

KANTAR PUBLIC

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

A difference-in-difference analysis

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1. Introduction

1.1 Background

Empowering Places, Power to Change’s programme of place-based investment, aimed 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 six local areas. The programme is delivered through a partnership led by Co-operatives UK with the New Economics Foundation (NEF) and the Centre for Local Economic Strategies (CLES).

Through locally created development plans, catalysts identify local issues in the community that can be tackled by community businesses and engage in development work on the ground to grow community businesses in their local areas.

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: Empowering Places catalyst organisations and the local area they work in¹

Organisation	Local area	Town/city
Wigan and Leigh Community Charity	Abram Ward	Wigan
B-Inspired (The Braunstone Foundation)	Braunstone	Leicester
Centre4	Nunthorpe and Bradley Park	Grimsby
Made in Manningham	Manningham	Bradford
Real Ideas Organisation (RIO)	Stonehouse and Devonport	Plymouth
The Wharton Trust	Dyke House	Hartlepool

¹ The sixth empowering places catalyst organisation, Made in Manningham, was not included in the 2022 evaluation. This decision was made as it was not possible to create a comparison sample from the national Community Life Survey and the budget was not available to create a bespoke comparison sample.

The catalyst organisations work in defined operational areas (OA), 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 specific 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.

1.1.1 Research background

To understand whether impact of the Empowering Places programme could be seen at a population level, Power to Change commissioned Kantar Public to conduct a 'hyperlocal' version of the Community Life Survey (CLS) five of the operational areas (see Section 2.2 and 2.3 for further details of the CLS). For each area, a comparison sample was drawn from the national CLS, with one exception. The operational areas were surveyed in 2018, 2020 and again in 2022, with the accompanying comparison sample area surveyed in 2017-18, 2019-20 and 2021-22. This meant that difference-in-difference analysis could be conducted, to assess the impact the Empowering Places programme has had on a range of metrics (see Section 3).

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.

1.2 Background to the Community Life Survey (CLS)

Since 2012–13, the CLS has been carried out annually by Kantar Public on behalf of the Department for 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 (DCMS, 2020).²

The key objectives of the survey are to:

² 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/>

- 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.

For more information, please refer to the CLS website.³

1.3 Summary of survey approach

The ‘hyperlocal’ survey used the CLS national model, which acted as a sample boost targeted towards operational areas of the selected catalyst organisations. This survey, branded as the Neighbourhood Life Survey, contained the same measures and used identical methods to the CLS for the purposes of difference-in-difference analysis¹⁹.

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

Kantar Public identified comparison samples for each operational area from respondents in the 2021-22 CLS survey.

The ‘hyperlocal’ design builds on studies carried out in 2017, 2018 and 2019 which established a new way of measuring the social impact of such organisations on their local community (Willis et al., 2017; Crawshaw et al., 2019; Crawshaw et al., 2020). In summary, these studies found that working within the CLS framework provided a cost-effective approach to measuring relative community cohesion and levels of social action in each catalyst’s operational area.

1.4 Sampling

For the purposes of the survey, each organisation’s operational area was defined with reference to Office for National Statistics (ONS) operational area (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 and agreed with the individual catalyst organisations.

Within each operational area, Kantar 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 2021-2022 CLS. Table 2 shows how many addresses were sampled in each area.

Table 2: Address samples in each operational area

Operational area	Total sample of addresses

³ For more information on the CLS see: DCMS. Available at: <https://www.gov.uk/government/collections/community-life-survey--2>

¹⁹ Difference-in-difference analysis is a statistical technique that allows us to estimate the effect of a treatment on an outcome by comparing the change over time in the average outcome of a treatment group, to the change over the same period for a comparison group.

Wigan and Leigh Community Charity, in Abram Ward, Wigan	1,037
B-Inspired in Braunstone, Leicester	1,059
Centre4 in Nunsthorpe and Bradley Park, Grimsby	1,068
RIO, in Stonehouse and Devonport, Plymouth	1,050
The Wharton Trust in Dyke House, Hartlepool	1.055

1.5 Fieldwork and response

Fieldwork took place between the 4th August and 30th September 2022.⁴

The standard model for the CLS is to send two reminders, each a fortnight apart, but with a third reminder sent to a targeted subsample of addresses, mainly in deprived areas and/or with a younger household structure to optimise the achieved sample profile. In the second reminder, two paper questionnaires are included for a targeted subset of addresses.⁵

All respondents who completed the survey received a £10 voucher to thank them for their contribution.

The standardised individual response rate achieved in each operational area ranged from 19.5% to 21.8% as shown in Table 3.⁶ As a benchmark comparison, the response rate in CLS 2021-22 was 22.6%.

Table 3: Response by area

Operational area	Online completions (% of completions)	Paper completions (% of completions)	Total completions	Estimated individual Response Rate
Wigan and Leigh Community Charity, in Abram Ward, Wigan	272 (76%)	85 (24%)	357	19.8%
B-Inspired in Braunstone, Leicester	254 (64%)	140 (36%)	386	21.0%

⁴ Given that the CLS is an official statistic, there are limitations around providing early access to data and release dates. With that in mind Kantar Public were unable to run the analysis until the 2022/23 CLS data set has been archived in May 2023.

⁵ Respondents were not asked about community businesses as part of the CLS as the survey provides national coverage.

⁶ The 'standardised' response rate assumes that 92% of addresses contain households and those households contain an average of 1.9 people aged 16+. These are based on national surveys. In reality, both these numbers will vary from place to place, hence this is a 'standardised' response rate rather than a true response rate.

Centre4 in Nunsthorpe and Bradley Park, Grimsby	281 (73%)	105 (27%)	404	21.8%
RIO, in Stonehouse and Devonport, Plymouth	246 (61%)	158 (39%)	391	21.4%
The Wharton Trust in Dyke House, Hartlepool	264 (68%)	127 (32%)	357	19.5%

1.6 Identification of comparison samples

The comparison sample for each operational area was a subset of CLS 2021-22 survey respondents who lived in the 10% of English neighbourhoods that are most similar to the operational area. This definition was used for all previous waves.⁷

Kantar Public used 2011 Census Lower layer Super Output Areas (LSOAs) as a proxy for neighbourhoods. There are 32,844 LSOAs in England and each contains an average of six OAs. They are smaller than the operational areas (which ranged in size from 19 to 50 OAs) and somewhat more homogeneous. However, the use of LSOAs as proxy neighbourhoods – rather than larger aggregations – ensures that the 10% most similar neighbourhoods to each operational area are genuinely similar in absolute and not just relative terms. A similarity score was computed for each LSOA in England with reference to each operational area.

The profile of each LSOA was represented by a set of six 2011 Census-derived ‘principal component’ scores, each reflecting a different aspect of that LSOA. One of these principal components is strongly correlated with the neighbourhood’s index of multiple deprivation, one is correlated with the proportion of accommodation units that are flats, one with the presence of students, one with the share of the population aged 65+, and two are correlated with different aspects of the ethnic mix.⁸

These ‘principal component’ scores were also computed for each operational area as a (2011) population-weighted combination of the relevant LSOA scores. Kantar Public then calculated – for

⁷ The comparison sample in Wave 3 has been specified in the same way as Waves 1 and 2, allowing for comparison across the three waves. However, the underlying composition of the comparison sample differs across waves as Wave 3 has been drawn from the CLS 21-22 survey, rather than earlier CLS versions. There will be small profile and unobserved differences between samples, but this is not unusual for any time series analyses.

⁸ A statistical technique called PCA was used to form uncorrelated linear combinations (‘principal components’) of 42 LSOA-level Census proportions (e.g., % of 16-24s with degree-level qualifications). The first principal component accounts for as much variance as possible across the 42 input variables. Successive components explain the - progressively smaller – residual variance and are all (by design) uncorrelated with each other. These principal components were then ‘rotated’ using the *varimax* algorithm which seeks to minimise the number of input variables that have high correlations with each of the first *f* factors (*f* is user-specified but should explain a high percentage of the total variance; *f* = 6 in this case, explaining 77% of the total variance). The *varimax* rotation method simplifies interpretation compared to other rotation methods and compared to the initial (un-rotated) principal components.

each LSOA in England – a Euclidean distance score relative to each operational area.⁹ The lower this score is, the more similar that LSOA is to the particular operational area.

From this, a rank order of similarity was constructed, and the 10% most similar LSOAs for each operational area were identified and acted as the comparison sample.

1.7 Analysis methods

As data is available across the operational areas included in both the 2018 and 2022 analysis and their comparison groups, we can assess whether the direction and scale of change between these two time-points is the same for the operational area (which we refer to here for simplicity as [area x]) as for its comparison group. The principal assumption is that both the direction and scale of change *will* be the same. However, if the evidence shows a different pattern of results – whether there is an increase or decrease in a given metric – then we may hypothesise that the Empowering Places programme operating in [area x] is making a difference relative to its comparison group. The data is insufficient to *prove* this – differences in the direction and scale of change may be due to other unique factors in [area x] – but it is at least suggestive of impact.¹⁰

This type of analysis is called ‘difference-in-difference’ and, when combined with sample matching (as here), is one of the most robust impact evaluation methods outside of the randomised controlled trial. To our knowledge, this method has not been successfully implemented elsewhere in the third sector and therefore represents a step forward for evaluation of localised interventions.

Throughout the report, we refer to differences in the direction and/or scale of change as ‘relative effects’. For example, in Section 2.4 we estimate that the share of the adult population of Abram Ward engaged in civic participation decreased by 13.2 percentage points between 2018 and 2022. However, we also estimate that the share of the comparison group that is engaged in civic participation also decreased by 4.2 percentage points over the same timeframe. Therefore, the relative effect for Abram Ward over its comparison group would be $-13.2 - 4.2 = +9$ percentage points (denoted in this chapter as -9pp).¹¹

In other words, if we take Abram Ward without a reference point, we would expect to see a large decrease in civic participation. However, after utilising the synthetic comparison sample, we see that this decrease in participation in Abram Ward is not as large as it first seems and is similar to negative trends seen elsewhere in the country.

Because the samples from both the two operational areas and their respective comparison groups are imperfect,¹² we urge caution in the interpretation of relative effects.

Only statistically significant observed differences have been reported on. The standard significance threshold is usually set at 5%. That means the only observed differences considered ‘statistically significant’ are those that would have a $\leq 5\%$ chance of being observed - due to random sampling error - *if there was in fact no difference at the whole population level*. However, with small sample sizes (as here), this threshold can lead to the risk of false negatives outweighing the risk of false positives. Consequently, the significance threshold has been shifted upwards: observed

⁹ Euclidean distance score = $\sqrt{[(PC1_x - PC1_t)^2 + (PC2_x - PC2_t)^2 + (PC3_x - PC3_t)^2 + (PC4_x - PC4_t)^2 + (PC5_x - PC5_t)^2 + (PC6_x - PC6_t)^2]}$

... where $PC1_x$ is the principal component score 1 for LSOA x and $PC1_t$ is the principal component score 1 for operational area t (etc.).

¹⁰ It is worth noting that this methodology does not attempt to demonstrate whether a particular impact is replicable.

¹¹ Please note that reported difference-in-difference trends may differ slightly from numbers presented in plots due to survey weighting and basic rounding in the presentation of results.

¹² The samples for all operational areas are subject to standard limitations of random probability surveying. The matched comparison samples are based on the 10% most similar neighbourhoods.

differences are considered statistically significant if they would have no more than a one in three (33%) chance of being observed if there was no population-level difference.

For context, we have also included data from 2020 (Wave 2), but Wave 2 is not included in the difference-in-difference analysis.

The 2022 reporting is 'hypotheses'-led to ensure that the analysis is focused on the areas we expect to see a change for each individual catalyst area. This means that not all data within the survey results has been analysed, but a selection based on where impact is hypothesised to be most present. As a result a number of hypotheses were developed by Power to Change for each area based on:

- Findings from previous years' data
- Conversations with Empowering Places programme teams
- Evidence from Renaisi's evaluation of the programme
- Consultation with local areas

The key variables of interest for each area are outlined at the beginning of each area level chapter.

It should be noted that fieldwork in 2020 (Wave 2), took place during the COVID-19 pandemic. It is unclear what effect the COVID-19 pandemic, associated lockdown measures and associated media coverage may have had on relevant public behaviours, attitudes and perceptions. This should be taken into consideration when interpreting these results.

1.8 Limitations

As with any research, there are limitations.

To detect impact, the Empowering Places catalyst organisation needs to have a reasonably large effect on its operational area and a relatively close comparison sample has to be identified from within the CLS national sample. This comparison sample should be large enough to ensure that there is sufficient statistical power to detect unusual effects within the operational area, but not so large that the comparison sample's similarity to the operational area 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 catalyst organisations. In isolation, the strength of evidence is weaker than might be obtained from a randomised controlled trial (RCT), but difference-in-difference analysis is possible where data from at least two time-points are available (as here).¹³ In Wave 3 two of the measures were updated to improve accessibility, this applies to surveys conducted in the operational areas and the comparison samples.

Limiting long term illness measure (Zdill/Zpdill). In Wave 3 (2022) there was a change to the limiting long term illness measure. In Wave 1 and Wave 2 the answer code 'prefer not to say' was only accessible by clicking the next button without selecting an answer code. However, in Wave 3 to improve accessibility this code was readily available for respondents to select as part of the response list. While this change affected both operational and comparison samples it is not possible to formally identify the effect of the change in measurement method.

Interest in being more involved in local decision making (ZPCSat). In Wave 3 (2022) there was a change to the local decision making measure. The code 'it depends on the issue' was previously displayed on a second screen only accessible if respondents clicked the next button without selecting a response. Whereas in Wave 3 the code was readily available to respondents as part of the response list. In Wave 3 there was a large increase in the proportion of respondents

¹³ Difference-in-difference analysis is a statistical technique that allows us to estimate the effect of a treatment on an outcome by comparing the change over time in the average outcome of a treatment group, to the change over the same period for a control group.

selecting 'it depends on the issue'. Although unlikely, if the propensity to select 'it depends' (now it's not hidden) has a different pattern in the operational area rather than the comparison sample, then the DID estimate could be confounded with this nuisance effect.

The remaining chapters of the report provide findings for each catalyst operational area.

Question coverage varied by mode – For pragmatic reasons, some questions were not asked across all modes. Some questions were too complicated to be asked via paper questionnaire due to filtering requirements. Therefore, these measures have smaller base sizes compared to the overall sample size. Any exclusions are made clear in the tables and charts. Weights have been calculated to account for these exclusions. All reported data are weighted to ensure that they are representative of adults aged 16+ in England.

2. Wigan and Leigh Community Charity (WLCC), in Abram Ward

Abram Ward is made up of five villages on the outskirts of Wigan Town Centre

The Wigan and Leigh Community Charity (WLCC), formerly known as Abram Ward Community Cooperative, is an organisation dedicated to fostering community businesses in Abram, Wigan. With a strong emphasis on building upon the existing community spirit, WLCC strives to transform Abram Ward into a thriving environment for work, residence, and visitation.

This will be achieved through the utilisation and preservation of community hubs and open spaces within the ward. By transforming these spaces into trading platforms, WLCC envisions community businesses benefiting from educational services, which will raise awareness and create new opportunities. WLCC aims to establish a comprehensive network of community businesses across Abram Ward and Wigan, encompassing various entities such as community hubs, pubs, open spaces, and even upcoming projects like community-led housing. These initiatives aim to inspire individuals of all ages to venture into their own community businesses, promote local purchasing, and facilitate employment opportunities. Recognising the significance of community organising, WLCC places great importance on understanding the desires and needs of the community, while providing support to facilitate positive change.

In this chapter, we compare Abram Ward and its matched comparison sample in 2018 (Wave 1) and 2022 (Wave 3), using a 'difference-in-difference' design (see Section 1.7). For context we have also included data from 2020 (Wave 2), but Wave 2 is not included in the difference-in-difference analysis.

Six overarching metrics were used as measures to compare Abram Ward and the matched comparison sample, focused on the key aims and objectives of Wigan and Leigh Community Charity. These metrics were:

- **Local environment:** a measure of people's satisfaction with the local area as a place to live.
- **Community pride and empowerment:** the extent to which people perceive their area as one in which people pull together to improve their neighbourhood and whether people felt that they, as individuals and communities, can have an influence on local decision-making.
- **Social action:** this includes measures such as the extent to which local people get involved in local activities and the level of civic engagement in the community, for example through civic participation or civic consultation.
- **Health and wellbeing:** including measures of self-reported health and subjective wellbeing (for example happiness and life satisfaction).
- **Volunteering:** the proportion of people who have been involved in volunteering in their community, either formally or informally.
- **Employability:** including self-reported measures of whether respondents are employed.

All difference-in-difference analysis reported meets the significance threshold (67% confidence intervals see Section 1.7).

2.1 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
- Satisfaction with local services and amenities

Difference-in-difference analyses yield no statistically significant difference in local environment metrics between Abram and the comparison group.

2.2 Community pride and empowerment

Helping to foster greater community pride and empowerment through community business is a key focus of the Empowering Places programme. Research suggests that empowerment can help people exert some control in their local area, which in turn can improve local wellbeing (Harries and Miller, 2021). The CLS captures 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.

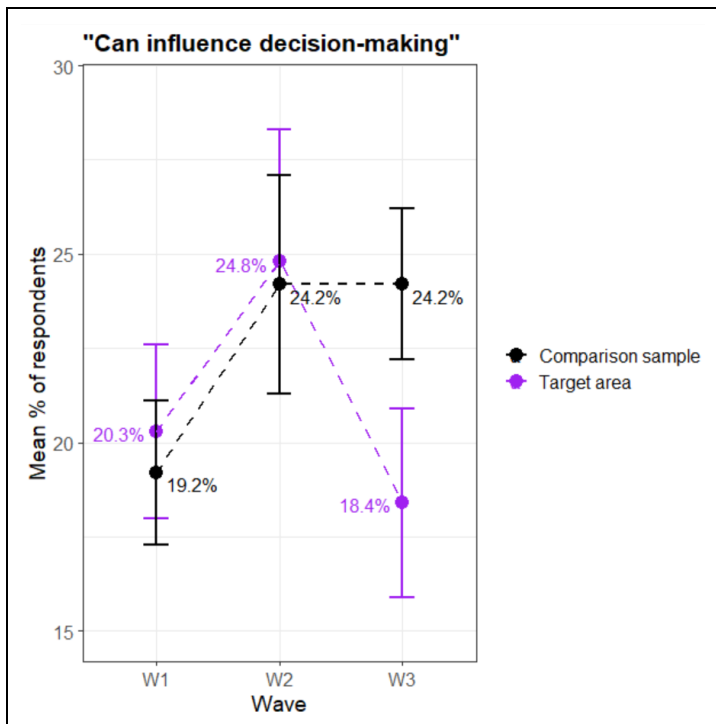
Difference-in-difference analyses reveal a **negative trend** in perceived influence over local decision-making. Between Wave 1 and Wave 3, perceived influence over decisions decreased 5.3pp in Abram Ward relative to the comparison group.

Table 2.2: Difference-in-difference results for community pride and empowerment (Wave 3 – Wave 1)¹⁴

Metric	Difference-in-difference estimate	Upper 67% confidence interval	Lower 67% confidence interval
Perceived influence over decision-making - % Definitely/tend to agree	-6.9%	-2.7%	-11.2%

¹⁴ **NOTE:** Difference-in-difference results assess the size and statistical significance of the overall trend line, thus numbers will differ slightly from the weighted mean point estimates presented in the plots. Overlapping confidence intervals presented in plots may still yield significant results in the difference-in-difference analysis.

Looking across all three waves, analyses reveal that trends in perceived influence between Abram Ward and the comparison group primarily diverge in Wave 3. Through Wave 1 and Wave 2, both groups display near parallel increases in perceived influence. Then, in the comparison group, perceived influence remains steady moving into Wave 3. In contrast, perceived influence in Abram Ward declines in Wave 3 to a level that is slightly below its starting point in Wave 1. This divergence in Wave 3 likely drives the negative difference-in-difference estimate reported above.



Difference-in-difference analyses yield no further statistically significant difference in community pride and empowerment metrics between Abram and the comparison group.

2.3 Social action

In the CLS, social action is defined as a community project, event or activity in 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.

Difference-in-difference results reveal no statistically significant difference between Abram Ward and the comparison sample in any of the social action metrics.

