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Research Institute Report No. 9

**The impact of community business on local communities:
A feasibility study to test new measures based on the
Community Life Survey**

September 2017

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About this report

Power to Change commissioned Kantar Public in December 2016 to conduct a 'hyperlocal' version of the national Community Life Survey in six pilot areas with strong community businesses, in order to explore the feasibility of this method for measuring the success (or otherwise) of place-based community business initiatives. This commission arose from Power to Change's interest in testing new, robust methods for measuring impact at the local and community level.

The Community Life Survey has been carried out annually in England since 2012 to provide Official Statistics on issues that are key to encouraging social action and empowering communities, including volunteering, giving, community engagement and well-being. This research involved six local boosts to the national survey. Fieldwork took place in February and March 2017, using an online and postal mixed mode methodology. For analysis, the six sample areas were compared with a comparison group constructed for each area from within the national Community Life Survey.

This report outlines the findings from survey and matching process across the different locations and dimensions of impact. The appendices to this report contain further information about the methodology, and the full dataset is available online.

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Reporting Conventions

1. Row or column percentages may not sum to 100 due to rounding.
2. Symbols that appear in tables: 0 = Less than 0.5 per cent, including none

Abbreviations in tables

MCS: Matched comparison sample

CB: Community Business sample

Findings highlighted in green/red in the tables identify differences where the average response of the community business sample is significantly higher/lower than the average response of the matched comparison sample at the 5 per cent level or below.

Executive summary

Power to Change commissioned Kantar Public in late 2016 to conduct a 'hyperlocal' version of the national Community Life Survey in six pilot areas with strong community businesses, to explore the feasibility of using this method to measure their impact on their local areas. The six community businesses were Homebaked (Liverpool), b-inspired (Leicester), Bramley Baths (Leeds), Burton Street Foundation (Sheffield), Youth Enquiry Service (Brixham) and the Ivy House (London). More detail on these businesses can be found in Appendix A, including maps of the survey locations.

Approach

Community businesses aspire to transform their local areas through engaging local people as co-creators in delivering goods or services. They are accountable to their community and the profits they generate deliver positive local impact. Power to Change, as a funder and champion of community business, is investing in generating better data about community businesses, to aid understanding of their impact. The national Community Life Survey presented a good opportunity to generate robust, comparable data on the local areas served by community businesses as a means to understand their impact. The Community Life Survey is an annual, nationally-representative survey conducted in England on behalf of Government. It provides Official Statistics on issues key to encouraging social action and empowering communities.¹

Many of the measures collected in the national Community Life Survey relate closely to the work of community businesses. In particular, topic areas covered in the survey such as community cohesion, social action and community empowerment, satisfaction with local area and volunteering align very closely with the aims of community businesses. As such, the Community Life Survey presented an opportunity to measure the impact that community businesses have within their local communities. Six areas were chosen where a strong and relatively successful community business was established, and these were compared with match areas constructed from the national survey data.

Estimating impact would require community businesses to have a measurable effect and for a reasonably close match to be identified in the comparison sample derived from the national sample. In isolation, the strength of evidence is weaker than might be obtained from a Randomised Controlled Trial (RCT)² or difference-in-difference analysis. However, if data is also collected again in a few years' time, it should be possible to carry out the latter type of analysis at that point.

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

² The implementation of such a design was not possible in this case as the businesses were already in place at the time of interview.

Comparison samples were constructed from within the national Community Life Survey that ran alongside the hyperlocal surveys, by classifying every Lower Layer Super Output Area³ plus every 'sample zone' using a range of census statistics (and the indices of deprivation) and then using a 'propensity score' method for identifying a weighted subset of national data that is a suitable match for the data from each sample zone. This will be referred to as the matched comparison sample from this point onwards.

Perfect matching is impossible but the closeness of the match for each area has been assessed based on six standardised factors. Based on these factors there are some substantial differences between community business areas and their matched comparison sample. This means the national sample contains fewer respondents in areas that are similar in *all* these respects. Homebaked (Liverpool) and The Ivy House (London) differed to their matched comparison sample substantially on more than two factors, whilst b-inspired (Leicester) and Burton Street Foundation (Sheffield) differed substantially on one factor. The fact that a matched comparison sample differs from the sample zone on one or more area factor scores does not necessarily matter since the correlation between an area factor score and a substantive questionnaire variable might not be that strong. Broadly speaking, Kantar Public believe the matches to be very good in Leeds, Sheffield and Brixham, reasonable in Leicester and fairly poor in the most distinctive areas: Liverpool and London. Please see Appendix B for further details on the matching.

Key findings

Five key metrics were used to measure the potential impact of community business on their local community: personal well-being; levels of volunteering; community cohesion; satisfaction with the local area; and social action and community empowerment. Potential differences between the area surrounding the community business and the matched comparison sample varied across the metrics.⁴

Personal well-being

Overall, there were relatively few differences across specific measures of personal well-being, with findings being mixed depending on the area. Individuals living around b-inspired (Leicester) were more likely to rate their anxiety at the lowest level compared with the matched comparison sample, while those living in the area surrounding the Ivy House (London) were more likely to report higher levels of anxiety. Respondents living around homebaked (Liverpool) were more likely to report that what they do in life is worthwhile and that they could call on people to socialise when compared with the matched comparison sample. Overall, those living in the area surrounding the Ivy House (London)

³ A Lower Layer Super Output Area (LSOA) is a geographical area. Lower Layer Super Output Areas are built from groups of contiguous Output Areas and have been automatically generated to be as consistent in population size as possible, and typically contain from four to six Output Areas. The Minimum population is 1000 and the mean is 1500. There is a Lower Layer Super Output Area for each postcode in England and Wales.

⁴ These differences are reported at the 5 per cent significance level, which is widely accepted as the standard statistical benchmark level although some have argued for the use of a lower level in exploratory data analysis (see for example, Benjamin et al, 2017).

and Homebaked (Liverpool) had lower levels of personal well-being compared with the matched comparison sample while those in the surrounding b-inspired (Leicester) reported higher levels.

Levels of volunteering

There were similarly few differences across measures of volunteering, with the exception of Bramley Baths (Leeds) and Burton Street Foundation (Sheffield) where individuals in the surrounding area reported lower levels of volunteering compared with the matched comparison sample.

Community cohesion

There were several observed differences across specific measures of community cohesion, although findings were both positive and negative. Those living in the area around the Ivy House (London) had a more favourable perception of community cohesion and were more likely to feel that they belonged strongly to their immediate neighbourhood compared with the matched comparison sample. Conversely those in the area surrounding Bramley Baths (Leeds) had a less favourable perception of community cohesion and were less likely to feel they belonged to the surrounding area.

There were mixed views on the extent to which people pull together in the area and differing levels of friendship diversity. Those living in the area around the Ivy House (London) were more likely to agree that people in the area pulled together than the matched comparison sample. Contrastingly, those living in the area around Bramley Baths (Leeds) and the Burton Street Foundation (Sheffield) were more likely to disagree.

Individuals living in the area near to the Youth Enquiry Service (Brixham) were more likely to have a friendship group of all the same ethnicity. This differed for those living in the areas around b-inspired (Leicester), Bramley Baths (Leeds) and the Ivy House (London) who were less likely to have a friendship group of all the same ethnicity compared with the matched comparison. Similarly, those living in the area near to Bramley Baths (Leeds) and the Ivy house (London) were less likely to have a friendship group of all the same faith group.

The strength of community networks was weaker in the areas around the Ivy House (London), Bramley Baths (Leeds) and Burton Street Foundation (Sheffield). Similarly, there were lower levels of trust in people living around Homebaked (Liverpool), b-inspired (Leicester), Bramley Baths (Leeds) and Burton Street Foundation (Sheffield). Contrastingly, individuals living in the area surrounding the Ivy House (London) reported higher levels of generalised trust compared with the matched comparison sample.

Satisfaction with the local area

There were several differences across some measures of satisfaction with the local area, although findings were again both positive and negative. Those in the area surrounding the Ivy House (London) reported favourably across all measures when compared with the matched comparison sample. At least half the community business areas reported higher levels of satisfaction with local services and amenities compared with the matched comparison sample (Bramley Baths – Leeds; Burton Street Foundation – Sheffield; and the Ivy House – London) and that the area had got better in the past two years (Homebaked – Liverpool; the Ivy House – London; and the Youth Enquiry Service – Brixham). Contrastingly, those living around Homebaked (Liverpool) were less likely to report higher levels of satisfaction with the local area as a place to live and with local services and amenities. Those living around Burton Street Foundation (Sheffield) were also less likely to agree that the area had got better in the past two years.

Social action and community empowerment

Again there were mixed results for measures of social action and community empowerment. Generally there were low levels of involvement in local activity across at least half of the community business areas (Leicester – b inspired; Leeds – Bramley Baths; and Burton Street Foundation – Sheffield), although awareness of involvement in local activities was higher in the area surrounding the Ivy House (London) compared with the matched sample comparison. There were also mixed levels of civic engagement. There were low levels of involvement in civic participation and civic consultation in the in the area around b-inspired (Leicester) and Bramley Baths (Leeds). Contrastingly, those living in the area around the Ivy House (London) reported higher levels of civic participation. Those in the area surrounding Homebaked (Liverpool) were the only business area to have higher levels of civic activism compared with the matched comparison sample.

Individuals in the area surrounding the Ivy House (London) generally felt that they were able to influence local decision-making, that it was important to be able to influence decisions affecting their local area and that people getting involved in their local community can change the way an area is run compared with the matched comparison sample. This differed for those living in the areas surrounding Burton Street Foundation (Sheffield) who were less likely to report favourably across these measures.

The research also provided an opportunity to test a new way of measuring the social impact of community businesses on their local community. The Community Life Survey offered a cost effective approach to create a baseline measure of community cohesion and social action in the local areas served by the community businesses selected.

The primary challenge identified with this design was the creation of a suitable and cost effective match within the national Community Life Survey data. This was particularly challenging because:

- Community business sample zones based on postcodes are tailored but it means no direct population statistics are available to use as a test of the weighting method's ability to work as a calibration mechanism.
- In some cases, the community business sample zones were distinctive in one or more of the dimensions used, which made it hard to extract a matched sample from the national data set.

In future exploration of Output Area⁵-based construction of sample zones would be advisable, as well as an initial development stage to test the closeness of the match prior to fieldwork.

Conclusion

In summary, the pilot offered an opportunity to test a new way of measuring the social impact of community businesses on their local community, in six pilot areas. Whilst findings were mixed, it has highlighted a few areas that may be worth further investigation and provides insights into refinements that can be made to the methodology should similar research take place in the future. In addition it offers a baseline from which comparative longitudinal data would allow us to say whether things have improved or declined, more or less than expected.

⁵ Output Areas are built from clusters of adjacent unit postcodes in the United Kingdom and are the base unit for Census data releases. Due to their smaller size, Output Areas allow for a finer resolution of data analysis

1. Introduction

Community businesses are a diverse set of organisations but they share commonality in the sense that they are accountable to their community and the profits they generate are invested back into the local community.

Recent research for Power to Change has defined the key features of a community business as:

- Locally rooted, in a particular geographic area and responding to local need;
- Set up with a business model designed around trading in goods and services;
- Accountable to the local community;
- Delivering positive benefits for the local community (Hull et al, 2016).

Community businesses 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).

In order to explore the feasibility of measuring the success (or otherwise) of place-based community business initiatives, Power to Change commissioned Kantar Public to conduct a hyperlocal version of the Community Life Survey (CLS) in the following six pilot areas with strong community businesses:⁶

Table 1.1: Community business pilot areas for the hyperlocal Community Life Survey

Community business	Location
Homebaked	Liverpool
b-inspired	Leicester
Bramley Bath	Leeds
Burton Street Foundation	Sheffield
Youth Enquiry Service (Y.E.S) Brixham	Brixham
The Ivy House	London

⁶ For more information about the community businesses, please see Appendix A.

1.1 Research background

The Community Life Survey has been carried out annually by Kantar Public since 2012-13 on behalf of the Office for Civil Society⁷ to provide Official Statistics on issues that are key to encouraging social action and empowering communities, including volunteering, giving, community engagement and well-being (Department for Digital, Culture, Media and Sport 2017).

The key objectives of the survey are to:

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

Many of the measures collected in the national Community Life Survey relate closely to the work of community businesses. In particular, topic areas covered in the survey such as community cohesion, social action and community empowerment, satisfaction with local area and volunteering align very closely with the aims of community businesses. Given this alignment between the two, the survey presented an opportunity to measure the impact that community businesses are having within local communities. The ‘hyperlocal’ survey used the exact same model used in the survey, essentially acting as a sample boost targeted towards the area surrounding the selected community businesses.

