








Communities count!

a step by step guide to community sustainability indicators for people working in

-  community development
-  environmental work
-  Local Agenda 21
-  local authorities
-  voluntary organisations
-  business
-  education

New Economics Foundation
September 1998

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About the New Economics Foundation

The New Economics Foundation (NEF) was founded in 1986 and has become one of the UK's leading research, training and policy organisations. Its mission is to help build a just and sustainable economy with ideas and action that put people and the planet first.

NEF works in the UK and internationally with a wide range of partners, and at all levels from the village hall to United Nations Plaza. It has 25 full-time staff based at its London office, and 2,000 community activists and supporters around the country.

NEF is committed to developing practical methodologies for indicators that work, and promotes the use of innovative and participative new indicators in the corporate, voluntary and public sectors. We have been working with community-based indicators for the last five years. This experience includes:

- ☒ a sustainability indicators research project led by the Local Government Management Board, piloting the use of indicators with 10 local authorities covering 10% of the UK population;
- ☒ providing research and training on user-friendly indicators for the Environment Cities (Leeds, Leicester, Middlesborough, and Peterborough) in partnership with the Wildlife Trusts;
- ☒ resources for indicators for education and action in three Scottish communities (Pilton, Merkinch and Longformacus and Cranshaws), in partnership with Scottish Natural Heritage;
- ☒ advising Channel 4 on *The Feel Good Factor*, a six part documentary showing local communities measuring and taking steps to improve their quality of life;
- ☒ helping to devise headline indicators on the UK environment for *Green Gauge*, the coalition of the UK's leading environmental groups; and
- ☒ providing training and advice to community groups and local authorities.

For further information about NEF's community-based work, please contact:

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Our thanks to...

Producing this Guide has been a long-distance relay race run by Alex MacGillivray, Catherine Unsworth and Candy Weston. We have been coached and trained by Perry Walker and Sanjiv Lingayah; we could never have stayed the course without the pace-making of Denise Yates and the stamina of Anna Nilsson, Julie Lewis, Kalle Elofsson and Malin Nystrand.

Over a number of years, the work on community indicators leading to this guide has been generously supported by the Department of the Environment, Transport and the Regions (through its Environmental Action Fund); the World Wide Fund for Nature UK; the Local Government Management Board; the Countryside Commission; Scottish Natural Heritage; Channel 4/Wall to Wall Productions; and the Environmental Research Trust, as well as by NEF's many individual supporters.

We are indebted to the energy, enthusiasm and determination of hundreds of people, from Longformacus village hall to Whitehall, who have become community indicators experts the hard way. In particular, but in no particular order, we thank: Ken Webster, Jane Morris, Barry Coates, Tony Hams, Chris Moos, Adrian Fenn, Louise Cartwright, Harriet Goodman, Jacky Hughes and Simon Chinn, Maxine Hamil and Stanley the Dog, Iris Wilkes, Lilli Matson, Mary Robb, Bert de Wel, Lesley Rowan, David Weston, Tony Hercules, Hilary Hillier, Chris Morrey, Andrea Cornwall, John Custance, Sara Moutard, David Woolcombe, Cecilia Romson, Bernardo Reyes, Alison Lammas, Val Robinson, Alison Parfitt, Angela Mawle, Graham Pinfield, Julia Crouch-Smith, Paul Burton, Alison West, Polly Carr, Paul Lowe, Maya Forstater and Webdings, Pat Mayston, Oz Osborne, Mark Jeffcote, Mark Allen, Andrew Mullaney, Roger Levett, Joan Bennett, Jerry Bowdrey, Maggie Bosanquet, Bernard Wildsmith, Jane Carlton-Smith, Alan Watson, Lindsey Colbourne, Doug Jones, Lisa Loughlin, Kate Besleme, and a whole load more.

With so many contributors, it almost seems unfair for the authors to have to shoulder sole responsibility for mistakes. But that's life.

The guide is dedicated to Ellen Unsworth and Elizabeth Frost. Let's hope they'll thank their mothers for helping to unleash community indicators on an unsuspecting world.

Introduction: Indicators into action

What gets counted, counts.

This fact of life means that the things we assess and measure, are those we value most. On the other hand, the things we don't measure are all too easily ignored or marginalised. Indicators are the simple tools that measure and communicate what is going on. This information is an essential part of the decision making process. Information is power; information is carefully guarded; and the 'experts' would be happy to stay in charge of the indicators that communicate information.

Yet every community is full of ordinary people who have much valuable knowledge, energy and expertise. Developing and using practical and appropriate community indicators is one of the most effective ways of enabling them to identify and clarify what things are most important to them, and what they would like to change. Community indicators projects tap into that local energy and expertise, as well as engaging a whole spectrum of people in the task of working together to improve their community; to make it 'sustainable'.

Sustainable local communities

Tony Blair last year made a bold statement to a distinguished international audience at the United Nations: 'I want all local authorities to adopt *Local Agenda 21* strategies by the year 2000'. But what did he mean? One community activist in Inverness found that most local people thought *Local Agenda 21* was a trendy new bar!

Local Agenda 21 is actually a catchphrase to describe what communities (local) need to do (agenda) to ensure a better quality of life, now and for generations to come (21 for the coming century...). To do this, we need to be 'sustainable'. Like most jargon, the idea of sustainability is actually pretty simple. A sustainable society seeks to:

- ☒ protect and enhance the environment,
- ☒ meet social needs, and
- ☒ promote economic success.

Sounds simple enough? There are over 20 thousand communities in the UK, represented by thousands of local government institutions (local authorities, councils) and community groups. The Government recently found that a third of the people asked claimed that they had heard of the term 'sustainable development' - but only a fraction could come up with a reasonable definition. So there's a lot of work to do if we're not to disappoint the Prime Minister!

Luckily some councils are making great progress and, in a recent survey, two thirds of local authorities had at least started to develop plans to make their communities sustainable (*Local Agenda 21 strategies*).

Half of all local authorities say that they are developing indicators to tell them and local people whether the strategy is working or not. For this guide, we have looked at about 40 sets of sustainability indicators that have made it 'off the drawing board'.

What can be learned from these sets of community sustainability indicators? The pattern that emerges is complicated. Few if any communities in the UK can claim to be *sustainable*, on the basis of the indicators they have selected. In most cases, there are some things 'in a

critical condition', some aspects that are 'comfortable', and some areas that will need to be kept 'under observation'.

Making communities more sustainable is a challenge that means finding the right balance between social needs, environmental constraints and economic goals. In practice, even with the help of indicators, this balance is going to be hard to find.

The broader picture

There is now, more than ever, an underlying impetus to '...modernise Britain and build a fairer, more decent society', in the words of Hilary Armstrong, Minister for Local Government. The creation of community sustainability indicators offers a vital key to engaging people in very diverse communities in achieving this vision.

The Government has initiated other key strategies which are designed to support these aims. 'Best Value' in public service provision, 'Lifelong Learning' for all, integrated local transport, Our Healthier Nation, the 'New Deal' for unemployed people, and 'Widening Participation' in further education are all innovations which link together with the many community regeneration approaches now being pursued. The concept of focusing in on priority areas (through Health Action Zones, Employment Zones and Education Action Zones, social exclusion hotspots), reinforces the importance of working at the community level. All these initiatives are designed to last, to be sustainable.

To make the most effective impact, then, successful community indicators projects - wherever the starting point - are taking all these other strategies into account and seeking ways to integrate their work with that of other organisations and partnerships. Although local authorities and community groups are both beginning to feel 'consultation fatigue', working together and sharing good practice is the way forward!

This step-by-step guide...

...has been designed to take you and your colleagues, friends, neighbours and others who share your village, town or city through the process of identifying indicators of sustainability that are relevant to your particular community.

Done well, community indicators are a double whammy. They not only tell you whether your community is becoming more sustainable or not. They can also actually help to improve things. Done badly, indicators can be frustrating, boring, a waste of time or even counter-productive. While some trial and error is a useful learning experience (and probably inevitable), we have tried to point out some of the common pitfalls.

This guide gives ideas about how to involve as many people as possible the whole way through the process. Although this is not easy, it is the best way to make indicators work.

We suggest you start off using this guide by looking right the way through it. This will give you an idea of what needs to be done. You can then decide how to tackle each step, in the light of your energy and resources. Remember that if you are successful, you will attract more people and more resources as you go.

One way of saving energy is to 'piggyback' with another project. Looking through the guide now will give you a sense of which stages another project can help with, and when you are on your own.

What exactly are indicators...?

'An indicator is simply a measure, generally numeric in form, and typically presented in a graphic way. Indicators are primarily intended to contribute to an assessment of the attainment of sustainable development in a community...Some will help to galvanise political commitment; some are useful in monitoring and managing change; while others may be best at stimulating public participation.'

Sustainability Indicators Research Project, Local Government Management Board, 1995

'Useful indicators are those that mean something to the public and show the connections between economic, social and environmental goals.'

Sustainable Local Communities for the 21st Century, 1998

'...things on cars...'

'What else?'

'Things to communicate between people.'

Elizabeth Gomez, aged 11, 1994



Indicators are signals. They are tools for simplifying, measuring and communicating important information. We use indicators everyday in our personal lives. For example, 'running a temperature' is a simple and easy way to measure and talk about poor health.

A high thermometer reading is an objective 'proof' of the subjective feeling of illness. We take the reading and decide how to take action to make ourselves more healthy.

In just the same way, community indicators can flag up the need for action in our neighbourhoods, towns and cities, and can also be very useful in pointing up potentially beneficial changes. This guide is intended to show how they can be used.

Local Colour: Somerset Indicators of Sustainability

'The Sustainable Somerset Group of Somerset County Council has been collecting data to establish a set of 20 indicators covering important issues: transport, the environment, waste, health, society and the economy. While monitoring the trends in these indicators was always seen as a valuable exercise in its own right, the Group has used the process as a means of spreading information and promoting discussion and involvement - a key part of Local Agenda 21. In researching the theory of indicators, two main elements seemed to be regularly emphasised:

-  choose the indicator based on availability of understandable data
-  make the indicator reflect local interests and concerns

These 'rules' have guided our approach. In 1995, we carried out an extensive market research exercise with Somerset residents - a 10,000 household random sample questionnaire which got an excellent 35% response. This invited people to state what issues concerned them and which should be monitored. Other consultation exercises also fed in issues.

We then tried to establish what data was readily available relating to these issues and used that. The other element we have been conscious of is the need to avoid duplication with indicators work at the district level; so we have avoided issues like loss of greenfield land to development and housing.

The 20 indicators have been published in a very colourful and user-friendly format and are available free from Council Information Points, libraries, and have been widely distributed to town and parish councils.

Inspiration for the format came largely from the work on Durham's Indicators (see directory) and the *Green Gauge 96* publication from the UK leading environmental organisations. In presenting each indicator, we have tried to think about what simple piece of information might the average person be interested in regarding each issue. In some cases compromises have been necessary to simplify data.

Now, we fully intend to extend and develop the indicators, perhaps to a maximum of 25 - to reflect emerging concerns in areas where the county has particular interest, like rural poverty, or education provision'.

Source: Alan Watson, Somerset County Council

Questions that affect everyone

Quality of life, sustainability, social inclusion, community development... whatever name we give to this process in our communities, people are interested in finding answers to the questions that affect us all. What's going on in your community? What is happening to people's health? What state is the education system in? Is crime on the increase? Is the environment in trouble? How is our local economy getting on? Is it getting easier to travel from A to B?

Across the UK, communities of all shapes and sizes are developing sets of indicators to measure the local trends that really matter to them. Many are co-ordinated by the local authority; some are led by community activists. People are measuring trends in big cities and small villages; some projects are well established, others in their infancy. We can expect hundreds more projects to start up in the next year or so.

This guide draws on the experiences of over 40 different initiatives, and more are beginning each week. In each place a wide variety of trends is being measured, in a whole load of different ways. Out of this diversity, some common lessons have emerged. We draw on those common lessons, and present them as clearly as possible.

Communities count!

All these projects have one thing in common: local people deciding together what is important to them and agreeing how best to measure whether things are getting better or worse. The results increase awareness of problems and opportunities, and help build agreement about what should be done. We have found that being armed with the facts enables people to:

- ☒ **Participate in their communities.** People have a great deal to offer to their communities, but are all too easily excluded. Increasingly, central government, local authorities and other bodies are

appreciating the value of the participation of as many people as possible in the running of their communities.

- ☒ **Strengthen their arguments**, raising awareness about the need for action, demonstrating the benefits of what local groups are doing, and building the case for outside support and funding.
- ☒ **Build capacity**, learning new skills and developing community relationships. Working with indicators helps people to decide on priorities, decide what action to take, monitor progress, and celebrate achievements. It can even be fun!

When local people find their voice, they literally make communities count!

People power

This guide has been developed in partnership with community groups and local authorities. It contains real-life experiences of running workshops, carrying out surveys and organising events, communicating with key audiences and building partnerships, and taking action. It looks at a very broad range of projects, and highlights successful and effective processes and techniques for you to use in your community.

Each community is different. What works in one may not be quite right for another. So, in partnership with people in your community, feel free to adapt and build on the suggestions we give here. And, please let us know what worked for you, what didn't, and why. There is a response form at the end of this guide for you to use. We look forward to hearing from you.

Ten good reasons for doing community indicators...

Community-based indicators:

1. **focus attention** on what's important to people
2. get people **working together** in enthusiastic partnership
3. increase awareness of the community's **strengths and weaknesses**
4. create **opportunities for local people** to get involved in decisions that affect them
5. build the community's capacity to find **appropriate solutions** to their own needs
6. **tap hidden potential** and energy by building the community's ability to take practical action
7. create **learning** opportunities for every age group
8. bust through bureaucracy, streamline existing processes and **liberate essential information**
9. influence a wide range of **decision-makers**
10. increase sense of belonging ... **and fun!**

RECOMMENDATION

Have a list like this handy if you want to convince council officers, businesses - or a sceptical next-door-neighbour. Feel free to photocopy this one! If you like, you can turn it into a transparency ('acetate') for an overhead projector, or copy it out in big letters onto a 'flipchart'.

Casting the net: the UK Sustainability Network

'Sustainable development is a collective project', says the Government's guidance on sustainable local communities. 'It means including all sections of society - such as community groups, business, the voluntary sector and ethnic minorities - and using their talents, resources, expertise and enthusiasm.'

To find out who's doing what, call your local community and environmental groups to ask what they're doing in your area. Contact the organisations that are supporting Local Agenda 21 work in communities throughout the UK - listed in the directory at the end of this guide.

And try the brand-new UK Sustainability Network - or UK 21 - for action in the community. UK21 is primarily, but not exclusively, for people in the voluntary or community sector who are working on sustainability. UK21 provides a vehicle for people to contribute to and benefit from mutual support, ideas and skill sharing, partnership working and opportunities to build strategic influence from the grassroots. There is strong emphasis on decentralised networking, self-help and personal development.

UK21 currently publishes a directory and newsletter. Coming soon are regional groups, regular events and a website. For copies of the directory or to join UK21, contact Lindsey Colbourne at Projects in Partnership (tel: 0171 407 8585; email: pip.ltd@easynet.co.uk).

Source: Lindsey Colbourne, Projects in Partnership

Who are you...?

You may be a local council officer, a full-time employee of a community group, a part-time volunteer, a community activist, a community liaison manager of a large company, a teacher, a councillor... in fact, anyone who cares about improving the state of the community in which you live.

Community indicators are one of the few things in life where too many cooks don't spoil the broth. Participation is a vital ingredient of community indicators at all stages. Being part of a team means that you can achieve much more than you could alone, and learn more too. To make the most of this guide, you will probably want to be actively involved in the team that leads the process.

But not everybody can or will want to be involved, even in a small village. It is important to understand why people are reluctant to get involved in the life of their communities and to increase genuine opportunities for everyone to make a positive difference.

There will also be people who *do* take part, but are not as committed to the project as you think they should be. A council officer may have been told: 'Smithers, go get me some community indicators!' because their boss wants to do a little something about the sustainability thing for the next members' meeting. Some community stalwarts will see indicators as the latest fad, but may lose interest rapidly. Even so, they can make useful contributions.

Practice makes perfect

Developing meaningful indicators, building awareness and actually generating action in the community takes a long time and the involvement of many people. Anyone who has done it will tell you that there are few fixed rules. Trial and error is the only thing you can guarantee.

There don't seem to be any shortcuts, and yet we are continually being told by local council officers and community groups that the subject is intimidating or confusing and that they want some guidance on the process.

In answer to this, we have looked at a whole range of different experiences, like **Somerset's** above.

Step by step...

Albert Einstein said 'everything should be made as simple as possible. But not simpler'. We have tried to make things as simple as possible by identifying six steps that happen in most community indicators projects.

- 1. Getting started**
- 2. Agreeing issues**
- 3. Choosing indicators**
- 4. Gathering information**
- 5. Communicating progress**
- 6. Taking action**

This guide is organised around this six-step process. It is not the definitive guide. Because every neighbourhood and community has its own particular advantages and problems you will find you are devising methods of your own. So, what's here will only ever be a basis for your work. Nor do the steps need to happen consecutively. Communication is important the whole way through the process, for example.

At the beginning of each step we've included a checklist of the nuts and bolts, practical things you may want to do along the way. We have included recommendations throughout the guide, like this one:

RECOMMENDATION

Begin your project by contacting some of the initiatives we list at the end of the guide. Ask them how they got started, what the key steps were for them, and whether they'd do anything differently next time.

At the end of the guide is a directory called 'Blue Pages', which gives full details of who has done what where. There is a 'Jargon-buster' to help make sense of all the buzz-words and acronyms, and a response form to tell us what you think of the guide.

Finally, a full-colour map poster is available which highlights a selection of indicators from many projects around the country. If you've got a blank space on your wall, let us know!

Good luck!

Step one: Getting started

Community sustainability indicators have to be important to all sorts of people in the community. But even in a small community, not every single person can be involved. So this step is about how to form a group that can work well together and that represents as many different groups as possible.

Apart from people, the other crucial factor in the success of your project is resources – both financial and in-kind – to run a successful process.

Resources to get started

'Community' and 'cash' do not seem to be naturally drawn to each other! So you will have to work hard to make your project financially secure. There will be many sources of help, though they'll invariably be hidden. It is not possible to generalise about how much a community indicators project will cost - some have been done on a real shoestring, others have cost tens of thousands. No matter how self-sufficient your plans, some extra resources will always help. As a bare minimum, your group will probably need:

Bare necessities: a checklist for the project

- access to meeting place(s)
- use of computer, printer, and photocopier
- telephone and several dozen local calls
- a hundred hours of time spread over several months
- plenty of tea and coffee

Local authorities now have a responsibility to support work which contributes to their Local Agenda 21 programmes. If you're a local authority officer or councillor, access to council support will be easier, yet it's important to remember to involve all directorates in your project, and not to rely on what may be a very limited Local Agenda 21 budget.

If you're working outside the local authority, it'll probably be a vital element in the success of your project that you team up with the council department that has Local Agenda 21 responsibilities. It may be that you can get help from your council's 'environment', 'consultation/extending democracy', 'community development', 'Best Value' or related budgets and directorates. Regional government offices and the Environment Agency are also worth considering.

Equally, local businesses, charities and community groups can offer valuable support with a wide range of resources: sometimes cash, sometimes equipment and sometimes expert assistance.

Many large, and some smaller, companies are keen to raise their profile in the community through supporting local initiatives. You're most likely

to gain support if your work fits in with the organisation's strategic goals, or is seen as 'cutting edge'. A local printers in **Coniston**, Cumbria, volunteered to produce documents for a community initiative, seeing it as 'free advertising'.

Help from business people can be very useful indeed: once you have established firm links with a few companies, you may well find that their generosity extends to cover things like printing and publicity costs and advice, stationery, computer facilities, meeting rooms, and even a workbase in their office.

A good place to start is your local Chamber of Commerce, which should have a person designated to work on community relations. Similarly, most large companies have a community affairs or even a charitable purposes manager. Smaller businesses are often less able to devote this level of resources to community causes, yet you may find that a managing director or chief executive takes a particular personal interest in this area.

It's certainly well worth asking around and using networks to find out, and it's just as worthwhile writing some letters on spec. to small businesses that seem to be interested in their neighbourhoods and communities.

Checklist: sources of funding, in-kind support and advice

<input checked="" type="checkbox"/> Local council	<input checked="" type="checkbox"/> Local and national charities
<input checked="" type="checkbox"/> Local businesses - large and small	<input checked="" type="checkbox"/> Training and Enterprise Councils
<input checked="" type="checkbox"/> Local colleges and universities	<input checked="" type="checkbox"/> Regional development agencies
<input checked="" type="checkbox"/> Chambers of Commerce	<input checked="" type="checkbox"/> Health Authorities
<input checked="" type="checkbox"/> Local media	<input checked="" type="checkbox"/> Council for Voluntary Service
<input checked="" type="checkbox"/> Community foundations	<input checked="" type="checkbox"/> Environmental groups
<input checked="" type="checkbox"/> Utilities companies (electricity, gas, water etc)	<input checked="" type="checkbox"/> Churches & religious institutions

Who to involve?

Getting resources for your project is not only about becoming financially sustainable: meeting and talking with potential supporters is an excellent opportunity to include and engage a huge variety of people in creating successful and effective partnerships in your community.

Communities encompass a whole spectrum of perspectives. Everyone who lives in a community can offer something of value to benefit that community. Equally, communities just don't work well, are not as healthy as they could be, unless as many people as possible are involved in improving it, taking decisions about the things that affect them, and feel that they are 'owners' with a stake in the community.

The participation methods you use have to capture this wide and diverse range of peoples' ideals, needs and wants. This means checking that everyone who has a stake in the community's future is represented in your project.

Getting it in focus: stakeholders in Lancashire

Lancashire County Council commissioned the local university to run eight 'focus groups', made up of people selected to represent sections of the wider community not already represented on their Environment Forum (who tend to be the 'usual suspects'). The groups were chosen partly on the basis of occupation and partly because of their status.

- young men on training courses
- rural professionals
- Asian women
- retired people
- mothers with young children
- middle-aged working-class women
- unemployed men
- young professionals

Other groups, organisations, agencies and individuals you may want to invite include: schoolchildren, local Councils for Voluntary Service; local councillors, MPs and prospective candidates; local Enterprise Councils and companies; representatives from faith communities; schools and colleges; Environment Agency; local health authority; local Women's Institutes; someone from the Regional Development Agency or Government Office.

In practice, you will not be able to involve everybody you can think of. When **Croydon** wanted to invite local people to participate in its Local Agenda 21 Strategy they got a list printed out from the local library of *over 2,000 local community groups* - from Girl Guides and sports clubs, to self-help health groups and local branches of charities! You will have to be selective, or hire a very large meeting hall and buy a lot of stamps.

There are some short cuts for the inventive. A community activist working in **Benarty**, a former coal mining area in Fife, found that the local bingo hall was a place where a wide cross-section of the community gathered together! Look for the multiplier effect: involving schoolchildren is sensible when you are dealing with plans for their future, and also means that you will be passing on information to their long-suffering parents.

RECOMMENDATION

From the start of the project, keep an accurate **contact list** or database of people with whom you've been in touch. You'll find this information an invaluable resource later on in the process, when it may be impossible to remember the hundreds of people you may have worked with (we should know, we forgot to do this in writing this guide!).

How to involve them?

How do organisations involve and engage people effectively in projects that affect them? The table below shows four different approaches. You will notice that people's actual participation increases as you go down the type of involvement. *Telling* tends not to be very inclusive; *supporting* can be highly participative. Obviously, certain types of partnership working suit particular aims and purposes better than others.

<i>Type of involvement</i>	<i>What happens (or doesn't)</i>	<i>Favourite techniques</i>
<i>Telling</i>	People are given the good news about what has already been planned or decided 'in their best interests'	Leaflets, press, television, radio, exhibitions, word of mouth, rumour

Type of involvement	What happens (or doesn't)	Favourite techniques
Asking	Information about what people want and think about various plans or options is extracted from them; tends to be a one-way process with little feedback	interviews, questionnaires, opinion polls, surveys, public meetings (usually with fixed agendas), focus groups, citizen's juries.
Working together	helping people to work through ideas & options, encouraging consensus and shared visions on best way forward	workshops, visioning processes, community theatre, Planning for Real, stakeholder forums - and more
Supporting	identifying exciting community initiatives, then giving appropriate support	advice, access to information and expertise, in-kind support, access to networks, funding

Source: *Participation Works!*, New Economics Foundation, 1998

Securing effective participation in local decision-making is an art, not a science; and a difficult art at that. It is 'politically correct' to claim that a project is using only use the most participative and supportive forms of involvement. In practice, all four types of involvement above may end up being used at different stages in a project. There are many reasons why it may not be possible to be as inclusive as you would like; the real danger is *pretending to be more participative than you actually can be*.

Setting up the dream team...

Having researched possible sources of funding and started to put out feelers to potential group members, by this stage you should be ready to hold a first group meeting to engage the broader community.

How groups first form is often a mysterious process. Different communities have different attitudes towards new groups; some welcome them and some are highly suspicious. In general, any group that aims to develop community sustainability indicators will need to establish its legitimacy and competence through public endorsement, and this can happen from two 'chicken and egg' situations:

- ☒ the group is a 'self-appointed' bunch of enthusiasts who *then* ask for and receive formal recognition or informal approval from official bodies and/or a well-attended public meeting; or
- ☒ the nucleus of a new group is first appointed by an existing group - say the local council or major voluntary organisation, which *then* 'co-opts' volunteers from the wider community.

The critical mass of an indicators group varies; there is a need to balance inclusivity against the practicalities of meeting together and getting things done. As a rule of thumb, 'eight is great; twenty is plenty'. A group of 10 to 15 can fit into many rooms (at a squeeze) and generates enough energy, ideas and skills to keep people enthusiastic. But it is not just sheer weight of numbers. It's best if there is a mix between sexes, age groups, social and ethnic backgrounds, and representation from each of the main organisations involved.

So much for the theory. In practice, your group may fall short of the ideal. The important thing here is not to wait indefinitely for the perfect group to materialise, but to get started, while staying on the look-out for any opportunities to correct any short-comings as you go.

RECOMMENDATION

People organise themselves into *steering committees, advisory bodies, working groups, task forces* - you name it. It may not seem very important what the group is called. But the name can have an impact on how the project is perceived by the wider community, so it's worth spending a little time choosing a name that conveys the right impression. Avoid 'sub-group' if possible: it sounds boring!

Whatever it's called, the group is likely to include one or more people who have experience of public meetings, gathering information and other useful skills (especially if you have managed to attract someone from the local council, nearby schools or even a university!). Some groups sit down and solemnly list all their experience and skills - this can be a useful and often surprising team-building exercise so long as no one is made to feel uncomfortable.

Whichever the origin and composition of your group (probably a mixture), the most important way of growing the group until it reaches a

'critical mass' - both in size and legitimacy - is through holding a public meeting to introduce the indicators project. How is this done?

Planning the perfect meeting...

Arghh, nobody's going to come! The time-honoured panic felt by anyone holding a party applies here too. Here are some ideas to make this first meeting interesting.

Consider asking local personalities to promote the project. Use well-known social or environmental features that people identify with to incorporate into posters and handbills; make a catchy name and logo for the group and get it around. Does a well-known personality or political activist live in your area (perhaps not a Newsnight presenter though)?

And what about local historical figures? To engage local residents in a major health park development, the local authority and health trust in **Bristol** invited everyone to a series of fun, participative events at which they were able to meet and question a well-rehearsed actor playing the part of a Victorian doctor famed for inspiring the world's very first health centre in their area.

Above all, listen to what your potential participants say: they know their community best, and often how best to get their friends and neighbours motivated!

RECOMMENDATION

It's normal for fewer people than you expect to turn up. Don't blame them - or yourself! Make sure that you invite as many as many people as you can in person as well as via your wider publicity. Try to work out ways of making sure that the views of 'no-shows' can be taken on board - by going to them, for example.

Time is of the essence. Convenient timing for a meeting will vary for different people. Think about how to include people on night and weekend shifts, like nurses and factory workers; people who work 24 hours a day, like mothers; and people who don't like to go out after dark, like older people. Some people will need special facilities if they are to come along: you may need to provide a crèche, a signer for people who are deaf, or ensure access for people who have difficulties with mobility.

