



Ipsos MORI
Social Research Institute

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Cambridgeshire & Peterborough

Ipsos MORI

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Executive Summary

Executive Summary

This report summarises the findings of a representative telephone survey conducted by Ipsos MORI on behalf of the five District Councils in Cambridgeshire, Cambridgeshire County Council and Peterborough City Council.

The table below provides a summary overview of key findings from the survey.

Table 1.1: Summary of responses to key questions

<i>Responses include Don't knows unless specified</i>	Residents
<i>Number of responses</i>	2280
Devolution	
Awareness % (a great deal/fair amount)	22%
Support % (strongly and tend to)	55%
Decisions are better made locally	
% agree (Excludes Don't knows)	
Strategy for housing and development plans	84%
Deciding how £100m of new funding is spent to support the building of new homes	74%
Allocating £70 million to build more council rented homes in Cambridge	83%
Creating a transport plan for Cambridgeshire and Peterborough	76%
Deciding how the budget is spent for maintaining roads in Cambridgeshire and Peterborough	84%
Deciding how to spend on improving local infrastructure	70%
Reviewing further education to help provide young people with the skills that local employers need	74%
Deciding how funding is spent on apprenticeships and training	79%
Deciding how funding is spent on adult education and skills training	78%
Joining up health and social care services	65%
Designing a new programme to support those with a health condition or disability and long-term unemployed back into work	48%
Mayor/Combined Authority	
% support	
The election of a Mayor	57%
Participating councils becoming part of a Combined Authority	61%

Mayor/Combined Authority decision-making	
% agree	
Each member of the Combined Authority, including the Mayor has a vote	77%
The Mayor cannot make decisions alone	90%
Some decisions would require a majority of members to agree, including the Mayor	71%
Accountability	
% Essential	
An independent scrutiny committee that has the power to ask the Mayor and other members of the Combined Authority to attend meetings to answer questions	36%
A scrutiny committee having the power to review any of the decisions made by the Combined Authority	32%
An audit committee which would monitor the Combined Authority's finances	50%
Residents living in the Combined Authority being able to directly elect the Mayor	48%
A Government assessment every five years	36%

Headline Findings

One fifth of residents within the Deal area (22%) know a great deal or a fair amount about devolution. It is interesting to note that the degree of knowledge has not moved on significantly in a year. In 2015 Ipsos MORI undertook a National survey¹ which measured public awareness, and recorded 21% in the East of England to the same question. A further 18% of residents have never heard of the concept or state that they 'don't know'.

At a county level, residents in Cambridgeshire are more knowledgeable about devolution than those in Peterborough (24% vs. 15% respectively know a great deal or a fair amount) – overall, three in five (63%) know at least a little on the subject.

More than half of residents in the Deal area (55%) support the principle of devolution (17% 'strongly' support), a further 15% oppose the principle of devolution (7% 'strongly' oppose).

Six in ten residents (61%) support their Council becoming part of a Combined Authority (24% 'strongly' support), and this support is consistent across the county. A further 23% oppose this idea (13% 'strongly' oppose).

Residents were asked whether they felt decisions about a variety of services would be better made nationally by the Government in Westminster or locally by the proposed Mayor and Combined Authority. There is greatest support for local decision-making around road maintenance spending (84%), housing strategy (84%) and house building (83%). The only service where a majority (52%) feel it is better suited to national decision-making is designing a back to work programme to help those with a health condition or disability and the long-term unemployed.

¹ Ipsos MORI surveyed a representative sample of 3,831 adults aged 16+ across England (413 East of England). Surveys were conducted online between 18th September and 29th September 2015.

Whilst it is thought by the majority that almost all decisions should be made locally rather than by Westminster, there are some differing levels of sentiment in the Deal area. For example, there is stronger support in the County of Cambridgeshire than in Peterborough for local decision-making around how to spend an annual £20 million fund to improve local infrastructure such as road and rail improvement (71% in Cambridgeshire believe this should be a local decision rather than by Westminster vs. 63% in Peterborough), these results will therefore provide the Councils with insight into the priorities for residents at a local authority level.

It is interesting to note that whilst women are significantly less likely to strongly support the principle of devolution (14% vs. 20% of men) they are significantly more likely in many cases to think decisions on various services are better made locally. However, we know from our wider polling work that there is generally a paradoxical view among the general public where the majority want both 'more local control' of public services, but also, in the interest of perceived fairness, service standards to be the same across the country.

In total, 57% of residents in the Deal area support the election of a Mayor in order to access decision-making powers and/or funding (23% strongly support). A further 25% oppose the election of a Mayor (14% strongly).

Whilst there is a majority support for an elected Mayor, there is agreement that there needs to be checks and balances in place to ensure fair decision-making, specifically that a Mayor cannot make decisions alone (90%), that each member of the Combined Authority, including the Mayor, has a vote (77%) and that some key decisions such as new powers and running costs would require a majority of members to agree (71%).

Residents were also asked how important certain elements of the proposed plan were in being able to hold the Combined Authority to account. The most 'essential' elements were considered to be an audit committee which would monitor the Combined Authority's finances (50% stated this was essential), followed by residents in the Deal area being able to directly elect the Mayor (48%).

It should be noted that in all cases, it is older respondents who see various elements of accountability as being essential, and providing reassurance around financial accountability and regular Government assessment would go some way towards providing reassurance to this age group, as there is resistance among older residents to new ways of governance. It is the young who are more likely to support their Council becoming part of a Combined Authority (70% 18 – 34 year olds support vs. 56% of those aged 65+).

Introduction & Methodology

Introduction

Background

In his budget speech in March 2016, the then Chancellor George Osborne proposed a devolution deal for East Anglia. Since then, discussions with the Government have led to the proposal of two separate deals, one for Norfolk and Suffolk and one for Cambridgeshire and Peterborough.

These two proposed deals are worth more than £1.5bn and have been drawn up between Central Government and councils across Suffolk, Norfolk, Cambridgeshire and Peterborough, the New Anglia Local Enterprise Partnership (LEP) and the Greater Cambridge/Greater Peterborough LEP.

As part of the proposed deals, two new East Anglia Combined Authorities would be created, chaired by directly-elected Mayors. If the deals are agreed, elections for the directly-elected Mayor would take place in May 2017. If approved, the deals would see more decisions on areas like infrastructure, growth, employment and skills being made locally, rather than by Central Government - signalling the start of a fundamentally different relationship between government and local public services. As part of the deal process, a governance review and preparation for a scheme of governance must be undertaken. This has to be approved by public consultation.

The five district Councils in Cambridgeshire, Peterborough City Council and Cambridgeshire County Council wanted to formally consult local residents on the proposed governance scheme for East Anglia devolution. In order to understand the views of the entire population, Ipsos MORI recommended a representative telephone survey to be undertaken with Cambridgeshire and Peterborough residents. Alongside this, both Cambridgeshire County and Peterborough City councils ran an online consultation between 8th July and 23rd August. This consultation could be responded to via an open online survey on the Council websites, by email, or by paper survey. This consultation was run and analysed independently by the two Councils.

Purpose of Report

This report summarises the key findings of the representative telephone survey of residents conducted by Ipsos MORI on behalf of the five District Councils in Cambridgeshire, Cambridgeshire County Council and Peterborough City Council.

The main objective of the research was to understand residents' views on the proposals for devolved powers and how decision-making should be organised.

Publication of data

The research has been conducted in accordance with the ISO 20252 business quality standard that Ipsos MORI holds. As the Councils have engaged Ipsos MORI to undertake an objective programme of research, it is important to protect the organisations' interests by ensuring that the findings are accurately reflected in any press release or publication. As part of our standard terms and conditions, the publication of the findings of this report is therefore subject to the advance approval of Ipsos MORI. Such approval will only be refused on the grounds of inaccuracy or misrepresentation.

Methodology

Representative survey

Ipsos MORI were commissioned to conduct a representative telephone survey; this survey is independent to the Council run online consultation which was open to all members of the public, and was undertaken to enable the Councils to extrapolate the results to the adult populations of Cambridgeshire and Peterborough as a whole; important given the universe of the issues and services under scrutiny. Whilst an open consultation will permit any local resident to give their views, it will not necessarily compromise the responses of a representative sample of local residents; only those who choose to respond to the consultation. As such, it may over or under-represent a particular point of view if those people holding these views are disproportionately likely to respond; similarly, particular sub-groups may be under or over-represented. Running a representative survey permits measurements of residents' overall opinion and ensures the results are reflective of Cambridgeshire County and Peterborough City overall.

The methodology consisted of a 10-minute telephone survey of 2280 residents of Cambridgeshire and Peterborough aged 18+, conducted using Computer Assisted Telephone Interviewing (CATI). Fieldwork took place from 13th July to the 22nd August.

A copy of the questionnaire is provided in Appendix 1.

Sampling approach and Quotas

The resident telephone sample frame was stratified by Local Authority using postcode data to cover each local authority area. The sample was designed disproportionately to achieve 380 interviews in each local authority. The sample was carefully controlled with fixed quotas set within the county of Cambridgeshire and Peterborough City on gender, age, and work status, based on updated Census profile information. Random Digit Dialling (RDD) was undertaken to achieve a random selection of households within these contact areas. Further information about Random Digit Dialling can be found in Appendix 2.

Table 1.2: Disproportionate sample quotas

County	Local authority area	Number of interviews	Total
Peterborough City Council	Peterborough City Council	380	380
Cambridgeshire County Council	Cambridge City Council	380	1900
	South Cambridgeshire District Council	380	
	Huntingdonshire District Council	380	
	Fenland District Council	380	
	East Cambridgeshire District Council	380	

Weighting

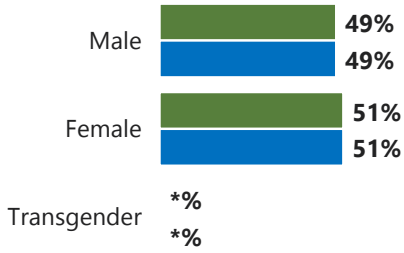
Data are weighted back to the known population profile of the county to ensure that the results are as representative as possible. Data are weighted by age within gender, and working status, as well as being balanced by local authority to reflect the distribution of the population across the county. As with sample quotas, the weighting profile is based on latest census mid-year estimates.

Sample profile

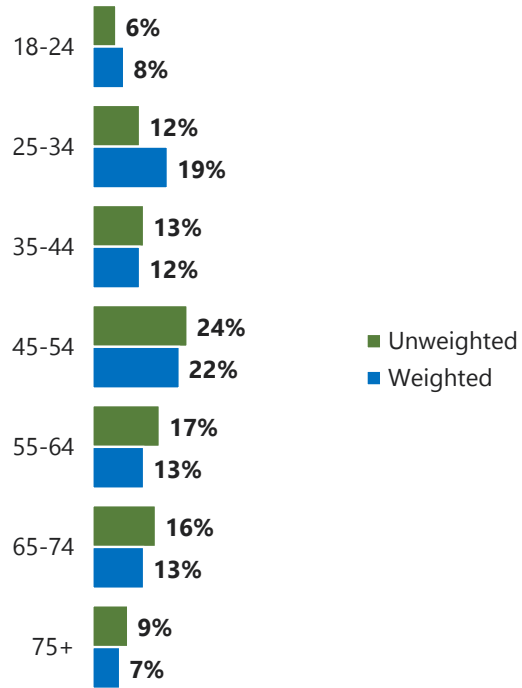
In total 2,280 residents were interviewed. The charts below show the demographic profile of the sample. The sample was designed so sub-group analysis can be undertaken at Local Authority level. Weighting has been used to ensure the sample is representative.