1.2 Sampling

Around each of the six selected community business, a ‘sample zone’ was constructed from whole postcodes with the community business at the centre of the sample zone. The sample zone’s size was determined by the objective of achieving at least 315 completed Community Life Survey questionnaires in each area. Kantar Public used data from the national survey to estimate how many addresses should be in each sample zone. Table 1.2 shows how many addresses were in each sample zone.

Table 1.2: Number of addresses in each sample zone

Community business	Number of addresses in sample zone
Homebaked (Liverpool)	1,182
b-inspired (Leicester)	992
Bramley Bath (Leeds)	980
Burton Street Foundation (Sheffield)	920
Youth Enquiry Service (Brixham)	966
The Ivy House (London)	1,091

⁷ The Office for Civil Society is a UK government team, which transferred from the Cabinet Office to the Department for Digital, Culture, Media and Sport in 2016.

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A letter was sent to every address in each of the six sample zones, inviting the residents to take part in the survey.⁸

1.3 Fieldwork and response

Fieldwork took place in February and March 2017, using an online and postal self-completion methodology ('Address-Based Online Surveying' or ABOS for short).

The fieldwork process replicated that used in the national Community Life Survey. At the start of fieldwork an invitation letter was sent to the occupant(s) at the sampled addresses asking all resident adults (up to a maximum of four) to complete the survey online. Two reminders were sent to each address. Two paper self-completion questionnaires were included in the majority (86%) of second reminder mailing packs to encourage those who may not wish, or be able to, complete the survey online.⁹ All respondents who completed the survey received a £10 voucher to thank them for their contribution.¹⁰

A programme of post-fieldwork verification was undertaken to quality assure the data. This was based on the same verification methods developed for the national Community Life Survey. As a result of this, 77 cases were removed from the data.¹¹

Table 1.3: A breakdown of the number of completed questionnaires achieved post-verification

Community business	Number of completes	Response Rate (%)
Homebaked (Liverpool)	289	14.1
b-inspired (Leicester)	327	19.1
Bramley Bath (Leeds)	396	23.4
Burton Street Foundation (Sheffield)	326	20.4
Youth Enquiry Service (Brixham)	332	19.9
The Ivy House (London)	398	21.1
Total	2,068	19.5

⁸ This excludes addresses that receive more than 25 postal items a day since these are all non-residential.

⁹ This followed the national Community Life Survey practice of including these postal questionnaires in all second reminders sent to addresses in the 40% most deprived areas of England, plus a random half of the addresses in the 40-60% deprivation bracket.

¹⁰ Respondents were not asked about the community businesses as part of the Community Life Survey.

¹¹ Further technical details about the Community Life Survey can be found here: https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/567066/Community_Life_2015-16_face_to_face_technical_report_FINAL__1_.pdf

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The response rates were calculated by estimating how many adults were eligible to complete the survey using an average household size of 1.9, and removing 9% of the addresses as an estimate for deadwood (unoccupied, non-residential, or holiday home properties) based on an average from other surveys. However, these are just estimates and the level of deadwood could be much higher in the area surrounding Homebaked due to many of the properties being boarded up.

1.4 Analysis

Rather than selecting matched control areas, comparison samples were constructed from within the national Community Life Survey that ran alongside the hyperlocal surveys. Kantar Public constructed these comparison samples by classifying every Lower Layer Super Output Area¹² plus every sample zone using a range of census statistics (and the indices of deprivation) and then using a propensity score method for identifying a weighted subset of national data that is a suitable match for the data from each sample zone. For every sample zone there is a specific weight that can be applied to the national data to obtain a sample that is broadly 'matched' to that sample zone. This will be referred to as the matched comparison sample from this point onwards.

The closeness of the match varies between sample zones. Perfect matching is impossible but the closeness of the match has been assessed based on six standardised factors. Based on these factors there are some substantial differences between community business areas and their matched comparison sample. This means the national sample contains fewer respondents in areas that are similar in all these respects. Homebaked (Liverpool) and the Ivy House (in London) differed to their matched comparison sample substantially on more than two factors, whilst b-inspired (Leicester) and Burton Street Foundation (Sheffield) differed substantially on one factor. The fact that a matched comparison sample differs from the sample zone on one or more area factor scores does not necessarily matter since the correlation between an area factor score and a substantive questionnaire variable might not be that strong. Broadly speaking, Kantar Public believe the matches to be very good in Leeds, Sheffield and Brixham, reasonable in Leicester and fairly poor in the most distinctive areas: Liverpool and London. Please see Appendix B for further information.

1.5 Standardised effective sample sizes

The standardised effective sample size for each community business area, taking account of the impact of weighting, can be found below. As some questions are only asked of the respondents completing online only, separate effective sample sizes have been calculated for all respondents and online only respondents.

¹² A Lower Layer Super Output Area (LSOA) is a geographical area. Lower Layer Super Output Areas are built from groups of contiguous Output Areas and have been automatically generated to be as consistent in population size as possible, and typically contain from four to six Output Areas. The Minimum population is 1000 and the mean is 1500. There is a Lower Layer Super Output Area for each postcode in England and Wales.

Table 1.4: Standardised effective sample sizes for each community business area

Community business	Community business		Matched comparison sample	
	Online/paper	Online only	Online/paper	Online only
Homebaked (Liverpool)	236	114	541	610
b-inspired (Leicester)	256	150	514	279
Bramley Bath (Leeds)	325	272	1432	1061
Burton Street Foundation (Sheffield)	252	156	1654	2255
Youth Enquiry Service (Brixham)	264	160	860	498
The Ivy House (London)	325	217	2145	2047

1.6 Limitations

As with any research, there are limitations.

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

The analysis assumes that controlling for differences in key census statistics, and indices of deprivation is enough to eradicate systematic differences between sampled community business areas on the one hand and comparison sample areas on the other. What is left is then assumed to be the impact of the community business. In isolation, the strength of evidence is weaker than might be obtained from a Randomised Controlled Trial (RCT)¹³ or difference-in-difference analysis. However, if data is also collected again in a few years' time, it should be possible to carry out the latter type of analysis at that point.

See Appendix B for further information.

¹³ The implementation of such a design was not possible in this case as the businesses were already in place at the time of interview.

2. Research findings

The six pilot survey areas all feature community businesses that aim to provide for their local communities. They are not-for-profit organisations where any proceeds are funnelled back into the businesses or used to fund other community initiatives. Five key metrics were used to measure the impact of the community businesses on their local community:

- Personal well-being
- Volunteering
- Community cohesion
- Satisfaction with local area
- Social action and community empowerment

2.1 Personal well-being

Previous research has identified people's self-reported health as the most important factor associated with personal well-being, followed by their work situation and then their relationship status (Office for National Statistics 2013). With that in mind we might expect to see an increase in well-being scores in the areas surrounding community businesses that focus on helping people find employment or improve their health.

The following four subjective Office for National Statistics-harmonised measures¹⁴ of personal well-being are included on the Community Life Survey:

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

These questions allow people to assess their life overall, as well as providing an indication of their day-to-day emotions. The 2017 national Community Life Survey has highlighted that national levels of personal well-being have generally remained consistent over the last year. There has, however, been an increase in all measures since 2013-14 (Cabinet Office 2016; Department for Digital, Culture, Media and Sport 2017).

¹⁴ A set of standardised inputs and outputs for use in National Statistics. Further information on these is available at <http://webarchive.nationalarchives.gov.uk/20160105182942> and <http://www.ons.gov.uk/ons/guide-method/harmonisation/index.html>

In general, there were few differences between the community business areas and the matched comparison sample on any measures of personal well-being, however some differences were observed in the areas surrounding Homebaked (Liverpool), b-inspired (Leicester) and the Ivy House (London).

There were some differences in reported levels of anxiety. Individuals living around b-inspired (Leicester) were more likely to rate their anxiety at the lowest level compared with the matched comparison sample (40% v 29% respectively). Conversely, those living in the area surrounding the Ivy House (London) were more likely to report high levels of anxiety compared with the matched comparison sample (32% v 26% respectively).

Individuals living in the area surrounding Homebaked (Liverpool) were less likely to report a low sense of what they do in life is worthwhile compared with the matched comparison sample (9% v 16% respectively).

Table 2.1: Personal well-being (%)¹⁵

		Liverpool – Homebaked		Leicester – b-inspired		Leeds – Bramley Baths		Sheffield– Burton Street Foundation		London – The Ivy House		Brixham – Youth Enquiry Service	
		MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB
Satisfaction (WellB1)	Low	17	12	14	11	9	12	10	13	10	11	12	12
	Medium	21	27	19	19	18	19	19	20	18	22	18	18
	High	41	43	46	40	49	45	47	49	47	49	46	43
	Very High	21	18	21	30	24	24	23	18	24	19	25	27
	<i>Unweighted Base (all respondents)</i>	9,955	279	9,955	319	9,955	389	9,955	319	9,955	388	9,955	324
Happiness (WellB2)	Low	19	18	15	12	11	15	12	15	13	13	12	13
	Medium	20	21	23	17	18	19	19	20	19	24	19	16
	High	35	39	38	42	42	43	42	39	40	40	41	41
	Very High	26	22	25	30	28	23	28	26	28	23	29	31
	<i>Unweighted Base (all respondents)</i>	9,993	281	9,993	320	9,993	391	9,993	321	9,993	387	9,993	327

¹⁵ Well-being scores are rated on a scale of 1-10 but combined according to ONS guidelines: For happiness, satisfaction and worthwhile; 0-4=low, 5-6=medium, 7-8=high, 9-10=very high. For anxiety; 0-1=very low, 2-3=low, 4-5=medium, 6-10=high

		Liverpool – Homebaked		Leicester – b-inspired		Leeds – Bramley Baths		Sheffield – Burton Street Foundation		London – The Ivy House		Brixham – Youth Enquiry Service	
		MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB
Anxiety (WellB3)	Very low	28	30	29	40	32	29	31	30	32	22	32	34
	Low	25	24	24	23	25	26	24	22	24	26	24	25
	Medium	20	24	20	14	19	17	18	21	18	19	17	17
	High	26	22	27	23	24	28	27	27	26	32	27	24
	Unweighted Base (all respondents)	9,926	277	9,926	321	9,926	388	9,926	315	9,926	386	9,926	322
Worthwhile (WellB4)	Low	16	9	10	10	9	11	10	12	10	11	10	14
	Medium	19	29	23	21	19	21	20	19	19	20	19	19
	High	34	33	37	35	40	40	40	40	40	42	40	37
	Very High	31	29	30	34	31	28	30	29	31	27	31	29
	Unweighted Base (all respondents)	9,900	279	9,900	315	9,900	386	9,900	318	9,900	387	9,900	326

Support networks, companionship and loneliness

The Community Life Survey also includes a number of measures capturing strength of social support networks, including:

- Having people to call on for help
- Having people to socialise with
- Having people available to listen
- Loneliness¹⁶

The only difference observed was in the area surrounding Homebaked (Liverpool), where individuals were more likely (94%) than the matched comparison sample (87%) to definitely agree that ‘if I wanted to socialise there are people I could call on’.

¹⁶ The questions and relevant measures are included in Table 2.2. The full Community Life Survey questionnaire can be found at <https://www.gov.uk/government/publications/2016-to-2017-community-life-survey-questionnaire>

Table 2.2: Support networks, companionship and loneliness (%)

		Liverpool – Homebaked		Leicester – b-inspired		Leeds – Bramley Baths		Sheffield– Burton Street Foundation		London – The Ivy House		Brixham – Youth Enquiry Service	
		MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB
If I needed help there would be people there for me (FrndSat1)	Definitely agree	67	76	71	71	70	71	71	76	71	64	70	64
	Tend to agree	26	21	23	24	25	2	24	19	25	31	25	29
	Tend to disagree	6	2	4	4	3	3	3	4	3	3	3	5
	Definitely disagree	1	1	1	2	2	1	1	2	1	2	1	2
	Agree	93	96	94	94	96	96	95	94	95	96	96	93
	Disagree	7	4	5	6	4	4	5	6	5	4	4	7
	Unweighted Base (all respondents)	10,216	287	10,216	326	10,216	394	10,216	324	10,216	396	10,216	329
If I want to socialise there are people I can call (FrndSat2)	Definitely agree	54	63	59	65	61	61	60	60	60	58	58	56
	Tend to agree	32	31	33	24	32	33	33	31	33	35	34	36
	Tend to disagree	11	5	7	7	5	4	5	6	6	6	7	5
	Definitely disagree	2	1	2	3	1	1	2	3	2	2	2	3
	Agree	87	94	92	90	94	95	93	91	93	93	92	92
	Disagree	13	6	8	10	6	5	7	9	7	7	8	8
	Unweighted Base (all respondents)	10,162	282	10,162	324	10,162	393	10,162	325	10,162	393	10,162	325
Is there anyone you can really count on to listen to you (CountOn1)	Yes, one person	20	25	22	18	22	18	22	18	21	18	21	26
	Yes, more than one	73	71	74	77	75	79	75	77	75	79	75	67
	No one	7	4	4	5	3	4	3	4	4	2	4	7
	Unweighted base (all respondents)	7,336	140	7,336	187	7,336	334	7,336	196	7,336	264	7,336	194

		Liverpool – Homebaked		Leicester – b-inspired		Leeds – Bramley Baths		Sheffield – Burton Street Foundation		London – The Ivy House		Brixham – Youth Enquiry Service	
		MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB
How often do you feel lonely (LonOf)	Often/always	8	5	5	7	4	5	5	8	5	6	5	5
	Some of the time	20	17	16	13	16	16	17	14	16	18	16	15
	Occasionally	25	26	28	25	22	24	24	23	24	26	24	25
	Hardly ever	26	32	29	30	33	31	32	32	33	31	32	31
	Never	21	19	22	24	25	24	22	23	21	18	23	24
	Unweighted base (all respondents)	10,057	283	10,057	323	10,057	393	10,057	318	10,057	391	10,057	326

2.2 Volunteering

The Community Life Survey also measures two different types of volunteering, both formal and informal:

- Formal volunteering is defined as unpaid help given as part of a group, club or organisation to benefit others or the environment
- Informal volunteering is defined as giving unpaid help as an individual to someone who is not a relative.¹⁷

Informal volunteering was more prevalent across all six community business sample areas than formal volunteering, which follows the national trend.

