

## Carnegie UK

### Compliance with the Code of Practice for Official Statistics

#### Voluntary Statement of Compliance

This statement explains how Carnegie UK has and will continue to follow the principles of the [Code of Practice for Statistics](#) in the production of our [Life in the UK](#) index.

Carnegie UK promotes putting wellbeing at the centre of policymaking. We believe that we need a new measure of social progress to tell whether UK policies and actions taken by government are positively influencing collective wellbeing.

The question we set ourselves as we approached this programme of work was if we could build an index that is:

- Timely – reporting close to the time that data was gathered.
- Relevant – based on what matters and connects with people across the UK.
- Robust – both in terms of the individual indicators and the index methodology; and
- Comprehensive – covering social, economic, environmental and democratic domains of wellbeing.
- Useful – for all of those interested in improving lives in the UK

Why does this matter? We believe that reliable metrics that measure what it takes for us to live well – and to live well together – could help policymakers make better decisions. This, in turn, could mean better lives for people up and down the country.

Carnegie UK worked with [Ipsos](#), the independent research agency, to construct a Life in the UK Index. The aim was to create an overall measure of collective wellbeing, the Life in the UK Index score, comprising these four separate domains of wellbeing. This research will be undertaken each year to enable a comparison across years and jurisdictions to be made.

Demonstrating our commitment to working openly and to data quality and robustness, a detailed report explaining our methodology is available to view [online](#).

Life in the UK provides:

1. A single score for collective wellbeing that will show if we are living better or worse over time.
2. A score for each of the four domains of wellbeing: social, economic, environmental, and democratic wellbeing
3. Collective wellbeing and domain scores for the UK as a whole; Northern Ireland; Scotland; Wales; and each of the English regions
4. Collective wellbeing and domain scores for different demographic groups.

Our aspirations for the Life in the UK Index are in line with the three pillars of the Code of Practice for Statistics:

- Trustworthiness
- Quality; and
- Value

In the following section, we outline how we understand these three components, how they relate to the Life in the UK index, and how we have integrated them into our approach.

## **1. Trustworthiness: confidence in the people and organisations that produce statistics and data**

*“Trustworthiness is a product of the people, systems and processes within organisations that enable and support the production of statistics and analysis.”*

As a charity, Carnegie UK are apolitical. This means that impartiality and objectivity are central to our work, and we commit to undertaking research, policy and advocacy that is non-partisan. Our Impact Learning Framework – approved by our Board of Trustees – includes principles such as being *open* and *evidence-based*. By this, we mean that we are open to sharing learning internally and more widely, including about what has not worked. We strongly believe that learning from what we do and how this contributes to social change should be underpinned by evidence, either qualitative or quantitative.

We applied these principles when establishing our Life in the UK index, firstly, by commissioning [stakeholder research](#) to gather insight and feedback about our pilot index, GDWe, and secondly, by commissioning a [review of academic literature](#) on challenges to GDP, and alternative measures of wellbeing. The work brought together evidence about why GDP has failed as a measure of social progress and informed our thinking about the new Life in the UK index. Finally, we have set up and convened an advisory group to:

1. Provide critical input into the development of the survey, in particular the survey questions.
2. Consider and provide perspectives on key findings.
3. Support and contribute to communication of research outputs.
4. Have the opportunity to review the first year of the Life in the UK programme as it draws to a conclusion and
  - a. help to develop and support advocacy plans, with particular regard to stakeholders engaged in wellbeing and statistical work.
  - b. make comments and recommendations on the focus of the next two years' work.

The Advisory Group is chaired by Jennifer Wallace, Director of Policy and Evidence, Carnegie UK. It includes representation from experts in social research, statistics and quantitative data analysis working across the UK. The Advisory Group will advise and provide expertise for the programme team to consider and apply to their work. The programme team is accountable to the CEO and Board members who participate in Programme Assurance Meetings.

Programme Assurance Meetings are held approximately every two months and involve two trustees and the Chief Executive of Carnegie UK as well as the internal staff team. This governance allows the trustees, CEO and staff to explore issues in depth. On the recommendation of this group, the final report was sent to the full Board for discussion on 5<sup>th</sup> September 2023 and approved for publication.

The Programme Assurance Meetings also review the timetable and communications approach. This has included discussion of key messages, stakeholder feedback, design, publication and press releases. Each publication and press release are also approved by Ipsos to ensure research integrity.

As a data processor, we only have access to anonymised data provided by Ipsos. All data held by Carnegie UK is stored on our secure server. Carnegie UK participates in [cyber-essentials](#). Staff receive regular training on IT security, including document storage and management.

Ipsos, the data controller for this survey, holds a set of standards and accreditations that all staff adhere to, which help to provide assurance that clients, data users and wider audiences can have confidence in the findings. Ipsos' focus on quality and continuous improvement means it has embedded a "right first time" approach throughout the organisation.



### ISO 20252

This is the international market research specific standard that supersedes BS 7911/MRQSA and incorporates IQCS (Interviewer Quality Control Scheme). It covers the five stages of a Market Research project. Ipsos was the first company in the world to gain this accreditation.



### Market Research Society (MRS) Company Partnership

By being an MRS Company Partner, Ipsos endorses and supports the core MRS brand values of professionalism, research excellence and business effectiveness, and commits to comply with the MRS Code of Conduct throughout the organisation. We were the first company to sign up to the requirements and self-regulation of the MRS Code. More than 350 companies have followed our lead.