Demographics (1)

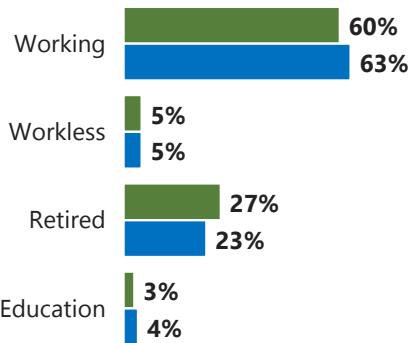
Gender



Age



Employment status

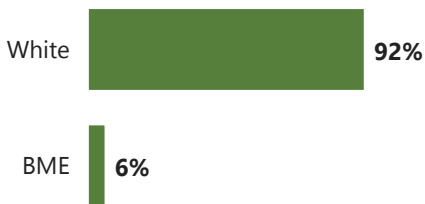


Base: All valid responses (2280) : Fieldwork dates: 13th July to 22nd August 2016
Ipsos MORI –Public Affairs

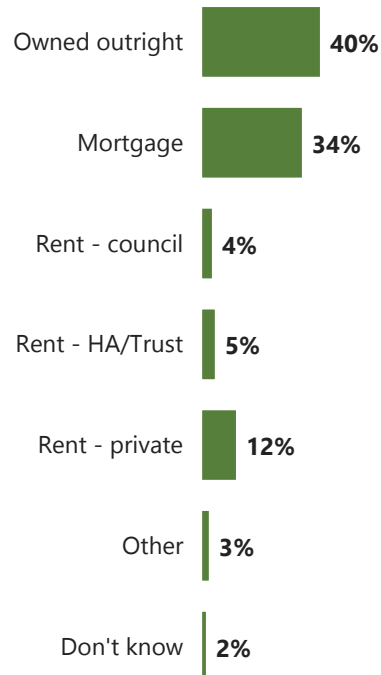
Source: Ipsos MORI

Demographics (2)

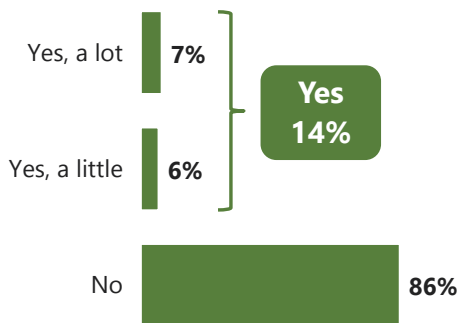
Ethnicity



Tenure



Disability



Base: All valid responses (2280) : Fieldwork dates: 13th July to 22nd August 2016
Ipsos MORI –Public Affairs

Source: Ipsos MORI

Statistical reliability and margins of error

The residents and businesses who took part in the survey are only a sample of the total 'population' of residents in Cambridgeshire and Peterborough, so we cannot be certain that the figures obtained are exactly those that would have been reached had everyone responded (the 'true' values). We can, however, predict the variation between the sample results and the 'true' values from knowledge of the size of the samples on which the results to each question is based, and the number of times a particular answer is given. The confidence with which we can make this prediction is usually chosen to be 95% - that is, the chances are 95 in 100 that the 'true' value will fall within a specified range. The following illustrates the predicted ranges for different sample sizes and percentage results at the '95% confidence interval':

The following table illustrates the predicted ranges for different sample sizes and percentage results at the "95% confidence interval". Strictly speaking, however, the tolerances shown here apply only to random samples, so the comparison with quota sampling is indicative. In practice, good quality quota sampling has been found to be very accurate.

Table 1.3: – Sampling tolerances – overall level

Size of sample on which survey result is based	Approximate sampling tolerances applicable to percentages at or near these levels		
	10% or 90% ±	30% or 70% ±	50% ±
380 responses	3.0	4.6	5.0
1,900 responses	1.3	2.1	2.2
2,280 responses	1.2	1.9	2.1

For example, with a sample size of 380 where 10% give a particular answer, the chances are, 19 in 20 that the 'true' value (i.e. the one which would have been obtained if all residents aged 18+ living in the Deal area had been interviewed) will fall within the range of +/-3.0 percentage points from the survey result (i.e. between 7 and 13%).

When results are compared between separate groups within a sample (e.g. Peterborough versus Cambridgeshire) different results may be obtained. The difference may be 'real', or it may occur by chance (because not everyone in the population has been interviewed). To test if the difference is a real one - i.e. if it is 'statistically significant' - we again have to know the size of the samples, the percentage giving a certain answer and the degree of confidence chosen. If we once again assume a '95% confidence interval', the differences between the results of two separate groups must be greater than the values given in the following table:

Table 1.4: Sampling tolerances – sub-group level

Size of sample on which survey result is based	Differences required for significance at or near these percentage levels		
	10% or 90% ±	30% or 70% ±	50% ±
380 vs. 380	4.3	6.5	7.1
380 vs. 1900	3.3	5.1	5.5

Again, it is important to note that, strictly speaking, the above confidence interval calculations relate only to samples that have been selected using strict probability sampling methods. However, in practice it is reasonable to assume that these calculations provide a good indication of the confidence intervals relating to this survey.

Geographical analysis

Throughout the report, the results are analysed at three tiers:

- Tier 1: The Deal Area (Cambridgeshire County and Peterborough City combined)
- Tier 2: Individual level (Cambridgeshire County and Peterborough City)
- Tier 3: Local authority level

Technical Summary

Key lines of questioning

The representative telephone survey was designed to ask questions about the proposed devolution deal. A mix of both closed and open questions were included, which sought specific responses about the proposed Combined Authority Governance Review and Scheme documents. Key lines of questioning aimed to:

- Measure awareness of devolution as a principle;
- Understand to what extent, if at all, residents support or oppose the principle of devolution;
- Understand to what extent, if at all, residents support or oppose the principle of decision-making powers being transferred from the Government in Westminster to groups of local councils, such as is being proposed with the new Combined Authority;
- Understand to what extent, if at all, residents support or oppose the election of a Mayor in order to access the decision-making powers and funding in the proposed devolution deal;
- Understand to what extent, if at all, residents support or oppose their local council becoming part of this Combined Authority;
- Test opinions about how decision-making between a directly-elected Mayor and the Combined Authority should be made;
- Test opinions about how the new Combined Authority should be held to account and give residents and stakeholders the opportunity to propose ways in which it should be held to account;
- Give residents and stakeholders the opportunity to provide any further thoughts on the proposals included in the devolution agreement.

The survey also gathered a range of information from residents including:

- Name (this was optional);
- Postcode (optional);
- Which local authority the participant was based in;
- Gender;
- Age;
- Whether the participant has a long term health problem;
- Employment status;

- Type of accommodation; and
- Ethnic group.

These details were used as cross tabulations for analysis purposes.

Interpreting the findings

The sample survey has been designed to provide a representative picture of the views of Cambridgeshire and Peterborough residents aged 18 and over. Thus, results are presented as percentages. Unless otherwise indicated, results from the sample survey are based on all 2280 respondents. Please treat answers with a base size of less than 100 with caution.

Where figures do not add up to 100%, this is the result of computer rounding or multiple responses. An asterisk (*) indicates a score less than 0.5%, but greater than zero.

The responses to the open-ended questions were coded and added to the data tables. For further information about coding please see Appendix 3.

Results are subject to statistical tolerances. Not all differences between the overall County level results and those for individual sub-groups will be significant.

Survey Findings

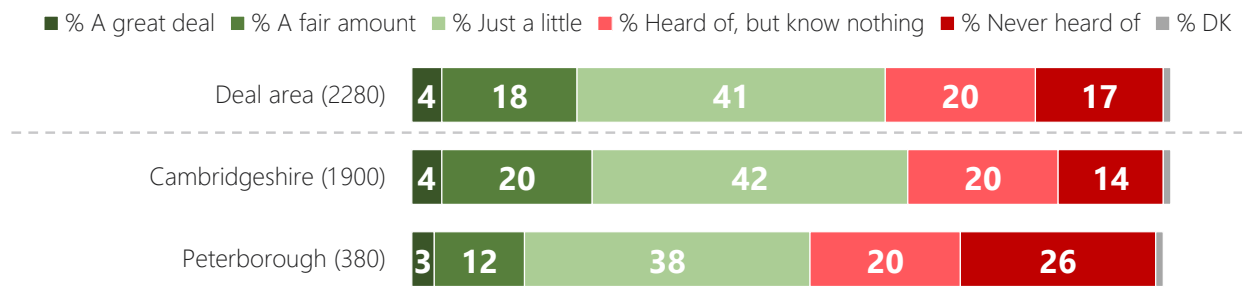
1. Awareness of devolution

Firstly, the survey sought to understand whether residents had heard of devolution before the interviews took place – and if so, how much they felt they knew about the principles underpinning it.

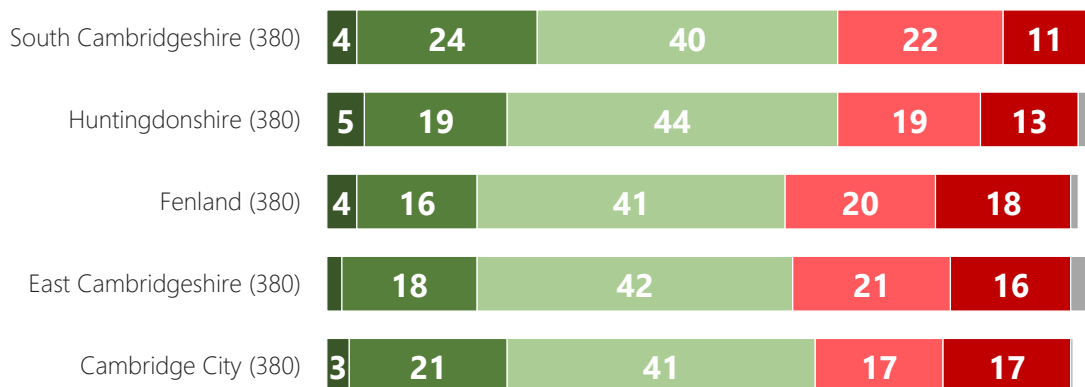
Overall, four in five residents (82%) have heard of devolution, and three in five (63%) say they know something about it. This falls to around one in five (22%) who say they know at least a fair amount about devolution within England – and just 4% who say they know a great deal.

One in five residents (20%) have heard of devolution but know nothing about it, and around one in six (17%) say they have never heard of it.

Q1. Before today, how much, if anything, would you say you knew about devolution within England?



Cambridgeshire



Base: All valid responses (see above) : Fieldwork dates: 13th July to 22nd August 2016
Ipsos MORI –Public Affairs

Source: Ipsos MORI

At county level, residents in Cambridgeshire are significantly more likely than those in Peterborough to say they know at least a fair amount about devolution (24% vs. 15%). Within Cambridgeshire, residents in South Cambridgeshire are more likely than average to say they know a great deal or a fair amount (28% vs. 22% overall).

There are a number of significant differences by demographic sub-groups. Men are more likely than women to say they know at least a fair amount about devolution (29% vs. 15%) – a pattern that is often the case across social research studies. Those aged 45-64 are more likely than average to say they know at least a fair amount about devolution (28% vs. 15% of those aged 18-44), as are owner occupiers (25% vs. 12% of social tenants and 12% of private renters).

Perhaps intuitively, those who either support *or* oppose devolution are both more likely than average to say they know a great deal or a fair amount about it (24% and 35% respectively vs. 22% overall).

2. Attitudes to devolution

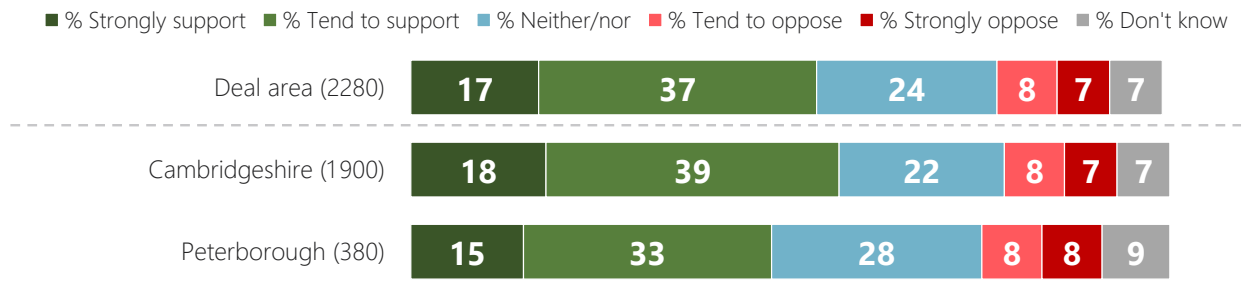
Survey participants were provided with the information below outlining the basic ideas behind devolution:

“Devolution is when certain decision-making powers, as well as funding, are transferred down from Central Government to a local area. In this instance the area is Cambridgeshire and Peterborough. It means that decisions are taken close to where they have an effect.”

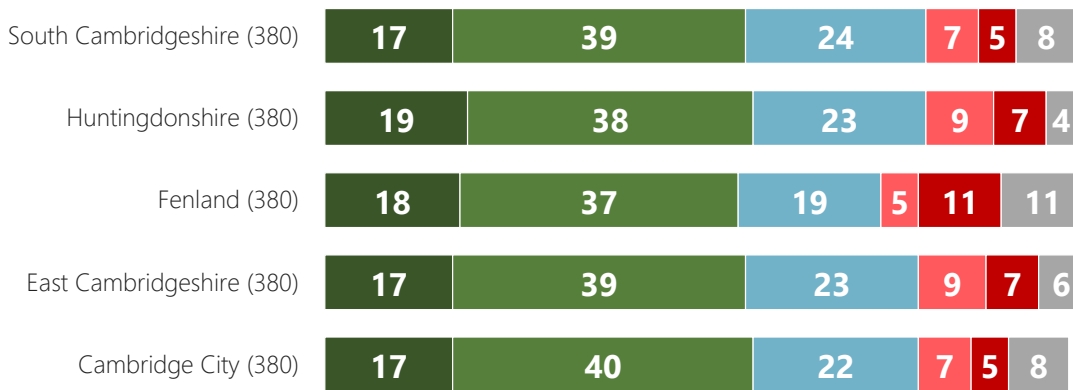
Residents were then asked about the extent to which they support or oppose the principle of devolution.

