

Updated NIA M&E indicators: Partnership Working theme

Final versions for use by NIAs, update 28th March 2014

- PW01_R: Project income and expenditure
- PW02_R: Financial value of help in kind
- PW03_E: Fulfilment of identified skills needs
- PW04_E: Attitudes of local community to NIA
- PW05_E: Assessment of partnership working
- PW06_L: Audience reach
- PW07_L: Level of awareness of NIA in the local community
- PW08_L: Number of enquiries

Indicator: PW01_R: Project income and expenditure

Indicator: PW01_R	Project income and expenditure
Version date	25 th February 2014
Theme	Partnership working
Sub-theme	Mobilisation of resources
Sub-theme category	Core
Indicator category	Core
Indicates (<i>what is the indicator intended to indicate</i>)	<p>This indicator compares project income, planned and actual expenditure as a measure of utilisation of income, which is a component of progress in achieving agreed milestones towards project outcomes.</p> <p>This indicator is a proxy for effective project management and partnership working, based on the assumption that if actual expenditure does not diverge significantly from income and/or planned expenditure then project management and implementation can also be assumed to be on-track.</p>
Units	Pounds - £s
Relevance to Government indicators	None
Existing data for establishing baseline	
Relevant dataset(s)	Project income, expenditure and planned expenditure
Source(s) of data (<i>contact details or hyperlink</i>)	For the initial 12 NIAs this is as stated in Schedule 3 of the NIA contract and in the NIA Business Plan
Spatial coverage	N/A
Temporal coverage	N/A
Planned updates	For the initial 12 NIAs any updates to Schedule 3, as may be agreed once the work programme and costs have been established and or refined as agreed
Data collection method (<i>estimate, survey, monitoring</i>)	For the initial 12 NIAs this will be based on expenditure figures, as detailed in Quarterly Progress Reports, and from profiles of expenditure and forecasted expenditure, as submitted with NIA Claim Forms, and, as maintained in project income and expenditure accounts
Accuracy of data	100%
Additional/new data for establishing baseline and monitoring change	
Relevant additional/new data	Routine tracking of income, expenditure and planned expenditure against individual objectives. For the 12 initial NIAs this will be as submitted with NIA Claim Forms and Quarterly Progress Reports.
Responsibility for data collection (<i>e.g. NIA partnerships or potentially to be taken on by NE or EA</i>)	Lead Organisation / Accountable Body within the NIA Partnership.

<p>Data collection method</p>	<p>For the 12 initial NIAs, specific outcomes are to be achieved during the life of the project in alignment with measures shown in Table 2 of the NIA Contract. Estimates of spend and forecasted spend against individual objectives will need to be assessed routinely and reported in Quarterly Progress Reports and within profiles of expenditure and forecasted expenditure, as submitted with NIA Claim Forms, and, as maintained in project income and expenditure accounts.</p> <p>It is important that where additional new income becomes available during the NIA implementation that this is recorded and reported, as new income will mean that the ratio of planned to actual expenditure could change – and therefore the planned expenditure in any year should be revised in line with additional new income.</p> <p>Reporting should be consistently applied and expenditure should correspond with that directly connected to the NIA or related to specific work to deliver NIA objectives and partnership. This should <i>not</i> report on the contribution in kind which is part of another indicator: <i>Financial value of help in-kind</i>.</p>
<p>Calculating and presenting indicator</p>	
<p>Baseline date for 12 initial NIAs</p>	<p>April 2012 Baseline is set at zero at the start of the NIA programme as the NIA has no income / expenditure prior to its commencement.</p>
<p>Methods for calculating indicator values</p>	<p>Financial data as submitted by NIAs in Quarterly Progress Reports</p>
<p>Responsibility for calculating indicator values</p>	<p>Lead Organisation / Accountable Body within the NIA Partnership and Natural England</p>
<p>Reporting</p>	
<p>Online reporting</p>	<p>Enter the annual project income (including additional new income becomes available during the NIA implementation), planned expenditure and actual expenditure.</p> <p>Where additional new income becomes available this should be recorded in the online tool and noted in the caveats.</p> <p>Note that data entered as ‘annual figure’ in each reporting year should be for that year only, and not cumulative. Cumulative figures will be calculated by summing individual year data.</p>
<p>Interpreting</p>	
<p>Interpretation (<i>inc linkage to other indicators</i>)</p>	<p>If additional income (above the original NIA budget) is added to the programme make clear within the caveats / narratives section of the reporting tool.</p> <p>Note: This indicator should <i>not</i> report on the contribution in kind which is part of another indicator: <i>Financial value of help in-kind</i>.</p>

