

Partnerships for People and Place Programme Evaluation and Spend Mapping

Annex 2-6

December 2023



Annex 2 - Programme selection and establishment

Pilot selection

The key delivery mechanism for the PfPP programme was the funding of pilot projects that could test new ways of working between central and local government by focusing on place-based interventions delivered at a ward level. This meant the selection process for distributing the £3m in funding to pilots was a critical factor influencing the success of the programme overall. The process sought to identify places that could mobilise quickly through initial OGD mapping of local authorities and EOI questions exploring experience of working with central government and place-based programmes. However, there is evidence this shortlisting was ineffective in identifying pilots which could deliver within the rapid timeframes of the programme. Delivery plans for the 13 shortlisted pilots were also often underdeveloped in setting out how they planned to engage with central government, evaluate individual outcomes or suggested extended scoping phases which reduced the time available for delivery.

Initial longlisting

Local authorities were invited to bid for funding following a mapping process of existing place-based initiatives. The DLUHC PfPP team compiled a longlist of 34 places ranking local authorities according to the number of place-based projects identified by central government officials and the number of departments working in each place. This was intended to identify local authorities already working in a place-based way where central government officials had a pre-existing interest. It was assumed this would identify local authorities with the existing networks, delivery models and understanding of local challenges required to enable fast mobilisation.

The longlist included a mix of geographic regions and levels of deprivation to provide a sample reflective of England. The DLUHC PfPP team engaged with the longlist through webinars, Q&A sessions and one-to-one conversations to explain the programme and test their interest in bidding for funding.

Shortlisting process

A total of 33 out of 34 local authorities expressed an interest and were invited to submit a formal EOI, which was scored by a cross-government panel. A final moderation meeting decided on the thirteen places which were felt to provide a balance between priority characteristics (region, type of place, level of deprivation), the quality of the EOI and the resources available to deliver.

Although places were required to describe experience of working with different government departments and taking a joined-up approach to public service delivery as part of the EOI, examples did not need to relate to the same theme or partners being suggested for the pilot. This meant that although the areas selected had previous experience of working in a place-based way, it was not necessarily relevant to the proposed project being funded. This had implications for the time required to build relationships or understand the challenge to the required depth during project delivery.

Feedback on the successful EOIs highlighted how several of the proposals did not clearly articulate an intervention by explaining how a project might be distinct from existing initiatives, in particular the link with central government collaboration. There was a recognition that following submission, the successful shortlist required further scoping work to develop an intervention meeting the requirements of the programme as set out in the delivery plan.

Stakeholders also reflected on the diversity of the 13 funded pilots, which reflect the diverse needs of places as defined by local authorities. However, this was seen as making evaluation and learning activities more challenging given the lack of comparable outcomes. There was some suggestion that funding a smaller number of pilots, with more concentrated funding could have eased resources directed towards supporting central government navigation, heightened relevance of pilot learning and dissemination, as well as improved comparability of the enablers and barriers of central-local collaboration. However, the experimental approach of the programme was also highlighted as a key characteristic, with a recognition that some of the projects would be more successful than others.

“It worked better in some places than others, but I think that was inevitable. I mean, if you had chosen places that only were successful, it would suggest you’re not really experimenting enough.” [DLUHC PfPP team]

Development of delivery plans by shortlisted areas

The shortlist of thirteen places were each provided with an initial £50,000 to support the development of delivery plans and build resources in the area, building on their EOI submission to provide more detail on the focus of their pilot project. The DLUHC PfPP team also supported each place through a series of workshops to provide information about the programme and what was required ahead of delivery plan submission, including how to develop a Theory of Change. This process was designed to give local places the flexibility to develop interventions that met local needs, where teams felt issues could be tackled through better central or local government co-ordination. Places could submit proposals they felt reflected local challenges with few limitations on the design or focus of the pilot project.

This flexibility was a key factor attracting local authorities to the programme that was seen as an opportunity for innovation. Pilot leads saw the programme as a vehicle for addressing place-based challenges without being constrained to a specific policy area and providing the opportunity to trial new approaches. To some extent, this contrasted with the focus during the longlisting process on identifying areas that could get up and running quickly, for example by drawing on existing place-based initiatives or relationships. Many of the areas wanted to trial approaches or build new relationships locally and/or with central government as reflected in the number of delivery plans including a scoping phase or early research (five in total – Luton, Wakefield, East Sussex, Hackney and Birmingham). This had implications on the timings of delivery and limited the potential for interventions to result in individual-level changes by March 2023.

