
Trust and Confidence in Councils

What the public think

Survation.

Key Points: Trust and Satisfaction

- 1. Public trust marginally smaller than last year but remains high vs national government.**
- 2. They trust you much more to spend their taxes than national government.**
- 3. Satisfaction levels with many specific services remain high, despite this year's challenges**

Survation.

Key Points: Current and future challenges

- 1. Councils are the most trusted to provide and deliver services in people's local area.**
- 2. Councils also the most trusted to make decisions regarding local planning.**
- 3. Climate change still a high priority, closely following affordable housing, social care, and road maintenance.**

Survation.

Introduction and Background

Survation were asked by the Association for Public Service Excellence (APSE) to provide a public opinion survey of attitudes to local neighbourhood services in 2021, covering the range of council services that would appear in their local area. Most questions mirrored questions asked in 2016, 2017, 2018, 2019 and 2020 with additional questions relating to efforts to tackle climate change

Polling was conducted via online panel between 20th - 23rd October 2021.

Data were weighted by age, sex, region, household income, education, 2019 GE vote and 2016 EU Referendum vote to be representative of all UK adults aged 18+.

The overall sample size was 1,651, including booster samples in Northern Ireland & Wales to ensure sub-samples of at least 100 persons in those regions.

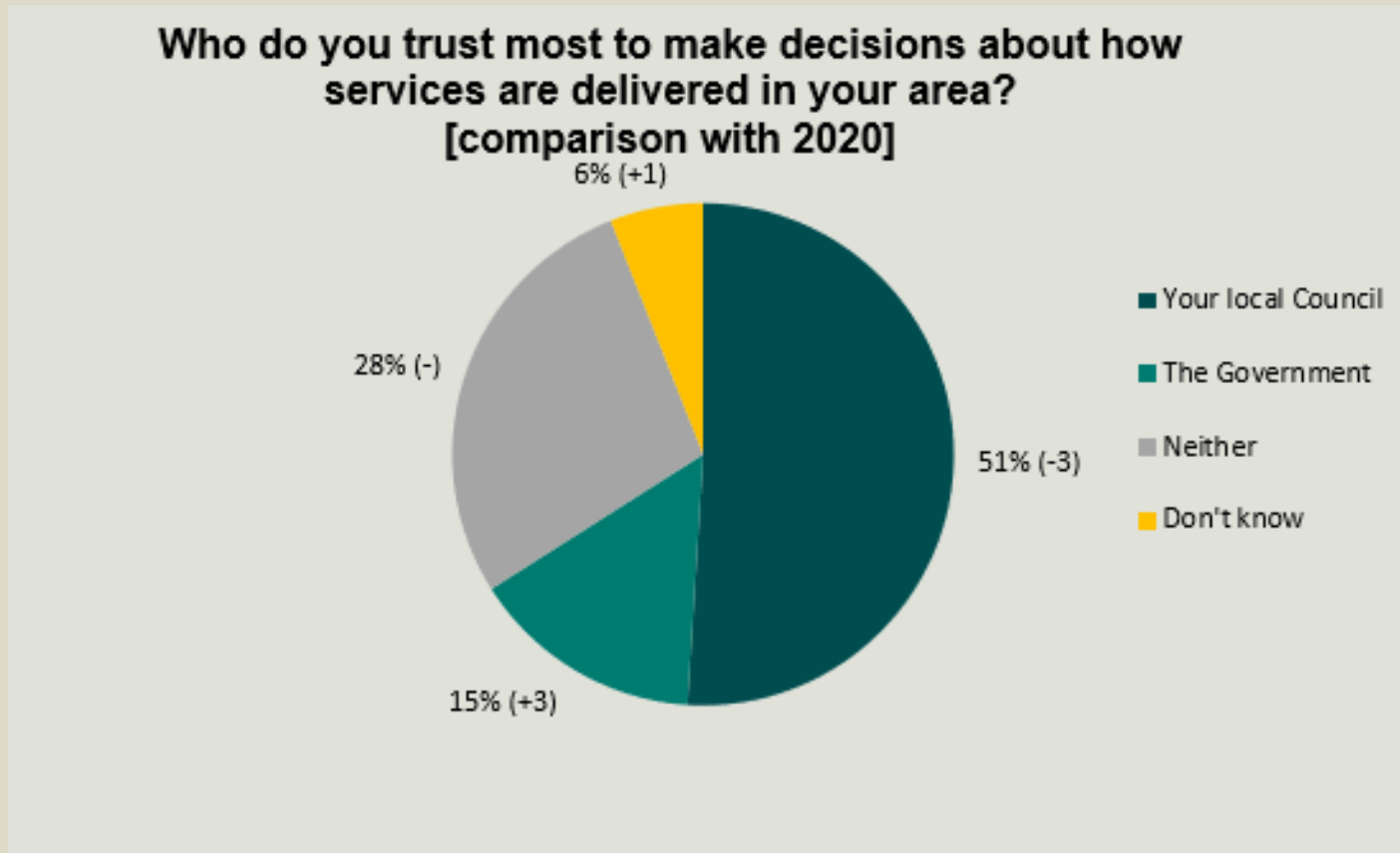
Survation.

Key fact 1: Relative Trust in Councils high

Trust in Councils and Councillors has decreased slightly in the past year, as trust in Government and Ministers has had some marginal gains. However, trust in Councils and Councillors is still high overall compared to trust in Government and Ministers.

- Three times as many trust the local Council (51%) over the Government (15%) to make decisions about how services are delivered in your local area.
- Seven times as many trust local Councillors (51%) over Government ministers (7%) to make decisions about their local area.
- Nearly four times more people trusted Councils (49%) to deliver local services over a private company (13%) or the Government (12%)

Councils trusted 3.4 times more than Govt

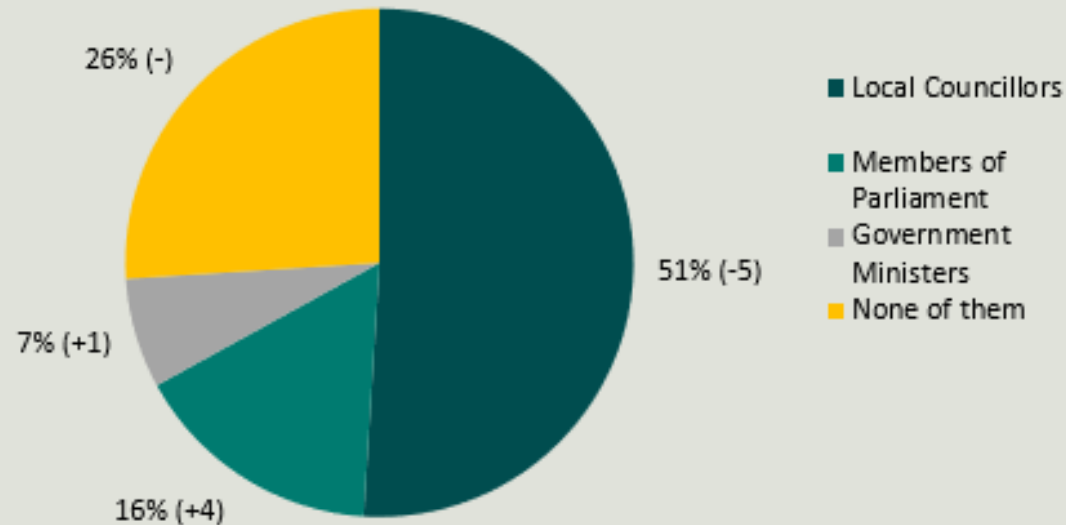


Young people, aged 18-34, are less likely to trust the council at 44%, than the older demographic, aged 55+, at 55%.

Survation.

Councillors trust 7x higher than Ministers

Who do you trust to make decisions about how services are provided in your local area? [comparison with 2020]

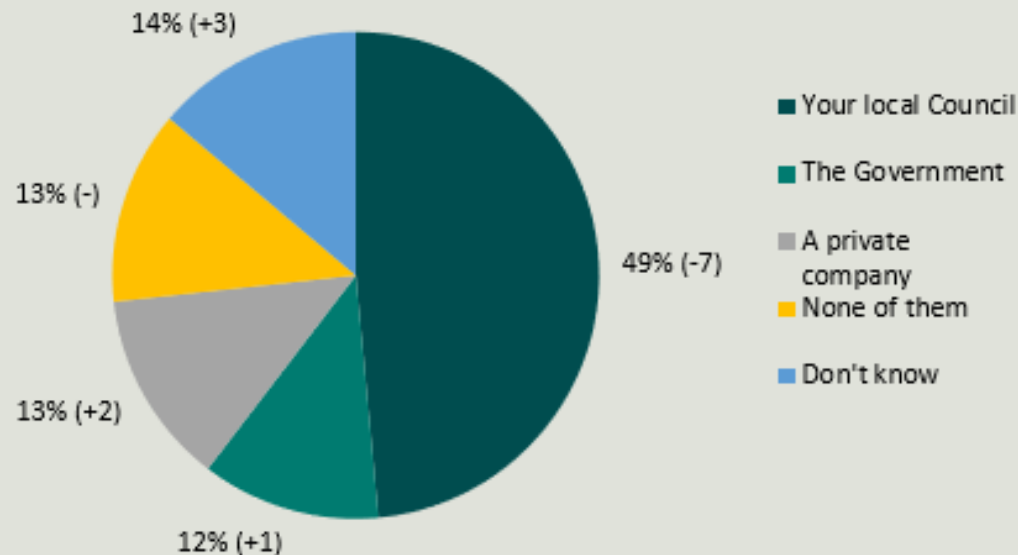


Young people, aged 18-34, are less likely to trust the councillors at 38%, than the older demographic, aged 55+, at 59%.