With the exception of Burton Street Foundation (Sheffield) and Bramley Baths (Leeds) no difference in either formal or informal volunteering rates were observed between individuals living in the area surrounding the community businesses and the matched comparison sample. Lower reported levels of formal volunteering in the last 12 months were observed in the area surrounding Burton Street Foundation (Sheffield) compared with the matched comparison sample (25% v 35% respectively) and lower reported levels of informal volunteering were observed in the area surrounding Bramley Baths (Leeds) compared with the matched comparison sample (47% v 54% respectively).

¹⁷ For a full list please see the Community Life Survey questionnaire: *Community Life Survey 2016-17: Self-completion questionnaire*. Available at https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/567536/CL1617_Web_questionnaire_v3.pdf

Table 2.3: Volunteering (%)¹⁸

		Liverpool – Homebaked		Leicester – b-inspired		Leeds – Bramley Baths		Sheffield– Burton Street Foundation		London – The Ivy House		Brixham – Youth Enquiry Service	
		MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB
Formal volunteering in last 12 months (FGroup/ FunPd)	Yes	33	29	37	33	40	35	35	25	38	40	36	35
	No	67	71	63	67	60	65	65	75	62	60	64	65
Informal volunteering in last 12 months (IHlp)	Yes	48	51	51	46	54	47	49	46	52	56	51	58
	No	52	49	49	54	46	53	51	54	48	44	49	42
Unweighted Base (all respondents)		10,256	289	10,256	327	10,256	396	10,256	326	10,256	398	10,256	332

2.3 Community cohesion

Many community businesses strive to provide a space in which local people come together, regardless of religious, ethnic and social background. The Community Life survey carries a broad range of community cohesion measures, including:

- Perceptions of the local community
- The local area, including views of the local area, the extent to which people in the area pull together and trust with people.
- Community networks and friendship diversity

Perceptions of community cohesion

The key community cohesion measure in the Community Life Survey captures the extent to which people agree or disagree that their local area (defined as a 15-20 minute walk from where they live) is a place where people from different backgrounds get on well together.

While few differences were observed, individuals living in the area surrounding the Ivy House (London) had a more favourable perception of community cohesion compared with the matched comparison sample (92% v 82% respectively) whilst those living around Bramley Baths were less favourable (73% v 83% respectively).

¹⁸ Derived variables, based on the question in brackets. Please see the questionnaire for the full question text.

Table 2.4 Community Cohesion (%)

		Liverpool – Homebaked		Leicester – b-inspired		Leeds – Bramley Baths		Sheffield– Burton Street Foundation		London – The Ivy House		Brixham – Youth Enquiry Service	
		MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB
Agreement that people from different backgrounds get on well together (STogether)	Definitely agree	15	12	14	15	18	8	15	12	18	37	13	15
	Tend to agree	59	60	62	57	65	65	64	66	64	55	64	67
	Tend to disagree	19	22	21	23	15	23	18	16	15	8	20	16
	Definitely disagree	7	6	3	4	2	4	3	7	3	0	2	3
	Agree	74	72	76	73	83	73	79	78	82	92	77	81
	Disagree	26	28	24	27	17	27	21	22	18	8	23	19
	Unweighted base (all respondents)	9,963	283	9,963	319	9,963	387	9,963	315	9,963	387	9,963	322

Feeling of belonging to local area

Consistent with a greater feeling of community cohesion, individuals living around the Ivy House (London) were more likely to feel that they belonged strongly to their immediate neighbourhood compared with the matched comparison sample (71% v 61% respectively). They were however, less likely to feel they belonged very strongly to Great Britain compared with the matched comparison sample (37% v 48% respectively).

Those living around Bramley Baths (Leeds) were less engaged, being more likely to state they did not belong at all to their local area compared with the matched comparison sample (12% v 8%).

Table 2.5 Views on local area (%)

		Liverpool – Homebaked		Leicester – b-inspired		Leeds – Bramley Baths		Sheffield– Burton Street Foundation		London – The Ivy House		Brixham – Youth Enquiry Service	
		MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB
Strength of belonging to immediate neighbourhood (SBeNeigh)	Very strongly	20	17	19	18	21	13	19	12	19	25	19	19
	Fairly strongly	37	45	45	42	44	45	43	45	42	46	43	44
	Not very strongly	29	29	27	29	27	30	28	31	30	23	29	29
	Not at all strongly	14	9	9	11	8	12	10	12	9	7	10	8
	Strongly (very/fairly)	57	62	64	60	65	58	61	57	61	71	61	63
	Not strongly (not very/not at all)	43	38	36	40	35	42	39	43	39	29	39	37
	Unweighted base (all respondents)	10,215	289	10,215	326	10,215	394	10,215	325	10,215	396	10,215	330
Strength of belonging to Great Britain (SBeGB)	Very strongly	43	49	44	43	53	51	49	44	48	37	53	57
	Fairly strongly	34	34	37	38	34	33	37	38	37	38	35	29
	Not very strongly	18	16	14	14	9	13	12	14	12	18	10	12
	Not at all strongly	5	1	5	5	3	3	3	5	3	7	3	3
	Strongly (very/fairly)	78	83	81	81	88	84	85	82	85	75	87	85
	Not strongly (not very/not at all)	22	17	19	19	12	16	15	18	15	25	13	15
	Unweighted base (web respondents)	7,343	140	7,343	186	7,343	335	7,343	195	7,343	265	7,343	195

There were also some differences observed between community business areas and the matched comparison sample in people’s views on the extent to which they felt people in their neighbourhood pulled together to improve the neighbourhood, including:

- Individuals living around the Ivy House (London) were more likely to agree that people would pull together to improve the local neighbourhood (65% v 58% in the matched comparison sample)

- Individuals living in the area surrounding Bramley Baths (Leeds) were less likely to agree that people pull together to improve the neighbourhood (57% v 65% in the matched comparison sample) – in fact they were more likely to disagree strongly with this statement (15% v 9%); and
- Individuals living around Burton Street Foundation (Sheffield) were also less likely to agree that people pull together to improve the neighbourhood (39% compared with 56% in the matched comparison sample).

Table 2.6 Extent people in area pull together (%)

		Liverpool – Homebaked		Leicester – b-inspired		Leeds – Bramley Baths		Sheffield – Burton Street Foundation		London – The Ivy House		Brixham – Youth Enquiry Service	
		MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB
Agreement that people in this area pull together (SPull)	Definitely agree	12	10	13	15	17	10	14	2	13	14	12	8
	Tend to agree	38	41	38	40	48	47	43	37	45	51	45	50
	Tend to disagree	35	37	34	26	26	28	31	44	30	27	33	28
	Definitely disagree	15	12	15	18	9	15	12	18	12	8	10	15
	Agree	50	51	51	56	65	57	56	39	58	65	56	58
	Disagree	50	49	49	44	35	43	43	61	42	35	44	42
	Unweighted base (all respondents)	9,920	287	9,920	321	9,920	384	9,920	316	9,920	388	9,920	326

Other attitudes towards neighbours also varied between community businesses and the matched comparison sample. In four out of six community business areas, individuals were less likely to report that many of the people in their local area could be trusted. This was also true for generalised trust, with individuals living in areas surrounding the community businesses being more likely to report that you ‘can’t be too careful in dealing with people’. Individuals living in the area surrounding the Ivy House (London) were an exception here, where higher levels of generalised trust were reported compared with the matched comparison sample (64% v 54% respectively).

Table 2.7 Trust (%)

		Liverpool – Homebaked		Leicester – b-inspired		Leeds – Bramley Baths		Sheffield – Burton Street Foundation		London – The Ivy House		Brixham – Youth Enquiry Service	
		MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB
People in the neighbourhood can be trusted (STrust)	Many can be trusted	33	19	35	23	53	37	40	29	43	46	40	39
	Some can be trusted	32	45	34	35	26	36	33	39	30	35	33	34
	A few can be trusted	30	32	27	38	18	24	23	23	22	18	24	23
	None can be trusted	6	3	4	4	3	3	4	9	4	1	3	5
	<i>Unweighted base (all respondents)</i>	10,028	284	10,028	324	10,028	393	10,028	319	10,028	389	10,028	325
People in general can be trusted (STrustGen)	Most people can be trusted	45	39	48	36	59	50	51	50	54	64	49	48
	Can't be too careful	55	61	52	64	41	50	49	50	46	36	51	52
	<i>Unweighted base (all respondents)</i>	9,015	235	9,015	266	9,015	373	9,015	280	9,015	347	9,015	292

Community networks

Personal relationships form the foundations of social support networks and are important for individuals as well as for community well-being. With this in mind, individuals answered a number of statements about their social networks, particularly focused on neighbours, including:

- Frequency of chatting to neighbours
- Borrowing things and exchanging favours with neighbours
- Asking neighbours to collect shopping essentials
- Asking neighbours to keep a set of key for emergencies

Overall there were few differences between the areas surrounding community businesses and the matched comparison sample. The differences seen included:

- Individuals living in the areas surrounding the Ivy House (London) were less likely to chat to their neighbours on most days (11% v 16%);
- Individuals living in the areas around Homebaked (Liverpool), Bramley Baths (Leeds) and Burton Street Foundation (Sheffield) were less likely to borrow things and exchange favours with their neighbours (20% v 35%; 36% v 44% and 30% v 39% respectively).

– Individuals living in the areas surrounding Bramley Baths (Leeds), Burton Street Foundation (Sheffield) and the Ivy House (London) were less likely to feel comfortable asking a neighbour to collect a few shopping items (48% v 60%; 37% v 54% and 44% v 51% respectively).

– Individuals living in the areas surrounding Bramley Baths (Leeds) and Burton Street Foundation (Sheffield) were less likely to feel comfortable asking a neighbour to keep a set of keys (64% v 73% and 54% v 64% respectively).