“We knew from the start that we were looking for [pilots] working on complex problems which weren’t going to shift within the time horizon that we had.” [DLUHC PfPP team]

Short delivery timelines were exacerbated by delays to the delivery planning process as a result of a ministerial change. Shortlisted places were notified in November 2021 and required to complete delivery plans by 18th February 2022. This limited the time available to co-design plans with both local communities and central government stakeholders.

Although DLUHC facilitated workshops bringing together central government partners and local stakeholders with each place, sessions focused on developing a Theory of Change rather than agreeing the focus or design of the intervention or building an understanding of the wider context. This limited the extent of input into the design of each plan which was largely led by local authority teams. Approximately half of, pilot teams felt this early engagement either failed to involve the right people at central government level, or occurred at a time where they were unclear on their specific approach to their pilot. There was also some uncertainty amongst local pilot stakeholders about the significance of involving

central government. Although this was a key characteristic of the programme, local places interpreted greater flexibility around this and had often prioritised community engagement in their design.

“The whole bid process didn’t feel to be particularly collaborative. It felt like we were submitting something and government were marking our homework, rather than jointly coming up with a proposal.” [Pilot project lead]

Nevertheless, some areas did involve central government during the planning process more substantially. For example, the Birmingham pilot explored options for data sharing with the DWP insights team and the Southwark pilot spoke to the Policy Lab in the Cabinet Office about a potential partnership.

All thirteen local authorities submitted finalised delivery plans in February 2022, which were then assessed by the PfPP DLUHC team and partner departments. The delivery plans were assessed on a standardised criteria set by DLUHC which considered:

- Context – for example, the local issue/challenge and whether this has been identified and with an appropriately sized target area.
- Identifying and mobilising stakeholders and local communities – for example, the engagement plans for local stakeholders and how central government stakeholders are utilised.
- Whether there was a clear option analysis undertaken.
- Thorough and clearly defined Theory of Change and data collection plans.
- Delivery plan with key milestones and risks outlined and the rationale for the funding requests.
- Partnership and governance – for example, the strategic arrangements for governance and oversight and accountability of delivery.
- Interaction with other programmes and likelihood programme aims will be met.

As a result of this assessment, it was agreed that a focus on the strongest delivery plans would maximise the chances of achieving the programme’s objectives. The thirteen local government partners were therefore split into three categories:

- Four local government partners (Birmingham, Cornwall, East Sussex and Southwark) received 95% of funding requested (between £314,000 - £335,000).
- Six local government partners (Bradford, Hackney, Liverpool, Luton, Sunderland and Wakefield) received two-thirds of the funding requested (between £221,000 - £248,000).
- The final three local government partners (Durham, Newcastle and Northumberland) each received £50,000 in addition to the initial funding received to develop a delivery plan (each receiving £100,000 PfPP funding in total).

Pilots described how this lack of certainty around funding created some challenges for planning their intervention, particularly given the short-timeframes. This was exacerbated by the number of meetings and workshops areas were required to attend and the perceived limited extent of project management funding in the brief (albeit the structure and conditions of funding were transparently provided to local authorities and did not differ across EOI, selection and establishment phases). Although three areas

received a substantial reduction in the funding they anticipated, all thirteen pilots remained part of the programme.

Funding was confirmed through grant agreements in March 2023, providing a year for delivery. This reduced the time available for projects to prepare for the project start date in April 2023 with the programme described by one local lead as feeling “even more fast-paced than usual.” Although the grant structure was intended to give certainty to enable places to commit to annual contracts for staff, it limited the levers available to the DLUHC team to ensure places delivered as intended.