Survation.

Councils trusted to deliver services over 3x more than the Government or a private company

Who do you trust the most to deliver services to your local area? [comparison with 2020]

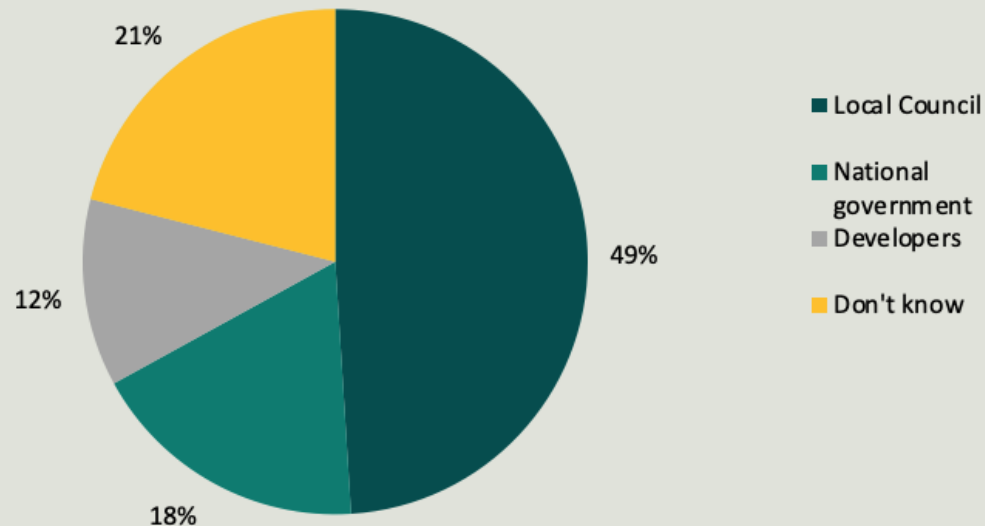


Young people, aged 18-34, are less likely to trust the councillors at 39%, than the older demographic, aged 55+, at 58%.

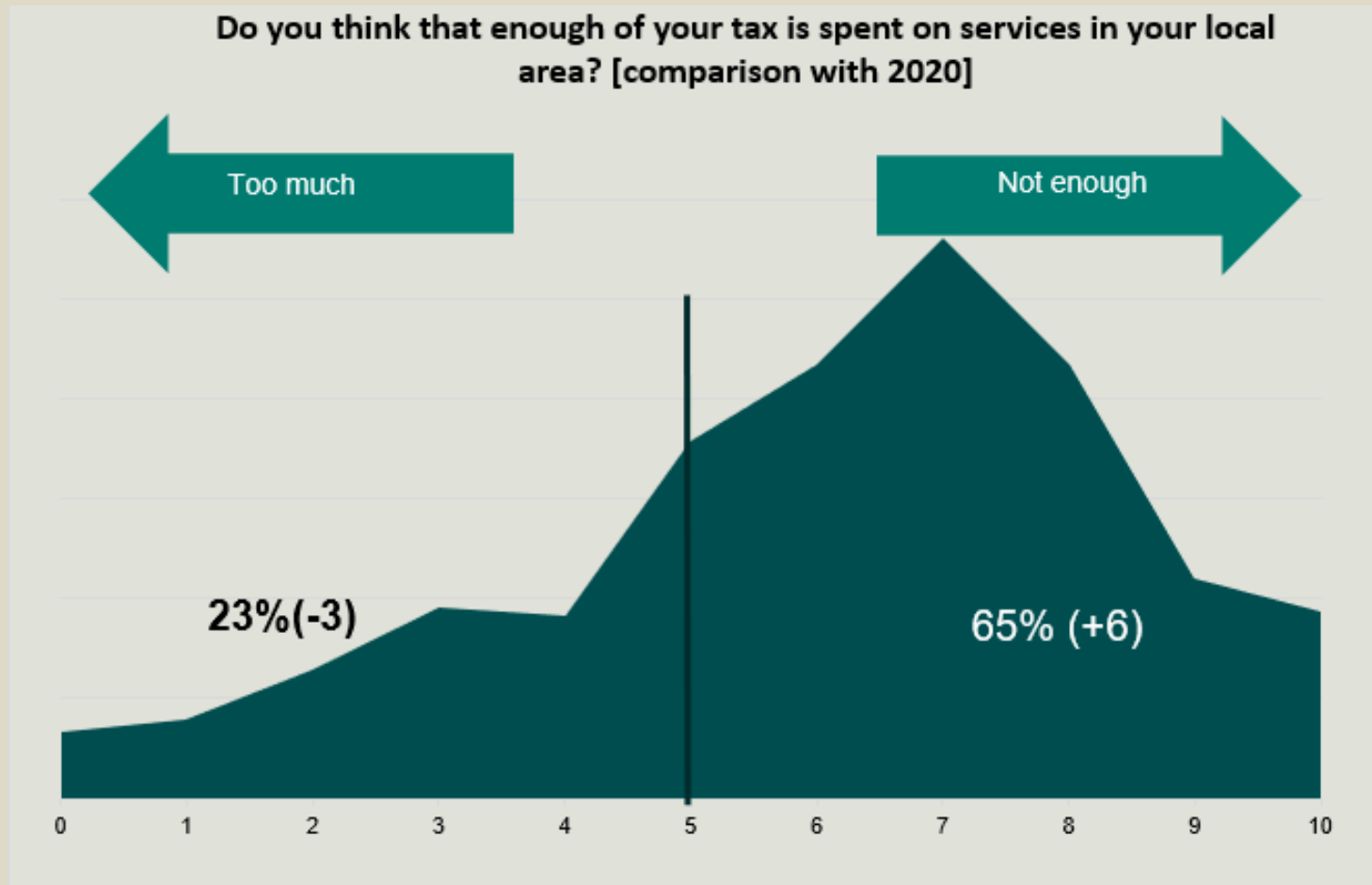
Survation.

Councils trusted to make decisions regarding local planning

Which of the following do you trust most to make decisions when it comes to planning for your local area?

