

ATCM Healthcheck

Welcome to the ATCM HealthCheck User Guide: A new online tool for ATCM members

Understanding how your town or city centre is performing is crucial. It is the vital first step to inform both a new town centre strategy and any review. It also helps set the agenda for any partnership.

Acquiring quantitative data is an important part of understanding what is happening in a centre. However, it is equally as important to understand qualitative aspects of your centre and here you need to involve the various stakeholders in your centre.

For many years, ATCM has encouraged town and city centre partnerships to undertake regular audits or health checks of their centre. We have now revised and updated the methodology for this and for the first time we are able to offer the ATCM HealthCheck online and produce reports for you. The ATCM HealthCheck service is available exclusively to ATCM members.

How does it work?

There are a dozen modules in the ATCM HealthCheck covering different aspects of how a town or city centre is perceived. You select whether you want all modules to be assessed or a selected number of them. Each module comprises a series of questions that together give an overall perspective of performance in the area in question. Each question is scored by you and as many of your stakeholders as you wish, ideally those representing different interests. You can, if you wish, also invite wider public involvement in the process.

At the conclusion of the time period you have agreed for people to complete the surveys, you request a report from ATCM and we will prepare a report for you giving scores for each element and highlighting those areas which merit further attention or which differ markedly from scores in other centres (both better and worse). This information should then be used to inform your strategy development or review or highlight actions that can be prioritised.

We have designed the ATCM HealthCheck to be an easy to use, practical exercise that will quickly contribute to a comprehensive assessment of your town centre. It will provide a real insight into how your centre is working (or not!).

You can sign up for a single survey and choose the number of modules you want to survey. Alternatively you can repeat the same module up to six times in a 12 month period (for example if you wish to take the views of different kinds of stakeholders) or you can buy a single use for each of three years so you can monitor progress over time.

PREPARATION

Areas of Interest

There are 12 modules to choose from. You could look at all of them or only those you think are of particular relevance. Cost is based on the number you select (see Pricing).

Modules

Delivery Access

First Impressions of Town Centre

Car Access

Security

Shopping and Services

The Streets

Public Transport

Action, Activities and Marketing

Pedestrians

Leisure and Tourism

Facilities to the Public

Car Parks

Valuable Opinions

Decide whose opinions will be valuable towards completing the modules. For total flexibility you can designate different combinations of respondents for each of your chosen modules. There are 3 potential options

Yourself/Individuals

As standard you would be expected to offer your own considered responses to each module and then compare these to responses from other specific individuals who are perhaps Board or Steering Group members or people you have had particular involvement with.

Stakeholder Groups

A Stakeholder Group is any collection of people given the same login e.g. all Chamber of Commerce members. Appropriate groups usually relish the opportunity to represent their thoughts. For example, the 'Streets' module could be completed by you, the Chamber of Commerce and the Youth Forum - this would give different perspectives on that same issue, and the comparative results can offer very revealing information since different users and groups will often offer judgements at variance with one another.

NB: A 'stakeholder group' logon allows any person who has been informed of the relevant password to take part. The 'score' for the stakeholder group is the average of all responses for that group. There is no limit to the number of Stakeholder Groups that can be set up.

The Public

The ATCM HealthCheck can promote mass participation. You could work with the local paper to publicise a single or a number of modules. Your report will tell you how many people actually responded and your report graph will indicate the average 'score' for each question within the designated module. You issue a single login which they all use.

For example, you can have a 'Stakeholder Group', such as all Chamber of Commerce Members, complete the Streets Module and the 'Public' complete the Shopping and Services module, whilst your selected group of individuals may complete other modules.

You can choose here what format you would like to use.

Modules	Individual	Group	Public
Delivery Access			
First Impressions of Town Centre			
Car Access			
Security			
Shopping and Services			
The Streets			

Public Transport

Action, Activities and Marketing

Pedestrians

Leisure and Tourism

Facilities to the Public

Car Parks

Reports

Your report will show you a separate graph for each respondent or respondent group by module and a further 'amalgamated average' graph considering all the responses received for that module. Any module that includes responses from a few individuals, a couple of local stakeholder groups and the public is likely to stimulate lively debate when the results are compared. In this way you can compare the 'Retailer' with the 'Public'.

DOWNLOAD THE SURVEY SET UP FORM FROM [HERE](#), COMPLETE AND RETURN

SYSTEM SET-UP

Once you've decided what modules are relevant and any additional respondents you'd like to include for each module(s), our team will set up your ATCM HealthCheck account for you. You will need to set an opening and closing date for the survey. We suggest three weeks.