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### ISO 9001

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



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### ISO 27001

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



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

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



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### HMG Cyber Essentials

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



Fair  
Data™

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### Fair Data

Ipsos is signed up as a "Fair Data" company, agreeing to adhere to 10 core principles. The principles support and complement other standards such as ISOs, and the requirements of Data Protection legislation.

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## 2. Quality: data and methods that produce assured statistics

*“Quality means that statistics meet their intended uses, are based on appropriate data and methods, and are not materially misleading.”*

Carnegie UK worked with Ipsos to construct a Life in the UK Index which addressed people’s experiences in relation to key elements of social, economic, environmental and democratic domains of life. Each wellbeing domain is measured by a relatively small number of survey questions. The intention is to administer these annually to assess change and stability both in collective wellbeing overall and in the four individual wellbeing domains.

To develop the Life in the UK Index measures, the research teams at Ipsos and Carnegie UK reviewed a range of pre-existing surveys to identify verified questions that would capture different aspects of the four wellbeing domains outlined in Carnegie UK’s SEED framework (Social, Economic, Environmental, and Democratic domains). A final set of 26 questions was selected following comment from the expert Advisory Group and upon reviewing the findings from two focus group discussions. The focus groups were held in Birmingham and Inverness, with quotas set on gender, age, location, social grade and ethnicity. Advisory Group members bridged expertise in statistics, wellbeing and the Northern Irish, Scottish, Welsh and UK contexts.

The survey fieldwork was conducted among 6,941 respondents using Ipsos’ Knowledge Panel. This is a random probability survey panel with selection based on a random sample of UK households. Once the survey responses were collected, the raw variables were feature-scaled and, when necessary, reversed, guaranteeing consistent scoring across all response scales.

To ensure the reliability and validity of each wellbeing measure, Exploratory Factor Analyses were conducted separately for each domain. This helped in identifying the subset of questions that represented each wellbeing domain, balancing content validity and internal consistency. Once a subset of questions was chosen for each domain, a bootstrapped factor analysis was performed to estimate each model’s stability and the standard errors of the questions’ loadings.

Finally, the scores for each wellbeing domain were computed by averaging the raw scores of the questions included in that particular domain. The overall wellbeing score was obtained by averaging the scores of the four domain wellbeing scores. This process ensured that the wellbeing measures captured a comprehensive understanding of wellbeing across the four domains.

Our published [methodology](#) takes the reader through each part of the research process and the choices and decisions made regarding statistical analysis. As with all research, there are some limitations to these measures. For example, creating a single score for collective wellbeing based on a set of twenty-six questions designed to capture peoples' social, economic, environmental, and democratic lives is ambitious. It could also be said that producing a single figure for collective wellbeing misses the nuance of individual experience.

Mindful of the value of bringing other sources of evidence in to complement the statistics, Carnegie UK is working in partnership with the [Poverty Truth Network](#), with the intention to 'bring humanity to the statistics' and include the voices and perspectives of people with lived experience of poverty into the programme work. This is because we know that people often furthest from power can be less likely to participate in, or face barriers to participating in, research processes. People living in poverty, are for example more likely to be digitally excluded or face literacy barriers.

### **3. Value: statistics that support society's needs for information**

*"Value means that the statistics and data are useful, easy to access, remain relevant, and support understanding of important issues."*

The aim of the index is to provide senior leaders, decision-makers, and other changemakers (the users) with the data they need to make informed decisions about where to prioritise action (for example budget allocation and resource). The strength of the index is that it provides users with a mechanism for drawing comparisons between different areas of wellbeing, both at points in time, and to understand changes in collective wellbeing over time. It offers a framework for measuring wellbeing at a UK wide level. This is something – as far as we are aware – that has not been done before. In addition, the index scores, along with the data captured for specific questions can be used by those working across various social justice priorities to advocate for change.

Our pilot project, called GDWe (Gross Domestic Wellbeing), relied on the Office for National Statistics (ONS) dashboard of National Wellbeing. It was successful in gathering interest from the UK and across the globe, and in encouraging the ONS to update their own Measures of National Wellbeing dashboard with broader measures. However, where the Life in the UK index adds additional value is that the data will be collected and shared on a timelier basis, and will represent the whole of the UK, rather than England alone.

The Life in the UK index aims to achieve the following outcomes:

1. A new audience is engaged in conversations about collective wellbeing and social progress.
2. A group of advocates calls for a new approach to measuring social progress.
3. Public awareness of alternatives/reforms to GDP is increased.

We will be tracking impact and reporting on progress to the Carnegie UK board of trustees on a quarterly basis.

Given this focus on accessibility, we have invested in designing high-quality and engaging outputs. We have worked with communications colleagues within Carnegie UK to adopt plain English as much as possible, while staying true to the methodology and findings.

Both Carnegie UK and Ipsos have undertaken full quality assurance of the outputs to ensure the accuracy of the findings. We have also conducted and are publishing relevant analyses to support user needs. For example, we have carried out regression analysis to understand inequalities in wellbeing across different demographic groups in UK society, and are publishing focus reports that take a deeper look into particular jurisdictions and population subgroups (for example, for Scotland, Wales and Northern Ireland, and by disability, age and ethnicity).

The Index provides relevant and timely data for users interested both in collective wellbeing overall and in social, economic, environmental and democratic wellbeing specifically. The focus on democratic wellbeing is a key part of this Index but is often not included when measuring wellbeing, so this will provide an important new source of data for users with an interest in this topic.

The index will provide users with new data on change or continuity in wellbeing over time, on an annual basis.