Is the community divided into smaller units, by a main road, for example? Are there tense 'them and us' divisions to deal with? To get everyone on board in a large and diverse community, you may need to arrange *several* meetings at different times - and with appropriate facilities.

Successful meetings involving the community need good planning, good publicity and very clear aims and purposes. Give yourselves plenty of time to research and book venues for your events. The next sections gives some ideas about what you can realistically expect to get through in your first meeting. Think about how many people may come along, and about what sort of facilities you will offer. If in doubt, a bit of a squash is more inspiring than an echoing hall...

Meeting needs: a checklist

- Is it to be a day-long event, or a series of very focused two hour meetings?
- Is it a good time of day/night for the people you want to come?
- Do you want local people to run workshops, or do you want to use professional 'facilitators'? (Many professionals are willing to donate their time and skills free to their community; others charge a fortune!)
- What about training local people to help run it?
- Is there access for people with mobility problems? Are there adequate toilet and baby facilities? Will you need to offer a crèche? Will you need to provide a signer for deaf people?
- What sort of refreshments will you offer?
- What about transport for those with no other means of getting to the event?
- Does the venue comply with fire and health and safety regulations?

Now let's break into small groups...

There is an amazing variety of tricks of the trade used by professional 'facilitators': people who help groups of all shapes and sizes have effective and successful meetings. The favourite tools of the facilitator are:

- ☒ felt-tipped marker pens, post-it notes and 'flip-chart' paper; and
- ☒ splitting overall groups into smaller 'break-out' sub-groups that go off to do specific tasks and then report back to the whole.

Some of your team may know about how to use these tools; alternatively, you may be able to arrange for a facilitator to help you on a voluntary or paid basis.

The main role of the facilitator is to make sure that everyone is heard, valued, respected and able to make a contribution towards fulfilling the objectives of the meeting. There are certain basic rules of facilitation. These are common sense really (see checklist), but surprisingly hard to follow in the heat of the moment. This explains why good facilitators can charge a lot for their help.

A word in edgeways? a checklist for workshop participants

- Listen carefully to others
- Keep an open mind
- Make a real effort to understand the point of view of those who disagree with you
- Help keep the discussion on track and on time
- Ask questions if another person seems to be unclear
- Speak your mind freely, but give everybody a chance to speak too
- Remember, everyone has something important to say

Source: The Study Circles Resource Centre, Connecticut, USA

Below is a possible format for a community indicators meeting in a small community. This could work for a mixed group of 20-50 people either in the afternoon or evening. The meeting is designed to introduce idea of community indicators and then take the group through two key steps: agreeing issues and choosing indicators (see next sections). *It is important to plan the meeting carefully like this, and agree in advance who will be the facilitator(s).*

Running like clockwork: example meeting format

Afternoon	Activities	Evening
2.30pm	⌚ Start	6.00pm
	⌚ Introductions	
	⌚ Housekeeping (refreshments, toilets, fire exits)	
	⌚ Time table & agenda	
2.45pm	⌚ Why indicators? (by inspiring speaker if possible!)	6.15pm
3.00pm	⌚ Participants move into 'breakout groups' (around 6-10 people in each). Facilitators lead their groups through <i>Agreeing Issues</i> process.	6.30pm
3.45pm	⌚ Tea break	7.15pm
4.00pm	⌚ All groups together to look at the issues other groups have chosen. Agree on which to use	7.30pm
4.20pm	⌚ Participants join next breakout group to <i>Choose Indicators</i> (same or different group)	7.50pm
5.00pm	⌚ All groups together to agree final list of indicators	8.30pm
5.30pm	⌚ End meeting with summary, and information on next stages	9.00pm
	⌚ Adjourn to local pub (optional...)	

This is a lot to cover in three hours! In most communities, the group will need to plan on *at least one* meeting for each step of the community indicators process. The following sections of this guide cover each of these steps in turn.

In any meeting, the facilitator has to be flexible, energetic and tolerant in balancing the (sometimes conflicting) objectives of:

☒ keeping the group together and enthusiastic; and

☒ getting through the agenda so that the meeting accomplishes its goals on time.

One of the great benefits of a community indicators project is that people can develop new facilitation skills that can be used in future.

RECOMMENDATION

How about taking photos of the project as it goes on? Photos are an immediate visual way of marking your achievements, and can be used later at events and displays - and for later funding applications!

Don't forget to feed back...

Any project will be greatly strengthened if you build in from the very beginning a 'feedback loop' which takes account of everyone's comments and concerns, and acts on the practicable suggestions. Demonstrating participation principles right from the start shows you mean business! And it builds people's confidence in the project and your ability to get the job done.

Just as important is a team review at the end of each step. It doesn't matter how you do this. What is important is that you take time, perhaps an afternoon, to look at how you did things, how the team worked together, what you learnt, what could have been improved on or done differently. This kind of session can be very productive, and enables people who probably wouldn't get the chance otherwise to voice their thoughts on how to run the next step, or part of the process. It also gives people a much needed chance to talk about things that have been bothering them.

RECOMMENDATION

Plan a review session at appropriate intervals at the end of each step, for example. Involve everyone who's working on the project. Ask them for their thoughts on how the project could be improved.

Step two: Agreeing issues

This step is designed to let the group think through and reach agreement – as far as possible – on the issues of most concern and interest to the community, like crime, education and the environment. It is much easier to choose a set of indicators if you have a pre-agreed list of issues to guide that choice.

Issues can be identified and agreed either in a meeting of community representatives, or by surveying the community – or both.

Conflicting opinions may well arise and will need to be resolved and integrated into the process. Your project will not be able to tackle every single issue under the sun, so some will have to be left behind.

What are the most important things happening here?

Thousands and thousands of issues matter to people in communities around the UK and abroad. Surely there's not much hope of finding anyone else in the community to get steamed up about your pet concerns - what we call here *issues*?

Surprise, surprise, most people in most communities actually turn out to be concerned about much the same things. Even if they don't agree on terminology or relative importance, people do seem to agree strongly that the issues facing their communities begin to look very similar: health, personal security, education, the environment, jobs, transport, leisure.

Below is an example of a good, thorough list of issues for a sustainable community. It has been developed by local and central government from a major project to devise sustainability indicators for ten local authorities. Note that there are three broad goals for the sustainable society, and 17 more detailed issues.

Common issues: a checklist for sustainable communities

A sustainable society seeks to:	
Protect and enhance the environment	<input checked="" type="checkbox"/> use energy, water and other natural resources efficiently and with care
	<input checked="" type="checkbox"/> minimise waste , then re-use or recover it through recycling, composting or energy recovery, and finally sustainably dispose of what is left
	<input checked="" type="checkbox"/> limit pollution to levels that do not damage natural systems
Meet social needs	<input checked="" type="checkbox"/> value and protect the diversity of nature
	<input checked="" type="checkbox"/> create or enhance places , spaces and buildings that work well, wear well and look well
	<input checked="" type="checkbox"/> make settlements 'human' in scale and form
	<input checked="" type="checkbox"/> value and protect diversity and local distinctiveness and strengthen local community and cultural identity
	<input checked="" type="checkbox"/> protect human health and amenity through safe, clean, pleasant environments
	<input checked="" type="checkbox"/> emphasise health service prevention action as well as care

A sustainable society seeks to:

- Promote economic success**
- ☑ ensure access to good **food, water, housing and fuel** at reasonable cost
 - ☑ meet **local needs locally** wherever possible
 - ☑ maximise everyone's access to the **skills** and knowledge needed to play a full part in society
 - ☑ **empower** all sections of the community to participate in decision-making and consider the social and community impacts of decisions
 - ☑ create a vibrant **local economy** that gives access to satisfying and rewarding work without damaging the local, national or global environment
 - ☑ value **unpaid work**
 - ☑ encourage necessary **access** to facilities, services, goods and other people in ways which make less use of the car and minimise impacts on the environment
 - ☑ make opportunities for **culture, leisure and recreation** readily available to all

Source: *Sustainable Local Communities for the 21st Century, 1998*

Your community should be able to come up with and agree such a list of issues - unless it is the exception that proves the rule. In fact, if you try to choose indicators *without* agreeing priority issues, you may end up with a very strange and badly-balanced set. It's important to establish these issues in some detail at this stage so that everyone agrees and understands why formulating indicators - the next step - is so important.

So why not simply copy the check list above? It certainly would save a lot of time, hard work and argument. Sadly, experience shows that the blood, sweat and tears are an important part of the process. If it's too easy, people don't really accept or value the list of issues as their own. And *ownership of the process* is the crucial ingredient that makes indicators work. And even a list as good as this one may leave out something important - like **crime**. And although sometimes there is already a list of important issues knocking around the council offices, we don't recommend using it unless you know exactly where it came from.

That's why most community indicators projects go to all the trouble of coming up with their own lists of issues - even if they do look rather similar in the end!

Ways of agreeing issues (1): meetings

A meeting - or series of meetings - like the one described in the previous section is a good way of identifying and agreeing a set of issues for the community in a relatively painless way.

The task is to draw out issues and to help the group reach a consensus on the most important to their community. This exercise will take at least 45 minutes - but shouldn't need more than an hour and a half. The task is best done by fairly small groups (of 6-10 people) where everyone gets a chance to contribute. If there are a lot of people in the overall meeting, they will need to split into smaller 'break-out' groups. Each group can tackle the whole community, or each group can be asked to look at one particular area - such as transport, the economy, environment etc.

One of the best ways is to 'brainstorm' issues by writing up each and every suggestion from the group on a large sheet of paper or flip chart as spokes of a wheel radiating from a central hub, branches from a vertical tree trunk, or fishbones sticking out from a horizontal backbone. In this way, no single suggestion takes priority, and there is space for other issues and to look at how these are linked. Schoolchildren doing a participative needs assessment on the **Roundshaw estate** in south east London used this striking approach to identify 'solutions' to the estate's problems.

The group may initially be a little hesitant coming up with issues, but with a bit of encouragement (gentle prompting can be acceptable if people are really shy), people should soon be coming up with many ideas, and may want to get into very detailed discussions.

More specific issues can be drawn as smaller branches coming off the main branches. Some will be complicated and difficult to 'pigeon-hole'. An example is children walking or cycling to school - a big concern for many people because it's less and less common. At first glance this issue may seem to be about *education* provision (people living ever further away from fewer schools). Or is it more about *crime* (parents worried about their children's safety)? Or does it tell us about:

- ☒ more car journeys: parents are making two extra round trips a day. Is it fair for the many people who don't *have* a car? (*transport; social exclusion*)

Source: *Foresters Junior School & Andrea Cornwall, 1997*

- ☒ extra air pollution from car exhausts, making it unpleasant and unhealthy for those who walk and live on busy roads? (*environment; housing*)
- ☒ children getting less exercise? Young children in the UK are now much more likely to be overweight due to lack of exercise (*health*)

Whoever calls the issue or holds the felt-tip pen has the task of deciding where to put these tricky issues. If the group don't agree, they will probably tell you.

Some participants may have good ideas and solutions to particular issues, which can later be defined as goals or visions that the community wants to achieve. All these are very useful and explain why some people want to be involved in creating and using indicators.

The facilitator has the thankless task of making sure that the group doesn't get bogged down or spin off into wishful thinking that strays far from the practical job of finding and agreeing top priorities. It may also be necessary to ask very 'vocal' members of the group to give others a chance. Have a look at the checklist above - if the group fails to mention something that seems important, ask them why. They may just have forgotten in the heat of the moment

RECOMMENDATION:

Try to prevent the list of issues growing indefinitely - most projects have found that a list of between 10 and 20 is most manageable. This may mean coming back to a longer list and getting the group to agree to either delete low priorities or 'clump' a number of issues under one more general heading. Issues can be described by one or two words, or a whole sentence.

If you've broken into several smaller groups to agree issues, you'll need to get everyone back together once this has been done. A representative from each group in turn is asked to present their key issues. If each group has tackled a different topic, putting them together is easy. If not, the facilitator will need to help the group agree a consistent overall set of issues that builds on the contributions from each group. This can be a tricky process.

No matter how broad a range of people is in the group, how clever they are, and how much time they spend, the group approach to brainstorming issues simply may not be enough (see box).

The medium is the message in Sutton

Perry Walker, an experienced facilitator in participative techniques, has learnt that who you consult and how you consult them can have a massive influence on the issues that emerge. Environmental boffins may focus so much on air pollution that they forget to mention crime, for example. One community group thought it would be a good idea to try to reopen the village school - and had a meeting in the village hall to which the local children were not invited. It turned out the kids actually much preferred going to the nearby town: more friends and better facilities!

Before running a visioning conference for 50 people in the London Borough of **Sutton** in 1995, a technique called 'Priority Search' was used to gather views from a broader slice of the local population. The top priority - from all sectors of the community - was to help older people stay in their own homes for longer.

Important though it undoubtedly was, this priority just did not emerge as a key issue in two and a half days of deliberation at the visioning conference that followed.

Walker warns: 'It simply isn't possible to say which is the 'right' answer: more people giving a quick response or fewer people deliberating for longer'.

Source: Perry Walker, New Economics Foundation

Ways of agreeing issues (2): surveys

An alternative or additional way of finding out what matters in your community is by using what we have called 'asking' techniques: like surveys, questionnaires and interviews.

This is a common way of finding out whether the issues that came out of the meeting are really what the community thinks. People can be asked to prioritise a list of issues, giving them scores from 1 to 5, for example, and asked for comments and additional suggestions. Alternatively, a survey can be done first to provide solid background information on which to base a meeting.

Leicester undertook a very extensive series of community surveys called **Blueprint for Leicester**. The results are summarised below.

 **Blueprint for Leicester**

<i>Issue</i>	<i>Results from community consultation</i>
<i>Crime</i>	This emerged as one of the biggest problems. There was strong support for making it difficult to commit crime, and for tackling its root causes.
<i>Transport and traffic fumes</i>	Nearly all comments stressed less traffic and better air quality as important goals.
<i>Employment and the local economy</i>	Concern about long term employment prospects was widespread. Fears about future job security went hand-in-hand with disquiet about current levels of unemployment.
<i>Housing</i>	The need for adequate quality and quantity of housing was frequently raised, as were concerns about homelessness, the need for renovation, and better maintenance of council houses.
<i>Leisure, facilities and culture</i>	Entertainment venues, night life and shopping were all praised, while some thought there were not enough things to do.
<i>Wildlife, parks and open spaces</i>	The city's parks and open spaces were greatly valued and seen as something that should be protected and improved.
<i>A clean city</i>	Everyone agreed about the desirability of living in a clean city. Complaints raised included problems with dog mess and litter.
<i>Participation and local democracy</i>	There was a profound lack of awareness of and involvement in the local democratic process. Groups noted increasing apathy and cynicism towards 'establishment institutions' amongst the young.
<i>Education, training and awareness</i>	Although people were generally satisfied with schools and other educational centres, there was a criticism of the lack of resources.
<i>Health</i>	This was not a frequently raised issue although older people in particular stressed how important good health is to them. The areas for improvement that emerged included the length of waiting lists and times.
<i>City centre and</i>	The city's shopping centre and city centre were much

Issue	Results from community consultation
shopping	appreciated. The latter was considered to be improving with efforts in pedestrianisation, renovation of buildings and floral displays.
Equity and discrimination	Issues of financial equity did not emerge very clearly in terms of distribution of wealth. There was concern over low pay and consensus on the need to tackle poverty and hardship.
Buildings, streets and town planning	There was reasonable agreement on the advantage of the city's size, location and compact nature, and some dismay at losses from Leicester's built heritage. New buildings were rarely greeted with lavish enthusiasm.
Energy and waste	These issues did not attract a great amount of comment. There was, however, support for initiatives to encourage recycling and to minimise waste. By those who knew about it, energy conservation measures were seen as a way of both helping people to stay warm, and reducing the city's impact on the global environment.
Community and neighbourhoods	There were many positive comments describing the city as having friendly people and a good social atmosphere. Many expressed fears that the sense of community was dwindling across the city and in its neighbourhoods - most commonly blamed for this were crime, deprivation, traffic, and decreasing trust.

Source: *Blueprint for Leicester*

Questionnaires and multiple interviews can be time-consuming, expensive and difficult to do. Even if you live in a small community, there is a lot of work in even a simple survey. So you need to be absolutely clear what it is you want to find out. The checklist below provides some tips about surveys.

In **Barnes**, two part-time enthusiasts wanted to get an indicators project going but didn't have the resources for either meetings or questionnaires. Instead, they 'collared' people at the local fair and asked them to vote for their five favourite indicators written up on a bid board. The votes also reflected which issues were most important to people. In Barnes, noise came high up (it's on the Heathrow flight path) but most people were not too concerned about energy.

Ask a silly question: a checklist for surveys

- Be careful: many people suffer from 'consultation fatigue' (being asked silly questions), and may be bored, suspicious or downright cynical about really being listened to.
- Devise creative approaches that build trust in your project's intention and ability to get things done and make a difference. If you ask good questions, you can really make people think.
- Can you piggy-back by adding a few questions onto an existing survey done by the council? Could a class in the local school do the survey as an assignment?
- Do you really want to know? If in doubt, don't ask!
- Ask some friends to try out the questionnaire before you 'go live'. You'll be amazed how easily people can misunderstand what you think is crystal clear. Questionnaires need repeated redrafting before they work properly.
- Don't expect a reply from everyone: if one in ten people respond (a 10 per cent 'response rate'), you are doing quite well.
- You can get a higher response rate by making the questionnaire easy to answer (e.g. tick boxes, scales from 1-5), quick to fill in, and simple to collect.
- As a rule of thumb, you will need at least 30 responses to a questionnaire to give reasonable results in a small community, and 800 in a big city.
- If you can't survey or interview everyone, you need a representative 'sample' of the community. You will need some help from someone who understands statistics to work this out.
- Try to work out what you need to process the surveys (e.g. a computer with 'spreadsheet' programme) and how long it will take (e.g.. 15 minutes per returned questionnaire x maybe 100 forms = 25 hours = *over three long days. Gulp!*).
- Don't try to read too much into the results; remember lies, damned lies and statistics!
- Make sure you are able to feed back results quickly and simply back to respondents. Most researchers don't bother - adding to consultation fatigue ...

Finalising the list of issues

To get an idea of the sorts of issues that have been agreed in other communities, have a look at the directory in the 'Blue Pages' at the end of this guide.

Any lively community will have differing opinions about a number of controversial issues. Workshops and surveys can help to build understanding and consensus on the priority of some issues, but there will remain some issues that some people think are important and others think are unimportant.

During workshops, it's important that facilitators enable people to speak about their different points of view, although they must tactfully remind their group that a major aim of the process is to reach a consensus on the issues that are of importance to the community as a whole. If you've agreed ground rules at the start of the meeting, then keeping the group on track will be easier.

Disagreement, if backed up by sound reasons and respect for differing opinions, can be a very productive starting point, rather than an obstacle. Facilitators should be prepared to spend a little extra time working through which issues are of most importance and why.

Often, a survey will provide a more definitive answer as to how the community as a whole sees a controversial issue. The results may just make the tension yet more obvious, on the other hand. No single approach - certainly not community indicators - can be expected to resolve deep-seated conflicts. On occasion, it may be necessary to accept a 'stand-off' - everyone agrees the issue is important, even if they see two diametrical solutions.

Once you have compiled the working list of issues, you can then move on to choosing what sort of indicators can measure progress in each area of concern.

Step Three: Choosing indicators

Working from the list of common issues, identify one or more indicator ideas for each issue. The best indicators will be exciting and strike a chord.

Beware of coming up with too many ideas for indicators: a basic list of criteria will help in whittling down the suggestions. But don't worry if you're not sure whether the data is available. Two indicators for each issue is a good goal.

Choose what method of selection will work best with your group: negotiation or voting.

Reinvent the wheel, or learn from others?

Many projects have started completely from scratch in choosing indicators. This has been a valuable team-building process, and a useful learning experience in which the community gets the indicators it really wants and needs, without any pre-conceived notions.

Some communities, though, may get bogged down. If you have any doubts that your group will not have the energy, time or resources to devise its own set of indicators from scratch, there is a short-cut. You can get some ideas by looking at what other people have done.

We do *not* recommend just copying someone else's list of indicators, though. They have been chosen specifically by and in the context of another community, and probably won't work for your community.

Over 1,500 indicators have now been chosen in over 40 communities in the UK. The list is completely unreadable (we should know, we've tried!). To make things easier, we have taken the set of issues described above, and chosen a couple of typical indicators that correspond to each of them. Or you can look at the set of indicators chosen by some of the communities listed in the directory.

You will find both of these in the 'Blue Pages' at the end of this guide. It's a good idea for the group to have a look through these to get their imaginations going and to see the sorts of indicators that other people have chosen.

Brainstorming indicators

The best way to 'brainstorm' suggestions for indicators is in one or more workshops (brainstorming is a creative group process to generate bright ideas).

Sometimes it is possible to brainstorm indicators in the same meeting as agreeing issues; other times it will need to be another meeting. The facilitator will need to write up the agreed issues on big sheets of paper, with plenty of space around each issue. It will also be useful to have a big sheet of paper with a definition of an indicator, like this one, written up in big letters:

An indicator:

- simplifies**
- measures**
- communicates**

complex trends and events to a broad audience

You may want to have some examples of indicators up your sleeve. Use the 'Blue Pages' to get some examples you like. When the group has reviewed the list of agreed issues and understands what an indicator is, they are ready to start brainstorming.

Probably the best way to run this is to ask everyone to take a turn in calling out an idea. This way everyone gets to put their ideas forward, and hearing others' thoughts will provoke even more. You will find this process easier if you ask a volunteer to help with writing up each contribution alongside the issue(s) it relates to. Then you can remind people that their suggestions should be simple, measurable and communicable. It's also good to set a time limit on this session - it shouldn't really take longer than an hour to come up with a respectable list of potential ideas.

Brainstorming session: a checklist for facilitators

- Does the group really understand what we mean by an indicator?
- Does everyone in the group know where the list of issues came from?
- Will people concentrate all their efforts on just a couple of issues and ignore others?
- Some issues come with an obvious indicator e.g.: 'education → GCSE results'. Use these to get the ball rolling, even if it turns out that you don't think they are very good in the end.
- Should you split the overall group into smaller groups, each one volunteering to brainstorm indicators for a few issues?
- Is there anyone who will not be able to join in fully; people need to have reasonable literacy, eyesight and self-confidence to brainstorm like this?

- ☑ Are the suggestions being written up next to the relevant issue(s)?
- ☑ If two people disagree, make sure the idea goes up. Don't let anyone rubbish someone else's suggestions.




At the end of this session, the group should have come up with plenty of indicator ideas. Some will be sensible, some dull, some weird and some wonderful.


The group will almost certainly have some technically-minded participants and even experts in some areas. They can be encouraged to think carefully about certain issues and work out sets of more technical indicators that go beyond the 'headline' indicators that non-experts suggest (see box).

Where do 'headline' indicators fit in with 'expert' indicators?

'Would the UK be more sustainable', asks Roger Levett, a director of CAG consultants, 'if we could see the hills from the cities more often? Maybe - but not necessarily: we might just have shifted the polluting emissions. And fewer road casualties - obviously a good thing in itself - might mean we have made the roads so dangerous that people don't dare cycle any more, and that barriers have been put up to stop pedestrians crossing where they want.'

'We need to set 'resonant' indicators in a context of more 'technical' indicators to show what they really mean. For example we need a joined-up 'chain' of indicators to get a grip on sustainability in transport:

-  how far do people have to travel to get access to amenities (the 'mobility cost of access')?;
-  how many passenger how much of this distance can be done by foot, cycle, bus or train instead of car or plane ('Modal split')?;
-  how many miles do we get for each vehicle mile ('Vehicle occupancy rates')?;

 how much energy and pollution each vehicle mile causes

This is starting to look rather 'expert'.

'Resonant indicators are like headlines in newspapers - they draw us in so we want to know more. But technical indicators are then needed to guide and measure the effectiveness of policies and actions. The two kinds complement each other. We need both.'

Source: Roger Levett, CAG Consultants

('pollution intensity')?

Try to encourage the group to come up with up to half a dozen indicator ideas for each issue, but be careful if the list starts to get *too* huge. This will make the next stage longer and harder.

RECOMMENDATION

When everyone's ideas are up in front of the group, you can then move on to the next stage, which is about making sure each indicator is practical and appropriate for your community. Note that in the more ambitious projects, lists of indicator ideas have been built up gradually by surveys and a series of specialist meetings as well as in brainstorming sessions.

Why to narrow down the list

You should now have far more ideas than can ever be used as an effective set of community indicators; not all of the suggestions will make good indicators. This is a good thing, because the process of rejecting *bad* ideas teaches people about the qualities of a *good* indicator and so builds support for the ideas that survive.

For an indicator to survive, it must meet certain basic conditions, or 'criteria'. If an indicator doesn't meet most of these conditions then you'll have to discard it: much as it looks good, more than likely it won't work for the community!

Participants will want to discuss and even argue about what indicators are best. 'Lively debate' (or argument) will certainly contribute to compiling a list of robust indicators (see box).

Seeing eye to eye? Vision 21 in Gloucestershire

'Our experience has taught us to focus attention on what is important to people, and not to fall into the trap of 'one person's meat is another's poison'! There is a lot of focus at present on loss of land to building in green belt or in the rural landscape. For some people, losing land in this way is seen as unsustainable, just like the loss of water or the degradation of any natural resource. So, for these people, losing land to development is a measure of *unsustainability*.

But for other people, the right sort of development is a necessary step towards a *more* sustainable life in the countryside; it is part of reshaping the rural agenda or changing lifestyles and providing employment opportunities in rural places. So a sustainability indicator based on a loss of land to development could be 'meat or poison', depending on need or point of view.

Similar sorts of difficulties can arise around indicators based on creating new jobs. Everyone wants to see more job opportunities, so there can be assumptions that more job opportunities means an improving sustainability indicator - rather like the rising scale which charts the raising of money to mend a church roof. But qualities of work and life and capacities to earn an adequate income need to be taken into account in some way also if there is to be a real and holistic measure of sustainability.

So this tells us that quantitative measures can be misleading. Qualitative measures need to be considered as well when evolving indicators. And sometimes we need to track the effects of doing things rather than simply how many new facilities are provided. We can also see that people with different points of view, such as the unemployed as well as the job creators, need to be involved in making indicators that are valuable to a community'.

Source: Alison Parfitt, Vision 21, Gloucestershire

The narrowing down or weeding exercise will take more time than the brainstorming session, and can demand a lot of energy. This means rejecting some people's cherished suggestions - a negative experience - so we recommend that the group as a whole agrees the criteria it will use to do so. As a minimum, it will take 15 minutes to agree criteria, and an hour to work through the list. It could easily take twice as long. It is preferable to get this process finished in one session, and not to stop part of the way through. Below is a checklist of suggested criteria.

Over the hurdles: a checklist of criteria for narrowing down

Many projects have long lists of criteria: sometimes seven or more. It is *incredibly* difficult to weigh up the relative merits of dozens of indicators with so many. We suggest three or four like these:

Simplicity

Would most people be able to understand what this indicator is about, and find it interesting? The number of salmon returning to local rivers was the indicator that citizens of **Seattle**, in the north-west USA, found most engaging and pertinent to the measurement of the health of their community. It simply and compellingly tells them about environmental, cultural and economic trends that are all encapsulated in the fate of salmon streams.

Importance

Does the indicator describe an important aspect of the issue clearly and unambiguously? Is this indicator relevant to *our* community? The amount of dog mess may not be an important environmental indicator in rural Dorset, but it is to neighbourhood schoolkids in **Reading**. Does it reflect national and global concerns? Some people 'prefer to forget' that they are using more than their fair share of the world's resources.

Measurability

Can you figure out where to get information for this indicator? Don't worry if it doesn't exist yet, so long as it could be relatively simple and cheap to collect. Most communities have had to gather data from scratch for some of their favourite indicators (see next step). In **Oldham**, children helped to create a new biodiversity indicator.

Action orientation

Does this indicator provoke people to debate, change the way they think and behave? Is it obvious to all which direction we should be going in? Can achievable targets be set? Is it clear what and who will have to take action? In **Merton**, some people argued that asthma levels was not a good indicator because diagnosis differed so much between one doctor and another.

