | Air pollution: fine particulate matter | | Annual concentration of human-made fine particulate matter at an area level, adjusted to account for population exposure. | Y | | |
| | Air pollution | | Air pollution | An estimate of the concentration of the four pollutants nitrogen dioxide, benzene, sulphur dioxide and particulates | | | Y |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | Air pollution | NO2 | | Annual mean nitrogen dioxide concentrations from modelled annual mean oxides of nitrogen concentrations. | Y | Y | |
| | Noise (pollution) | Exposure to transport related noise | | The average of daytime and night-time percentages of the population exposed to road, rail and air transport noise of 65 dB(A) or more, LAeq,16h per local authority | Y | | |
| Housing | Noise | Noise Complaints | | Noise complaints (per year per local authority about noise per thousand population) | Y | | |
| Transport | Active transport | Percentage using active transport | | Average of percentage of adults walking or cycling for travel at least three days per week | Y | | |
| | Traffic | Car Traffic | | Car vehicle traffic thousand vehicle miles per capita | Y | | |
| | Services | Journey times to key services | | Average journey time by public transport or walking to schools (average of primary and secondary), food store, and GP | Y | Y | |
| | Accidents | Traffic accidents rate | | Road traffic accident rate (per 1000 resident and workplace population) | Y | | |
| Safety | Youth offending | Primary Youth Offenders | | Rate of 10-17 year olds receiving their first reprimand, warning or conviction per 100,000 population | Y | | |
| | Crime Severity | Crime Severity Index | | Crime Severity Index | Y | | |
| | Domestic abuse | Domestic abuse rates | | Rate (per 1000 people) of domestic abuse-related offences recorded by the police, by police force area | Y | | |
| | Neighbourhood safety | Safety at dark | | Percentage of people who feel safe walking alone in their area after dark | Y | | |
| | Neighbourhood safety | | Risk of crime | Risk of personal and material victimisation at local level: domain of deprivation rank | | | Y |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Housing | Poor housing | Poor Housing | | Modelled estimate of the proportion of social and private homes that fail to meet the Decent Homes standard. | Y | Y | |
| | Affordable housing | Housing Affordability Ratio | | Ratio of median house price to median gross annual (where available) workplace-based earnings | Y | Y | |
| | Affordable housing | Affordable housing supply | | Additional affordable homes | Y | | |
| | Affordable housing | Help to buy loans | | Sales using Help to Buy loans | Y | | |
| | Homelessness rate | Homelessness Numbers | | Numbers accepted as being homeless and in priority need PLUS Eligible Homeless People Not In Priority need (per 1000 households) | Y | | |

| TPI DOMAIN: MENTAL AND PHYSICAL HEALTH | | | | | | | |
|---|---|---|---|---|---|---|---|
| **TPI Subdomain** | **TPI Element** | **TPI Indicator** | **Alternative Indicator** | **Description** | **TPI indicator (LA level)*** | **TPI indicator (local area data)**** | **Alternative indicator (local area data)***** |
| Healthy & risky behaviours | Obesity/overweight | Child Obesity Rate | | Children with excess weight, Year 6, three year average | Y | Y | |
| | Underage pregnancies | Conceptions in under 18s | | Conceptions in those aged under 18s | Y | | |
| | Physical Activity | Physical Activity | | Percentage of adults (aged 19+) that meet CMO recommendations for physical activity (150+ moderate intensity equivalent minutes per week). | Y | | |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | Healthy eating | 5-a-day | | Proportion of the population meeting the recommended '5-a-day' on a 'usual day' (adults) | Y | | |
| Overall health status | Subjective Disability | Subjective Disability | | Percentage of people who reported having a limiting long-term illness or disability | Y | Y | |
| | Subjective Health | Subjective Health | | Self-reported state of health 15+ | Y | | |
| | General Health in children | Self-reported general health at 15 | | The percentage of 15 year olds who responded to Q1 in the What About YOUth survey ("How is your health in general? Would you say it was…") with the answer "Excellent". | Y | | |
| | Older persons health status | Older person's health status | | Average health status score for adults aged 65 and over as measured using the EQ-5D scale. Derived from responses to Q34 on the GP Patient's Survey, which asks respondents to describe their health status using the five dimensions of the EuroQuol 5D (EQ-5D) survey instrument | Y | | |
| | Illness and disability | Illness and Disability | | Comparative Illness and Disability Ratio – an age and sex standardised measure of morbidity and disability | Y | Y | |
| Mortality and life expectancy | Life Expectancy | Life Expectancy | | Life expectancy at birth, years | Y | Y | |
| | Years of potential life lost | Years of potential life lost | | Years of Potential Life Lost – an age and sex standardised measure of premature death | Y | Y | |
| | Mortality rate | Preventable Mortality | | Deaths from causes considered preventable, all ages, standardised mortality ratio | Y | Y | |
| Mental health | Prevalence of MH disorders | Depression and Anxiety Prevalence | | % reporting depression or anxiety 2016/17 in GP survey question about state of health today | Y | | |
| | Prevalence of MH disorders | Long term mental health | | % of respondents to GP Patient Survey reporting a long-term mental health problem | Y | | |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | Prevalence of MH disorders | | Mental Health: Incapacity Benefit | Proportion of people with mental health issues, based on the claimants of Incapacity Benefit who are claiming due to mental health related conditions. | | | Y |
| | Prevalence of MH disorders | Severe mental illness | | Severe mental illness (psychosis etc) QOF prevalence 2016/17 | Y | | |
| | Prevalence of MH disorders | | Mental Health | A composite annual measure of LSOA population health. Data from multiple sources combined into a single index. | | | Y |
| | Suicide | Suicide Rate | | Age-standardised mortality rate from suicide and injury of undetermined intent per 100,000 population | Y | | |