Table 2.8 Community network (%)

		Liverpool – Homebaked		Leicester – b-inspired		Leeds – Bramley Baths		Sheffield – Burton Street Foundation		London – The Ivy House		Brixham – Youth Enquiry Service	
		MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB
How often chat to neighbours (SChatN)	Most days	18	23	19	23	17	14	18	15	16	11	21	15
	Once or twice a week	32	33	36	36	38	31	34	33	35	33	36	36
	Once or twice a month	20	18	20	20	22	25	21	20	22	24	20	24
	Less than once a month	16	18	15	14	14	20	16	18	16	23	15	15
	Never	13	8	10	7	9	10	11	15	11	9	9	10
	Unweighted base (all respondents)	10,233	289	10,233	326	10,233	395	10,233	325	10,233	397	10,233	332
Agreement that they borrow and exchange favours with neighbours (SFavN)	Definitely agree	9	5	9	15	12	10	10	4	12	12	9	8
	Tend to agree	26	15	30	24	32	26	28	26	27	24	31	24
	Tend to disagree	25	26	24	30	26	29	26	27	26	34	25	29
	Definitely disagree	40	53	36	32	31	35	35	43	35	30	35	40
	Agree	35	20	39	38	44	36	39	30	39	36	41	31
	Disagree	65	80	61	62	56	64	61	70	61	64	59	69
	Unweighted base (all respondents)	7,352	139	7,352	187	7,352	335	7,352	196	7,352	265	7,352	197

		Liverpool – Homebaked		Leicester – b-inspired		Leeds – Bramley Baths		Sheffield – Burton Street Foundation		London – The Ivy House		Brixham – Youth Enquiry Service	
		MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB
How comfortable would feel asking a neighbour to collect a few shopping essentials (NComfort3)	Very comfortable	19	19	20	21	27	20	24	19	21	20	26	23
	Fairly comfortable	27	32	30	31	32	28	31	18	30	24	30	31
	Fairly uncomfortable	21	27	25	23	21	28	22	31	25	29	22	17
	Very uncomfortable	32	22	25	25	20	24	24	32	24	27	23	28
	Comfortable	46	51	51	52	60	48	54	37	51	44	56	54
	Uncomfortable	54	49	49	48	40	52	46	63	49	56	44	46
	<i>Unweighted base (all respondents)</i>	10,210	287	10,210	325	10,210	390	10,210	325	10,210	397	10,210	332
How comfortable would feel asking a neighbour to keep a set of keys for emergencies (NComfort1)	Very comfortable	31	32	33	27	43	35	35	24	35	39	36	36
	Fairly comfortable	26	24	30	30	30	29	28	30	29	26	30	26
	Fairly uncomfortable	15	22	14	17	11	17	15	21	16	18	14	11
	Very uncomfortable	28	22	22	27	16	19	22	25	20	17	20	26
	Comfortable	57	56	63	57	73	64	64	54	64	65	66	62
	Uncomfortable	43	44	37	43	27	36	36	46	36	35	34	38
	<i>Unweighted base (all respondents)</i>	10,204	288	10,204	325	10,204	392	10,204	325	10,204	398	10,204	331

Linked to social networks, the diversity of friendship groups was explored as this could have an impact on community cohesion. The Community Life Survey covers a range of measures on friendship diversity, including:

- Proportion of friends that are the same ethnic group
- Proportion of friends that are the same faith group
- Proportion of friends that are the same age group
- Proportion of friends that are the same educational level

Overall there were few key differences observed between the community business areas and the matched comparison sample, with the following exceptions:

- Individuals living in the areas around b-inspired (Leicester), Bramley Baths (Leeds) and the Ivy House (London) were less likely to have a friendship group of all the same ethnicity (27% v 47%; 36% v 50%; and 11% v 38% respectively).
- Individuals living in the area near to the Youth Enquiry Service (Brixham) were more likely to have a friendship group of all the same ethnicity (61% v 50%).
- Individuals living near to Bramley Baths (Leeds) and the Ivy house (London) were less likely to have a friendship group of all the same faith group (22% v 32% and 12% v 26% respectively).

Table 2.9 Friendship diversity (%)

		Liverpool – Homebaked		Leicester – b-inspired		Leeds – Bramley Baths		Sheffield – Burton Street Foundation		London – The Ivy House		Brixham – Youth Enquiry Service	
		MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB
Proportion of friends that are the same ethnic group (SRace)	All the same (ZRace)	44	40	47	27	50	36	44	34	38	11	50	61
	More than half	39	44	38	45	41	51	43	52	45	60	39	30
	About half	8	9	7	19	4	7	7	7	10	18	5	4
	Less than half	9	6	7	9	4	5	6	6	8	11	5	5
	Don't have any friends	0	0	0	0	0	0	0	1	0	0	0	0
	All the same	44	40	47	27	50	36	44	34	38	11	50	61
	Not all the same	56	60	53	73	49	64	56	65	62	89	50	39
	Unweighted base (web respondents)	7,303	138	7,303	187	7,303	335	7,303	195	7,303	265	7,303	197
Proportion of friends that are the same faith group (SFaith)	All the same (ZFaith)	29	21	35	28	32	22	29	32	26	12	34	39
	More than half	38	30	35	32	40	47	38	43	40	43	37	31
	About half	13	28	13	18	11	15	14	10	15	21	13	13
	Less than half	15	18	13	17	12	14	15	13	16	18	13	12
	Not part of any faith group	4	2	4	5	4	1	4	2	4	6	3	6

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		Liverpool – Homebaked		Leicester – b-inspired		Leeds – Bramley Baths		Sheffield– Burton Street Foundation		London – The Ivy House		Brixham – Youth Enquiry Service	
		MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB
	All the same	29	21	35	28	32	22	29	32	26	12	34	39
	Not all the same	66	76	61	67	64	77	67	66	70	82	63	56
	<i>Unweighted base (web respondents)</i>	6,964	133	6,964	181	6,964	326	6,964	187	6,964	262	6,964	176
Proportion of friends that are the same age group (SAge)	All the same (ZAge)	14	16	14	17	14	14	15	19	15	13	14	17
	More than half	53	45	51	45	56	53	52	45	52	48	52	47
	About half	25	27	26	23	22	26	23	23	23	28	24	28
	Less than half	9	11	9	15	7	7	10	13	10	11	10	8
	All the same	14	16	14	17	14	14	15	19	15	13	14	17
	Not all the same	86	84	86	83	86	86	85	81	85	87	86	83
	<i>Unweighted base (web respondents)</i>	7,305	139	7,305	187	7,305	335	7,305	193	7,305	264	7,305	196
Proportion of friends that are same educational level (SEduc)	All the same (ZEduc)	18	27	17	18	20	22	19	18	18	19	18	19
	More than half	45	32	42	40	49	42	47	47	47	42	47	37
	About half	26	26	27	29	23	26	24	25	24	27	27	32
	Less than half	11	15	13	14	8	9	10	10	11	12	8	12
	All the same	18	27	17	18	20	22	19	18	18	19	18	19
	Not all the same	82	73	83	82	80	78	81	82	82	81	82	81
	<i>Unweighted base (web respondents)</i>	7,233	136	7,233	184	7,233	331	7,233	191	7,233	264	7,233	193

2.4 Satisfaction with the local area

The area we live in and the availability of local services and amenities can influence life satisfaction and well-being. A common characteristic of community businesses is to deliver positive social, economic and/or environmental benefits for the whole community, which in turn could help improve local satisfaction with the area and in some cases provide vital services and amenities required locally. The Community Life Survey captures a number of measures relating to satisfaction with the local area, including:

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

Overall levels of satisfaction with the local area varied across the six community business sample areas. Individuals living in the area surrounding Homebaked (Liverpool) and Bramley Baths (Leeds) were less likely to report higher levels of satisfaction with the local area as a place to live compared with the matched comparison sample (11% v 27% and 13% v 40% respectively). Individuals living in the area surrounding the Ivy House (London) on the other hand reported higher levels of satisfaction and lower levels of dissatisfaction compared with the matched comparison sample (48% v 33 % respectively).

Ideally, the local environment surrounding the area where people live should contain the type of services and amenities people require on a regular basis, such as a health centre, general shop, schools, place of worship etc. In the Community Life Survey, individuals were asked about the availability of various services and amenities in their local area and then asked to rate how satisfied they were with the availability of services and amenities in general. Individuals living in the area surrounding Bramley Baths (Leeds), Burton Street Foundation (Sheffield) and the Ivy House (London) reported higher levels of satisfaction with local services and amenities compared with the matched comparison sample (83% v 75%; 88% v 77%; and 85% v 78% respectively).

Although community businesses included in the research have been in operation for a varied length of time, the survey captured whether people felt the area they lived in had become better or worse to live in over the past two years. Those living around Homebaked (Liverpool), the Ivy House (London) and the Youth Enquiry Service (Brixham) were more likely to report that the area had got better in the past two years, compared with the matched comparison sample (30% v 15%; 62% v 18%; and 18% v 11% respectively). However, individuals living in the area surrounding Burton Street Foundation (Sheffield) were less likely to state that the area had got better in the past two years compared with the matched comparison sample (8% v 15% respectively).

Table 2.10 Satisfaction with local area (%)

		Liverpool – Homebaked		Leicester – b-inspired		Leeds – Bramley Baths		Sheffield– Burton Street Foundation		London – The Ivy House		Brixham – Youth Enquiry Service	
		MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB
Satisfaction with local area as a place to live (SLocSat)	Very satisfied	27	11	26	18	40	13	32	27	33	48	33	38
	Fairly satisfied	43	43	44	51	43	50	46	53	46	44	46	45
	Neither satisfied nor dissatisfied	19	25	19	24	10	25	14	13	13	6	14	12
	Fairly dissatisfied	8	13	8	5	4	8	5	4	6	2	5	4
	Very dissatisfied	4	8	3	2	2	3	2	4	2	0	2	1
	Satisfied (very/fairly)	69	54	70	69	84	63	78	80	79	92	79	83
	Dissatisfied (fairly/very)	12	21	10	7	6	12	8	8	8	2	7	5
	<i>Unweighted Base (all respondents)</i>	10,232	289	10,232	326	10,232	395	10,232	326	10,232	395	10,232	331
Satisfaction with local services and amenities (SatAsset)	Very satisfied	24	15	23	17	25	23	26	48	28	32	25	27
	Fairly satisfied	48	44	48	54	50	60	51	40	50	53	52	50
	Neither satisfied nor dissatisfied	19	27	21	22	15	12	16	6	15	10	16	12
	Fairly dissatisfied	6	8	5	5	7	4	5	4	5	4	5	9
	Very dissatisfied	4	5	3	2	3	1	2	3	2	0	2	2
	Satisfied (very/fairly)	72	60	71	71	75	83	77	88	78	85	77	77
	Dissatisfied (fairly/very)	9	13	8	7	10	5	8	6	8	4	7	11
	<i>Unweighted Base (all respondents)</i>	10,232	289	10,237	327	10,237	395	10,237	324	10,327	395	10,237	332
Area has got better	Area has got better	15	30	15	12	13	11	15	8	18	62	11	18
	Area has got worse	23	27	24	21	18	16	23	26	21	5	25	18

		Liverpool – Homebaked		Leicester – b-inspired		Leeds – Bramley Baths		Sheffield – Burton Street Foundation		London – The Ivy House		Brixham – Youth Enquiry Service	
		MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB
How area has changed over the past two years (BetWors)	Area has not changed much	61	43	61	67	69	72	62	66	61	34	64	64
	Unweighted Base (all respondents)	9,391	274	9,391	307	9,391	379	9,391	290	9,391	366	9,391	311

2.5 Social action and community empowerment

Social action, in the context of this report, is defined as a community project, event, or activity which local people proactively get together to initiate or support on an unpaid basis. It is distinct from other forms of giving time in that it is driven and led by local people rather than through an existing group (as in formal volunteering) and tends to focus on a community need rather than the needs of an individual (as in informal volunteering). Examples could include organising a street party, preventing the closure of a local post office, helping to run a local playgroup, or improving local road safety. This can be measured in two ways:

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

Many of the community businesses seek to develop collective power to improve their neighbourhoods and tackle problems, and were initially set up and run through collective community involvement. However, individuals living in areas surrounding the community businesses were no more likely than the matched comparison sample to be involved in social action in the last 12 months. Indeed reported levels of involvement in social action were lower in the areas surrounding Bramley Baths (Leeds) and Burton Street Foundation (Sheffield) than the matched comparison sample (11% v 19% and 8% v 16% respectively).

Following the pattern seen in the general population, people were more likely to be aware of social action in their communities in the last 12 months, than to actually get involved (Hamlyn et al, 2013). Awareness of residents in their local area getting together to resolve a community issue or plan a community event was higher in the areas surrounding the Ivy House (London) (52% v 42% respectively), but lower in the areas around b-inspired (Leicester) and Bramley Baths (Leeds) when compared with the matched comparison sample (21% v 34% and 28% v 47% respectively).

Table 2.11 Involvement in local activities (%)¹⁹

		Liverpool – Homebaked		Leicester – b-inspired		Leeds – Bramley Baths		Sheffield– Burton Street Foundation		London – The Ivy House		Brixham – Youth Enquiry Service	
		MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB
Involvement in local activities (LocInvNew)	Yes	14	13	15	11	19	11	16	8	17	20	17	16
	No	86	87	85	89	81	89	84	92	83	80	83	84
	<i>Unweighted Base (all respondents)</i>	10,109	284	10,109	322	10,109	391	10,109	321	10,109	389	10,109	324
Awareness of involvement in local activities (LocPeopNew)	Yes	35	26	34	21	47	28	38	30	42	52	42	45
	No	65	74	66	79	53	72	62	70	58	48	58	55
	<i>(9 pt)</i>	7,266	139	7,226	186	7,266	325	7,266	195	7,266	264	7,266	195

Civic engagement

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

- Civic participation: engagement in democratic processes, both in person and online, including signing a petition or attending a public rally;
- Civic consultation: taking part in consultations about local services, both in person and online; and
- Civic activism: This includes 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.