No matter how many (or few) criteria you have, narrowing down will be a difficult process. The aim is to end up with a *workable* number of indicators that best meet the criteria the group has agreed. So what *is* a

workable number? There is no fixed rule here. In general, most communities find a set of between 20 and 40 indicators to work - only a couple for each issue. Many less, and it is difficult to cover enough issues of importance. Many more and there is simply too much information for the average person to take on board. So:

- ☒ if the group has agreed between 10 and 20 issues ...
- ☒ ... and chosen half a dozen potential indicators for each,
- ☒ ... that may mean choosing only *one in three* of the ideas.

Tricky! There are two basic techniques to use: formal group evaluation or informal individual (s)election.

How to narrow down (1): formal evaluation

Some projects have found that it helps if the potential indicators are systematically evaluated (perhaps scored) against the checklist of selection criteria. The group needs to work through and agree together whether or not each indicator meets each criterion, either with a tick or a cross, or by giving scores.

This can be done in a tabular form:

Indicator	Criterion 1	2	3	4	Totals
<i>no. of frogs in gardens</i>	✓	✗	✓	✓	3
<i>domestic waste per person/year</i>	✓	✓	✗	✗	2
<i>or using scores from 0-5...</i>					
<i>no. of child care places available</i>	3	2	1	5	11
<i>no. of people who know community police by name</i>	2	3	4	3	12

Some criteria may carry more weight than others, so this is not as precise a science as it looks. Even so, this method is recommended if the group wants to keep a systematic record of how the decision was made to include certain indicators and exclude others. This will be particularly important if several groups are meeting simultaneously to

select indicators for different issues and need to be able to justify their decisions to each other.

How to narrow down (2): a 'Green Dot' voting exercise

A formal evaluation may not be appropriate: if there is limited time, if the group won't be able to reach consensus, or if they prefer something more fun, for example. Then the following 'Green Dot' voting exercise can be used.

This is a sort of 'open ballot' where individual votes are made publicly (unlike in political elections, where voting is secret). **Oldham** in Lancashire and **Seattle** in the USA used this voting system in their projects. Some groups may want a secret ballot that offers privacy and protects people from bullying, but we haven't yet heard of any situation where this was necessary.

Checklist for the Green Dot Technique

- Resources needed:* flip chart paper, blutack/pins, several packets of 'green dots' (stationers sell packs of 200 or more coloured self-adhesive labels or stars), convenient wall, someone nominated as an 'independent electoral monitor'.
- Write up clearly all the issues on the flipchart(s), and next to each the indicators options. Stick up on wall in easy reach of everyone in the group. If people can't reach the wall, they can nominate a 'proxy' voter.
- Run through the list to make sure everyone can see and understand them. Confirm the criteria.
- Decide roughly how many indicators the group wants altogether - say 2 indicators for each issue and 20 issues makes 40.

- ☑ Give each person this number of stickers. Alternatively, give each person half as many - this will make people have to choose even more carefully.
- ☑ Invite people to place their stickers on any indicators of their choice - they can choose to place all their stickers on one most favoured indicator, or two on one and three on another, etc. 'Tactical voting' is fine.
- ☑ After all stickers have been placed, count up totals for each indicator. The highest scoring 2 indicators for each issue get elected. You can also tell which are the most important issues.
- ☑ If the group is very big, it can be split up into sub-groups. Give each sub-group different colour stickers. Different voting patterns may reveal interesting conflicting interests.
- ☑ NB: Red, blue, orange, purple etc. stickers have been found to work just as well. We don't really know why this is called a *green* dot exercise...

Once you have a working list of indicators, you are ready to go on to the next step, gathering data. This means encouraging more people to get involved, arranging more meetings and events, and communicating the project's purpose to an even wider audience.

Step Four: Gathering information

At this stage, the group has agreed a set of community sustainability issues and a couple of interesting indicators have been selected for each. You will have had one or probably several intensive meetings. Great stuff.

But it is important to realise that the fun (and work) is just beginning. A surprising number of projects get stuck at this stage - as though writing the shopping list is the toughest bit of the weekly shop.

Luckily, some of the data you need will be easily available from the local council and other official sources. However, if you have been creative, information will simply not exist for some of the high-scoring indicators that the group wants to develop.

Harness the resourcefulness of the group to think of ways that people in the community can gather the data themselves. What sorts of indicators do you have? Can targets be set? As the data come in, how will it be processed and interpreted.

Picking low-hanging fruit: secondary data

To maintain momentum and enthusiasm, it's a good idea to get the people at your events and meetings to decide on how you set about collecting data. If there's not time at the first meeting, then you'll have to arrange a second meeting, or series of meetings, to share out the tasks associated with this step.

RECOMMENDATION

Consider producing a simple, one-sheet update or newsletter for people who couldn't get to the event. List the issues and indicators chosen, why and how it was done, and the organisations involved so far. **Then ask for help in gathering data.** Remember to give contact names and numbers!

The good news is that some of the information needed for indicators will be readily available: it may just mean a couple of trips to your main library or some phone calls to government departments. Information in this form is sometimes referred to as 'secondary data' ('primary data' you have to gather for yourself).

Get hold of some of the secondary data you need quickly. Picking a bit of low-hanging fruit keeps the spirits up before having to climb right up into the tree.

Checklist of local sources of secondary data

- | | |
|--|--|
| <input checked="" type="checkbox"/> the local council | <input checked="" type="checkbox"/> training and enterprise council |
| <input checked="" type="checkbox"/> chamber of commerce | <input checked="" type="checkbox"/> schools and colleges |
| <input checked="" type="checkbox"/> libraries, museums | <input checked="" type="checkbox"/> health authority, hospitals, clinics |
| <input checked="" type="checkbox"/> Environment Agency office | <input checked="" type="checkbox"/> regional government office |
| <input checked="" type="checkbox"/> Job centre | <input checked="" type="checkbox"/> local businesses |
| <input checked="" type="checkbox"/> local green group (Wildlife Trust/ WWF/FoE etc.) | <input checked="" type="checkbox"/> Police & emergency services |

Most 'secondary data', coming straight from existing records, incurs little cost in terms of time and money, and gets the data gathering step

off to a good start. Many projects have managed to get half the information they need from secondary sources. Eventually, though, you will run into a brick wall that says: 'Sorry, that information doesn't exist'.

The indicators that end up meaning most to the community are often those constructed by people in the community itself after running into this brick wall. Involving local people and schoolchildren in gathering new data for the first time ('primary data') is a very effective way to make sure that the indicators engage a wider audience's interest and ownership.

For some indicator ideas, finding primary data is always going to be a major challenge to the group's resources and initiative, and just may not be possible in the foreseeable future. But for more and more issues, communities are finding that by working in partnership with local partners, schools and 'everyday experts', they can gather good quality information without too much difficulty.

Gathering primary data (1): local partners

Health authorities, universities, housing associations, training and enterprise councils and so on will all consider sponsoring or helping with research which can contribute to your indicators. Experience has shown that these bodies usually welcome the opportunity to become involved in initiatives with a wide range of people in the community.

All help gratefully accepted: data in West Devon

'Data for half of our indicators was accessed from existing sources.

A public survey was devised to deliver information on another thirteen of the indicators, and a trained team of surveyors undertook the surveys. Businesses, shops, schools and homes were also surveyed to bring in the information on the remaining Indicators. All surveying work and data collection was carried out by paid permanent or temporary employees supervised by the co-ordinator.

The Indicators Working Group comprising representatives from a range of interests and organisations meets at regular intervals to advise and steer the project. It is important that a community group such as West DEN is able to show that its questionnaire data has been produced by following standard sampling techniques and analysed by standard

statistical methods. Then there should be no question that the results are valid.

We obtained invaluable advice from the University of Plymouth on questionnaire design. The results were analysed by Devon County Council's Research and Intelligence Services. We doubt that we could have carried out this part of the process without the professional expertise of these organisations.'

Source: Pat Mayston, West Devon Environmental Network

Gathering primary data (2): involving schools

Young people make enthusiastic, reliable and cheap researchers.

Oldham chose to measure natural richness ('biodiversity') by the number of ponds that have frogs and newts in them, and asked primary schools to help with the collection of data. The group that chose the indicator concluded that this is 'a particularly good indicator and great for involving schools and bringing publicity to the whole issue of sustainability indicators'.

A local authority officer may have to spend a good deal of time liaising with schools, and finding and supporting students to gather information using appropriate methods. On the other hand, the project can be integrated into the syllabus, helping to fulfil key National Curriculum requirements, building connections with the wider community and a greater understanding of civic/environmental issues and citizens' responsibilities.

A six-part TV series called **The Feel Good Factor** (shown in 1997 and repeated in 1998), showed how young people could gather amazing amounts of primary data in their communities on everything from crime rates and road safety to health and education. There will be some things it may not be advisable to ask young people to survey, but not many.

Gathering primary data (3): everyday experts

Scientists sometimes give the impression that primary data is only reliable if it comes from an expensive survey carried out by professionals. But one of the most robust series of environmental data in the world has been compiled every year since the 1960s by the British Trust for Ornithology - from data gathered by thousands of amateur bird-watchers all around the country. Don't underestimate the enthusiasm and ability of ordinary people. There is growing evidence that they make excellent data gatherers.

Colchester: beetling away with data

In 1996, Colchester Museums invited local people to take part in the search for stag beetles (scientific name: *Lucanus cervus*). The unmistakable appearance and unmissable size of the beetle makes it an ideal subject for a survey involving the participation of the general public. According to Jerry Bowdrey, the benefits included:

- involvement of local people directly in appreciation and conservation of their local wildlife;
- creating a data set on current distribution of the stag beetle; and
- providing a trial for further surveys.

5,000 leaflets detailing stag beetle natural history and identification hints, together with a tear-off recording form, were distributed via suitable outlets like libraries and nature reserves. A shortened

version appeared in *The Courier*, the free newspaper that goes out to the borough's 62,000 homes.

At the end of the five month survey period, nearly 500 responses had been received. As a bonus, some included detailed logs of stag beetle sightings and interesting observations.

The results showed that stag beetles are still common in Colchester and provide a valuable base line to enable monitoring and conservation of the species into the next century. They also indicate that Colchester residents are interested in conservation and appreciate their local stag beetles! The approach is now being picked up by others around the country.

Source: Jerry Bowdrey, Colchester Museums

Divide and conquer

At this stage, most projects have formed a working group to co-ordinate the gathering of information. How you divide tasks will depend on who volunteers for this group and how their knowledge and skills match what needs to be done. You'll also need to decide, as a group, who is going to co-ordinate the work in this step.

More often than not, local authorities have been the initiators and focal point of indicators projects to date. But there is no reason why they have to be. In fact, many already stretched officers would be pleased and relieved to have this process led by other people in the community.

People in the working group may decide to split the various jobs by type of indicator, that is, according to which themes they come under. Some people may choose to work on 'environmental issues', others on 'social issues' and yet others may decide to tackle indicators relating to 'economic issues'.

Alternatively, the working group may prefer to have people working on 'primary research', whilst another set collect 'secondary data'. However you choose to work during this stage of the process, make sure that everyone's clear about who is co-ordinating this data gathering step, who is doing what, and how they can get in touch with each other. It may be helpful if one person is specifically responsible for updating and distributing the group's contact list.

Collating results

The process of gathering data is likely to take several months. It's important to set realistic deadlines for submission of information to the person or group that is collating the results. This tends to be a labour-intensive 'behind-the-scenes' stage and you will need to have a well-publicised and well-organised central co-ordinating group to support collectors and to receive data.

On the other hand, we have been told that - in **Sri Lanka** at least - communal sessions for processing, understanding and debating data have proved very effective. It doesn't have to be the case that a couple of 'number-crunchers' get stuck with the whole process at this stage..

While people are researching and sending in results, the group could be looking at how to maintain publicity and a profile in the community. Look out for interesting, controversial or funny snippets of data and 'photo opportunities' to offer your local media.

It's a good time also to be widening your contacts - with national as well as local groups - and letting these people know what you're doing. You can also find out who isn't involved and encourage them to take part in the next stages.

Compiling the gathered information for presentation as understandable indicators will also take time. Invite a numerical wizard to volunteer time (and, maybe, computer) and expertise in this key stage. Other projects have found this particular stage to be the one where, if energy is to flag, it will now! It's quite easy to let the welter of information lie, half-done, on the wizard's kitchen table or office.

Also, be careful not to get too carried away with the science. In **Oldham**, a perfectly good indicator showing how many children were born weighing less than a healthy birth weight was over-complicated because the team adopted the hospital level: 2499 grammes. Ask any mother how much this is in 'real' pounds and see if she knows.

So, this is the point at which the project's co-ordinators put on their cheerleaders' hats and keep the enthusiasm and momentum going. It may help to revive people's interest if you can involve local celebrities and personalities at this stage as 'champions' of the process.

When you have the results in draft form, it would be helpful to ask relevant people at your local university or college researchers to check them for statistical reliability and usefulness. They may well be able to offer suggestions for presentation to a wider audience also. With a set of data in front of them your group can now begin to think about targets for improvement to talk through and agree with members of the community during the next steps (see box).

Working with the results: MAFIA

People in **Merton** identified 'equal access' in all forms as a key community indicator. Volunteers from the Merton Association For Independent Access (MAFIA), whose mobility is restricted, visited shops, banks, places of worship, post offices and building societies in the Borough's four main town centres to assess how user-friendly and accessible these are for disabled people.

Sue Tanton of Merton's Policy and Quality Division in the Chief Executive's Department reports: 'MAFIA brought their own expertise to the collection of this data. And, as a result, they then became involved

in the wider Local Agenda 21 process.' This indicator also shows up how accessible buildings and other public spaces are for a wide range of others, including older people and those with children in buggies, for whom access is difficult.

The results? In 1994, wheelchair users found that of 912 premises surveyed, 453 (49.7%) were accessible. Everyone involved agreed that a target of 60% would be a realistic medium-term milestone. The long-term target is 100% accessibility.

The data has been used to compile an access guide to the Borough. The next edition will include doctors' and dentists' surgeries and private leisure facilities. The indicator has potential for development to include more shopping areas and public open spaces, amongst other facilities.

Source: Sue Tanton, Policy and Quality Division, Chief Executive's Department, Merton BC

Rethinking resources...

Is it time to consider paying workers? As the project becomes established and action-oriented, people who are involved will probably begin to think about its future and how to fund and support those who are designated as co-ordinators. It's an inescapable fact of life that people need an income. Volunteers are the backbone of any community, but, sadly, often undervalued. It's good practice pay to expenses to those who willingly give their time for free - at least travel costs and lunch. Even then, volunteers can only be expected to do so much.

If it looks likely that the work of the project will require considerable time and effort from one or two people then now is the time to address this issue and consider employing paid staff. Although it might seem like an unnecessary complication, other projects have found that creating a clear structure with 'officially' appointed paid workers has made the whole process much easier.

If the appointed co-ordinator is a local authority person, then the council will need to agree to sponsor their extra work. If the lead people come from other sections of the community then you may have to set up a more formal partnership body to appoint workers, seek funding, and to provide a range of worker support. But employing workers doesn't have to be a complicated business.

'From the outset', says Pat Mayston of the **West Devon** Environmental Network, 'it was obvious that the success of the project would depend to a large extent on the appointment of a full-time co-ordinator. A three year funding proposal was drawn up and this was sent to several funding bodies'. At this stage, make sure that your project will meet the criteria set out by your potential funders, otherwise you are wasting your time. 'As soon as we knew that our funding was secure, the post was advertised locally and nationally. Candidates were shortlisted and interviewed by an interview panel consisting of trustees and members of West DEN.'

If funding posts isn't enough to keep the group busy at this stage, there are plenty of other things to be getting on with, before you are ready to communicate the results to an eager audience.

Juggling lessons: a checklist of other tasks during this stage

- Maintaining project's high-profile in community
- Working out where to go for continuation funding & support
- Find interesting soundbites to pass to local media
- Enhancing links with local and national groups
- Look at which groups in your community are not involved and why
- Engage local celebrity 'champions' for the project
- Work on publicity strategy for next step

Step Five: Communicating progress

Turning the information that has been gathered into understandable indicators is not as easy as you'd think. Many indicators reports are tedious and gather dust.

Getting the indicators out to a broad audience is the crucial stage. Most people don't read A4 reports or understand graphs that easily, so you need to be inventive.

Use relevant media: newspapers: newspapers, local radio, exhibitions, displays, schools materials. Don't forget, communication is a two-way process.

Become a spin doctor overnight

We all know the importance of getting our message across. Peter Mandelson, everyone's favourite spin doctor, has said 'To govern is to choose. But to govern is also to communicate'. Like it or not (most of us don't), there is no point putting all that energy into agreeing issues, choosing indicators and gathering data only to go out with a whimper.

One of the intentions of communicating the indicators is to encourage ownership of them and to foster long-term interest in the cycle of reporting results. Action and change can only happen if the indicators are communicated widely and effectively. Publicity, though, is an often overlooked aspect of many a community initiative, and a major factor in the success or failure of projects.

Missing in Action? Communication in Leicester

'After 18 months of hard work, the first **Leicester** report on sustainable development indicators (SDIs) was published', says Mark Jeffcote, one of the core team. 'A night in the pub to celebrate and then all hands on deck because EMAS had surfaced!'

Recently I returned to the SDI project and realised that something fundamental was lacking. This was communication. Somewhere on its long trip from Seattle, this important part of the process had gone missing. Indeed, a review of other UK projects revealed that communication was often being overlooked, neglected or purposely ignored.

'Let's face it. There seems little point in developing an approach to monitoring those things that are meaningful to local people if they never find out about it. And how can we expect the indicators to educate and promote action if they are not communicated effectively? We realised that a report and single article in the local paper just would not do. In Leicester we now intend to revisit the communication of Sustainable Development Indicators - and do it properly!

'So what do we need for effective communication? We need a set of indicators that will captivate our audience, and we want to communicate them as widely as possible using a well thought out communication plan. We've decided to get a lot more creative with the

the indicators and encourage a big community input. Importantly, the local paper is on board from the start and has dedicated space and resources to the project. After all, the type of information we are going to collect makes great news.

'We are planning an event for community groups where we can all generate ideas for highly resonant indicators, and secure a commitment to community data collection...parents could be out in the playground counting the number of schoolchildren using inhalers, and the neighbourhood watch will be finding out how many of their neighbours fear walking to the local shops at night.

Considerable media coverage is planned, and the focus will be on how individuals can respond to the challenges we as a city face as we move towards the new millennium. Watch this space!

Source: Mark Jeffcote, Blueprint for Leicester

Admittedly, many projects are under-resourced; a hard-won grant usually doesn't stretch to the production of colourful newsletters and flyers, for example. The people in the co-ordinating group may feel they have more than enough to do without having to spend precious time chasing media reporters and building such contacts. People get tired too; one nameless project simply didn't get round to putting a copy of the indicators report in the local library. Besides, the indicators should speak for themselves, shouldn't they?

No. Experience shows that you will need to devote as much time to your communications strategy as to any of the other steps if the indicators are to lead to action. The trick is to be clear about the message.

Lancashire County Council asked themselves these questions as they formulated their publicity in 1996: *why* is the indicator important?; *what* does it tell us?; *how* has it changed over time?; and *what* are the links with other indicators? They then made sure their information answered these points clearly.

According to resources and target groups, consider the following methods:

Extra! Extra! A checklist of communication media

Print & broadcast media	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> the report itself <input checked="" type="checkbox"/> newspapers and free sheets <input checked="" type="checkbox"/> community newsletters & parish magazines <input checked="" type="checkbox"/> in-house journals of local companies <input checked="" type="checkbox"/> handbills and leaflets <input checked="" type="checkbox"/> worksheets for schoolchildren <input checked="" type="checkbox"/> council journals and publications <input checked="" type="checkbox"/> radio <input checked="" type="checkbox"/> television
Exhibitions and displays	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> schools and colleges; adult education centres <input checked="" type="checkbox"/> libraries, museums and art galleries <input checked="" type="checkbox"/> community centres and village halls <input checked="" type="checkbox"/> leisure and sports centres <input checked="" type="checkbox"/> shopping centres <input checked="" type="checkbox"/> health centres <input checked="" type="checkbox"/> town hall; council facilities <input checked="" type="checkbox"/> places of worship <input checked="" type="checkbox"/> billboards; bus stop hoardings <input checked="" type="checkbox"/> travelling shows e.g. a bus
Word-of-mouth & other	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> pub quizzes <input checked="" type="checkbox"/> internet web site <input checked="" type="checkbox"/> videos made by local students for showing at exhibitions, meetings and events <input checked="" type="checkbox"/> <i>and finally... Don't forget the power of good old-fashioned word-of-mouth!</i>

Your desired audiences and message will shape the way you explain and present your information, and your choice of medium. You won't present information to children in the same way you will to local councillors. So, make sure that your text is appropriate and clear. By the same token, the way you present information to a meeting of the Women's Institute will be different from the format you offer to newspapers.

Finding a wider audience (1): print and broadcast media

It is not enough to print out some graphs, photocopy them, staple them together and call them an community indicators report. For all but the most committed and technically-minded audiences, the report will suffer from the **MEGO syndrome** ('my eyes glaze over'). Most people are not

used to reading reports, so the more inventive you are, the easier people will find it to plough through.

Merton produced a chart of linkages of issues for their Local Agenda 21 publication. Looking rather like a spider's web, it certainly shows up that no indicator is in isolation from the others! **Bedfordshire** is producing their indicators on diskettes for the benefit of schools and other organisations. Along with these they're also enclosing a poster and two worksheets for use in Geography and General Studies. Maps are also proving to be popular (see box).

A New Road Map: Sutton and Beyond without a Car

Air quality is one of five indicators chose by Sutton's Local Agenda 21 Transport Working Group. Although an Outer London Borough, Sutton is still likely to fail to meet a number of the national air quality targets over the next few years.

Volunteers from the Group have researched, designed and produced an Integrated Transport Map of the Borough, called '*Sutton and Beyond Without a Car*'. It aims to get drivers out of their cars for local journeys by de-mystifying public transport.

The full colour map shows bus, train and cycle routes and is illustrated with places of interest to visit in Sutton. It also includes user-friendly bus and train information, tips, details on disabled/pushchair access and useful telephone numbers. 2,000 copies have been printed with funding from Sutton's Local Agenda 21 Forum and a local supermarket, and distributed across the Borough.

The map, which was launched in March 1998, has been well-received by the public and transport providers alike. Due to demand, a reprint is now being planned.

Source: Lisa Loughlin, The Centre for Environmental Initiatives

Similarly, local branches of **large companies** can offer support, at least in publicising the project via their in-house magazines and briefings.

Another effective way of reaching people is via **targeted mailshots**. Identify the groups you'd like to reach and see if you can 'piggy back' your information with an appropriate community group's regular

mailing. Most groups are happy to come to a mutually beneficial arrangement about sharing costs - and, of course, you're also saving a range of other resources as well!

It's worthwhile going through the **address list or database** that you collected as a result of your initial publicity. It's interesting to note that those people and groups who might not have been so enthused by the project when you got in touch with them at the start, may well express a surprising degree of interest at this point, when you have something more tangible and action-orientated to show them and involve them in.

To reach a wider audience, you'll need to engage the **local media**. **Local radio** has a strong community bias (particularly the BBC - some commercial radio stations won't be interested unless you've written a song) and generally captures an older section of the population. Producers are usually very keen to interview you if you have news of potentially innovative schemes or projects to benefit the community. You could ask people who've been collecting data, for example, to give radio interviews, or write a short article for the local paper. First-hand action reports make far better reading or listening than any amount of technical theory - and they'll demonstrate to the audience that 'people like us' can get involved and make a difference!

Similarly, **local papers, community newsletters and free sheets** can be great supporters in neighbourhood and community campaigns. Make links with particular reporters and remember to keep them up to date with every stage, and also make sure you give them plenty of newsworthy facts and statistics as they emerge from the process. Never pay to have your release printed, though.

Television is a little more difficult to engage in community development projects, mainly because often there is little of visual impact to report on - indicators often don't move fast enough for TV. So as you plan your process, watch out for 'photo opportunities' and events that could make interesting television. Target local newsrooms and, if you do get on the radio, ask the reporter for advice.

In all cases, a good press release will help. Here are some tips:

FOR IMMEDIATE RELEASE: 31 DECEMBER 1999

CUT OUT JARGON AND KEEP IT SHORT, PRESS OFFICES WARNED

Unnecessary jargon and too much hype mean press releases are being binned in newsrooms round the country, the New Economics Foundation warned today. Other mistakes include leaving the details till the last paragraph, writing too much and leaving out contact numbers.

Based on best press office practice, NEF recommends writing press releases on the 'triangle' principle, starting with the 'where, what, when, why, how' details. Readers should be able to get the full story from the first paragraph, and the story should broaden out from there. This means that journalists can cut the story from the bottom upwards, and still get the basic facts across.

NEF also recommends that people writing press releases:

- Keep it short: you should be able to limit it to a page, attaching any detailed information such as lists of names or details of a survey as the following pages (add 'more follows' at the bottom of each page).
- Don't attempt to spice up the story with words like 'exciting' and 'unique'. This just makes it look like PR hype, and immediately puts journalists off.
- Have some standard information about your organisation which you fit in wherever possible.
- Include a quote, to personalise the story, if it is appropriate.
- Start with the release date, and finish with ENDS.
- Space the main text one-and-a-half to double-spaced.
- Give a contact name and telephone number at the end. You may need to give an out-of-hours contact number as well.

Add 'notes to editors' at the end (after ENDS) if you need to. You might include the standard information here.

'A press release should be as close to a printed news story as possible. It's not a manifesto,' warns Radhika Holmström, Head of Communications at the New Economics Foundation. 'Look at some tabloid papers to see

how they write up news stories - you may not like the style, but notice how they get all the crucial facts into a few lines.'

ENDS

Notes to editors: good press releases get reproduced almost word for word in the local papers. That means you've got the greatest possible control over how your story is reported. For further information contact NEF, on 0171 407 7447

Finding a wider audience (2): exhibitions and displays

Because resources are likely to be limited, here is a great opportunity to exercise creative talents in engaging as many people as possible.

Permanent displays of indicators have proved to be effective at well-chosen venues. You will need to arrange for a group of people who are involved in the project to take responsibility for updating the displays and making sure they are kept in attractive condition. Churches, for example, have long used 'thermometers' to show progress on fund-raising projects.

In addition to permanent displays, you could mount temporary exhibitions or 'roadshows' to reach people who might not otherwise be able to get to the more central display. Small rural communities and fringe estates could be your priority outreach targets during this phase.

RECOMMENDATION

By now, you'll have made good connections with a spectrum of people in your community. Enlist their help in running events. Invite well-resourced organisations to sponsor publicity materials and displays - via a multi-sector partnership?

Hertfordshire, Brighton and Cardiff used touring exhibitions to publicise indicators and raise awareness. **Lancashire** displayed 28 A4-sized boards, each illustrating an indicator, at the Royal Lancashire Show. People were asked how these would improve their quality of life. **Green Gauge** rented a billboard opposite the Department of the Environment

headquarters in London to put up a giant poster of their indicators: cheeky but effective. **Oldham** had a 'sus-bus' (sustainability bus) to take the message to the people.

Some projects have organised **community days** - occasions on which the community is invited to celebrate itself as well as look at its future. You can organise these in partnership with other community groups, or to celebrate a particular event of local significance. It's certainly cheaper to set up a stall at a larger event, so find out as far in advance as possible what large events are scheduled for your area. For example, organisations all over the country are planning major public gatherings and exhibitions to celebrate the Millennium: your project's display and stall would fit well into many of these events.

Finding a wider audience (3): word of mouth

Word-of-mouth is still a very potent means of communicating information. Michael Meacher, the Minister in charge of sustainability indicators at the Department of the Environment, Transport and the Regions, wants his headline sustainability indicators to be a source of debate in **pubs** across the land.

So, **talking** - formally and informally with people at community centres, village halls, post offices, libraries, anywhere that people congregate, is a good way to start. As you talk with people, remember to listen to their feedback - don't assume that they will also perceive your Community Indicators project as the answer to many of their community's ills! See whether you can incorporate people's ideas and suggestions into a later phase.