Indicator: PW02_R: Financial value of help in kind

Indicator: PW02_R	Financial value of help in kind
Version date	25 th February 2014
Theme	Partnership working
Sub-theme	Mobilisation of resources
Sub-theme category	Core
Indicator category	Core
Indicates <i>(what is the indicator intended to indicate)</i>	<p>The financial value of projected and actual help-in-kind (including volunteering), as a component of progress in achieving agreed milestones for project outcomes.</p> <p>This indicator is a proxy for effective project management and partnership working, based on the assumption that if actual help in-kind does not diverge significantly from that planned, then project management and implementation can also be assumed to be on-track. In addition where help in-kind exceeds that planned this may be considered a measure of successful partnership working.</p> <p>Help in-kind is defined as non-cash contributions to a project, typically donated (provided freely) goods and services, which contribute towards the delivery of project objectives.</p> <p>Note: this indicator seeks to measure the activities supported by the NIA project, rather than the wider activities of partner organisations.</p>
Units	Hours and Pounds (£s)
Relevance to Government indicators	None
Existing data for establishing baseline	
Relevant dataset(s)	Projected financial value of help-in-kind (including volunteering)
Source(s) of data <i>(contact details or hyperlink)</i>	For the 12 initial NIAs this is as stated in Table 1 of Schedule 3 of the NIA contract and in the NIA Business Plan.
Spatial coverage	N/A
Temporal coverage	N/A
Planned updates	For the 12 initial NIAs any updates to Schedule 3, as may be agreed once the work programme and costs have been established and/or refined and agreed.
Data collection method <i>(estimate, survey, monitoring)</i>	N/A
Accuracy of data	N/A
Additional/new data for establishing baseline and monitoring change	
Relevant additional/new data	Actual and projected financial value of in-kind contributions and volunteer hours.

	<p>Hours should be categorised on the nature of the inputs, and the categorisation should be based on the work undertaken rather than the qualifications of the individuals undertaking the work (see Methods for calculating indicator values for categories). E.g. the time given by a lawyer who is providing time in-kind to dig a ditch would be recorded as “general unskilled labour”. Where an activity does not match a category exactly the best-fit category should be selected.</p> <p>NIAs should standardise the calculation of Full Time Equivalent (FTE) at 230 days / annum, or record the actual number of days worked. In-kind and volunteer days can be calculated based on a standard 7 hour working day.</p> <p>Actual financial value of help-in-kind should be the value and hours of effort achieved within the year. Projected financial value of help-in-kind should be based on the plans that incorporate volunteer efforts.</p>
<p>Responsibility for data collection (e.g. NIA partnerships or potentially to be taken on by NE or EA)</p>	<p>Lead Organisation/Accountable Body within the NIA Partnership.</p>
<p>Data collection methods</p>	<p>Routine tracking of in-kind contributions and volunteer hours on NIA activities, which is the subject of another (core) indicator protocol: <i>Number of volunteer hours on NIA activities</i>.</p> <p>All NIA partners need to adopt the same categorisation and record (or contribute records) volunteer activities attributable to the NIA programme.</p> <p>The number of volunteer hours contributed should be recorded in each of the following categories:</p> <ul style="list-style-type: none"> • General, unskilled labour (e.g. supervised scrub clearance, ditch-digging, planting, basic administrative support) • Specialist, skilled, trained labour (e.g. operations for which certificated training is a requirement, such as operating dangerous equipment, driving off-road vehicles, using chemicals) • Specialist services, (e.g. supervising, training labour teams, surveys, counts, trapping, ringing, diving, printing, designing, photography) • Professional services (e.g. consultants, lawyers, planners, engineers, accountants, auditors). <p>Data should refer to activities supported by the NIA project, rather than the wider activities of partner organisations. For the 12 initial NIAs activities should be aligned to the specific objectives stated in Table 2 of the NIA contract.</p> <p>Volunteer effort within the NIA area attributable to overlapping LSCI (Landscape Scale Conservation Initiative) projects (e.g. Heritage Lottery Funding (HLF) / Futurescapes) should not be recorded as part of these figures, unless there is a formal link to the NIA.</p>
<p>Calculating and presenting indicator</p>	
<p>Baseline date for the 12 initial NIAs</p>	<p>April 2012</p>