2.4 Civic engagement

The CLS also includes three measures of civic engagement:

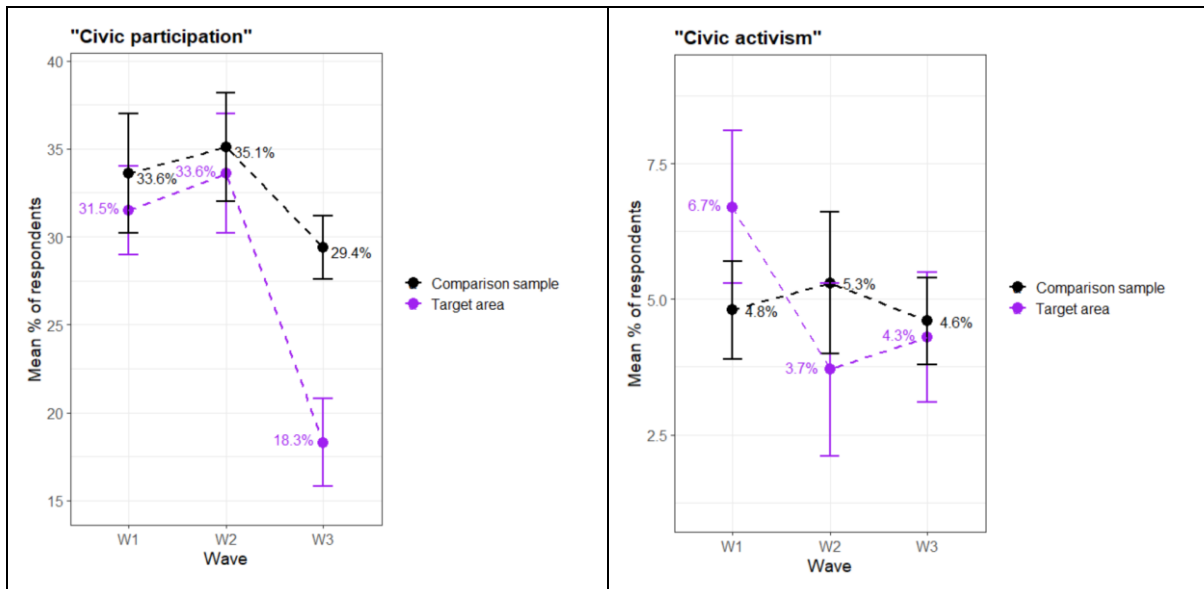
- **civic participation:** engagement in democratic processes, both in person and online, including signing a petition or attending a public meeting or rally (does not include voting)
- **civic consultation:** taking part in consultations about local services both in person and online
- **civic activism:** 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.

Difference-in-difference results display a **negative trend** in two civic engagement metrics. Between Wave 1 and Wave 3, civic participation decreased by 8.9pp in Abram Ward relative to the comparison group. In that same time period, civic activism decreased by 2.3pp in Abram Ward relative to the comparison group.

Table 2.4: Difference-in-difference results for civic engagement (Wave 3 – Wave 1)

Metric	Difference-in-difference estimate	Upper 67% confidence interval	Lower 67% confidence interval
Civic participation- % Yes	-8.9%	-4.5%	-13.4%
Civic activism- % Yes	-2.3%	-0.1%	-4.4%

Across all three waves, there is a sizable drop in civic engagement in Abram Ward which drive the difference-in-difference estimates reported above. In terms of civic participation, both groups exhibit a small increase from Wave 1 to Wave 2. These increases are followed by decreases in Wave 3. However, this decrease in participation is larger in Abram Ward than in the comparison sample. Turning to civic activism, data reveal a drop in civic activism in Abram Ward between Wave 1 and Wave 2 before levelling off in Wave 3. In contrast, levels of civic activism remain consistent across waves in the comparison sample.



Difference-in-difference analyses revealed no other statistically significant differences between Abram Ward and the comparison sample in any other metric of social action.

2.5 Health and wellbeing

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

- self-reported rating of general health from very good to very bad
- whether have a limiting long-term illness.

Difference-in-difference analyses yield no statistically significant difference in self-reported health metrics between Abram Ward and the comparison group.

2.6 Personal wellbeing

Subjective wellbeing is based on the four harmonised measures developed by the Office for National Statistics:¹⁵

- Rating of life satisfaction: scale 0 (not at all satisfied) to 10 (completely satisfied)
- Rating of worthwhile yesterday: scale 0 (not at all worthwhile) to 10 (completely worthwhile).
- 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)

These questions allow people to assess their life overall, as well as providing an indication of their day-to-day feelings. For ease of interpretation, all variables were recoded into binary variables, with 1 representing a score at or above the midpoint (5 or higher) and 0 representing scores below the midpoint (4 or lower). In addition, the measure for anxiety has also been reversed so that 1 indicates that the respondent reported very low/low anxiety and 0 indicates that very high/high

¹⁵ For more information on Office of National Statistics well-being measures see: Government Statistic Service. Available at: <https://gss.civilservice.gov.uk/policy-store/personal-well-being/>

anxiety. Thus, for all metrics, a higher percentage of respondents represents a normatively good outcome.

Difference-in-difference analyses yield no statistically significant difference in general metrics between Abram Ward and the comparison group.

2.7 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 twelve 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 twelve months.

Difference-in-difference analyses yield no statistically significant difference in general metrics between Abram Ward and the comparison group.

2.8 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.

Difference-in-difference analyses reveal a **positive trend** in employment in Abram Ward. Between Wave 1 and Wave 3, self-reported employment increased 9.6pp in Abram Ward relative to the comparison sample.

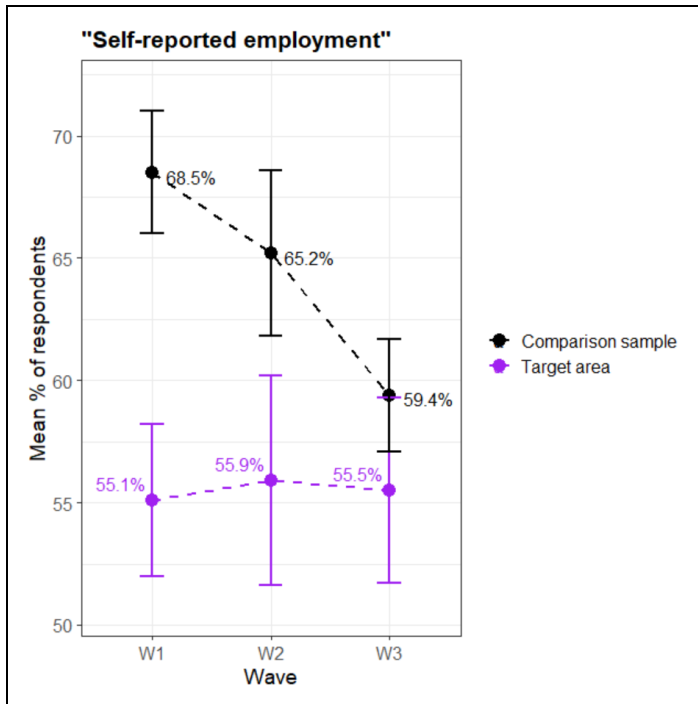
Table 2.8: Difference-in-difference results for employability (Wave 3 – Wave 1)

Metric	Difference-in-difference estimate	Upper 67% confidence interval	Lower 67% confidence interval
Employed - % In Employment	9.6%	15.4%	3.7%

Looking across all three waves, analyses show that the positive difference-in-difference estimate above is primarily driven by decreasing employment in the comparison sample. Reported employment decreases consistently across waves in the comparison sample, falling a total of 9.1pp from Wave 1 to Wave 3. In contrast, while self-reported employment in Abram Ward is lower than the comparison sample, it remains stable across waves.

It is once again difficult to assign causality to this pattern. It is possible that employment programmes like WLCC have had a positive impact. There is also a possibility of a floor effect under which employment in Abram Ward would typically not decrease unless the area experienced a highly extreme economic downturn. Alternatively, there could be external forces that impact the comparison group that are simply not present in Abram Ward. While it is difficult to ascertain with

certainty which of these scenarios is the case, the data nonetheless shows the negative forces impacting similar areas have not impacted Abram to the same degree.



NOTE: Employability was only asked of web survey

2.9 Appendix: Full results tables

Below are full tables of the mean responses for both groups across all waves and across all metrics irrespective of statistical significance. As a reminder, difference-in-difference estimates reported in previous sections leverage only the difference between Wave 1 (2018) and Wave 3 (2022). Nonetheless, the tables below report mean responses from all three waves.

Table 2.9.1: Local environment metrics

Metric	AB 2018	CS 2018	AB 2020	CS 2020	AB 2022	CS 2022	DID estimate (S.E.)
Satisfaction with local area - % Very/fairly satisfied (ZPSlocSat)	55.2%	66.7%	62.2%	70.1%	54.5%	64.9%	1.1% (5.6)
Area has become better to live in - % Got better to live in (ZBetWors)	9.2%	11.7%	7.1%	11.3%	7.4%	9.9%	0.0% (3.3)
Satisfied with local services - % Very/fairly satisfied (ZSatAsset)	57.1%	69.4%	59.1%	73.6%	53.3%	70.0%	-4.4% (5.6)

NOTE: AB = Abram Ward, CS = Comparison Sample, DID = difference-in-difference, S.E. = standard error; *italicised* results indicate that difference-in-difference results are statistically significant a $p < .33$.

Table 2.9.2: Community pride and empowerment metrics

Metric	AB 2018	CS 2018	AB 2020	CS 2020	AB 2022	CS 2022	DID estimate (S.E.)
Neighbourhood pulls together – % Definitely/tend to agree (ZPSPull)	50.4%	49.1%	59.1%	63.8%	60.0%	56.0%	2.7% (5.9)
<i>Perceived influence over decision-making - % Definitely/tend to agree (ZPAffLoc)</i>	20.3%	19.2%	24.8%	24.2%	18.4%	24.2%	-6.9% (4.4)
Important to influence decision-making - % Very/quite important (ZPInfl)	46.9%	49.0%	43.3%	48.1%	40.7%	44.9%	-2.1% (5.2)
People can change how area is run - % Definitely/tend to agree (ZLocAtt)	46.4%	43.9%	48.8%	51.4%	40.2%	38.6%	-1.0% (5.4)
Want to be more involved in decision-making - % Yes (ZPCSat)	50.1%	51.4%	52.8%	45.8%	28.6%	27.7%	2.3% (5.7)

NOTE: AB = Abram Ward, CS = Comparison Sample, DID = difference-in-difference, S.E. = standard error; *italicised* results indicate that difference-in-difference results are statistically significant a $p < .33$.

Table 2.9.3: Social action metrics

Metric	AB 2018	CS 2018	AB 2020	CS 2020	AB 2022	CS 2022	DID estimate (S.E.)
Personally getting involved - % Yes (ZLovInv1)	8.6%	8.3%	7.3%	12.1%	9.4%	7.5%	1.5% (3.0)
Aware of local people getting involved - % Yes (ZLocPeop1)	22.2%	24.2%	16.2%	26.3%	18.0%	15.4%	4.5% (4.8)

NOTE: AB = Abram Ward, CS = Comparison Sample, DID = difference-in-difference, S.E. = standard error; *italicised* results indicate that difference-in-difference results are statistically significant a $p < .33$.

Table 2.9.4: Civic engagement metrics

Metric	AB 2018	CS 2018	AB 2020	CS 2020	AB 2022	CS 2022	DID estimate (S.E.)
<i>Civic participation in past year - % Yes (ZCivPar1)</i>	31.5%	33.6%	33.6%	35.1%	18.3%	29.4%	-8.9% (4.6)
Civic consultation in past year - % Yes (ZPConsul1)	10.4%	12.7%	12.8%	15.9%	11.1%	15.0%	-1.5% (3.3)
<i>Civic activism in past year - % Yes (ZCivRen)</i>	6.7%	4.8%	3.7%	5.3%	4.3%	4.6%	-2.3% (2.2)

NOTE: AB = Abram Ward, CS = Comparison Sample, DID = difference-in-difference, S.E. = standard error; *italicised* results indicate that difference-in-difference results are statistically significant a $p < .33$.

Table 2.9.5: Health and wellbeing metrics

Metric	AB 2018	CS 2018	AB 2020	CS 2020	AB 2022	CS 2022	DID estimate (S.E.)
How is your health in general? - % Very good/good/fair (ZPGHealth)	90.6	95.3%	90.8%	92.9%	89.2%	92.6	1.3% (3.5)
Limiting long term illness - % Yes (Zpdill)	28.6%	23.0%	27.9%	28.2%	35.1%	32.7%	-3.2% (5.9)

NOTE: AB = Abram Ward, CS = Comparison Sample, DID = difference-in-difference, S.E. = standard error; *italicised* results indicate that difference-in-difference results are statistically significant a $p < .33$. ZPGHealth and Zpdill were only asked of web survey

Table 2.9.6: Personal wellbeing metrics

Metric	AB 2018	CS 2018	AB 2020	CS 2020	AB 2022	CS 2022	DID estimate (S.E.)
Satisfaction - % High/very high (ZWellB1)	65.8%	69.7%	58.6%	62.7%	53.5%	56.8%	0.5% (5.4)
Happiness - % High/very high (ZWellB2)	63.3%	68.4%	61.5%	64.4%	55.4%	58.3%	2.2% (5.4)
Anxiety - % Very low/low (ZWellB3)	57.5%	58.0%	44.3%	51.9%	48.7%	47.2%	1.9% (5.2)

Fulfilment - % High/very high (ZWellB4)	70.0%	72.0%	61.7%	67.3%	60.4%	60.5%	1.9%
							(5.2)

NOTE: AB = Abram Ward, CS = Comparison Sample, DID = difference-in-difference, S.E. = standard error; *italicised* results indicate that difference-in-difference results are statistically significant a p < .33.

Table 2.9.7: Volunteering metrics

Metric	AB 2018	CS 2018	AB 2020	CS 2020	AB 2022	CS 2022	DID estimate (S.E.)
Monthly formal volunteering - % Yes (ZForMon)	18.2%	18.3%	18.1%	15.2%	10.5%	13.8%	-3.3% (3.7)
Formal volunteering in the past year - % Yes (ZForVol)	27.1%	30.3%	24.4%	26.2%	16.2%	20.3%	-0.9% (4.4)
Monthly informal volunteering - % Yes (ZIHlpMon)	22.6%	23.9%	35.8%	31.0%	21.2%	26.5%	-4.0% (4.4)
Informal volunteering in the past year - % Yes (ZInfVol)	45.5%	49.9%	47.6%	50.1%	35.9%	39.7%	0.3% (5.1)

NOTE: AB = Abram Ward, CS = Comparison Sample, DID = difference-in-difference, S.E. = standard error; *italicised* results indicate that difference-in-difference results are statistically significant a p < .33.

Table 2.9.8: Employability metrics

Metric	AB 2018	CS 2018	AB 2020	CS 2020	AB 2022	CS 2022	DID estimate (S.E.)
<i>Employed - % In Employment (PDVIL03a)</i>	55.1%	68.5%	55.9%	65.2%	55.5%	59.4%	9.6% (6.0)

NOTE: AB = Abram Ward, CS = Comparison Sample, DID = difference-in-difference, S.E. = standard error; *italicised* results indicate that difference-in-difference results are statistically significant a $p < .33$. PDVIL03a was only asked of web survey

3. B-Inspired in Braunstone, Leicester

Braunstone is a small town to the west of Leicester. The area has a large amount of green space and facilities including a library, health centre and leisure centre. However, the area lacks a formal high street and has few shops.

Through the Empowering Places Programme, B-Inspired aims for Braunstone to build a community business-led economy, where local people create their own solutions to tackle issues facing their community. They have adopted a unique approach to support a select number of community businesses by nurturing them within a centralised community hub.

First, they support several initiatives including the continued growth of local businesses. This includes helping existing businesses thrive and helping new businesses establish themselves and become self-sustaining. B-Inspired seeks to do this by securing local assets and establishing community ownership to provide space for local business investment and expansion. Second, B-Inspired seeks to encourage community businesses that offer improved pathways for learning and employment, generating more local job opportunities. Third, they aim to address the persistent health inequalities in Braunstone by developing community business solutions that promote healthier lifestyles and provide better access to nutritious food options.

In this chapter, we compare Braunstone, Leicester and its matched comparison sample in 2018 (Wave 1) and 2022 (Wave 3), using a 'difference-in-difference' design (see Section 1.7). For context we have also included data from 2020 (Wave 2), but Wave 2 is not included in the difference-in-difference analysis.

Six overarching metrics were used as measures to compare Braunstone, Leicester and the matched comparison sample, focused on the key aims and objectives of B-Inspired. These metrics were:

- **Local environment:** a measure of people's satisfaction with the local area as a place to live.
- **Community pride and empowerment:** the extent to which people perceive their area as one in which people pull together to improve their neighbourhood and whether people felt that they, as individuals and communities, can have an influence on local decision-making.
- **Social action:** this includes measures such as the extent to which local people get involved in local activities and the level of civic engagement in the community, for example through civic participation or civic consultation.
- **Community cohesion:** this includes measures around feelings of belonging, trust, neighbourliness and the extent to which people from different backgrounds get on with each other and have diverse friendship groups.
- **Health and wellbeing:** including measures of self-reported health and subjective wellbeing (for example happiness and life satisfaction).
- **Volunteering:** the proportion of people who have been involved in volunteering in their community, either formally or informally.

All difference-in-difference analysis reported meets the significance threshold (67% confidence intervals see Section 1.7).

3.1 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
- Satisfaction with local services and amenities

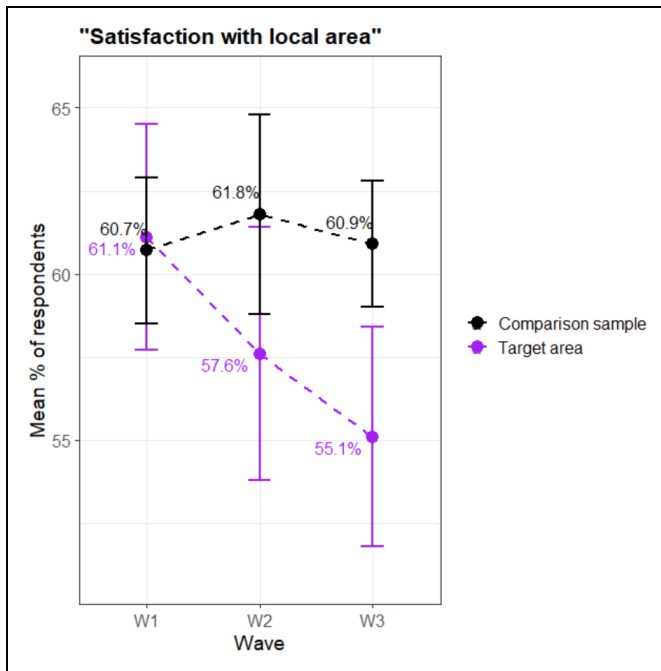
Difference-in-difference results display a **negative trend** in satisfaction with the local area in Braunstone. Relative to the comparison sample, satisfaction in Braunstone dipped 6.2pp between 2018 (Wave 1) and 2022 (Wave 3).

Table 3.1: Difference-in-difference results for local environment (Wave 3 – Wave 1) ¹⁶

Metric	Difference-in-difference estimate	Upper 67% confidence interval	Lower 67% confidence interval
Satisfaction with local area - % Very/fairly satisfied	-6.2%	-0.8%	-11.6%

Looking across all three waves, we observe a consistent decrease in satisfaction with the local area in Braunstone over time. Conversely, local satisfaction in the comparison sample remained relatively stable across all three waves. As a result, while both groups display roughly equivalent levels of satisfaction at the beginning of Wave 1, the downward trend in Braunstone leads to a sizeable gap between the two groups by the end of Wave 3.

¹⁶ **NOTE:** Difference-in-difference results assess the size and statistical significance of the overall trend line, thus numbers will differ slightly from the weighted mean point estimates presented in the plots. Overlapping confidence intervals presented in plots may still yield significant results in the difference-in-difference analysis.



Difference-in-difference analyses yielded no statistically significant differences between Braunstone and the comparison group in any other metrics measuring perceptions of the local environment.

3.2 Community pride and empowerment

Helping to foster greater community pride and empowerment through community business is a key focus of the Empowering Places programme. Research suggests that empowerment can help people exert some control in their local area, which in turn can improve local wellbeing (Harries and Miller, 2021). The CLS captures 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.