In general, there were few differences between the community business areas and the comparison matched sample on measures of civic engagement. The key differences observed include:

- Individuals living in the area around b-inspired (Leicester) and Bramley Baths (Leeds) were less likely to report being involved in civic participation (29% v 40% and 35% v 43% respectively); and civic consultation (29% v 40% and 14% v 20% respectively), when compared with the matched comparison sample
- Those living around the Ivy House (London) were more likely to report being involved in civic participation, when compared with the matched comparison sample (59% v 43% respectively);

¹⁹ Derived variables, based on the question in brackets. For the full questions, please see the Community Life Survey questionnaire at https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/567536/CL1617_Web_questionnaire_v3.pdf

– Individuals living around Homebaked (Liverpool) were more likely to report involvement in decision making about local services than the matched comparison sample (12% v 7% respectively).

Table 2.12 Civic engagement (%)²⁰

		Liverpool – Homebaked		Leicester – b-inspired		Leeds – Bramley Baths		Sheffield – Burton Street Foundation		London – The Ivy House		Brixham – Youth Enquiry Service	
		MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB
Civic participation (CivPart)	Yes	38	43	40	29	43	35	40	39	43	59	41	40
	No	62	57	60	71	57	65	60	61	57	41	59	60
	Unweighted Base (all respondents)	10,256	289	10,256	327	10,256	396	10,256	326	10,256	398	10,256	322
Civic consultation (CivConsult)	Yes	17	22	40	29	20	14	17	13	21	22	18	18
	No	83	78	60	71	80	86	83	87	79	78	82	82
	Unweighted Base (all web respondents)	10,256	289	10,256	327	10,256	396	10,296	326	10,256	398	10,256	332
Civic activism activities (CivAct1)	Yes	2	3	2	1	3	2	2	1	2	2	2	1
	No	98	97	98	99	97	98	98	99	98	98	98	99
	Unweighted Base (all respondents)	10,256	289	10,256	327	10,256	396	10,256	326	10,256	398	10,256	332
Civic activism membership (CivAct2)	Yes	6	10	6	5	8	6	7	4	6	7	7	7
	No	94	90	94	95	92	94	93	96	94	93	93	93
	Unweighted Base (all respondents)	10,256	289	10,256	327	10,256	396	10,256	326	10,256	398	10,256	332
Any civic activism (CivAct1 & CivAct2)	Yes	7	12	7	6	9	7	8	5	8	8	8	8
	No	93	88	93	94	91	93	92	95	92	92	92	92
	Unweighted Base (all respondents)	10,256	289	10,256	327	10,256	396	10,256	326	10,256	398	10,256	332

²⁰ Derived variables, based on the question in brackets. For the full questions, please see the Community Life Survey questionnaire at https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/567536/CL1617_Web_questionnaire_v3.pdf.

Influence on decision-making

The Community Life Survey captures a number of measures relating to influence on decision-making, including:

- 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.

Individuals living in the area surrounding the Ivy House (London) were more likely to agree that they can personally influence decisions affecting their local area than the matched comparison sample (41% v 27% respectively). This differed for those living in the areas surrounding Burton Street Foundation (Sheffield) who were less likely than the matched comparison sample to feel able to personally influence decisions affecting their local area (21% v 27% respectively).

Individuals were also asked how important it was for them to feel that they can influence decisions in their local area. Those living around the Ivy House (London) were more likely to feel that it is important they can influence local area than the matched comparison sample (71% v 60% respectively). Contrastingly, those living around the Burton Street Foundation (Sheffield) were less likely to feel it was important (57% v 44% respectively).

Finally, individuals were asked the extent to which they agreed or disagreed that when people 'get involved in their local community, they really can change the way that their area is run.' Again, similar to the findings above, individuals living around the Ivy House (London) were more likely to agree with this statement than the matched comparison sample (66% v 55% respectively), whereas those living around the Burton Street Foundation (Sheffield) were more likely to disagree (22% v 14% respectively).

Table 2.13 Influence on decision-making (%)

		Liverpool – Homebaked		Leicester – b-inspired		Leeds – Bramley Baths		Sheffield– Burton Street Foundation		London – The Ivy House		Brixham – Youth Enquiry Service	
		MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB
Influence on decisions affecting area (PAffLoc)	Definitely agree	3	4	3	3	3	4	3	2	3	6	3	3
	Tend to agree	21	22	22	23	24	21	24	18	24	35	24	20
	Tend to disagree	50	44	49	45	48	51	46	51	49	42	45	49
	Definitely disagree	26	30	26	29	24	24	27	29	24	16	28	28
	Agree (definitely/ tend to agree)	24	26	24	27	28	25	27	21	27	41	26	23
	Disagree (definitely disagree/ tend to disagree)	76	74	76	73	72	75	73	79	73	59	74	77
	<i>Unweighted Base (all respondents)</i>	10,014	287	10,014	316	10,014	379	10,014	320	10,014	389	10,014	327
Importance of being able to influence decisions affecting area (PIinfl)	Very important	16	18	14	12	17	9	16	7	16	21	16	16
	Quite important	38	35	41	36	43	45	40	35	44	50	42	41
	Not very important	36	35	35	35	31	35	32	40	31	25	32	31
	Not at all important	10	12	10	16	9	11	12	18	9	4	10	12
	Important	54	52	55	48	60	54	56	43	60	71	58	57
	Not important	46	48	45	52	40	46	44	57	40	29	42	43
	<i>Unweighted Base (all respondents)</i>	10,158	286	10,158	322	10,158	387	10,158	323	10,158	391	10,158	328
	Definitely agree	16	20	16	17	15	11	14	8	15	23	12	12
	Tend to agree	36	34	36	30	39	40	35	32	40	43	36	41

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		Liverpool – Homebaked		Leicester – b-inspired		Leeds – Bramley Baths		Sheffield – Burton Street Foundation		London – The Ivy House		Brixham – Youth Enquiry Service	
		MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB	MCS	CB
Whether people getting involved in local community can change the way an area is run (LocAtt)	Neither agree nor disagree	36	33	34	40	32	36	37	38	32	27	39	30
	Tend to disagree	8	11	9	9	9	9	9	14	9	5	9	12
	Definitely disagree	4	3	5	4	4	5	5	8	5	2	4	5
	Agree	52	53	52	48	54	51	49	40	55	66	48	53
	Disagree	12	14	14	13	13	13	14	22	13	7	13	17
	<i>Unweighted Base (all respondents)</i>	10,106	287	10,106	319	10,106	390	10,106	319	10,106	392	10,106	330

3. Conclusions and further research

In summary, few differences were observed between the areas surrounding the selected community businesses and their matched comparison sample. Where differences were observed, community business areas were found to be both better and worse than the matched comparator sample. The key differences have been summarised below:

Community cohesion

- With the exception of community networks, individuals living in the area surrounding the Ivy House (London) consistently reported higher levels of community cohesion.
- Individuals living in the area surrounding Bramley Baths (Leeds) consistently reported lower levels of community cohesion.
- The strength of community networks was weaker in the areas around the Ivy House (London), Bramley Baths (Leeds) and Burton Street Foundation (Sheffield).
- Lower levels of trust in people living locally were observed in four of the six community business areas: Homebaked (Liverpool), b-inspired (Leicester), Bramley Baths (Leeds) and Burton Street Foundation (Sheffield).

Satisfaction with the local area:

- Individuals living in the area surrounding Homebaked (Liverpool) were less satisfied with the local area and the amenities it has to offer. Perhaps unsurprising given the area is going through substantial regeneration (see appendix A). On a more positive note individuals living in the area were more likely to feel that the area had got better over the last two years.
- There were some positive findings relating to the availability of local services and amenities in the areas surrounding Bramley Baths (Leeds), Burton Street Foundation (Sheffield) and the Ivy House (London).
- Individuals living in the areas surrounding Homebaked (Liverpool), the Ivy House (London) and the Youth Enquiry Service (Brixham) were more likely to feel that the local area had got better over the last two years.
- There were also some areas that were worse than the matched comparator sample on some satisfaction measures. Individuals living around Bramley Baths (Leeds) were less likely to report high levels of satisfaction with the local area and those living around Burton Street Foundation (Sheffield) were less likely to feel the local area had got better in the last two years.

Social action and community empowerment:

- Individuals living in the area surrounding Bramley Baths (Leeds) were less likely to be both aware of, and involved in, social action in their local area, whilst those living around Burton Street Foundation (Sheffield) were less likely to be involved in social action.
- Lower levels of civic participation and consultation were reported in the areas around b-inspired (Leicester) and Bramley Baths (Leeds).
- Individuals living around Burton Street Foundation (Sheffield) felt less able to influence local decision making. They were also less likely to feel that it was important to be able to do so and more likely to disagree that when people get involved in their local community they can really change the way that their area is run.

There may be benefit in exploring some of these findings in more depth in future.

It is worth noting that the majority of other differences observed were in the areas surrounding Homebaked (Liverpool) and the Ivy House (London). Both these areas were found to be substantially different from the matched comparison sample on a number of area-level criteria and are relatively distinct in nature. With that in mind the matched comparison samples for these areas are not as strong as they are for other areas (see Appendix B).

The research also provided an opportunity to test a new way of measuring the social impact of community businesses on their local community, in six pilot areas. In conclusion we found that:

- Using the national Community Life Survey data to model expected response rates for community business sample zones appears to work well, so the minimum size of the sample zone can be calculated with reasonable accuracy before fieldwork.
- Community business sample zones based on postcodes are tailored but it means no direct population statistics are available to use as a test of the weighting method's ability to work as a calibration mechanism. This would be an advantage of an Output Area²¹-based construction of sample zones and an alternative approach to review for use in future depending on priorities.
- If sample zones are distinctive in one or more of the dimensions used to describe sample zones, it makes it hard to extract a 'matched sample' from the national data, or at least one that is a good match on *all* dimensions. One option could be to test the predictive value of each dimension across all the key questionnaire variables before deciding whether it is critical that that dimension is matched well. In future it may be possible to remove any 'excess' dimensions if they are making it hard to extract a matched sample from the national data.

²¹ Output Areas are built from clusters of adjacent unit postcodes in the United Kingdom and are the base unit for Census data releases. Due to their smaller size, Output Areas allow for a finer resolution of data analysis

3. Conclusions and further research

- In future it may be beneficial to test the closeness of the match prior to fieldwork so only community businesses with a strong match within the national sample are selected to take part. Alternatively a specific comparison group could be selected to take part in the research outside of the national data (although this would have substantial cost implications).
- Although it is quite possible to obtain confidence intervals for the difference between the community business sample zone and its matched comparison sample, the meaning of this difference is hard to grasp. Given that the matched comparison sample can never be a perfect match, we cannot precisely say that the community business sample zone has better/worse data than expected. However, comparative longitudinal data would allow us to say whether things have improved/declined more/less than expected.
- Because the matched comparison sample from the national data is sample-specific, there is no guarantee that the matched sample in another (future) dataset would look the same as the matched sample in the original dataset. This complicates comparative analysis. There is no simple way around this but this should be reviewed *in advance* of a second survey.
- There may also be benefit in including questions on awareness and use of the community business into the questionnaire in future along with any other specific measures of impact that are not included in the national Community Life Survey.

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Appendices

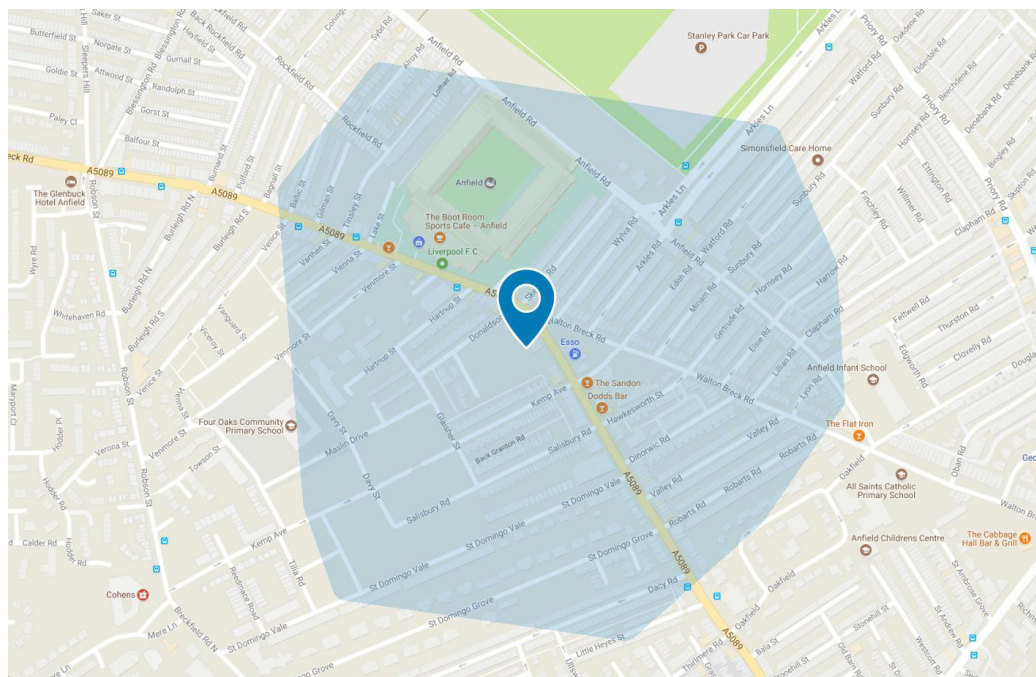
Appendix A: Descriptions of the six community business pilot areas

A summary of each community business can be found below, along with a map highlighting the area sampled.