	The baseline should be zero at the start of the NIA programme.															
Methods for calculating indicator values	<p>Values should be attributed to in-kind contributions and volunteering. The standard conversion rates set out in the table below, and as detailed in the NIA Competitive Grant Scheme Guidance Notes http://www.naturalengland.org.uk/Images/NIA-guidance-notes_tcm6-26959.pdf, should be used.</p> <p>These rates were agreed in 2011 (based on Big Lottery Fund approved rates), and are intended to provide a consistent benchmark of the value of in-kind contributions over time and across NIAs. Regional and temporal discrepancies with actual pay rates are expected, but the principle is to provide a common basis for calculating and comparing the value of voluntary and in-kind contributions.</p> <table border="1" data-bbox="687 696 1401 1290"> <thead> <tr> <th data-bbox="687 696 1201 770">Type of voluntary /in-kind contribution</th> <th data-bbox="1201 696 1313 770">Per hour</th> <th data-bbox="1313 696 1401 770">Per day</th> </tr> </thead> <tbody> <tr> <td data-bbox="687 770 1201 880">General, unskilled labour (e.g. supervised scrub clearance, ditch-digging, planting, basic administrative support)</td> <td data-bbox="1201 770 1313 880">£6.25</td> <td data-bbox="1313 770 1401 880">£50</td> </tr> <tr> <td data-bbox="687 880 1201 1048">Specialist, skilled, trained labour (e.g. operations for which certificated training is a requirement, such as operating dangerous equipment, driving off-road vehicles, using chemicals)</td> <td data-bbox="1201 880 1313 1048">£18.75</td> <td data-bbox="1313 880 1401 1048">£150</td> </tr> <tr> <td data-bbox="687 1048 1201 1182">Specialist services, (e.g. supervising, training labour teams, surveys, counts, trapping, ringing, diving, printing, designing, photography)</td> <td data-bbox="1201 1048 1313 1182">£31.25</td> <td data-bbox="1313 1048 1401 1182">£250</td> </tr> <tr> <td data-bbox="687 1182 1201 1290">Professional services (e.g. consultants, lawyers, planners, engineers, accountants, auditors).</td> <td data-bbox="1201 1182 1313 1290">£50</td> <td data-bbox="1313 1182 1401 1290">£350</td> </tr> </tbody> </table> <p>In-kind contribution from other bodies is also included at these rates for consistency – e.g. where an organisation time commitment is given accumulate values at the activity day rate.</p> <p>While these rates may be subject to future review by Natural England they should be used by all 12 initial NIAs for the duration of the NIA grant funding.</p>	Type of voluntary /in-kind contribution	Per hour	Per day	General, unskilled labour (e.g. supervised scrub clearance, ditch-digging, planting, basic administrative support)	£6.25	£50	Specialist, skilled, trained labour (e.g. operations for which certificated training is a requirement, such as operating dangerous equipment, driving off-road vehicles, using chemicals)	£18.75	£150	Specialist services, (e.g. supervising, training labour teams, surveys, counts, trapping, ringing, diving, printing, designing, photography)	£31.25	£250	Professional services (e.g. consultants, lawyers, planners, engineers, accountants, auditors).	£50	£350
Type of voluntary /in-kind contribution	Per hour	Per day														
General, unskilled labour (e.g. supervised scrub clearance, ditch-digging, planting, basic administrative support)	£6.25	£50														
Specialist, skilled, trained labour (e.g. operations for which certificated training is a requirement, such as operating dangerous equipment, driving off-road vehicles, using chemicals)	£18.75	£150														
Specialist services, (e.g. supervising, training labour teams, surveys, counts, trapping, ringing, diving, printing, designing, photography)	£31.25	£250														
Professional services (e.g. consultants, lawyers, planners, engineers, accountants, auditors).	£50	£350														
Responsibility for calculating indicator values	Lead Organisation / Accountable Body within the NIA Partnership and Natural England.															
Reporting																
Online reporting	<p>Actual and projected financial value of in-kind contributions and volunteer hours.</p> <p>Note that data entered as ‘annual figure’ in each reporting year should be for that year only, and not cumulative. Cumulative figures will be calculated by summing individual year data.</p>															

Interpreting

Interpretation (*inc linkage to other indicators*)

This indicator relies on categorised data from another core indicator: *Number of volunteer hours on NIA activities*.

There may be close links with other indicators relating to social impacts and well-being, especially those that relate to public engagement in NIA activities.

Resources available due to additional fundraising by an NIA should not be included as help in-kind, but recorded as additional new income under *Project Income and Expenditure*.

The comparability of the information relies on the contribution from the NIA partners recording all non-funded and volunteer effort.

Indicator: PW03_E: Fulfilment of identified skills needs

Indicator: PW03_E	Fulfilment of identified skills needs
Version date	25 th February 2014
Theme	Partnership working
Sub-theme	Efficient and effective delivery
Sub-theme category	Core
Indicator category	Optional
Indicates (<i>what is the indicator intended to indicate</i>)	<p>The skills possessed by the NIA partnership in relation to those needed to deliver intended outcomes.</p> <p>This indicators is a direct measure of the NIA's success in meeting identified skilled needs, and a proxy for successful partnership working and delivery, based on the assumption that having and/or being able to recruit staff / volunteers with appropriate and sufficient skills and experience will lead to more effective delivery of NIA objectives.</p>
Units	N/A
Relevance to Government indicators	None
Existing data for establishing baseline	
Relevant dataset(s)	Information on NIA partnership staff skills (existing and required) gathered during the bidding and project planning processes.
Source(s) of data (<i>contact details or hyperlink</i>)	For the 12 initial NIAs this will include first and second stage bids, the NIA Business Plan and other project initiation documents (if created).
Spatial coverage	N/A
Temporal coverage	N/A
Planned updates	N/A
Data collection method (<i>estimate, survey, monitoring</i>)	N/A
Accuracy of data	N/A
Additional/new data for establishing baseline and monitoring change	
Relevant additional/new data	Changes in existing and required skills within the NIA partnership.
Responsibility for data collection (<i>e.g. NIA partnerships or potentially to be taken on by NE or EA</i>)	NIA partnership
Methods for data collection	<p>Regular reviews of the NIA work plan, resource plan and project delivery to identify skills gaps.</p> <p>Recording the process and outcomes of staff / expert recruitment will also help identify where skills needs have been met or where this has been challenging.</p>