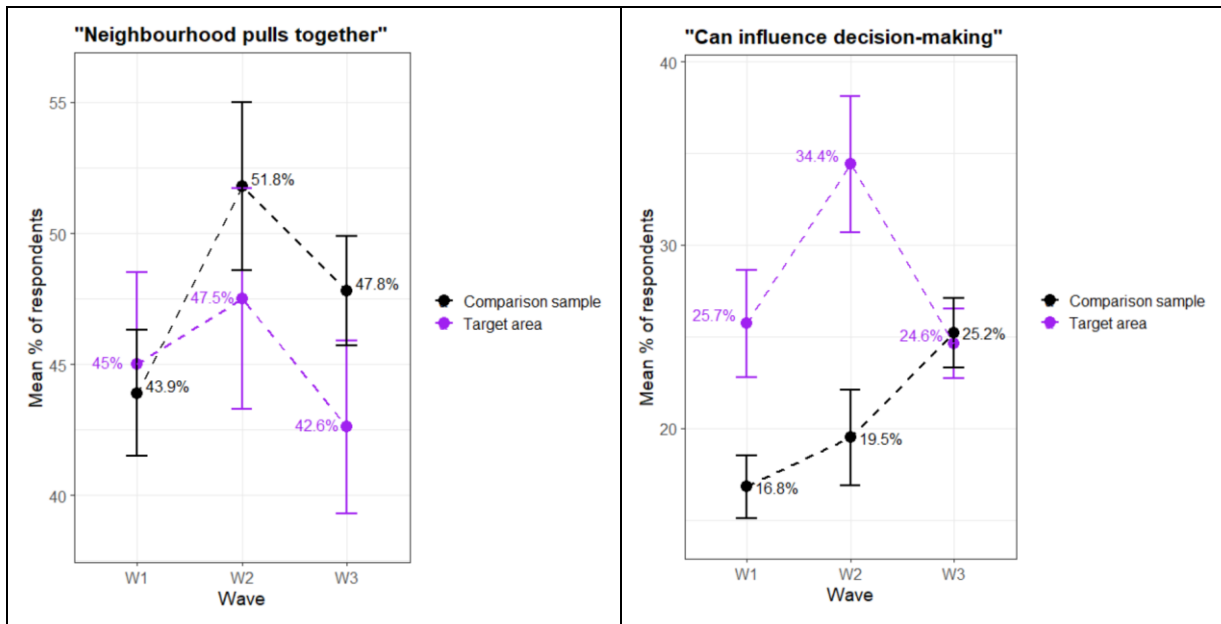
Difference-in-difference analyses reveal **negative trends** in community pride and empowerment in two metrics. Relative to the comparison group, the percentage of respondents in Braunstone indicating that they feel the community is willing to pull together on key issues decreased by 6.3pp between Wave 1 and Wave 3. In addition, the percentage of Braunstone respondents reporting that they believe they have the ability to influence local decision-making dropped 9.4pp from Wave 1 to Wave 3, relative to the comparison sample.

Table 3.2: Difference-in-difference results for community pride and empowerment (Wave 3 – Wave 1)

Metric	Difference-in-difference estimate	Upper 67% confidence interval	Lower 67% confidence interval
Neighbourhood pulls together – % Definitely/tend to agree	-6.3%	-0.7%	-11.9%
Perceived influence over decision-making - % Definitely/tend to agree	-9.4%	-4.8%	-14.0%

Looking across all three waves, we see differing trends between the aforementioned metrics. With regard to the belief that one’s neighbourhood pulls together on important issues, both Braunstone and the comparison sample exhibit upward trends between Wave 1 and Wave 2 followed by downward trends from Wave 2 to Wave 3. However, in the comparison group, this upward trend is slightly larger and the subsequent downward trend less steep than those of Braunstone. As a result, the overall trend across waves indicates a growing gap between the two groups in favour of the comparison sample.

In contrast, trends in the belief that one can influence local decision-making are notably different between Braunstone and the comparison sample. Between Wave 1 and Wave 2, Braunstone exhibits a large increase in perceived influence before returning to Wave 1 levels by the end of Wave 3. In contrast, respondents in the comparison sample exhibit a steady upward trend in perceived influence of decision-making over time. While perceived influence was much higher in Braunstone than in the comparison group at the start of Wave 1, both groups exhibit roughly equivalent degrees of perceived influence by the end of Wave 3. This suggests that while the overall difference-in-difference estimate is negative, this could potentially be driven by a normatively encouraging increase in perceived influence in the comparison sample rather than a normatively discouraging drop in perceived influence in Braunstone.



Difference-in-difference analyses revealed no other statistically significant difference between Braunstone and the comparison group in any other metric of community pride and empowerment.

3.3 Social action

In the CLS, social action is defined as a community project, event or activity in 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 even.

Social action is measured in two ways:

- Involvement in local activities
- Awareness of others being involved in local activities.

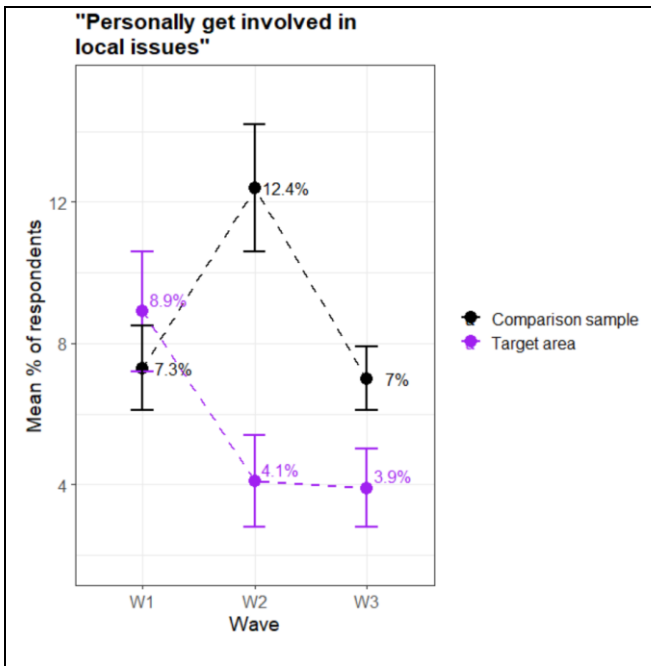
The Empowering Places programme seeks to foster greater community cohesion through community business bringing people together to improve the local area and to tackle problems collectively.

Difference-in-difference analyses reveal **negative trends** in personal involvement in local politics. Relative to the comparison group, self-reported involvement in local issues and decision-making in Braunstone decreased 4.7pp between Wave 1 and Wave 3

Table 3.3: Difference-in-difference results for social action (Wave 3 – Wave 1)

Metric	Difference-in-difference estimate	Upper 67% confidence interval	Lower 67% confidence interval
Personally getting involved - % Yes	-4.7%	-2.3%	-7.2%

Across all waves in Braunstone, the percentage of respondents that claim to regularly get involved in local issues dropped between Wave 1 and Wave 2 and remains low in Wave 3. In contrast, local involvement in the comparison sample spiked in Wave 2 before returning to Wave 1 levels in Wave 3. These contrasting trends produce a negative difference-in-difference estimate as seen above.



Difference-in-difference analyses yield no other statistically significant differences between Abram Ward and the comparison group in other metric of social action.

3.4 Civic engagement

The CLS also includes three measures of civic engagement:

- **civic participation:** engagement in democratic processes, both in person and online, including signing a petition or attending a public meeting or 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.

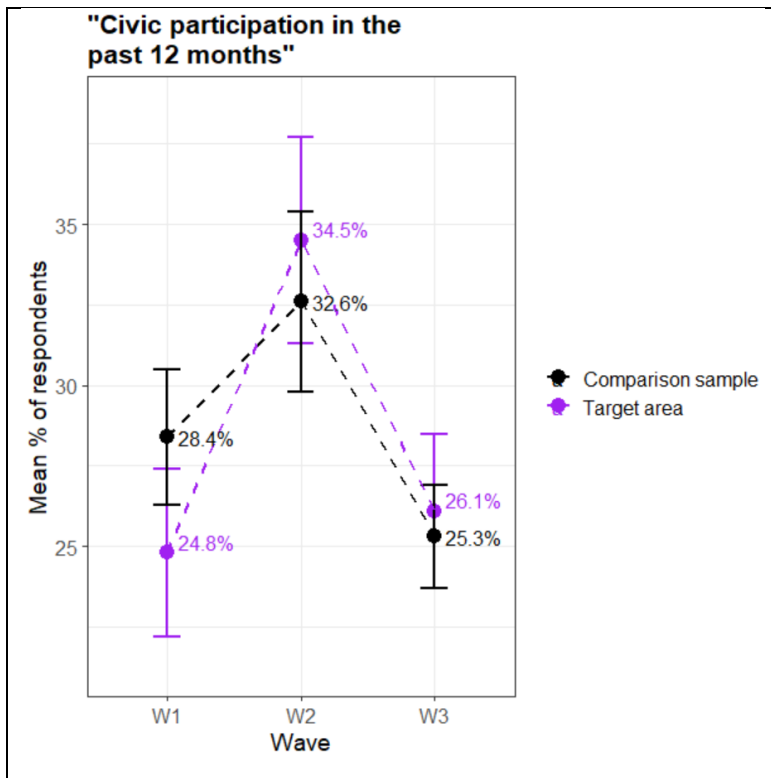
Difference-in-difference analyses reveal **positive trend** in civic participation. Data reveal that relative to the comparison sample, self-reports of civic participation within the past year increased 4.4pp in Braunstone between Wave 1 and Wave 3.

Table 3.4: Difference-in-difference results for civic engagement (Wave 3 – Wave 1)

Metric	Difference-in-difference estimate	Upper 67% confidence interval	Lower 67% confidence interval
Civic participation in past year - % Yes	4.4%	8.7%	0.1%

Looking at civic participation over the three years, both Braunstone and the comparison sample experienced a large spike in participation in Wave 2 and a return towards Wave 1 levels in Wave 3.

This spike in participation was slightly larger in Braunstone and the decrease slightly smaller. Thus, while the positive difference-in-difference trend may not be visually apparent upon first look at the plot below, analyses nonetheless indicate a small positive change for the Braunstone community in terms of self-reported civic participation.



Difference-in-difference analyses yielded no other statistically significant differences between Braunstone and the comparison sample in other metrics of civic engagement.

3.5 Community cohesion

Many community businesses strive to provide a space in which local people come together, regardless of religious, ethnic and social backgrounds. 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'.

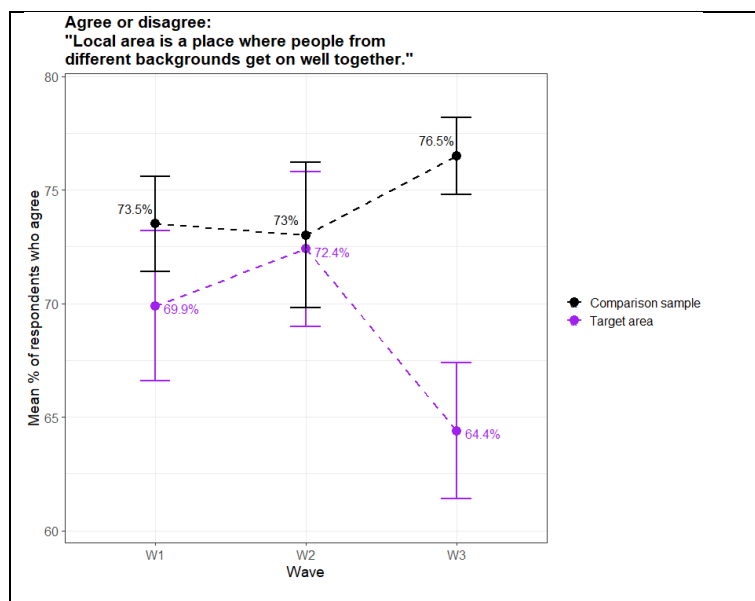
The key community cohesion measure in the CLS captures the extent to which people agree or disagree that their local area is a place where people from different backgrounds get on well together.

The difference-in-difference analyses indicate that between Wave 1 (2018) and Wave 3 (2022) there has been a **negative impact** on community cohesion in Braunstone, Leicester. At the start of Wave 1, community cohesion in Braunstone was similar to the comparison sample. By the end of Wave 3, there was a -8.5% relative decrease in the proportion who agree that Braunstone is a place where people from different backgrounds get on well together.

Table 3.5: Difference-in-difference results for community cohesion (Wave 3 – Wave 1)

Metric	Difference-in-difference estimate	Upper 67% confidence interval	Lower 67% confidence interval
People of different backgrounds get along - % Definitely/tend to agree	-8.5%	-3.5%	-13.6%

Looking at data across all three waves, the decrease in community cohesion in Braunstone occurred primarily during Wave 3. Overall levels of agreement among residents that they live in a cohesive area were broadly similar in Braunstone, Leicester and the comparison area in Wave 1 (2018) and in Wave 2 (2020). However, when Braunstone, Leicester was surveyed again in Wave 3 (2022) there had been a weakening of agreement among residents that they live in a cohesive area. By contrast this weakening of agreement was not seen in the comparison area.



No other significant differences were found in the difference-in-difference analysis across the other measures of community cohesion in Braunstone, Leicester.

3.6 Health and Wellbeing

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

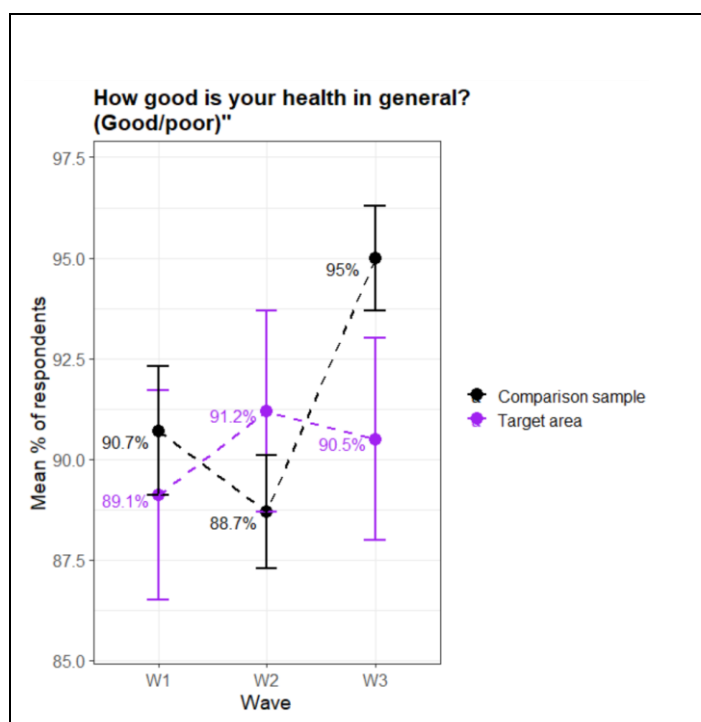
- self-reported rating of general health from very good to very bad
- whether have a limiting long-term illness.

The difference-in-difference analysis indicates that between 2018 and 2022 there has been a **positive impact** on self-reported rating of general health in Braunstone, Leicester, where there has been a +4.6pp relative increase in the proportion who rate their health as 'Good'.

Table 3.5: Difference-in-difference results for health and wellbeing (Wave 3 – Wave 1)

Metric	Difference-in-difference estimate	Upper 67% confidence interval	Lower 67% confidence interval
General health - % Very good/good/fair	4.1%	8.1%	0.0%

Looking across 3 waves, respondents in Braunstone display a modest upward trend in reported good health. Reports of good health increased from Wave 1 to Wave 2, before dipping slightly in Wave 3. In contrast, the comparison sample shows a good deal of variance in their reported good health, with a dip in general health in Wave 2 followed by a large upwards spike in Wave 3. As a result, it is difficult to see this trend visually in the plot below. Nonetheless, the statistical trend supplied by difference-in-difference analyses imply that health in Braunstone is moving in a positive direction relative to similar areas.



NOTE: Health metrics was only asked of web survey

No other significant differences were found in the difference-in-difference analysis across the other measures of health and wellbeing in Braunstone, Leicester.

3.7 Personal Wellbeing

Subjective wellbeing is based on the four harmonised measures developed by the Office for National Statistics:¹⁷

- Rating of life satisfaction: scale 0 (not at all satisfied) to 10 (completely satisfied)
- Rating of worthwhile yesterday: scale 0 (not at all worthwhile) to 10 (completely worthwhile).
- 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)

These questions allow people to assess their life overall, as well as providing an indication of their day-to-day feelings. For ease of interpretation, all variables were recoded into binary variables, with 1 representing a score at or above the midpoint (5 or higher) and 0 representing scores below the midpoint (4 or lower). In addition, the measure for anxiety has also been reversed so that 1 indicates that the respondent reported very low/low anxiety and 0 indicates that very high/high anxiety. Thus, for all metrics, a higher percentage of respondents represents a normatively good outcome.

The difference-in-difference analyses indicate increasing levels of satisfaction, happiness, and fulfilment, as well as lower levels of anxiety between 2018 and 2022 for Braunstone residents: +7.1pp for high ratings of overall life satisfaction, +6.4pp for high ratings of happiness and +6.3 pp for high ratings of feeling that life is worthwhile. In addition, there was also a positive impact on the proportion who gave a low rating for anxiety (+5.9pp). Across the board, these outcomes represent normatively positive changes in the local area.

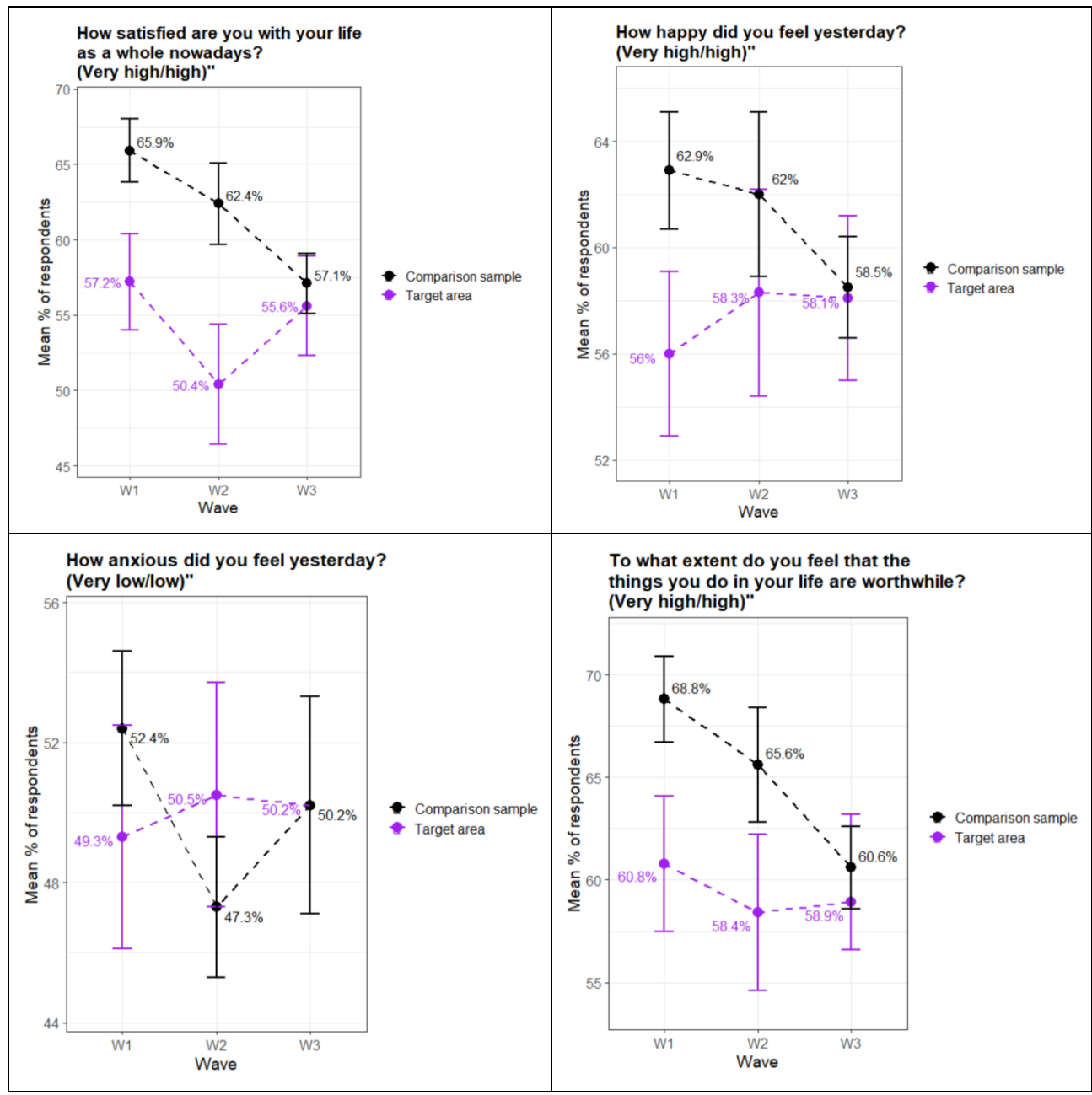
Interestingly feelings of wellbeing were initially lower in Braunstone than the comparison sample and remained relatively stable between Wave 1 and Wave 3. By contrast, respondents in the comparison group experienced a decrease in wellbeing between Wave 1 and Wave 2. This closed the gap across metrics between Braunstone and the comparison sample.