Homebaked Co-operative Bakery and Homebaked Community Land Trust

Location	Anfield, Liverpool
Founded	2013
Legal Structure	Community interest company
Description of services	<p>Homebaked is a community land trust and co-operative bakery situated on the boundary between the neighbourhoods of Everton and Anfield, just opposite the Liverpool Football Club.</p> <p>Homebaked Bakery supplies customers with wholesome products in order to nurture a healthy neighbourhood and, in doing so, provide jobs, training and skills development to its residents.</p> <p>Homebaked CLT has grown from the model of the bakery, and proposes a larger scheme of community-led development and regeneration of the land adjacent to the bakery, providing workspace for social enterprise, long-term affordable housing, and communal outdoor space.</p>
Employees	12
Volunteers	30
Homepage	http://homebaked.org.uk/

Map 1: Homebaked (Liverpool) survey area



Location

Situated on the boundary between the neighbourhoods of Everton and Anfield.

About Homebaked

Homebaked, a community land trust and co-operative bakery, sits in the shadow of Liverpool FC's Anfield stadium. The area suffers from significant social and economic deprivation and is relatively distinctive in the sense that many of the properties have been knocked down or are boarded up for demolition.

Trading since 1901, the bakery closed in 2010 to make way for development. When regeneration failed to take place, the community saved the bakery through crowd funding and started refurbishing it, opening in October 2013. The bakery acts as a community hub offering a friendly and homely environment for the different communities in the area as well as visitors, selling affordable home-made bread, cakes and pies using quality ingredients. It is co-owned and co-produced by local people who live and work in the area.

Beyond the bakery however there is a wider movement, Homebaked Community Land Trust, to regenerate and bring community life back into the area. The community land trust (CLT) was formed in April 2012 and is a community-led housing and enterprise scheme, proposing to develop and regenerate the land adjacent to the bakery, providing workspace for social enterprise, long-term affordable housing, and communal outdoor space for local people. Most recently the CLT has begun work to develop the apartment above the bakery.

What sort of impact might we expect Homebaked to have on the local community as measured by the Community Life Survey?

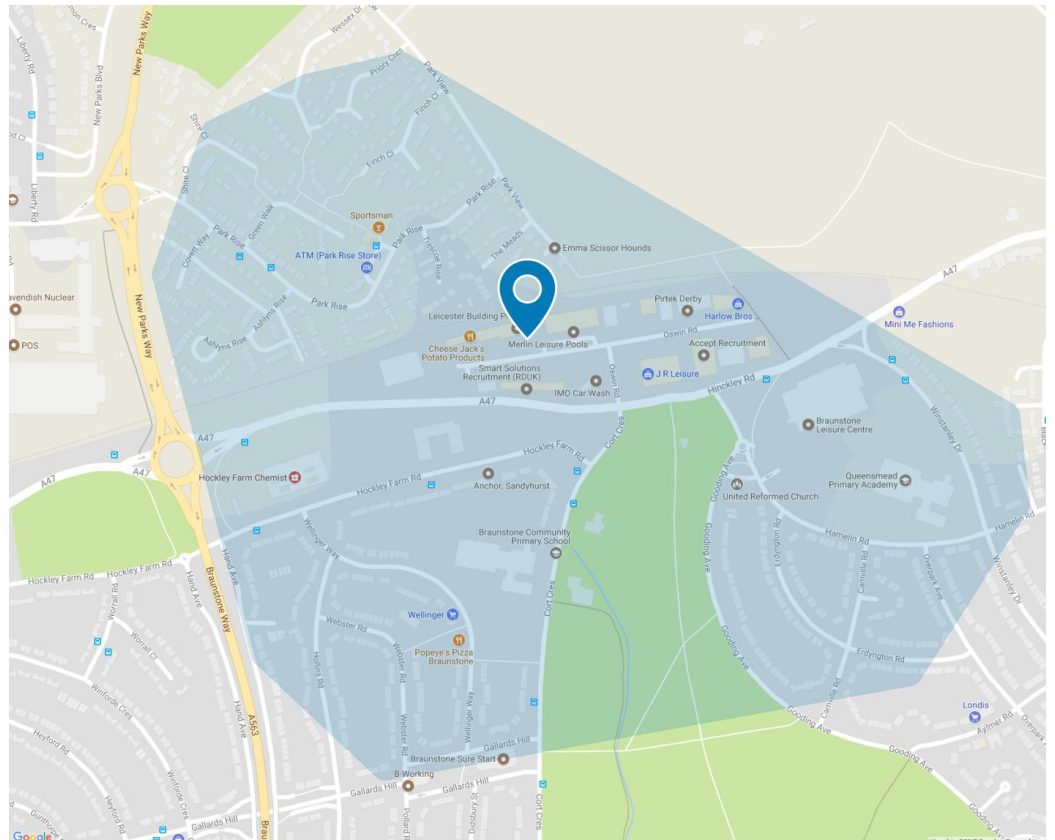
A positive impact on measures of community cohesion, satisfaction with local area, social action and community empowerment.

The impact of community business on local communities:
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 Appendix A: Descriptions of the six community business pilot areas

b-inspired

Location	Braunstone, Leicester
Founded	2010
Legal Structure	The Braunstone Foundation is a company limited by guarantee with charitable status. It provides services through its wholly owned trading arm b-inspired (trading) Limited.
Description of services	Practical help for young people into learning and employment alongside an apprenticeship scheme. Activities to promote health and well-being through sport and physical activity. Neighbourhood-based support for volunteering, older people's activities, food growing, crisis support via Foodbanks and welfare advice. Affordable office accommodation for small businesses.
Employees	28 Officers, 7 apprentices
Volunteers	40
Homepage	www.b-inspired.org.uk

Map 2: b-inspired (Leicester) survey area



Location

Braunstone, Leicester.

About b-inspired

b-inspired is the trading name of the Braunstone Foundation and is a neighbourhood-based charity offering a range of community based services with the aim to create sustainable communities for the benefit of all.

It has four different strands with different aims: b-working offering practical help to enable people to get into employment; b-enterprising aimed at helping to build businesses and to provide support to individuals thinking of becoming self-employed or starting a limited company; b-active to promote health and well-being; and b-connected to get people involved in volunteering, local groups, events and activities.

Established in 2010 to carry on the legacy of the Braunstone Community Association BCA, b-inspired has helped to launch a variety of community initiatives that aim to help reduce unemployment, make use of redundant buildings, promote sport and physical activity and encourage volunteering. These initiatives have helped to pave the way to making improvements that matter most to people in the community. Some of the initiatives have included getting women involved in sport, sustainable transport to help people get active and reducing their carbon footprint, food growing projects, Food banks, environmental campaigns and social support for Older People via a Befriending scheme and *Talk Time* groups to help those aged over 60 to meet and talk to new people. There is also support for small businesses to help new and existing business owners overcome problems early in the life of the business.

Trading activities are centred around key assets that offer affordable mixed-size office accommodation for micro and small businesses, along with a small number of residential properties in Braunstone that are rented as social housing. A successful business model ensures that annual profits are generated via rents and these profits are donated into the charity to continue social impact.

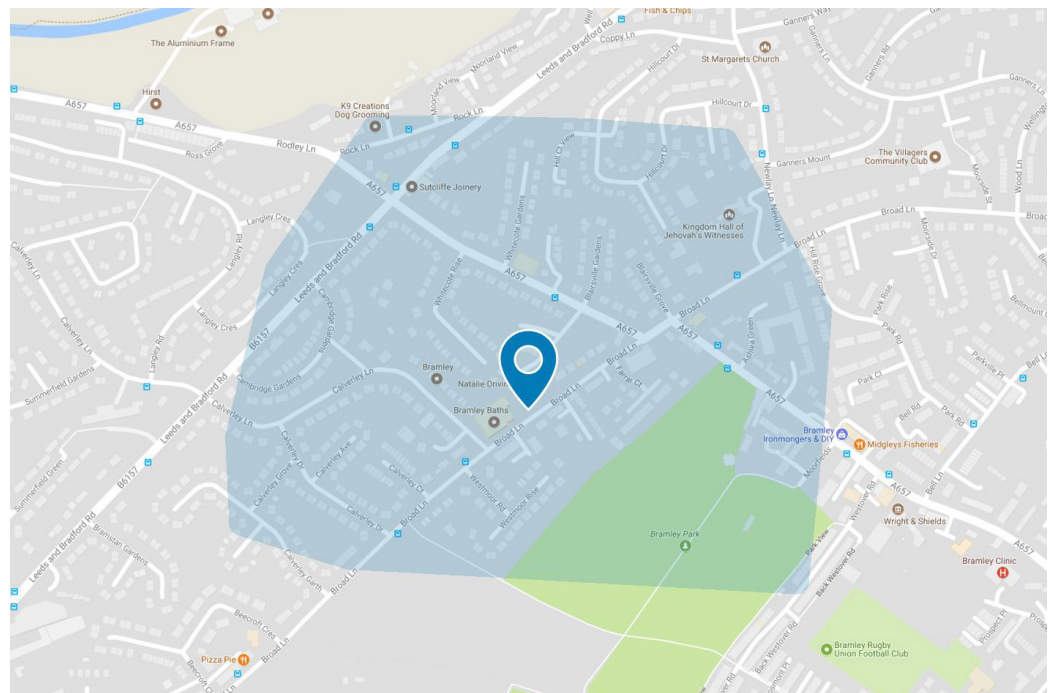
What sort of impact might we expect b-Inspired to have on the local community as measured by the Community Life Survey?

A positive impact on measures of volunteering, well-being and community cohesion.

Bramley Baths

Location	Bramley, Leeds
Founded	2013
Legal Structure	Industrial and provident society
Description of services	Health and fitness centre including a swimming pool, gym, steam room and a dance studio. Provides opportunities for local schools to teach students how to swim and training young people to become lifeguards.
Employees	30
Volunteers	20
Homepage	http://bramleybaths.com

Map 3: Bramley Baths (Leeds) survey area



Location

Bramley, West Leeds

About Bramley Baths

Bramley Baths is a community-run leisure centre with a focus on providing a centre for well-being and fitness, being a social hub and preserving a historic treasure. The baths are the only remaining example of an Edwardian era bath-house in Leeds today and are a Grade II listed structure.

When Leeds City Council decided that it could no longer run Bramley Baths due to financial pressures, a group of local residents and organisations created a business plan and raised funds so that the baths could become an independent not-for-profit organisation. Bramley Baths reopened at the beginning of 2013 with a new management team. It is now a social enterprise aimed at providing affordable health and fitness and breaking down the barriers that prevent people living in deprived areas from staying fit and healthy, whilst also preserving a Grade II listed building to benefit the community. A key to the success of the bid and the running of the baths is linking up with local schools to enable students to learn how to swim, with 1,500 young people learning how to swim each week in 2016, an increase from 950 in 2013. Similarly, a lifeguard training programme has been put in place for young people, with 7 of the trainees now employed by Bramley Baths.

A series of imaginative events have been organised including the UK's first swim-along cinema involving film screenings while the audience swam, performances of aquatic dancing inspired by synchronised swimming, underwater photo booths for families, and an immersive visual-art installation. Under its new ownership Bramley Baths has doubled the number of opening hours, established a Triathlon Club and provides tailored swimming sessions for the Leeds Down Syndrome Network.