| TPI DOMAIN: EDUCATION AND LEARNING | | | | | | | |
|---|---|---|---|---|---|---|---|
| **TPI Sub-domain** | **TPI Element** | **TPI Indicator** | **Alternative Indicator** | **Description** | **TPI indicator (LA level)*** | **TPI indicator (local area data)**** | **Alternative indicator (local area data)***** |
| Adult education | Adults with no qualifications | Adults with no qualifications | | Proportion of adults (aged 16+) with no academic, vocational or professional qualifications. | Y | Y | |
| | Life-long learning | Life-long learning | | % of adults who have participated in education or training in the last four weeks | Y | | |
| | Apprenticeships | Apprenticeship starts | | Rate of apprenticeship starts per 1000 people of working age | Y | | |
| Children's education | Educational attainment of kids | Educational Attainment of Children | | Average Attainment 8 Score per pupil | Y | | |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | School readiness | School Readiness | | Percentage of children achieving a good level of development at the end of reception | Y | | |
| | Nursery quality | Childcare quality | | % of nursery providers rated 'outstanding' or 'good' by Ofsted (3 year average) | Y | | |

| TPI DOMAIN: WORK AND LOCAL ECONOMY | | | | | | | |
|---|---|---|---|---|---|---|---|
| **TPI Sub-domain** | **TPI Element** | **TPI Indicator** | **Alternative Indicator** | **Description** | **TPI indicator (LA level)*** | **TPI indicator (local area data)**** | |
| Unemployment | Unemployment | Unwillingly out of work | | % of people over 16 who want a job, who are either unemployed or economically inactive | Y | | |
| | Unemployment | | Unemployment | Long-Term Unemployment- rate per 1,000 working age population | | | Y |
| Employment | Good jobs | Good jobs | | % of people who are on permanent contracts (or on temporary contracts and not seeking permanent employment), who earn more than the Living Wage (Living Wage Foundation), and are not overworked (i.e. <49 hours a week), or underworked (unwillingly working part-time). | Y | | |
| Basic needs | Deprivation affecting older people | Income Deprivation Affecting Older People | | Older people in deprivation | Y | Y | |
| | Deprivation affecting children | Income Deprivation Affecting Children | | The proportion of all children aged 0 to 15 living in income deprived families | Y | Y | |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | Material Deprivation | **Percentage with low income** | | The proportion of the population experiencing deprivation relating to low income | Y | Y | |
| Local business | Proportions of local business from register | **Local Business** | | Ratio of enterprises to local units | Y | | |

| TPI DOMAIN: PEOPLE AND COMMUNITY | | | | | | | |
|---|---|---|---|---|---|---|---|
| **TPI Sub-domain** | **TPI Element** | **TPI Indicator** | **Alternative Indicator** | **Description** | **TPI indicator (LA level)*** | **TPI indicator (local area data)**** | **Alternative indicator (local area data)***** |
| Participation | Vote | **General election turnout** | | Total vote turnout (inc postal votes rejected and votes rejected at count) - General Election 2017 | Y | | |
| | Vote | | **Local Election Turnout** | Total turnout at last local elections (including rejected votes if data is available) | | | Y |
| | Volunteering | **Volunteering related to sport and activity** | | Volunteering to support sport and physical activity at least twice in the last year (adults aged 16+) - rate | Y | | |
| | Heritage Index Participation | **Clubs and societies** | | Combination of the following heritage index indicators: Youth archaeologist clubs, Nature Clubs for Kids, Civic societies | Y | | |
| | Organisations | **Organisation membership** | | % of people who are a member of an organisation | Y | | |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Culture | Heritage Index | **Participation in heritage** | | Combination of the following heritage index indicators: participation - visiting heritage sites, museum participation rates, industrial heritage site participation rate, historic parks and gardens participation rate. Combines indicators from all domains of the heritage index | Y | | |
| | Heritage Index | | **Heritage visits** | Proportion of population that visited a historic property or country park in the past month | | | Y |
| | Heritage Index | **Heritage assets** | | Asset subdomain of the heritage index | Y | | |
| Community cohesion | Neighbourhood | **Neighbourhood trust** | | Neighbourhood trust | Y | | |
| | Social Fragmentation Index | **Social Fragmentation Index - Updated using Labour Force Survey** | | Social fragmentation index, updated using Labour Force Survey data | Y | Y | |