Annex 3 – PfPP short-term outcomes

Table 10. Evidence of short term outcomes

Pilot area	Short term outcome	Result	Strength of evidence
Birmingham	60 young people have more self-assurance of the pathways ahead of them beyond this transition.	Not measurable within timeframes	N/A
Birmingham	Increased awareness among young people of employment opportunities and various pathways to use their skills.	Achieved	Medium evidence: Interviews & monthly calls with pilot team, focus group with mentors
Birmingham	Increased educational attainment and skill levels among young people in East Birmingham wards.	Not measurable within timeframes	N/A
Birmingham	Strengthened relationships and intervention pathways between schools/colleges, Birmingham City Council, delivery partners and community organisations; Pilot delivery and governance lead to increased collaboration between partners.	Achieved	Medium evidence: Interviews & monthly calls with pilot team, focus group with mentors, focus group with participants
Birmingham	Data tracking capability to understand pathways and barriers for young people potentially at risk of becoming NEET or missing employment opportunities.	Achieved	Medium evidence: Interviews & monthly calls with pilot team, Interviews with DLUHC lead
Birmingham	Evidence of what works to support young people through particular transitions to be shared among schools/colleges and partners across the city; Evidence of what works to support young people through particular transitions to be shared among Government departments and other places.	Not measurable within timeframes	Evidence of 'what works' yet to be disseminated
Bradford	Increased levels of trust between local and national government.	Not measurable within timeframes	N/A
Bradford	Quick and equitable access (as capacity is sufficient and appropriate); Better access to housing or accommodation; Greater reach with communities who would not traditionally access or be able to access these services.	Achieved	Medium evidence: Interviews with pilot team, Hub visitation and survey data

Bradford	Good quality person centred help, care and support.	Not measurable within timeframes	N/A
Bradford	Improved physical and mental health	Achieved	Medium evidence: Interviews with pilot team, Hub visitation and survey data, Bradford internal case study reporting
Bradford	More engagement with local and central government.	Achieved	Strong evidence: Interviews and monthly calls with pilot team, VCS Alliance, central government partners and DLUHC lead
Bradford	Greater awareness of services available and how to access them.	Achieved	Medium evidence: Hub visitation and survey data
Bradford	More opportunities to work or volunteer.	Not measurable within timeframes	N/A
Bradford	People with lived experience shaping services.	Not measurable within timeframes	N/A
Cornwall	CN4C to recruit and train eight community champions organisations.	Did not achieve outcome	Recruited seven instead of the target eight community champions
Cornwall	Community Champions to refer a minimum of six individuals to People Hub.	Did not achieve outcome	Referred 37 individuals, rather than target of 50 – no data detailing number referred per Community Champion
Cornwall	Meaningful engagement of a highly disaffected community to create trusted relationships and improve reporting into services.	Limited evidence	[No relevant outcome data collected]
Durham	Stronger embedding of local knowledge through improved VCSE engagement and resourcing.	Achieved	Medium evidence: Interviews and monthly calls with pilot team
Durham	Improved action focused strategy and connections between all levels.	Achieved	Medium evidence: Interviews and monthly calls with pilot team

Durham	Theory of change/logic model created and deployed across all themes and strategy.	Did not achieve outcome	'Strategy' Theory of Change session not completed
East Sussex	Robust evidence to show impact of better central government coordination on delivery of energy efficiency/fuel poverty/health objectives support by effective cross government working.	Not measurable within timeframes	N/A
East Sussex	Improved understanding within government of barriers to action to improve energy efficiency and ways to address these barriers	Not measurable within timeframes	N/A
East Sussex	Shared understanding between central government and local partners of what activity can delivery improved energy efficiency, tackle fuel poverty, and improve health and wellbeing outcomes.	Achieved	Medium evidence: Interviews and monthly calls with pilot team, deliberative workshop with central government partners
East Sussex	Improved understanding locally of barriers to action to improve energy efficiency and action to address these barriers.	Not measurable within timeframes	N/A
East Sussex	Improved understanding locally of integrated approach to securing housing, health and environmental objectives in privately rented accommodation.	Not measurable within timeframes	N/A
East Sussex	Behaviour change workstream: Landlord gain improved understanding of incentives to invest in improved energy efficiency; and the impact of current rules, advice and guidance; landlords reached through the project invest in/consent to delivery of energy efficient improvement in housing stock.	Not measurable within timeframes	N/A
East Sussex	Tenants gain improved understanding of how to optimise energy usage in their home and how to stay warm and well; impact of current rules, advice, and guidance regarding improvement; how to access local support; Tenants reached through the project request improvements to their accommodation.	Not measurable within timeframes	N/A
East Sussex	Owner Occupiers have improved understanding of current advice and guidance; actions they can take to improve the energy efficiency of their home.	Not measurable within timeframes	N/A
East Sussex	Owner occupiers make improvements.	Not measurable within timeframes	N/A