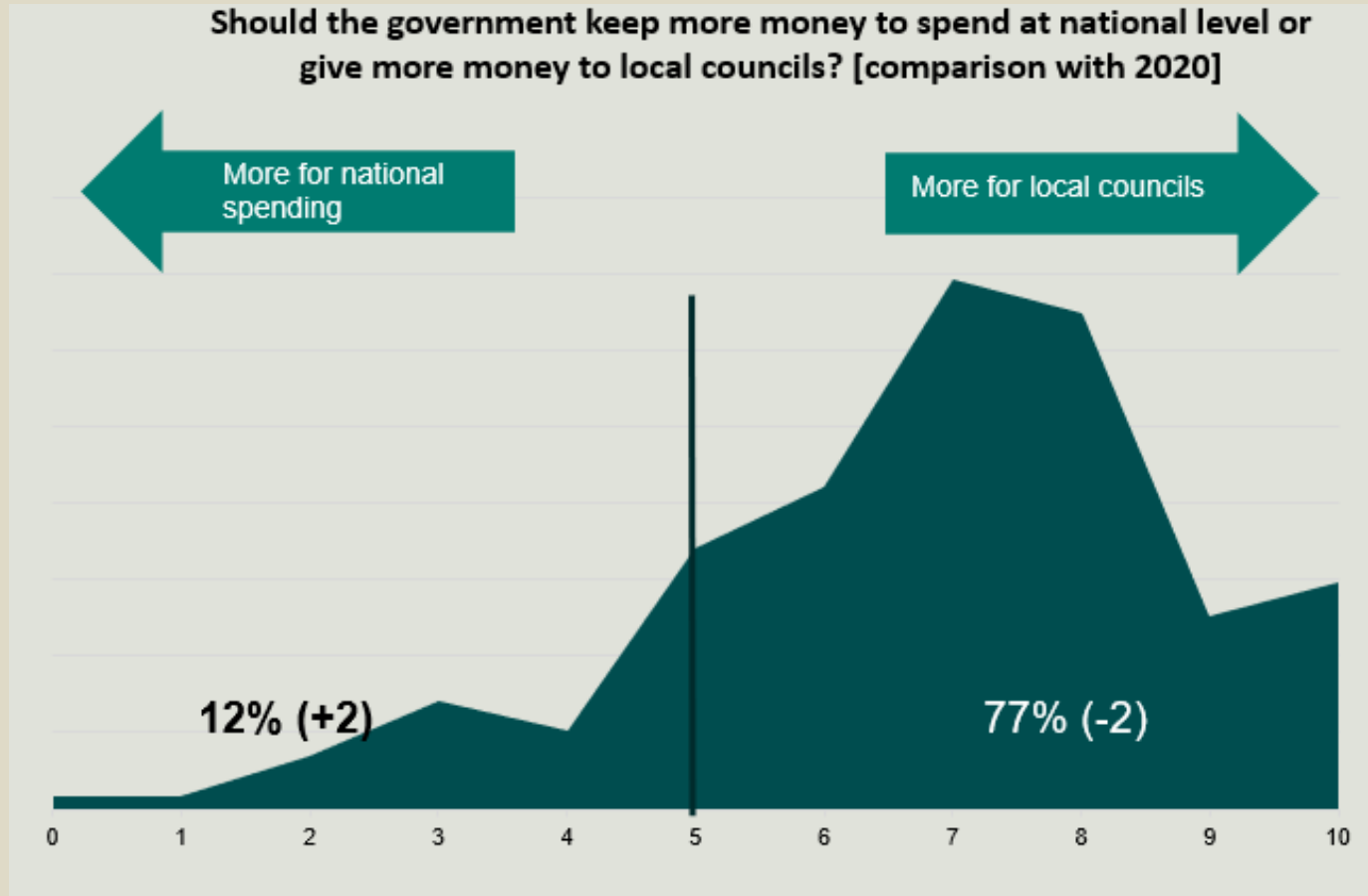


Enough of your taxes spent in your area?



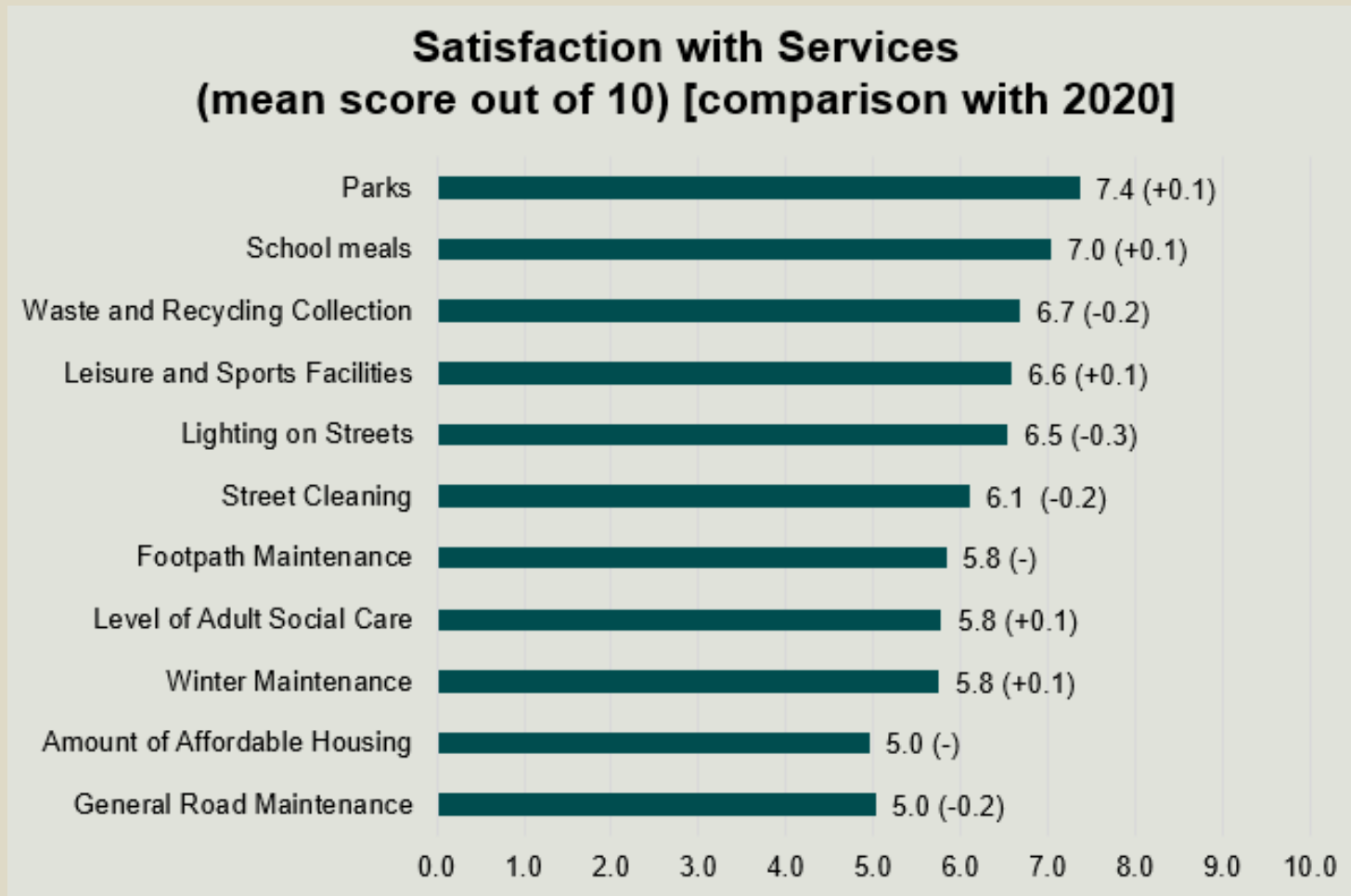
Survation.

Key fact 2 : People trust Councils with their tax

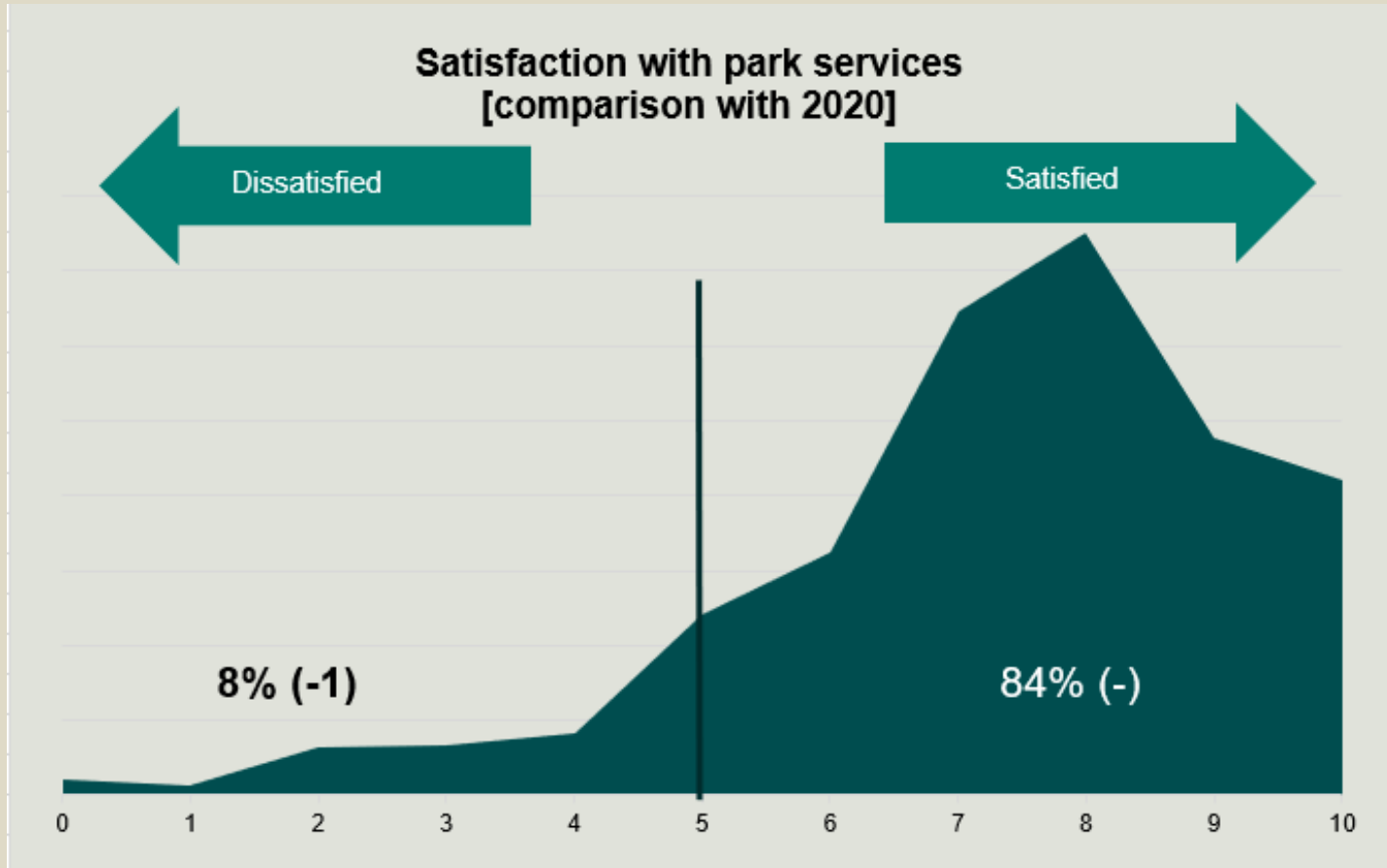


Survation.