| SUSTAINABILITY | | | | | | | |
|---|---|---|---|---|---|---|---|
| **TPI Domain** | **TPI Element** | **TPI Indicator** | **Alternative Indicator** | **Description** | **TPI indicator (LA level)*** | **TPI indicator (local area data)**** | **Alternative indicator (local area data)***** |
| Energy use | Emissions | **CO2 Emissions** | | Per capita local Authority CO2 emissions estimates within the scope of influence of Local Authorities 2005-2016 (kt CO2): industry, domestic, and transport sectors. | Y | | |
| Energy use | Energy use | **Energy Consumption** | | Average domestic consumption per capita (tonnes of oil equivalent) | Y | | |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Energy use | Energy efficiency | **Housing energy efficiency** | | Percent of newly registered lodgements with domestic EPC ratings of C or above | Y | | |
| Energy use | Energy efficiency | **Housing energy efficiency** | | As above but % F or G | Y | | |
| Energy use | Low emission vehicles | **Ultra low emission vehicles** | | Number of newly registered ultra low emission vehicles | Y | | |
| Waste | Waste generation | **Household waste generation** | | Collected household waste per person (kg) | Y | | |
| Waste | Recycling | **Household Recycling** | | Proportion of the population who have recycled items in the last month | Y | Y | |
| Green infrastructure | Renewable energy | **Renewable electricity generation** | | Renewable electricity generation (log KWh per person) | Y | | |
| Green infrastructure | Renewable energy | | **Renewable energy use** | Proportion of the population/households that report their home has energy supplied by a renewable source (e.g., solar panels or green tariff) | | | Y |
| Green infrastructure | Sustainable land use | **Land use change** | | Ratio of non-developed land loss to non-built land stock (x100) | Y | | |
| Green infrastructure | Tree cover | **Tree cover** | | Tree cover | Y | | |
| Green infrastructure | Tree cover | | **Proximity of green space** | Level of agreement that local green spaces are within easy walking distance | | | Y |

## EQUALITY

| TPI Domain | TPI Element | TPI Indicator | Alternative Indicator | Description | TPI indicator (LA level)* | TPI indicator (local area data)** | Alternative indicator (local area data)*** |
|---|---|---|---|---|---|---|---|
| Health | Health Inequality | Health | | Slope index of inequality (SII) in life expectancy at birth - average (SII years) | Y | | |
| Income | Income Inequality | Income | | 80/20 percentile weekly earnings difference | Y | | |
| Gender | Income Inequality | Gender pay gap | | Gender pay gap (by workplace location) - Percentage: the absolute difference between median gross hourly earnings (excluding overtime) of men and women as a proportion of median gross hourly earnings (excluding overtime) of men. The value implies male earnings are greater than female earnings unless noted otherwise. Based on earnings by workplace location. | Y | | |
| Social | Social mobility | Social mobility | | Average of the 10 standardised indicators from the Social Mobility Index that measure academic achievement and quality of nurseries and schools for those eligible for free school meals (FSM) | Y | | |
| BAME representation | BAME representation | BAME representation - local councillors | | % of local councillors that are BAME | Y | | |

| OVERALL WELLBEING | | | | |
|---|---|---|---|---|
| TPI Element | TPI Indicator | Description | TPI indicator (LA level)* | TPI indicator (local area data)** |

| | | | | |
|---|---|---|---|---|
| Self reported happiness | **Self reported happiness** | Average happiness yesterday | Y | Y |
| Self reported life satisfaction | **Self reported life satisfaction** | Average life satisfaction | Y | Y |
| Worthwhile | **Self reported worthwhile** | Average sense of worthwhile | Y | Y |
| Anxiety | **Self reported anxiety** | Average anxiety yesterday | Y | Y |

Please note: the Overall Wellbeing domain in the final table above is not part of the TPI, but is included for analysis purposes.