Community projects are often well supported by **local religious groups**. Talk with local ministers, priests, imams and other faith leaders and encourage them to spread the indicators message to their congregations via their sermons and regular newsletters. Don't neglect the smaller faith communities: some of the most active people in our city communities are those who are connected with the Jewish, Buddhist, Bah'ai and Hindu faiths for instance.

Headteachers and teachers who are in charge of Personal and Social Education have also been very supportive of community initiatives. They can be very helpful in publicising your results, especially if their pupils have been involved in data gathering. And **children** out of school can also

be involved in fun activities that also get a serious message across (see box).

Allotted tasks: Sutton's Beanstalk Project

The Beanstalk Project has been set up by members of **Sutton's** Local Agenda 21 Sustainable Land Use and Nature Conservation Working Group, to promote allotment cultivation (one of their indicators). It aims to give children the opportunity to discover how to grow food organically in a practical and fun way. Potential Beanstalk Groups can have a talk on food growing and a tour of an allotment site before deciding to go ahead.

Each new Beanstalk Group is given a free mini allotment plot on a site of their choice; free seeds; access to a tool library, and is 'mentored' by an experienced local allotmenteer. Groups are also given information on organic growing techniques and how to plan and plant their plots.

There are nine groups, some of up to 20 children, starting growing season. These include a school science group; an after school club including children with special needs; a Brownie Pack and two 'family and friends' groups. A Harvest Celebration is also planned for late Summer 1998.

The intention is that children will not only learn about the natural processes involved, but will also get a taste for fresh, organically grown vegetables and fruit and, in turn, become the next generation of committed allotment gardeners.

Additionally, the project is raising the profile of allotments locally, by involving parents, teachers and local communities in valuing and using this precious local resource.

Source: Lisa Loughlin, The Centre for Environmental Initiatives

At the other end of the technological spectrum, you could encourage media studies students or others to make a **video** or construct a **web site**. You can often get help - whilst involving an important section of the community - from local schools, colleges and universities. Electronic communications though will only reach a small - but probably the

technologically aware - audience. It's best not to rely heavily on this means of outreach yet.

Feedback opportunities

It's crucial to provide your audience with a means of responding and shaping the process and indicators. The methods you chose or design are probably as varied as the ways of publicising the indicators. At roadshows, for example, you could have a simple exercise book for people to write or draw their thoughts and leave their addresses for details of further events.

Where you have plenty of people to staff your displays at community events you might have project people asking a few straightforward questions about what things interest them about the community and how they'd like to be involved in the next steps. Your contacts in research organisations may help in devising questions on information that's going to be most useful to the project. But watch out for the occasional academic who knows they can get paid more to *evaluate* a project than the project cost in the first place!

Some projects have used a simplified version of the 'Green Dot' technique: visitors to your display could be given stickers to attach to the indicators that they think are the most useful to their community. Other, admittedly very well-resourced, projects have offered a 'video booth', where people can record their comments directly, and in private, to a video machine. One method that's invariably very popular with young people particularly, is the 'graffiti wall', a large area of space on which people can write, draw or otherwise communicate their responses! The variations and permutations are only limited by your imagination!

Whatever methods you choose, make sure that you use feedback information as effectively as possible. For example, many of your participants' comments can illustrate your reports and publicity materials as well as contributing to shaping the future direction of the process.

RECOMMENDATION

Communication is a two way process. Whichever way you reach people, it's essential to give everyone opportunities to let you know what they think of the process as well as the indicators.

Step Six: Taking action

Indicators are for highlighting issues and galvanising action: to grab people's attention, make them think, and spur them on. What evidence is there that they actually work? How?

Sometimes they just do, but setting clear targets and involving 'the powers that be' in solutions are two important precursors to action.

It's also important to review the whole process - this is a project encouraging a cycle of improvement over the long-term! It is also becoming easier to learn from what others have done through practitioner networks.

And don't forget to celebrate!

Do they actually work?

The whole point of indicators is to lead to action. In a genuinely participative process, informing and educating will be integral features from the start, as will action. Action and indicators, as we've seen from the examples in this Guide, are sometimes inextricably linked.

Distilling community spirit: Longformacus & Cranshaws

In a community survey in the villages of Longformacus and Cranshaws in the Scottish Borders, many people mentioned 'lack of community spirit' as a serious issue. '*Sadly lacking*' was one comment about community spirit; '*It would be wonderful*', said another. An indication of this was that events in the village hall had fallen off drastically.

People wished that they could increase the sense of belonging to a community where people lived and worked together. But it is not easy for a community to develop plans to 'build more community spirit', and devise indicators to measure whether the plans are working.

As a direct result of getting interested in indicators, though, people had started to use the village hall more frequently, and a newsletter is now distributed to all residents on a regular basis. Villagers had found that action had followed naturally from identifying the problem.

Source: New Economics Foundation/Scottish Natural Heritage, 1998

Don't tread in it, flag it up! Reading

A local park in Reading was being ruined by the large amounts of dog mess on the paths and grass. Local people had become concerned about the issue, and the ineffectiveness of controls on dog-owners. One day, red flags were placed over each dog mess in the park by a team of volunteers. There were lots of onlookers. The press was invited to come and see, and took photos of over 900 flags!

This vivid indicator literally 'flagged up' the problem and communicated it effectively to the readers of the local papers. When the exercise was repeated a few weeks later, only 250 flags were needed. The indicator

was almost instantaneously effective in galvanising action among dog-owners.

Source: Working in Neighbourhoods: WWF and Local Agenda 21, 1995

These are nice examples of how communicating simple, measurable information has played a vital role in drawing attention to what many people only vaguely suspected or didn't really want to know anything about. Working through the problem carefully is the major part of the solution.

Sometimes, though, indicators can be generated without it becoming all that obvious what action needs to be taken, or how. Most indicators projects are still very new and all different: there is not that much evidence yet to show under what circumstances they work best.

Each community's set of issues and indicators will be unique. Solutions and actions are equally distinctive, and within communities various actions need to be taken by a range of people, in various group combinations, and in differing ways. By the time you get to this step, *your* project will have a definite 'personality' and life of its own. The process will have evolved to suit your community, and you will have adapted techniques from this guide and elsewhere to decide on what actions are needed.

Even so, just in case you need it, in this final section, we look at several factors that can help make an indicators project 'action-packed', giving examples from the UK and internationally for each:

- ☒ Setting ambitious targets;
- ☒ Involving the powers-that-be;
- ☒ Continuous improvement; and
- ☒ Learning from others.

Indicators into action (1): targets for *what* needs to happen

'The current pre-occupation with indicators is another 'green herring'', warned consultant Geoff Wright recently. 'How on earth can anyone decide on a set of indicators before objectives have been determined?'

The previous steps - agreeing issues, choosing indicators, gathering data and communicating results - are all likely to lead to the definition of objectives, goals or targets. Whether the target or the indicator comes first is like the chicken and the egg debate, really.

Evidence shows that an indicator with a target attached is more likely to lead to action than one without. If targets have *not* emerged at previous steps, now is the time to get representatives of all stakeholder groups together to try to agree on the targets that are relevant for your community. These meetings can follow the pattern of the previous ones and you can use some of the same facilitated techniques. People will only work towards targets that they feel are 'theirs', relevant to their community, and likely to evoke real change.

This can take time. Some projects start off with loose directional targets and only 'nail them down' considerably later. **County Durham**'s Local Agenda 21 Partnership brought out *Life In County Durham: more or less sustainable?* in October 1996. Their 25 indicators were simply graded with a green leaf symbol for good and a 'withered brown leaf' for bad. Only after a partners' priority survey was the project ready to bring out *Sustainability In Action*, with 25 national and local targets adopted for the Millennium, in November 1997.

Nor must every indicator in the set have a specific target from the outset. **Sutton** has 30 community-based sustainability indicators. These have been chosen by six Local Agenda 21 Topic Working Groups, whose membership includes representatives from the community, council and business sectors. Of these indicators, 15 now have specific actions targeted to affect and improve Sutton's sustainability (and half still do not).

The International Council for Local Environmental Initiatives has studied indicators project across **Europe**, and concluded that simple and linkage indicators without targets still have their uses (see box).

☒ Indicators for policy & action: the European perspective

'In processes and institutions dealing with sustainability', says Christoph Erdmenger, 'people are often blamed for not emphasising reality and not being concrete enough, even at the local level. Indicators can play a crucial role in crystallising general aims and turning vague wishes into concrete measures.

In Europe, the International Council for Local Environmental Initiatives (ICLEI) is taking a leading role in indicators work. When we talk about indicators and targets for local policy, we need to be careful not to mix these up with indicators for other purposes: for project evaluation, for spatial analysis, or for supporting expert discussions on specific subjects.

But even when concentrating on local policy, indicators are not just indicators. For this reason the ICLEI European Secretariat distinguishes three types of sustainability indicators:

- ☒ *Simple Indicators* are most commonly used in practice. They answer simple questions like: how many?, how much?, what proportion? Their advantage is that they are relatively easy to set up and assess. Their disadvantage is that they only indicate whether the trend is positive or negative. So they do not show whether and how much change is needed.
- ☒ *Linkage indicators* try to indicate and judge the interactions between economic activities, their social benefits and ecological effects. These interactions are of great importance for sustainable development. Linkage indicators always express a relationship between these areas, for example, the amount of green belt land used per job created. These indicators often generate new perspectives and support a new, integrated way of looking at reality. They are particularly useful for comparing policy achievements in different local authorities.

- Distance-to-target indicators* can be used, when common aims and targets have been developed as part of the consensus-building process in the local community. They indicate the distance that still needs to be covered in order to reach the aims and targets. This makes things clear to everybody and priorities can be set. Distance-to-target indicators represent the most important type of indicator, as they can truly serve to measure performance.

Local authorities all across Europe are beginning to gain experience in the field of indicators. Each needs to find its own appropriate set of indicators and targets, but being able to distinguish between these different types of indicators is an important move upwards on the learning curve'.

Source: Christoph Erdmenger, ICLEI

Every project will come up with lots of reasons for particular targets - and even more arguments against these same targets. There will always be those who can tell others exactly why a plan or goal will not work! Sometimes resistance is a sign that people are voicing their fears of change or their doubts that they have the capacity to carry it through. Being prepared may help avoid conflicts and disappointment which could jeopardise the whole project. The following checklist suggests when different types of target can be used most appropriately.

Target practice: a checklist

Type of target	Description
<input checked="" type="checkbox"/> 'Don't let it get any worse' <i>'Let's see what's actually going on first'</i>	Richard Conlin of Sustainable Seattle said, 'We decided against setting any targets at all: simply knowing what direction we want to be heading in is good enough for now'. Even with no explicit target, often an implicit target that things should at least get 'no worse'. County Durham's first priority is to halt the decline in species-rich hedgerows by the year 2000. Once a 'no worse' target is met, a more detailed target can be formulated.

Type of target	Description
<p>☑ 'Grass is Greener'</p> <p><i>'If they can manage that there, we can certainly do it here!'</i></p>	<p>Relies on comparisons between rival organisations or places. Sometimes known as benchmarking or best practice. Targets come from knowledge about what is possible, based on what has actually happened elsewhere.</p> <p>Useful, if handled with care; beware arousing unrealistic fears or expectations. Heavy handed benchmarking by outsiders - e.g.. regulators compiling league tables - also leads to resentment, perverse results or cheating.</p>
<p>☑ 'Let's go this way'</p> <p><i>'At least we'll be heading in the right direction if we reduce it this much'.</i></p>	<p>These targets specify reversal, acceleration or stabilisation of a given trend, by a given amount, by when.</p> <p>County Durham undertakes to reduce road casualties by a third by 2000. It can be difficult / distasteful to specify the final destination, especially for social issues (zero road casualties?). This is a step in the right direction.</p>
<p>☑ 'Bull's Eye'</p> <p><i>'Exactly where we need to be, by when.'</i></p>	<p>These are 'no-nonsense', clear, numerical targets which have to be met by a specified date. For example, County Durham undertakes to reclaim all the major derelict sites in the county by the year 2003.</p> <p>Targets derived from knowing what is necessary & how long it will take to achieve. In practice, a difficult combination of politics and science for most issues. Precise targets are few and far between.</p>

Source: *New Economics Foundation*

Indicators into action (2): *who needs to act?*

Ambitious targets are excellent for galvanising action. To be realistic, they also need to take account of the powers-that-be. There is a growing and increasingly healthy climate encouraging full participation and the 'can-do' spirit in our communities and local authorities. Yet getting people sufficiently motivated to invest their time and resources can take a lot of time and effort.

RECOMMENDATION

Involve decision-makers as early as possible in the process, so that solutions and 'deals' are jointly negotiated between them and the community.

Every project co-ordinator has a story about Mr Enthusiastic, very keen on the theory and ideals behind an innovative initiative, who disappeared into thin air when the time came to roll his sleeves up and get his wallet out.

This is, of course, the stage when those who have resources and responsibilities for providing services are called upon to make some serious investments in the community. As those investments will be based on the community's agenda just as much as the council's, the health authority's, and so on: there may be tensions and conflicts to resolve.

Successful, action-oriented projects use indicators that are as much carrot as stick. Notice how many organisations are finding **Lancashire's** Green Audit process useful, for example.

Pinpointing partnerships: Lancashire's Green Audits

Lancashire's second Green Audit examines a range of social, economic and environmental issues using 39 indicators, grouped under 11 goals for sustainable development in the county.

The report brings into clear focus the sharp differences in quality of life experienced by different sections of the Lancashire public, as well as revealing fresh information about pockets of deprivation. In turn, this has galvanised a range of individuals and agencies into tackling the problems associated with socio-economic disadvantage.

Reaction to the report from policy makers and practitioners has been positive. The highly local nature of the data means that the Audit is an ideal tool for targeting effort and scarce resources and it is already proving to be the catalyst for a number of new initiatives:

☒ a Social Inclusion Strategy is being developed, targeting the county's most disadvantaged wards. The strategy will deal with

☒ collaborative work with the Lancashire Constabulary into crime prevention is drawing on the Green Audit to help identify underlying causes for crime and target service delivery. The audit will underpin work on Lancashire's Community Safety Plans;

☒ the County Council's Youth and Community Service is similarly using the Audit to develop Community profiles and target its activities at vulnerable groups;

☒ work on the Environmental Task Force option of the Government's New Deal initiative has been underpinned by the local level data in the Audit;

☒ Lancashire's response to emerging national initiatives such as Best Value, Health Action Zones and Education Action Zones will draw on the information contained in the Audit; and


☒ the county's developing Local Agenda 21 Strategy is being driven by the issues raised in the Audit.

Perhaps the most pleasing consequence of the Green Audit is its capacity to bring together a range of agencies that are not obvious allies, but who are keen to tackle the disadvantage experienced by the people they serve. Above all else, the Audit illustrates powerfully, in social, economic and environmental terms, the variations that exist between people in Lancashire.

Source: Andrew Mullaney, Lancashire County Council

issues of poverty and the most marginalised communities;

It is not enough to assign responsibility to 'business', 'the government', or, even worse, to 'the community', though. The longest running community indicators projects - in the USA - are now starting to think about how specific organisations can be assigned *and accept* specific responsibility for meeting ambitious targets.

 **Vision into action: Jacksonville, Florida**

For a dozen years, Jacksonville Community Council Inc (JCCI) has been publishing indicators in Jacksonville, Florida. The primary result has been to educate the public, as well as decision makers, about the stories indicators tell about our community.

From time to time, in particular instances, an indicator is in the right

place at the right time to act as a catalyst for community decision making and action. Gradually, over the years, decision makers and citizens have learned that the indicators tool is available, so it has gained increased recognition and acceptance.

Now a new citizens' steering committee, which we have recently formed to review JCCI's entire involvement in indicators, has had a figurative light bulb turn on in their thinking. They're now toying with the revolutionary idea of assigning a 'responsible organisation' to each indicator, advocating for them to provide useful data in relation to the indicator (if needed), asking them to pay conscious attention to the indicator's trend line as they make decisions, and then, implementing a process of awards for responsible organisations whose indicators move in a clearly positive direction from year to year.

This concept is not yet operationalised. It is just a small part of a larger long-range workplan now being hashed out. This steering committee (whose members range from top-drawer leaders to active 'ordinary' citizens) isn't thinking small. The latest draft of their vision statement reads as follows: *'All Jacksonville/ Northeast Florida citizens have a continuously improving quality of life. JCCI's indicator documents, which contain widely accepted, valid and relevant data, measure and have a positive impact on the local quality of life. Citizens, key community groups, and decision makers routinely use the indicator documents' content in setting priorities, and measuring and evaluating responsible parties' performance toward achieving goals.'*

In Jacksonville, the vision is becoming part of the community's consensus. We still have the task of making it real.

Source: David Swain, Jacksonville Community Council Inc.

Indicators into action (3): improving the process

Of course, one participative exercise cannot be expected to change the local *status quo* overnight. Whatever the organisations involved, familiar factors - like bureaucracy, resistance to change, cynicism, tokenism - can threaten the uptake of new approaches. One of the greatest dangers is

that community indicators, and other participative approaches, are seen as something to try out once and then do your best to forget about (see box).

Listen and learn... the Stepney Housing and Development Agency

The Central Stepney Single Regeneration Budget (SRB) area received £15 million in the first round of SRB in 1994, to deal with poor housing on the Limehouse Fields and Ocean Estates. Capital Action, a regeneration consultancy, was appointed to draw up a master plan and delivery programme for the housing. In order to ensure resident involvement, they helped set up SHARDA, where residents have an equal voice with the London Borough of Tower Hamlets and housing association partners.

One change crucial to the success of SHARDA was in the attitudes of the council's front line housing assistants. As Stephen Hill of Capital Action reports: *'A tenant walking into the estate office, with a complaint about a boiler that isn't working, is not just another tiresome problem to be sorted out. The housing assistant has to understand what are the real costs, not only the financial ones, for that particular household of being without heat. Who will go without food while the paperwork is shuffled?'*

Further, front line staff needed to be equipped for prevention as well as cure. This means listening skills and an annual review for each household to help them get better value for what they spend on energy. Some families in Stepney were spending £8 a day on metered fuel in the winter.

To their great credit, the housing assistants responded, gaining a completely different view of what their jobs can achieve. However, the housing assistants dealing with SHARDA have been hived off from the rest of the council. Whatever the council's reason for this, it reduces the potential for the new approach to be taken on board by others.

Source: Stephen Hill, Capital Action

The most effective way to challenge any tendency to 'ghettoise' participative exercises is to demonstrate that they really work. This means expanding their scope and refining the approaches used continuously. This is not a one-off exercise!

Many of the community indicators projects we have looked at are already embarked on a second round of the process, revisiting issues and indicators, updating information, perfecting communication and understanding why each trend is - or isn't - getting better.

Theory of evolution: West Devon

'The production of the first year's indicators report, co-ordinated by the West Devon Environment Network (West Den), signals the start of a long and exciting journey which could lead to a sustainable West Devon. The snapshot we took in 1997 across a broad range of issues will be taken again in future years and should help us to see whether our area is becoming more or less sustainable.

Now that we know what is happening in our community, we realise that awareness raising about Agenda 21 and sustainability must be one of our key objectives. We welcome every opportunity to talk to and with a wide range of groups in our community and this, perhaps more importantly, gives us the chance to listen to people's concerns and hopes for a sustainable future.

All our projects are born and based in the community and although we have set targets for the second year of our project, we are always aware that we are only one part of an evolving and changing process which nevertheless has the constant goal of sustainability'.

Source: Pat Mayston, West Devon Environmental Network





Where to go for ideas about how to improve the process? Many suggestions should come from the everyday experts in your community, but as experience grows, it will also be useful to tap in to what other communities are doing.

Indicators into action (4): support & networking

Experience in the USA shows the advantages of training and learning between one project and another. A voluntary organisation called Redefining Progress has taken forward the role of co-ordinating this work (see box).

Supporting the Movement: Redefining Progress in the USA

A community indicators 'movement' is emerging throughout the United States, as local government, business, and grass roots leaders seek better ways to assess progress, build consensus, and promote accountability. Despite the growing number of indicators projects, there has been very little communication among them. In response, Redefining Progress developed the Community Indicators Project to:

-  network existing and emerging indicators projects;
-  strengthen the movement's understanding of how indicator efforts are using the indicator process to impact local and regional decision making;
-  improve the quality of indicator work; and
-  expand both the number and diversity of organisations using indicators as a tool for community change.

Redefining Progress develops resources and case studies, such as a *Community Indicators Handbook*, to assist the process of indicator development. We created the RP-CINet email based listserve, which links over 450 community indicator practitioners world-wide, to provide an ongoing dialogue about the 'nuts-and-bolts' of indicators work, and we have published a searchable web-based directory cataloguing over 200 projects. We also convene workshops and conferences.




Robert Wilson of Sustainable Manhattan, Kansas, says, 'As someone involved with an indicators project in its early stages, it's very valuable to hear from others who are much further along in the process. I've enjoyed the RP-CINet listserve a great deal and have found nearly all of the postings to be very relevant, on-track, and interesting.'

Source: Kate Besleme, Redefining Progress

The Labour Government is calling for all local authorities to develop Local Agenda 21 strategies in the next two years, and we can expect many or most of these to be using indicators as an integral part of that process. The UK does not (yet) have any one organisation formally providing support on local indicators, although the Local Government

Management Board, Local Government Association, regional Government Offices and Department of the Environment, Transport and the Regions are all supportive of new community indicators projects and keen to ensure that links between national, regional and local indicators are developed harmoniously.

Various other organisations are able to provide support: see the 'Ask the Experts' and Resources sections in the Blue Pages. And don't forget, you are not alone. The New Economics Foundation's Centre for Participation is:

-  **communicating** updated information on who is doing what where concerning community indicators on our website, through our newsletter *Indicators Update*, and at our public resource centre in London;
-  offering introductory and in-depth **training** for local authorities and community groups across Britain in community indicators and associated participative techniques;
-  **promoting** innovations and improvements in the community indicators process; and gathering evidence of the impacts of indicators.

There has been some discussion internationally about whether community indicators should be covered by standards, or even a code of conduct to ensure quality. One interesting suggestion we have heard is to set up an award scheme to identify the best community indicators project each year.

The prize or prizes could be awarded on the basis of categories such as: the methods and levels of involvement; innovations in indicators and data gathering; means of effective communication; and achieving change in trends/meeting of targets. Such an award scheme would, we believe, accomplish as much at this stage as formal standards, providing an incentive for and recognition of good practice in the area. Would you enter?

And finally...

Don't forget to celebrate!

Action is also about consolidating and building on the hard work people have put in so far, and encouraging everyone to keep up the momentum

during a time when it might seem like nothing much is happening. An often-neglected side of team work are the social events which definitely help to raise morale. If you've got this far in your indicators project, you've all worked very hard in one way or another - now is a good time to celebrate your achievements together. Arrange a party or a meal out - you deserve it.

Blue Pages: Who's doing what where?

1. Ask the experts...

Below are a number of organisations which have helped communities develop indicators, and studied the results. Some of them see the word 'expert' as a dirty word, but that's what they are!

Remember that if you are using the phone or fax from outside of the UK you need to take out the first 0 and replace it with 44.

CAG Consultants

Contact: Roger Levett, Director
CAG Consultants, Antonia House,
262 Holloway Road, London N7 6NE
Tel: 0171 607 7017
Fax: 0171 700 7840
E-mail: hq@cagconsult.co.uk

Centre for Environmental Initiatives

Contact: Lisa Loughlin
Centre for Environmental Initiatives.
The Old School House, Mill Lane,
Carshalton, Surrey SM5 2JY
Tel: 0181 770 6611
Fax: 0181 647 0719
E-mail: cei@a4u.com

Central Local Information Partnership (CLIP)

Task Force on Sustainable Development
Contact: Jill Fletcher, Department of the Environment, Transport and the Regions, 5/H15 Ashton House, 123 Victoria Street, London SW1E 6DE
Tel: 0171 890 6518
Fax: 0171 890 6489
E-mail: jill.fletcher@nfp-gb.eionet.eu.int

Environ

Contact: Mark Jeffcote, Environ,

Parkfield, Weston Park, Hinckley Rd,
Leicester, LE3 6HX
Tel: 0116 222 0222
Fax: 0171 255 2343
E-mail: info@environ.org.uk

ICLEI

Contact: Christoph Erdmenger,
ICLEI European Secretariat
Eschholzstrasse 86
D-79115 Freiburg
Germany
Tel: +49 761 36892-0
Fax: +49 761 36260
E-mail: 100757.3635@compuserve.com

Local Government Management Board

Contact: Graham Pinfield, LGMB,
Layden House, 76-86 Turnmill Street
London EC1M 5QU
Tel: 0171 296 6597
Fax: 0171 296 6666
E-mail: local.agenda.21@lgmb.gov.uk

New Economics Foundation

Contact: Sanjiv Lingayah
NEF, Cinnamon House, 6-8 Cole
Street, London SE1 4YH
Tel: 0171 407 7447
Fax: 0171 407 6473
E-mail: participation@neweconomics.org

Institute for Public Policy Research (IPPR)

Contact: Clare Delap, Public Involvement Programme, IPPR, 30 - 32 Southampton Street, London WC2E 7RA
Tel: 0171 470 6100
Fax: 0171 470 6111
E-mail: ippr@easynet.co.uk

Sustainability Indicators Partnership Scotland

Contact: SIPS c/o Scottish Community Education Council, Roseberry House, 9 Haymarket Terrace, Edinburgh EH12 5EZ

UK Sustainability Network

Contact: Lindsey Colbourne
Projects in Partnership
Tea Warehouse, 10a Lant Street, London SE1 7RA
Tel: 0171 407 8585
Fax: 0171 407 8585
E-mail: pip.ltd@easynet.co.uk

Redefining Progress


Contact: Kate Besleme, Project Director, Community Indicators Project, Redefining Progress, One Kearny Street, 4th floor, San Francisco, CA 94108, USA
Tel: 415-781-1191
Fax: 415-781-1198
E-mail: besleme@rprogress.org
Website: <http://www.rprogress.org>

World Wide Fund For Nature

Contact: Ken Webster, Senior Education Officer, World Wide Fund for Nature - UK (WWF), Panda House, Weyside Park, Cattershall Lane, Godalming, GU7 1XR
Tel: 01483 412483
Fax: 01483 412490
E-mail: KWebster@wwfnet.org

2. Community indicators projects

Birmingham

Contact: Jane Forshaw and Nicola Boore, Environmental Services, Birmingham City Council, Four Dwellings, Quinton Road West, Birmingham B32 1PJ **Tel:** 0121 4219504 (Jane Forshaw) 0121 421 9535 (Nicola Boore) **Fax:** 0121 421 9502
 *Sustainability Indicators for Birmingham - How do we measure up?*

Issues	Indicators
Sustainability Indicators	<ul style="list-style-type: none"> • Quantity of land regenerated • Unemployment rate • The number of businesses working to a recognised environmental standard • The percentage of households with energy efficient light bulbs • Number of members of Credit Unions and Local Exchange Trading Schemes in Birmingham • The percentage of wildlife sites managed • Total area of identified wildlife habitat • Percentage of open water of good quality • Quantity of litter dropped on the streets compared to quantity of litter in the bins • Public access by wheelchair and buggy to buildings and to public transport • Percentage of domestic waste recycled • Number of homes well insulated • Air quality • Passenger miles by type of transport • Percentage of population within half a mile of local amenities • Percentage of people who fear crime against the person and property • The number of people voting at local elections • Number of fatalities from heart disease • The percentage of children under 5 in nursery/pre-school education • Suicide rate • Adult literacy rates • The average number of miles selected food items (apples, lamb and potatoes) have travelled to reach a Birmingham plate

(August 1997)

Brighton and Hove

Contact: Daniel Brace, Environmental Services, Town Hall, Norton Road Hove,
Brighton BN3 3BQ **Tel:** 01273 292 052 **Fax:** 01273 292 362