	Utilisation of PRINCE2 'Issues and Risk Logs' http://www.prince-officialsite.com/AboutPRINCE2/PRINCE2Method.aspx and of ISO9001 Preventative Actions 8.5.3 http://www.iso9001help.co.uk/853.html may be beneficial.
Calculating and presenting indicator	
Baseline date for 12 initial NIAs	April 2012
Methods for calculating indicator values	Skills matrix to show 'fit' between skills required per objective/outcome in the work plan and those currently held by the partnership. Annual records of the outcomes of staff / expert recruitment processes.
Responsibility for calculating indicator values	NIA Partnership
Reporting	
Online reporting	The online reporting system will include a free-text field. NIAs should enter the completed skills matrix and enter any caveats or uncertainties in the narrative field.
Interpreting	
Interpretation (<i>inc linkage to other indicators</i>)	Partnership skills link implicitly with all other NIA indicators.

Indicator: PW04_E: Attitudes of local community to NIA

Indicator: PW04_E	Attitudes of local community to NIA
Version date	25 th February 2014
Theme	Partnership working
Sub-theme	Efficient and effective delivery
Sub-theme category	Core
Indicator category	Optional
Indicates (<i>what is the indicator intended to indicate</i>)	<p>Attitudes of the local community to the NIA and how these change over the course of the project.</p> <p>This indicator seeks to understand the extent to which local people's feelings about and support for the NIA may change over time. This can help understand how effective the NIA is engaging with local people and can also be seen as a proxy measure of changes in the level of local people's support for conservation activities.</p> <p>Note: It is recommended that NIAs choosing this indicator and conducting a NIA local survey should also consider including questions relating to the following social and economic indicators: 'Attitudes of local community to the natural environment and environmental behaviours'; 'Level of outdoor recreation in the local community' and to the following partnership working indicator: 'Level of awareness of NIA in local community'.</p>
Units	Percentage of local people providing standard answers to specific survey questions.
Relevance to Government indicators	UK Biodiversity Framework Indicator A1. Awareness, understanding and support for conservation.
Existing data for establishing baseline	
Relevant dataset(s)	<p>None.</p> <p>It is unlikely that there will be records suitable for use as a baseline, although, where available, existing attitude surveys completed by NIA partners or relevant Local Authorities may help set the context and assist with planning and design.</p>
Source(s) of data (<i>contact details or hyperlink</i>)	None
Spatial coverage	<p>This indicator is intended to measure attitudes of people living in (or near) the NIA: the "local community". "The local community" is a very general term and there are no commonly agreed definition of what it means. It can mean communities of place or of interest, both of which might vary in scale: e.g. all the people who live in your NIA or all the people who live 5km from a specific NIA site or all birdwatchers who are members of the RSPB.</p> <p>In the context the NIA indicators the term "local community" refers to a geographical community because we are interested in knowing about the reach of the NIA and its activities to ordinary members of the public.</p>

	<p>More information on defining the local community in the context of specific NIAs is provided in the Undertaking NIA local surveys – FAQs note available on HUDDLE: https://defra.huddle.net/workspace/16609188/files/#/folder/28354471/list</p> <p>Once an NIA has decided on the appropriate definition of local community in their context, this should be used consistently: i.e. it is important to sample from the same geographical area for all surveys that refer to “local community” and that from one year to the next they sample is from the same geographical area otherwise comparisons can’t be made.</p>
Temporal coverage	N/A
Planned updates	N/A
Data collection method (<i>estimate, survey, monitoring</i>)	N/A
Accuracy of data	N/A
Additional/new data for establishing baseline and monitoring change	
Relevant additional/new data	<p>Undertaking robust local community surveys can be resource intensive and require specific expertise. This indicator may be particularly relevant to NIAs who have partners with knowledge and expertise in undertaking community surveys, or who have resources to commission a survey.</p> <p>Establish a baseline at beginning of the project using a survey and then repeat the same survey annually to monitor change over time.</p> <p>Data for this indicator should be gathered using a questionnaire / combined audience survey, which can be carried out alongside these other indicators (where chosen): social and economic indicators: ‘Attitudes of local community to the natural environment and environmental behaviours’; ‘Level of outdoor recreation in the local community’ and the following partnership working indicator: ‘Level of awareness of NIA in local community’.</p> <p>These data should be updated annually based on repeat surveys. Repeat surveys must use the same questions and relative consistency in sample sizes to show change over time.</p>
Responsibility for data collection (<i>e.g. NIA partnerships or potentially to be taken on by NE or EA</i>)	NIA partnership
Data collection method	<p>The ideal approach would be to undertake a survey in relation to this indicator in combination with the social and economic indicators: ‘Attitudes of local community to the natural environment and environmental behaviours’; ‘Level of outdoor recreation in the local community’ and the following partnership working indicator: ‘Level of awareness of NIA in local community’.</p> <p>In relation to attitudes to the NIA the survey should address:</p> <ul style="list-style-type: none"> • Attitudes to the general aims of NIAs • Attitudes to the specific aims of the NIA