Overall, over half (55%) say they support the principle of devolution, with 17% saying they *strongly* support it. Around one in seven (15%) oppose the principle of devolution, with 7% saying they *strongly* oppose it. Around a quarter say they neither support nor oppose devolution (24%), with 7% saying they ‘don’t know’.

Q2. To what extent, if at all, do you support or oppose the principle of devolution?



Cambridgeshire



Base: All valid responses (see above) : Fieldwork dates: 13th July to 22nd August 2016
Ipsos MORI –Public Affairs

Source: Ipsos MORI

Residents in Cambridgeshire are significantly more likely to be supportive of devolution than those in Peterborough (56% vs. 48%). Despite this, *opposition* is not significantly higher in Peterborough than Cambridgeshire – rather, it is the proportion who ‘Neither agree nor disagree’ that is higher in Peterborough (28% vs. 22% in Cambridgeshire). Within Cambridgeshire, findings are broadly consistent at district level.

Looking at the results by demographic groups, men are more likely than women to *strongly* support the principle of devolution (20% vs. 14%). By age, the proportion who either strongly support or tend to support devolution is higher than average amongst the middling age groups (58% of those aged 45-64 vs. 55% overall). But despite this, *opposition* to devolution appears to increase with age – 10% of those aged 18-44 either tend to oppose or strongly oppose devolution, compared to 16% of those aged 45-64, and 18% of those aged 65+.

Workless residents – that is, those who are unemployed and available for work, or those who are permanently sick or disabled – are less likely than average to be supportive of devolution (43% vs. 55% overall), as are social tenants (40% vs. 56% of owner occupiers and 61% of private renters). Levels of *opposition* are higher than average amongst those with a disability or long-term health condition (19% vs. 15% overall).

Intuitively, those with at least a fair amount of knowledge about devolution are also more opinionated on the topic – 60% say they support devolution (vs. 55% overall), while 23% oppose it (vs. 15% overall). Of those who know just a little about devolution – the largest group in the survey – almost three in five (57%) support devolution, while 14% oppose it.

Those who are supportive of the election of the Mayor and of their Council joining a Combined Authority are both more likely to support devolution, while those who oppose these proposals are more likely to oppose devolution more generally.

3. Local vs. national

Residents were asked whether they felt decisions about a variety of services would be better made nationally by the government in Westminster, or locally by the proposed Mayor and Combined Authority. To ensure participants gave an informed answer to these questions, they were first provided with the following information about the proposals to establish a Combined Authority in Cambridgeshire and Peterborough:

"In Cambridgeshire and Peterborough the proposed devolution agreement includes the creation of a Combined Authority.

This would consist of the five Councils in Cambridgeshire, as well as Cambridgeshire County Council, Peterborough City Council and the Local Enterprise Partnership, which represents the view of local businesses.

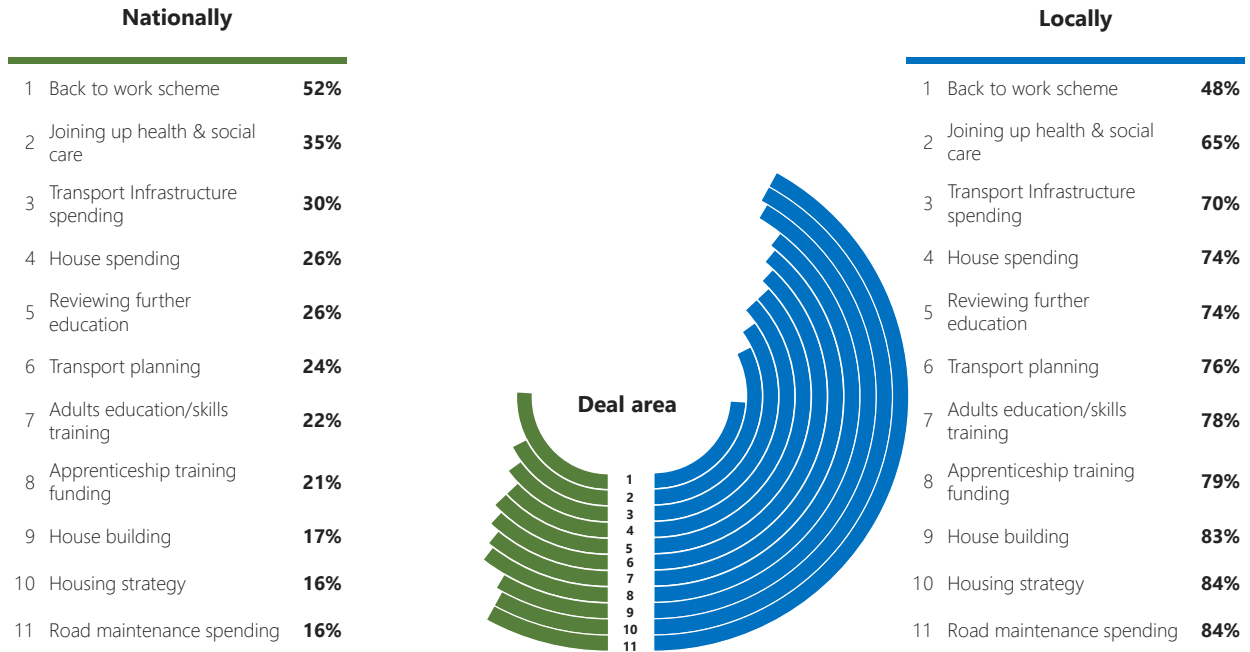
The new Combined Authority would not replace any existing Councils, or any existing Town or Parish Councils.

The proposed agreement would also create the role of a Mayor, who would be directly elected by residents in Cambridgeshire and Peterborough"

For ten out of the eleven services included in the question, a majority of those giving an opinion (i.e. excluding 'Don't know' responses) think that decisions are better made locally than nationally. Residents are most likely to think decisions should be made locally with regard to spending on road maintenance (84% think that decisions are better made locally), developing a new housing and development strategy (84%), and allocating a £70 million fund to build more Council rented homes in Cambridge (83%).

The only service where a majority feel it is better suited to national decision-making is designing a back to work programme to help those with a health condition or disability and the long-term unemployed (52% think decisions are better made nationally). After this, the services thought to be best-suited to national decision-making are joining up health and social care services (35% think decisions are better made nationally) and deciding how to spend an annual £20 million fund to improve local infrastructure (30%) – however, it should be noted that for both of these services, a majority of those giving an opinion still prefer local decision-making.

Q3. For each of the following, do you think decisions are better made nationally by the government in Westminster, or locally by the proposed Mayor and Combined Authority I have just described?



Base: All valid responses (excluding DK's) (ranging from 2173 to 2227) : Fieldwork dates: 13th July to 22nd August 2016
 Ipsos MORI –Public Affairs Source: Ipsos MORI

Findings tend to be fairly consistent at county level, with one exception: Cambridgeshire residents are more likely than average to think decisions are better made *locally* when it comes to spending a £20 million infrastructure fund (71% vs. 63% of Peterborough residents).

At district level, there are a number of significant differences:

- Those in South Cambridgeshire tend to prefer *local* decision-making with regard to developing a housing strategy (89% vs. 84% overall), and deciding how funds are spent on support to build new homes (79% vs. 74% overall), road maintenance (88% vs. 84% overall) and apprenticeships and training (83% vs. 79% overall);
- Those in Fenland are more likely to think decisions are better made *locally* with regard to reviewing further education (80% vs. 74% overall), joining up health and social care services (72% vs. 65% overall), and designing a back to work programme for those with disabilities and the long-term unemployed (54% vs. 48% overall); and
- Those in East Cambridgeshire are more likely to prefer *national* decision-making with regard to developing a housing strategy (21% vs. 16% overall) and creating a transport plan (29% vs. 24% overall), while those in Cambridge City favour *national* decision-making when reviewing further education (34% vs. 26% overall).

There is a clear gender dimension at this question: for six of the eleven services mentioned, women are significantly more likely than men to think decisions are better made locally – this is despite the fact that men are more likely to say they strongly support the principle of devolution, and that women are more likely to say that they ‘don’t know’. It should be

noted that this question offered no 'neutral' or 'mid-point' option, so it is interesting to observe which side of the debate women tend to come down on when presented with the dichotomy between local and national decision-making.

Other notable sub-group differences include the findings that:

- Those aged 65+ are more likely than average to think decisions should be taken *locally* with regard to joining up health and social care services (74% vs. 65% overall), designing a new programme to help those with disabilities and the long-term unemployed back to work (57% vs. 48% overall) and deciding how funding is spent on apprenticeships and training (83% vs. 79% overall).
- Social tenants (61%) and those with a disability or long-term health condition (55%) are both more likely than average to prefer *local* decision-making when it comes to designing a back to work programme for those with a health condition or disability and the long-term unemployed (vs. 48% overall).
- Owner occupiers are more likely to think decisions should be taken *locally* with regard to spending on road maintenance (85% vs. 84% overall).

4. Directly-elected Mayor

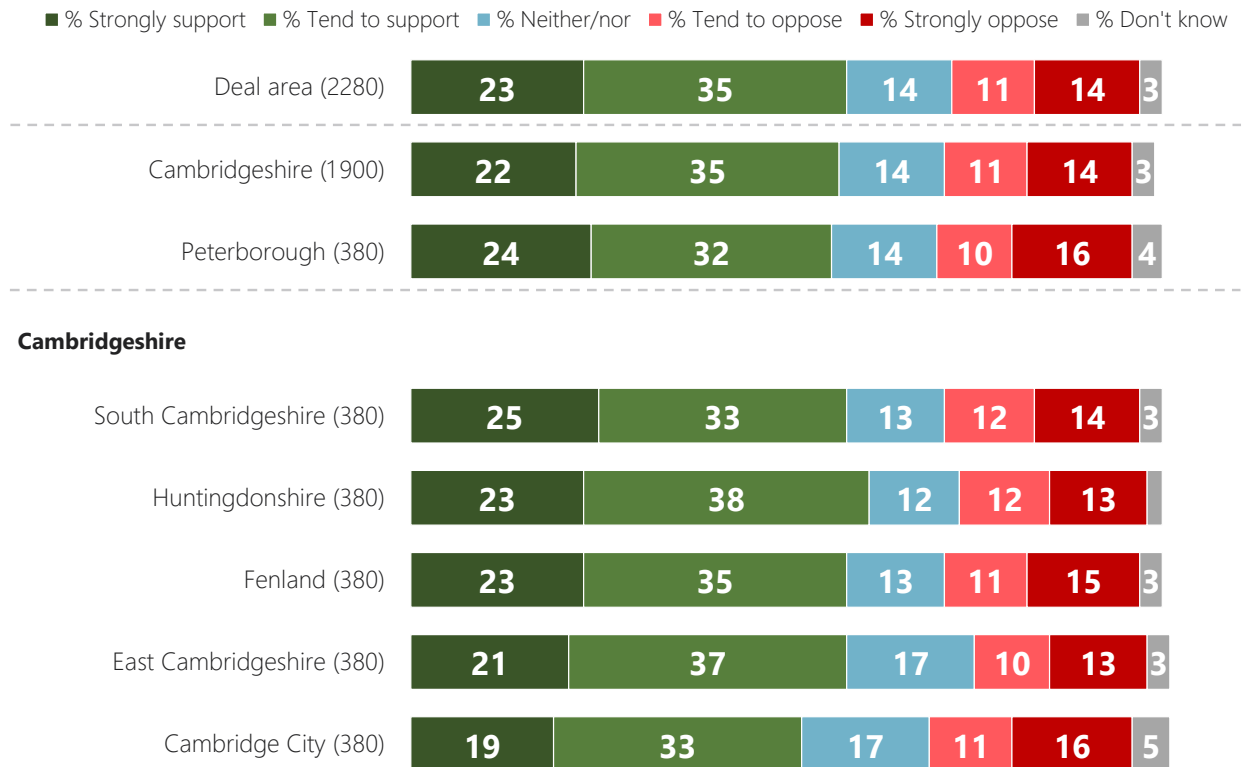
Participants were asked about the extent to which they support or oppose the election of a Mayor in order to access the decision-making powers and funding that have been outlined in the proposed devolution deal.

Again, to ensure an informed answer could be given, participants were provided with the following information:

"The Government has said that a Mayor for Peterborough and Cambridgeshire would need to be elected for any new local decision-making powers and/or funding as part of this devolution agreement to be transferred from the Government to the Mayor and/or Combined Authority. The Mayor would work with existing elected members from the District, County and City Councils and a business representative appointed by the Local Enterprise Partnership."