 *Local Agenda 21 Brighton and Hove - Safe and Sound -*


Issues	Indicators
Equality and working together	<ul style="list-style-type: none"> • The number of people involved in Local Agenda 21 process • The number of people voting in local elections
Future generations and young people	<ul style="list-style-type: none"> • Views of young people on the future & environment in Brighton and Hove • The number of pupils and students involved in environmental projects
Homes, community and safety	<ul style="list-style-type: none"> • The number of people in housing need • The number of people in fuel poverty • The crime rate • The number of people happy for their children to play outdoors unsupervised
Employment and economy	<ul style="list-style-type: none"> • The number of people unemployed • The number of people in poverty • Locally based trading
Education and training	<ul style="list-style-type: none"> • Provision of nursery places • Provision of green curricula • The number • of people in further and higher education
Nature, water and air	<ul style="list-style-type: none"> • The quality of drinking water • The quality of sea water • The quality of air • Maintain traditional mixed broadleaf woodland & semi-natural chalk grassland to encourage a wide variety of species
Energy and waste	<ul style="list-style-type: none"> • The amount of waste going to landfill • The amount of energy consumed
Health	<ul style="list-style-type: none"> • The number of children with asthma • The death rate
Transport and land use	<ul style="list-style-type: none"> • Conserving the balance between green areas & built-up areas • The number of journeys by car, bus, foot & bicycle
Arts, leisure and recreation	<ul style="list-style-type: none"> • The number of people who use leisure, culture & sporting facilities • The number of people happy and able to make use of parks and open spaces

(May 1997)

Bristol

Contact: Peter Fryer, The Environmental Quality Team, The CREATE Centre, Smeaton Road, Bristol BS1 6XN **Tel:** 0117 922 3389 **Fax:** 0117 922 4433

E-mail: env_qual@bristol-city.gov.uk


 *Indicators of Quality Life in Bristol - Sustainability Update 1997*

Issues	Indicators
Resource use - (energy efficiency)(waste) (transport)	<ul style="list-style-type: none"> • Average National Home Energy Rating (NHER) of council housing stock • Average carbon dioxide emissions from Council stock as tonnes per annum • Total domestic waste collected • % domestic waste recycled • Complaints re. refuse collection • Complaints re. abandoned vehicles • Traffic flow - outer Bristol • Traffic flow - central Bristol • Inner city cycle flows • Public rights of way maintained • Cycle and pedestrians paths
Pollution - (air) (watercourses) (noise) (land)	<ul style="list-style-type: none"> • Days with good air quality (based on the Expert Panel of Air Quality and World Health Organisation guidelines) • Days with moderate or high air pollution arising from: <ul style="list-style-type: none"> • - carbon monoxide • - nitrogen dioxide • - ozone • - sulphur dioxide • - PM10 • Roadside nitrogen dioxide • Background nitrogen oxide • Roadside benzene • Av. biochemical oxygen demand • Av. Faecal coliforms • Biological quality • Complaints of noise • Complaints of fly tipping • Complaints of dog fouling • Complaints of street sweeping
Biodiversity	<ul style="list-style-type: none"> • Sites of nature conservation interest • Local Nature Reserves • Gardens with frogs • Gardens with foxes • Gardens with hedgehogs
Basic Needs - (food) (shelter)	<ul style="list-style-type: none"> • Food premises receiving complaints • Fresh fruit and vegetable shops • Demand for Council housing (applicants) • Reuse of wasted homes (occupancy units) • % homes with damp and condensation • % homes with poor ventilation • % homes unfit
Work (unemployment) (poverty)	<ul style="list-style-type: none"> • % of workforce unemployed • Benefit claimants (council tenants) • Households receiving Council Tax Benefits
Health -(health)	<ul style="list-style-type: none"> • Average GP consultation rate

Issues	Indicators
(needs)	<ul style="list-style-type: none"> • % families with high health needs • % maternal depression • % dissatisfied with the neighbourhood
(deaths)	<ul style="list-style-type: none"> • SMRs all causes 15 - 65 years • SMRs cancer 15 - 65 years • SMRs heart disease 15 - 65 years • SMRs road traffic accidents • SMRs suicides
(child health)	<ul style="list-style-type: none"> • Infant deaths < 1 year/1000 • Low Birth-weights/1000 • % families with a child accident • % families with a wheezing child • % families with a coughing child • % families with 1 or more smokers
Access	<ul style="list-style-type: none"> • Public rights of way (paths) maintained • Drop kerbs at pedestrian crossings • Disabled motorist parking bays
Freedom -(personal)	<ul style="list-style-type: none"> • Total reported crimes • Violence against the person • Burglaries
(political)	<ul style="list-style-type: none"> • % of total electorate voting
Information and Education	<ul style="list-style-type: none"> • Nursery places for pre-school children • % unauthorised absences from school • Requests for environmental quality information
Leisure and Culture	<ul style="list-style-type: none"> • Major parks and open spaces (acreage) • Allotments (acreage)
Beauty	<ul style="list-style-type: none"> • Buildings at risk (1, 2 and 3 categories) • Trees preservation orders

(1997)

Cheshire

Contact: Rosemary Williams, Cheshire County Council, Environmental Planning Service, Commerce House, Hunters Street, Chester CH1 2QP **Tel:** 01244 603 129
Fax: 01244 603 360 **E-mail:** envplan@cheshire.gov.uk
 *Strategy and Action Plan*

Issues	Indicators
Water	<ul style="list-style-type: none"> Leakage (in litres/property/day) Domestic consumption (in litres/head/day) Industrial and Agricultural Consumption of water per day (Target: To maintain or reduce current non-domestic consumption) Pollution Load (The total annual pollution load discharged to Cheshire watercourses is expressed in terms of Bio-chemical Oxygen Demand) Pollution Incidents Chemical Grade (Length of Watercourses in each Chemical Grade, A-F) Wildlife in River and Streams (Target: To increase Otter, Frog, Kingfisher, Water Vole and Brown Trout populations) The Quality of Drinking Water (Target: To maintain or reduce current non-domestic consumption)
Air	<ul style="list-style-type: none"> Smoke and sulphur dioxide levels Air Quality Standards Recorded Sources of Air Pollution Asthma Smoking Breaking Emissions Limits (Failures for Vehicles Emission) Breaking Emission Limits (Smoky Vehicle Hotline Calls) Tree Health Check (Comparison of Atmospheric Smoke and SO2 Levels with measured Sulphur Levels in Delamere Scots Pines, 1994-1995)
Land	<ul style="list-style-type: none"> Previous Uses of Housing Land (%) Land Use for Urban Development (hectares) Type of Dereliction Land Reclaimed Use of Farmland Set-Aside Land Total Number of Agreements (As part of Countryside Stewardship) Type of Landscape covered by Agreements (As part of Countryside Stewardship) Location of Countryside Stewardship Schemes Boundary of Mersey Forest in Cheshire Woodland Planting Number of trees planted and metres of new hedges grant aided
Waste	<ul style="list-style-type: none"> Waste Produced and Deposited in Cheshire Typical Contents of Household Dustbin Household Waste Industrial and Commercial Waste Construction and Demolition Waste
Energy	<ul style="list-style-type: none"> Reducing Sulphur Dioxide Emissions ECO Schools and Energy (Schools with Green flag status and Schools taking part in ECO) Energy-Efficient Homes (Owner occupied housing in Chester District by National Home Energy Rating)

<ul style="list-style-type: none"> Energy Savings Lightbulbs (Target: Each household to buy one additional energy-saving lightbulb each year to year 2000) Making a Corporate Commitment (Target: 170 organisations in Cheshire to Make a Corporate

Issues	Indicators
	Commitment to energy efficiency, or be pursuing an energy-saving policy by year 2010)
Transport	<ul style="list-style-type: none"> ● Proportion of people travelling to work by bicycle in each district ● Means of travel to work (car driver/passenger, bus, train, on foot, cycle) ● Distance to work, total employees and self employed ● Proportions of 5-10 year olds travelling to school by car ● Proportions of 5-10 year olds walking to school ● Predicted traffic growth in Cheshire
ECO Audit	<ul style="list-style-type: none"> ● Number of companies taking part in The Cheshire ECO Audit scheme
Wildlife	<ul style="list-style-type: none"> ● Woodland (Target: To double woodland in Cheshire for the benefit of people and wildlife) ● Hedgerows (Target: To restore good practice in hedgerow management by 2020) ● Peatland (Target: To safeguard and restore peatland habitats by 2020) ● Ponds (Target: To safeguard ponds of critical importance to wildlife by 2020) ● Heathland (Target: To achieve sustainable heathland by 2020) ● Meadows and Pastures (Target: To safeguard traditional meadows and pastures by 2020) ● Waysides (Target: To involve local people in supporting their waysides for wildlife by 2020)
Wildlife	<ul style="list-style-type: none"> ● Estuaries, River and Streams (Target: All watercourses to support sustainable fish populations by 2010)

(January 1997)

Coventry

Contact: Adrian West and Mandy King, Agenda 21 Team, Room 301, Broadgate House, Broadgate, Coventry CV1 1NH **Tel:** 01203 832 832/4 **Fax:** 01203 831 831
E-mail: agenda21.coventry@pop3.hiway.co.uk
 *Coventry's Environment Audit*

Issues	Indicators
	<ul style="list-style-type: none"> • Energy/water consumption • Water quality • empty properties/council waiting lists/homelessness • waste/recycling performance indicators • affordable warmth (council housing) • wildlife habitats • poverty indicators • unemployment figures • litter • air quality • average age of death • mode of transport to city centre • recorded crime/clear up rate • perceptions of crime • adult/child literacy • school leaver destinations • percentage of population registered library users • number of people voting in local elections • councillors - gender ethnicity, disability • number of people holding passport to leisure • perceptions of the city

Indicators with information available already:

General	<ul style="list-style-type: none"> • No. of days each year pollution levels breach specified levels • Levels of locally produced pollution e.g. NO2 levels • % travelling into the city centre by car/bus/train/bicycle/foot • % of Coventry people taking Coventry jobs
Public Transport	<ul style="list-style-type: none"> • Total passengers per year • No. using buses during morning peak
Cycle	<ul style="list-style-type: none"> • No. of cycles parked in city centre
Pedestrians	<ul style="list-style-type: none"> • No. of pedestrian crossings • No. of pedestrian accidents per year

Information that may be available:

Public Transport	<ul style="list-style-type: none"> • % of population within 400 m of a bus stop
Cycle	<ul style="list-style-type: none"> • Cycle count on specific route
Pedestrians	<ul style="list-style-type: none"> • No. Of pedestrian crossings • No of pedestrian accidents per year

Information that would be desirable


Pedestrians	<ul style="list-style-type: none"> • Modal split of to school journeys
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(Full report with final list of indicators will be published in October 1998)

Croydon

Contact: Barbara Wilcox, Croydon Local Agenda 21, Taberner House, Park Lane, Croydon CR9 3BT **Tel:** 0181 760 5791 **Fax:** 0181 760 5719

E-mail: barbara_wilcox@croydon.gov.uk

 *Croydon's Local Agenda 21*

Issues	Indicators
Pollution	<ul style="list-style-type: none"> • Pollution levels compared to all existing emission standards • Number of complaints of smoky diesel engines in year to Department of Transport Smoky Diesel Hotline. • Number of incidents of asthma and other respiratory illnesses notified to hospitals and GP surgeries each year which are a direct result of air pollution • Number of days on which Crystal Palace TV mast is visible from 11th floor of Taberner House (adjusted for poor weather conditions)
Water	<ul style="list-style-type: none"> • Total number of water pollution incidents in Croydon each year, by type: Oil Chemical Sewage • Number of consents to discharge potentially harmful substances to the water system in Croydon each year • Number of health-related complaints about drinking water
Noise	<ul style="list-style-type: none"> • Number of noise complaints received in Croydon each year • Noise levels at fixed monitoring points in Croydon each year
Water resources	<ul style="list-style-type: none"> • Water consumption per person (this information is not currently available) • Amount of water consumed • Number of enquiries to an advice centre
Natural environment	<ul style="list-style-type: none"> • The area of Croydon covered by Metropolitan, Borough and Local Sites of Importance for Nature Conservation, as defined by the London Ecology Unit • Percentage of garden ponds having amphibians present • Proportion of the population that live within 1km of an accessible green space with recognised wildlife interest. (When Heathfield Nature Conservation Centre is established, the number of visitors will provide the main indicator for this objective.) • Proportion of the population that live more than 400 metres from a Local Park (a local park is approximately 2 hectares in size providing a range of activities for children and adults.)
Waste	<ul style="list-style-type: none"> • % of waste sent for final disposal • % of household waste recycled • % of homes with gardens carrying out composting
Energy	<ul style="list-style-type: none"> • Unit consumption per person per year • Number of businesses with a declared commitment and action plan to reduce and control energy consumption • Number of energy advice enquiries • Number, size and type of installations (this information is not currently available)
Transport	<ul style="list-style-type: none"> • Total daily length of home based journey to work trips • Total length of home based journey to shop, education and "other" trips • Total daily number of home-based journey to work trips by car • Total daily number of home-based journey to shop, education and "other" trips • Percentage of those working in Borough who use more environmentally friendly means of transport to work (i.e. train, bus, pedal cycle and walking) • Percentage of shoppers in Croydon town centre arriving by more environmentally friendly means
	<ul style="list-style-type: none"> • Percentage of trips to/from educational establishments made by environmentally friendly means • Percentage of other trips made by environmentally friendly means
Work and economy	<ul style="list-style-type: none"> • Number of businesses in the manufacturing sector accredited under ECO Management Audit Scheme (EMAS) or ISO 14001 • % of Croydon small and medium enterprises (SME's) joining a waste network scheme • Sales of "top rated" eco-labelled products in Croydon


Issues	Indicators
	<ul style="list-style-type: none"> • Number of financial institutions based in Croydon offering opportunities for ethical investment
Education and awareness	<ul style="list-style-type: none"> • Percentage of households which have heard of LA21 or sustainable development
Global links	<ul style="list-style-type: none"> • Percentage of population of Croydon aware of Guyana Link

(January 1997)

Dundee

Contact: Elspeth Parker, Centre for Planning Research, University of Dundee, Perth Road, Dundee DD1 4HT **Tel:** 01382 345 236 **Fax:** 01382 204 234

E-mail: mph19601@tp1.dundee.ac.uk

 *Measuring community capacity in Dundee's regeneration areas*

Issues	Indicators
Personal Empowerment	<ul style="list-style-type: none"> • Range of skills and knowledge obtained by people's involvement in community organisations • Number of young people involved in the management of youth programmes in the community • Number of active members of the community • Number of people using the services provided by community organisations • Number of community activists involved in Adult Learning programmes devised by and for community organisations • Number of community information requests through the local libraries in the past twelve months • Number of people in the community who have become involved in community groups in the past twelve months
An active and organised community	<ul style="list-style-type: none"> • Number of campaigns in the community on local issues over the past twelve months • Existence of widely read community-run newsletter with local input • Number of residents who have attended community consultations in the past twelve months • Range and number of community organisations in the community • The means by which community organisations have investigated the needs of the community over the past twelve months • The range of external funding attracted by the community in the last twelve months
An influential community	<ul style="list-style-type: none"> • The awareness of the activities of community organisations by the wider community • Number of community representatives on planning and policy making bodies in such a way that they have an impact on the outcomes
Local economic development	<ul style="list-style-type: none"> • Available access to new technology in the community • Local access to job opportunities • Range of facilities in the community available to support uptake of employment • Number of people involved in a credit union in the community
A good place to live	<ul style="list-style-type: none"> • Number of people in the community using the services provided by the local authority • Number of secure, well-maintained play areas for children and young people within the community • Focal points in a community where the residents can meet together
A safe community	<ul style="list-style-type: none"> • Number of youth nuisance calls to the police in a recent six month period • Number of unvandalised lamp posts and unvandalised public telephone boxes in the community • The range of community safety measures
A fair and just community	<ul style="list-style-type: none"> • Number of times and methods by which the views of the community have been consulted in the past twelve months
A caring community	<ul style="list-style-type: none"> • Number of community-led social or care initiatives in the community • Access to health facilities for all the community
Environmental development	<ul style="list-style-type: none"> • Number of people involved in local groups which are resolving an environmental problem
	<ul style="list-style-type: none"> • The alternative use of public buildings and vacant land already in the community • Visible signs of improvements to the local environment
A lasting community	<ul style="list-style-type: none"> • No indicators chosen

(December 1997)

Durham


Contact: Maggie Bosanquet and Ben Dellow, Environment and Technical Services
 Dept., County Hall, Durham DH1 5UQ **Tel:** 0191 383 4253 or 383 3361 **Fax:** 0191
 383 4096 **E-mail:** la21@durham.gov.uk
 *The First Three Years of Sustainability in Action*

Issues	Indicators
Community	<ul style="list-style-type: none"> • A roof over your head • Lessons for the future • Brought to halt • Open to the public
The natural world	<ul style="list-style-type: none"> • Water for life • It's a frog's life • Extinct in County Durham • Vanishing Hedgerows
Business in Durham	<ul style="list-style-type: none"> • Sustainability means jobs • Business and the environment • Local is best
Transport	<ul style="list-style-type: none"> • Car crazy • The bus - an endangered species? • Investment in transport • Air...it's only fair
Energy	<ul style="list-style-type: none"> • Energy - save it • Can nature pay the energy bill?
Waste and dereliction	<ul style="list-style-type: none"> • What a load of rubbish • Waste not want not • Reclamation and contained land

(November 1997)

East Hampshire

Contact: Guy Riddoch, East Hampshire District Council, Penns Place, Petersfield GU31 4EX
Tel: 01730 234 018 **Fax:** 01730 234 013 **E-mail:** guy_riddoch@easthants.gov.uk

 *East Hampshire Local Agenda 21*

Issues	Indicators
Water	<ul style="list-style-type: none"> • Annual spend in replacement supply pipes • Domestic water consumption per capita • Leakage rates from mains
Soil	<ul style="list-style-type: none"> • Number of local produce outlets in supermarkets • Percentage of land farmed organically • Areas of greenfield land lost to development
Timber	<ul style="list-style-type: none"> • Number of trees directly planted by utilities and councils • Area of woodland • Miles of hedgerows • Area of community forests
Minerals	<ul style="list-style-type: none"> • Value and volume of recycled materials • Tonnage of recycled construction wastes used • Tonnage of aggregates used • Ratio of new domestic build to vacant properties
Waste	<ul style="list-style-type: none"> • Change in the amount of non recyclable waste sent to landfill • Percentage of waste recycled every six months • Number of courses/modules introduced by schools, colleges and adult evening classes • Number of new recycled products identified each quarter and later sales achieved on these
Energy	<ul style="list-style-type: none"> • Renewable capacity (excluding energy from waste generation) in Hampshire • Number of buildings in E. Hampshire with energy rating higher than 8 • Sources of energy supply on national basis emissions
Schools	<ul style="list-style-type: none"> • The number of child casualties on the roads • The percentage shift from car journeys to walking and cycling
Shopping	<ul style="list-style-type: none"> • The numbers of weekly shopping trips made per household • The size of pedestrianised shopping areas in the region
Commuting	<ul style="list-style-type: none"> • The change in percentage of commuting journeys made by car • The local mileage of safe cycle lanes and routes
Nature Conservation	<ul style="list-style-type: none"> • Percentage of population with organic gardens • Percentage of domestic ponds with native frogs • Changes in the populations of character species/ indicators of key habitats/ locally important species • Changes in areas of natural or semi-natural habitats as percentage of total area • Changes in the areas of protected natural or semi-natural habitats (SSSI's, ESA's, LNR) • Changes in the population of Red Data Book Species • Changes in the percentage of farmland covered by Farm Conservation Plans • Changes in the percentage of land farmed organically • Changes in the ecological quality of hedgerows
Countryside	<ul style="list-style-type: none"> • Applications for planning developments outside urban boundaries-both accepted and turned down • Change in the usage of redundant farm buildings • Number of farms (inc. area of land committed to conservation programmes - plus numbers and acreage of registered organic cultivation)
	<ul style="list-style-type: none"> • Variation in local population and hence development, not driven by local needs • Amount of woodland/hedgerow planted/destroyed • Number of complaints on pollution by noise, light and scarring or irreversible changes in the landscape • Monitor number of schools selling local products (this type of labelling would be advantageous to all concerned)


Issues	Indicators
Primary Health Care	<ul style="list-style-type: none"> • Numbers employed in farming, horticulture, woodland management and other allied rural jobs • Increase in numbers of people using preventative and complementary health care • Decrease in number of non-essential visits to GP surgeries • Decrease in mental health referrals • Number of people taking regular exercise. Assessed via health questionnaires • Reduction in the number of people smoking
Community Welfare	<ul style="list-style-type: none"> • Increase in numbers of people growing (some) food at home • Increase in numbers of people using allotments • Increase in the use and numbers of community centres • Reduction in crime
Environmental Welfare	<ul style="list-style-type: none"> • Improved air and water quality • Reduction in skin cancers attributable to solar radiation • Improved (healthy) dietary intake

(Spring 1996)

Exeter

Contact: Marie Matthews, Environmental Co-ordinator, Exeter City Council, Energy & Environmental Monitoring Section, Civic Centre, Paris Street, Exeter EX1 1RQ

Tel: 01392 277 888 **Fax:** 01392 265 265

 *A Local Agenda 21 for Exeter*


Issues	Indicators
Transport	<ul style="list-style-type: none"> Percentage of the population within 400 metres of public transport Percentage of the population within walking distance of community services Levels of air pollution (nitrogen dioxide levels)
Waste	<ul style="list-style-type: none"> Domestic waste production per person per year The amount of material collected for recycling as a percentage of the total domestic solid waste The quality of the river water at the sampling points in Exwick and Trewes Weir The quality of the drinking water at Danes Castle, Beacon Hill, Belvedere and Barley
Planning and development	<ul style="list-style-type: none"> Areas of protected natural or semi-natural habitats (SSSIs, ESAs, local nature reserves etc.) Areas of semi natural Green Space available for community use per thousand people The percentage of buildings which are on the "at risk" register The number of people participating in voluntary work Standardised Mortality Ratios Pupil/teacher ratios
Community safety	<ul style="list-style-type: none"> Violent crimes experienced per thousand of people Burglaries of people's homes
Energy	<ul style="list-style-type: none"> Energy consumption in the home (gas, electricity, coal and oil) per person

(Winter 1996/97)

Fife

Contact: Sarah Keast, Planning Service, Fife House, North Street, Glenrothes, Fife KY7


5LT Tel: 01592 416 337 **Fax:** 01592 416 300 **E-mail:** sarahkeast@fife.gov.uk

 *Sustainability Indicators for Fife - Improving the Quality of Life and the Quality of the Environment in Fife*

Issues	Indicators
Homelessness	<ul style="list-style-type: none"> Number of house holds - homeless or potentially homeless
Affordable warmth	<ul style="list-style-type: none"> Energy efficiency measures in Fife Homes
Adequate income	<ul style="list-style-type: none"> Number of people registered as unemployed for 1 year or more
Access to basic services	<ul style="list-style-type: none"> Number of bus passengers
Access to employment opportunities	<ul style="list-style-type: none"> Community Development Initiatives in Fife
Participation in community life	<ul style="list-style-type: none"> Number of Voluntary Groups
Decision making	<ul style="list-style-type: none"> Number of people voting
Crime	<ul style="list-style-type: none"> Number of Reported Cases
Access to educational opportunities	<ul style="list-style-type: none"> Proportion of young people leaving youth training and finding employment
Safety	<ul style="list-style-type: none"> Number of accidents (- Road Casualties)
Land quality	<ul style="list-style-type: none"> Areas of open land lost to development
Air quality	<ul style="list-style-type: none"> Incidence of asthma
Water quality	<ul style="list-style-type: none"> Nitrate in drinking water
Pleasant urban environment	<ul style="list-style-type: none"> Number of noise complaints to Local Authority
Transport	<ul style="list-style-type: none"> How people travel to work Length of Cycle Routes
Use of land	<ul style="list-style-type: none"> Vacant and Derelict land brought back into use
Exploration of renewable resources	<ul style="list-style-type: none"> Fish landing at Fife ports
Waste management	<ul style="list-style-type: none"> Proportion of household waste recycled

(October 1997)

Greenwich

Contact: Keith Tallentire, Development Services, Greenwich Council, Peggy Middleton House, 50 Woolwich New Road, Woolwich, London SE18 6HQ **Tel:** 0181 312 5536
Fax: 0181 312 5564 **E-mail:** k.tallentire@greenwich.gov.uk
 *Greenwich Quality of Life*

Issues	Indicators
Saving Resources	<ul style="list-style-type: none"> • Domestic waste production • Domestic energy consumption
Reducing Pollution	<ul style="list-style-type: none"> • Poor air quality days • Domestic noise and background noise
Maintaining Biodiversity	<ul style="list-style-type: none"> • Density of trees/trees stands • Loss/gain in public open space
Meeting Local Needs	<ul style="list-style-type: none"> • Number participating in LETS etc. • Goods bought/produced locally
Addressing Basic Needs	<ul style="list-style-type: none"> • Number of Food Co-ops • % below poverty line
Generating Satisfying Work	<ul style="list-style-type: none"> • Rate of long term unemployment • Vacancy rates for res/ind/retail/offices
Ensuring Access to Goods and Services	<ul style="list-style-type: none"> • % of Population with local basic services • Passenger miles by transport mode
Improving Safety	<ul style="list-style-type: none"> • Crimes and violent crimes per 1000 • Population feeling safe to go out at night
Increasing Knowledge	<ul style="list-style-type: none"> • Children under 5 in nursery/pre-school • Adult population in f/t & p/t learning
Developing Empowerment	<ul style="list-style-type: none"> • Community attending forums • Percentage voting in local election
Promoting Leisure	<ul style="list-style-type: none"> • Distance to nearest leisure facilities • No./membership of cultural organisation
Safeguarding Diversity and Distinctiveness	<ul style="list-style-type: none"> • % of listed buildings on at risk register
Safeguarding Diversity and Distinctiveness	<ul style="list-style-type: none"> • Number of breaches of Local Plan

(October 1997)

Haringey

Contact: Bob Hare, Policy Division, Technical and Environmental Services, 639 High Road, Tottenham N17 8BD **Tel:** 0181 885 7516 **Fax:** 0181 885 7552

E-mail: envunit@gn.apc.org

 *State of the Environment Report for Haringey*

Issues	Indicators
	<ul style="list-style-type: none"> • Use of Public Transport Accessibility as a planning tool • Percentage of population with high level of public transport accessibility • Percentage of trips with origin and/or destination in Haringey/London, by mode • Average length of trip with origin and/or destination in Haringey, mode and journey purpose • Volume of freight carried on Haringey's roads by origin and destination • Length of goods vehicle trips by origin • Number of goods vehicle trips by origin • Emissions and fuel efficiency of vehicles/stock • Length of streets with traffic calming and planned traffic calming • Length of cycle route completed • Percentage of London Cycle Network completed • Number of bus priority schemes by type • Length of bus lane in operation in Haringey • Length of public highways covered by local or small area lorry bans • % of Haringey transport expenditure on provision for walking and cycling • Public expenditure on transport in Haringey by mode • Extent of provision of rail and water freight facilities • Benefits gained from transport expenditure • Number of road accidents • Heat loss from buildings • Percentage of energy consumption from combined heat and power • Total energy use in Haringey • Take-up of grants for energy saving improvements • Number of buildings measured for energy efficiency • Number of trees and tree stands • Age and condition of trees • Visual amenity of individual trees • Number of characteristic and rare species and priority habitats • Length of wildlife corridors • Area of protected sites of nature conservation importance • Number and area of sites actively managed for nature conservation • Losses, gains and changes in quality of nature conservation sites • Area of nature conservation deficiency • Percentage of energy consumption met by renewables • Area covered by nature conservation designations • Re-use of building materials • Mineral reserves • Total waste stream • Total urban area • Loss of agricultural land by grade • Level of pollutant - Carbon Monoxide • Level of pollutant - Sulphur dioxide • Level of pollutant - Nitrogen oxides
	<ul style="list-style-type: none"> • Level of pollutant - Ozone • Level of pollutant - Benzene