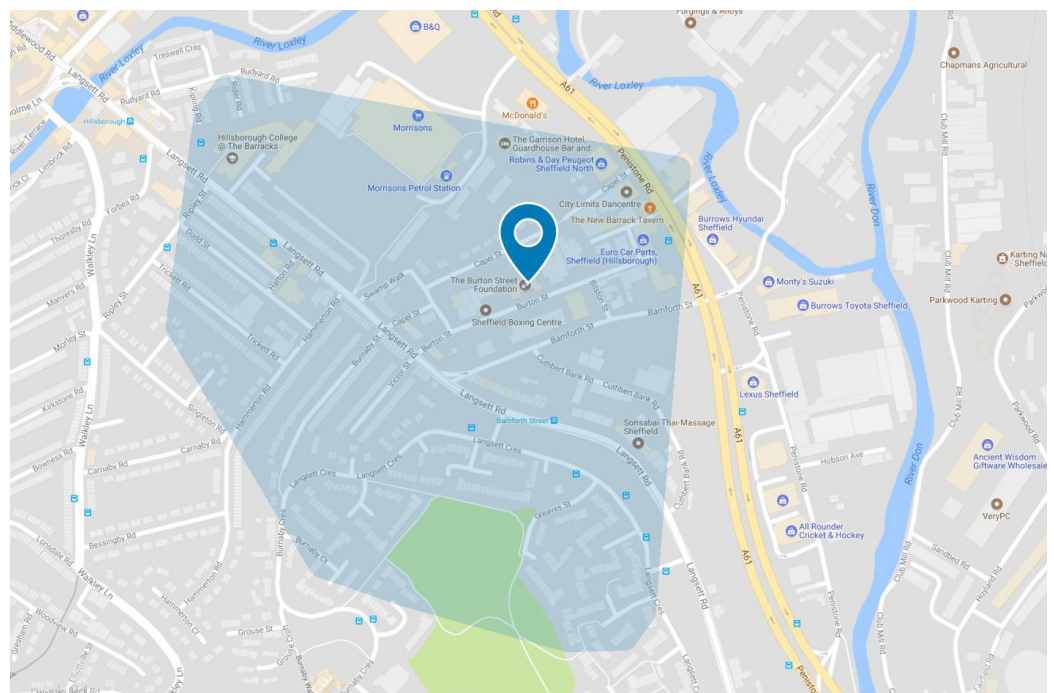
What sort of impact might we expect Bramley Baths to have on the local community as measured by the Community Life Survey?

A positive impact on measures of well-being, social action and community empowerment.

Burton Street Foundation

Location	Hillsborough, Sheffield
Founded	1995
Legal Structure	The Burton Street Foundation Limited
Description of services	Gym, recording studio, two cafés, restaurant, training facilities and bar all on site which help to fund regular sessions to help adults and children with learning difficulties. Offers 75 regular sessions for adults and children with learning difficulties, and many other activities and events for the local community.
Employees	110
Volunteers	Not known
Homepage	http://www.burtonstreet.co.uk/

Map 4: Burton Street Foundation (Sheffield) survey area



Location

Hillsborough, Sheffield.

About Burton Street Foundation

The Burton Street Foundation provides vital services for adults and children with learning and physical disabilities in Hillsborough, Sheffield. Set originally in three Victorian school buildings it recently expanded across the road in 2016. It is locally rooted having been set up in 1995 by local people to bring a former school building back into use.

The Foundation is community-controlled, with local people having a say on its focus and being kept up-to-date on current and future activities via a monthly newsletter.

In addition the community hub also accommodates numerous small businesses and charities – including two cafés, a bar and restaurant, a conference centre, a gym and sports hall and a recording studio. All these facilities are used by the local community and Sheffield businesses and generate an income that is put back into running sessions for adults and children with learning and physical disabilities, and many other activities and events for the local community. Over 2500 people use Burton Street's site each week, including clients, staff, visitors, gym members and café-goers.

The Foundation continues to grow and in 2016 refurbished the Bamford Building: a vacant factory across the road, boosting local employment by using 30 local apprentices for the build and subsequently recruiting up to 20 additional staff into the expanded learning disability services. The build created more space to run additional sessions for adults with learning disabilities, and include a project called Enterprise 100 which assists clients to enter employment. The space also contains a fully-equipped bungalow to enable clients to learn how to live more independent lives.

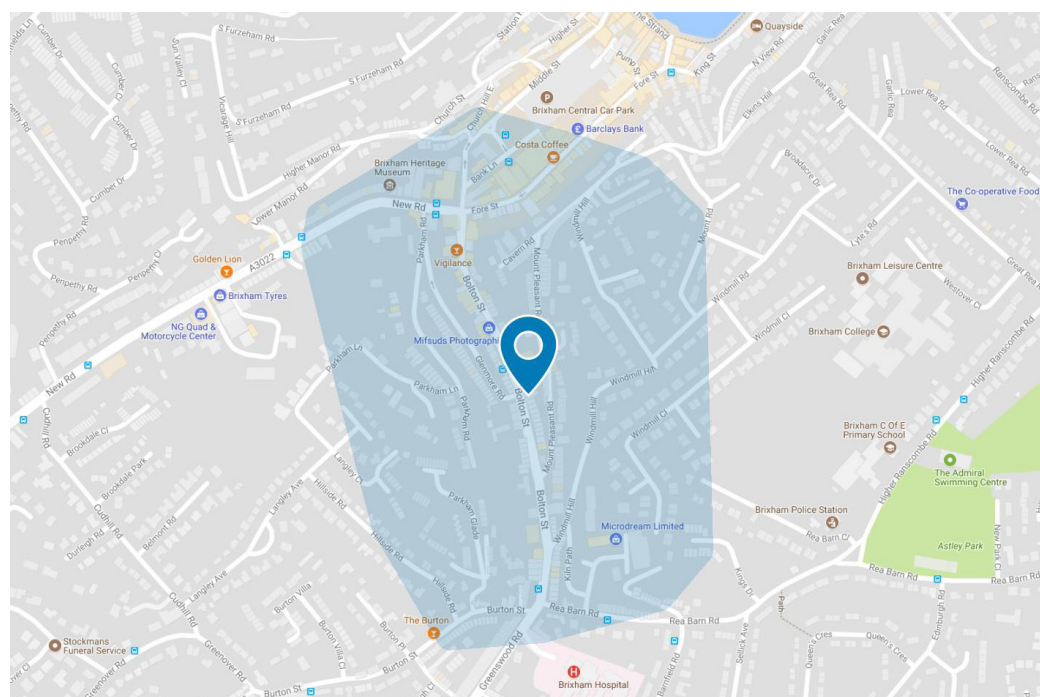
What sort of impact might we expect Burton Street Foundation to have on the local community as measured by the Community Life Survey?

A positive impact on community cohesion, satisfaction with local area and community empowerment.

Y.E.S (Youth Enquiry Service) Brixham

Location	Brixham
Founded	1996
Legal Structure	Youth Enquiry Service Brixham LTD (Private company limited by guarantee without share capital)
Description of services	Aims to build up transferable skills for young people which they can take into education, training and employment, whilst also providing services to promote well-being and community cohesion such as yoga and music workshops
Employees	9 employees
Volunteers	More than 50
Homepage	https://www.bxyes.org/

Map 5: Youth Enquiry Service (Brixham) survey area



Location

Brixham

About Youth Enquiry Service

Y.E.S Brixham is located in a small fishing port in the town of Brixham, an area that struggles because of its geographical position and areas of deprivation. There is a local need for creative initiatives to help residents to thrive, especially young people facing unemployment and insufficient affordable accommodation.

Since 1996, Y.E.S Brixham has been addressing these issues through information, support, volunteering opportunities and activities which empower young people to feel a valued member of their local community. The aim is that young people will build up transferable skills which they can take into education, training and employment. There is also a host of activities and services available which improve individual physical and/or mental well-being and community cohesion.

Aware of the plight of many young people, who through no fault of their own, found themselves homeless in Brixham and struggling to save up a deposit to rent somewhere, Y.E.S have also concentrated efforts on meeting the local need for affordable homes by turning derelict buildings in Brixham into affordable flats for young people.

Y.E.S Brixham started out in a garage behind Brixham's old Post Office over 20 years ago, as an advice, guidance and counselling service for young people, Y.E.S worked closely with the statutory Youth Services until 2011, when support was withdrawn. Since then staff and trustees have worked to transform it into a sustainable community business. All of the trustees and staff at Y.E.S are local people, and all of the programmes and activities are also led by local people. Many of the trustees and staff started out as young volunteers.

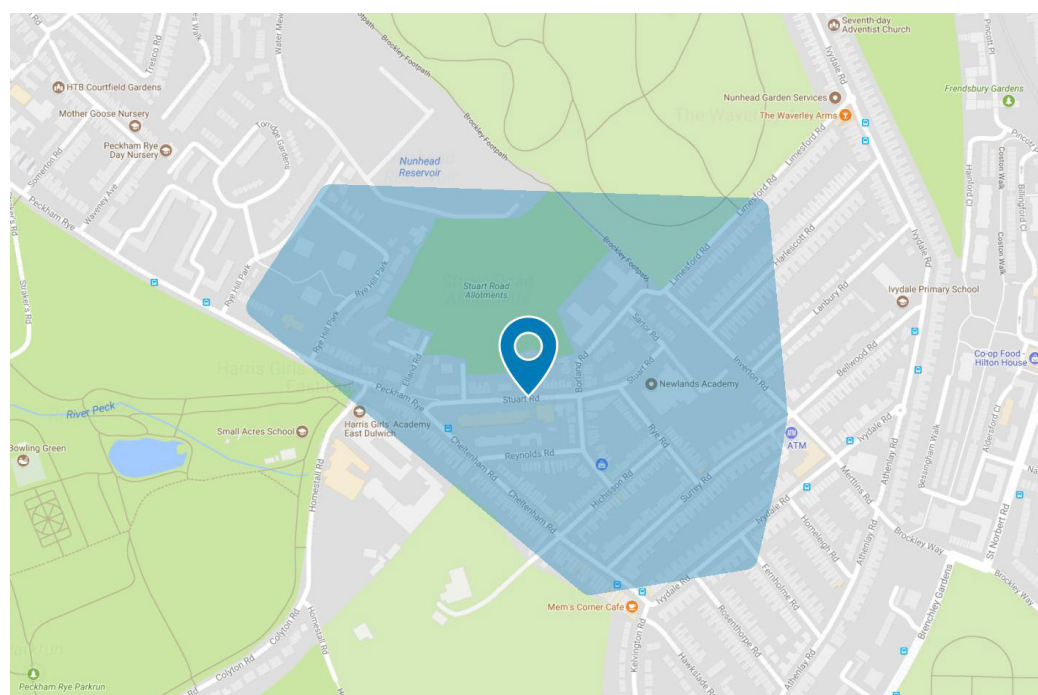
What sort of impact might we expect Y.E.S Brixham to have on the local community as measured by the Community Life Survey?

A positive impact on community cohesion, well-being, volunteering, and social action and community empowerment.

The Ivy House

Location	Nunhead, south London
Founded	2012
Legal Structure	The Ivy House Community Pub Limited is a registered society under the Co-operative and Community Benefit Societies Act 2014
Description of services	Serving the local community with the ‘finest beer in London’ and a variety of entertainment including comedy and music nights
Employees	8 on management committee
Volunteers	Not known
Homepage	https://www.ivyhousesunhead.com/index.php

Map 6: The Ivy House (London) survey area



Location

Nunhead, South London

About The Ivy House

The Ivy House is London's first co-operatively owned pub, saved in 2012 from being sold on to developers and turned into flats by a group of local residents who bid for the property under the community right to bid provisions of the Localism Act.

To save the pub local people rallied round, lobbying local councillors and the local MP to get the pub designated as a Grade II listed building and applied to Southwark Council to successfully get the pub listed as an asset of community value.

This was only the first hurdle. After purchasing the pub through a mixture of loan and grant finance, including a loan from the Architectural Heritage Fund, a community share offer was opened to raise money for necessary repairs and refurbishment as well as a trading reserve for the pub. This community investment was a vital part of the business plan, as giving residents a financial stake in the pub increases the chance of them using and promoting it.

The pub needed to stand out from others to gain buy-in from locals; being located in London zone 2 you are never far away from another pub. A campaign was launched to promote its rich history, having been a key venue on the pub rock circuit in the 1970s, and its unique and original 1930s features.

The community share issue was a chance for local people to become directly involved in The Ivy Pub and also help the development of their local area.

What sort of impact might we expect The Ivy House to have on the local community as measured by the Community Life Survey?

A positive impact on community cohesion, satisfaction with local area and social action and community empowerment.

Appendix B: Technical note

Sample design

Around each community business, a 'sample zone' was constructed from whole postcodes with the community business at the centre of the sample zone. The sample zone's size was determined by the objective of achieving at least 315 completed Community Life Survey questionnaires in each one. Kantar Public used data from the national survey to estimate the minimum number of residential addresses that should be in each sample zone. The number of postcodes included within each sample zone was decided on this basis. Table 1 shows how many residential addresses were in each sample zone. The sample frame of addresses was extracted from the 'residential' subset of the Royal Mail Postcode Address File (PAF).