Satisfaction levels vary between services

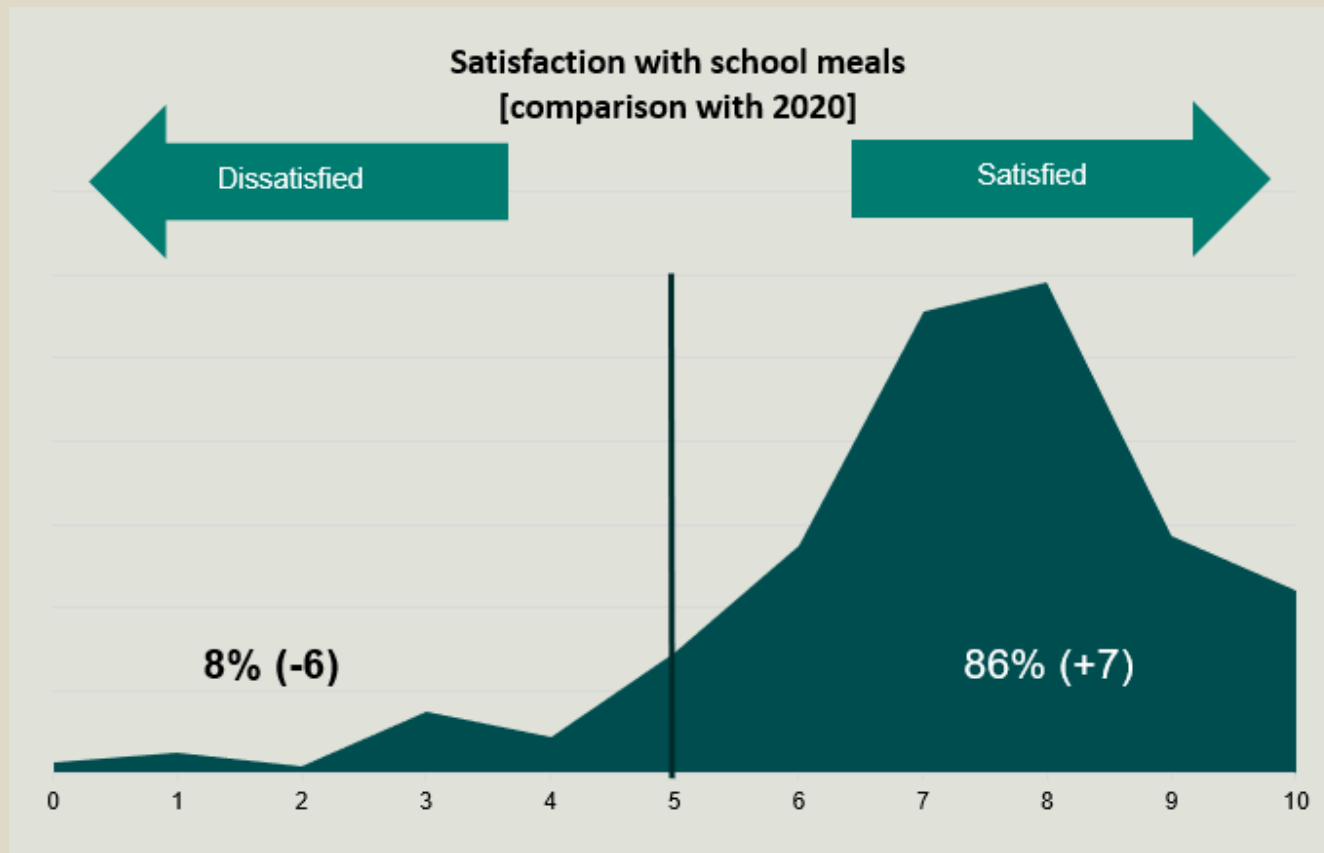


7.3 Parks



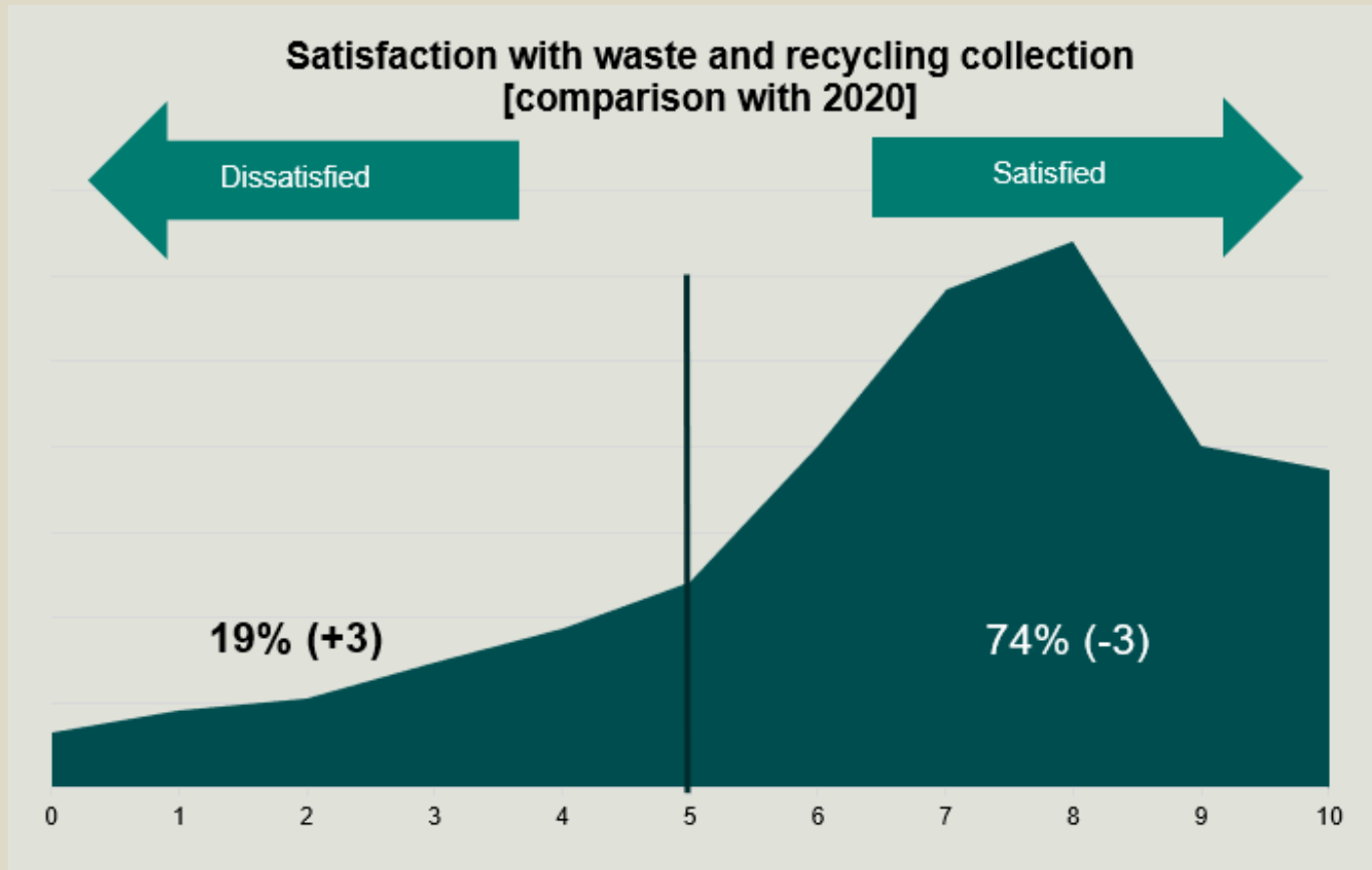
Survation.