Issues

Indicators

- Level of pollutant - Particulate Matter
- Water pollution incidents by cause and class
- Water abstraction and use
- Drinking water quality
- Length of river meeting the Environment Agency River Quality Objectives (RQOs)
- Groundwater quality by borehole
- Quantity of groundwater available from the aquifer
- Areas of groundwater vulnerability
- River corridors: lengths safeguarded in UDP
- Length of river corridors
- Lengths of culverted and underground water courses
- River and canal water quality: chemical and biological
- Area of contaminated land requiring treatment to facilitate beneficial use
- Area of Haringey that fits DoE definition of derelict land
- Percentage of waste recycled
- Means of waste disposal in Haringey (including mode of transport to final disposal and distance travelled)
- Areas of critical environmental capital with a target of protecting such areas from destruction or damage
- Percentage of Haringey covered by controlled on-street parking
- Public off-street parking provision
- Private Non residential (PNR) parking provision in town centres
- Percentage of land given to car related uses
- The use of the land use/transport relationship in planning
- Average density of population living within 800m of the Borough's major public transport interchanges
- Gross retail floorspace in town centres and out-of centre
- Percentage of Haringey dwellings empty
- Number and proportion of economically active population working in Haringey
- Number of dwellings in town centres
- Percentage of population living within 400m of basic services
- Area of Green Belt, Metropolitan Open Land and other protected space
- Area of Haringey deficient in Metropolitan, District and Local Parks
- Length of Green Chains, and Metropolitan walks in London
- Amount of Green Belt and Metropolitan Open Land accessible for public recreation
- Amount of publicly open space, based on the hierarchy of open spaces in 1994
- Amount of allotment gardens
- Degree of demand satisfaction with allotments
- Use of open space for social and cultural events
- Amount of urban fringe
- Amount of countryside
- Amount of information and interpretation in publicly accessible open space
- Length of Thameside, canal-side and other waterways accessible to the public
- Provision of facilities in town centres
- Number of designated disabled parking spaces
- Number of public buildings open to the public, and number of such buildings in which all public areas are accessible to disabled persons
- Percentage of dwelling unit permissions to mobility standards and percentage to wheelchair standards
- Length of streets pedestrianised to disability accessible standards
- Number of listed buildings

- Percentage of listed buildings on at risk register
- Number and area of Conservation Areas and number with approved policy statement
- Number of Scheduled Ancient Monuments, World Heritage Sites, & area of Historic Parks &

Issues**Indicators**

Gardens

- Number and area of UDP designated Archaeological Priority Areas
- Percentage of new housing permissions and completions classed as affordable
- Number of new developments attaining Police's 'secured by design' standard
- A design award scheme for new buildings?
- Dwelling conversions from existing dwellings and from offices as a percentage of total housing completions
- Vacancy rates for residential, industrial, retail and office buildings
- Noise nuisance complaints notices and prosecutions by type of nuisance
- Results of aircraft noise monitoring
- Results of railway noise monitoring
- Co-ordination of noise monitoring and inventory of exposure to noise levels
- Number of buildings insulated for noise under Noise Insulation Regulations, voluntary schemes or Section 61 agreements
- Percentage of properties conforming to building regulations 1985/91 following testing under BS2750 for sound insulation
- Number of reported crimes
- Extent of overcrowding
- Incidence of coronary heart disease
- Incidence of asthma and bronchial problems
- Level of public transport accessibility of new residential development
- Level of public transport accessibility of new non residential development
- Effect of energy poverty
- Number of people employed in environmental industries
- Level of pollutant 1,3-Butadiene
- Level of pollutant polycyclic aromatic hydrocarbons
- Groundwater quality and areas of vulnerability
- Area of constant environmental assets replaced
- Monitoring of levels of noise from transport
- Number of businesses with an environmental strategy or EMAS accreditation
- Number of firms registering and deregistering for VAT
- Rate of long term unemployment
- Change in rates of economic activity by gender and age
- Rate of employment growth
- Number of long duration job vacancies
- Numbers attaining national targets for education and numbers receiving mandatory awards by borough
- % of employees with weekly earnings below borough median and London-wide average
- % change in output by economic sectors
- Extent of homelessness and usage of bed & breakfast accommodation
- Number of registered places for under -5s by borough and by type of provision
- Overcrowding in schools

(February 1998)

Hertfordshire

Contact: Paul Donovan, Environment Department, Hertfordshire County Council, County Hall, Hertford SG13 8 DN **Tel:** 01992 555 234 **Fax:** 01992 556 290

E-mail: paul_donovan@hertscc.gov.uk


 *Hertfordshire LA21 Indicators*

Issues	Indicators
	<ul style="list-style-type: none"> • How much household waste does Hertfordshire produce in a year? • How much of Hertfordshire's waste is recycled (percentage)? • How much of Hertfordshire's open land is lost to development (area and percentage)? • How much nitrogen dioxide is there in Hertfordshire's air (concentrations)? • How much of Hertfordshire is protected for wildlife (percentage and area)? • How are we protecting Hertfordshire's endangered species (numbers)? • How much of our building material is produced locally within Hertfordshire (percentage)? • How many of us in Hertfordshire have access to good housing (percentage)? • How many of Hertfordshire businesses have an environmental strategy (percentage)? • How many of us work within two miles of our homes (percentage)? • How many children in Hertfordshire suffer from asthma (percentage)? • How many of us walk or cycle more than 1 mile a day (percentage)? • Can you hold a conversation in your High Street (percentage)? • How many people in Hertfordshire live within 2 mile of the services we need daily (percentage)? • How many of us use our cars for journeys under 2 miles (percentage)? • How many people in Hertfordshire are afraid of crime against (a) ourselves and (b) our property (percentage)? • How many people in Hertfordshire are affected by crime (a) against themselves and (b) against their property? • How many children in Hertfordshire attend nursery school (percentage)? • How many teachers are there for our children in Hertfordshire (ratio)? • How many of us are members of a library (percentage)? • How many of us are members of a voluntary group (percentage)? • Do minority groups have a fair representation amongst school governors (percentage)? • Are minority groups represented amongst elected councillors (percentage)? • How many of us vote in local elections (percentage)? • How much green space is there for us to use (percentage)? • How many of us live within 1 mile of green space (percentage)? • How many of us live within 2 miles of leisure facility (percentage)? • How many public buildings have had a Fit for Work survey undertaken (percentage)? • What is the state of our mature trees in Hertfordshire (percentage)? • Are Hertfordshire's rivers and ponds drying up (percentage)? • How many of us take part in local amenity activities (percentage)?

(1997)

Islington

Contact: Mike Mason, University of North London, Faculty of Environmental and Social Studies, Ladbrooke House Site, 62-66 Highbury Grove, London N5 2AD **Tel:** 0171 753 5133 **Fax:** 0171 753 5763


 *Indicators for Sustainability*

Issues	Indicators
Sustainable indicators	<ul style="list-style-type: none">● Amount of material collected for recycling as a percentage of total domestic solid waste● Number of homeless households in temporary accommodation● Percentage of local authority dwellings empty● Rate of long term unemployment● Child asthma/1000● Level of air pollution - particulate matter● Ambient noise levels breaching EC standards● Kilometres of dedicated cycle routes● Percentage of population (and disadvantaged groups) feeling safe to go out at night● Area of semi-natural greenspace available for community use/1000

(1997)

Kensington and Chelsea


Contact: Teresa Fung, Environmental Policy Unit, Council Offices, 37 Pembroke Road, London W8 6PW **Tel:** 0171 341 5166 **Fax:** 0171 341 5645 **E-mail:** dehtf@rbkc.gov.uk

 *State of the Environment - Sustainability Indicators Report*

Issues	Indicators
Air Pollution	<ul style="list-style-type: none"> Local Air Pollution Monitoring: Nitrogen Dioxide, Sulphur Dioxide, Particulates - PM10s, and Ozone
Noise Pollution	<ul style="list-style-type: none"> Noise Complaints
Transport	<ul style="list-style-type: none"> Road Casualties Local Journeys less than 2 miles Traffic Flows
Waste & Recycling	<ul style="list-style-type: none"> Waste & Recycled Waste Tonnages
Energy	<ul style="list-style-type: none"> Energy Use per Person (1991) Domestic Energy Efficiency
Built Environment	<ul style="list-style-type: none"> Public Transport Accessibility Index
Natural environment & open space	<ul style="list-style-type: none"> Wildlife Surveys Tree Health - Foliage Loss Wildlife Conservation Areas
Housing	<ul style="list-style-type: none"> Housing Stock Condition
Health	<ul style="list-style-type: none"> Air Pollution Indicator AP1 - Local Air Pollution Monitoring Energy Indicator E2 - Domestic Energy Efficiency
Economic Development	<ul style="list-style-type: none"> Travel to Work Local Employment

(February 1998)


Lancashire

Contact: Andrew Mullaney, The County Planning Dept., Lancashire County Council,
 PO Box 160, East Cliff County Offices, Preston, Lancashire PR1 3EX **Tel:** 01772
 264 185 **Fax:** 01772 264 201 **E-mail:** planning@planning.lancscc.gov.uk
 *Lancashire's Green Audit 2*

Issues	Indicators
A More Efficient Use of Resources and Less Waste	<ul style="list-style-type: none"> Household Waste Production Household Waste Recycling Household Electricity Consumption Town growth Derelict Land
Lower Levels of Pollution	<ul style="list-style-type: none"> Air Quality River Quality Bathing Water
A More Diverse Natural Environment	<ul style="list-style-type: none"> Protected Wildlife Areas Wildlife Diversity
Basic Needs for Every one Which are Met More Locally	<ul style="list-style-type: none"> Basic Services Within Walking Distance Distance Travelled to Work Homelessness Prosperity and Deprivation Lead in Drinking Water House Prices Poverty Children in Poverty
More Opportunities for Work in a Diverse Economy	<ul style="list-style-type: none"> Unemployment Long Working Hours Earnings Gap Employment Diversity Income Distribution Day Care for Under-Five's
Improvements in Health	<ul style="list-style-type: none"> Low Birth Weight Death Rates Years of Life Lost Long-term Illness
Access to Facilities, Goods, Services and People Whilst Protecting the Environment	<ul style="list-style-type: none"> Mode of Travel to Work Transport Investment
Less Fear of Crime and Persecution	<ul style="list-style-type: none"> Property Crime Violent Crime
Access to Education, Training and Information	<ul style="list-style-type: none"> School-Leavers' Exam Results School-Leavers' Destinations School-Leavers' Exam Literacy
People Having a Say in Decision- Making	<ul style="list-style-type: none"> Voter Participation Community Groups
People Valuing the Neighbour- hoods and Communities in Which they Live	<ul style="list-style-type: none"> Community Cohesion Quality of Life

(April 1997)

Leicester


Contact: Mark Jeffcote, The Environment Team, Environmental and Development Dept., Leicester City Council, New Walk Centre, Welford Place, Leicester LE1 6ZG
Tel: 0116 252 7258 **Fax:** 0116 255 6385 **E-mail:** dodda001@leicester.gov.uk
 *Getting Better All the Time? Practical Ideas for Local Indicators of Sustainability*

Issues	Indicators
<p>“Easy-to-Measure” Indicators</p>	<ul style="list-style-type: none"> ● Rush Hour Traffic and Car Sharing ● Travel Costs Into Leicester by Car and Bus ● Waiting Times at Pedestrian Crossings ● Cycling into Leicester City Centre ● Households Using Low Energy Lightbulbs ● Energy Efficiency of Homes in Leicester ● Empty Housing ● Recycling of Household Waste ● Use of Recycling Facilities ● Pollution Incidents in Leicester’s Watercourses ● Garden Birds in Leicestershire and Rutland ● Organic Farmland in Leicestershire ● Allotment Use in Leicester ● Neighbourhood Vitality ● Population Living in Leicester City Centre ● City Centre and Out-of-Town Facilities ● The Cost of Being a Green or Ethical Consumer ● People Claiming Council Tax Benefit ● Newspaper Reporting of Violent Crime ● Voting in Leicester Local Elections ● Use of Libraries ● Attendances at Sports Events

(June 1997)

Merton

Contact: Sue Tanton, Chief Executive's Department, Merton Civic Centre, London Road, Morden SM4 5DX **Tel:** 0181 545 3457 **Fax:** 0181 545 0446

 *A Helping Hand For A Better Future - A Vision For A Sustainable Merton*

Issues	Indicators
Waste	<ul style="list-style-type: none"> • Tonnes of recycled waste
Transport	<ul style="list-style-type: none"> • Public transport accessibility levels by area of borough • Main means of transport to work in Merton
Water quality	<ul style="list-style-type: none"> • Biological water quality of the river Wandle • Chemical water quality of the river Wandle
Noise	<ul style="list-style-type: none"> • No indicators chosen
Light pollution	<ul style="list-style-type: none"> • No indicators chosen
Natural environment	<ul style="list-style-type: none"> • Areas of nature conservation • % of ponds in size categories • % of ponds with various species found in or near them • Number of whips planted • Number of trees planted
Built environment	<ul style="list-style-type: none"> • No indicators chosen
Shopping	<ul style="list-style-type: none"> • No indicators chosen
Meeting basic needs locally	<ul style="list-style-type: none"> • Number of families in Merton receiving income support and Housing benefit (Claimants in Merton in August each year) • Households on Housing Waiting List • People who live and work in Merton • Healthy Food basket
Education for life	<ul style="list-style-type: none"> • Percentage of under 5's receiving education in schools maintained in Merton local education authority • Number of adult Merton residents in training or education • Attainment of Basic Education skills • Full-time jobs in Merton • Part-time jobs in Merton • Rate of long term unemployed people in Merton • Participation in Merton Local Exchange Trading Scheme (LETS)
Health	<ul style="list-style-type: none"> • Deaths under 65 from heart disease • Asthma in children • Decay in children's teeth • Prevalence of alcohol consumption (frequency of drinking alcohol) • Prevalence of smoking (Smokers and non-smokers - cigarettes, pipes and cigars) • Deaths attributable to alcohol misuse
Equal access	<ul style="list-style-type: none"> • % of retail and other public premises in Merton accessible for wheelchairs
Personal and community safety	<ul style="list-style-type: none"> • Perception of personal safety at night • The extent to which people feel it is safe to let their children make their own way to school (by bike or on foot) • An assessment of public confidence in using parks and public open spaces • The total number of recorded injuries in road accidents in Merton and the number of injuries to children • The number of arrests for drink driving in the Merton Police Division
Being part of the community	<ul style="list-style-type: none"> • Number of voluntary groups in Merton • Use of various leisure and cultural facilities in the borough (leisure centres, libraries, theatres and museums)
Energy	<ul style="list-style-type: none"> • Energy use in Merton
Air pollution	<ul style="list-style-type: none"> • Nitrogen dioxide (NO2) in Merton

(1996)

Middlesbrough

Contact: Bob King, Environment Planning, Middlesbrough Borough Council, PO Box 62, Melrose House, Melrose Street Middlesbrough TS1 2QS **Tel:** 01642 264 953


Fax: 01642 264 944

 *Action 2020, Working For A Better Tomorrow*

Issues	Indicators
Resources are used efficiently and waste is minimised	<ul style="list-style-type: none"> total domestic waste produce for disposal number of organisations who have undertaken energy audits in the last five years
Pollution is limited to levels which natural systems can cope with	<ul style="list-style-type: none"> number of days per year when health and air quality standards are breached passage of migratory fish through the Tees Estuary
The diversity of nature is valued and protected	<ul style="list-style-type: none"> percentage of tree cover the amount of semi natural habitat
Where possible local needs are met locally	<ul style="list-style-type: none"> number of renewable energy systems in use number of allotments in use
Everyone has access to good food, water, shelter and fuel	<ul style="list-style-type: none"> % of domestic drinking water failing water quality tests number of families in temporary accommodation
Everyone has the opportunity to undertake satisfying work in a diverse economy	<ul style="list-style-type: none"> rates of long term unemployment number of people involved in local economic development initiatives
People's good health is protected	<ul style="list-style-type: none"> number of deaths under 65 from coronary heart disease numbers of deaths in the 0-14 age group from accidents
Access is not achieved at the expense of the environment	<ul style="list-style-type: none"> government (local and national) capital investment in public transport as a percentage of total transport spend total length of cycle ways available for use
People live without fear of crime	<ul style="list-style-type: none"> number of cases of violence against the person number of agencies involved in the community safety strategy
Everyone has access to skills, knowledge and information	<ul style="list-style-type: none"> number of requests for environmental information number of educational establishments undertaking environmental programmes
All sections of the community are empowered to participate in decisionmaking	<ul style="list-style-type: none"> number of people attending annual community vision conference number of schools with school councils
Opportunities for culture, leisure and recreation are readily available	<ul style="list-style-type: none"> area of playing fields and park land library book loans per head of population per year
Diversity and local distinctiveness are valued	<ul style="list-style-type: none"> number of listed buildings number of communities involved in preparing community maps

(September 1997)

Mole Valley


Contact: Paula Davie, Environmental Health, Mole Valley District Council, Pippbrook, Reigate Road, Dorking, Surrey RH4 1SJ **Tel:** 01306 879 113 **Fax:** 01306 879 329
e mail: paula.davie@mole-valley.gov.uk
 *Mole Valley Agenda 21 Plan, Action for the 21st Century*

Issues	Indicators
Access	<ul style="list-style-type: none"> • % of shops and public buildings accessible to all • % of buses and trains accessible by disabled people
Cycling and walking	<ul style="list-style-type: none"> • % of children cycling/walking to school (SCC) • Number of cycles parked (formally/informally) throughout an area at one time on a particular day
Energy	<ul style="list-style-type: none"> • Energy use per household • % of properties per household
Local Economy	<ul style="list-style-type: none"> • % of people working at home /locally • Proportion of settlements with defined local services • A measure (to be defined) of local self-sufficiency in food
Nature conservation	<ul style="list-style-type: none"> • Numbers and age range of selected native trees • River Mole quality by invertebrates
Pollution	<ul style="list-style-type: none"> • Indicators of air quality • Ability to hold a conservation in Dorking High Street
Transport	<ul style="list-style-type: none"> • Availability of public transport • Mode of transport to school • Passenger miles by mode of transport
Waste reduction	<ul style="list-style-type: none"> • Average number of black • sacks collected per household per week / % of households recycling • Weight of material collected for recycling
Basic needs	<ul style="list-style-type: none"> • Amount of new affordable housing • Literacy/numeracy of school leavers • Numbers of registered homeless in mole Valley
Sense of community	<ul style="list-style-type: none"> • Facilities for all ages in the community • Participation in decision-making
Awareness	<ul style="list-style-type: none"> • Inclusion of education for sustainability in the National Curriculum • Number of evening classes including sustainability issues

(Spring 1997)

Northern Ireland

Contact: Heather Moorhead, Sustainable Northern Ireland Programme, 77 Botanic Avenue, Belfast BT7 1JL **Tel:** 01232 327 705 **Fax:** 01232 327 705


 *Northern Ireland Sustainable Indicators, 21 measures of a sustainable society for the 21st century*

Issues	Indicators
Environmental Stewardship	<ul style="list-style-type: none"> • Levels of domestic waste produced • Private house buildings on greenfield sites • Energy use and level of renewable energy supply • Energy use and level of renewable energy supply • Number and area of designated ASSI's • Pollution incidents, fish kills and water quality in rivers • Urban concentrations of sulphur dioxide and smoke • Level of public transport use
Economic Opportunity	<ul style="list-style-type: none"> • People living on income support • Gross domestic product as a percentage of UK level • Percentage of workforce employed in the public sector • Level of long term unemployment • Percentage of household expenditure spent on basic goods and services • Average house prices • Public attitudes to the cost of protecting the environment
Social Equity	<ul style="list-style-type: none"> • General mortality and infant mortality rates • Number of fatal and serious injury road traffic accidents • Percentage of population living in fit dwellings • Conservation Area designations and protective listings of buildings • Attainments levels of school leavers • Number of burglaries and perceptions of outdoor safety • Level of sectarian segregation and perceptions of community relations

(June 1997)

North Norfolk

Contact: Hetty Selwyn, North Norfolk District Council, PO Box 6, Council Offices, Holt Road, Cromer, Norfolk NR27 9EA **Tel:** 01263 513 811 x6248 **Fax:** 01263 514 627

 *Future Outlook for North Norfolk - A Local Agenda 21 Plan*

Issues	Indicators
Travel and Work	<ul style="list-style-type: none"> • Travel to work information for seven main towns in the District • Car ownership and means of travel to work for the whole District
Travel to School	<ul style="list-style-type: none"> • Travel distance to schools • Number of pupils living near the school who walk or cycle • Number of schools • Monitor atmospheric pollution • Number of pupils living further away who use the school bus • Health statistics such as levels of obesity and asthma in children
Travel for Shopping	<ul style="list-style-type: none"> • Monitor number of existing supermarkets • Monitor number of planning applications • Monitor number of new supermarkets • PM10 Monitoring • Use of LA21 roadshow and its impact
Travel for Health and Day-Care services	<ul style="list-style-type: none"> • Average distance travelled by patients to visit GPs • Average distances travelled by patients to casualty departments • Form of transport used to visit GPs/causality departments
Travel for Tourism	<ul style="list-style-type: none"> • No indicators chosen
Travel for Leisure	<ul style="list-style-type: none"> • No indicators chosen
Energy Efficiency	<ul style="list-style-type: none"> • No indicators chosen
Water Saving	<ul style="list-style-type: none"> • No indicators chosen
Sustainable Materials	<ul style="list-style-type: none"> • No indicators chosen
Improvements to Existing Housing	<ul style="list-style-type: none"> • No indicators chosen
Information	<ul style="list-style-type: none"> • No indicators chosen
Conflicts of tourism and the environment	<ul style="list-style-type: none"> • No indicators chosen
Enjoyment of the local wildlife without causing harm to the area	<ul style="list-style-type: none"> • No indicators chosen
Use of local produce "supply rings"	<ul style="list-style-type: none"> • Use business Directory to measure effectiveness
Co-operatives	<ul style="list-style-type: none"> • No indicators chosen
Planning policies	<ul style="list-style-type: none"> • No indicators chosen
The impact or lack of impact of environmentally based initiatives on business	<ul style="list-style-type: none"> • Levels of energy consumption/number of properties targeted • Economic development activity - ratio of production/energy used. Measured of assessment of business activity versus energy usage • Application for grant aid under Label 21 to hold a conference for businesses on minimising waste
Waste management practices which minimise the risk of harm to the environment and to health	<ul style="list-style-type: none"> • No indicators chosen
Encouragement of renewable energy sources	<ul style="list-style-type: none"> • Defined percentage usage of energy from renewable sources (as a proportion of total annual consumption)


Issues	Indicators
Joint Cooperation	<ul style="list-style-type: none"> No indicators chosen
The BAD Approach	<ul style="list-style-type: none"> No indicators chosen
Neighbourhood Layout	<ul style="list-style-type: none"> No indicators chosen
Regeneration of sites	<ul style="list-style-type: none"> Evaluate the effectiveness of providing information to developers, by comparison with the prior number, size and quality of applications Evaluate effectiveness of leaflets/guidelines through questionnaires (NNDC Planning Department)
Agriculture	<ul style="list-style-type: none"> No indicators chosen
Basic Resources	<ul style="list-style-type: none"> No indicators chosen
Freight Transport By HGVs	<ul style="list-style-type: none"> Length of rural road with HGV restrictions
The effects of pollution on land	<ul style="list-style-type: none"> Monitor land pollution (metals, organics, pesticides, herbicides etc.), measuring increase/decrease in levels/species, etc. Monitor beach pollution using the Marine Conservation Society's beach clearing programme
The neglect and deterioration of wildlife habitats in the wider countryside	<ul style="list-style-type: none"> Area of land under CSS, ESA agreement or Woodland Grant Scheme Area of land used in the production of traditional rural products
The impact of the use of agricultural pesticide and inorganic fertilisers	<ul style="list-style-type: none"> Area of land farmed organically Area of land farmed on the principles of integrated crop management
Wildlife habitat loss through coastal retreat	<ul style="list-style-type: none"> Proportion of new development on "brownfield" sites Loss and reinstatement of hedgerows
The effects of the pollution in the air	<ul style="list-style-type: none"> Monitor air quality in terms of particulates parts/billion (air quality statistics currently shown on Anglia Television) Monitor gaseous air pollutants such as CO2 SO2 and Nitrogen Oxides
Water Systems	<ul style="list-style-type: none"> No indicators chosen
Basic Resources	<ul style="list-style-type: none"> Maintenance of adequate river flow Maintenance of water table at acceptable levels
Pollution of our seas, rivers and water supplies	<ul style="list-style-type: none"> Strive for "Blue Flag" status for all bathing beaches ("Possible Action") Monitor Sea Water Quality ("Possible Action") Monitor River Water Quality ("Possible Action") Lobby central government for a reduction in the amount of disposal of all wastes at sea, in rivers and water supplies ("Possible Action")
The canalisation of watercourses	<ul style="list-style-type: none"> Depth of river channels Number of river restoration schemes
Water abstraction for public water supply and agriculture	<ul style="list-style-type: none"> Volume of domestic water consumption per person Volume of water abstracted for agriculture use

(September 1997)

North-West

Contact: Will Horsall, Environment Directorate, Lancashire County Council, Guildhouse
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E-mail: planning@planning.lancscc.gov.uk

 *The First North-West Quality of Life and Sustainability Audit*

Issues	Indicators
People having a say in decision making	<ul style="list-style-type: none"> • Turnout for various types of election in the region
Biodiversity	<ul style="list-style-type: none"> • The number of statutory protected sites in the region and the number lost or damaged
Less fear of crime	<ul style="list-style-type: none"> • Crime levels in the region
Access to education	<ul style="list-style-type: none"> • Educational attainment levels in the region
More efficient use of resources and less waste	<ul style="list-style-type: none"> • Domestic energy consumption per capita in the North West
Improvements in health	<ul style="list-style-type: none"> • Incidence of key health problems in the region
Lower levels of pollution	<ul style="list-style-type: none"> • The number of bathing waters passing EU standards and the percentage meeting bacteria standards
People valuing neighbour-hoods	<ul style="list-style-type: none"> • Level of satisfaction with community facilities
Access to goods and services	<ul style="list-style-type: none"> • Travel to work patterns by mode in the region
Basic needs	<ul style="list-style-type: none"> • The proportion of the population living within walking distance of basic services
More opportunities for work	<ul style="list-style-type: none"> • Levels of long term unemployment in the region

(April 1996)

Norwich

Contact: David Ellis, Norwich City Council, Department of Environmental Health, Elliot House, Ber Street, Norwich NR1 3AG **Tel:** 01603 212 301 **Fax:** 01603 213 002
E-mail: dellis.ncc.ch@gtnet.gov.uk
 *Norwich (twenty one) 21*


Issues	Indicators
Environmental protection	<ul style="list-style-type: none"> • The number of days of 'good' air quality as measured by a city centre air quality measuring station • The total amount of domestic waste produced by every household • The total amount of domestic waste recycled • The total consumption of water in the City over the year • The level of energy (gas & electricity) consumed by domestic and industrial users every year • The quality of water in the Rivers Yare and Wensum • The number of swans living and breeding in the Rivers Yare and Wensum (to Hardle Cross) • The area of brown field rather than greenfield sites developed within the Norwich area • Increase the cleanliness of City streets • The number of trips made each year by private car, public transport, cycle, and by foot • the length of City streets which are fully pedestrianised, traffic restricted to off peak hours, or traffic calmed
Economic Development	<ul style="list-style-type: none"> • The unemployment rate • The percentage of the population achieving national training and education targets • The net increase in the number of jobs • The number of medium to large firms with regional or national headquarters based in Norwich • The number of over-night stays by visitors in hotels
Social Development	<ul style="list-style-type: none"> • The percentage of the population living at or below the poverty line • The number of people in housing need: number of homeless people, number of people in need of specialist accommodation, and number of people in overcrowded accommodation • The number of people who live within walking distance of basic services, e.g. General provision stores, post office, chemist health centre or GP practice, library • The percentage of eligible people voting in local elections • The number of sports facilities as measured against English Sports Council targets • The level of reported crime: non-domestic violence, domestic violence, domestic burglary • The number of cinema seats • The number of professional theatre seats • The number of professional music venues with performances on at least 50 days per year • The number of galleries offering professional visual arts exhibitions areas • The number of listed buildings at risk • The number of listed buildings in public ownership, open to the public • The number of museum and/or collections open to the public • The number of church buildings open regularly or occasionally to the public • The number of deaths per year compared with the national average (SMR) • The number of infant deaths per 1,000 live births (IMR)
	<ul style="list-style-type: none"> • The number of deaths from heart disease per year • The number of deaths from stroke per year • The number of deaths from cancer per year

