

## **Glossary**

**Community profile** – A pen picture of what we know about a particular area. This should include statistical information about the people and businesses based there and issues like crime, health, education etc, but can also look at the physical environment – open space, roads etc – hard and soft resources such as schools, health services, clubs and societies, and the range and level of services being delivered in that area

**Co-design** – Working together with customers to decide how services will be delivered. This generally means more than simply carrying out a consultation process asking for views and involves talking to them face to face. In the best cases it will include in depth customer testing and even asking them to say how services work before starting to design them.

**Control** – in testing new resources or approaches a control is an area which has similar characteristics to the place where the test is taking place but where you do nothing new. This means you can be reasonably sure any changes in the test area are the result of what you are doing rather than general outside changes.

### **Focus groups**

A representative group of customers who are brought together to talk through issues based on their knowledge and experience. They can be representative either because their characteristics match those of the general public or because they have particular needs or interests or belong to a particular group. Generally focus groups will have specific questions you want them to give answers to, but the discussion is more open ended than you would get with a questionnaire.