6.9 School Meals

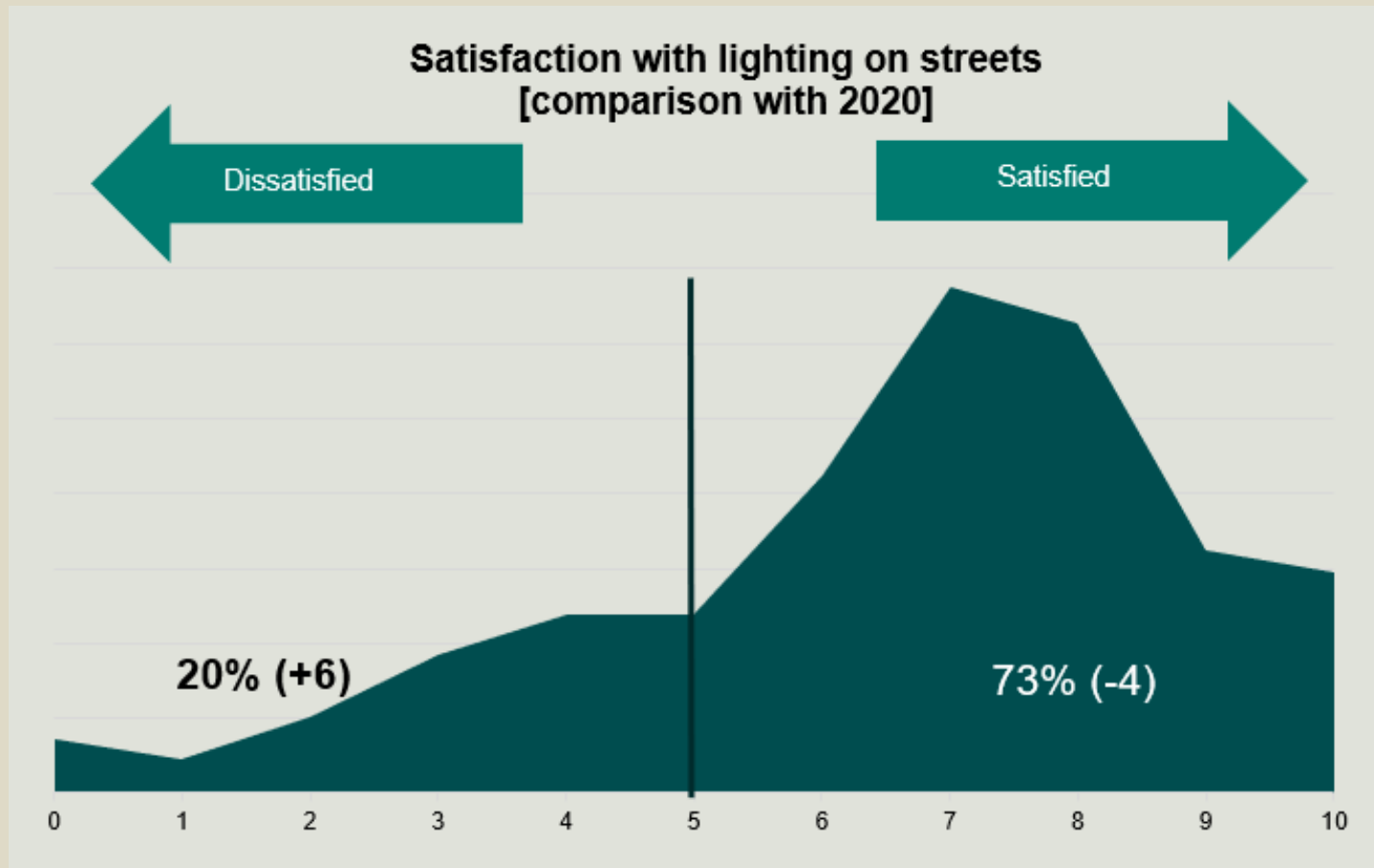


Wales (33%) has the lowest % of high satisfaction scores out of the nations, with Scotland having the highest (59%).

6.9 Waste and Recycling



6.8 Street Lighting



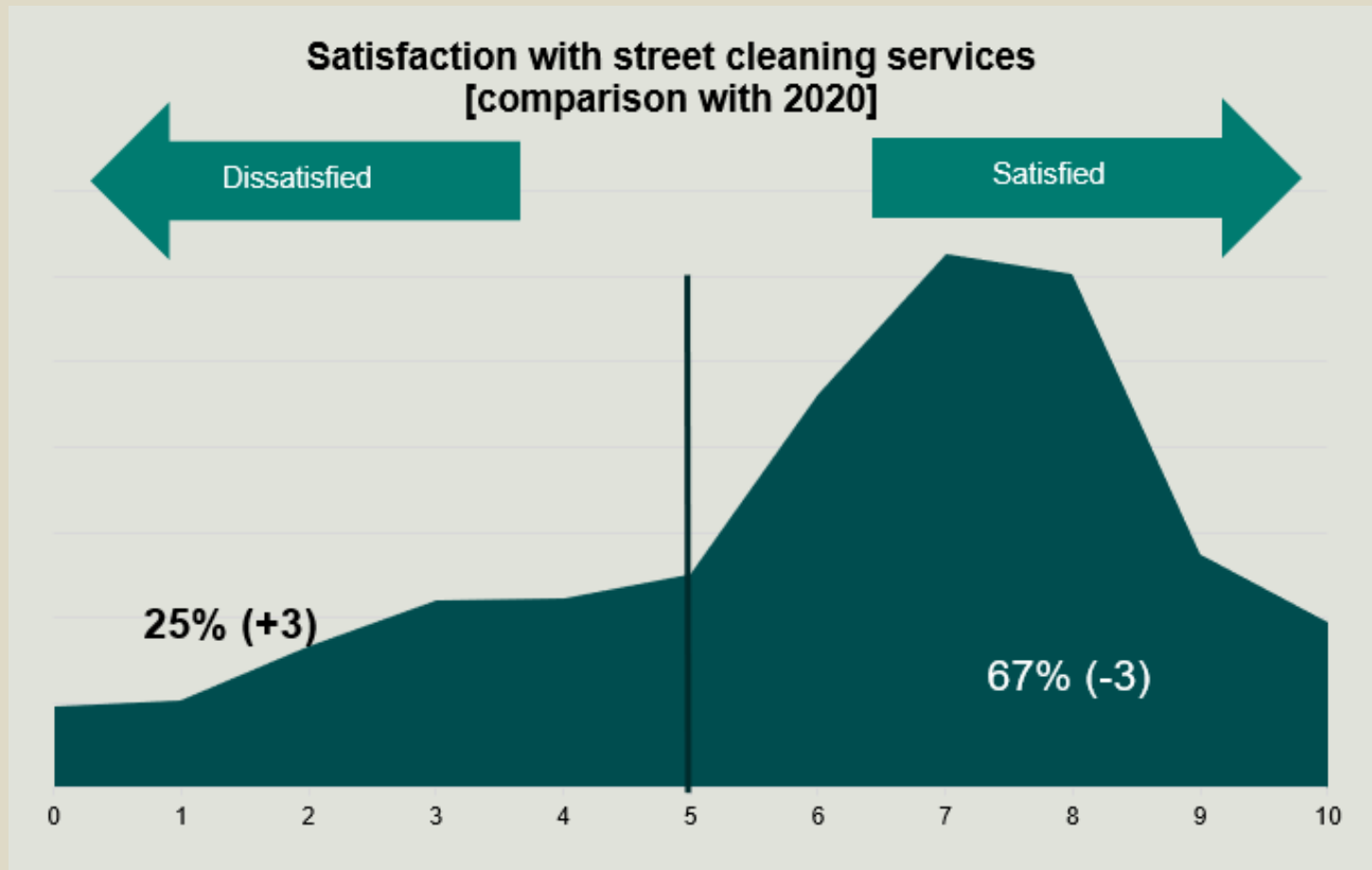
Survation.