(December 1997)

Oldham

Contact: Michele Carr, Environmental Services Department, 3rd Floor Metropolitan House, Hobson Street, Oldham OL1 1QD **Tel:** 0161 911 4475 **Fax:** 0161 911 4162


E-mail: env.stratpol@oldham.gov.uk

 *Sustainable Indicators for Oldham*

Issues	Indicators
Resource use	<ul style="list-style-type: none"> • The number of companies participating in recycling or waste minimisation schemes • Recycling rate for domestic waste
Pollution	<ul style="list-style-type: none"> • Number of good air quality days at a variety of sites • Percentage of rivers classified in class A-F
Biodiversity	<ul style="list-style-type: none"> • Number of non-domestic ponds with frogs or newts
Local needs	<ul style="list-style-type: none"> • Percentage of population within walking distance (400m) of basic services
Energy conservation	<ul style="list-style-type: none"> • Percentage of homes in the borough with an energy rating of 5 or above
Economy	<ul style="list-style-type: none"> • Percentage of school children in receipt of free school dinners
Health	<ul style="list-style-type: none"> • Mental health • Percentage of babies born with a low birth weight (below2499g)
Transport	<ul style="list-style-type: none"> • Number of passenger miles in public transport
Perceptions of crime	<ul style="list-style-type: none"> • Percentage of population who feel safe to go out at night
Crime	<ul style="list-style-type: none"> • Reported violent crimes and burglaries per 1000
Information and education awareness	<ul style="list-style-type: none"> • Street cleanliness index
Information and education	<ul style="list-style-type: none"> • Percentage of children with 5 or more A-C GCSE passes • Percentage of children with 5 or more A-G GCSE passes • Adult literacy % of adults whose level of English or maths have made it difficult for them in certain situations
Empowerment of the community	<ul style="list-style-type: none"> • Number of voluntary group representatives co-opted to council committees/sub-committees
Culture leisure and recreation	<ul style="list-style-type: none"> • Number of people using libraries art gallery and museum • Percentage of buildings with disabled access or facilities for physically impaired • Percentage of population living within a quarter-mile of accessible public open space
Beauty and utility of places in Oldham	<ul style="list-style-type: none"> • Public attitude questionnaire on people's perception of Oldham

(October 1995)

Oxfordshire

Contact: Susie Ohlenschlager, Oxfordshire County Council, County Hall, New Road, Oxford OX1 1ND **Tel:** 01865 810 148 **Fax:** 01865 247 805
 *Oxfordshire Agenda 21, Taking Oxfordshire into the 21st century - A vision for sustainable living from the people of Oxfordshire*

Issues	Indicators
Community Participation	<ul style="list-style-type: none"> • Number of parishes contacting relevant organisations (Objective: Community Action and Participation) • Number of communities asking for help from relevant organisations (Objective: Community Action and Participation) • To be included on the database (Objective: Promote sustainable development of communities) • Number of communities reached (Objective: Increase appropriate skill base) • Reduction in amount of domestic refuse collected
Education and Awareness	<ul style="list-style-type: none"> • Endorsement by Chief Education Officer (Objective: Formulate a county Agenda 21 education policy) • 30 % return of questionnaires (Objective: Formulate a county Agenda 21 education policy) • 15% of governors per year (Objective: Formulate a county Agenda 21 education policy) • 15% of teachers per year (Objective: Formulate a county Agenda 21 education policy) • Joint strategy to encourage positive OFSTED outcome (Objective: Formulate a county Agenda 21 education policy) • Contracts for OCC Community Education staff to include clause on sustainable development (Objective: Formulate a county Agenda 21 education policy) • 70% of OCC Community Education workers involved. Number of newsletters, computer links, forums, conferences, etc. (Objective: Formulate a county Agenda 21 education policy) • Number of newsletters, computer links, forums, conferences, etc. (Objective: Formulate a county Agenda 21 education policy) • 70% improved practices within Community Education (Objective: Formulate a county Agenda 21 education policy) • 70% of OCC Community Education opportunities achieving targets (Objective: Formulate a county Agenda 21 education policy) • Inclusion in 70% of Community Education strategy documents and development plans (Objective: Formulate a county Agenda 21 education policy) • Involvement of wider community in the decision-making process (Objective: Formulate a county Agenda 21 education policy) • List of contact people (Objective: Formulate a county Agenda 21 education policy) • Number of examples of good practice published (Objective: Incorporate practical actions into everyday life: Identify and highlight examples of good practice)
Energy and Climate Change	<ul style="list-style-type: none"> • CO2 emissions by sector (Objective: Reduce energy consumption) • Number of organisations to adopt targets (Objective: Reduce energy consumption) • CO2 emissions per household (Objective: Reduce energy consumption) • Number of measures CO2 saved • kWh of capacity produced, renewable % for business
Buildings and Homes	<ul style="list-style-type: none"> • % use of green architecture in new building/renovation • Uptake of energy advice • Completion of "Super SAP" rating scheme
Waste	<ul style="list-style-type: none"> • Competition entrant numbers/numbers of firms becoming accredited • Number/amount of loans made for this purpose per annum • Percentage of new development and extensions that meet Super-SAP standards • Better national Building Regulations, incorporated into Local Planning Regulations • Plan written (Objective: Put in place an Agenda 21 Waste Plan for Oxfordshire) • Tonnage of waste reduced • Initiatives in place (Objective: Reduce the amount of waste which is landfilled) • Take up of existing waste facilities together with pressure for new ones • Increase in neighbourhood recycling banks


Issues	Indicators
Transport	<ul style="list-style-type: none"> ● Level of kerbside collection of recyclable materials across the country ● % travelled by each mode ● Air pollution levels ● Energy consumption per capita ● Number of pledges returned ● Number of employers (Target: Employers in Oxfordshire) ● Travel and pollution surveys by school pupils taking part ● Traffic flow (Target: To hold a car free day on 17 June 1997)
Water	<ul style="list-style-type: none"> ● Increased co-operative decision making ● Follow on from Water Resources Working group? ● Increased public knowledge and co-operation with conservation measures ● Gradual reduction in per capita household daily use ● Reduction in volume required for industry and agriculture ● No overall reduction in quality or number of aquatic habitats ● High priority for aquatic habitats in resource planning and management ● Projects set up (Objective: Development of expertise to ensure a sustainable water environment for the future) ● Water resources in all planning decisions (Objective: Development of expertise to ensure a sustainable water environment for the future) ● Funding secured to attain targets set out in this document (Objective: Development of expertise to ensure a sustainable water environment for the future)
Farming	<ul style="list-style-type: none"> ● Number of completed WFCPs (Objective: Promote Whole Farm Conservation Plans) ● Inclusion in LEAPS (Objective: Protect and enhance the integrity of the soil and water supply)
Trees	<ul style="list-style-type: none"> ● 340ha planted per year (Objective: Create new woodlands and enlarge current woods) ● Plant 800ha and restore other features by 2030 (Objective: Create new woodlands and enlarge current woods) ● Establishments of one or more timber stations in Oxfordshire (Objective: Increase the productivity of woods)
Local Authorities	<ul style="list-style-type: none"> ● Publication of Environmental Strategy/Policy/Charter or equivalent with a commitment for review at least every two years ● Number of elected members attending training ● Numbers of meetings of joint officer working group ● Production of publicity material and information ● Initiative specifically aimed at involving young people in sustainable development

(April 1997)

Reading

Contact: Rob Angell, Reading Borough Council, Civic Centre, Reading RG1 7TD

Tel: 0118 9390 291 Fax: 0118 939 0862


 Sustainability Indicators

Issues	Indicators
	<ul style="list-style-type: none"> • % of electorate voting in local elections • number of organisations with environmental strategy/EMAS • number of households with more than 1.5 people per room • number of species of fauna recorded • hectares of land designated as Local Nature Reserves (LNR) • number of homes renovated/brought up to standard (private and public) • number of families placed in social housing • number of bus priority measures at junctions • infant mortality per 1000 • % of domestic waste recycled • number of new houses built • number of sessions let to voluntary groups at community halls • hectares of development on brown field sites • level of unemployment • number of households lacking or sharing basic amenities • hectares of public open space available for community use • number of species of flora recorded • number of empty homes (private and public) • number of homes with no central heating (private and public) • % of population living within 400 metres of public transport • percentage breakdown of journeys into town made by bus, car bike and on foot • number of serious and total water pollution incidents • weight of domestic waste produced per person per year • number of children attending play projects • hectares of loss of open space • % of grant aid to community organisations providing services to the council's equal opportunity target groups (black, elderly, women, disabled, low income)

(Spring 1997)

Richmond upon Thames

Contact: Mary Collins, London Borough of Richmond upon Thames, York House,
Richmond Road, Twickenham TW1 3AA **Tel:** 0181 891 7860 **Fax:** 0181 891 7701

 *Sustaining Progress*

Issues	Indicators
Energy	<ul style="list-style-type: none"> • Overall energy use within the Borough (excluding transport), electricity, gas, and other fuels • Carbon dioxide emissions per household • Per capita energy consumption • Annual number of hypothermia related deaths in the Borough per 100,000 • Number of businesses in the Borough with an active energy reduction strategy • Annual output of locally generated renewable energy
Transport	<ul style="list-style-type: none"> • Number of days pollution guidelines are exceeded for particulates • Number of days pollution guidelines are exceeded for nitrogen dioxide • Number of days pollution guidelines are exceeded for carbon monoxide • No. of fatal, serious, minor accidents • Proportion of journeys made by bicycle • Proportion of journeys made by car - overall/peak times
Waste and Resources	<ul style="list-style-type: none"> • Real nappy service use since the Richmond Real Nappy Campaign launch in April -97 • EcoAction ScrapSwap • Householders composting kitchen and garden waste • Annual tonnage of materials recycled
Biodiversity - our natural environment	<ul style="list-style-type: none"> • % of ponds supporting breeding frogs, toads or newts • % of terrestrial species e.g. hedgehogs or song thrushes • % of households composting organic waste • % of households gardening organically
Building Responsibility	<ul style="list-style-type: none"> • Proportion of contaminated sites (as at 1995) which have been cleaned up • The proportion of developers offering details of their buildings' sustainable features
Leisure & Tourism	<ul style="list-style-type: none"> • Number of visitors travelling to and within the borough by public transport • Adoption of a borough-wide coach parking strategy • Local hoteliers to adopt good environmental practices as outlined in the Green Audit Kit • Launch of a tourist bus link between Hampton Court palace and Kew Gardens
Community Safety	<ul style="list-style-type: none"> • No indicators chosen

(July 1998)

Sherborne and Castleton

Contact: Michael Gill, Kitt Hill House, Cornhill, Sherborne DT9 3PL

Tel: 01935 816 195

 *Sherborne and Castleton Environmental Audit*

Issues	Indicators
The Land - the total area of land in the following use categories	<ul style="list-style-type: none"> • Arable • Improved pasture • Unimproved pasture • Managed woodland • Unimproved woodland • Amenity land • Residential • Industrial • Quarries • Water • Infra structure (road, railways etc.) • Quantity of water input and quality of water output with Agricultural, Domestic and Industrial use • Water table levels • Nitrogen artificial fertiliser use per hectare • Pesticide use per hectare
Land - Air	<ul style="list-style-type: none"> • Concentration of Nitrogen Oxides • Ozone in the air
Land - Area of protected land	<ul style="list-style-type: none"> • National Parks • National Forests
The Life - Occupations divided into male and female	<ul style="list-style-type: none"> • Full Time employment • Part Time employment • Self employed • Full time in school • Household and unspecified • Registered unemployed
The Life	<ul style="list-style-type: none"> • Total number of birds species recorded in the area listed with number of endangered or rare birds recorded • Mammal species - wild and domesticated • Sightings of endangered species e.g. Water Vole • Tree species listed • Cultivated plants listed • Lichen and mosses listed • Fertility rate
Commerce - Handbook Businesses to include	<ul style="list-style-type: none"> • Externally owned manufactures • Family (within area) owned manufactures • External owned shops • Community member owned shops • Farms (owned or leased) • Workshops (with no direct employees) • Trades (with no direct employees) • Food bought from local produce • Food bought outside area • Total spending on clothing • Total spending on house appliances

<ul style="list-style-type: none"> • Total spending on health • Total spending on holidays/travel • Total spending on theatre/entertainment
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Issues	Indicators
	<ul style="list-style-type: none"> Total spending in local currency
Energy - Yearly values of total domestic use	<ul style="list-style-type: none"> Total Average per capita Average per household Average of top 20% of household Average of bottom 20% of household
Energy - Different sources of energy; fossil	<ul style="list-style-type: none"> Coal Petrol Gas Fossil electricity Waste heat used from generation
Energy - Different sources of energy; renewable	<ul style="list-style-type: none"> Wood Solar heat Voltaic Hydro electricity Methane digester
Transport - Number of journeys of:	<ul style="list-style-type: none"> Less than 1 mile 1-2 miles 2-10 miles 10-50 miles over 50 miles
Transport - Showing how many journeys	<ul style="list-style-type: none"> Walking Cycling Bus or taxi Car Train Aeroplane
Transport	<ul style="list-style-type: none"> Miles per-capita for each form of transport or Number of miles designated Cycle Track No. of cars per 1000 of population No. of taxis operating in the area No. of route miles available per week starting from Sherborne without changing No. of road accidents per year in area How students get to school: % walk, cycle, bus, car
Waste - Yearly tonnage of waste disposed in the following ways:	<ul style="list-style-type: none"> Landfill Sealed landfill for methane collection Incinerated for energy generation Composting Composting - adding to methane generators Recycled for export Recycled for use in community Salvaged, repaired and re-used
Waste	<ul style="list-style-type: none"> Tonnage of each kind of waste recycled as a percentage of total waste dumped, burned or recycled, i.e. paper, glass, aluminium ferrous metals, plastic Total sewage solid and sludge Total water returned to river systems and its quality (see Water Indicator) Percentage of waste exported from area Percentage of household with rubbish collection Total of household waste
	<ul style="list-style-type: none"> Total of industrial waste
Community - Handbooks of organisations to include:	<ul style="list-style-type: none"> Clubs and societies (e.g. History Society) Sports groups (Rambler and Rugby clubs) Performing arts associations Art and craft groups Voluntary service groups (Meals on Wheels, Chamber of Trade)


Issues	Indicators
	<ul style="list-style-type: none"> • County sponsored activities (Museum, youth clubs)
Community - Library:	<ul style="list-style-type: none"> • No. of books • No. of members • No. of people served by mobile library • Ratio - Total of books borrowed in year : number of library members
Education -% of population who left school:	<ul style="list-style-type: none"> • Before age of 12 years • Between 12 and 17 years • Between 17 and 19 years • Completed 1st degree • Completed Ph.D.
Education	<ul style="list-style-type: none"> • Position of schools in league tables, e.g. Sherborne Girls School 71.7% '93 - No. 103, '94 - No. 85 etc.
Health - Recorded no of deaths in the following categories:	<ul style="list-style-type: none"> • Cancer • Heart disease • Stroke • Pneumonia • Meningitis • Motor accident • Other accident • Suicide • Infant deaths (below 1 year)
Health - Age groups that smoke	<ul style="list-style-type: none"> • 12 to 18 years • 19 to 44 years • 45 to 64 years • Over 65 • Birth weight of babies • Conceptions in women under 16 • No. of days in own hospital • No. of days in hospital outside the area • No. of work days lost to sickness
Poverty	<ul style="list-style-type: none"> • Homes in each category of the community on the community charges register: number of homes and how many people live in them • Number of households with income under £4,000 per year • Graph of distribution of yearly earnings (individuals from 16 - retirement)
	<ul style="list-style-type: none"> • From £0,00 - £500,000 • Percent of homes rented, mortgaged, owned • Number of homeless people
Crime	<ul style="list-style-type: none"> • Total number of reported true crime in the area • Percent of reported crimes solved • The breakdown of the annual true crime figures from county statistics

(Spring 1997)

Somerset

Contact: Alan Watson, Sustainable Somerset Group, Room A222, County Hall,
Taunton, Somerset TA1 4DY **Tel:** 01823 355 400 **Fax:** 01823 355 258

E-mail: ajwatson@somerset.gov.uk

 *Somerset: For Better or Worse?*


Issues	Indicators
Transport	<ul style="list-style-type: none"> • Casualties in Road Traffic Accidents • Road Traffic Volumes • Journeys to work by car
The Environment	<ul style="list-style-type: none"> • Air Quality • Noise Pollution • River Water Quality • Rate of Mineral Extraction • Area of Orchard • Organically Farmed Land Area • Butterfly Populations • Coastal Pollution
Waste	<ul style="list-style-type: none"> • Volume of Household Waste going to Landfill • Percentage of Household Waste Recycled
Health	<ul style="list-style-type: none"> • Coronary Heart Disease • Prevalence of Smoking • Under Age 16 Conception • Skin Cancer Incidence
Society and Economy	<ul style="list-style-type: none"> • Percentage of Workforce Unemployed • Access to Village Shops • Recorded Crime Levels

(May 1998)

Suffolk

Contact: Graham Thomas, Babergh District Council, Corks La, Hadleigh, Ipswich IP7

6SJ Tel: 01473 825 775 Fax: 01473 825 708

 Suffolk's Environment... towards sustainable development

Issues	Indicators
Housing	<ul style="list-style-type: none"> • Housing stock changes in relation to structure Plan rates of development • Land availability for residential development in relation to Structure Plan requirements and PPG3 • Number and percentage of applications for affordable housing approved • Number and percentage of applications for affordable housing refused
Employment	<ul style="list-style-type: none"> • Numbers and percentage of unemployed (claimants) • Numbers and percentage of employees in individual Employment Sections • Numbers and percentage of employees by location • Land availability for business/industrial development • Completions on business/industrial development land • Number and percentage of all applications for commercial activity in rural areas approved • Number and percentage of all applications for expansion of commercial activity refused • Number and percentage of all applications for new commercial activity refused • Registered accommodation bedspaces in Suffolk • Number of visitors to top visitors attractions • Number of tourist attractions • Number and percentage of all applications for tourist related development approved • Number and percentage of all applications for tourist related development refused
Agriculture	<ul style="list-style-type: none"> • Area of agriculture land allocated for development • Number and percentage of applications for development (involving change of use of land) in rural areas refused • Number and percentage of applications for development (involving change of use of land) in rural areas approved
Landscape	<ul style="list-style-type: none"> • Number and percentage of applications in designated landscape areas approved • Number and percentage of applications in designated landscape areas refused • Number and area of historic parks and gardens lost or damaged through loss of landscape features as a result of development • Number and area of commons and village greens lost or damaged as a result of development • Number of applications refused in, or with a reason for refusal relating to, historic parks and gardens, or commons and village greens • Number of applications approved which include safeguarding conditions or agreements which specifically relate to a site designated as a historic park and garden, a common, or a village • Number of applications outside designated landscape areas where loss of landscape features are cited as areas on for refusal • Extent of non local authority landscape management schemes
Woodland	<ul style="list-style-type: none"> • Area of woodland • Area of woodland covered by approved Forestry Authority management schemes since 1991
Wildlife	<ul style="list-style-type: none"> • Number and area of sites designated as of nature conservation value lost or damaged as a result of development

<ul style="list-style-type: none"> • Number of applications refused in, or with a reason for refusal relating to, sites designated as of nature conservation value • Number of applications approved which include safeguarding conditions or agreements which specifically relate to a site designated as of nature conservation value • Number of applications which include reasons for refusal relating to protected species • Number of applications which include conditions or agreements relating to the safeguarding of the protected species • New habitat provided in association with applications where an Environmental Assessment (EA) is required or voluntarily provided • New habitat provided in accordance with the provision of Local Plan allocations

Issues	Indicators
Conservation Areas/Listed Buildings	<ul style="list-style-type: none"> • Number of publicly accessible nature reserves • Number of listed building consents and conservation area consents approved • Number of listed building consents and conservation area consents refused • Number of planning applications in conservation areas approved • Number of planning applications in conservation areas refused • Number of enhancement schemes in conservation areas • Number of Conservation Area Partnerships within the County, compared to the number for which bids were made • Number of listed buildings • Number of historical buildings at risk • Total value of grant aided work to historic buildings and buildings in conservation areas
Archaeology	<ul style="list-style-type: none"> • Number and percentage of applications which affect known archaeological sites approved with amendments to design, or working methods, to ensure preservation • Number and percentage of applications which affect known archaeological sites approved with conditions requiring prior archaeological excavation or recording during development • Number and percentage of applications which affect known archaeological sites approved with agreements for management/ enhancement work • Number and percentage of applications which affect known archaeological sites for which archaeological evaluation is required prior to determination • Number and percentage of applications which affect known archaeological sites refused • Number of Scheduled Ancient Monuments (and other archaeological sites of national importance) damaged as a result of development • Number and percentage of applications which affect no known archaeological sites but judged of high archaeological potential and approved with conditions requiring prior archaeological excavation or recording during development • Number and percentage of applications which affect known archaeological sites of less than national importance approved with no provision for preservation in the situ or recording prior to or during development
Town Centres	<ul style="list-style-type: none"> • Number of units of each land use class in town centres • Floorspace in town centres by land and use class • Number of vacant units of each land use class in town centres • Number of multiple retailers in town centres • Planning approvals and Local Plan allocations for major redevelopment or new developments in town centres • Rents for each town centre • Rents yield for each town centre
Built	Number of design brief covering major development sites
Environment	<ul style="list-style-type: none"> • Number and percentage of applications refused on the grounds on density, scale, layout, design, landscaping, or impact on the visual character or appearance of locality • Number and percentage of applications refused on the grounds of privacy, daylight, odour, or noise nuisance • Number of new TPOs served within villages and urban areas • Number of applications for work covered by TPOs within villages and urban areas • Number of TPO trees or areas of woodland within villages and urban areas lost each year
Derelict Land	<ul style="list-style-type: none"> • Area (ha) of derelict land by District • Area (ha) of redevelopment sites by proposed use
Transport	<ul style="list-style-type: none"> • Percentage of housing in Ipswich, Bury St. Edmunds, Lowestoft, other towns and elsewhere • Percentage of all new residential development taking place in Ipswich, Bury St. Edmunds, Lowestoft, other towns and elsewhere • Percentage of rural population living in parishes which have a food shop or general store, post office, pub, primary school, and meeting place • Percentage of urban population living within 400m to a local shop • Percentage of urban population living within 400m of a primary school • Percentage of urban population living within 400m of a local school and a primary school • Percentage of population with journey to work public transport • Number of pedestrian friendly road crossings

Issues	Indicators
	<ul style="list-style-type: none"> • Total length of urban cycle routes • Number of public cycle parking facilities • Number of Bus Priority measures in major urban areas • Number of town centres publicly available long stay car parking spaces in Ipswich, Lowestoft, and Bury St. Edmunds • Total funds allocated to implement Urban Traffic Management Schemes • Number of parishes where 30 mph speed restrictions have been implemented • Numbers of applications refused because of unacceptable environmental impact of traffic • Number of applications refused because of traffic safety implications • Number of approvals which include conditions or agreement which seek to minimise traffic impact
Publicly accessible open space	<ul style="list-style-type: none"> • Existing level of publicly accessible open space provisions within Suffolk's towns • Area of new publicly accessible open space permitted • Area of publicly accessible open space lost through redevelopment • Number and percentage of applications refused because of loss of publicly accessible open space • Number of applications refused because of inadequate publicly accessible open space provisions • Accessibility to publicly accessible open space
Outdoor playing	<ul style="list-style-type: none"> • Existing provision of outdoor playing space (youth and adult) • Existing provision of allotments • Existing provision of facilities for golf • Existing provision of indoor sport and leisure facilities • Number and percentage of applications for the provisions of new public recreational facilities approved • Number and percentage of applications for the provisions of new public recreational facilities refused

	<ul style="list-style-type: none"> • Number of public recreational facilities likely to be lost as a result of planning approvals • Number and percentage of applications refused because of loss of public recreational facilities
Countryside recreation	<ul style="list-style-type: none"> • The percentage of the population who live within 5km of an informal countryside recreation site • Area of informal countryside sites (District and County Council managed) per 1000 population • Number of visitors to selected countryside recreation sites • Number and length of footpaths promoted • Length of Rights of Way routinely cleared of surface growth • Percentage of justified complaints relating to ploughing and cropping resolved
Water quality	<ul style="list-style-type: none"> • Length of freshwater river courses, classified by chemical quality • Length of freshwater river courses, classified by biological quality • Length of estuarine waters classified by quality • Number of beaches monitored meeting EEC guideline standard • Number of beaches monitored which meet EEC mandatory standard but which do not meet EEC guideline standards • Number of applications refused on water quality grounds • Number of applications refused on flood risk grounds
Coastal protection	<ul style="list-style-type: none"> • Planning applications refused because of location being prone to coastal erosion
Minerals	<ul style="list-style-type: none"> • The available land bank of sand and gravel reserves • The available land bank of raw material for the cement industry • The available land bank of chalk for non-cement manufacturing purposes • Production of secondary aggregates within Suffolk • Number and percentage of applications referred to the Mineral Planning Authority for consultation which are refused • Number and percentage of applications for production of alternative aggregates approved • Area of land restored after mineral extraction (subdivided by after use)
Waste management	<ul style="list-style-type: none"> • Number and percentage of applications for waste disposal or recycling facilities approved • Number and percentage of applications for waste disposal or recycling facilities refused • Area of waste disposal sites restored


Issues	Indicators
Renewable energy	<ul style="list-style-type: none"> • Installed electricity generating capacity using renewable energy • Installed electricity generating capacity using renewable energy as a proportion of the County's renewable energy potential • Installed electricity generating capacity using renewable energy as a proportion of the capacity of schemes awarded of NFFO contract County's renewable energy potential • Number, and potential electricity generating capacity, of renewable schemes with planning permission but not installed • Number, and potential electricity generating capacity, of renewable schemes refused planning permission

(March 1997)

Sutton

Contact: Graham Dean, Environmental Services, London Borough of Sutton, 24 Denmark Road, Carshalton SM5 2JG **Tel:** 0181 770 6245 **Fax:** 0181 647 0719

E-mail: cei@axford.com

 *From Rio to Sutton*

Issues	Indicators
Community well-being	<ul style="list-style-type: none"> • Complaints about noisy neighbours • Coronary heart disease • Racially motivated incidents
Energy	<ul style="list-style-type: none"> • Energy efficiency at home • Combined heat and power • Renewable energy • Energy Efficiency in schools • CO2 production per schoolchild
Sensible Consumerism	<ul style="list-style-type: none"> • Kerbside Paper Recycling • Fair Trade Goods • Wood recycling • Total waste landfilled in the London Borough of Sutton
Sustainable Land Use and Nature Conservation(SLUNC)	<ul style="list-style-type: none"> • SLUNC Volunteering • Sites of Wildlife Value • Allotment cultivation • Environmentally friendly allotment holders • Average number of species at Wilderness Island
Transport	<ul style="list-style-type: none"> • Nitrogen dioxide, annual mean and per hour mean • Benzene • Particulate • Ozone • Sulphur dioxide • Carbon dioxide • Days when air quality levels in Sutton were "very good" as per National standard • Cycle routes • Walking-children walking to school • Length of bus lanes
Local Economy	<ul style="list-style-type: none"> • Business adopting formal environmental policies • Unemployment levels in the London Borough of Sutton • companies VAT registered • Number of business using Environmental CD ROM training tool • Number of business in the London Borough of Sutton advised and supported

(December 1997)

Vale Royal

Contact: Kirsty Hughes, Vale Royal Borough Council, Wyvern House, The Drumber, Winsford, Cheshire CW7 1AH **Tel:** 01606 862 862 x 7864 **Fax:** 01606 862 100 and 01606 862 088