Table 3.7: Difference-in-difference results for personal wellbeing (Wave 3 – Wave 1)

Metric	Difference-in-difference estimate	Upper 67% confidence interval	Lower 67% confidence interval
Satisfaction - % High/very high	7.1%	12.5%	1.8%
Happiness - % High/very high	6.4%	11.5%	1.3%
Anxiety - % Very low/low	5.9%	11.1%	0.7%
Fulfilment - % High/very high	6.3%	11.6%	1.0%

¹⁷ For more information on Office of National Statistics well-being measures see: Government Statistic Service. Available at: <https://gss.civilservice.gov.uk/policy-store/personal-well-being/>

Looking across three waves of data, there is a consistent downward pattern in fulfilment, satisfaction, and happiness among respondents in the comparison sample. While the larger decrease in all three metrics occurs between Waves 2 (2020) and 3 (2022), the data nonetheless reveals that fewer respondents in the comparison sample reported a feeling that the things in their lives are worthwhile or satisfactory. There is a noticeable dip in satisfaction among Braunstone residents in Wave 2, yet levels recover towards the Wave 1 mean by the end of Wave 3. While levels of fulfilment in Braunstone have been consistently lower than those of the comparison sample, the gap between the two groups has closed substantially over time. The pattern is slightly different for ratings of anxiety, with a noticeable dip in the proportion reporting low levels of anxiety in the comparison sample in Wave 2. Levels then increase slightly in the comparison sample in wave 3 to meet the levels in Braunstone, subsequently closing the gap seen between the groups in previous waves. The proportion of respondents reporting low levels of anxiety remains relatively stable in Braunstone across waves.



3.8 Volunteering

The CLS measures both formal and informal volunteering:

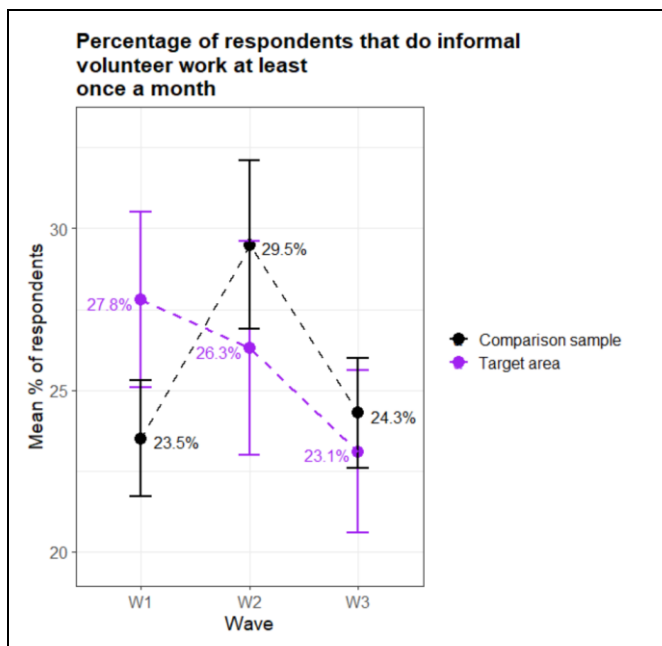
- Formal volunteering is defined as unpaid help given as part of a group, club or organisation to benefit others or the environment. Two measures are used: (i) formal volunteering at least once a month; (ii) formal volunteering at least once in the last twelve months.
- Informal volunteering is defined 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 twelve months.

Difference-in-difference results indicate that there has been a **negative impact** on monthly volunteering between 2018 and 2022 in Braunstone. Relative to the comparison sample, the percentage of respondents in Braunstone that reported volunteering at least once-a-month decreased by 5.5pp on average.

Table 3.8: Difference-in-difference results for volunteering (Wave 3 – Wave 1)

Metric	Difference-in-difference estimate	Upper 67% confidence interval	Lower 67% confidence interval
Monthly informal volunteering - % Yes	-5.6%	-1.3%	-9.9%

Looking across all three waves, monthly informal volunteering in Braunstone declined consistently. In contrast, monthly volunteering in the comparison sample varied widely between waves, but returned to Wave 1 levels by the end of Wave 3. Interestingly, while level of volunteering were higher in Braunstone than in the comparison sample in 2018, the percentage of Braunstone residents that report volunteering monthly fell below that of the similar areas by the end of 2022.



3.9 Appendix: Full results tables

Below are full tables of the mean responses for both groups across all waves and across all metrics irrespective of statistical significance. As a reminder, difference-in-difference estimates reported in previous sections leverage only the difference between Wave 1 (2018) and Wave 3 (2022). Nonetheless, the tables below report mean responses from all three waves.

Table 3.9.1: Local environment metrics

Metric	BR 2018	CS 2018	BR 2020	CS 2020	BR 2022	CS 2022	DID estimate (S.E.)
<i>Satisfaction with local area - % Very/fairly satisfied (ZPSlocSat)</i>	61.1%	60.7%	57.6%	61.8%	55.1%	60.9%	-6.2% (5.6)
Area has become better to live in - % Got better to live in (ZBetWors)	15.0%	12.0%	13.5%	13.9%	17.5%	13.0%	1.5% (4.6)
Satisfied with local services - % Very/fairly satisfied (ZSatAsset)	68.4%	65.9%	71.1%	71.6%	67.0%	66.7%	-2.1% (5.2)

NOTE: BR = Braunstone, CS = Comparison Sample, DID = difference-in-difference, S.E. = standard error; *italicised* results indicate that difference-in-difference results are statistically significant a $p < .33$.

Table 3.9.2: Community pride and empowerment metrics

Metric	BR 2018	CS 2018	BR 2020	CS 2020	BR 2022	CS 2022	DID estimate (S.E.)
<i>Neighbourhood pulls together - % Definitely/tend to agree (ZPSPull)</i>	45.0%	43.9%	47.5%	51.8%	42.6%	47.8%	-6.3% (5.8)

<i>Perceived influence over decision-making -% Definitely/tend to agree (ZPAffLoc)</i>	25.7%	16.8%	34.4%	19.5%	24.6%	25.2%	-9.4% (4.8)
Important to influence decision-making - % Very/quite important (ZPInfl)	45.8%	46.2%	51.9%	42.6%	41.4%	45.7%	-3.9% (5.5)
People can change how area is run - % Definitely/tend to agree (ZLocAtt)	46.6%	41.6%	53.7%	50.8%	37.7%	37.8%	-5.1% (5.4)
Want to be more involved in decision-making - % Yes (ZPCSat)	44.9%	50.0%	47.9%	44.0%	24.2%	25.1%	4.3% (6.1)

NOTE: BR = Braunstone, CS = Comparison Sample, DID = difference-in-difference, S.E. = standard error; *italicised* results indicate that difference-in-difference results are statistically significant a $p < .33$.

Table 3.9.3: Social action metrics

Metric	BR 2018	CS 2018	BR 2020	CS 2020	BR 2022	CS 2022	DID estimate (S.E.)
<i>Personally getting involved - % Yes (ZLovInv1)</i>	8.9%	7.3%	4.1%	12.4%	3.9%	7.0%	-4.7% (2.5)
Aware of local people getting involved - % Yes (ZLocPeop1)	18.1%	24.2%	11.6%	21.7%	10.7%	12.5%	4.3% (4.7%)

NOTE: BR = Braunstone, CS = Comparison Sample, DID = difference-in-difference, S.E. = standard error; *italicised* results indicate that difference-in-difference results are statistically significant a $p < .33$.

Table 3.9.4: Civic engagement metrics

Metric	BR 2018	CS 2018	BR 2020	CS 2020	BR 2022	CS 2022	DID estimate (S.E.)
<i>Civic participation in past year - % Yes (ZCivPar1)</i>	24.8%	28.4%	34.5%	32.6%	26.1%	25.3%	4.4% (4.4)
Civic consultation in past year - % Yes (ZPConsul1)	11.2%	12.2%	12.9%	14.4%	11.8%	12.2%	0.6% (3.2)
Civic activism in past year - % Yes (ZCivRen)	3.0%	5.0%	4.0%	4.4%	2.3%	4.6%	-0.3% (1.8)

NOTE: BR = Braunstone, CS = Comparison Sample, DID = difference-in-difference, S.E. = standard error; *italicised* results indicate that difference-in-difference results are statistically significant a p < .33.

Table 3.9.5: Community cohesion metrics

Metric	BR 2018	CS 2018	BR 2020	CS 2020	BR 2022	CS 2022	DID estimate (S.E.)
<i>People of different backgrounds get along - % Definitely/tend to agree (ZPSTogeth)</i>	69.9%	73.5%	72.4%	73.0%	64.4%	76.5%	-8.5% (5.2)
Belong in neighbourhood - % Very/fairly strongly (ZSBeNeigh)	52.2%	56.0%	52.5%	57.2%	49.0%	55.0%	-2.2% (5.6)
Trust people in neighbourhood - % Many of the people in your neighbourhood can be trusted (PSTrust)	13.3%	20.3%	15.4%	18.8%	13.6%	21.6%	-0.9% (3.9)

Trust people in general - % High/very high (ZSTrustGen2)	29.2%	31.9%	24.5%	30.6%	23.6%	28.7%	-2.5% (5.0)
Friends of same faith - % All the same (ZSFaith)	27.2%	31.7%	23.4%	31.1%	27.9%	34.7%	-2.2% (7.4)
Friends of same age - % All the same (ZSAge)	13.4%	17.7%	13.6%	17.4%	14.4%	20.1%	-1.3% (5.3)
Friends of same education level age - % All the same (ZSEduc)	18.7%	18.0%	10.8%	23.9%	20.8%	23.1%	-2.9% (6.1)
Borrow from neighbours - % Definitely/tend to agree (ZSFavN)	27.7%	30.4%	35.6%	34.4%	31.6%	33.5%	0.8% (5.3)

NOTE: BR = Braunstone, CS = Comparison Sample, DID = difference-in-difference, S.E. = standard error; *italicised* results indicate that difference-in-difference results are statistically significant a $p < .33$. ZSFaith, ZSAge and ZSFaith were only asked of web survey

Table 3.9.6: Health and wellbeing metrics

Metric	BR 2018	CS 2018	BR 2020	CS 2020	BR 2022	CS 2022	DID estimate (S.E.)
<i>How is your health in general? - % Very good/good/fair (ZPGHealth)</i>	89.1%	90.7%	90.5%	95.0%	91.2%	88.7%	4.1% (4.2)
Limiting long term illness - % Yes (Zpdill)	24.9%	28.2%	24.4%	26.3%	33.4%	33.8%	3.0% (6.6)

NOTE: BR = Braunstone, CS = Comparison Sample, DID = difference-in-difference, S.E. = standard error; *italicised* results indicate that difference-in-difference results are statistically significant a p < .33. ZPGHealth and Zpdill were only asked of web survey

Table 3.9.7: Personal wellbeing metrics

Metric	BR 2018	CS 2018	BR 2020	CS 2020	BR 2022	CS 2022	DID estimate (S.E.)
<i>Satisfaction -% High/very high (ZWellB1)</i>	57.2%	65.9%	50.4%	62.4%	55.6%	57.1%	7.1% (5.5)
<i>Happiness - % High/very high (ZWellB2)</i>	56.0%	62.9%	58.3%	62.0%	58.1%	58.5%	6.4% (5.3)
<i>Anxiety - % Very low/low (ZWellB3)</i>	49.3%	52.4%	50.5%	50.4%	50.2%	47.3%	5.9% (5.4)
<i>Fulfilment - % High/very high (ZWellB4)</i>	60.8%	68.8%	58.4%	65.6%	58.9%	60.6%	6.3% (5.5)

NOTE: BR = Braunstone, CS = Comparison Sample, DID = difference-in-difference, S.E. = standard error; *italicised* results indicate that difference-in-difference results are statistically significant a $p < .33$.

Table 3.9.8: Volunteering metrics

Metric	BR 2018	CS 2018	BR 2020	CS 2020	BR 2022	CS 2022	DID estimate (S.E.)
Monthly formal volunteering - % Yes (ZForMon)	12.9%	14.6%	10.3%	13.6%	8.7%	11.2%	-0.9% (3.4)
Formal volunteering in the past year - % Yes (ZForVol)	21.4%	25.0%	18.8%	26.0%	16.0%	17.6%	2.1% (4.4)
<i>Monthly informal volunteering - % Yes (ZIHIpMon)</i>	27.8%	23.5%	26.3%	29.5%	23.1%	24.3%	-5.6% (4.5)
Informal volunteering in the past year - % Yes (ZInfVol)	49.9%	47.4%	50.2%	47.3%	38.8%	38.8%	-2.5% (5.1)

NOTE: BR = Braunstone, CS = Comparison Sample, DID = difference-in-difference, S.E. = standard error; *italicised* results indicate that difference-in-difference results are statistically significant a $p < .33$.

4. Centre4 in Nunsthorpe and Bradley Park, Grimsby

Nunsthorpe and Bradley Park is an estate to the west of Grimsby. Local residents have been actively involved in setting up and running local shops, community centres, and youth centres, restoring parks and open spaces, and addressing anti-social behaviour. The area has few shops, but good transport links to Grimsby town centre and Cleethorpes.

Centre4 is a charitable organisation located in Nunsthorpe and Bradley Park, Grimsby. It offers various services such as rental spaces for businesses, access to a community library, a community gym, and amenities for businesses. Additionally, it provides a free advice service for everyone and operates a nursery that is registered with Ofsted. Centre4 is responsible for managing the social prescribing service in North East Lincolnshire. As part of the Empowering Places program, Centre4 supports several community businesses in their growth and also offers assistance to individuals in developing their ideas. By fostering the incubation and development of the Ethical Recruitment Agency (ERA), Centre4 aims to enhance local support for people in the job market. The organisation takes a relational and collaborative approach when working with the community and local stakeholders. It utilises community organising as a means to establish stronger connections within the community and motivate local residents to actively bring about positive changes.

In this chapter, we compare Nunsthorpe and Bradley Park and its matched comparison sample in 2018 (Wave 1) and 2022 (Wave 3), using a 'difference-in-difference' design (see Section 1.7). For context we have also included data from 2020 (Wave 2), but Wave 2 is not included in the difference-in-difference analysis.

Six overarching metrics were used as measures to compare Nunsthorpe and Bradley Park and the matched comparison sample, focused on the key aims and objectives of Centre4. These metrics were:

- **Local environment:** a measure of people's satisfaction with the local area as a place to live.
- **Community pride and empowerment:** the extent to which people perceive their area as one in which people pull together to improve their neighbourhood and whether people felt that they, as individuals and communities, can have an influence on local decision-making.
- **Social action:** this includes measures such as the extent to which local people get involved in local activities and the level of civic engagement in the community, for example through civic participation or civic consultation.
- **Health and wellbeing:** including measures of self-reported health and subjective wellbeing (for example happiness and life satisfaction).
- **Employability:** including self-reported measures of whether respondents are employed.
- **Social isolation:** including self-reported measures of social support networks and feelings of loneliness.

All difference-in-difference analysis reported meets the significance threshold (67% confidence intervals see Section 1.7).

4.1 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
- Satisfaction with local services and amenities

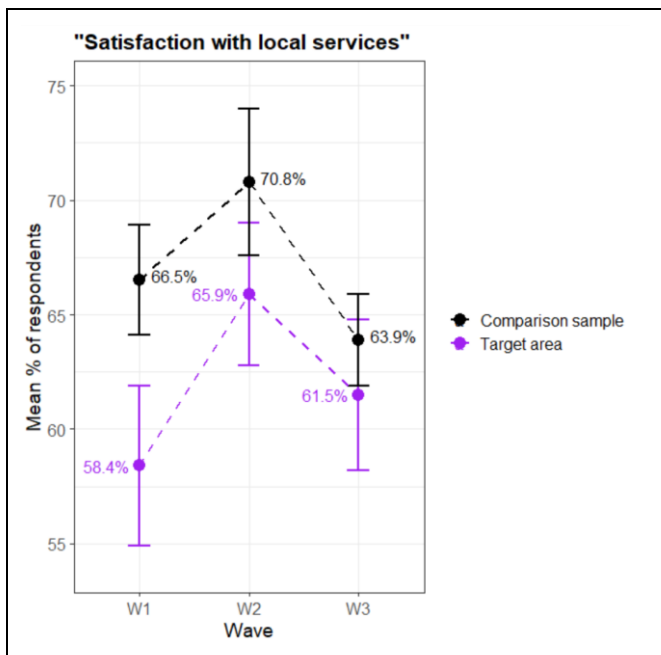
Difference-in-difference analyses reveal a **positive trend** in satisfaction with local services in Nunsthorpe and Bradley Park. Relative to the comparison sample, satisfaction with local services in Nunsthorpe and Bradley Park rose 5.8pp between Wave 1 (2018) and Wave 3 (2022).

Table 4.1: Difference-in-difference results for local environment (Wave 3 – Wave 1) ¹⁸

Metric	Difference-in-difference estimate	Upper 67% confidence interval	Lower 67% confidence interval
Satisfaction with local services - % Very/fairly satisfied	5.8%	11.5%	0.1%

Looking across three waves, satisfaction with local services follows a similar trajectory in Nunsthorpe and Bradley Park and the comparison sample. Both display an increase in satisfaction with local services between Wave 1 and Wave 2 and a subsequent decrease in Wave 3. However, this increase between the first two waves was bigger in Nunsthorpe and Bradley Park and the subsequent decrease slightly smaller. Satisfaction was higher in the comparison group than in Nunsthorpe and Bradley Park in Wave 1 and remains higher across all three waves. However, due to the aforementioned patterns in Nunsthorpe and Bradley Park, the gap between the two groups is notably smaller by the end of Wave 3, driving the positive difference-in-difference estimate.

¹⁸ **NOTE:** Difference-in-difference results assess the size and statistical significance of the overall trend line, thus numbers will differ slightly from the weighted mean point estimates presented in the plots. Overlapping confidence intervals presented in plots may still yield significant results in the difference-in-difference analysis.



Difference-in-difference analyses yielded no statistically significant differences between Nunsthorpe and Bradley Park and the comparison group in any other metrics measuring perceptions of the local environment.

4.2 Community pride and empowerment

Helping to foster greater community pride and empowerment through community business is a key focus of the Empowering Places programme. Research suggests that empowerment can help people exert some control in their local area, which in turn can improve local wellbeing (Harries and Miller, 2021). The CLS captures measures relating to community pride and empowerment, including:

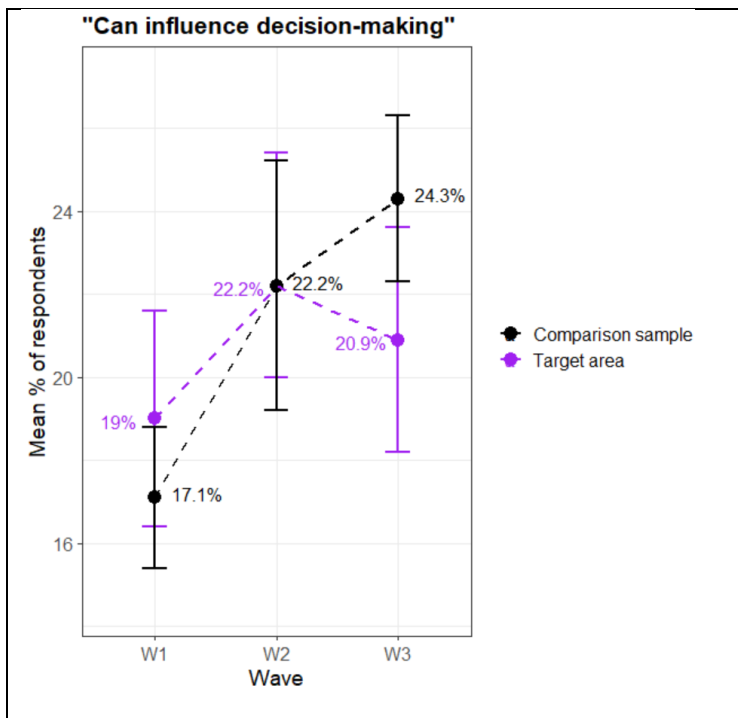
- Whether local people pull together to improve the neighbourhood
- Influence on decisions affecting the area
- Importance of being able to influence decisions in the local area
- Whether involvement in the local community leads to changes in decision-making
- Whether local people would like to be more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

Difference-in-difference analyses reveal a **negative trend** in perceived influence over local decision-making. Between Wave 1 and Wave 3, perceived influence over decisions decreased 5.5pp in Nunsthorpe and Bradley Park relative to the comparison group. While both areas experienced an increase in perceived influence from Wave 1 to Wave 3, the increase in the comparison group was notably larger than that of Nunsthorpe and Bradley Park, which accounts for the negative trend in the difference-in-difference.