6.5 Leisure and Sports



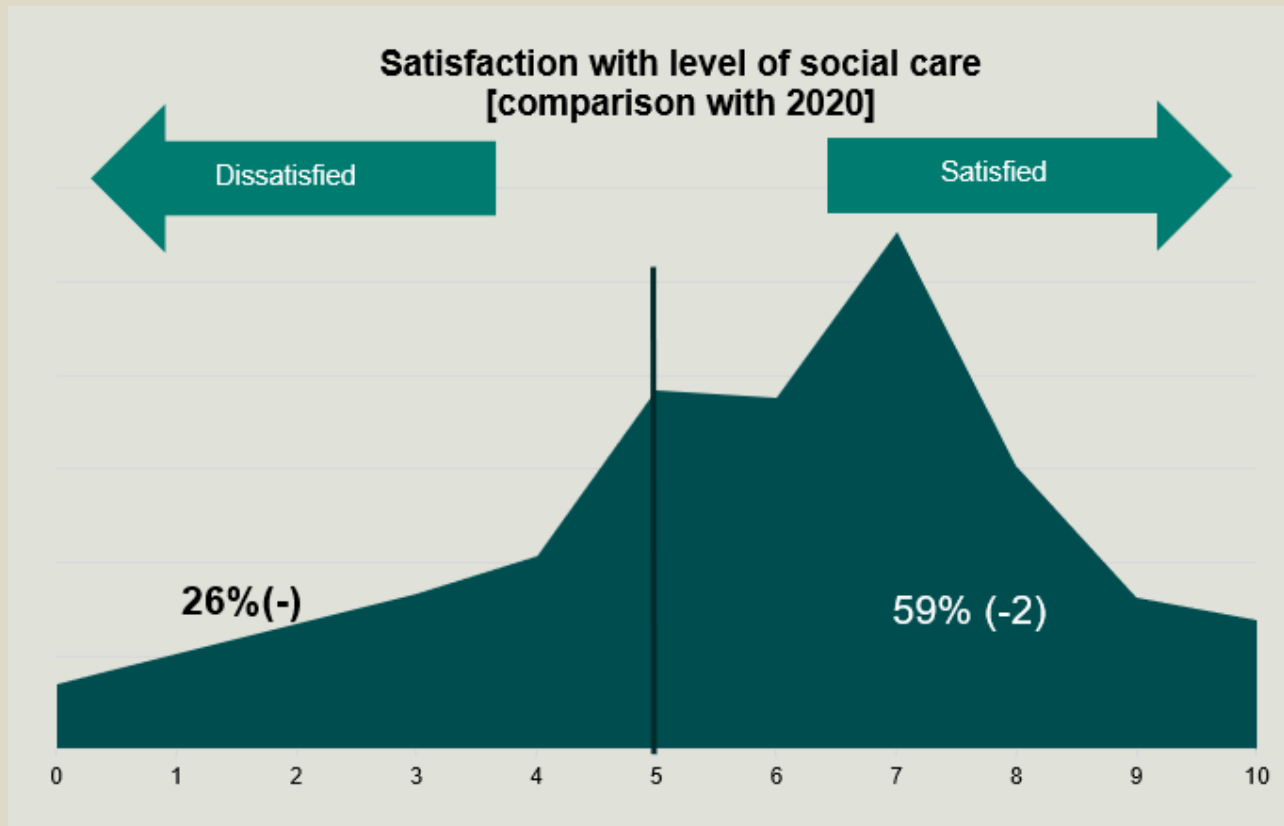
Survation.

6.3 Street Cleaning



Survation.

5.9 Level of Social Care

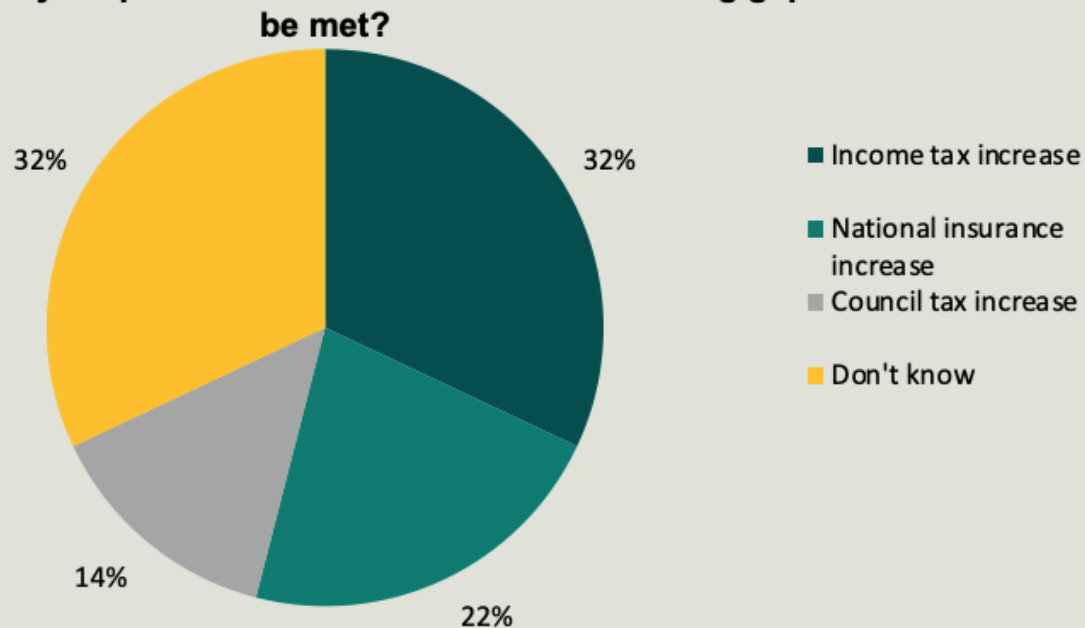


People aged 55+ have the lowest high satisfaction (8-10) scores at 13%.
Labour voters satisfaction (22%) with social care is nearly 3 times as high as that of the
Liberal Democrat voters (8%)

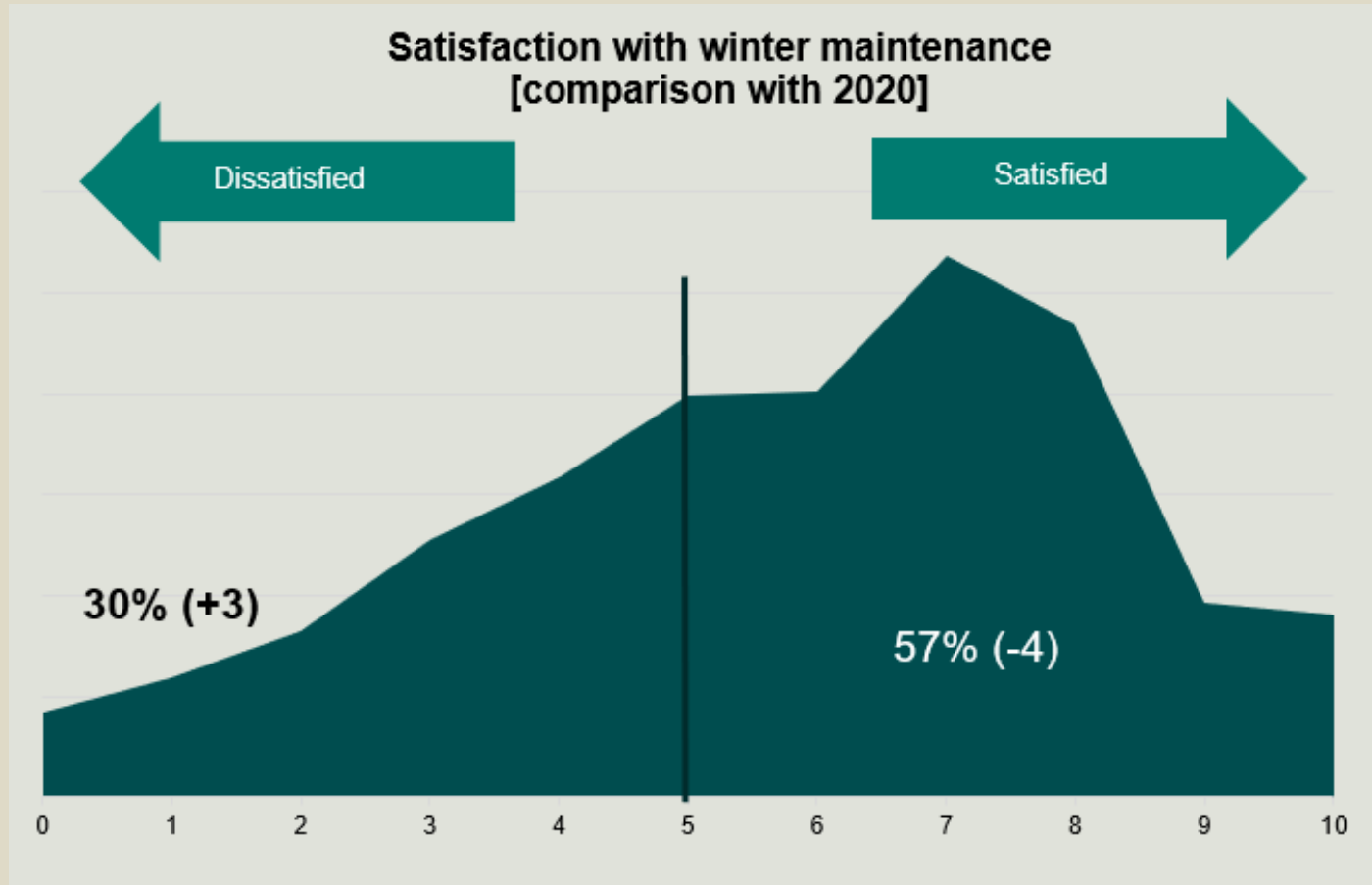
Survation.