Almost three in five residents (57%) support the election of a Mayor in order to access the decision-making powers and funding – however, more say they *tend to support* (35%) than *strongly support* this proposal (23%). A quarter (25%) say they oppose the election of a Mayor, with 14% saying they strongly oppose. The remainder say they neither agree nor disagree (14%) or that they 'don't know' (3%).

Q4. To what extent, if at all, do you support or oppose the election of a mayor in order to access the decision making powers and funding in the proposed devolution deal?



Base: All valid responses (see above) : Fieldwork dates: 13th July to 22nd August 2016
Ipsos MORI –Public Affairs

Source: Ipsos MORI

Opinion is relatively consistent at a county level between Cambridgeshire and Peterborough, and at district level within Cambridgeshire.

At sub-group level, those aged 18-44 are more likely to be supportive of the proposal to directly elect the Mayor (65% vs. 55% of those aged 45-64, and 52% of those aged 65+). Notably, those in the youngest age group are particularly positive in this regard – 71% of those aged 18-24 support the election of a Mayor vs. 57% overall.

Reflecting the age profiles of each tenure type, support is also higher amongst private renters than owner occupiers (71% vs. 55%). BME residents are more likely to support the election of a Mayor (71% vs. 57% overall) – although again, this reflects the younger age profile of this group. Men are more likely than women to *strongly* support the election of a Mayor (25% vs. 21%).

Looking at residents' perceived knowledge of devolution, support falls and opposition increases the more that residents say they know about devolution in general – for example, two in five (41%) of those who say they know a great deal about devolution say they oppose the election of a Mayor, compared with just under one in five (18%) of those who have heard of devolution, but know nothing about it.

Those who oppose devolution in principle and those who oppose their Council becoming part of a Combined Authority are both more likely to oppose the election of a Mayor (70% and 78% respectively vs. 25% overall).

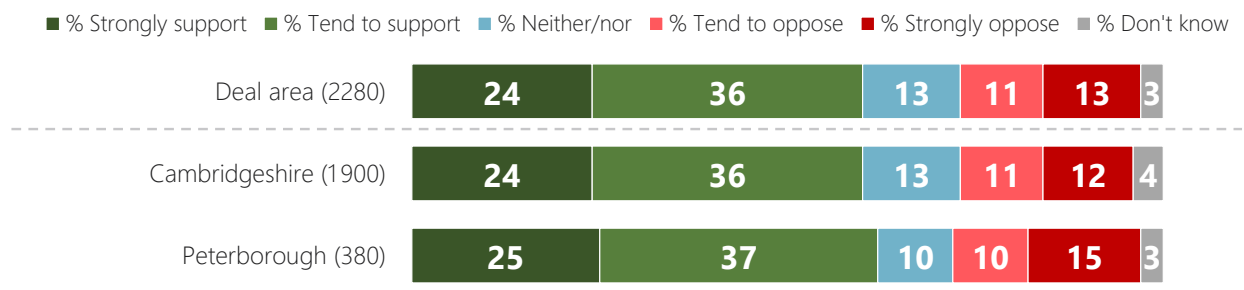
5. Setting up a Combined Authority

Residents were then asked whether they would support or oppose their local Council becoming part of a Combined Authority, and were given the following background information by way of context:

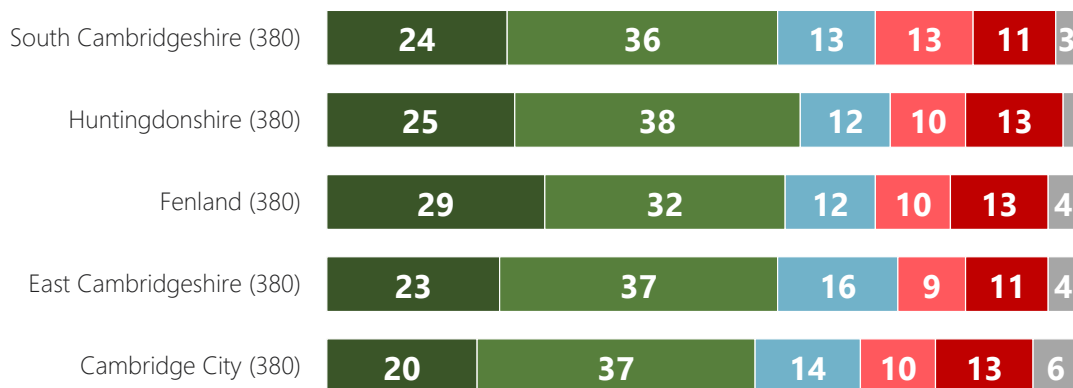
"In Cambridgeshire and Peterborough, the Combined Authority would be made up of the directly-elected Mayor, a Councillor from each District, County and City Councils, and an appointed business representative."

Overall, three in five residents (61%) support their Council becoming part of a Combined Authority. Around a quarter oppose (23%) the idea, while the remainder either say they are neutral (13%) or that they 'don't know' (3%).

Q5. To what extent, if at all, do you support or oppose your local council becoming part of a Combined Authority along with other councils in Cambridge and Peterborough, which is chaired by a directly elected Mayor?



Cambridgeshire



Base: All valid responses (see above) : Fieldwork dates: 13th July to 22nd August 2016
Ipsos MORI –Public Affairs

Source: Ipsos MORI

Findings are consistent at county level, and are broadly similar at district level within Cambridgeshire – although those in Fenland are more likely to say they *strongly* support their Council becoming part of a Combined Authority (29% vs. 24% overall).

Men are more likely than women to oppose joining a Combined Authority (25% vs. 21%), and – as seen with attitudes to the election of a Mayor – opposition also increases with age. For example, 30% of those aged 65+ oppose their local Council joining a Combined Authority compared with 15% of those aged 18-44. Again, it is the youngest age groups who are particularly positive about the idea – seven in ten (70%) of those aged 18-34 support a Combined Authority (vs. 61% overall).

Again, other groups more likely to oppose a Combined Authority include those who tend to have an older profile – owner occupiers (25%), those with a disability (28%) and retired residents (32% vs. 23% overall).

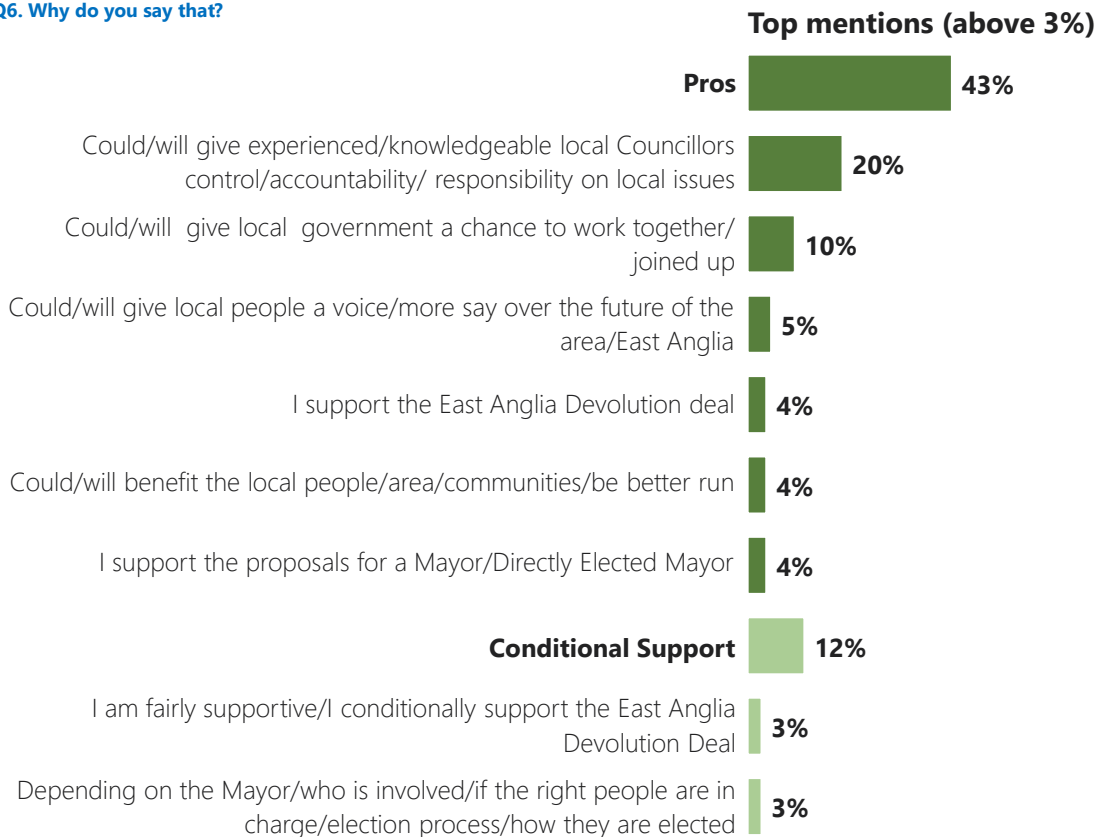
Mirroring views on the election of a Mayor, support falls and opposition increases with self-assessed knowledge of devolution in general – for example, two in five (40%) of those who say they know a great deal about devolution oppose a Combined Authority, compared to 17% of those who have heard of it, but know nothing about it, and 16% of those who have never heard of it.

As may be expected, those who oppose devolution in general and those who oppose the election of a Mayor are significantly more likely to oppose a Combined Authority (70% and 72% respectively vs. 23% overall).

Further to this question, participants were asked to explain the reasoning behind their answer – the answers were coded and the most common themes are outlined in the charts below.

Positive mentions included giving experienced Councillors more control (20%), giving local government a chance to work together (10%) and giving local people more of a say on local issues (5%). Negative comments touched on opposition to the election of a Mayor (7%), creating additional layers of bureaucracy (7%) and different areas having different needs (5%).

Q6. Why do you say that?

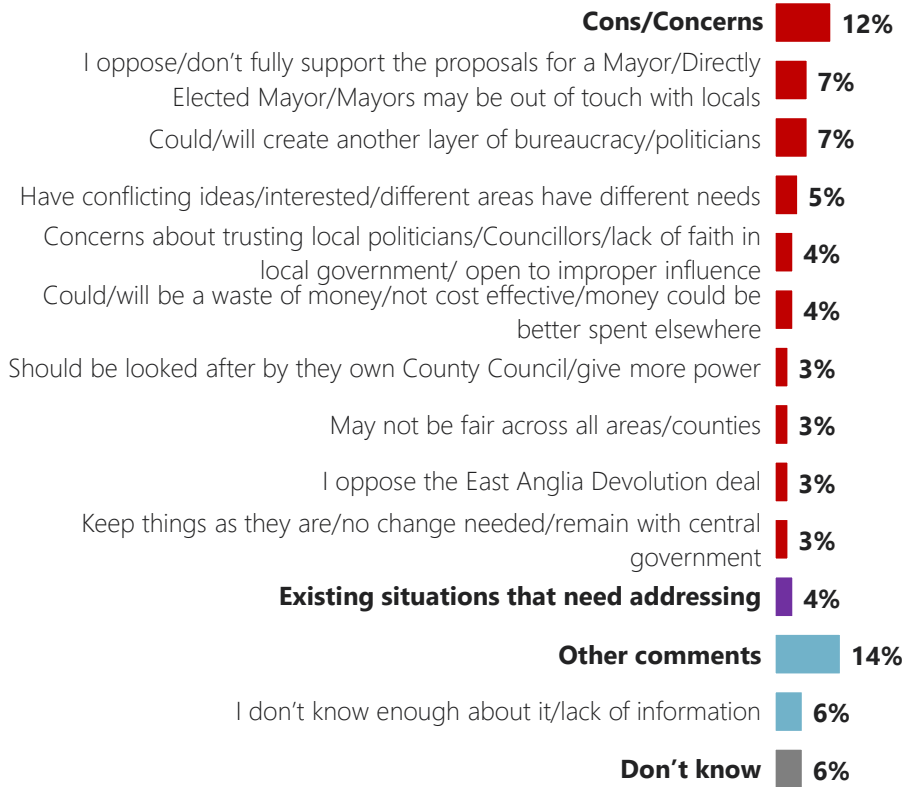


Base: All valid responses (2280) : Fieldwork dates: 13th July to 22nd August 2016
 Ipsos MORI –Public Affairs

Source: Ipsos MORI

Q6. Why do you say that?