	<ul style="list-style-type: none"> • The NIA project's relevance to the local community • The NIA project's impact upon the local community • The local community's willingness to support the NIA project. <p>Recommendations for survey questions and format to understand attitudes in each of these areas are included in the Undertaking NIA local surveys – FAQs note available on HUDDLE: https://defra.huddle.net/workspace/16609188/files/#/folder/28354471/list</p> <p>NIAs that select this indicator are encouraged to work together to develop a common approach. Natural England may be able to assist or advise, subject to need and available resources. If a survey is undertaken it should be designed to capture sufficient records to stratify the data (e.g. on age, gender, location) as appropriate to the analysis. The data should also have sufficient geographic spread to be representative of the NIA (see Spatial coverage, above).</p> <p>Further guidance for establishing and running local surveys, such as on sample size and framing is included in the Undertaking NIA local surveys – FAQs note available on HUDDLE: https://defra.huddle.net/workspace/16609188/files/#/folder/28354471/list</p>
Calculating and presenting indicator	
Baseline date for 12 initial NIAs	April 2013
Methods for calculating indicator values	Percentage responses to standard multiple choice / rating questions.
Responsibility for calculating indicator values	NIA partnership
Reporting	
Online reporting	<p>A summary of baseline and annual percentage responses to each of the survey questions' standard multiple choice answers could be entered into fields in the online reporting system, with caveats relating to sample size and any weighting applied, and supporting narrative.</p> <p>Add caveats / narrative information to describe the survey approach employed.</p>
Interpreting	
Interpretation (<i>inc linkage to other indicators</i>)	<p>This indicator has overlaps with the 'Audience reach indicator', and in developing a survey NIAs should consider including questions related to the following social and economic indicators: 'Attitudes of local community to the natural environment and environmental behaviours'; 'Level of outdoor recreation in the local community' and to the following partnership working indicator: 'Level of awareness of NIA in local community'.</p> <p>Care is needed in interpreting the indicator, given the range of factors potentially influencing attitudes and potential for bias in the survey results.</p>

Indicator: PW05_E: Assessment of partnership working

Indicator: PW05_E	Assessment of partnership working
Version date	25 th February 2014
Theme	Partnership working
Sub-theme	Efficient and effective delivery
Sub-theme category	Core
Indicator category	Optional
Indicates (<i>what is the indicator intended to indicate</i>)	<p>The effectiveness of the NIA partnership in delivering its intended outcomes.</p> <p>This indicator seeks to measure changes in partnership members' assessment of how the NIA partnership is functioning over time (based on an annual assessment). This is a proxy measure of how efficient and effective the partnership is, and how this changes over time, based on the assumption that changes in partnership members' experiences of working within and opinions about the partnership are a reflection of the strength and effectiveness of the partnership itself.</p> <p>Assessment against this indicator is also intended to be a useful partnership management tool, as it will identify areas which are either being particularly successful, or challenging for partner organisations and individuals.</p> <p>Partners for the purposes of this indicator are primarily members of the NIA partnership that have signed the NIA partnership memorandum of understanding / agreement. However partners could also involve delivery partners (e.g. farmers) or other individuals or organisations that are working alongside the NIA to deliver NIA activities / objectives.</p>
Units	N/A
Relevance to Government indicators	None
Existing data for establishing baseline	
Relevant dataset(s)	Proposed governance arrangements for the NIA project from the NIA Business Plan.
Source(s) of data (<i>contact details or hyperlink</i>)	NIA Business Plan and other project initiation documents (if created).
Spatial coverage	N/A
Temporal coverage	N/A
Planned updates	N/A
Data collection method (<i>estimate, survey, monitoring</i>)	N/A
Accuracy of data	N/A