Meeting the Social Care funding gap

The Health Foundation has estimated that the funding gap for social care services in England will increase to £6.1 billion by 2030/2031. Which of the following would be your preferred method for how this funding gap should be met?

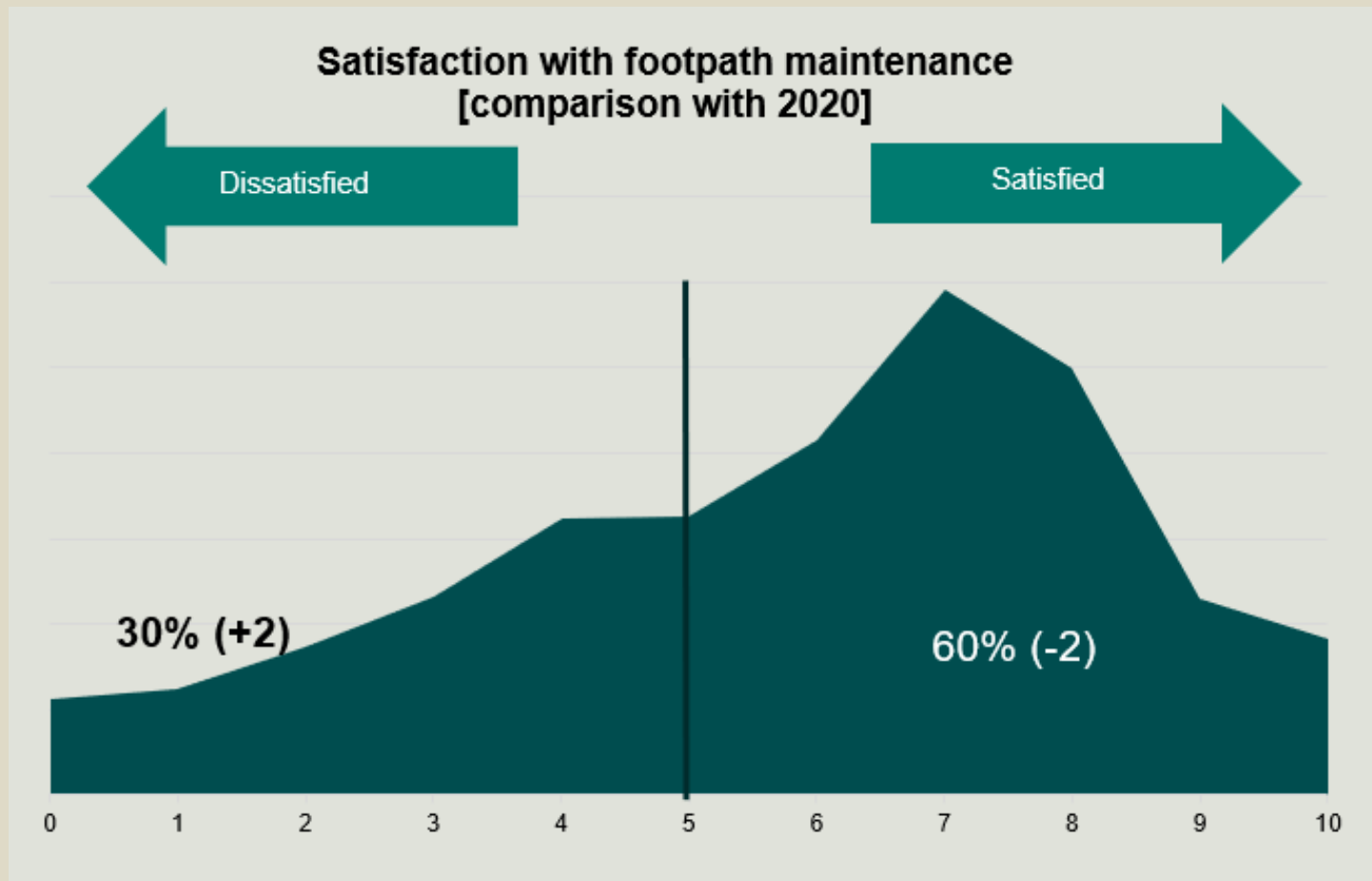


5.9 Winter Maintenance



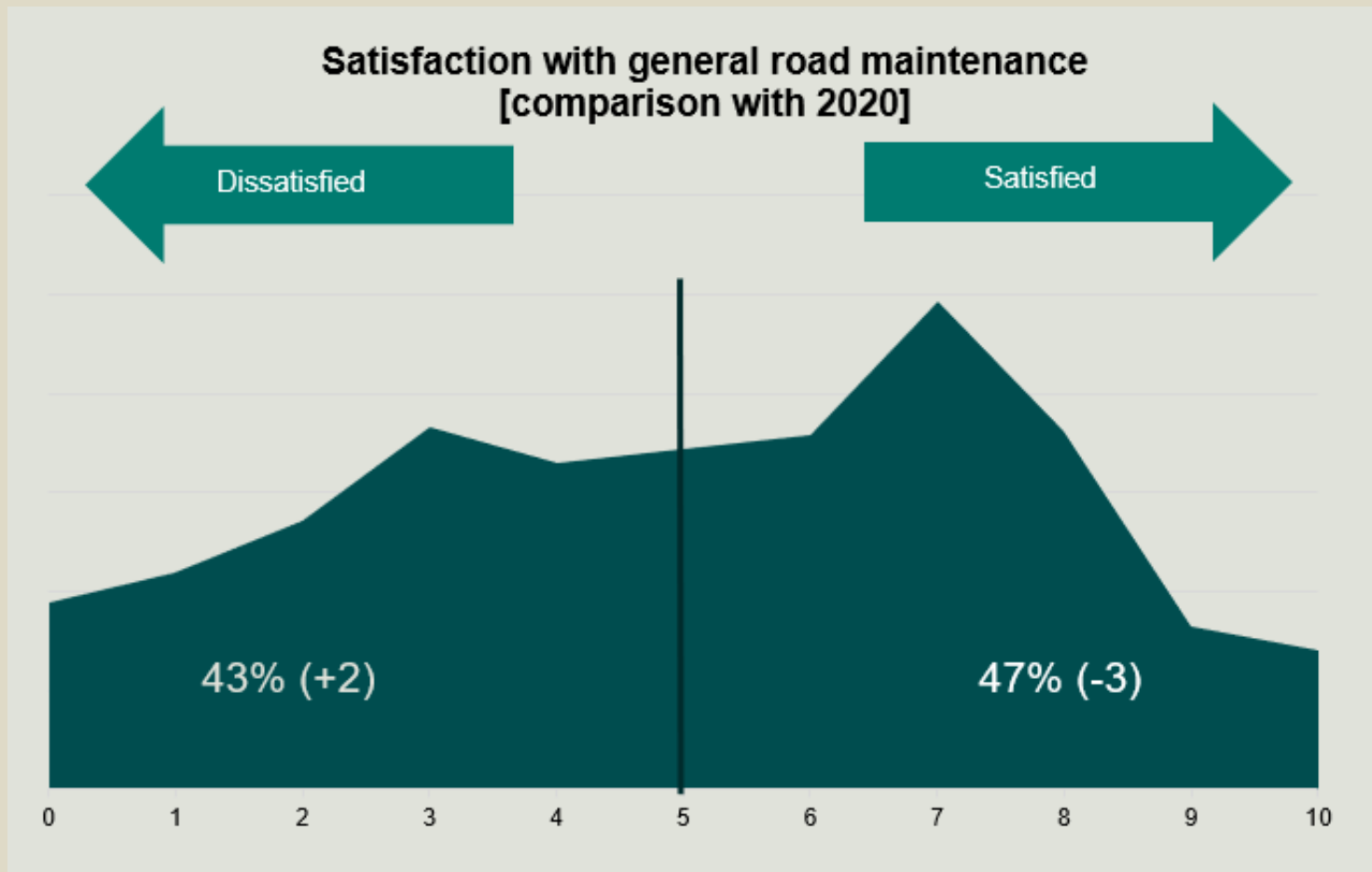
Survation.