Top mentions (above 3%)



Base: All valid responses (2280) : Fieldwork dates: 13th July to 22nd August 2016
Ipsos MORI –Public Affairs

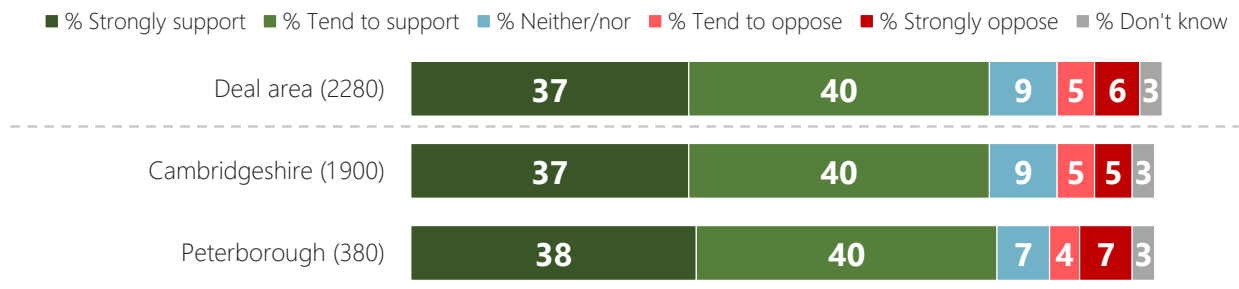
Source: Ipsos MORI

6. Decision-making

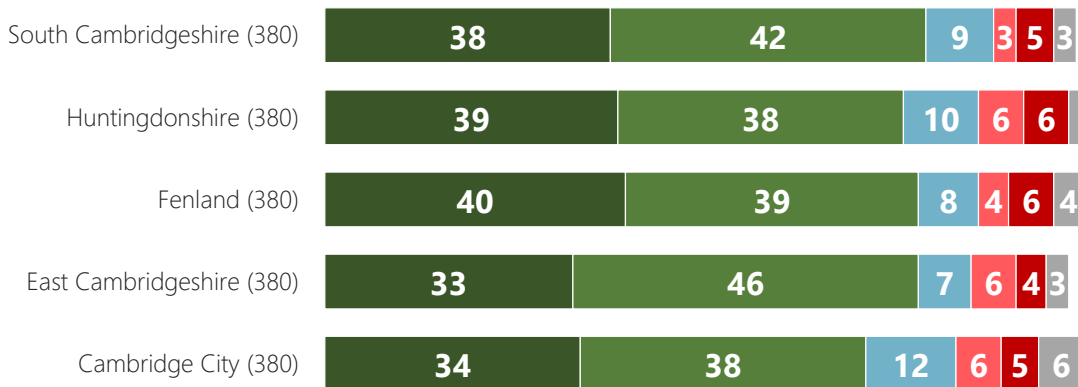
The survey included statements about three aspects of how decisions would be made by the Combined Authority and the directly-elected Mayor. Participants were asked about the extent to which they agree or disagree with each.

Three quarters (77%) of residents agree with the proposal that “each member of the Combined Authority, including the Mayor, has a vote” – with the proportion saying they strongly agree (37%) or tend to agree (40%) being relatively even. One in ten (10%) disagree, with 6% saying they strongly disagree.

Q7a. To what extent, if at all, do you agree or disagree with each aspect of how decisions would be made? Each member of the Combined Authority, including the Mayor, has a vote



Cambridgeshire



Base: All valid responses (see above) : Fieldwork dates: 13th July to 22nd August 2016
Ipsos MORI –Public Affairs

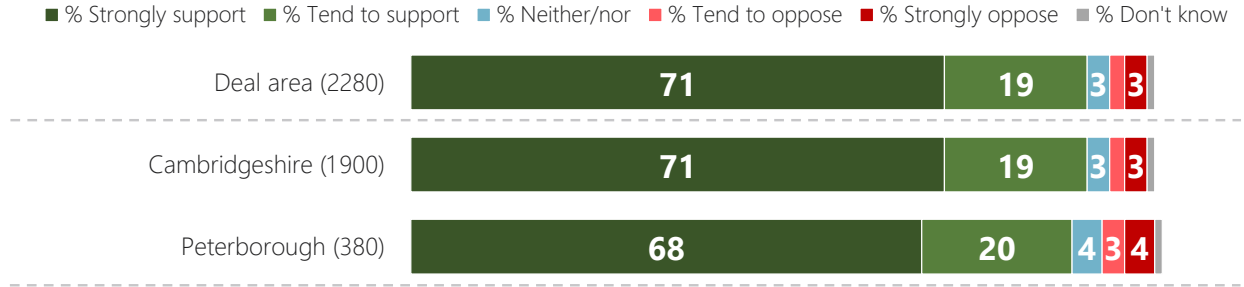
Source: Ipsos MORI

Findings are consistent at county level, and at district level within Cambridgeshire.

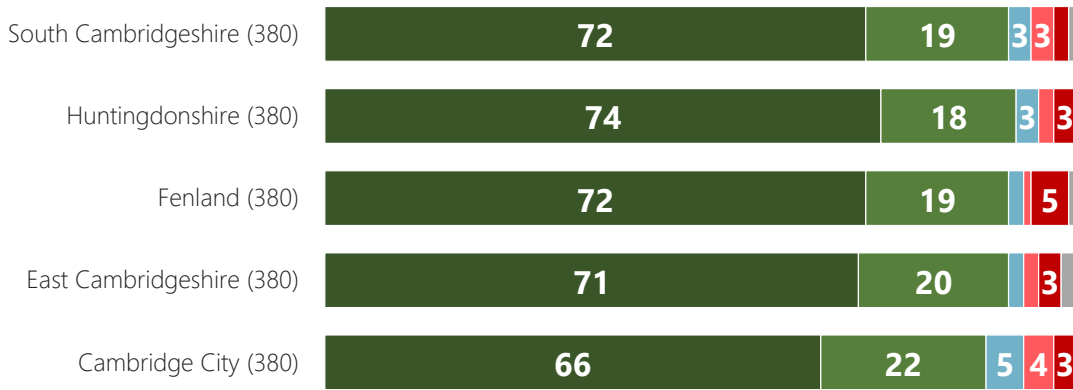
As with other areas of the survey, opposition to the statement increases with age, and also with residents’ knowledge of devolution in general. Furthermore, those who are supportive of the proposals in other areas of the survey are more likely to agree with the statement – for example, 90% of those who support their Council becoming part of a Combined Authority, compared to 77% overall.

Nine in ten (90%) residents agree with the proposal that “the directly-elected Mayor cannot make decisions alone and will require the support of a certain number of members of the Combined Authority to progress their proposals”. 6% disagree with this aspect of decision-making.

Q7b. To what extent, if at all, do you agree or disagree with each aspect of how decisions would be made? The directly elected mayor cannot make decisions alone and will require the support of a certain number of members of the Combined Authority to progress their proposals



Cambridgeshire



Base: All valid responses (see above) : Fieldwork dates: 13th July to 22nd August 2016
Ipsos MORI –Public Affairs

Source: Ipsos MORI

At county level, those in Cambridgeshire are more likely than those in Peterborough to agree with the statement (91% vs. 88%). Within Cambridgeshire, district level findings are consistent.

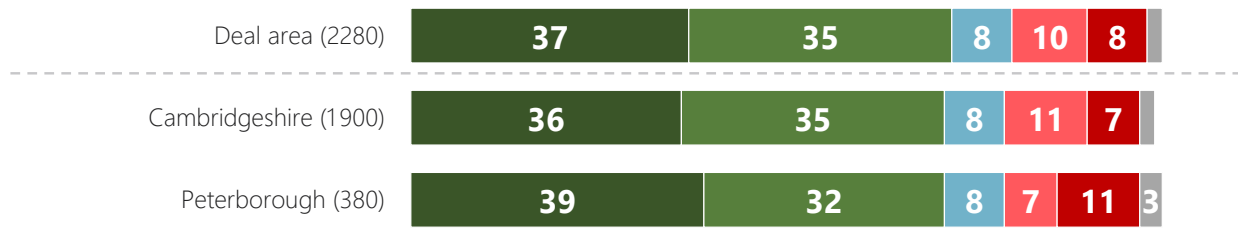
Those aged 45-64 are more likely than average to agree with this statement (92% vs. 90% overall), while those aged 65+ are more likely to disagree (11% vs. 6% overall). As with other areas of the survey, opposition increases with self-assessed knowledge of devolution.

The third aspect covered in this section was the principle of majority decision-making – “some decisions, such as the Combined Authority asking the Government for new powers and how much the authority would cost to run, would require a majority of members to agree”.

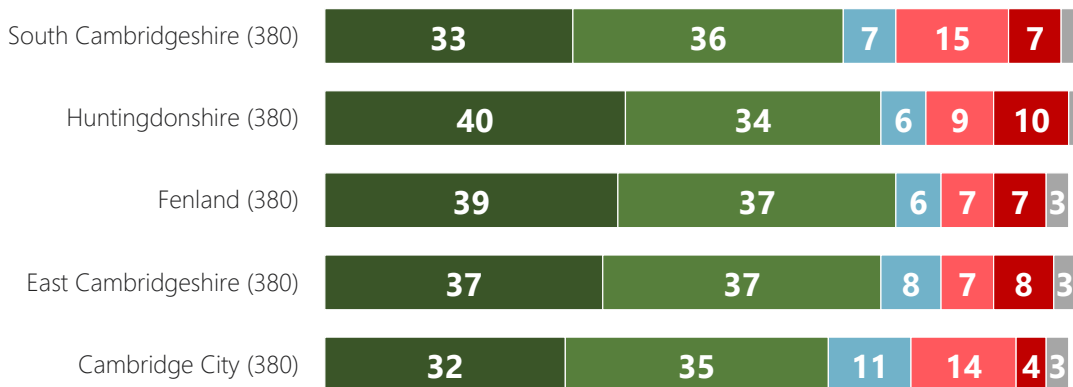
Overall, seven in ten residents (71%) agree with the statement, while 18% disagree. One in ten are either neutral (8%) or say that they ‘don’t know’ (2%).

Q7c. To what extent, if at all, do you agree or disagree with each aspect of how decisions would be made? Some decisions, such as the Combined Authority asking the Government for new powers and how much the authority would cost to run, would require a majority of members to agree. That majority must include the Directly Elected Mayor

■ % Strongly support ■ % Tend to support ■ % Neither/nor ■ % Tend to oppose ■ % Strongly oppose ■ % Don't know



Cambridgeshire



Base: All valid responses (see above) : Fieldwork dates: 13th July to 22nd August 2016
Ipsos MORI –Public Affairs

Source: Ipsos MORI

Opinion on this statement is broadly similar at county level, although those in Peterborough are more likely than average to *strongly* disagree (11% vs. 7% in Cambridgeshire).

Within Cambridgeshire, those in Fenland are more likely to agree with the statement (76% vs. 71% overall), while those in South Cambridgeshire are more likely to disagree (22% vs. 18% overall).

The attitudinal differences echo those seen in other areas of the survey with regard to residents’ attitudes towards devolution in general, the election of a Mayor and the creation of a Combined Authority.

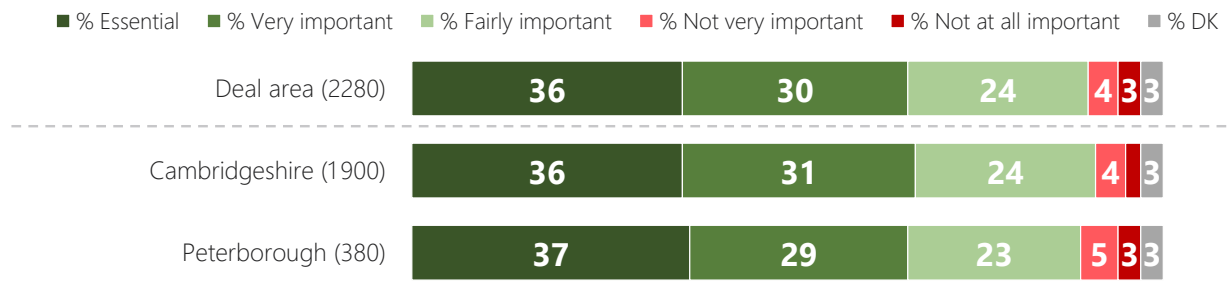
7. Accountability

The Councils of Cambridgeshire and Peterborough wanted to understand residents' views about how the new Combined Authority should be held to account. Participants were given a list of statements outlining ways in which this may be done and were then asked to rate the level of importance of each aspect of accountability.