Hackney	Residents, statutory and voluntary organisations in the King's Park area report being better connected and informed.	Limited evidence	Not measurable within timeframes
Hackney	Evidence of additional resources coming into the area and pooling of existing ones. Evidence of additional resources secured by local organisations.	Did not achieve outcome	No evidence of additional resource secured by local organisations
Hackney	Trusted organisations and individuals work together to improve the flow of information in the area so that older people find out what is going on and who benefit from it.	Achieved	Strong evidence: Interviews and monthly calls with pilot team, internal evaluation reporting
Hackney	There is a wide discussion and understanding of ageing and its impacts among people of all ages in Hackney Marshes neighbourhood.	Achieved	Medium evidence: Interviews and monthly calls with pilot team, internal evaluation reporting
Hackney	Older people can freely access existing open spaces and buildings.	Not measurable within timeframes	N/A
Liverpool	Increased understanding of partner's roles; Enhanced partnership working; Enhanced information sharing between partners.	Achieved	Strong evidence: Interviews and monthly calls with pilot team, interviews with DLUHC lead
Liverpool	Improved knowledge of the locality it's strengths and what individuals and communities need from services to live a good life	Achieved	Medium evidence: Interviews & monthly calls with pilot team
Liverpool	Improvements to existing activities/hubs as a result of learning from the Good Help Hub.	Not measurable within timeframes	N/A
Liverpool	Reduction in demand (in particular demand that presents at the 'wrong' front door).	Not measurable within timeframes	N/A
Liverpool	Improved networks/connections; Increased sense of belonging/pride in the area; Reduced loneliness and isolation; Self-reported improvements in health and wellbeing; Feeling more in control.	Not measurable within timeframes	N/A
Liverpool	Improved access to services.	Achieved outcome	Medium evidence: Interviews and monthly calls with pilot team, Good Help Hub visitation data
Luton	Clear strategic plan for the town centre, with a comprehensive programme of activities underway to transform the town centre, as well as a clear forward plan to	Not measurable within timeframes	N/A

	attract further investment and funding and a rigorous monitoring system to measure progress; Town centre plan will be delivering positive improvements and interventions within 12 months and generating opportunities for further funding.		
Luton	New performance measures will be delivering a clear starting point for our evidence of key measures of town centre success and a strong evidence base to support the sustainability of PfPP interventions and to attract funding for additional interventions in the town centre; New performance measures will provide evidence of progress to inform citizen engagement and funding opportunities to secure sustainability of the project.	Did not achieve outcome	Medium evidence: Interviews and monthly calls with pilot team
Luton	Within 12 months organisations and residents throughout the town will have a clear understanding of the future direction of the town centre and the work being undertaken to achieve this.	Not measurable within timeframes	N/A
Luton	A more robust evidence base will have been developed to support or challenge interventions.	Achieved	Strong evidence: Interviews and monthly calls with pilot team, internal monitoring and reporting
Luton	An increase in understanding of street begging among residents and visitors to town centre, within 12 months.	Achieved	Medium evidence: Interviews and monthly calls with pilot team
Luton	A reduction in numbers saying they would give directly to people on the street – and increase in those using alternative giving scheme, within 12 months.	Not measurable within timeframes	N/A
Luton	A reduction in the number of people engaging in street begging and other forms of associated street culture in Luton town centre; New performance measures will provide evidence of progress to inform citizen engagement and funding opportunities to secure sustainability of the project.	Not measurable within timeframes	Medium evidence: Reported police data provided in the local evaluation report
Luton	A greater understanding by residents and businesses of the wealth of activity being undertaken in the town around community safety; A greater understanding by residents of the overall vision for the town centre and more residents feeling positive about the future.	Not measurable within timeframes	N/A