Additional/new data for establishing baseline and monitoring change	
Relevant additional/new data	Changes to governance arrangements within the NIA partnership.
Responsibility for data collection <i>(e.g. NIA partnerships or potentially to be taken on by NE or EA)</i>	NIA Partnership
Methods for data collection	<p>Regular reviews of the NIA governance arrangements, securing qualitative feedback from partnership members to identify changes needed to improve effectiveness. The nature of the governance assessment is proposed to be defined by individual NIAs, and sharing of experience may assist development of this indicator.</p> <p>One options would be to gather information required to report against this indicator by bring all NIA partners together in a regular and repeated (e.g. annual or 6-monthly) workshop to discuss partnership working / progress and change etc.</p> <p>Examples of existing guidance and toolkits relating to the assessment of partnership working can provide a useful resource for NIAs in developing an approach to this indicator.</p> <p>NIAs are encourage in particular to consider:</p> <ul style="list-style-type: none"> • Working in partnership: a sourcebook (Big Lottery Fund, 2002): http://www.biglotteryfund.org.uk/-/media/Files/Research%20Documents/er_eval_working_in_partnership_sourcebook_uk.pdf - in particular Section 4: Evaluating progress. • The WWF Partnership Toolbox (WWF, 2009): http://assets.wwf.org.uk/downloads/wwf_partnershiptoolboxartweb.pdf • Guide to Collaborative Catchment Management (2013): http://ccmhub.net/the-catchment-approach/the-catchment-based-approach/ - the Guide includes a set of questions to help those involved in partnerships think through what the benefits of collaborative approaches could be for them and how they could best develop them. <p>Other partnership working indicators / toolkits are also available e.g.</p> <ul style="list-style-type: none"> • Audit Scotland 2010: see http://www.audit-scotland.gov.uk/docs/best_value/2010/bv_100809_partnership_working_toolkit.pdf) which compares measures of partnership performance with levels of practice. • Leeds Initiative Partnership/East Leeds Primary Care Trust Partnership Self-Assessment Toolkit, see: http://www.patientsorganizations.org/iapo_media/Toolkits/current/resources/LHAZ_Partnership_selfassessment_toolkit.pdf.
Calculating and presenting indicator	
Baseline date for initial 12 NIAs	April 2012
Methods for calculating indicator values	Questionnaire analysis or Narrative reporting
Responsibility for calculating indicator values	NIA partnership

Reporting	
Online reporting	<p>If an audit survey is undertaken the values can be entered against the partnership performance outcomes based on the evaluation factors / assessment completed.</p> <p>The online reporting system will include a free-text field for narrative report detailing the governance reviews and changes made to improve the partnership's effectiveness in delivering its intended outcomes.</p>
Interpreting	
Interpretation (<i>inc linkage to other indicators</i>)	<p>The effectiveness of the NIA partnership in delivering its intended outcomes links implicitly with all other NIA indicators.</p> <p>Interpretation is likely to be based on a categorisation against levels of performance of the specific components identified describing partnership working. Given the likely subjective nature of the assessment methods there will be increased uncertainty in the results.</p>

Indicator: PW06_L: Audience reach

Indicator: PW06_L	Audience reach
Version date	25 th February 2014
Theme	Partnership working
Sub-theme	Leadership & influence
Sub-theme category	Core
Indicator category	Optional
Indicates (<i>what is the indicator intended to indicate</i>)	<p>The estimated number of individuals that is reached annually by the NIA partnership through various forms of media and internet.</p> <p>This is a direct measure of the number of people who access information about the NIA (e.g. through the internet or other media), although some aspects, such as listener numbers for radio will be estimates (e.g. based on average numbers of listeners).</p> <p>It is a proxy measure for awareness of the NIA among local people and for the extent to which the NIA is able to engage with / communicate with the local community, based on the assumption that by accessing information about the NIA individuals are engaging with and learning about the NIA and its' activities (see Interpretation, below).</p>
Units	Number of individuals reached
Relevance to Government indicators	None
Existing data for establishing baseline	
Relevant dataset(s)	None
Source(s) of data (<i>contact details or hyperlink</i>)	N/A
Spatial coverage	N/A
Temporal coverage	N/A
Planned updates	N/A
Data collection method (<i>estimate, survey, monitoring</i>)	N/A
Accuracy of data	N/A
Additional/new data for establishing baseline and monitoring change	
Relevant additional/new data	<p>Annual figures for:</p> <ul style="list-style-type: none"> • Number of 'visits' to the NIA project's website or 'unique page views' to web pages that feature the NIA • Estimated number of readers of articles specifically about the NIA project featured in newspapers, journals or other written media • Estimated number of listeners of radio or television programmes that specifically feature the NIA.