Table 1: Number of addresses in each sample zone

Community business	Number of addresses in sample zone
Homebaked (Liverpool)	1,182
b-inspired (Leicester)	992
Bramley Bath (Leeds)	980
Burton Street Foundation (Sheffield)	920
Youth Enquiry Service (Brixham)	966
The Ivy House (London)	1,091

A letter was sent to every residential address in each of the six sample zones, inviting all adult residents aged 16+ to take part in the survey.

Fieldwork

Fieldwork took place in February and March 2017, using an online and paper postal self-completion methodology ('Address-Based Online Surveying' or ABOS for short).

The fieldwork process replicated that used on the national Community Life Survey. At the start of fieldwork an invitation letter was sent to the occupant(s) at the sampled addresses asking all resident adults (up to a maximum of four) to complete the survey online. Two reminders were sent to each address. Two paper self-completion questionnaires were included in the majority (86%) of second reminder

mailing packs to encourage those who may not wish, or be able to, complete the survey online. All respondents who completed the survey received a £10 voucher to thank them for their contribution.

A programme of post-fieldwork verification was undertaken to quality assure the data. This was based on the same verification methods developed for the national Community Life Survey. As a result of this 77 cases were removed from the data, leaving 2,068 in total and ranging from 289 to 398 per sample zone. Table 2 shows for each sample zone the number of completed questionnaires achieved post-verification as well as an estimate of the response rate. The response rates are typical for the Community Life Survey in these sorts of area, although response was somewhat higher than expected in Leeds and in London and somewhat lower than expected in Liverpool. Only in Liverpool did the number fall short of the target of 315 per sample zone.

Table 2: Number of completed questionnaires in each sample zone

Community business	Number of completed questionnaires	Estimated adult-level response rate, assuming 1.9 per household and 9% of addresses contain no households
Homebaked (Liverpool)	289	14%
b-inspired (Leicester)	327	19%
Bramley Bath (Leeds)	396	23%
Burton Street Foundation (Sheffield)	326	20%
Youth Enquiry Service (Brixham)	332	20%
The Ivy House (London)	398	21%

Weighting the data

Every adult in each sample zone had the same sampling probability but not necessarily the same *response* probability. ‘Calibration’ weights account for observed (systematic) variations in response probability by ensuring that the respondent sample profile matches known population totals. However, although the national Community Life sample is weighted to known population totals, there are no reliable population totals for each sample zone due to their *ad hoc* construction. Instead, Kantar Public leveraged the data from the national Community Life sample to create pseudo-calibration weights. Conceptually, these are the weights that each respondent would have been assigned *if he/she was part of the national sample*.

To do this, Kantar Public calculated ‘calibration factors’ for each case in the national sample by dividing its final weight by its pre-calibration ‘base weight’.

This calibration factor effectively works as a non-response weight for the national sample after variations in sampling probability are accounted for.

Kantar Public regressed this calibration factor as a linear function of all the variables used in the calibration matrix. The calibration matrix is a vector of population totals, in this case including (i) gender by age, (ii) region, (iii) housing tenure, (iv) educational level by age, (v) broad ethnic group, and (vi) household size. The result of this regression is a formula that will predict a calibration factor as a function of the demographic variables used in the calibration matrix. This prediction is perfect because a linear regression model with the same variables was used to estimate the calibration weights in the first place.

This formula was used to predict a calibration factor for every case in each of the six sample zones because all the necessary demographic variables are available for these samples as well as for the national sample.²²

Selection and weighting of comparison data for each sample zone

Kantar Public identified six comparison groups from within the national sample that may be used to benchmark each sample zone's survey estimates. This process had several steps.

Step 1 was to take the master database of all lower-level super output areas (LSOAs) in England and code each one with six 2011 census-derived 'factor' variables plus the widely-used 2015 index of multiple deprivation. Kantar Public constructed these factors in 2014 to reduce neighbourhood-level 2011 census data into a manageable form (the six factors account for 77% of the variance in the 42 input variables). Kantar used the *varimax* rotation method following a principal components analysis (PCA). This ensures zero correlation between factors, making them highly suitable inputs to regression models. Each factor is measured on a standardised scale so a value of +1.00 means one standard deviation above the mean. Factor 1 may be thought of as a general measure of deprivation, not dissimilar to the IMD; factor 2 is high in LSOAs with a large Asian population, while factor 3 is high in LSOAs with a large Black population. Factor 4 is highest in student areas, factor 5 is a general 'metropolitan' dimension, while factor 6 is high in LSOAs with an older than average age profile.

Each of the six 'factor' variables represents one dimension within the census data structure and are uncorrelated with each other by design. Between them, they cover a high percentage of the variance in the available LSOA-level census means and proportions. Every respondent in the national sample has an LSOA tag so these LSOA-level variables were attached to every respondent.

²² If a whole-OA approach to the construction of sample zones had been taken, then the sample could have been calibrated directly to 2011 OA population totals. However, the approach taken here has the advantage of compensating only for systematic non-response *bias* in the responding sample and not for any random divergence from the population distribution. With relatively small samples (c300) some random divergence is to be expected and not something that *needs* to be compensated for.

Step 2 was to combine the national sample data with the sample zone data and estimate six logistic regression models. For each of these models, Kantar Public estimated the probability that the respondent is from sample zone α (one of the six) or – alternatively – from the national sample, *conditional on the seven LSOA-level variables*. This probability is called the ‘propensity score’ and is recorded for each respondent, whether he/she is in the national sample or in one of the sample zones.

Step 3 was to use a matching algorithm to generate a weight for each national sample respondent that reflects its net similarity to the respondents in sample zone α . Six propensity score weights are calculated for each respondent in the national sample, one for comparison with each sample zone respondent set.

Kantar used the ‘Gaussian kernel matching’ algorithm within the *psmatch2* command available in Stata 14. This is a good all-purpose option providing user flexibility over the ‘bandwidth’, something that is vital when two sets of data are not naturally close matches for one another (as in this case). The narrower the bandwidth the smaller the weight given to respondents in the national sample that have propensity scores a long way from the average within sample zone α . In other words, the narrower the bandwidth the more similar the comparison sample will be to the respondents in sample zone α . However, if the bandwidth is *too narrow*, the comparison sample will be too small, despite there being more than 10,000 cases in the national sample. To deal with this issue, Kantar set the bandwidth to the software’s default option or to the smallest value that ensured an effective comparison sample size of at least 1,000.

Step 4 was to take each national sample respondent’s propensity score weight and multiply it by that individual’s calibration weight to produce a ‘comparison sample weight’ for use when benchmarking sample zone α . Because each national sample respondent had six propensity score weights (one for each sample zone), this step produced six comparison sample weights per respondent (one for each sample zone).

The comparison sample weights tend to be more varied than the contributing propensity score weights, reducing the effective sample size. However, in all cases, the comparison sample’s effective sample size is *at least twice* that of the sample zone’s effective sample size. Table 3 shows the details.²³

²³ Note that this process was repeated based on online respondents only since some questions are asked only of online respondents and not of respondents to the paper questionnaire.

Table 3: Effective sample sizes for each sample zone and each comparison sample

Community business	National comparison sample neff	Sample zone neff
Homebaked (Liverpool)	541	236
b-inspired (Leicester)	514	256
Bramley Bath (Leeds)	1,432	325
Burton Street Foundation (Sheffield)	1,654	252
Youth Enquiry Service (Brixham)	860	264
The Ivy House (London)	2,145	325

It is important to note that the similarity of sample zone a and its comparison sample varies between sample zones.

The closeness of the match can be assessed by comparing weighted sample means (sample zone a v its comparison sample derived from the national sample) for each of the LSOA-level variables used to construct the propensity scores. Table TA.4 shows the results and also includes a summary statistic for each sample zone.

This summary statistic is the root mean square error (RMSE) across the six standardised variables (i.e. excluding 2015 IMD score, which is measured on a different scale). This commonly-used statistical measure is approximately equal to the average difference between the sample zone mean and its comparison sample so the lower the RMSE the closer the match. RMSEs vary from only 0.09 in Leeds to 1.49 in London. However, the larger RMSEs are due to poor matches on just one of the six variables rather than across all variables. If the biggest mismatch is removed from the calculation, the RMSEs range from 0.07 in Leeds to 0.63 in London.

Broadly speaking, Kantar Public believe the matches to be very good in Leeds, Sheffield and Brixham, reasonable in Leicester and fairly poor in the most distinctive areas: Liverpool and London.

However, although the RMSEs provide objective data about the closeness of the match, the *importance* of match-closeness will vary as a function of the correlation between the propensity score input variables and the survey data. If this correlation is weak or non-existent then the closeness of the match is unimportant; if this correlation is strong then caution should be used when treating the comparison sample as a benchmark for sample zone a , especially if the difference in factor means between sample zone a and its comparison sample is substantial (e.g. above 1 in table 4).

Table 4 Weighted means for propensity score input variables

	Liverpool – Homebaked		Leicester – b-inspired		Leeds – Bramley Baths		Sheffield– Burton Street Foundation		London – The Ivy House		Brixham – Youth Enquiry Service	
	CS	SZ	CS	SZ	CS	SZ	CS	SZ	CS	SZ	CS	SZ
Factor 1	.56	2.19	.51	1.50	-.26	-.29	.22	.49	.40	.68	-.08	-.18
Factor 2	-.11	-.25	-.13	-.46	-.26	-.41	-.23	-.44	-.27	-.44	-.08	-.69
Factor 3	-.09	-.69	.02	.37	-.25	-.37	-.21	-.45	-.29	-.53	.80	4.17
Factor 4	.29	.33	.12	-.22	-.19	-.28	.00	.08	.28	.39	-.22	-1.37
Factor 5	.20	1.28	-.19	-.54	-.03	-.06	.57	1.16	.39	.77	.05	-.23
Factor 6	-.11	-.38	-.22	-.81	.02	-.01	-.11	-.07	.61	.91	-.17	-.59
RMSE (of factor means)		0.84		0.55		0.09		0.30		0.26		1.49
RMSE (of factor means minus the largest deviation)		0.57		0.41		0.07		0.19		0.23		0.63
IMD Score	34	70	30	46	18	18	26	32	26	30	24	31

Appendix C: Summary of statistical differences

Table 1 highlights the significant differences for each community business²⁴ and is intended for summary purposes only. The research was not conducted to assess the performance of each community business and therefore table 1 does not reflect their relative success or failure in each of these measures.

As detailed in the report and in Appendix B, the closeness of the match varies between sample zones. Perfect matching is impossible but the closeness of the match has been assessed based on six standardised factors. Based on these factors there are some substantial differences between community business areas and their matched comparison sample. As a result, some of these differences may be due to factors that we are unable to control.

Table 1: Summary of statistical differences

Factor	Hb	b-i	BB	BSF	YES	TIH
Worthwhile (WellB4)	Green					
Anxiety (WellB3)		Green			Red	
If I want to socialise there are people I can call (FrndSat2)	Green					
Formal volunteering in last 12 months (FGroup/ FunPd)				Red		
Informal volunteering in last 12 months (IHlp)			Red			
Agreement that people from different backgrounds get on well together (STogeth)			Red		Green	
Strength of belonging to immediate neighbour-hood (SBeNeigh)			Red		Green	
Strength of belonging to Great Britain (SBeGB)					Red	
Agreement that people in this area pull together (SPull)			Red	Red	Green	
People in the neighbourhood can be trusted (STrust)	Red	Red	Red			
People in general can be trusted (STrustGen)		Red	Red		Green	
How often chat to neighbours (SChatN)			Red		Red	
Agreement that they borrow and exchange favours with neighbours (SFavN)	Red		Red	Red		
How comfortable would feel asking a neighbour to collect a few shopping essentials (NComfort3)			Red	Red	Red	
How comfortable would feel asking a neighbour to keep a set of keys for emergencies (NComfort1)			Red	Red		
Proportion of friends that are the same ethnic group (SRace)		Red	Red		Green	Red
Proportion of friends that are the same faith group (SFaith)			Red			Red
Satisfaction with local area as a place to live (SLocSat)	Red		Red		Green	
Satisfaction with local services and amenities (SatAsset)	Red		Green	Green	Green	
How area has changed over the past two years (BetWors)	Green			Red	Green	Green
Involvement in local activities (LocInvNew)			Red	Red		
Awareness of involvement in local activities (LocPeopNew)		Red	Red		Green	
Civic participation (CivPart)		Red	Red		Green	
Civic consultation (CivConsult)		Red	Red			
Any civic activism (CivAct1 & CivAct2)	Green					
Influence on decisions affecting area (PAffLoc)				Red	Green	
Importance of being able to influence decisions affecting area (PI nfl)				Red	Green	
Whether people getting involved in local community can change the way an area is run (LocAtt)				Red	Green	

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