Table 4.2: Difference-in-difference results for community pride and empowerment (Wave 3 – Wave 1)

Metric	Difference-in-difference estimate	Upper 67% confidence interval	Lower 67% confidence interval
Perceived influence over decision-making - % Definitely/tend to agree	-5.3%	-0.8%	-9.7%

Looking across three waves, this negative difference-in-difference estimate is likely the result of diverging trends between the two groups in Wave 3. Both groups experienced an increase in perceived influence from Wave 1 to Wave 2. However, satisfaction in Nunsthorpe and Bradley Park decreased slightly in Wave 3. In contrast, satisfaction in the comparison group continued to rise into Wave 3 in the comparison group. The diverging trends from Wave 2 to Wave 3 are a large driver of the negative difference-in-difference estimate reported above.



Difference-in-difference analyses yielded no statistically significant differences between Nunsthorpe and Bradley Park and the comparison sample in any other metric of community pride and empowerment.

4.3 Social action

In the CLS, social action is defined as a community project, event or activity in 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 even.

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.

Difference-in-difference analyses yielded no statistically significant differences between Nunsthorpe and Bradley Park and the comparison sample in any social action metrics.

4.4 Civic engagement

The CLS also includes three measures of civic engagement:

- **civic participation:** engagement in democratic processes, both in person and online, including signing a petition or attending a public meeting or 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.

Difference-in-difference analyses yielded no statistically significant differences between Nunsthorpe and Bradley Park and the comparison sample in any social action metrics.

4.5 Health and wellbeing

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

- self-reported rating of general health from very good to very bad
- whether have a limiting long-term illness.

Difference-in-difference analyses revealed no statistically significant differences in general health between Nunsthorpe and Bradley Park and the comparison sample.

4.6 Personal wellbeing

Subjective wellbeing is based on the four harmonised measures developed by the Office for National Statistics:¹⁹

- Rating of life satisfaction: scale 0 (not at all satisfied) to 10 (completely satisfied)
- Rating of worthwhile yesterday: scale 0 (not at all worthwhile) to 10 (completely worthwhile).

¹⁹ For more information on Office of National Statistics well-being measures see: Government Statistic Service. Available at: <https://gss.civilservice.gov.uk/policy-store/personal-well-being/>

- 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)

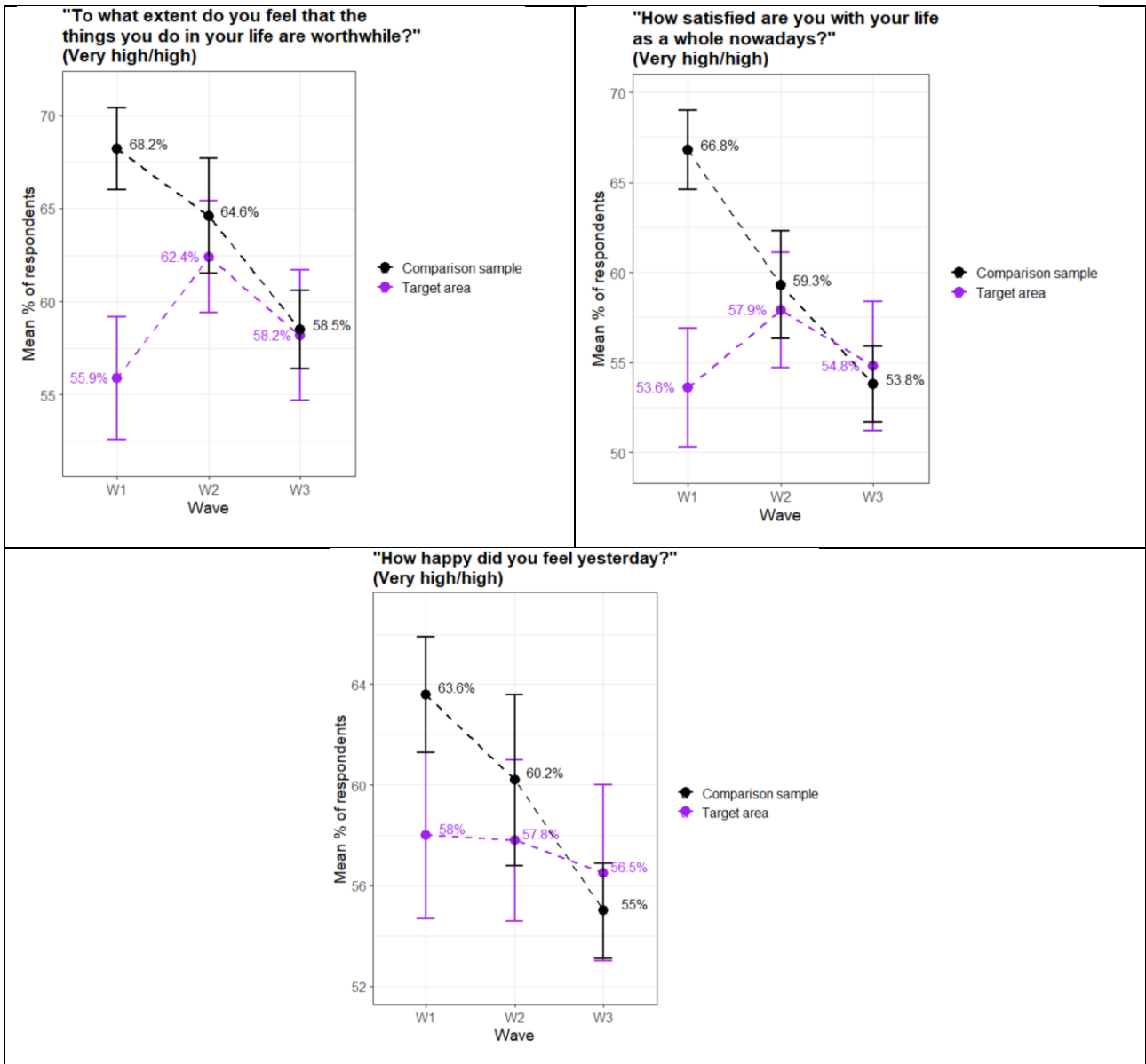
These questions allow people to assess their life overall, as well as providing an indication of their day-to-day feelings. For ease of interpretation, all variables were recoded into binary variables, with 1 representing a score at or above the midpoint (5 or higher) and 0 representing scores below the midpoint (4 or lower). In addition, the measure for anxiety has also been reversed so that 1 indicates that the respondent reported very low/low anxiety and 0 indicates that very high/high anxiety. Thus, for all metrics, a higher percentage of respondents represents a normatively good outcome.

Difference-in-difference analyses reveal **positive trends** in Nunsthorpe and Bradley Park across measures of fulfilment, satisfaction, and happiness. Between Waves 1 and 3, residents in Nunsthorpe and Bradley Park reported a 12.0pp increase in fulfilment, 14.1pp increase in life satisfaction, and a 7.1pp increase in happiness; all relative to respondents in the comparison sample.

Table 4.6: Difference-in-difference results for personal wellbeing (Wave 3 – Wave 1)

Metric	Difference-in-difference estimate	Upper 67% confidence interval	Lower 67% confidence interval
Fulfilment - % High/very high	12.0%	17.5%	6.5%
Satisfaction - % High/very high	14.1%	19.7%	8.5%
Happiness - % High/very high	7.1%	12.6%	1.6%

Looking across all three waves, data evinces a consistent decrease across all three metrics of personal wellbeing in the comparison sample. At the beginning of Wave 1, the comparison sample reports higher levels of wellbeing across all three metrics. From Wave 1 to Wave 3, respondents in the comparison sample report a 9.7pp decrease in feelings of fulfilment, a 13.0pp decrease in life satisfaction, and an 8.6pp decrease in happiness. By contrast, all three metrics remain relatively stable across waves in Nunsthorpe and Bradley Park. While Nunsthorpe and Bradley Park residents report increases in fulfilment and satisfaction in Wave 2, both return to Wave 1 levels by the end of Wave 3. As a result, levels of wellbeing in both samples appear near equivalent by the end of Wave 3.



Analyses did not reveal statistically significant results for any other metrics of personal wellbeing.

4.7 Social isolation

Many community businesses act as a hub for local people to come together, helping to foster social connections. Over the longer-term, we might expect to see an increase in social support networks and a decrease in loneliness in areas with strong community businesses.

The CLS includes measures that capture strength of social support networks, including:

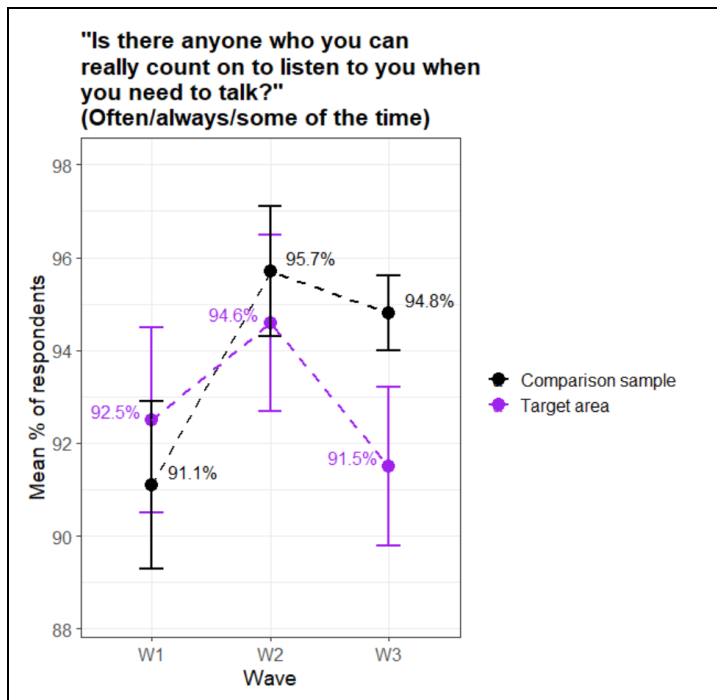
- having people to call on for help
- having people to socialise with
- having people available to listen
- how often people chat to their neighbours
- loneliness.

Difference-in-difference analyses reveals a **negative impact** on social isolation in Nunsthorpe and Bradley Park. Between Waves 1 and 3, the percentage of individuals in Nunsthorpe and Bradley Park who said they have someone they can count on to listen decreased by 4.8pp relative to respondents in the comparison sample.

Table 4.7: Difference-in-difference results for social isolation (Wave 3 – Wave 1)

Metric	Difference-in-difference estimate	Upper 67% confidence interval	Lower 67% confidence interval
People to count on to listen - % Yes	-4.8%	-1.6%	-8.0%

Across all three waves, data reveals fluctuations in both Nunsthorpe and Bradley Park and the comparison sample. In both groups, the percentage of individuals who feel they have someone in their lives who will listen to them increased. However, levels of agreement decreased in Nunsthorpe and Bradley Park in Wave 3 to a level roughly on par with that of Wave 1. By contrast, levels of agreement in the comparison sample remained elevated in Wave 3. This difference accounts for the gap between the comparison sample and Nunsthorpe and Bradley Park reported in the difference-in-difference table above.



Difference-in-difference analyses failed to yield statistically significant differences between the comparison sample and Nunsthorpe and Bradley Park in any other metric of social isolation.

4.8 Employability

Centre4 aims to boost opportunities for employment

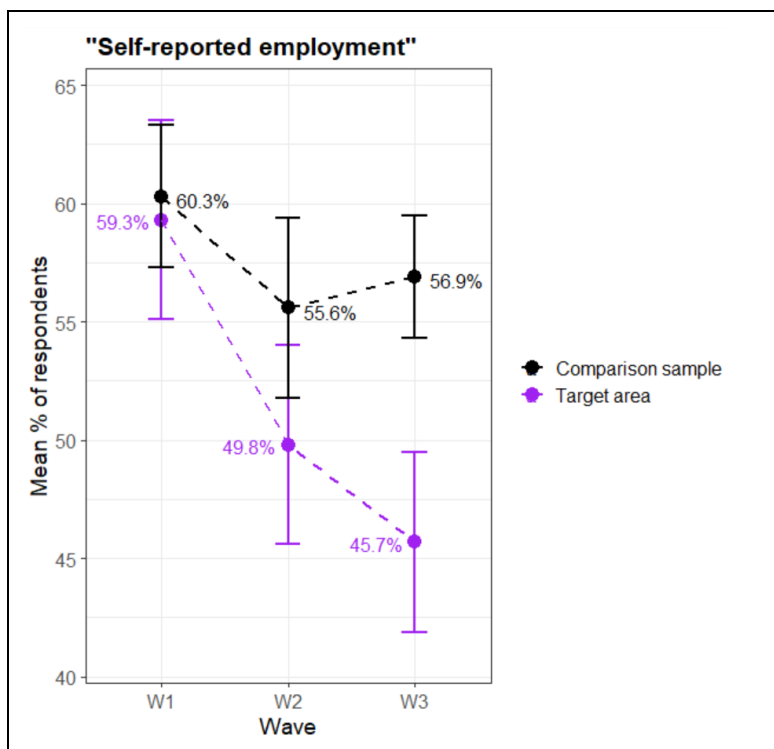
, either directly or indirectly, by accelerating the growth of community business. Some community businesses offer opportunities to work for the business directly, while others offer practical help by building transferable skills which young people can take into education, training and employment.

Difference-in-difference analyses reveal a **negative trend** in employment in Nunsthorpe and Bradley Park. Between Wave 1 and Wave 3, self-reported employment decreased 10.1pp in Nunsthorpe and Bradley Park relative to the comparison sample.

Table 4.8: Difference-in-difference results for employability (Wave 3 – Wave 1)

Metric	Difference-in-difference estimate	Upper 67% confidence interval	Lower 67% confidence interval
Employed - % In Employment	-10.1%	-3.4%	-16.8%

Looking across all three waves, the data show that while Nunsthorpe and Bradley Park and the comparison sample held comparable levels of employment at Wave 1, the two groups undergo differing trajectories across waves. Nunsthorpe and Bradley Park reports a consistent decline in employment over all three waves, with an employment level in Wave 3 13.6pp lower than Wave 1. Conversely, while employment levels in the comparison group do decrease between Wave 1 and Wave 2, this trend levels off between Wave 2 and Wave 3. These trends contribute to a widening gap in employment between the two groups overtime.



NOTE: Employability was only asked of web survey

4.9 Appendix: Full results tables

Below are full tables of the mean responses for both groups across all waves and across all metrics irrespective of statistical significance. As a reminder, difference-in-difference estimates reported in previous sections leverage only the difference between Wave 1 (2018) and Wave 3 (2022). Nonetheless, the tables below report mean responses from all three waves.

Table 4.9.1: Local environment metrics

Metric	BP 2018	CS 2018	BP 2020	CS 2020	BP 2022	CS 2022	DID estimate (S.E.)
Satisfaction with local area - % Very/fairly satisfied (ZPSlocSat)	54.8%	61.2%	59.9%	64.6%	56.0%	61.2%	1.3% (5.7)
Area has become better to live in - % Got better to live in (ZbetWors)	10.7%	13.1%	10.4%	14.3%	11.1%	11.6%	1.8% (4.0)
<i>Satisfied with local services - % Very/fairly satisfied (ZsatAsset)</i>	58.4%	66.5%	65.9%	70.8%	61.5%	63.9%	5.8% (5.7)

NOTE: BP = Nunsthorpe and Bradley Park, CS = Comparison Sample, DID = difference-in-difference, S.E. = standard error; *italicised* results indicate that difference-in-difference results are statistically significant a $p < .33$.

Table 4.9.2: Community pride and empowerment metrics

Metric	BP 2018	CS 2018	BP 2020	CS 2020	BP 2022	CS 2022	DID estimate (S.E.)
Neighbourhood pulls together - % Definitely/tend to agree (ZPSPull)	42.0%	45.1%	51.9%	55.5%	48.2%	50.3%	1.1% (6.0)

<i>Perceived Influence over decision-making -% Definitely/tend to agree (ZPAffLoc)</i>	19.0%	17.1%	22.2%	22.2%	20.9%	24.3%	-5.3% (4.6)
Important to influence decision-making - % Very/quite important (ZPInfl)	43.8%	47.1%	40.5%	44.2%	36.1%	44.2%	-4.9% (5.4)
People can change how area is run - % Definitely/tend to agree (ZlocAtt)	40.5%	40.1%	38.8%	54.5%	39.4%	36.5%	2.4% (5.4)
Want to be more involved in decision-making - % Yes (ZPCSat)	44.5%	50.5%	39.6%	46.3%	20.6%	24.7%	2.0% (6.3)

NOTE: BP = Nunsthorpe and Bradley Park, CS = Comparison Sample, DID = difference-in-difference, S.E. = standard error; *italicised* results indicate that difference-in-difference results are statistically significant a $p < .33$.

Table 4.9.3: Social action metrics

Metric	BP 2018	CS 2018	BP 2020	CS 2020	BP 2022	CS 2022	DID estimate (S.E.)
Personally getting involved - % Yes (ZlovInv1)	4.9%	6.6%	5.5%	13.0%	4.0%	5.7%	0.1% (2.3)
Aware of local people getting involved - % Yes (ZlocPeop1)	18.3%	22.4%	11.7%	21.9%	10.7%	11.9%	3.0% (4.8)

NOTE: BP = Nunsthorpe and Bradley Park, CS = Comparison Sample, DID = difference-in-difference, S.E. = standard error; *italicised* results indicate that difference-in-difference results are statistically significant a $p < .33$.

Table 4.9.4: Civic engagement metrics

Metric	BP 2018	CS 2018	BP 2020	CS 2020	BP 2022	CS 2022	DID estimate (S.E.)
<i>Civic participation in past year - % Yes (ZcivPar1)</i>	22.0%	27.5%	25.0%	33.1%	22.3%	23.4%	4.4% (4.6)
<i>Civic consultation in past year - % Yes (ZPConsul1)</i>	6.9%	9.6%	11.4%	13.9%	11.6%	11.5%	2.8% (3.0)
<i>Civic activism in past year - % Yes (ZcivRen)</i>	3.5%	5.2%	2.3%	4.6%	3.5%	4.0%	1.3% (1.8)

NOTE: BP = Nunsthorpe and Bradley Park, CS = Comparison Sample, DID = difference-in-difference, S.E. = standard error; *italicised* results indicate that difference-in-difference results are statistically significant a $p < .33$.

Table 4.9.5: Health and wellbeing metrics

Metric	BP 2018	CS 2018	BP 2020	CS 2020	BP 2022	CS 2022	DID estimate (S.E.)
<i>How is your health in general? - % Very good/good/fair (ZPGHealth)</i>	86.5%	88.9%	88.8%	95.2%	81.8%	88.3%	-4.1% (4.4)
<i>Limiting long term illness - % Yes (Zpdill)</i>	37.0%	31.5%	33.7%	29.7%	46.3%	35.9%	4.9% (6.7)

NOTE: BP = Nunsthorpe and Bradley Park, CS = Comparison Sample, DID = difference-in-difference, S.E. = standard error; *italicised* results indicate that difference-in-difference results are statistically significant a $p < .33$. ZPGHealth and Zpdill were only asked of web survey

Table 4.9.6: Personal wellbeing metrics

Metric	BP 2018	CS 2018	BP 2020	CS 2020	BP 2022	CS 2022	DID estimate (S.E.)
<i>Satisfaction -% High/very high (ZWellB1)</i>	53.6%	66.8%	57.9%	59.3%	54.8%	53.8%	14.1% (5.8)
<i>Happiness - % High/very high (ZWellB2)</i>	58.0%	63.6%	57.8%	60.2%	56.5%	55.0%	7.1% (5.7)
Anxiety - % Very low/low (ZWellB3)	56.1%	53.1%	54.4%	51.1%	46.0%	45.6%	-2.5% (5.5)
<i>Fulfilment - % High/very high (ZWellB4)</i>	55.9%	68.2%	62.4%	64.6%	58.2%	58.5%	12.0% (5.7)

NOTE: BP = Nunsthorpe and Bradley Park, CS = Comparison Sample, DID = difference-in-difference, S.E. = standard error; *italicised* results indicate that difference-in-difference results are statistically significant a $p < .33$.