Luton	Initial improvements in the perceptions of the town centre, including the offer and perceptions of safety, as evidenced by perceptions surveys.	Not measurable within timeframes	There is some early indication of tracking data from the Luton Residents' Survey 2022
Newcastle	Understanding how different policy streams/departments link up; interactions between poverty and safeguarding; what the barriers are to local services engaging with people.	Achieved	Medium evidence: Interviews and monthly calls with pilot team
Newcastle	Building policy development capacity locally.	Not measurable within timeframes	N/A
Newcastle	Disruption of loan sharks or exploitation or potential poverty traps.	Not measurable within timeframes	N/A
Newcastle	Increase individual confidence and competencies to promote and engage with services.	Achieved	Medium evidence: Interviews and monthly calls with pilot team, participant survey data
Northumberland	Increased engagement – early signs: confidence, activity, ownership.	Achieved	Medium evidence: Interviews and monthly calls with pilot team, participant survey data
Northumberland	Relationships across system/place, joined up programming, value for money at organisational level, impact/storytelling.	Achieved	Medium evidence: Interviews and monthly calls with pilot team
Northumberland	Teen engagement and increased touch points (re life skills/opportunities) children and young people (CYP) voice.	Not measurable within timeframes	N/A
Northumberland	Robust transparent and proportionate funding opportunities, value for money, clarity, partnership, non-duplication.	Achieved	Strong evidence: Interviews and monthly calls with pilot team, programme monitoring
Southwark	Central-local government have a better understanding of neighbourhood working; increased insight into the ways that inequalities may be perpetuated by current structures due to disconnect between policy and communities (barriers to deliver services locally) and strengthened relationships.	Achieved	Strong evidence: Interviews and monthly calls with pilot team, Focus group and interviews with members of the Working Group, Interviews with DLUHC PfPP lead, Internal evaluation reporting

Southwark	Better understanding of inter-city diverse neighbourhoods in Walworth among central and local government representatives involved in WeWalworth.	Achieved	Strong evidence: Interviews and monthly calls with pilot team, Focus group with members of the Working Group, Internal evaluation reporting
Southwark	Central and local government have better insight into how social capital support neighbourhoods.	Achieved	Medium evidence: Internal evaluation reporting
Southwark	Local communities have stronger community networks and increased knowledge about local support.	Achieved	Medium evidence: Internal evaluation reporting; Focus group with local participants
Southwark	There is increased engagement with food mission across stakeholder groups in Walworth.	Achieved	Medium evidence: Focus group with local participants, interviews and monthly calls with pilot team, internal evaluation reporting
Sunderland	Establishment of Sunderland Regeneration Board (SRB), Collaborative regeneration, vision document for Sunnyside.	Did not achieve outcome	SRB not implemented within timeframes of PfPP
Sunderland	Board working effectively in-line with aims, local control over siloed funding, approved investment plan, Local Authority has more focus on evidence base as a result of Place Analysis Report.	Did not achieve outcome	SRB not implemented within timeframes of PfPP
Sunderland	Sunnyside steering group, accelerated delivery of projects and action, increased footfall in area %, decline in break-ins to property and burglaries, increase in reports of anti-social behaviour (ASB), improved regeneration outcomes.	Not measurable within timeframes	N/A
Wakefield	Families have more peer-to-peer support.	Not measurable within timeframes	N/A
Wakefield	Increased collaboration working relationship with all stakeholders across EBSA network.	Achieved	Medium evidence: Interviews and monthly calls with pilot team
Wakefield	Improved evidence base on EBSA in the area.	Achieved	Medium evidence: Interviews and monthly calls with pilot team, Interviews with DLUHC lead
Wakefield	Individual young people's wellbeing and mental health shows improvements.	Not measurable within timeframes	N/A

Wakefield	Families feel more supported to manage their child's EBSA.	Not measurable within timeframes	N/A
Wakefield	Individual families demonstrate improvements in school attendance and engagement.	Not measurable within timeframes	N/A

Annex 4 - Breakeven Overview

Breakeven analysis provides an estimate of the level of change in ToC outcomes in the pilot areas that would be necessary for the programme's benefits to meet costs. This aligns with Cost Effectiveness Analysis in HMT Green Book terms. The breakeven analysis includes person-level outcomes attributed to pilot delivery. Therefore, the breakeven analysis does not isolate the added value of 'joined-up' working approaches to local outcomes.

Methodology: Pilot-specific breakeven analysis is performed on Bradford, Hackney, Liverpool, Luton, Southwark, Cornwall, Newcastle, Birmingham based on the outcomes of interest set out in the Theories of Change (ToC) for each pilot area (pilot areas without measurable outcome indicators in their ToC were excluded from breakeven analysis¹). Each pilot-specific breakeven analysis is based on different ranges of certainty, and with deadweights to account for the counterfactual of how likely these outcomes could have been achieved without the PfPP pilot intervention.² Note that a further 20% optimism bias is built into the breakeven analysis (on top of the deadweight) to account for the fact that analysts may overestimate the impact of programmes on the number of beneficiaries.