We'll set you up as the account administrator. You will use your email address and a password we give you to log on to your ATCM HealthCheck control panel. This will show you an overview of all your modules and the respondent results as the various other groups complete their designated actions. Only you, the Administrator, can see the actual results reports.

We will also set up passwords for your other designated respondents and groups. They simply have to visit the website and enter their passwords, and our system will know who they are and which modules to present to them.

We will set up an appropriately-named webpage for any public responses. Issuing a password for public users is not practical, so your public respondents will visit, for example, www.towncentrehealthcheck.co.uk/yourtown to complete their responses. Prior to setup we'll need to agree the most appropriate webpage address for your particular public. For major projects we can purchase and re-direct an internet domain name to your public page if required – such as www.yourtownsurvey.org.uk

All additional users and groups will have designated completion dates set for their responses, after which date their logons/webpage will politely refuse access. This concentrates the process and avoids a situation where results could arrive in a never-ending piecemeal fashion and you being unable to present your results in a timely manner.

From within your Control Panel you will see all the relevant information for each module and its designated respondents.

RESPONSES

When you logon as the Administrator one of your options is to respond to the questions yourself. If you are using other respondents/groups we recommend you complete your own responses as soon as is practical – it will form a useful guideline to immediately compare with other respondents as they complete their sections.

Recommendations:

a) Download and print copies of each module so that you can share them with others. You may want to walk the area covered by the module and complete a paper copy, then enter the

results online later. This is useful if you have a number of people discussing the score.

b) Give their relevant log-in information to other respondents/groups as appropriate and advise the completion date requirement.

c) Publicise the public webpage for public responses. Use any local media to get the message out there and add a link from your existing website to the public webpage.

d) You could ask some respondents to use a camera to help illustrate their point. This would be useful when you come to discuss the results. Photographs cannot be uploaded to the website so you would need to restrict that request to close stakeholders perhaps with whom you wish to share the results.

They should work through each checklist by 'walking the town' and 'driving the town' using simple observations then note your score for later completion online.

Completion of Responses

The questions are designed to be straightforward and all that is required by way of response is a simple selection from an easy-to-evaluate list of standard responses.

This means that you do not need to educate respondents, whether they are user groups or members of the public, as to how to complete the modules. This user-friendly simplicity will ensure rational answers and avoid the trap of getting false 'results' due to failure of the respondents to understand the methodology.

To clarify fully, use the following scoring and definitions:

5 – Excellent.

Needs no improvement and consistently exceeds the standards set for it.

4 – Good.

Fulfils the standard set for it but could benefit from some improvement.

3 – Average.

Only just meets an acceptable standard.

2 - Below average.

Falls below acceptable standard and could do with considerable improvement.

1 – Unsatisfactory.

Falls well below any acceptable standard.

N - Not Applicable

This is important to note, since the lack of a particular facility may be significant. However, there may be some issues, such as the existence of a railway station, which will not be applicable to your town at all. Please note that it is still very important to include these 'Not applicable' scores so that the overall total is meaningful and comparable.

CONCLUSION

Conclusion and Results

Check every few days to see if respondents have completed all the modules. When you are happy that they have done so, send an email request to healthcheck@atcm.org for the results to be finalised and a report produced.

By viewing the Reports section on the website you can get an immediate overview of results for each completed module.

Your report graphs will show immediate comparisons with benchmark scores and, in due course, between similar towns and their overall performances.

Actions

The pooled data will form a sound basis on which to voice opinions to your stakeholders or Board and to determine and prioritise action. It will form a consistent and measurable indicator of performance and improvement. By repeating the exercise you will be able to measure the improvements made over time.

PRICING

The software used under licence from TMS Media Ltd.

Single use software licence fee per Survey:

1 - 4 modules	£250	√
5 - 8 modules	£300	
9+ modules	£350	

Annual Licence to run the same survey a max 6 times per annum

1 - 4 modules	£375	√
5 - 8 modules	£450	
9+ modules	£525	

3 Year Licence to run the same survey a max 6 times per annum. Buy 2 get one free!

1 - 4 modules	£750	√
5 - 8 modules	£900	
9+ modules	£1050	

What can you expect from us?

- We will set up your survey, normally within 7 days
- We will produce a report based on your survey. Your report will show you a separate graph for each respondent or respondent group by module and a further 'amalgamated average' graph considering all the responses received for that module, normally within 10 working days of end
- Provide in a format that allows you to use graphs in other documents