Table 4.9.7: Social isolation metrics

Metric	BP 2018	CS 2018	BP 2020	CS 2020	BP 2022	CS 2022	DID estimate (S.E.)
People would be there for me - % Definitely/tend to agree (ZfrndSat1)	90.9%	93.1%	93.9%	94.7%	90.6%	92.6%	0.3% (2.9)

People to socialise with - % Definitely/tend to agree (ZfrndSat2)	88.1%	89.3%	89.9%	90.0%	85.8%	90.2%	-3.2% (3.5%)
<i>People to count on to listen - % Yes (ZcountOn1)</i>	92.5%	91.1%	94.6%	95.7%	91.5%	94.8%	-4.8% (3.3)
Chat with your neighbours - % Chat (Zpschatny)	87.1%	87.2%	91.2%	90.3%	89.4%	86.9%	2.6% (4.0)
How often do you feel lonely? % Hardly ever/never (ZlonOf)	46.6%	51.1%	47.2%	46.5%	43.3%	44.5%	3.3% (5.5)

NOTE: BP = Nunsthorpe and Bradley Park, CS = Comparison Sample, DID = difference-in-difference, S.E. = standard error; *italicised* results indicate that difference-in-difference results are statistically significant a $p < .33$.

Table 4.9.8: Employability metrics

Metric	BP 2018	CS 2018	BP 2020	CS 2020	BP 2022	CS 2022	DID estimate (S.E.)
<i>Employed - % In Employment (PDVIL03a)</i>	59.3%	60.3%	49.8%	55.6%	45.7%	56.9%	-10.1% (-6.9)

NOTE: BP = Nunsthorpe and Bradley Park, CS = Comparison Sample, DID = difference-in-difference, S.E. = standard error; *italicised* results indicate that difference-in-difference results are statistically significant a $p < .33$. PDVIL03a was only asked of web survey

5. Real Ideas Organisation (RIO) in Stonehouse and Devonport, Plymouth

Real Ideas Organisation (RIO), based in Plymouth, is dedicated to supporting social, community, and creative initiatives while also developing innovative projects within and beyond the city. With its vast experience in revitalising assets, establishing businesses, and implementing educational programs, Real Ideas has built a strong network at both local and national levels. Through its 5-year plan, Real Ideas strives to foster entrepreneurship, sustainable wealth generation, and the overall enhancement of the community's quality of life. The organisation's ultimate goal is to ensure that everyone has access to meaningful work that positively impacts their community, the environment, and the world. Real Ideas aims to establish community businesses and social entrepreneurial paths as widely recognised and pursued career options. With a specific focus on urban nature renewal, Real Ideas seeks to inspire local residents to take proactive and enterprising steps towards ensuring the future sustainability of parks and green spaces.

In this chapter, we compare Stonehouse and Devonport and their matched comparison sample in 2018 (Wave 1) and 2022 (Wave 3), using a 'difference-in-difference' design (see Section 1.7). For context we have also included data from 2020 (Wave 2), but Wave 2 is not included in the difference-in-difference analysis.

Six overarching metrics were used as measures to compare Stonehouse and Devonport and the matched comparison sample, focused on the key aims and objectives of RIO. These metrics were:

- **Local environment:** a measure of people's satisfaction with the local area as a place to live.
- **Community pride and empowerment:** the extent to which people perceive their area as one in which people pull together to improve their neighbourhood and whether people felt that they, as individuals and communities, can have an influence on local decision-making.
- **Social action:** this includes measures such as the extent to which local people get involved in local activities and the level of civic engagement in the community, for example through civic participation or civic consultation.
- **Health and wellbeing:** including measures of self-reported health and subjective wellbeing (for example happiness and life satisfaction).
- **Social isolation:** including self-reported measures of social support networks and feelings of loneliness.
- **Employability:** including self-reported measures of whether respondents are employed.

All difference-in-difference analysis reported meets the significance threshold (67% confidence intervals see Section 1.7).

5.1 Local environment

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

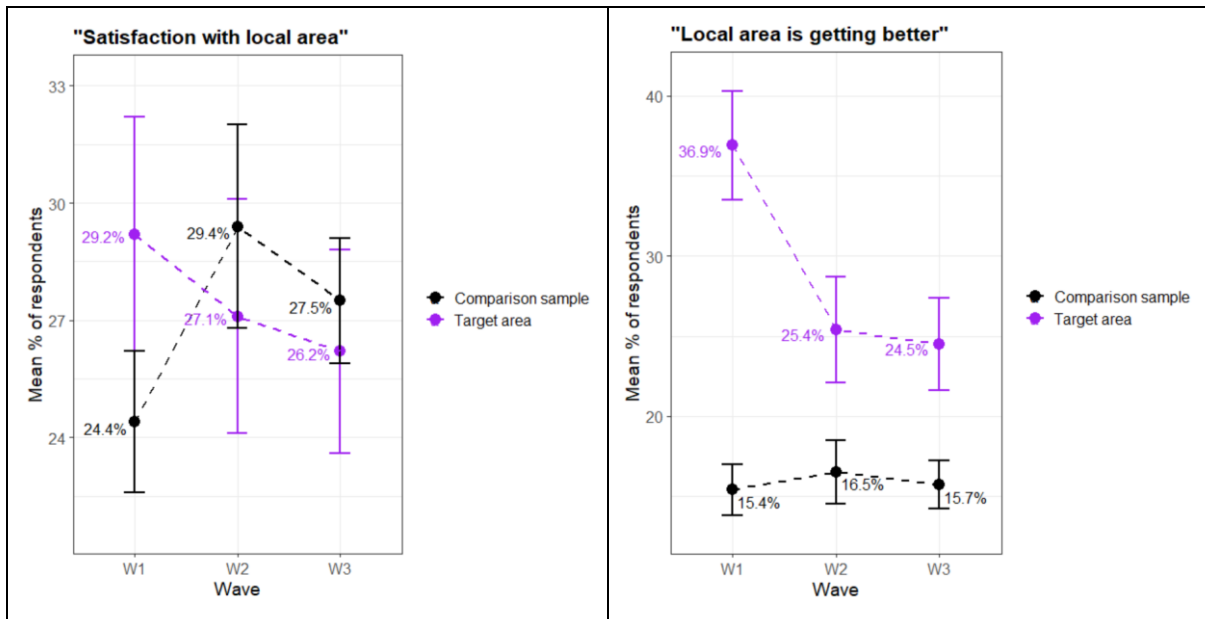
- Satisfaction with the local area as a place to live
- Whether the area has got better or worse to live in over the last two years
- Satisfaction with local services and amenities

Difference-in-difference analyses reveal **negative trends** in two metrics measuring the quality of the local environment. From Wave 1 to Wave 3, satisfaction in Stonehouse and Devonport decreases 5.5pp relative to the comparison sample. In that same time period, the percentage of Stonehouse and Devonport residents who believe that the area is improving decreased 12.7pp relative to the comparison sample.

Table 5.1: Difference-in-difference results for local environment (Wave 3 – Wave 1)

Metric	Difference-in-difference estimate	Upper 67% confidence interval	Lower 67% confidence interval
Satisfaction with local area - % Very/fairly satisfied	-5.5%	-0.7%	-10.3%
Agreement that the area is better - % Got better to live in	-12.7%	-7.9%	17.6%

Across all three waves, we see declining numbers in Stonehouse and Devonport driving the difference-in-difference estimates above. In terms of local satisfaction, data reveal a slow decline in Stonehouse and Devonport across all three waves. In contrast, satisfaction in the comparison sample increased from Wave 1 to Wave 2 before declining only slightly in Wave 3. With regard to perceived improvement, the percentage of Stonehouse and Devonport respondents who believe that the area is getting better decreased between Wave 1 and Wave 2 before levelling off in Wave 3. While the percentage of respondents in the comparison sample that believe their local area is improving is smaller than in Stonehouse and Devonport across three waves, it nonetheless remains consistent over time. As a result, the gap between Stonehouse and Devonport and the comparison sample much narrower in Wave 3 than it was in Wave 1.



Difference-in-difference analyses yielded no other statistically significant differences between Stonehouse and Devonport and the comparison sample in any other metrics measuring the quality of the local environment.

5.2 Community pride and empowerment

Helping to foster greater community pride and empowerment through community business is a key focus of the programme. Research suggests that empowerment can help people exert some control in their local area, which in turn can improve local wellbeing (Harries and Miller, 2021). The CLS captures 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.

Difference-in-difference analyses show a general **negative trend** in community pride and empowerment. Between Wave 1 and Wave 3, the belief in Stonehouse and Devonport's ability to pull together on important issues decreased 12.1pp relative to the comparison group. Similarly, perceived influence over decision making dropped 6.1pp in Stonehouse and Devonport, relative to the comparison group, over that same time period. Lastly, results show that between Wave 1 and Wave 3, the percentage of respondents who feel that it is important of citizens to have a say in local decision-making increased 5.3pp relative to the comparison sample.

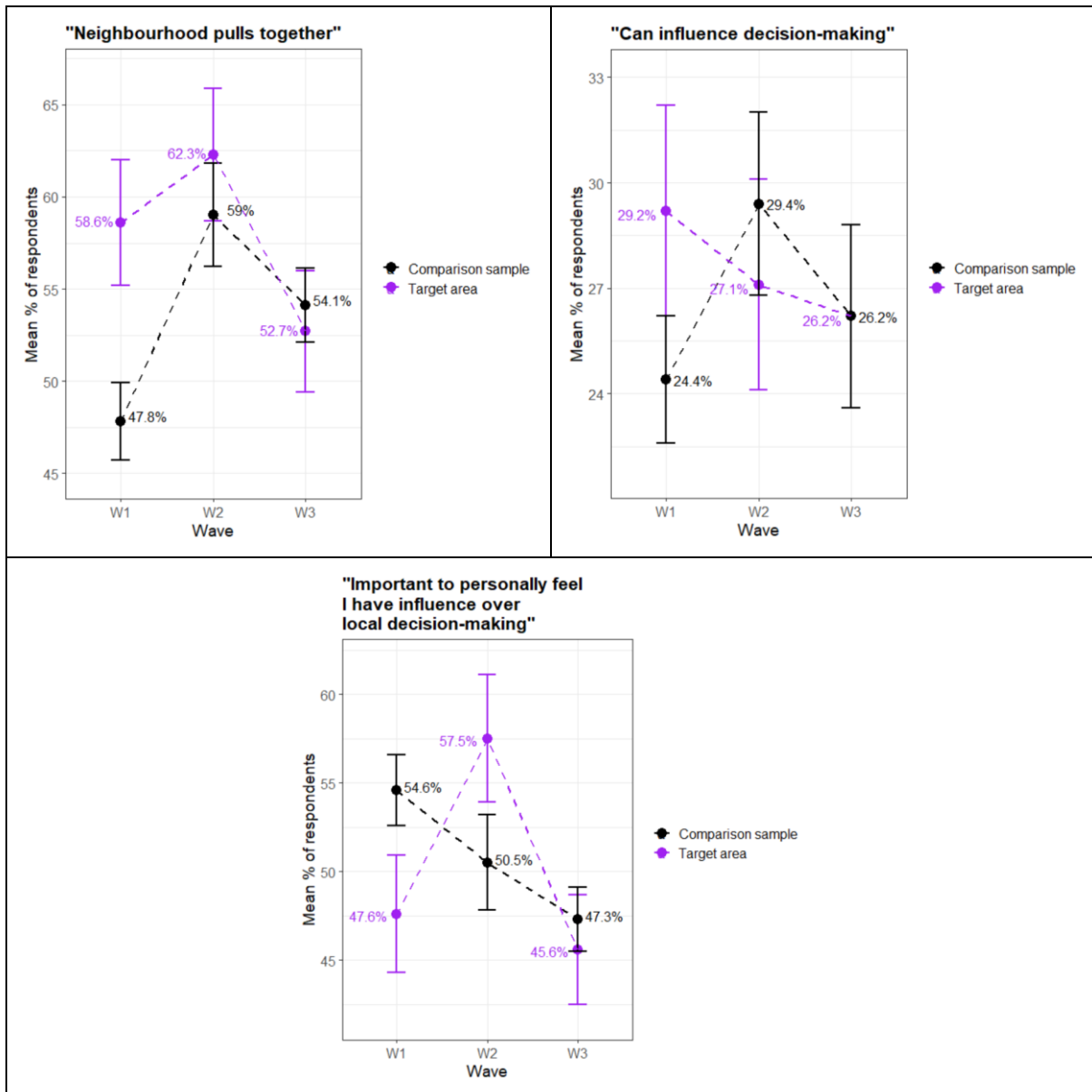
Table 5.2: Difference-in-difference results for community pride and empowerment (Wave 3 – Wave 1)

Metric	Difference-in-difference estimate	Upper 67% confidence interval	Lower 67% confidence interval
Neighbourhood pulls together – % Definitely/tend to agree	-12.1%	-6.7%	-17.5%
Perceived influence over decision-making – % Definitely/tend to agree	-6.1%	-1.6%	-10.6%
Important to influence decision-making - % Very/quite important	5.3%	10.5%	0.2%

Across all waves, these three metrics show a diverse range of trends. Beginning in Wave 1, the percentage of respondents that felt that their community had the ability to pull together was higher in Stonehouse and Devonport than in the comparison sample. The percentage of respondents who felt Stonehouse and Devonport could pull together increased in Wave 2. Yet, this was followed by a steep drop in Wave 3 that decreased percentages below their original levels in Wave 1. While the comparison group follows a similar trajectory, the increase in Wave 2 was larger and the decrease in Wave 3 was smaller than similar changes in Stonehouse and Devonport. As a result, the gap between the two groups closed substantially by the end of Wave 3, yielding a negative difference-in-difference estimate.

In terms of the ability to influence decision-making, residents of Stonehouse and Devonport report a consistent decrease across three waves. Conversely, respondents in the comparison sample report an increase in Wave 2, followed by a small decrease in Wave 3. As a result, while levels of perceived influence were higher in Stonehouse and Devonport than in the comparison sample in Wave 1, this difference between the two groups closes completely by the end of Wave 3.

Lastly, with regard to respondents' desire to influence local decision-making, data indicate that the positive difference-in-difference effect may be primarily driven by decreases in the comparison group rather than positive trends in Stonehouse and Devonport. Across all three waves, individuals in the comparison group report declining desire to have influence in their local decision-making. In contrast, respondents in Stonehouse and Devonport report a large fluctuation in their desire to have more influence. However, levels of desired influence in Wave 3 are relatively consistent with those in Wave 1. Ultimately, these patterns suggest that desire for influence has decreased in surrounding areas to meet the lower levels of Stonehouse and Devonport rather than Stonehouse and Devonport improving to meet its neighbours in the comparison sample.



5.3 Social action

In the CLS, social action is defined as a community project, event or activity in 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 even.

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.

Difference-in-difference analyses yielded no statistically significant differences between Stonehouse and Devonport and the comparison sample in any social action metrics.

5.4 Civic engagement

The CLS also includes three measures of civic engagement:

- **civic participation:** engagement in democratic processes, both in person and online, including signing a petition or attending a public meeting or 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.

Difference-in-difference analyses yielded no statistically significant differences between Stonehouse and Devonport and the comparison sample in any social action metrics.

5.5 Health and wellbeing

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

- self-reported rating of general health from very good to very bad
- whether have a limiting long-term illness.

Difference-in-difference analyses yield no statistically significant difference in self-reported health metrics between Stonehouse and Devonport and the comparison group.

5.6 Personal wellbeing

Subjective wellbeing is based on the four harmonised measures developed by the Office for National Statistics:²⁰

- Rating of life satisfaction: scale 0 (not at all satisfied) to 10 (completely satisfied)
- Rating of worthwhile yesterday: scale 0 (not at all worthwhile) to 10 (completely worthwhile).
- 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)

These questions allow people to assess their life overall, as well as providing an indication of their day-to-day feelings. For ease of interpretation, all variables were recoded into binary variables, with 1 representing a score at or above the midpoint (5 or higher) and 0 representing scores below the midpoint (4 or lower). In addition, the measure for anxiety has also been reversed so that 1 indicates that the respondent reported very low/low anxiety and 0 indicates that very high/high

²⁰ For more information on Office of National Statistics well-being measures see: Government Statistic Service. Available at: <https://gss.civilservice.gov.uk/policy-store/personal-well-being/>

anxiety. Thus, for all metrics, a higher percentage of respondents represents a normatively good outcome.

Difference-in-difference analyses yield no statistically significant difference in personal wellbeing metrics between Stonehouse and Devonport and the comparison group.

5.7 Social isolation

Many community businesses act as a hub for local people to come together, helping to foster social connections. Over the longer-term, we might expect to see an increase in social support networks and a decrease in loneliness in areas with strong community businesses.

The 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.

Difference-in-difference analyses yield no statistically significant differences between Stonehouse and Devonport and the comparison group.

5.8 Employability

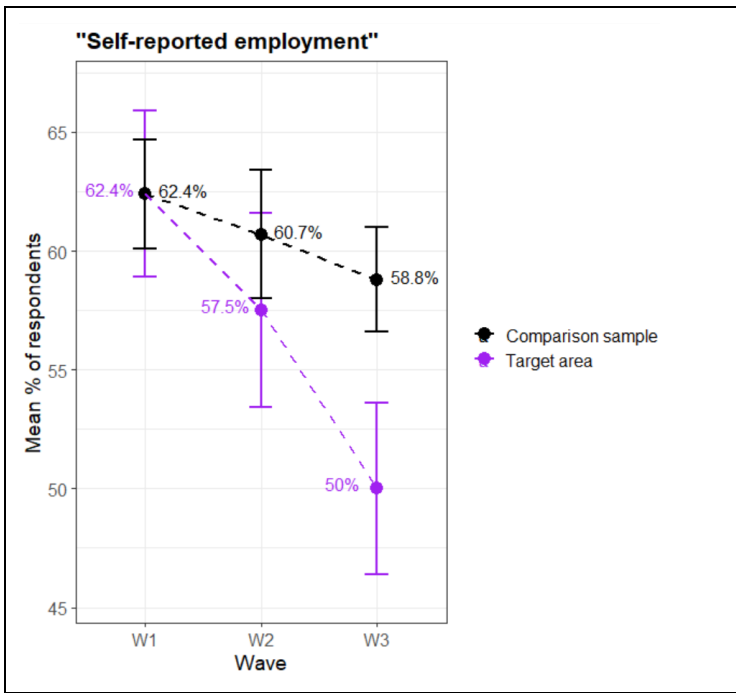
The Empowering Places programme aims to boost opportunities for employment, either directly or indirectly, by accelerating the growth of community business. Some community businesses offer opportunities to work for the business directly, while others offer practical help by building transferable skills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

Difference-in-difference analyses reveal a **negative trend** in employment in Stonehouse and Devonport. Between Wave 1 and Wave 3, self-reported employment decreased 7.4pp in Stonehouse and Devonport relative to the comparison sample.

Table 5.8: Difference-in-difference results for employability (Wave 3 – Wave 1)

Metric	Difference-in-difference estimate	Upper 67% confidence interval	Lower 67% confidence interval
Employed - % In Employment	-7.4%	-1.6%	-13.1%

Across all three waves, data evince normatively concerning patterns in both Stonehouse and Devonport and the comparison group. In Wave 1, both groups reported near equal levels of employment. However, employment in Stonehouse and Devonport decreased steeply and consistently from Wave 1 to Wave 3, with a total decline of 12.4pp. While the comparison group reported a similar consistent decrease in employment, this decrease was less severe (3.6pp).



NOTE: Employability was only asked of web survey

5.9 Appendix: Full results tables

Below are full tables of the mean responses for both groups across all waves and across all metrics irrespective of statistical significance. As a reminder, difference-in-difference estimates reported in previous sections leverage only the difference between Wave 1 (2018) and Wave 3 (2022). Nonetheless, the tables below report mean responses from all three waves.