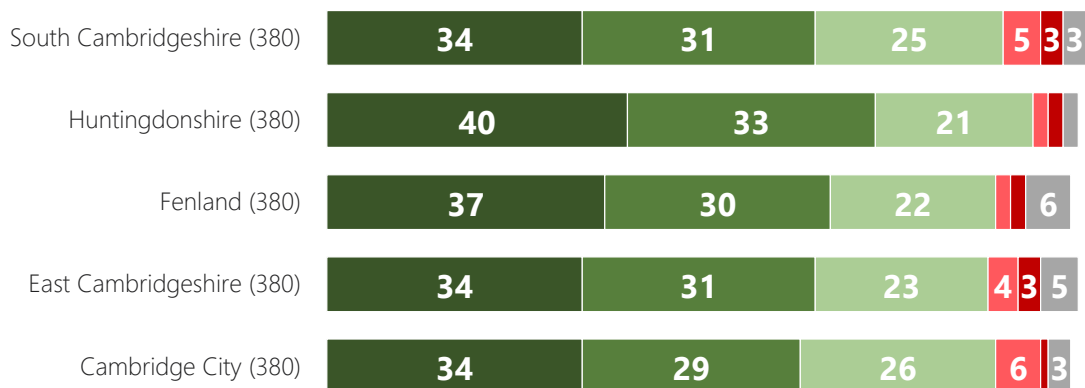
The first statement residents were asked concerned the creation of "an independent scrutiny committee that has the power to ask the Mayor and other members of the Combined Authority to attend a meeting to answer questions".

Overall, 36% see this element of accountability as 'essential' – 30% think it is 'very important' and 24% think it is 'fairly important'. Less than one in ten (7%) think the creation of a scrutiny committee is not important – either 'not very' (4%) or 'not at all' (3%).

Q8a. How important, if at all, is each of these in holding the Combined Authority to account? An independent scrutiny committee that has the power to ask the Mayor and other members of the Combined Authority to attend a meeting to answer questions. This would be made up of councillors from participating councils who are not members of the Combined Authority itself



Cambridgeshire



Base: All valid responses (see above) : Fieldwork dates: 13th July to 22nd August 2016
Ipsos MORI –Public Affairs

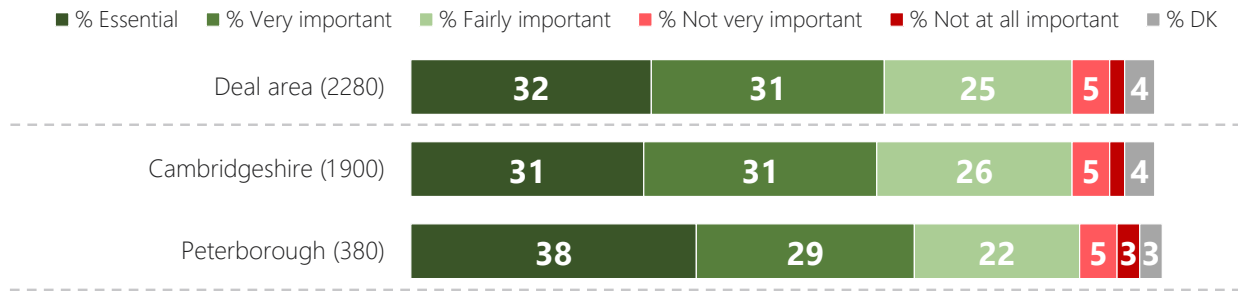
Source: Ipsos MORI

Findings are relatively consistent at county and district level. In terms of age differences, those aged 45+ are more likely to see this form of accountability as 'essential' (41% vs. 30% of those aged 18-44).

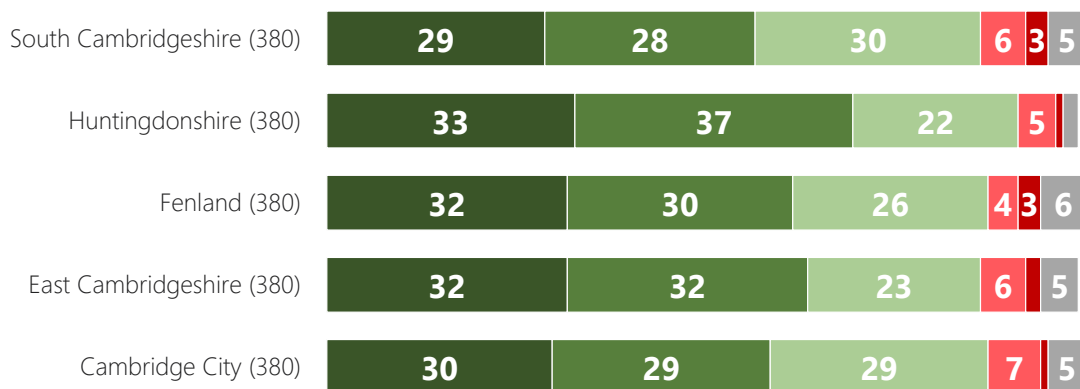
Again, on the theme of scrutiny committees, residents were also asked whether the committee should have “the power to review any of the decisions made by the Combined Authority”.

Three in ten residents (32%) view this as ‘essential’, with a similar proportion (31%) viewing it as ‘very important’ and a quarter (25%) seeing it as ‘fairly important’. Less than one in ten (8%) see this proposal as unimportant.

Q8b. How important, if at all, is each of these in holding the Combined Authority to account? This scrutiny committee having the power to review any of the decisions made by the Combined Authority



Cambridgeshire



Base: All valid responses (see above) : Fieldwork dates: 13th July to 22nd August 2016
Ipsos MORI –Public Affairs

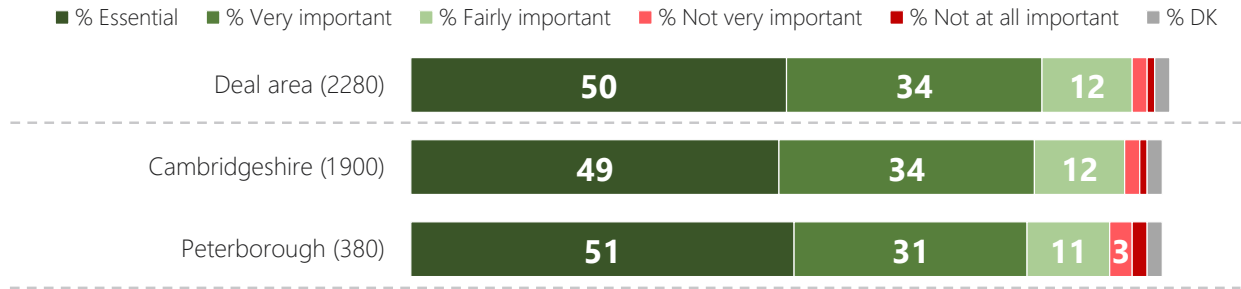
Source: Ipsos MORI

Residents in Peterborough are more likely than those in Cambridgeshire to view this measure as ‘essential’ (38% vs. 31%) – however, findings are broadly consistent at district level within Cambridgeshire.

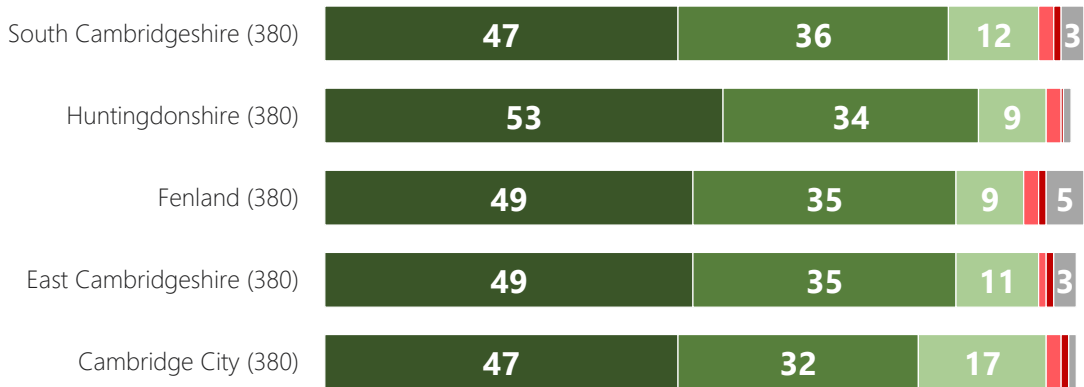
Those aged 45-64 are more likely to see this is an ‘essential’ measure of accountability (38% vs. 26% of those aged 18-44).

Residents were then asked for their views on the importance of “an audit committee which would monitor the Combined Authority’s finances”. Half of residents (50%) see this as ‘essential’ – considerably higher than the equivalent figure with regard to the creation of a scrutiny committee. Around a third (34%) see the establishment of an audit committee as ‘very important’, while 12% see it as fairly important. Just 3% think an audit committee is not important.

Q8c. How important, if at all, is each of these in holding the Combined Authority to account? An audit committee which would monitor the Combined Authority’s finances



Cambridgeshire



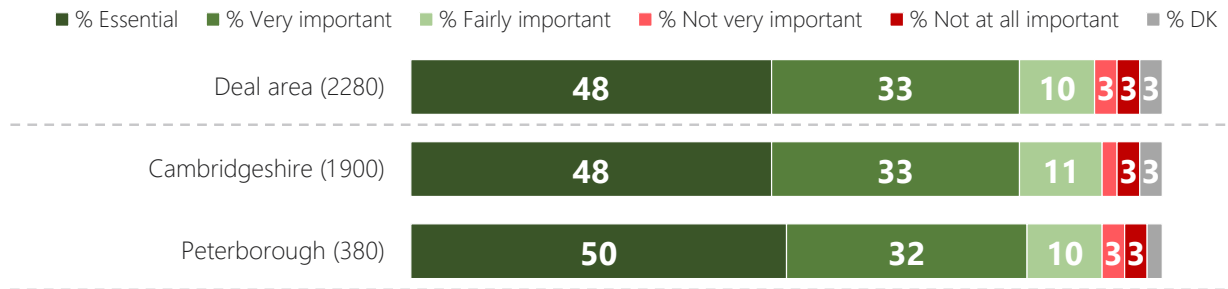
Base: All valid responses (see above) : Fieldwork dates: 13th July to 22nd August 2016
Ipsos MORI –Public Affairs

Source: Ipsos MORI

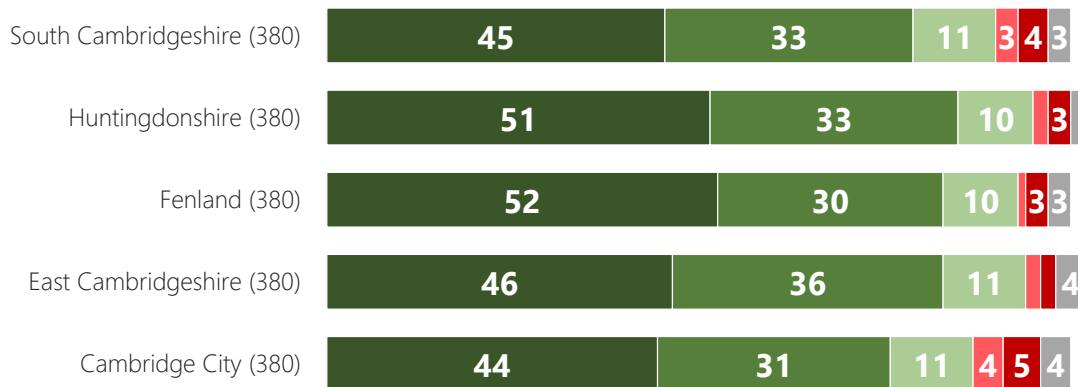
There are no significant differences at either county or district level in terms of the proportion viewing this measure as ‘essential’. As with other accountability measures, those aged 45+ are more likely to think this is an ‘essential’ measure (54% vs. 43% of those aged 18-44).

Looking at more direct forms of accountability, residents were also asked about the importance of “residents living in the Combined Authority area being able to directly elect the Mayor”. Just under half (48%) see this as ‘essential’, with a third (33%) seeing it as ‘very important’ and one in ten (10%) seeing it as ‘fairly important’. As with other aspects of accountability covered in the survey, less than one in ten (6%) see the ability to directly elect the Mayor as unimportant.