Costs: Breakeven analysis first takes cost data on the total cost of the funded PfPP programme in each pilot area, in terms of direct funding and administrative costs. This ranged from £175,729 in Newcastle to £410,729 in both Birmingham and Southwark.

Benefits: Breakeven analysis was performed on each of the ToC outcomes relevant to that pilot area, and for which monetisable benefits could be estimated. These included outcomes related to personal wellbeing, such as employment, loneliness and confidence, and outcomes related to the local community, such as sense of belonging to their neighbourhood, how often they speak to neighbours, their sense of living in a good neighbourhood and their sense that they can obtain advice local if required. Outcomes selected are outcomes attached to the core objectives of pilots as determined by pilot teams. However, given not all outcomes are included in breakeven calculations, where a pilot does not breakeven, it does not definitively imply cost-inefficiency.

To understand the monetary value of a change in these outcomes, multivariate regressions were run on large datasets within national surveys, including Understanding Society and the Annual Population Survey (APS). Multivariate regression allows us to test for the statistical relationship between an outcome of interest (such as wellbeing) and a person's state of life (e.g., whether they are employed or not). Multivariate regression includes 'control variables' which hold constant demographic factors which are known to also drive wellbeing (confounding factors like income, age, gender, ethnicity, as listed in wellbeing guidance). This provides evidence of the average wellbeing effect of an improvement in these outcomes associated with the PfPP pilot intervention. The benefit is measured in a common metric of Subjective Wellbeing, in this case a person's overall satisfaction with life.³ Life satisfaction is given a

¹ 9 of the 13 pilot sites are included in the breakeven analysis. Pilots which are out of scope (Durham, Northumberland, East Sussex and Wakefield, and rationale for exclusion are outlined in the technical appendix).

² Sub-regional Deadweight factors by type of intervention – BIS/CEA guidance:

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/378177/additionality_guide_2014_full.pdf

³ Extensive research in the academic literature and by the Office for National Statistics (ONS) has shown that life satisfaction is a reliable measure of a person's wellbeing, and that it responds in the expected ways to changes to an individual's life experience and surroundings.

monetary value using HMT approved methods.⁴ This provides a per person unit benefit which could be achieved if the pilot successfully achieves the outcome. In cost benefit analysis, this would be multiplied by the number of beneficiaries. At this stage of the evaluation, without evidence of the number of beneficiaries reached, it is only possible to perform breakeven analysis which outlines the number of people who would have to benefit from each of the outcomes for the project to break even.

Results: Table 2 shows the breakeven analysis for each of the nine pilot areas. The table reports only the highest and lowest value outcomes, which gives a lower and upper bound measure of the number of beneficiaries who need to be reached to break even, which accounts for some of the uncertainties inherent in predicting social value improvements in these outcomes in the local community.

The breakeven analysis for the programme ranged from £888-£3,288 in the case of Bradford (achieved either by reducing loneliness for 98 people or providing advice locally for 364 people), to £3,722-£15,029 in the case of Cornwall (achieved either by moving 22 people into employment or improving lost confidence among 87 people).

Methodological note: The application of the breakeven calculator to a full business case would require data to be collected that evidences the number of beneficiaries who experienced these outcomes, either through primary surveys (e.g. by replicating the Understanding Society or Community Life survey question on which this analysis was based in a survey on the target population) or administrative data (e.g. administrative records of the number of residents who take part in Hackney initiatives targeted at the over 55s).⁵ It remains the responsibility of the analyst to ensure that sufficient evidence is present on the number of people have benefited from these programmes before using them in breakeven analysis. In the absence of this data, an alternative outcome in the breakeven calculator, for which evidence does exist, should be used.

