

## CONSULTATION QUESTIONS

### Are you content with the proposed 2011 Data Zones?

Yes  No

If you wish to make suggestions for change to a small number of draft Data Zones please provide the Data Zone code together with an explanation of its design limitations and the statistical benefits that would result from altering its boundary. Any accompanying maps and future supporting details would also be useful; preferably, a list of Census Output Areas with their current draft Data Zone assignment, along with the proposed new Data Zone assignment should be included.

The previous 2001 datazones, whilst useful to some degree, were flawed in terms of their ability to describe specific and recognised communities. Being generated automatically with little human intervention this is to be expected. My predecessors at Stirling Council did not make appropriate inputs to ensure their design met the needs of users. For the redraft of datazones, Stirling Council is determined to ensure that new zones meet the needs of the Council and the Community Planning Partnership in monitoring outcomes and understanding inequalities across the area, which will be key to evaluating success of Stirling's Single Outcome Agreement. In particular, it is vital that our most deprived communities are carefully defined in order that progress on outcomes can be monitored over the 10 year life of our SOA.

As the 2001 zones were not fit for purpose, small changes made (by automatic or human-assisted means) will not be sufficient to rectify the shortcomings in ability to describe communities.

Therefore, we have designed a set of 121 datazones and 24 Intermediate zones from scratch, using locally recognised and understood communities as the basis for these, and relying heavily on detailed local knowledge. The existing zones were not used as a starting point for the reasons noted above. The following principles and approaches have been used:

- All datazones fit well within our community council areas, which are long-established means of describing distinct communities. Where large discrepancies occur, our residential Corporate Address Gazetteer has been used to allocate OAs in the most appropriate way.
- Within these recognised community areas, zones have been created to encompass sub-communities of similar characteristics where possible. Local knowledge, our Corporate Address Gazetteer, housing stock information and ACORN segmentation has been used to inform this process.
- Information on the location of likely housing development (as set out in Stirling's local development plan) has been used to provide intelligence on where some 'leeway' can be designed into zones to give scope for future population growth.

Details of the zones:

- 104 of the 121 zones fall within the 500-1000 preferred range.
- None fall below the absolute minimum population
- 2 zones exceed the maximum but these contain Stirling University or a separate major hall of residence and cannot be considered normal zones with respect to typical resident population.
- Zones fit well within other key local geographies such as multi-member wards.
- Datazone names have not yet been suggested – only draft codes
- New intermediate zones have been defined from the new proposed datazones which better fit recognised communities. In order to maintain minimum sizes, communities have been combined in the most appropriate way, both geographically and culturally. We do not agree with argument of continuity of existing intermediate zones, as these are less important statistical areas, relevant for health statistics that are released infrequently. Of prime importance is defining datazones to better describe existing and recognised communities.
- All intermediate zones meet the required range of population with the exception of Causewayhead (2344) and Braehead (2458). However, both these areas are seeing active new housing development which will see the minimum figure exceeded (if they have not already considering OA figures date from 2011).

A lookup table of output areas to proposed datazones and intermediate zones accompanies this response. Also included is reference to Stirling's Community Council area.

If further discussion / elaboration on the proposed zones is required, we would happily take part in a meeting etc. Alternatively we are happy to assist with clarification of any points.

**Do you agree that 2011 Data Zones should use the median methodology for the calculation of centroids?**

Please see page 17 for further information.

Yes  No

No comment

**Are you content with the proposed best fit 2011 Intermediate Zones?  
If changes occur to the proposed 2011 Data Zones post consultation, these changes will be reflected in the Intermediate Zones.**

Yes  No

If you wish to make suggestions for change to a small number of best fit Intermediate Zones; please provide the Intermediate Zone code together with an explanation of its design limitations and the statistical benefits that would result from altering its boundary. Any accompanying maps and future supporting details would also be useful; preferably, a list of Draft 2011 Data Zones with their current draft 2001 Intermediate Zone assignment, along with the proposed new Intermediate Zone assignment should be included.

See above regarding intermediate zones