Q8d. How important, if at all, is each of these in holding the Combined Authority to account? Residents living in Cambridgeshire/ Peterborough being able to directly elect the Mayor



Cambridgeshire



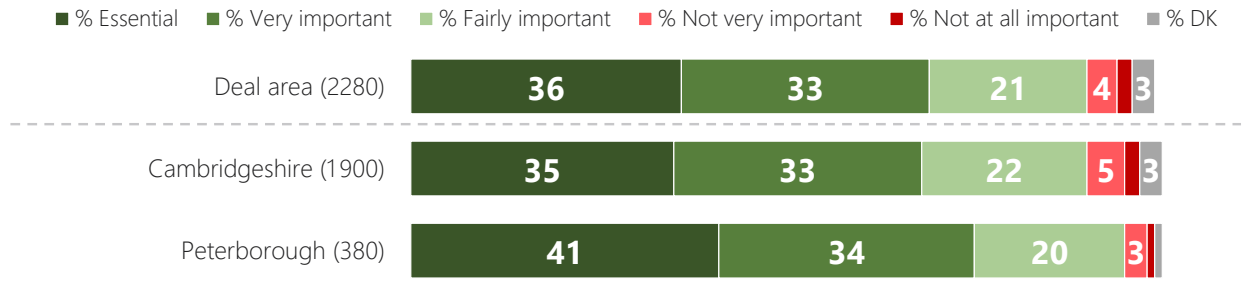
Base: All valid responses (see above) : Fieldwork dates: 13th July to 22nd August 2016
Ipsos MORI –Public Affairs

Source: Ipsos MORI

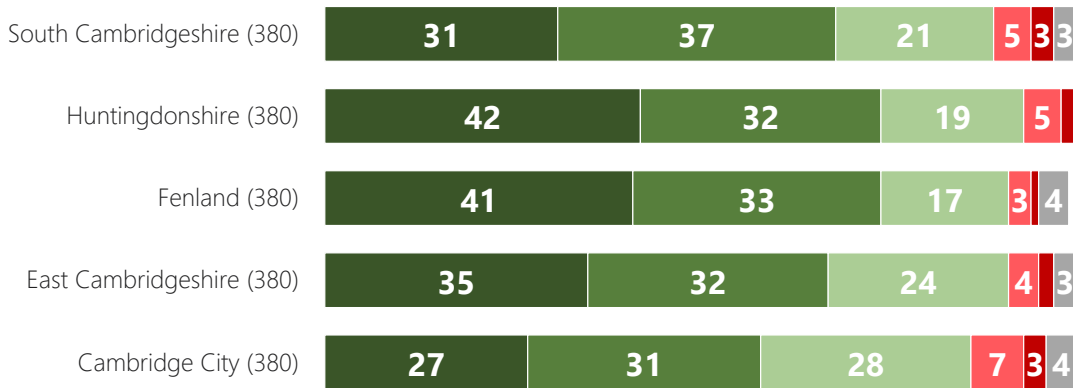
There are no significant differences by county or district in terms of the proportion viewing this measure as ‘essential’.

The final aspect of accountability covered in the survey was the idea of a “government assessment every five years”. 36% of residents see proposal as ‘essential’, with a third (33%) seeing it as ‘very important’ and one in five (21%) seeing it as ‘fairly important’. Again, less than one in ten (6%) view this aspect of accountability as unimportant.

Q8e. How important, if at all, is each of these in holding the Combined Authority to account? A Government assessment every five years



Cambridgeshire



Base: All valid responses (see above) : Fieldwork dates: 13th July to 22nd August 2016
Ipsos MORI –Public Affairs

Source: Ipsos MORI

At county level, residents in Peterborough are significantly more likely than those in Cambridgeshire to view this measure as ‘essential’ (41% vs. 35%). Within Cambridgeshire, the districts of Huntingdonshire (42%) and Fenland (41%) are both more likely than average to view this as ‘essential’, whereas those in South Cambridgeshire are less likely (31% vs. 36% overall).

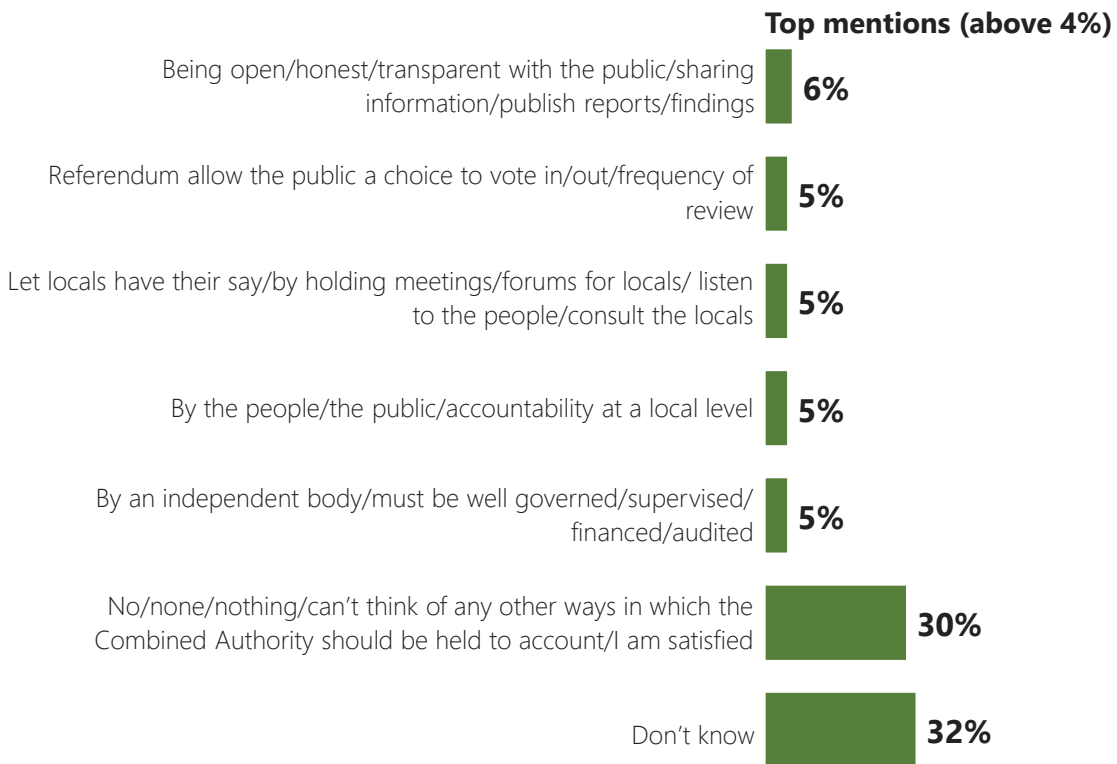
Women are more likely than men to view a five-yearly government assessment as ‘essential’ (39% vs. 34%), and the proportion seeing this as ‘essential’ also increases with age (30% of those aged 18-44 vs. 39% of those aged 45-64, rising to 43% of those aged 65+).

Overall, from the five aspects of accountability included in the survey, the creation of an audit committee is seen as the most ‘essential’ (50%), followed by residents being able to elect the Mayor (48%) and having a government assessment every five years (36%). Establishing an independent scrutiny committee, and this committee having the power to review any decisions made by the Combined Authority are seen as the least essential in this regard (36% and 32% respectively).

Participants were then asked, via an open ended question, if there were any other ways in which they thought the Combined Authority should be held to account. The answers were then coded and the most common themes are shown in the chart below.

The responses to this question were varied and touched on transparency/information sharing (6%), the possibility of holding a referendum (5%), public meetings and forums (5%), accountability by the public (5%) and a well-governed independent body (5%).

Q9. Other than the ways we have just outlined that are already included in the proposed devolution agreement, are there any other ways in which you think the Combined Authority should be held to account?



Base: All valid responses (2280) : Fieldwork dates: 13th July to 22nd August 2016
 Ipsos MORI –Public Affairs

Source: Ipsos MORI

8. Further comments

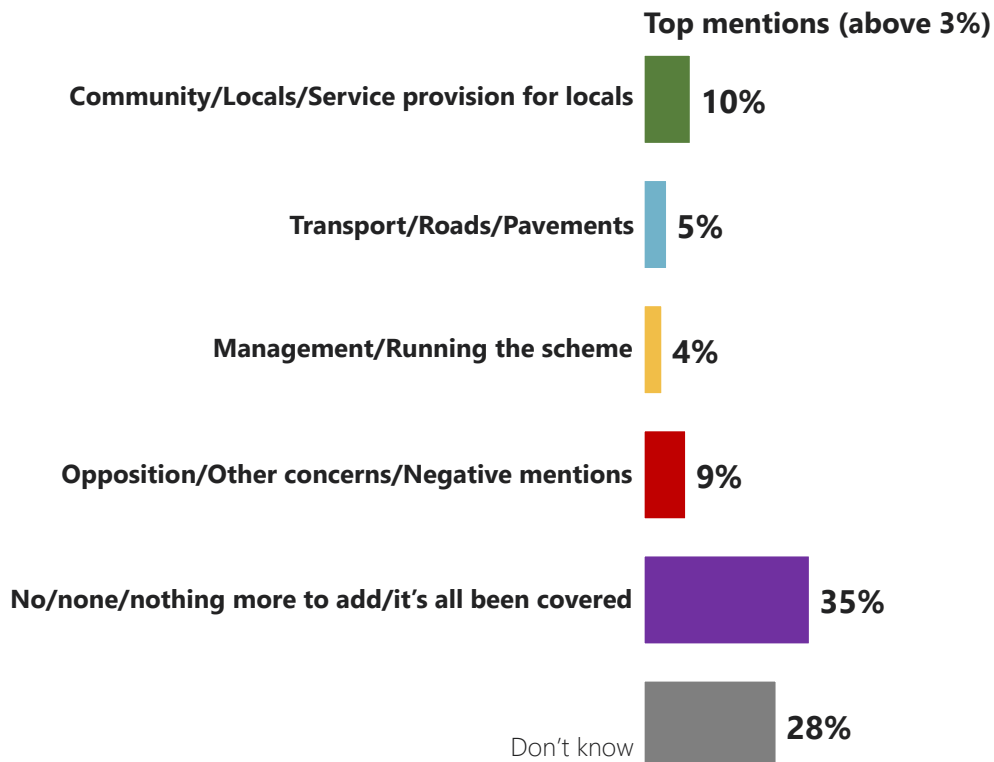
Finally, participants were asked if there was anything else they would like to add in relation to the proposals included in the devolution agreement. Responses were coded and the most common themes are shown in the chart below.

A majority of residents either said they had nothing else to add beyond what had been covered in the survey, or that they didn't know. 10% of residents gave answers referring to their local communities on a variety of services – e.g. healthcare (2%), affordable housing (2%) and education (2%).

Other common themes included comments relating to transport and road maintenance (5%), as well as comments relating to the management of the proposed Combined Authority (4%) – for example, that those in charge need to be experienced and knowledgeable (2%), to ensure councils work well together (1%) and that it is well-governed and financed (1%).

In total, 9% gave negative comments relating to points such as their opposition to the Combined Authority (3%), the cost to taxpayers (2%) and creating an additional layer of bureaucracy (2%).

Q11. The proposals included in the devolution agreement are intended to improve local services in Cambridgeshire and Peterborough. Is there anything else you would like to add to what we have discussed?



Base: All valid responses (2280) : Fieldwork dates: 13th July to 22nd August 2016
Ipsos MORI –Public Affairs

Source: Ipsos MORI

Appendices

Appendix 1: Sample survey questionnaire

CAMBRIDGESHIRE AND SUFFOLK COUNTY COUNCIL DEVOLUTION SURVEY

FINAL VERSION

TELEPHONE SURVEY Your views on the East Anglia Devolution Deal

Good morning/afternoon/evening. My name is and I'm calling from Ipsos MORI, the research organisation. We are carrying out a survey about some potential changes to local government in Cambridgeshire and Peterborough

Could you help by running through some questions at the moment, please?

The interview will take around 10 minutes, and this research will be conducted in line with the rules of the Market Research Society's Code of Conduct.

Demographics

Firstly I am going to ask a few questions about you and your personal situation.

ASK ALL

S1. In which local authority area do you live?

1. **Norfolk County**
2. Norwich City
3. South Norfolk
4. Great Yarmouth
5. Broadland
6. North Norfolk
7. Breckland
8. Kings Lynn & West Norfolk

9. Suffolk County

10. Ipswich
11. Suffolk Coastal
12. Waveney
13. Mid Suffolk
14. Babergh
15. St Edmundsbury
16. Forest Heath

Cambridgeshire County

17. South Cambridgeshire
18. Huntingdonshire
19. Fenland
20. East Cambridgeshire
21. Cambridge City

Peterborough City
22. Peterborough City

ASK ALL

S2. Are you...?



Male



Female



Transgender

ASK ALL

S3. How old are you?

WRITE IN AND CODE TO RANGE

ASK ALL

S4. Which of these activities best describes what you are doing at present?

1. Employee in full-time job (30 hours plus per week)
2. Employee in part-time job (under 30 hours per week)
3. Self-employed full or part-time
4. On a government supported training programme (e.g. Modern Apprenticeship/Training for Work)
5. Full-time education at school, college or university
6. Unemployed and available for work
7. Permanently sick/disabled
8. Wholly retired from work
9. Looking after the home
10. Doing something else (please specify)

Awareness of devolution

ASK ALL

Firstly, I would like to ask some questions about devolution, which means transferring powers over budgets and services from central government in Westminster to local councils. This could include the transfer of powers to new groups of councils, called 'Combined Authorities'.

1. Before today, how much, if anything, would you say you knew about devolution within England? Please select one only:



A great deal



A fair amount



Just a little



Heard of, but know nothing about



Never heard of









Don't know

The principle of devolution
ASK ALL

Devolution is when certain decision-making powers, as well as funding, are transferred down from Central Government to a local area. In this instance the area is Cambridgeshire and Peterborough. It means that decisions are taken close to where they have an effect.