Table 5.9.1: Local environment metrics

Metric	SD 2018	CS 2018	SD 2020	CS 2020	SD 2022	CS 2022	DID estimate (S.E.)
<i>Satisfaction with local area - % Very/fairly satisfied (ZPSlocSat)</i>	74.7%	67.6%	78.6%	72.4%	68.9%	67.3%	-5.5% (4.9)
<i>Area has become better to live in - % Got better to live in (ZbetWors)</i>	36.9%	15.4%	25.4%	16.5%	24.5%	15.7%	-12.7% (5.0)
Satisfied with local services - % Very/fairly satisfied (ZsatAsset)	80.5%	76.7%	80.0%	77.1%	77.8%	73.5%	0.5% (4.5)

NOTE: SD = Stonehouse and Devonport, CS = Comparison Sample, DID = difference-in-difference, S.E. = standard error; *italicised* results indicate that difference-in-difference results are statistically significant a $p < .33$.

Table 5.9.2: Community pride and empowerment metrics

Metric	SD 2018	CS 2018	SD 2020	CS 2020	SD 2022	CS 2022	DID estimate (S.E.)
<i>Neighbourhood pulls together - % Definitely/tend to agree (ZPSPull)</i>	58.6%	47.8%	62.3%	59.0%	52.7%	54.1%	-12.1% (5.6)
<i>Perceived influence over decision-making - % Definitely/tend to agree (ZPAffLoc)</i>	29.2%	24.4%	27.1%	29.4%	26.2%	27.5%	-6.1% (4.6)
<i>Important to influence decision-making - % Very/quite important (ZPInfl)</i>	47.6%	54.6%	57.5%	50.5%	45.6%	47.3%	5.3% (5.3)
<i>People can change how area is run - % Definitely/tend to agree (ZlocAtt)</i>	48.2%	44.2%	51.4%	49.3%	49.5%	41.5%	4.1% (5.2)
<i>Want to be more involved in decision-making - % Yes (ZPCSat)</i>	55.7%	56.6%	53.5%	50.3%	25.5%	28.0%	-1.6% (5.5)

NOTE: SD = Stonehouse and Devonport, CS = Comparison Sample, DID = difference-in-difference, S.E. = standard error; *italicised* results indicate that difference-in-difference results are statistically significant a $p < .33$.

Table 5.9.3: Social action metrics

Metric	SD 2018	CS 2018	SD 2020	CS 2020	SD 2022	CS 2022	DID estimate (S.E.)
Personally getting involved - % Yes (ZlovInv1)	13.4%	11.5%	12.7%	16.0%	8.7%	6.8%	0.1% (2.9)
Aware of local people getting involved - % Yes (ZlocPeop1)	34.4%	29.6%	28.7%	25.2%	19.1%	13.1%	1.1% (5.0)

NOTE: SD = Stonehouse and Devonport, CS = Comparison Sample, DID = difference-in-difference, S.E. = standard error; *italicised* results indicate that difference-in-difference results are statistically significant a $p < .33$.

Table 5.9.4: Civic engagement metrics

Metric	SD 2018	CS 2018	SD 2020	CS 2020	SD 2022	CS 2022	DID estimate (S.E.)
Civic participation in past year - % Yes (ZcivPar1)	28.0%	32.5%	51.9%	38.6%	26.7%	28.9%	2.2% (4.4)
Civic consultation in past year - % Yes (ZPConsul1)	19.4%	13.3%	23.1%	17.3%	16.8%	12.9%	-2.2% (3.6)
Civic activism in past year % Yes (ZcivRen)	11.5%	6.7%	11.5%	6.3%	7.2%	5.0%	-2.5% (2.6)

NOTE: SD = Stonehouse and Devonport, CS = Comparison Sample, DID = difference-in-difference, S.E. = standard error; *italicised* results indicate that difference-in-difference results are statistically significant a $p < .33$.

Table 5.9.5: Health and wellbeing metrics

Metric	SD 2018	CS 2018	SD 2020	CS 2020	SD 2022	CS 2022	DID estimate (S.E.)
How is your health in general? - % Very good/good/fair (ZPGHealth)	89.8%	95.4%	89.3%	92.1%	84.1%	91.5%	-1.8% (4.0)
Limiting long term illness - % Yes (Zpdill)	28.1%	25.8%	33.6%	26.7%	32.7%	32.0%	-1.6% (5.9)

NOTE: SD = Stonehouse and Devonport, CS = Comparison Sample, DID = difference-in-difference, S.E. = standard error; *italicised* results indicate that difference-in-difference results are statistically significant a $p < .33$. ZPGHealth and Zpdill were only asked of web survey

Table 5.9.6: Personal wellbeing metrics

Metric	SD 2018	CS 2018	SD 2020	CS 2020	SD 2022	CS 2022	DID estimate (S.E.)
Satisfaction -% High/very high (ZWellB1)	64.5%	65.6%	59.7%	61.2%	55.8%	60.1%	-3.2% (5.3)
Happiness - % High/very high (ZWellB2)	62.9%	63.9%	62.5%	60.7%	58.6%	59.8%	-0.3% (5.3)
Anxiety - % Very low/low (ZWellB3)	54.5%	53.3%	44.7%	48.4%	50.9%	45.7%	4.0%

(5.2)

Fulfilment - % High/very high (ZWellB4)	64.0%	67.3%	66.3%	67.9%	63.0%	62.0%	4.4%
							(5.4)

NOTE: SD = Stonehouse and Devonport, CS = Comparison Sample, DID = difference-in-difference, S.E. = standard error; *italicised* results indicate that difference-in-difference results are statistically significant a $p < .33$.

Table 5.9.7: Social isolation metrics

Metric	SD 2018	CS 2018	SD 2020	CS 2020	SD 2022	CS 2022	DID estimate (S.E.)
People would be there for me - % Definitely/tend to agree (ZFrndSat1)	89.1%	93.7%	93.4%	93.5%	89.6%	94.3%	-0.1% (3.3)
People to socialise with - % Definitely/tend to agree (ZFrndSat2)	85.2%	91.4%	87.8%	90.6%	87.6%	90.6%	3.2% (3.6)
People to count on to <i>listen</i> - % Yes (ZCountOn1)	94.2%	95.3%	91.9%	96.2%	91.7%	94.4%	-1.7% (3.2)
Chat with your neighbours - % chat (ZPschatny)	87.6%	86.7%	88.6%	87.9%	81.2%	83.9%	-3.6% (3.9)
How often do you feel lonely? - % Hardly ever/never (ZLonOf)	47.7%	50.1%	45.5%	53.2%	46.2%	47.4%	1.2% (5.3)

NOTE: SD = Stonehouse and Devonport, CS = Comparison Sample, DID = difference-in-difference, S.E. = standard error; *italicised* results indicate that difference-in-difference results are statistically significant a $p < .33$.

Table 5.9.8: Employability metrics

Metric	SD 2018	CS 2018	SD 2020	CS 2020	SD 2022	CS 2022	DID estimate (S.E.)
<i>Employed % In Employment (PDVIL03a)</i>	61.0%	62.4%	57.5%	60.7%	50.0%	58.8%	-7.4% (5.9)

NOTE: SD = Stonehouse and Devonport, CS = Comparison Sample, DID = difference-in-difference, S.E. = standard error; *italicised* results indicate that difference-in-difference results are statistically significant a $p < .33$. PDVIL03a was only asked of web survey

6. The Wharton Trust in Dyke House, Hartlepool

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

The Wharton Trust, located in Dyke House, Hartlepool and based out of a local community centre (The Annexe), is a well-established community organisation that actively supports the growth of resident engagement and community leadership in the area. The Trust offer a wide range of activities and services and places great importance on enterprise and employment within the local area.

The Trust aims to use the Empowering Places programme to become more commercially minded, capable of generating and operating new income sources to aid its own sustainability. Its ambition is for the community to be inspired and empowered to apply their own solutions to local problems or gaps in provision using the community business model. Central to the Trust's approach is the practice of Community Organising, which involves actively engaging with the community to gather their input on desires and requirements. This approach entails seeking the community's views on their perceptions of the local area, emphasising both positive aspects they appreciate and areas they would like to see improved.

In this chapter, we compare Dyke House, Hartlepool, and its matched comparison sample in 2018 (Wave 1) and 2022 (Wave 3), using a 'difference-in-difference' design (see Section 1.7). For context we have also included data from 2020 (Wave 2), but Wave 2 is not included in the difference-in-difference analysis.

Six overarching metrics were used as measures to compare Dyke House, Hartlepool, and the matched comparison sample, focused on the key aims and objectives of Wharton Trust. These metrics were:

- **Local environment:** a measure of people's satisfaction with the local area as a place to live.
- **Community pride and empowerment:** the extent to which people perceive their area as one in which people pull together to improve their neighbourhood and whether people felt that they, as individuals and communities, can have an influence on local decision-making.
- **Social action:** this includes measures such as the extent to which local people get involved in local activities and the level of civic engagement in the community, for example through civic participation or civic consultation.
- **Health and wellbeing:** including measures of self-reported health and subjective wellbeing (for example happiness and life satisfaction).
- **Volunteering:** the proportion of people who have been involved in volunteering in their community, either formally or informally.

- **Employability:** a measure of people’s current economic status

All difference-in-difference analysis reported meets the significance threshold (67% confidence intervals see Section 1.7).

6.1 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
- Satisfaction with local services and amenities

Difference-in-difference analyses evince notable **negative trends** across multiple metrics measuring the perceived quality of one’s local environment. Relative to the comparison sample, residents of Dyke House displayed an additional 7.5pp decrease in satisfaction with their local area between Waves 1 and 3. Similarly, Dyke House respondents expressed a 5.3pp decrease in the belief that the area was improving and a 5.8pp decrease in satisfaction with their local services relative to respondents in the comparison sample over time.

Table 6.1: Difference-in-difference results for local environment (Wave 3 – Wave 1)²¹

Metric	Difference-in-difference estimate	Upper 67% confidence interval	Lower 67% confidence interval
Satisfaction with local area - % Very/fairly satisfied	-7.5%	-2.1%	-12.9%
Agreement that the area has become better to live in in - % Got better to live in	-5.3%	-0.9%	-9.6%
Satisfied with local services - % Very/fairly satisfied	-5.8%	-0.6%	-11.1%

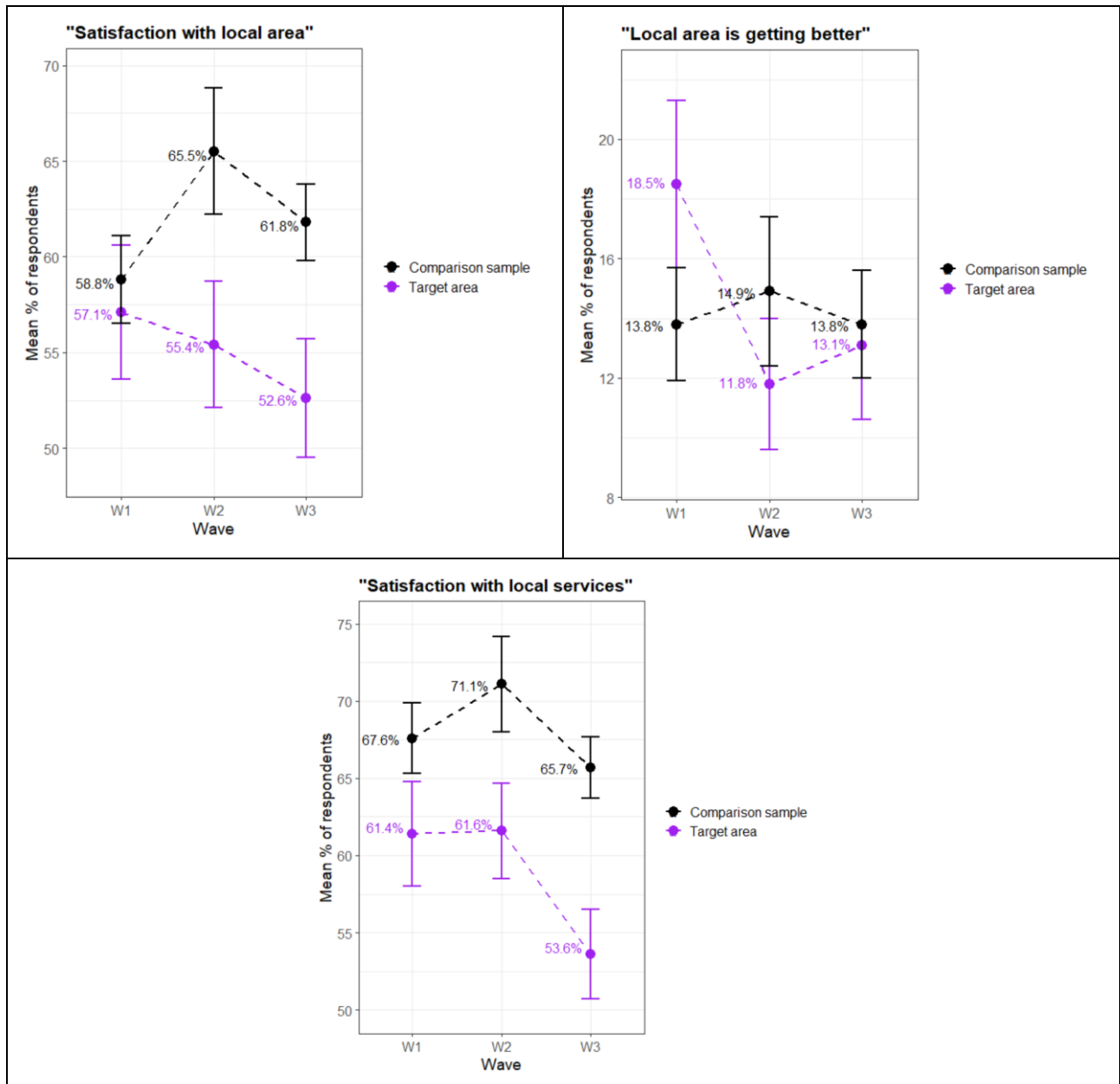
Looking across three waves, we see varying negative trends in Dyke House across metrics. Respondents in Dyke House report steadily declining satisfaction with their local area across all three waves. By contrast, residents in the comparison sample report a large increase in satisfaction between Wave 1 (2018) and Wave 2 (2020) before declining again in Wave 3 (2022). By the end of Wave 3, satisfaction in the comparison sample rests at a higher level than in Dyke House.

With regard to perceptions of improvement in the local area in the last two years, a different pattern arises. In the comparison sample, perceptions of improvement in the local area are low, but relatively stable across three waves. In contrast, there is a decrease in perceived improvements in Dyke House between Wave 1 and Wave 2. While Dyke House experiences a slight increase in

²¹ **NOTE:** Difference-in-difference results assess the size and statistical significance of the overall trend line, thus numbers will differ slightly from the weighted mean point estimates presented in the plots. Overlapping confidence intervals presented in plots may still yield significant results in the difference-in-difference analysis.

Wave 3, the belief that the area has got better to live in over the last two years remains below levels expressed in Wave 1.

Finally, in terms of satisfaction with local services, there was a drop between Waves 2 and 3. In contrast, satisfaction with local services are not only higher in the comparison sample in all three waves, but also remain relatively stable across all three waves, with only a slight increase in Wave 2. While all three metrics clearly reveal differing patterns in both groups, results consistently show that Dyke House residents are increasingly unhappy with their local area.



6.2 Community pride and empowerment

Helping to foster greater community pride and empowerment through community business is a key focus of the Empowering Places programme. Research suggests that empowerment can help people exert some control in their local area, which in turn can improve local wellbeing (Harries

and Miller, 2021). The CLS captures 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.

Difference-in-difference analyses show a **positive trend** in the levels of respondents that want to become more involved in local decision-making. Relative to the comparison sample, residents of Dyke House have shown an additional increase of 7.9pp in the percentage of residents who wish to become more involved in their local community decision-making.²²

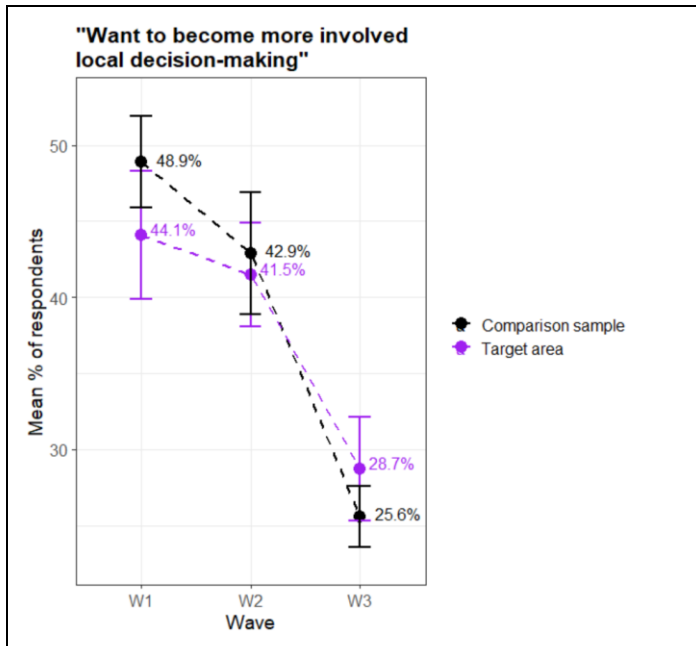
Table 6.2: Difference-in-difference results for community pride and empowerment (Wave 3 – Wave 1)

Metric	Difference-in-difference estimate	Upper 67% confidence interval	Lower 67% confidence interval
Want to be more involved in decision-making - % Yes	7.9%	14.2%	1.7%

Looking across all three waves, the desire to become more involved in local decision-making has decreased in both Dyke House and the comparison sample. Both groups experienced the largest drops between Wave 2 (2020) and Wave 3 (2022). However, while both groups demonstrate a large decrease in the willingness to become more involved, this decrease is somewhat smaller in Dyke House than in the comparison sample, yielding the positive difference-in-difference estimate.²³

²² In Wave 3 there was a change to the local decision making measure. The code 'it depends on the issue' was previously displayed on a second screen only accessible if respondents clicked the next button without selecting a response. Whereas in Wave 3 the code was readily available to respondents as part of the response list. In 2020 there was a large increase in the proportion of respondents selecting 'it depends on the issue'. Although unlikely, if the propensity to select 'it depends' (now it's not hidden) has a different pattern in Dyke House rather than in its comparison sample, then the DID estimate could be confounded with this nuisance effect.

²³ See footnote above.



Difference-in-difference results reveal no other statistically significant difference between Dyke House and the comparison sample in any of the other community pride and empowerment metrics.

6.3 Social action

In the CLS, social action is defined as a community project, event, or activity in 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 even.

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.

Difference-in-difference results reveal no statistically significant difference between Dyke House and the comparison sample in any of the social action metrics.

6.4 Civic engagement

The CLS also includes three measures of civic engagement:

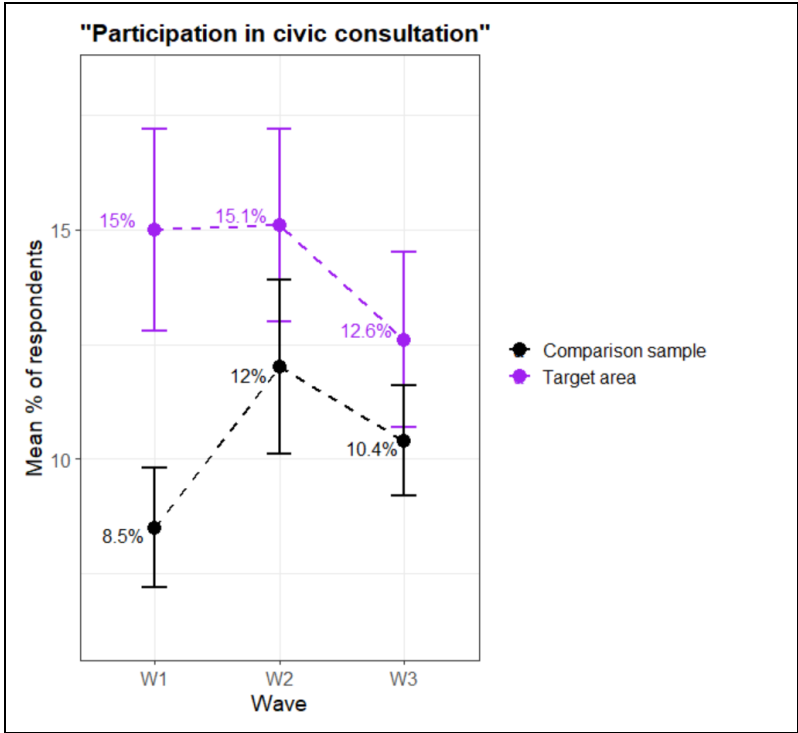
- **civic participation:** engagement in democratic processes, both in person and online, including signing a petition or attending a public meeting or rally (does not include voting)
- **civic consultation:** taking part in consultations about local services both in person and online
- **civic activism:** 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.