⁴ The Treasury Green Book Supplementary Wellbeing Guidance (2021) sets out the method for assigning monetary values to an increase in an individual's self-reported wellbeing. This provides an annual monetary amount that is equivalent to a single point increase in life satisfaction (on a 0-10 scale). Green Book guidance recommends that wellbeing values should only be applied where robust experimental or quasi-experimental analysis has been used to estimate impact. In this instance, we are using wellbeing values to provide indicative estimates of the benefits that could be provided by the PfPP pilot in order to breakeven to the costs incurred. Nonetheless, in the absence of robust impact assessment, we apply conservative adjustments, by taking the lower bound estimate from the Green Book Guidance (£10,000 per 1.0 unit increase in life satisfaction, uprated from 2019 to 2023 prices to £11,952):

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/209107/greenbook_valuationtechniques.pdf

⁵ It may also be possible to assess the wellbeing impacts of the programme through primary survey collection of life satisfaction questions. However, because this requires direct evidence through primary data collection before and after (outside of the scope of this evaluation), we do not provide breakeven analysis in the main body of this report. If it were possible to evidence how an intervention led to an improvement in life satisfaction (through direct primary survey questions compared to baseline levels of life satisfaction, recall 8.00 when converted to the 11-point scale) then a 1-point improvement in life satisfaction among 45 beneficiaries would lead to a breakeven in costs. Note the analyst should take care to ensure that the measure of life satisfaction refers to an 11-point scale, following the guidance set out in the Green Book Supplementary Guidance (2021).

Table 2. Summary of breakeven results.

Pilot	Outcome	Value per beneficiary	Number of beneficiaries to breakeven
Birmingham	Reducing number of NEET young people	£4,920	84
Birmingham	Take up of apprenticeships/other vocations	£1,385	297
Bradford	How often feels lonely	£3,288	98
Bradford	Belong to neighbourhood	£2,313	140
Bradford	Talks to neighbours regularly	£1,849	175
Bradford	Physical health	£1,126	288
Bradford	Able to obtain advice locally	£888	364
Cornwall	Employment benefit	£15,029	28
Hackney	How often feels lonely	£3,216	101
Hackney	Feels belonging to neighbourhood	£2,109	153
Hackney	Talks to neighbours regularly	£1,735	187
Liverpool	Good neighbourhood	£3,754	86
Liverpool	Feel belonging to neighbourhood	£2,313	139

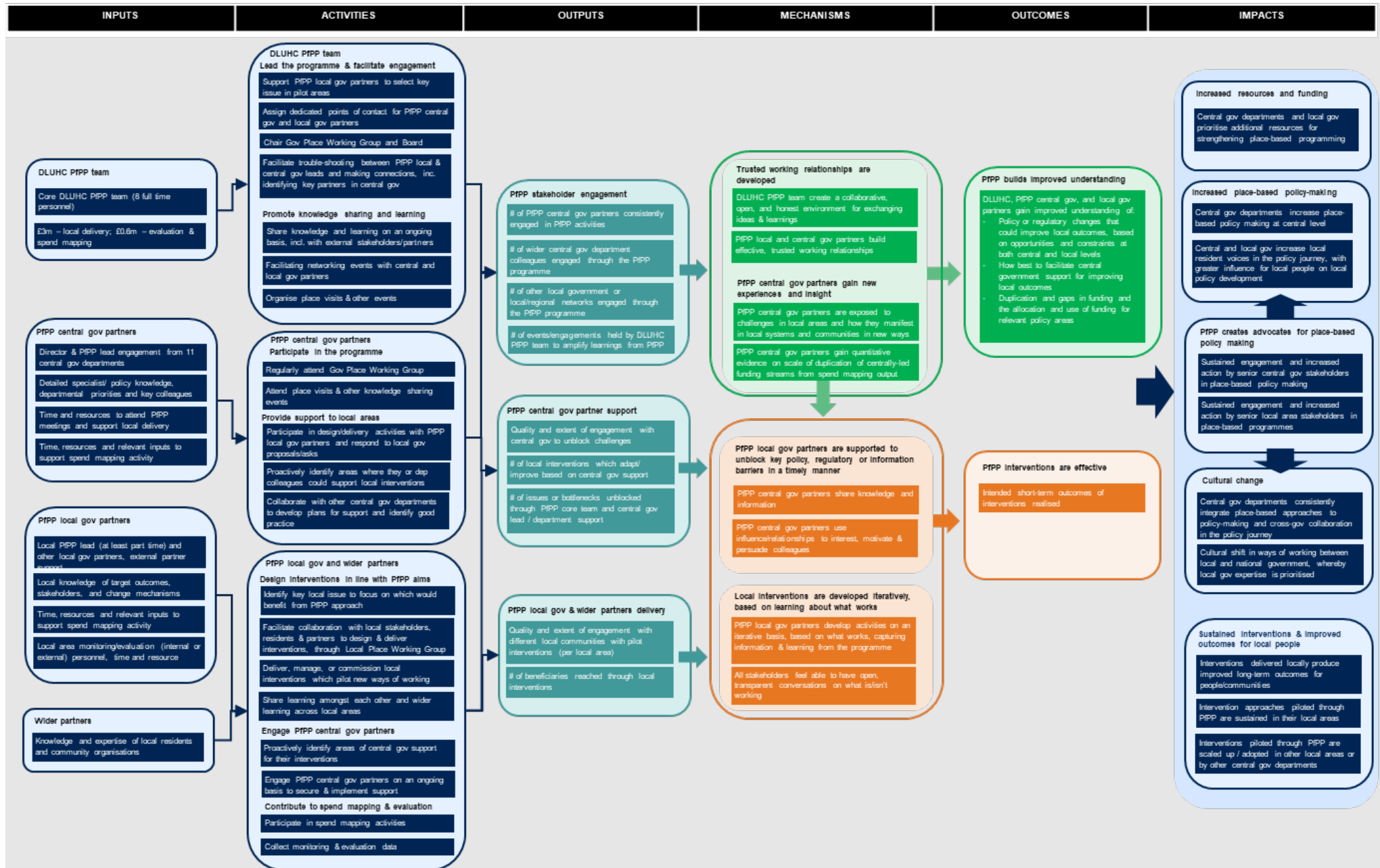
Liverpool	Talks to neighbours regularly	£1,849	175
Liverpool	Able to obtain advice locally	£888	364
Luton	Good neighbourhood	£3,754	86
Luton	Not worried about crime	£1,849	175
Newcastle	Not in financially difficult situation	£6,117	28
Newcastle	Able to obtain advice locally	£888	198
Southwark	Good neighbourhood	£3,754	109