2. To what extent, if at all, do you support or oppose the principle of devolution? Please select one only:

-  Strongly support
-  Tend to support
-  Neither support nor oppose
-  Tend to oppose
-  Strongly oppose
-  Don't know

New powers and responsibilities
ASK ALL







In Cambridgeshire and Peterborough the proposed devolution agreement includes the creation of a Combined Authority.




























This would consist of the five district councils in Cambridgeshire, as well as Cambridgeshire County Council, Peterborough City Council and the Local Enterprise Partnership, which represents the views of local businesses.

The new Combined Authority would not replace any existing councils, or any existing Town or Parish Councils.

The proposed agreement would also create the role of a Mayor, who would be directly elected by residents in Cambridgeshire/Peterborough.

3. For each of the following, do you think decisions are better made nationally by the government in Westminster, or locally by the proposed Mayor and Combined Authority I have just described?

	Decisions are better made nationally	Decisions are better made locally	Don't know (DO NOT READ OUT)
Working with local councils to develop a new strategy for housing and development in line with existing local plans			
Deciding how £100m of new			

	Decisions are better made nationally	Decisions are better made locally	Don't know (DO NOT READ OUT)
funding is spent to support the building of new homes, including affordable housing			
Allocating £70million to build more council rented homes in Cambridge			
Creating a transport plan for Cambridgeshire and Peterborough that helps to better coordinate road, rail and bus services			
Deciding how the budget is spent for maintaining roads in Cambridgeshire and Peterborough			
Deciding how to spend an annual £20million fund to improve local infrastructure - such as road and rail improvements			
Reviewing further education in Cambridgeshire and Peterborough to help provide young people aged 16 and over with the skills that local employers need			
Deciding how funding is spent on apprenticeships and training in Cambridgeshire and Peterborough to produce a workforce with the skills that local employers need			
Deciding how funding is spent on adult education and skills training in Cambridgeshire and Peterborough for people aged 19 and over to help produce a workforce with the skills that local employers need			
Joining up health and social care services so that they better support people and reduce the pressure on existing services			
Designing a new programme to support those with a health			

condition or disability and the long-term unemployed back into work

Reviewing all land and property held by the public sector and creating a list of land and property available for development in Norfolk and Suffolk

Decisions are better made nationally

Decisions are better made locally

Don't know (DO NOT READ OUT)









To summarise, the proposed devolution deal for Cambridgeshire and Peterborough includes a new annual £20million fund to invest in infrastructure and support economic growth. The government would also provide £100million to invest in building new homes across the county and an additional £70million to build more council rented homes in Cambridge.

Mayor
ASK ALL

The Government has said that a Mayor for Peterborough/Cambridgeshire would need to be elected for any new local decision-making powers and/or funding as part of this devolution agreement to be transferred from the Government to the Mayor and/or Combined Authority. The Mayor would work with existing elected members from each of the District, County and City Councils and a business representative appointed by the Local Enterprise Partnership.

4. To what extent, if at all, do you support or oppose the election of a mayor in order to access the decision making powers and funding in the proposed devolution deal?







-  Strongly support
-  Tend to support
-  Neither support nor oppose
-  Tend to oppose
-  Strongly oppose
-  Don't know

A new Combined Authority with an elected mayor

ASK ALL

In Cambridgeshire and Peterborough, the Combined Authority would be made up of the directly-elected Mayor, a Councillor from District, County and City Councils, and an appointed business representative.

5. To what extent, if at all, do you support or oppose your local council becoming part of a Combined Authority along with other councils in Cambridgeshire and Peterborough, which is chaired by a directly elected Mayor?

-  Strongly support
-  Tend to support
-  Neither support nor oppose
-  Tend to oppose
-  Strongly oppose
-  Don't know

ASK ALL

6. Why do you say that?

OPEN ENDED







Decision making

ASK ALL

There are proposals for how the Combined Authority and directly elected mayor would take decisions. I am going to read out a number of statements outlining how it is proposed that this will be done

7. To what extent, if at all, do you agree or disagree with each aspect of how decisions would be made?

1. Each member of the Combined Authority, including the Mayor, has a vote.
2. The directly elected mayor cannot make decisions alone and will require the support of a certain number of members of the Combined Authority to progress their proposals.
3. Some decisions, such as the Combined Authority asking the Government for new powers and how much the authority would cost to run, would require a majority of members to agree. That majority must include the Directly Elected Mayor.

-  Strongly agree
-  Tend to agree
-  Neither agree nor disagree
-  Tend to disagree
-  Strongly disagree
-  Don't know

Accountability

ASK ALL

Plans will be put in place for how the new Combined Authority will be held to account. I am going to read out a number of statements outlining how it is proposed this will be done.

8. How important, if at all, is each of these in holding the Combined Authority to account?

1. An independent scrutiny committee that has the power to ask the Mayor and other members of the Combined Authority to attend a meeting to answer questions. This would be made up of councillors from participating councils who are not members of the Combined Authority itself.
 2. This scrutiny committee having the power to review any of the decisions made by the Combined Authority.
 3. An audit committee which would monitor the Combined Authority's finances.
 4. Residents living in Cambridgeshire/Peterborough being able to directly elect the Mayor.
 5. A Government assessment every five years
1. Essential
 2. Very important
 3. Fairly important
 4. Not very important
 5. Not at all important
 6. Don't know

ASK ALL

9. Other than the ways we have just outlined that are already included in the proposed devolution agreement, are there any other ways in which you think the Combined Authority should be held to account?

OPEN ENDED

Other comments

11. The proposals included in the devolution agreement are intended to improve local services in Cambridgeshire and Peterborough. Is there anything else you would like to add to what we have discussed?

WRITE IN

Demographics

ASK ALL

12. What is your ethnic group?

White – THIS IS A TITLE ONLY

1. English / Welsh / Scottish / Northern Irish / British
2. Irish
3. Gypsy or Irish traveller
4. Eastern European
5. Any other White background

Mixed / multiple ethnic groups – THIS IS A TITLE ONLY

6. White and Black Caribbean
7. White and Black African
8. White and Asian
9. Any other Mixed / multiple ethnic background

Asian / Asian British – THIS IS A TITLE ONLY

10. Indian
11. Pakistani
12. Bangladeshi
13. Chinese
14. Kashmiri
15. Any other Asian background

Black / African / Caribbean / Black British – THIS IS A TITLE ONLY

16. African
17. Caribbean
18. Any other Black / African / Caribbean background

Other ethnic group – THIS IS A TITLE ONLY

19. Arab
20. Other ethnic group

ASK ALL

13. In which of these ways does your household occupy your current accommodation?

1. Owned outright
2. Buying on mortgage
3. Rent from council
4. Rent from Housing Association/Trust
5. Rent from private landlord
6. Other

ASK ALL

14. Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

1. Yes, limited a lot
2. Yes, limited a little
3. No

Appendix 2: Random Digit Dialling

Residential landline telephone numbers in the UK are allocated geographically i.e. the first few digits of the telephone number (including the leading zero) are the area code and usually the first 7 digits of the telephone number relate to a specific telephone exchange.

There are 10,000 potential telephone numbers for each 7-digit exchange. Standard Random Digit Dial (RDD) telephone samples area generated by randomly generating the last 4 digits to create a potential telephone number for that particular telephone exchange.

Any particular geographic area e.g. a Ward area, might be covered by a number of different telephone exchanges. If Telephone Exchange "A" serves 20% of households in that Ward and has the prefix 01926 62 then 20% of the RDD sample would comprise telephone numbers starting with 01926 62 followed by 4 random digits. The larger the geographic area specified then the easier it is to be certain that all, or at least most, of the RDD telephone numbers generated are actually located within the specified geographic area.

Appendix 3: Coding Process

Receipt and handling of responses

The handling of responses was subject to a rigorous process of checking, logging and confirmation in order to minimise document loss and to support a full audit trail. All original electronic and hard copy responses remained securely filed within Ipsos MORI, catalogued and serial numbered for future reference.

Development of initial coding frame

Coding is the process by which free-text comments, answers and responses are matched against standard codes from a coding frame Ipsos MORI compiled to allow systematic statistical and tabular analysis. The codes within the coding frame represent an amalgam of responses raised by those registering their view and are comprehensive in representing the range of opinions and themes given.

The Ipsos MORI coding team drew up an initial code frame for each open-ended free-text question using the first thirty to forty response form responses. An initial set of codes was created by drawing out the common themes and points raised across all response channels by refinement. Each code thus represents a discrete view raised. The draft coding frame was then presented to the Ipsos MORI project team to fully approve before the coding process continued. The code frame was continually updated throughout the analysis process to ensure that newly emerging themes within each refinement were captured.

Coding using the Ascribe package

Ipsos MORI used the web-based Ascribe coding system to code all open-ended free-text responses found within completed response forms. Ascribe is a proven system which has been used on numerous large-scale projects. The scanned and electronic verbatim responses (from the online and postal response forms) were uploaded into the Ascribe system, where the coding team worked systematically through the verbatim comments and applied a code to each relevant part(s) of the verbatim comment.

The Ascribe software has the following key features:

- Accurate monitoring of coding progress across the whole process, from scanned image to the coding of responses;
- An “organic” coding frame that can be continually updated and refreshed; not restricting coding and analysis to initial response issues or “themes” which may change as the consultation progresses;
- Resource management features, allowing comparison across coders and question/issue areas. This is of particular importance in maintaining high quality coding across the whole coding team and allows early identification of areas where additional training may be required; and
- A full audit trail – from verbatim response to codes applied to that response.

Coders were provided with an electronic file of responses to code within Ascribe. Their screen was split, with the left side showing the response along with the unique identifier, while the right side of the screen showed the full code frame. The

coder attached the relevant code or codes to these as appropriate and, where necessary, alerted the supervisor if they believed an additional code might be required.

If there was other information that the coder wished to add they could do so in the “notes” box on the screen. If a response was difficult to decipher the coder would get a second opinion from their supervisor or a member of the project management team. As a last resort, any comment that was illegible was coded as such and reviewed by the Coding Manager.

Briefing the coding team and quality checking

A core team of coders worked on the project, all of whom were fully briefed and were conversant with the Ascribe package. This team also worked closely with the project management team during the set-up and early stages of code frame development.

The core coding team took a supervisory role throughout and undertook the quality checking of all coding. Using a reliable core team in this way minimises coding variability and thus retains data quality.

To ensure consistent and informed coding of the verbatim comments, all coders were fully briefed prior to working on this project. The Coding Manager undertook full briefings and training with each coding team member. All coding was carefully monitored to ensure data consistency and to ensure that all coders were sufficiently competent to work on the project.

The coder briefing included background information, the consultation process and the issues involved, and discussion of the initial coding frames. The briefings were carried out by one of Ipsos MORI’s executive team members. All those attending the briefings were instructed to read, in advance, the Consultation Document and go through the response form.

The Ascribe package also afforded an effective project management tool, with the coding manager reviewing the work of each individual coder, having discussion with them where there was variance between the codes entered and those expected by the coding manager.

To check and ensure consistency of coding, 10% of coded responses from the response forms were validated by the coding supervisor team, who checked that the correct codes had been applied and made changes where necessary.

Updating the coding frame

An important feature of the Ascribe system is the ability to extend the code frame “organically” direct from actual verbatim responses throughout the coding period.

The coding teams raised any new codes during the coding process when it was felt that new issues were being registered. In order to ensure that no detail was lost, coders were briefed to raise codes that reflected the exact sentiment of a response, and these were then collapsed into a smaller number of key themes at the analysis stage. During the initial stages of the coding process, meetings were held between the coding team and Ipsos MORI executive team to ensure that a consistent approach was taken to raising new codes and that all extra codes were appropriate and correctly assigned. In particular, the coding frame sought to capture precise nuances of participants’ comments in such a way as to be comprehensive.

A second key benefit of the Ascribe system is that it provides the functionality of combining codes, revising old codes and amending existing ones as appropriate. Thus, the coding frame grew organically throughout the coding process to ensure it captured all of the important “themes”.

Once coding was complete, a series of checks were undertaken to ensure that the data set was comprehensive and complete.

Matt Bristow

Associate Director
matt.bristow@ipsos.com

Chris Rigby

Senior Research Executive
chris.rigby@ipsos.com

For more information

Suite 303, Piccadilly House
49 Piccadilly
Manchester
M1 2AP

t: +44 (0)161 826 9421

www.ipsos-mori.com

<http://twitter.com/IpsosMORI>

About Ipsos MORI's Social Research Institute

The Social Research Institute 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. This, combined with our methods and communications expertise, helps ensure that our research makes a difference for decision makers and communities.