Difference-in-difference analyses show a **negative trend** in levels of civic consultation in Dyke House. Relative to the comparison sample, civic consultation in Dyke House has decreased by 4.2pp from Wave 1 to Wave 3.

Table 6.4: Difference-in-difference results for civic engagement (Wave 3 – Wave 1)

Metric	Difference-in-difference estimate	Upper 67% confidence interval	Lower 67% confidence interval
Civic consultation - % Yes	-4.2%	-0.9%	-7.5%

Looking across all three waves, we see a decline in civic consultation in Dyke House between Wave 2 (2020) and Wave 3 (2022). Conversely, we see a fluctuating pattern in the comparison sample, with a larger increase in civic consultation in from Wave 1 to Wave 2 followed by a smaller decrease in Wave 3. As a result, rates of civic consultation remain higher in Dyke House than in the comparison sample across all three waves. However, this gap between the two groups shrinks noticeably from Wave 1 through to Wave 3, accounting for the negative difference-in-difference trend.



Difference-in-difference analyses revealed no statistically significant differences between Dyke House and the comparison sample along any of the other metrics of civic engagement.

6.5 Health and wellbeing

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

- self-reported rating of general health from very good to very bad
- whether have a limiting long-term illness.

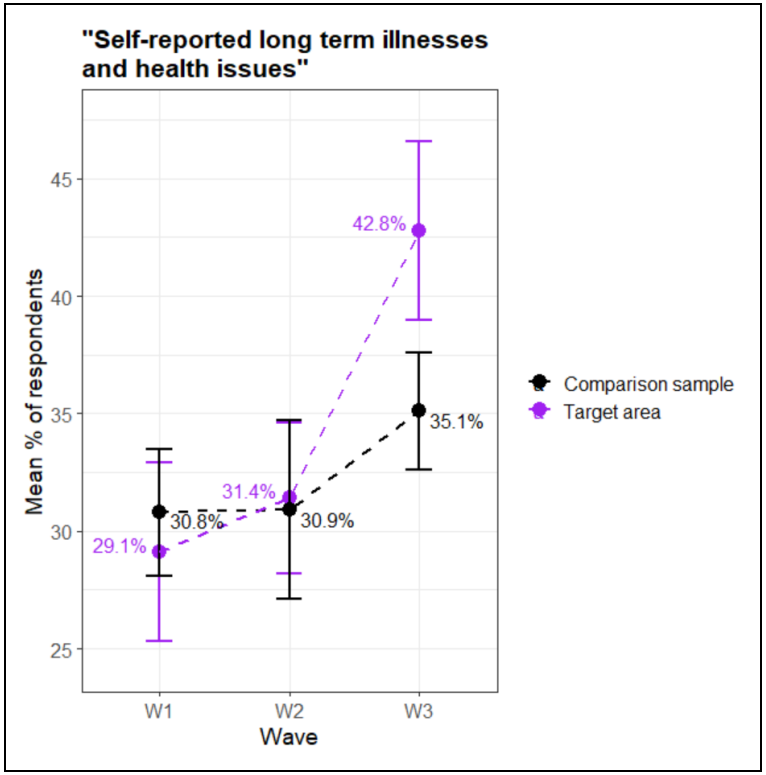
The difference-in-difference analyses indicate an increase in the proportion of respondents who reported having a limiting long term illnesses. From Wave 1 (2018) to Wave 3 (2022), the proportion of residents in Dyke House who reported having a limiting long term illness rose an additional 9.4% relative to the comparison sample.²⁴

Table 6.5: Difference-in-difference results for health and wellbeing (Wave 3 – Wave 1)

²⁴ In Wave 3 (2022) there was a slight change to the limiting long term illness measure. In Wave 1 and Wave 2 the answer code 'prefer not to say' was only accessible by clicking the next button without selecting an answer code. However, in Wave 3 to improve accessibility this code was readily available for respondents to select as part of the response list. While this change affected both samples it is not possible to formally identify the effect of the change in measurement method.

Metric	Difference-in-difference estimate	Upper 67% confidence interval	Lower 67% confidence interval
Limiting long term illness - % Yes	9.4%	15.7%	3.1%

Looking across all three waves, the data reveal a strong upward trend between Waves 2 and 3 in both Dyke House and the comparison sample. This means that the proportion of individuals reporting having a limiting long term illness has increased in both groups. However, this upward trend was notably larger in Dyke House (11.4pp increase between Waves 2 and 3) than in the comparison sample (4.8pp increase between Waves 2 and 3). As a result, while both groups were roughly equivalent in this metric of health for the first two waves, a larger proportion of respondents living in Dyke House reported that they had a limiting long term illness in Wave 3 than the comparison group.



No other measures of self-reported health yielded statistically significant results in difference-in-difference analyses.

6.6 Personal wellbeing

Subjective wellbeing is based on the four harmonised measures developed by the Office for National Statistics:²⁵

- Rating of life satisfaction: scale 0 (not at all satisfied) to 10 (completely satisfied)
- Rating of worthwhile yesterday: scale 0 (not at all worthwhile) to 10 (completely worthwhile).
- 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)

These questions allow people to assess their life overall, as well as providing an indication of their day-to-day feelings. For ease of interpretation, all variables were recoded into binary variables, with 1 representing a score at or above the midpoint (5 or higher) and 0 representing scores below the midpoint (4 or lower). In addition, the measure for anxiety has also been reversed so that 1 indicates that the respondent reported very low/low anxiety and 0 indicates that very high/high anxiety. Thus, for all metrics, a higher percentage of respondents represents a normatively good outcome.

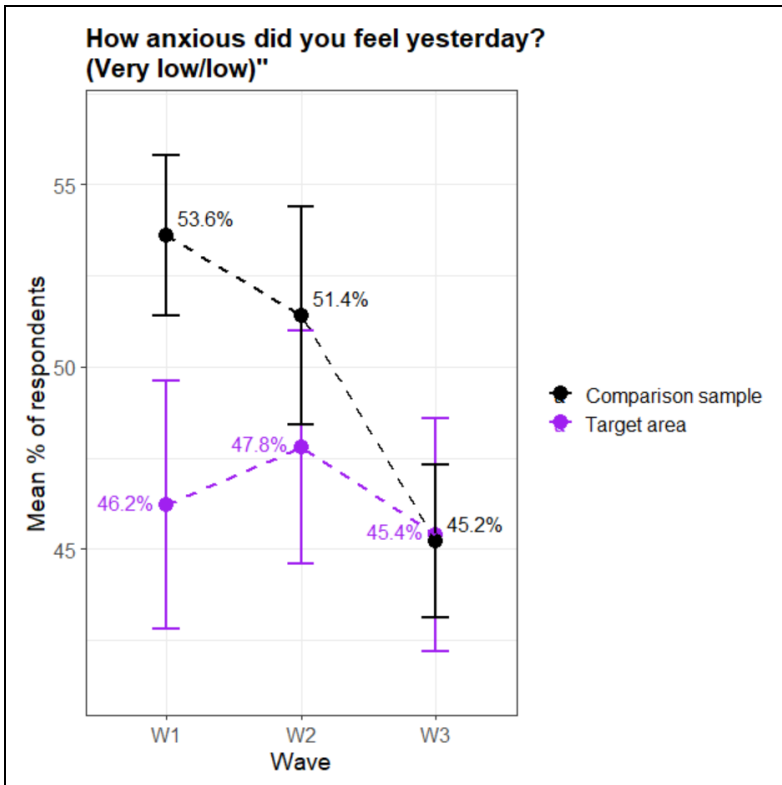
The difference-in-difference analyses indicate that the number of residents in Dyke House reporting low levels of anxiety **has increased** relative to the comparison sample. From Wave 1 (2018) to Wave 3 (2022) the increase in the percentage of respondents that reported low levels of anxiety was 7.6pp higher in Dyke House than in the comparison sample.

Table 6.6: Difference-in-difference results for personal wellbeing (Wave 3 – Wave 1)

Metric	Difference-in-difference estimate	Upper 67% confidence interval	Lower 67% confidence interval
Anxiety - % very low/low	7.6%	13.0%	2.2%

Looking at data across all three waves, this trend appears to be driven by a decrease in the proportion of respondents reporting low levels of anxiety in the comparison sample rather than a large increase in the number of Dyke House residents reporting low anxiety. In Wave 1, the percentage of respondents that reported low anxiety levels was far higher in the comparison sample. However, this decreases consistently in the comparison group across waves, dropping a total of 8.4pp from Wave 1 to Wave 3. In contrast, levels of low anxiety remain relatively stable in Dyke House across all three waves. It is difficult to say with certainty whether there is either a causal relationship or a floor effect in place (i.e., reports of low anxiety bottom out around 45%, meaning that anxiety in Dyke House could not be reasonably expected to decrease any more).

²⁵ For more information on Office of National Statistics well-being measures see: Government Statistic Service. Available at: <https://gss.civilservice.gov.uk/policy-store/personal-well-being/>



The difference-in-difference analyses found no other statistically significant trends regarding personal wellbeing.

6.7 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 twelve 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 twelve months.

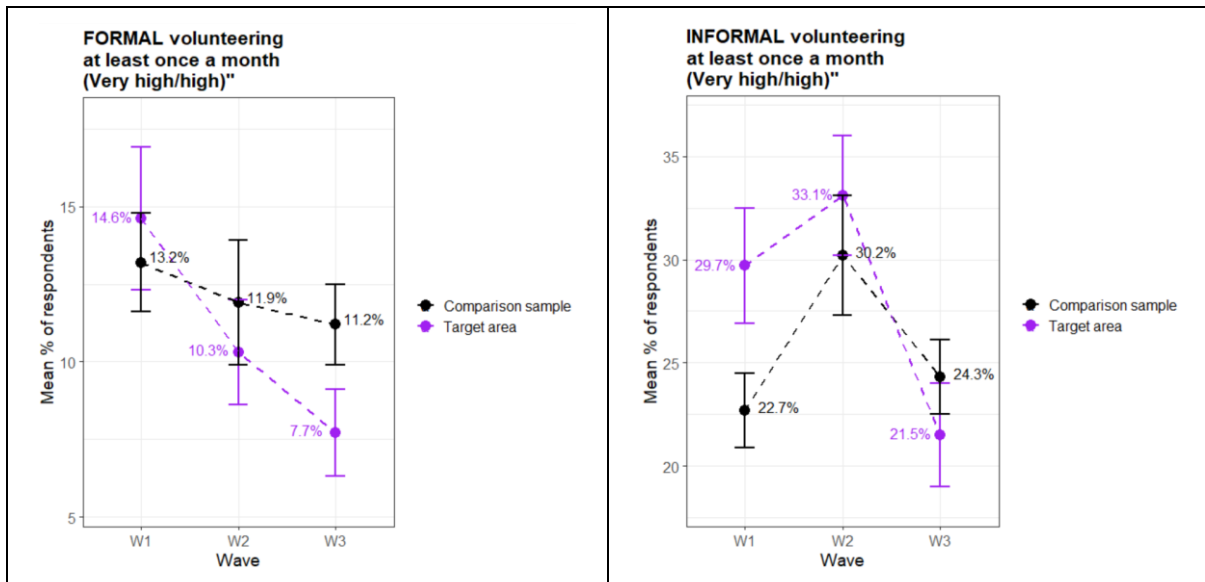
Difference-in-difference analyses reveal **negative trends** for both formal and informal forms of regular (at least once a month) volunteering in Dyke House. Between Wave 1 (2018) And Wave 3 (2022) formal volunteering in Dyke House decrease by 4.9pp, while informal volunteering decreased by 9.8pp, both relative to trends in the comparison sample.

Table 6.7: Difference-in-difference results for volunteering (Wave 3 – Wave 1)

Metric	Difference-in-difference estimate	Upper 67% confidence interval	Lower 67% confidence interval
Monthly formal volunteering - % Yes	-4.9%	-1.6%	-8.1%

Monthly informal volunteering - % Yes	-9.8%	-5.3%	-14.2%
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Across all three waves, data reveal a consistent decrease in monthly formal volunteering in both the comparison sample and in Dyke House. However, respondents in Dyke House underwent notably larger decreases over time, contributing to the aforementioned negative impact seen in the difference-in-difference analyses. With regard to monthly informal volunteering, the data evince large fluctuations in both Dyke House and the comparison sample, with increases in monthly informal volunteering in Wave 2 being negated by decreases in Wave 3. However, it is likely that these trends have been heavily impacted by the arrival of the Covid-19 pandemic in early-to-mid 2020. However, informal volunteering in the comparison sample in Wave 3 returned to levels roughly equivalent to that of Wave 1. By contrast, informal volunteering in Dyke House in Wave 3 decreased well below reported levels in Wave 1. Thus, despite the fact that levels of informal volunteering were greater in Dyke House than in the comparison sample in Wave 1, the two areas report roughly equivalent of volunteering by the end of Wave 3.



Difference-in-difference analyses yielded no other statistically significant trends regarding community volunteering.

6.8 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.

The difference-in-difference analyses found no statistically significant trends regarding employability.

6.9 Appendix: Full results tables

Below are full tables of the mean responses for both groups across all waves and across all metrics irrespective of statistical significance. As a reminder, difference-in-difference estimates reported in previous sections leverage only the difference between Wave 1 (2018) and Wave 3 (2022). Nonetheless, the tables below report mean responses from all three waves.

Table 6.9.1: Local environment metrics

Metric	DH 2018	CS 2018	DH 2020	CS 2020	DH 2022	CS 2022	DID estimate (S.E.)
<i>Satisfaction with local area - % Very/fairly satisfied (ZPSlocSat)</i>	57.1%	58.8%	55.4%	65.5%	52.6%	61.8%	-7.5% (5.6)
<i>Area has become better to live in - % Got better to live in (ZBetWors)</i>	18.5%	13.8%	11.8%	14.9%	13.1%	13.8%	-5.3% (4.5)
<i>Satisfied with local services - % Very/fairly satisfied (ZSatAsset)</i>	61.4%	67.6%	61.6%	71.1%	53.6%	65.7%	-5.8% (5.4)

NOTE: DH = Dyke House, CS = Comparison Sample, DID = difference-in-difference, S.E. = standard error; *italicised* results indicate that difference-in-difference results are statistically significant at $p < .05$.

Table 6.9.2: Community pride and empowerment metrics

Metric	DH 2018	CS 2018	DH 2020	CS 2020	DH 2022	CS 2022	DID estimate (S.E.)
Neighbourhood pulls together - % Definitely/tend to agree (ZPSPull)	42.4%	46.1%	52.6%	54.7%	46.6%	52.0%	-1.5% (5.8)
Perceived influence over decision-making - % Definitely/tend to agree (ZPAffLoc)	22.0%	18.0%	27.6%	22.3%	27.1%	24.1%	-1.0% (4.6)
Important to influence decision-making - % Very/quite important (ZPInfl)	42.3%	47.7%	41.3%	42.9%	40.4%	43.2%	2.6% (5.4)
People can change how area is run - % Definitely/tend to agree (ZLocAtt)	40.5%	39.5%	41.5%	53.1%	34.4%	35.4%	-2.0% (5.2)
<i>Want to be more involved in decision-making - % Yes (ZPCSat)</i>	44.1%	48.9%	41.5%	42.9%	28.7%	25.6%	7.9% (6.5)

NOTE: DH = Dyke House, CS = Comparison Sample, DID = difference-in-difference, S.E. = standard error; *italicised* results indicate that difference-in-difference results are statistically significant at a $p < .33$.

Table 6.9.3: Social action metrics

Metric	DH 2018	CS 2018	DH 2020	CS 2020	DH 2022	CS 2022	DID estimate (S.E.)
Personally getting involved - % Yes (ZLovInv1)	10.3%	6.4%	6.8%	11.4%	8.0%	4.9%	-0.8% (2.9)
Aware of local people getting involved - % Yes (ZLocPeop1)	21.9%	22.3%	18.0%	20.4%	7.7%	11.9%	-3.8% (4.8)

NOTE: DH = Dyke House, CS = Comparison Sample, DID = difference-in-difference, S.E. = standard error; *italicised* results indicate that difference-in-difference results are statistically significant a p < .33.

Table 6.9.4: Civic engagement metrics

Metric	DH 2018	CS 2018	DH 2020	CS 2020	DH 2022	CS 2022	DID estimate (S.E.)
Civic participation in past year - % Yes (ZCivPar1)	29.0%	26.3%	30.6%	31.5%	26.4%	24.2%	-0.5% (4.8)
Civic consultation in past year - % Yes (ZPConsul1)	15.0%	8.5%	15.1%	12.0%	12.6%	10.4%	-4.2% (3.4)
Civic activism in past year - % Yes (ZCivRen)	5.3%	5.0%	4.9%	3.8%	3.7%	3.3%	0.2% (2.2)

NOTE: DH = Dyke House, CS = Comparison Sample, DID = difference-in-difference, S.E. = standard error; *italicised* results indicate that difference-in-difference results are statistically significant a p < .33.

Table 6.9.5: Health and wellbeing metrics

Metric	DH 2018	CS 2018	DH 2020	CS 2020	DH 2022	CS 2022	DID estimate (S.E.)
How is your health in general? - % Very good/good/fair (ZPGHealth)	84.8%	90.5%	91.2%	94.4%	81.4%	89.5%	-2.4% (4.7)
<i>Limiting long term illness - % Yes (Zpdill)</i>	29.1%	30.8%	31.4%	30.9%	42.8%	35.1%	9.4% (6.5)

NOTE: DH = Dyke House, CS = Comparison Sample, DID = difference-in-difference, S.E. = standard error; *italicised* results indicate that difference-in-difference results are statistically significant a $p < .33$. ZPGHealth and Zpdill were only asked of web survey

Table 6.9.6: Personal wellbeing metrics

Metric	DH 2018	CS 2018	DH 2020	CS 2020	DH 2022	CS 2022	DID estimate (S.E.)
Satisfaction - % High/very high (ZWellB1)	57.0%	67.2%	62.6%	58.8%	47.9%	53.9%	4.2% (5.6)
Happiness - % High/very high (ZWellB2)	59.1%	63.2%	64.1%	59.6%	52.6%	56.2%	0.5% (5.5)
<i>Anxiety - % Very low/low (ZWellB3)</i>	46.2%	53.6%	47.8%	51.4%	45.4%	45.2%	7.6% (5.6)
Fulfilment - % High/very high (ZWellB4)	61.3%	67.2%	65.0%	63.8%	55.1%	58.9%	2.1% (5.5)

NOTE: DH = Dyke House, CS = Comparison Sample, DID = difference-in-difference, S.E. = standard error; *italicised* results indicate that difference-in-difference results are statistically significant a p < .33.

Table 6.9.7: Volunteering metrics

Metric	DH 2018	CS 2018	DH 2020	CS 2020	DH 2022	CS 2022	DID estimate (S.E.)
<i>Monthly formal volunteering - % Yes (ZForMon)</i>	14.6%	13.2%	10.3%	11.9%	7.7%	11.2%	<i>-4.9%</i> (3.3)
Formal volunteering in the past year - % Yes (ZForVol)	23.7%	22.8%	17.7%	22.3%	15.7%	16.0%	-1.3% (4.2)
<i>Monthly informal volunteering - % Yes (ZIHIpMon)</i>	29.7%	22.7%	33.1%	30.2%	21.5%	24.3%	<i>-9.8%</i> (4.6)
Informal volunteering in the past year - % Yes (ZInfVol)	45.8%	45.2%	45.2%	47.0%	35.9%	36.0%	-0.8% (5.1)

NOTE: DH = Dyke House, CS = Comparison Sample, DID = difference-in-difference, S.E. = standard error; *italicised* results indicate that difference-in-difference results are statistically significant a p < .33.

Table 6.9.8: Employability metrics

Metric	DH 2018	CS 2018	DH 2020	CS 2020	DH 2022	CS 2022	DID estimate (S.E.)
Employed - % In Employment (PDVIL03a)	52.2%	59.7%	58.2%	56.5%	44.2%	58.3%	-6.7% (6.9)

NOTE: DH = Dyke House, CS = Comparison Sample, DID = difference-in-difference, S.E. = standard error; *italicised* results indicate that difference-in-difference results are statistically significant a $p < .33$. PDVIL03a was only asked of web survey