Responsibility for data collection (e.g. NIA partnerships or potentially to be taken on by NE or EA)	NIA partnership
Methods for data collection	Use Google Analytics, www.google.com/analytics/ , or equivalent tool to provide website statistic reports. When the NIA project is specifically featured, ask newspapers and journals to provide readership figures and radio and television programmes to provide listening and viewing figures.
Calculating and presenting indicator	
Baseline date for initial 12 NIAs	End of first annual recording period, i.e. April 2013
Methods for calculating indicator values	Annual summary figures
Responsibility for calculating indicator values	NIA partnership
Reporting	
Online reporting	The following data can be entered in relevant fields in the online reporting system: <ul style="list-style-type: none"> • Baseline and annual figures for: <ul style="list-style-type: none"> ○ Number of 'visits' to the NIA project's website or 'unique page views' to web pages that feature the NIA ○ Estimated number of readers of articles specifically about the NIA project featured in newspapers, journals or other written media ○ Estimated number of listeners of radio or television programmes that specifically feature the NIA. • Caveats relating to: <ul style="list-style-type: none"> ○ Interpretation (see below). <p>Where relevant note that data entered as 'annual figure' in each reporting year should be for that year only, and not cumulative. Cumulative figures will be calculated by summing individual year data.</p>
Interpreting	
Interpretation (inc linkage to other indicators)	Potential overlap with the <i>level of awareness of NIA within the community</i> , although the methods of collection are different. It is recommended that these two indicators might usefully be collected by the same NIA and results compared to aid narrative reporting. Audience reach is a crude measurement and should not be confused with the number of people who will actually be exposed to and consume information about the NIA. It is just the number of people who are exposed to the medium in which the NIA is featured and, therefore, have an opportunity to read, listen or see about it. 'Visits' to a website represent the number of individual sessions initiated by all visitors. If a user is inactive on your site for 30 minutes or more, any future activity is attributed to a new session. Users that leave your site and return within 30 minutes are counted as part of the original session. A 'unique page view', as seen in the Content Overview report, aggregates page views that are generated by the same user during the same session. A

	unique page view represents the number of sessions during which that page was viewed one or more times.
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Indicator: PW07_L: Level of awareness of NIA in local community

Indicator: PW07_L	Level of awareness of NIA in local community
Version date	25 th February 2014
Theme	Partnership working
Sub-theme	Leadership and influence
Sub-theme category	Core
Indicator category	Optional
Indicates <i>(what is the indicator intended to indicate)</i>	<p>Awareness in the local community of the NIA and how this changes over the course of the project.</p> <p>This indicator seeks to understand the extent to which local people's awareness of the NIA may change over time. This is a proxy measure of the extent to which the NIA has engaged with a range of people in the local community and has increased awareness of the natural environment / related interventions.</p> <p>Note: It is recommended that NIAs choosing this indicator and conducting a survey should also consider including questions relating to the following social and economic indicators: 'Attitudes of local community to the natural environment and environmental behaviours'; 'Level of outdoor recreation in the local community' and to the following partnership working indicator: 'Attitudes of local community to the NIA'.</p>
Units	Percentage of local people providing standard answers to specific survey questions.
Relevance to Government indicators	UK Biodiversity Framework Indicator A1. Awareness, understanding and support for conservation.
Existing data for establishing baseline	
Relevant dataset(s)	None
Source(s) of data <i>(contact details or hyperlink)</i>	None
Spatial coverage	<p>This indicator is intended to measure levels of awareness of people living in (or near) the NIA: the "local community". "The local community" is a very general term and there are no commonly agreed definition of what it means. It can mean communities of place or of interest, both of which might vary in scale: e.g. all the people who live in your NIA or all the people who live 5km from a specific NIA site or all birdwatchers who are members of the RSPB.</p> <p>In the context the NIA indicators the term "local community" refers to a geographical community because we are interested in knowing about the reach of the NIA and its activities to ordinary members of the public.</p> <p>More information on defining the local community in the context of specific NIAs is provided in the Undertaking NIA local surveys – FAQs note available on HUDDLE:</p>

	<p>https://defra.huddle.net/workspace/16609188/files/#/folder/28354471/list</p> <p>Once an NIA has decided on the appropriate definition of local community in their context, this should be used consistently: i.e. it is important to sample from the same geographical area for all surveys that refer to “local community” and that from one year to the next they sample is from the same geographical area otherwise comparisons can’t be made.</p>
Temporal coverage	N/A
Planned updates	N/A
Data collection method (<i>estimate, survey, monitoring</i>)	N/A
Accuracy of data	N/A
Additional/new data for establishing baseline and monitoring change	
Relevant additional/new data	<p>Undertaking robust local community surveys can be resource intensive and require specific expertise. This indicator may be particularly relevant to NIAs who have partners with knowledge and expertise in undertaking community surveys, or who have resources to commission a survey.</p> <p>Establish a baseline at beginning of the project using a survey of the local community and then repeat it annually to monitor change.</p> <p>NIAs are encouraged to gather data for this indicator using a common questionnaire / combined audience survey alongside these other indicators: social and economic indicators: ‘Attitudes of local community to the natural environment and environmental behaviours’; ‘Level of outdoor recreation in the local community’ and the following partnership working indicator: ‘Attitudes of local community to the NIA’.</p> <p>These data should be updated annually based on repeat surveys. Repeat surveys must use the same questions and relative consistency in sample sizes to show change over time.</p>
Responsibility for data collection (<i>e.g. NIA partnerships or potentially to be taken on by NE or EA</i>)	NIA partnership
Methods for data collection	<p>Baseline and annual update would be by the survey and re-survey by the NIAs. This survey could be combined with a survey for the following social and economic indicators: ‘Attitudes of local community to the natural environment and environmental behaviours’; ‘Level of outdoor recreation in the local community’ and the following partnership working indicator: ‘Attitudes of local community to the NIA’.</p> <p>The survey needs to address whether local people have heard of the NIA project and know of its aims. Standard multiple choice or rating questions might be provided in each case. Those NIAs that select this indicator are encouraged to work together to develop a common approach.</p>