Annex 5 – Abbreviations

- ALBs - Arm's Length Bodies
- BEIS - Department for Business, Energy and Industrial Strategy
- CIPFA - Chartered Institute of Public Finance and Accountancy
- CN4C- Cornwall Neighbourhoods for Change
- CO - Cabinet Office
- CRA - Country and Regional Analysis
- DCMS - Department for Culture, Media and Sport
- DEFRA - Department for Environment, Food and Rural Affairs
- DESNZ - Department for Energy Security and Net Zero
- DfE- Department for Education
- DIT - Department for International Trade
- DLUHC - Department for Levelling Up, Housing and Communities
- DHSC - Department of Health and Social Care
- DWP - Department for Work and Pensions
- EBSA - Emotionally Based School Avoidance
- HAF - Holiday Activities and Food programme
- HE - Higher Education
- HMT - HM Treasury
- HO - Home Office
- LAAs - Local Area Agreements
- LSPs - Local Strategic Partnerships
- MoJ - Ministry of Justice
- NHSEI - NHS England and NHS Improvement
- OHID - Office for Health Improvement and Disparities

- PfPP - Partnerships for People and Place
- ToC - Theory of Change
- VCS - Voluntary and Community Sector

Annex 6 - Theory of Change



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ISO 9001

This is the international general company standard with a focus on continual improvement through quality management systems. In 1994, we became one of the early adopters of the ISO 9001 business standard.



ISO 27001

This is the international standard for information security, designed to ensure the selection of adequate and proportionate security controls. Ipsos was the first research company in the UK to be awarded this in August 2008.



The UK General Data Protection Regulation (GDPR) and the UK Data Protection Act (DPA) 2018

Ipsos is required to comply with the UK GDPR and the UK DPA. It covers the processing of personal data and the protection of privacy.



HMG Cyber Essentials

This is a government-backed scheme and a key deliverable of the UK's National Cyber Security Programme. Ipsos was assessment-validated for Cyber Essentials certification in 2016. Cyber Essentials defines a set of controls which, when properly implemented, provide organisations with basic protection from the most prevalent forms of threat coming from the internet.



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For more information

3 Thomas More Square
London
E1W 1YW

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Ipsos Public Affairs works closely with national governments, local public services and the not-for-profit sector. Its c.200 research staff focus on public service and policy issues. Each has expertise in a particular part of the public sector, ensuring we have a detailed understanding of specific sectors and policy challenges. Combined with our methods and communications expertise, this helps ensure that our research makes a difference for decision makers and communities.

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E1W 1YW

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