 *A Vision for Vale Royal, Our Local Agenda 21*

Issues	Indicators
Vulnerable Communities	<ul style="list-style-type: none"> • Number of children with asthma (per 1000) • Number of children with low birth weight • Rate of heart disease (per 1000) • Road traffic accidents (per 1000) • Number of people using drop-in centres • Percentage of buildings with full disabled access • Total number of child care spaces available
A Sense of Place	<ul style="list-style-type: none"> • Satisfaction with neighbourhood (from attitude questionnaire) • Percentage of population within walking distance (400m) of basic services (food shop, PO, health centre, school) • Number of people participating in cultural activities • Number of people using leisure facilities • Percentage of population within 1 km of sports facility • Percentage of people living within 400m of accessible public open space • Percentage participation in local amenity activities • Percentage of income spent locally • Average travel to work distance • Percentage of population living within 1km of recycling facility (or kerbside collections)
A Right to Participate	<ul style="list-style-type: none"> • Percentage of electorate voting in local elections • Number of responses to Local Plan • Number of grants given to voluntary bodies in Vale Royal for work related to sustainable development • Number of opportunities for people to participate provided by voluntary bodies • Number of people participating in National "Spring Clean" Week • Levels of participation by individuals and organisations in community events • Number of identifiable discrete local environment care projects
Communication	<ul style="list-style-type: none"> • Number of request for information received by community facilities • Levels of library usage • Percentage of small communities that have a clear public information point
Safer Communities	<ul style="list-style-type: none"> • Incidents of violent crime reported (per 1000) • Percentage of population feeling safe to go out at night • Burglaries (per 1000)
Land	<ul style="list-style-type: none"> • Contaminated land: Area of sites in the Borough (m2) • Contaminated land: Number of statutory contaminated land sites with Clean-up Plans lodged • Derelict land: Area of sites in the Borough (m2) • Derelict land: Land-fill sites/Land-fill register
Biodiversity	<ul style="list-style-type: none"> • Number of sites recognised as important in the Borough • percentage of land designated and protected for nature conservation, e.g. Sites of Biological Importance (SBIs), Sites of Special Scientific Interest (SSSIs) • Biodiversity quality from surveys of sites • Tree condition • Dragonflies and Kingfishers - Suggested as it is regarded as a key pointer for
	diversity
	<ul style="list-style-type: none"> • Hedgehogs - Suggested as above • Frogs - Suggested as above

Issues	Indicators
	<ul style="list-style-type: none"> ● Ponds - Suggested as above ● Bird e.g., Sky lark, Songthrush - Suggested as above ● Insect/mollusc e.g. butterfly - Suggested as above
Pollution	<ul style="list-style-type: none"> ● Polluting vehicles, e.g. "dirty diesels": Number of successful prosecutions ● Change in the balance between sale of dirty/clean fuels ● Air: Levels of pollutants (NOx lead, photochemical smog, benzene etc.) ● Increase in use of public transport, cycling, and walking monitored ● Traffic flow figures ● Number of cars / 1000 population ● Number of complaints of neighbour, Transport, commercial, industrial and agricultural noise problems. ● Lower measured "Lux" levels ● Commercial energy sale figures ● Reduced consumption of CFCs and other depleting chemicals ● Lower monitored levels of SO2 (Sulphur dioxide) and NOx (Nitrogen oxides) in atmosphere and emissions ● Number of complaints of odours ● % of properties controlled in Smoke control areas
River and water quality	<ul style="list-style-type: none"> ● Fish assessments surveys of rivers and still waters ● Environment Agency river quality figures
Dog fouling	<ul style="list-style-type: none"> ● Number of complaints received
Litter	<ul style="list-style-type: none"> ● Number of complaints ● Weight/Volume collected
Land use	<ul style="list-style-type: none"> ● Proportion of new building planning application for sites within Northwich and Winsford as opposed to the rest of Vale Royal ● Net area of greenfield land used for developments ● Rate of re-use of urban land for housing and employment ● % of derelict land being developed/re-used
Buildings	<ul style="list-style-type: none"> ● Number of new home starts ● number of new affordable, small units/flats in town centre ● Number of new affordable/starter home starts ● % of housing with energy rating of 8 or greater ● % of housing stock needing major renovation in public/private sector ● % of buildings with disabled access or facilities for the physically impaired ● % of historic buildings on "at risk" register ● Satisfaction with the neighbourhood and improvements in the town centres
Energy	<ul style="list-style-type: none"> ● Carbon dioxide emissions per household (average) per year ● Average National Home Energy Rating per domestic property per year ● Number of supermarket energy efficiency campaigns in the Borough ● Number of DIY stores energy efficiency campaigns in the Borough ● Number of Best Kept Village energy efficiency categories ● Proportion of those eligible for Home Energy Efficiency Scheme (HEES) taking it up
Renewable Energy	<ul style="list-style-type: none"> ● Installed capacity in Vale Royal by type ● The generating capacity of local renewable resources, windmills, solar panels
Transport	<ul style="list-style-type: none"> ● Journey to work ratio (car/bus/train/cycle/walk) ● Journey to school ratio (car/bus/train/cycle/walk) ● Number of season ticket holders and bus pass holders ● Percentage of the population in the Borough living within 400m of a regular every-day use bus service
	<ul style="list-style-type: none"> ● Miles of designated cycle route in the Borough ● Miles of new cycleways and footpaths built or redeveloped ● Number of people using cycleways and footpaths for work/school/leisure journeys ● Number of people cycling to or walking to local shops

Issues	Indicators
Settlements	<ul style="list-style-type: none"> • Percentage of population within walking distance (400m) of basic services (food shop, PO, health centre, school) • Increase in urban population • Number of people working from home • Number of shops with occupied accommodation over compared to the number with potential for this
Economic Activity	<ul style="list-style-type: none"> • Level of employment in the Borough • Jobs created/lost over the last year • Number of companies setting up/expanding/closing down
Awareness	<ul style="list-style-type: none"> • Number of requests for information/advice to the Environmental helpline • Number of companies running greener working initiatives • Number of companies participating in recycling schemes • Number of companies with any form of environmental strategy • Number of companies working on certification under EMAS or ISO
Resources and incentives	<ul style="list-style-type: none"> • Number of partnership given European aid • Number of entries to the award scheme
Practical Assistance	<ul style="list-style-type: none"> • Number gaining the Chartermark • Number companies providing practical support for those who choose not to drive to work • Number of organisations involved in "buy recycled" initiatives • Number of companies who receive grant aid under SCEEMAS • Number of business and technical vocational courses which include a component which teaches an appreciation of environmental considerations and a knowledge of the environmental impacts of activities
Equity and Poverty	<ul style="list-style-type: none"> • Proportion of households on a poverty income • Proportion of households on a below average income • Percentage of school children in receipt of free school dinners • Rate of long term unemployment • Number of homeless households in temporary accommodation • Level of unclaimed benefit for the district

(March 1997)

West Devon

Contact: Pat Mayston, West Devon Environmental Network, Rose Cottage, Rumleigh, Bere Alston, Yelverton PL20 7HN **Tel:** 01822 841 398, **E-mail:** pmayston@msn.com

 *Sustainability Indicators Report 1997*

Issues	Indicators
The participation of local people is vital to the implementation of Local Agenda 21	<ul style="list-style-type: none"> • Are you aware of Local Agenda 21? • Number of active community groups • Level of personal involvement in community groups
We should be aware that biodiversity (variety of life) is invaluable to the structure of our planet	<ul style="list-style-type: none"> • Abundance of butterflies • Woodland cover in West Devon
We should co-operate to ensure that the quality of life and welfare of each person is equally valued	<ul style="list-style-type: none"> • Level of well being/feel good factor/stress • Reported crime against person/property • Fear of crime • Number of Asthma cases • (Number of health programmes - Aids/sexual health) • Local income available for housing • Number of people registered as homeless by West Devon Borough council • Percentage of people unemployed • Levels of work satisfaction • Average land based wage levels • Number of Modern Apprenticeships provided by local business • Number of adults in further education • The proportion of classes with more than 30 pupils in state schools
Short term plans should have a beneficial effect in the long term	<ul style="list-style-type: none"> • Number of businesses with environmental policies • Number of business plans with assessment of long term implications
Decision-making and planning process must maximise local involvement and be open and accessible on all issues	<ul style="list-style-type: none"> • Peoples access to planning process • Do people feel their comments are being responded to?
Our politicians need to support policies that are sympathetic to the environment	<ul style="list-style-type: none"> • Number of West Devon County Council and West Devon Borough Council policies that reach sustainable criteria
Young people should be involved in shaping their future	<ul style="list-style-type: none"> • Number of pupils involved in school/community decisions making • Are their opinions being acted on?
The goods we buy should be ethically traded and produced by methods which are sustainable	<ul style="list-style-type: none"> • Amount of organic and fairly traded produce sold from local shops
Local production should be encouraged wherever applicable	<ul style="list-style-type: none"> • Percentage of shops selling locally produced or processed foods
Traffic must be more sustainable	<ul style="list-style-type: none"> • Traffic levels in West Devon • How children travel to school • Distance and method travelled to work/shops
Activities which cause pollution of land, atmosphere and water should be stopped wherever possible	<ul style="list-style-type: none"> • Atmospheric levels of nitrogen oxides • Number of organic grade farms and holdings • Brown trout levels in local rivers
Oil, coal, gas, water and other scarce resources	<ul style="list-style-type: none"> • Number of houses with insulation • Renewable energy schemes in West Devon

Issues	Indicators
should not be wasted	
Waste must be minimised	<ul style="list-style-type: none"> ● Domestic and business waste collected compared to that recycled ● Amount of organic waste composted ● Number of people who think waste recycling is important ● Number of people prepared to separate waste
Population levels must reflect sustainable resources	<ul style="list-style-type: none"> ● Population statistics for West Devon

(June 1997)

3. Examples of indicators chosen by communities

The Government's Central Local Information Partnership (see addresses above) has set up a 'task force' to provide guidance on a possible set of indicators for local use. In addition to the examples provided through the guide, we provide here some additional examples of the sorts of indicators that are being chosen by local communities. We have selected two or three typical examples for each of 18 sustainable community issues (as described in Step Two).

Issue	Examples of popular indicators chosen by communities
Protect and enhance the environment	
Use energy, water and other natural resources efficiently and with care	<ul style="list-style-type: none"> ☒ Number of buildings measured for energy efficiency (Haringey). ☒ Energy consumption per person in 1990 expressed as the amount of carbon dioxide produced (domestic and non-domestic) (Leicester). ☒ Water leakage (in litres/property/day) (Cheshire).
Minimise waste , then re-use or recover it through recycling, composting or energy recovery, and finally sustainably dispose of what is left	<ul style="list-style-type: none"> ☒ Percentage of household waste recycled (Somerset). ☒ Number of householders composting kitchen and garden waste (Richmond upon Thames). ☒ Industrial & commercial waste arisings (Strathclyde).
Limit pollution to levels which do not damage natural systems	<ul style="list-style-type: none"> ☒ Water pollution load (the total annual pollution load, discharged to water courses expressed in terms of biochemical oxygen demand) (Cheshire). ☒ Age & condition of trees (Haringey).

Issue	Examples of popular indicators chosen by communities
Value and protect the diversity of nature	<ul style="list-style-type: none"> <li data-bbox="452 220 919 320">☒ Days when air quality levels in Sutton were "very good" as per national standards (Sutton). <li data-bbox="452 357 949 496">☒ Wildlife in rivers and streams (target: to increase otter, frog, kingfisher, water vole and brown trout populations (Cheshire). <li data-bbox="452 501 919 601">☒ Wildlife diversity: total species numbers & number which are threatened (Lancashire). <li data-bbox="452 606 850 671">☒ Number of frogs in ponds (Oldham).
Meet social needs Create or enhance places , spaces and buildings that work well, wear well and look well	<ul style="list-style-type: none"> <li data-bbox="452 715 975 746">☒ Amount of green space (Coventry). <li data-bbox="452 751 975 852">☒ Percentage of population living within a quarter-mile of accessible public open space (Oldham). <li data-bbox="452 857 927 959">☒ Positive townscape features recorded in a <i>Built Environment Audit</i> (Peterborough).
Make settlements 'human' in scale and form	<ul style="list-style-type: none"> <li data-bbox="452 963 964 1203">☒ Number of applications approved which include safeguarding conditions or agreements which specifically relate to a site designated as a historic park and garden, a common, or a village (Suffolk). <li data-bbox="452 1208 908 1273">☒ Major parks and open spaces (Bristol).
Value and protect diversity and local distinctiveness and strengthen	<ul style="list-style-type: none"> <li data-bbox="452 1278 975 1378">☒ Number and area of UDP designated Archaeological Priority Areas (Haringey). <li data-bbox="452 1383 956 1447">☒ Community cohesion: views from different focus groups









Issue	Examples of popular indicators chosen by communities
local community and cultural identity	(Lancashire).
Protect human health and amenity through safe, clean, pleasant environments	<ul style="list-style-type: none"> ☒ Number of asthma cases (West Devon). ☒ The number of bronchodilator asthma treatments prescribed in Leicestershire (Leicester). ☒ Skin cancer incidence (Somerset).
People live without fear of personal violence from crime , or persecution because of their personal beliefs, race, gender or sexuality	<ul style="list-style-type: none"> ☒ Reported violent crimes and burglaries per 1000 people (Oldham). ☒ Level of well-being/feel good factor/stress (West Devon).
Emphasise health service prevention action as well as care	<ul style="list-style-type: none"> ☒ GP consultation rates (Bristol). ☒ General mortality & infant mortality rates (Northern Ireland). ☒ Annual number of hypothermia related deaths in the Borough (Richmond upon Thames).
Ensure access to good food, water, housing and fuel at reasonable cost	<ul style="list-style-type: none"> ☒ Homelessness: number of households applying to local authorities (Fife). ☒ Average house prices (Northern Ireland). ☒ Availability of a 'Healthy Food Basket' (Merton).
Meet local needs locally wherever possible	<ul style="list-style-type: none"> ☒ Percentage of shops selling locally produced or processed foods (West Devon). ☒ Basic services within walking








Issue	Examples of popular indicators chosen by communities
<p>Maximise everyone's access to the skills and knowledge needed to play a full part in society</p>	<p>distance (Lancashire).</p> <ul style="list-style-type: none"> ☒ Alternative means of transport: kilometres of dedicated cycle routes (Fife). ☒ Adult literacy rates (Birmingham). ☒ Adult population in full- & part-time learning (Greenwich). ☒ Pupil/teacher ratio (Exeter).
<p>Empower all section of the community to participate in decision-making and consider the social and community impacts of decisions</p>	<ul style="list-style-type: none"> ☒ Effectiveness of community groups & support from council (Fife). ☒ Number of voluntary group-representatives co-opted to council committees/sub committees (Oldham). ☒ Do people feel their comments are being responded to? (West Devon).
<p>Promote economic success Create a vibrant local economy that gives access to satisfying and rewarding work without damaging the local, national or global environment Value unpaid work</p>	<ul style="list-style-type: none"> ☒ People participating in Local Exchange Trading Schemes, etc. (Greenwich). ☒ The number of businesses working to a recognised environmental standard (Birmingham). ☒ Purchases of fair trade goods (Sutton). ☒ Numbers of voluntary groups (Merton). ☒ Valuation of unpaid female housework in the borough (Camden).
<p>Encourage</p>	<ul style="list-style-type: none"> ☒ Number of public cycle parking





Issue	Examples of popular indicators chosen by communities
<p>necessary access to facilities, services, goods and other people in ways which make less use of the car and minimise impacts on the environment</p> <p>Make opportunities for culture, leisure and recreation readily available to all</p>	<p>facilities (Suffolk).</p> <ul style="list-style-type: none"> <li data-bbox="451 256 941 355">☒ Means of travel to work (car driver/passenger, bus, train, on foot, cycle) (Cheshire). <li data-bbox="451 363 975 496">☒ The average number of miles that selected food items (e.g. apples , lamb and potatoes) have travelled to reach a plate (Birmingham). <li data-bbox="451 568 962 667">☒ Number of people using libraries, art galleries and museums (Oldham). <li data-bbox="451 675 916 738">☒ Number of publicly accessible nature reserves (Suffolk).

4. Resources that count

Much has been written on sustainable communities and sustainability indicators - and some of it is pretty useful. Here we list a strictly limited set of resources if you want to know more about the theory and practice.

Type of resource	Title & details	Description
 <p>About indicators</p>	 <p><i>Signals of Success: A users' guide to indicators</i>, New Economics Foundation, 1997. (£5 +10% p&p)</p>	<p>A simple guide to indicators for projects. Useful for evaluating and improving the projects that can be started from measuring quality of life in the community.</p>
	 <p><i>Tools for Change: A practical guide to community indicators of sustainability</i>, Sustainability Indicators Partnership Scotland, 1998.</p>	<p>Five short reports in a manual to encourage involvement in community indicators. Produced by a partnership of Scottish statutory and voluntary sector organisations, this includes a guide to training facilitators.</p>
	 <p><i>Sustainability Indicators Research Project: Consultants' Report of the Pilot Phase</i>, Local Government Management Board, 1995.</p>	<p>Details pioneering work on local sustainability indicators, mapping out some of the key stages in the process and the lesson from pilot local authorities.</p>
	 <p><i>The Community Indicators Handbook: Measuring progress toward healthy and sustainable communities</i>, Redefining Progress, Tyler Norris Associates and Sustainable Seattle, 1997.</p>	<p>A guide to the community indicators experience in the USA. Contains sources of information, case studies and key contacts.</p>
	 <p><i>Food Measures</i>, SAFE Alliance, November 1998. Tel: 0171 837 8980, E-mail: safe@gn.apc.org</p>	<p>Designed for local groups, this is a guide to identifying the issues and indicators that matter around food in the local area.</p>
	 <p>Maureen Hart's web-site: www.subjectmatters.com/inicators</p>	<p>Access hundreds of community indicators developed in the USA. This includes categorisation by subject and a search function.</p>
	 <p><i>Indicators Update</i>, quarterly newsletter by NEF.</p>	<p>Covers indicators locally, nationally as well as internationally, all in 4 pages. A virtual meeting place for people interested in indicators.</p>

Type of resource	Title & details	Description
<p style="text-align: center;">About sustainable comm-unities</p>	 <i>Community Works!: a guide to community economic action</i> , New Economics Foundation, 1997. (£3 each; bulk rate 10 for £12).	<p>This short & accessible guide provides details on 32 practical options for local action on quality of life. It tells you what can be done and who can help you to do it!</p>
	 <i>Participation Works! 21 technique for the 21st century</i> , New Economics Foundation, 1998. £7 individuals/£12 organisations (+10% p&p)	<p>Community indicators are one of a number of techniques to get people to take part in the decisions that affect them. Participation Works! introduces the reader to a wide range of other techniques such as participative theatre and community visioning. These are all useful tools for rebuilding a community.</p>
	 <i>Sustainable Local Communities for the 21st century: Why and how to prepare an effective Local Agenda 21 Strategy</i> , Department of the Environment, Transport and the Regions, January 1998.	<p>Sets out the priorities of central and local government on Local Agenda 21. The document places great emphasis on the need to 'connect Local Agenda 21 to the "mainstream" decision process of local authorities...', as well as the role of indicators.</p>
	 <i>Community & Sustainable Development: participation in the future</i> , ed. by Diane Warburton, Earthscan Publications, 1998. Contact WWF.	<p>Collection of essays by leading figures in community participation and sustainable development, who show how participation can extend democracy, citizenship and accountability.</p>
	 <i>The Better Business Pack</i> , (£55) or <i>The Quickstart Guide</i> (£15), WWF/NatWest. Contact WWF-UK	<p>Shows how small and medium sized businesses can improve profits by reducing their environmental impact.</p>
	 <i>The Community Planning Handbook</i> , Urban Design Group/Tools for Community Design, 1998 forthcoming (contact Nick Wates, 01424 447888)	<p>An A-Z of ways to get involved in shaping your city, town, village or hamlet in any part of the world</p>
	 <i>The Feel Good Factor: a citizen's handbook</i> , Channel 4 publications & videos (view at NEF).	<p>A fun six-part documentary and accompanying book on measuring quality of life - screened in 1997 and 1998.</p>

Type of resource	Title & details	Description
Sources of data	 <i>The Source</i> , Office for National Statistics, 1997, 0171 873 0011	Catalogue with statistical publications and surveys. Tells you how to get hold of statistical bibles like <i>Social Trends</i> , <i>Regional Trends</i> and the <i>Annual Abstract of Statistics</i> , as well as more specific reports such as <i>Labour Force and Crime Surveys</i> .
	 <i>ECO Directory of Environmental Databases in the United Kingdom</i> , Environmental Information Trust (contact 0117 942 0162)	"A comprehensive guide to the various computerised sources of environmental information in the UK", according to the Council for Environmental Education.
	 <i>Environment Facts</i> , Department of the Environment, 1995	A guide to public registers on all things environmental - where to find them and how to use them.
	<i>EcoCal</i> , diskette available for £2 from Going for Green, 0345 002100	"I believe that this is the most powerful tool yet in measuring people's impact on the environment", says Michael Meacher of this easy-to-use computer programme.
	 <i>Environmental Information - A guide to sources</i> , N. Lees and H. Woolston, British Library Science Reference and Information Service, 1997 (contact: 0171 412 7471).	Another useful guide to environmental information that provides the reader with lists of databases, printed sources and organisations. An essential travel guide to the green world.

5. Jargon buster

Every industry or field of endeavour creates its own language. Jargon is often a helpful shortcut amongst 'those in the know'. But it can be extremely off-putting, exclusive and even intimidating for newcomers and non-professionals. Here we give a brief summary of some of the words and terms you hear bandied about, and we'd also like to make a plea to those who are 'in the know' to keep your language and explanations as free of jargon and as inclusive as you possibly can. Remember the 'Grandmother Test' - if your grandma could understand what you're talking about, then you're probably on the right track!

Accountability: Increasingly, businesses, local authorities and other public service providers are conscious of the need to account to their service-users and to involve 'customers' and 'stakeholders' in planning and decision making.

Acronym: The sustainability field has coined more than its fair share of snappy acronyms: initials of words that spell another, often related, word. Every time you come across one you can respond with **MEGO**: My Eyes Glaze Over!

Baseline: Accurate, quantitative data at a stated point in time which marks the beginning of a trend. If you begin to systematically track, for example, property prices in a neighbourhood in January 1970 and compare subsequent year's values with that point, then 1970 is your baseline. See **Benchmark**.

Benchmark: A point of reference or standard against which measurements can be compared. Benchmarks allow you to judge how you're doing compared to how you were doing before, or how other places are doing.

Best Value: A key element in central government's plans to reform public service buying and service provision. It replaces Compulsory Competitive

Tendering and hopes to integrate sustainability and Local Agenda 21 aims. Some 40 local authorities are trying it out.

Biodiversity: A term describing the full range of different life-forms in an area (David Attenborough stuff). Urban foxes, stag beetles, frogs and farmland birds have all been used as indicators of biodiversity.

Comparability: The extent to which an indicator measures the same thing across time or space. In 1950, the number of households with a television would have been an indicator of prosperity. In 1990, so many households have a telly that comparison is meaningless.

EMAS: Eco Management and Audit Scheme, introduced by European Commission as an optional system of measure for businesses and other service providers to use to monitor their practice of sustainability. Possibility of it becoming a legal requirement.

Extending/revitalising democracy: Description of a new movement in governance, at the local as well as central level, to 'address the democratic deficit'. Many people are, in practice, excluded from the democratic process and that new ways need to be developed to include

these people. Equally, this term can describe innovations in how already enfranchised people, and others, can be more closely involved in the decision making process. See **social exclusion**.

Facilitator: Facilitators are increasingly used to enable people in meetings and workshops to voice their suggestions and questions. Distinct from 'chairs', in that a facilitator should always encourage participants to play a full part in, for example, setting their own agenda, running the process, and taking action on the group's decisions.

FAQ: Frequently Asked Question.

Flipchart: a "facilitator" is never without these huge sheets of paper that can be stuck onto walls with blutack and written on with marker pens. Be careful of paintwork when taking them down again.

Headline indicator: One or a few very important indicators that are expected to make headline news and give a quick and easy-to-understand picture of what is going on. They are usually supported by a bigger set of secondary indicators. Also called key indicators.

Index: A combination of two or more indicators. An index sits at the top of the information pyramid, giving a lot of information in a condensed way. The components are added together (or 'aggregated'), and can be 'weighted' depending on their relative importance. Gross Domestic Product (economic growth) and the Retail Price Index (inflation) are the most famous indexes (strictly speaking, *indices*).

Indicator: Hands up who needs this entry? You haven't been paying attention!

Linkage: A direct or indirect causal relationship between two or more systems, where changes in one affect the other. Connections originate from actions, changes in the economy, the environment, policies, etc.

Networks: According to a sustainability project which will remain anonymous, networks are a good way of finding a drinking partner. (Mine's a pint of best...)

Objective indicator: Also known as a 'quantitative indicator'. An indicator based on counting that which is observable. Note that although the quantitative nature of an objective indicator gives it an air of precision or certainty, it is not necessarily more valid than a subjective indicator of the same system.

Participation: the latest buzz word. Everyone seems to agree that decisions are best taken by those who will be affected. Some organisations are finding the new participative approaches easier said than done, unfortunately.

Partnerships: Working in partnership with a range of agencies (e.g. local council, businesses, community groups) is now familiar to most local government officers. It's well to remember that most people outside this field have little experience and may need time and more information to be able to work effectively in partnership.

Pressure-State-Response: A way of thinking about different types of indicator. Indicators can be devised for *pressures* acting on society or the environment, can reflect changes in the *state* of society or the environment, or can tell us about how people are *responding* to the news.

Qualitative: see **Subjective**.

Reliability: The extent to which a change in the value of an indicator is caused by a change in what it measures and not due to a measurement error. Reliability of polls or surveys is often an issue, since small changes in the wording of questions can elicit very different results.

Regeneration: As applied to communities, the stimulation of regions or cities to renew themselves economically and socially. Supported by central government by funding under such as the Single Regeneration Budget, partnership working to create permanent new jobs is a feature of 'regeneration'.

Social auditing: A process in which an organisation can account for and report on its performance in terms of its impact on people it serves and people who work for the organisation ("stakeholders"). For more information, contact New Economics Foundation.

Social exclusion: 1. a polite way of referring to plain old fashioned poverty. 2. a better, more integrated way of examining the range of related factors that affect people's chances in society, for example, the relationship between truancy, crime and unemployment.

Stakeholder: New Labour-speak for all the people who can affect or be affected by a given organisation. Examples are elected leaders, advisory councils' members, business people, children, the homeless, families of staff - in fact, anyone who has a legitimate interest in the particular issue or community.

Subjective indicator: Also known as a 'qualitative' indicator. An indicator that is based on people's perceptions of an issue. For example, instead of

measuring the number of crimes reported, a community might do a survey asking how many people feel safe to go out after dark. Some experts consider such indicators unreliable and inferior.

Supporting indicator: A potentially more detailed or finely focused indicator, several of which, when combined, may support a key indicator.

SDIs: Sustainable development indicators. A term much loved by local authority people.

SSSIs: Not the sound of a well-known brand of carbonated, flavoured water escaping from an unsustainable plastic bottle. Sites of Special Scientific Interest are exactly that and designated by the Department for the Environment, Transport and the Regions. They could contain rare plants, animals or insects; or could be a site of archaeological or geological interest.

Sustainability: If you really need yet another explanation, then we'd better send The Team round...!

TLA: three letter acronym. All too common in the indicators world, and best avoided.

Visioning: describes an exciting range of new techniques designed to enable groups of people to articulate and come to share ideas for the future that they want.

Response form - Communities Count!

Thank you for reading Communities Count! We hope you find it interesting and useful. As we have said, feedback is very important to us, so please take the time to tell us what you think.

1.
Name.....
Address.....
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Organisation:.....
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Fax:.....
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2. ? Please send me information about NEF indicators training

3. How did you find out about this guide?

? NEF presentation/workshop

? Word of mouth

? Mailshot/flier

?

Other.....

4. How are you using the guide?

? For general information

? To start up a project in my area

? For help with an existing project

? Other

.....

5. If you are working on a project, how far have you progressed?

? Still at the ideas stage

? Getting started

? Choosing indicators

? Gathering data & communicating

6. Does the book give enough guidance for you to start your own indicators project?

? Yes

? No

If not, what else would you like?

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.....

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7. How useful have you found guide?

Very useful

?

Useful

?

Not Much Use

?

8. What do you like about the guide?

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9. What do you not like about the guide?

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Please return this questionnaire to NEF, Freepost,
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