	<p>Further guidance for establishing and running local surveys, such as on sample size and framing is included in the Undertaking NIA local surveys – FAQs note available on HUDDLE: https://defra.huddle.net/workspace/16609188/files/#/folder/28354471/list</p>
Calculating and presenting indicator	
Baseline date for initial 12 NIAs	<p>April 2013 Baseline is assumed to be at the date of the survey by the NIA.</p>
Methods for calculating indicator values	<p>Percentage responses to standard multiple choice or rating questions.</p>
Responsibility for calculating indicator values	<p>NIA partnership</p>
Reporting	
Online reporting	<p>A summary of baseline and annual percentage responses to each of the survey questions' standard multiple choice questions should be entered into fields in the online reporting system.</p> <p>Add caveats / narrative information to describe the survey approach employed, e.g. relating to sample size and any weighting applied.</p>
Interpreting	
Interpretation (<i>inc linkage to other indicators</i>)	<p>There are close links with other indicators relating to social impacts and well-being and partnership: 'Attitudes of local community to the natural environment and environmental behaviours'; 'Level of outdoor recreation in the local community' and the following partnership working indicator: 'Attitudes of local community to the NIA'.</p> <p>Where possible NIAs are encouraged to consider data collection related to these indicators using a common survey.</p> <p>Care is needed in interpreting the indicator, given the range of factors potentially influencing attitudes and potential for bias in the survey results.</p>

Indicator: PW08_L: Number of enquiries

Indicator: PW08_L	Number of enquiries
Version date	25 th February 2014
Theme	Partnership working
Sub-theme	Leadership & influence
Sub-theme category	Core
Indicator category	Optional
Indicates (<i>what is the indicator intended to indicate</i>)	Number of enquiries received by members of the NIA partnership in relation to the NIA project. This indicator is a proxy measure of public interest in the NIAs based on the assumption that a greater number of enquiries represents a higher level of interest in the NIA.
Units	Number of enquiries. Enquiries in the context of this indicator are those made to NIA partnership organisations <i>specifically</i> about the NIA, its activities or events.
Relevance to Government indicators	None
Existing data for establishing baseline	
Relevant dataset(s)	None – baseline is set at the start of the NIA programme
Source(s) of data (<i>contact details or hyperlink</i>)	None
Spatial coverage	N/A
Temporal coverage	N/A
Planned updates	N/A
Data collection method (<i>estimate, survey, monitoring</i>)	N/A
Accuracy of data	N/A
Additional/new data for establishing baseline and monitoring change	
Relevant additional/new data	Enquiries received by members of the NIA partnership <i>specifically</i> in relation to the NIA project. The indicator is intended to relate to enquiries from the public. Enquiries should also be categorised by type / nature e.g. general public, public body, national or local government agency, academic, third sector, other. Where ‘other’ this can also be recorded.
Responsibility for data collection (<i>e.g. NIA partnerships or potentially to be taken on by NE or EA</i>)	NIA partnership NIA partnership members should record and consolidate categorised records of enquiries related to the NIA. NIAs should categorise the enquiry types (see Relevant additional / new data above) so that the public enquiries can be measured in context of all enquiries (the objective of the indicator).

Methods for data collection	Routine logs of enquiries for all NIA partners.
Calculating and presenting indicator	
Baseline date for initial 12 NIAs	Baseline is zero (no enquiries) at the start of the programme at April 2012.
Methods for calculating indicator values	A summary figure, which may be broken down into a range of types of enquiries.
Responsibility for calculating indicator values	NIA partnership
Reporting	
Online reporting	<p>Baseline and annual fields in the online reporting system will be:</p> <ul style="list-style-type: none"> • Number of enquiries (categorised by type if recording more than the public enquiries) • Caveats relating to: <ul style="list-style-type: none"> ○ Types of enquiries ○ Deficiencies in recording. <p>NIA partnerships are encouraged to collect and aggregate/ disaggregate enquiry information to suit their situation.</p> <p>Where relevant note that data entered as 'annual figure' in each reporting year should be for that year only, and not cumulative. Cumulative figures will be calculated by summing individual year data.</p>
Interpreting	
Interpretation (<i>inc linkage to other indicators</i>)	Links to indicator of the ' <i>Level of awareness of NIA in local community</i> '.