5.8 Footpath maintenance



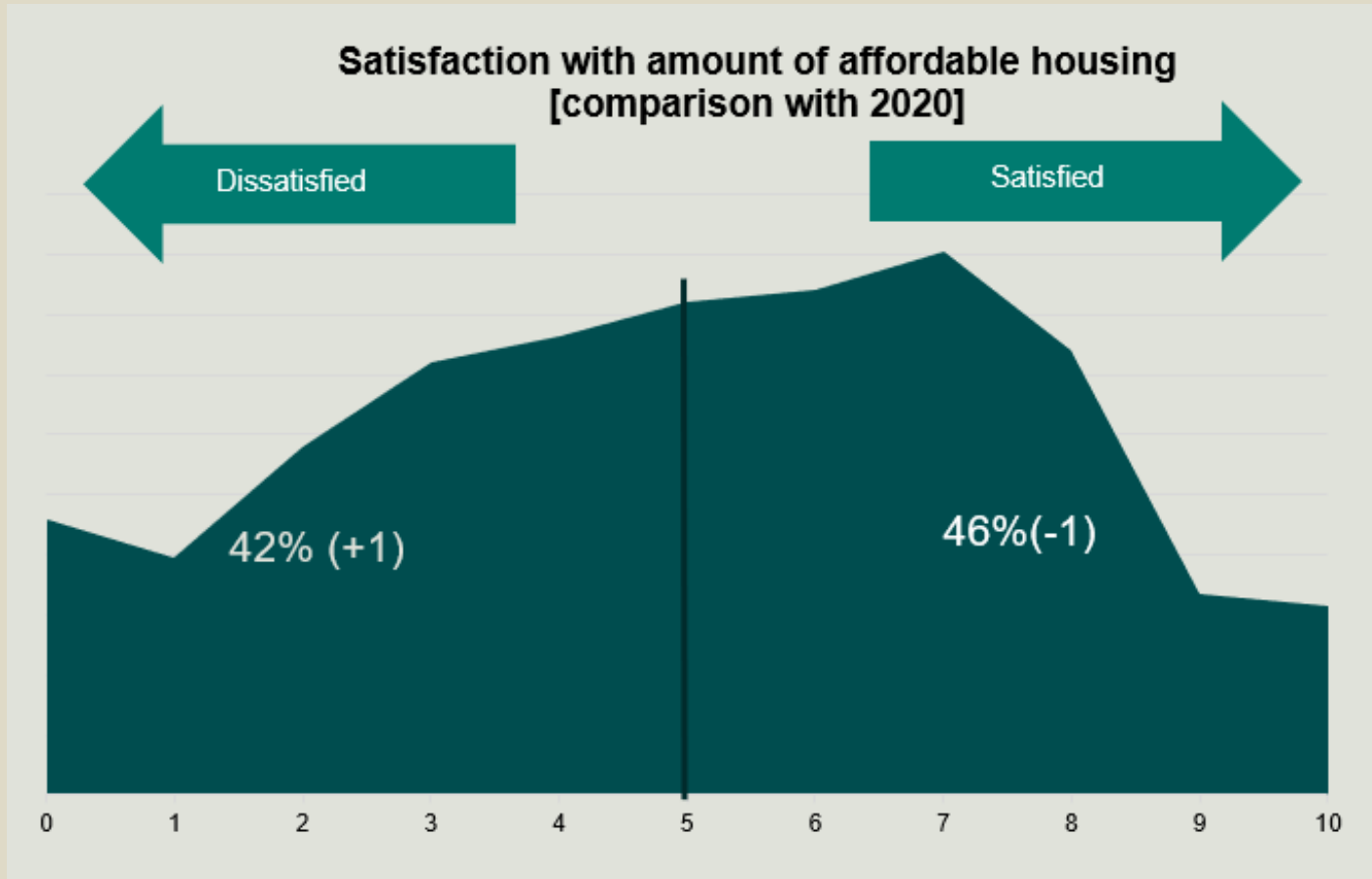
Survation.

5.2 Road maintenance



Survation.

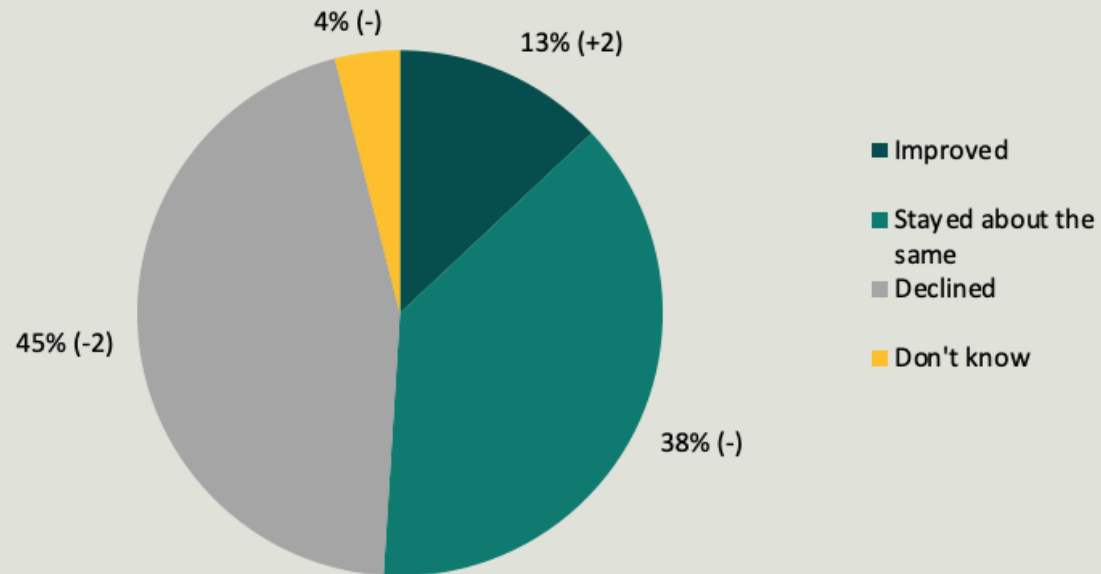
5.0 Affordable Housing



Survation.

Public finds that services are declining

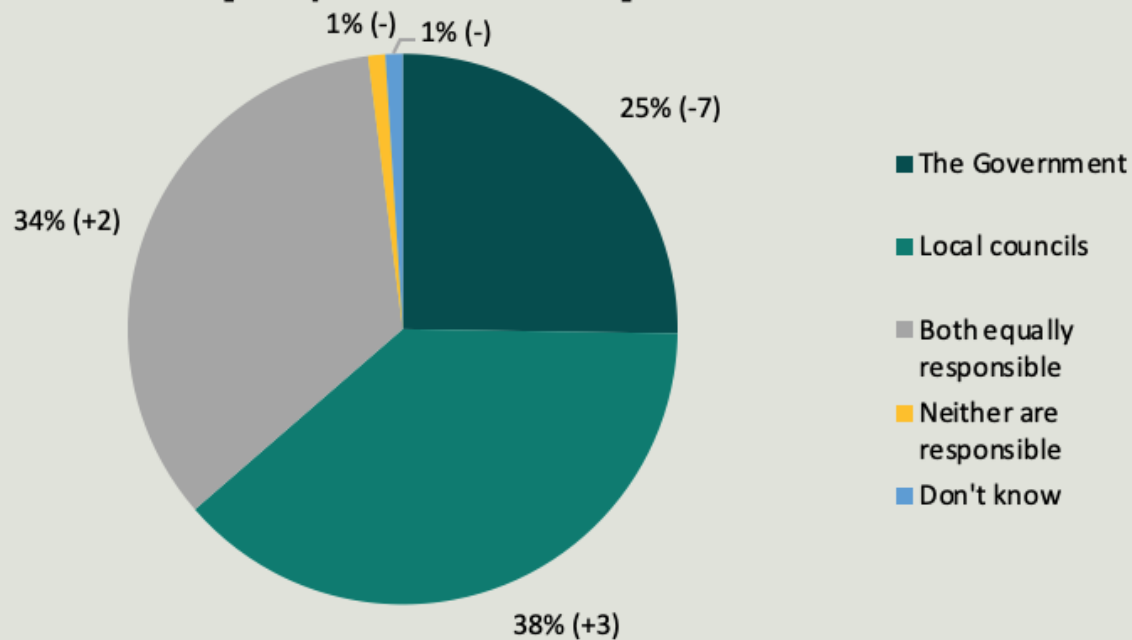
Do you think that local services have declined or improved in your local area in recent years? [comparison with 2020]



Those aged 55+ are the most disappointed with 57% of them finding that services are declining. However, 32% of those aged 18-34 find that services are declining.

Uncertainty around where blame for decline lies

You said that local services have declined in your local area in recent years. Who do you think is the most responsible for this?
[comparison with 2020]

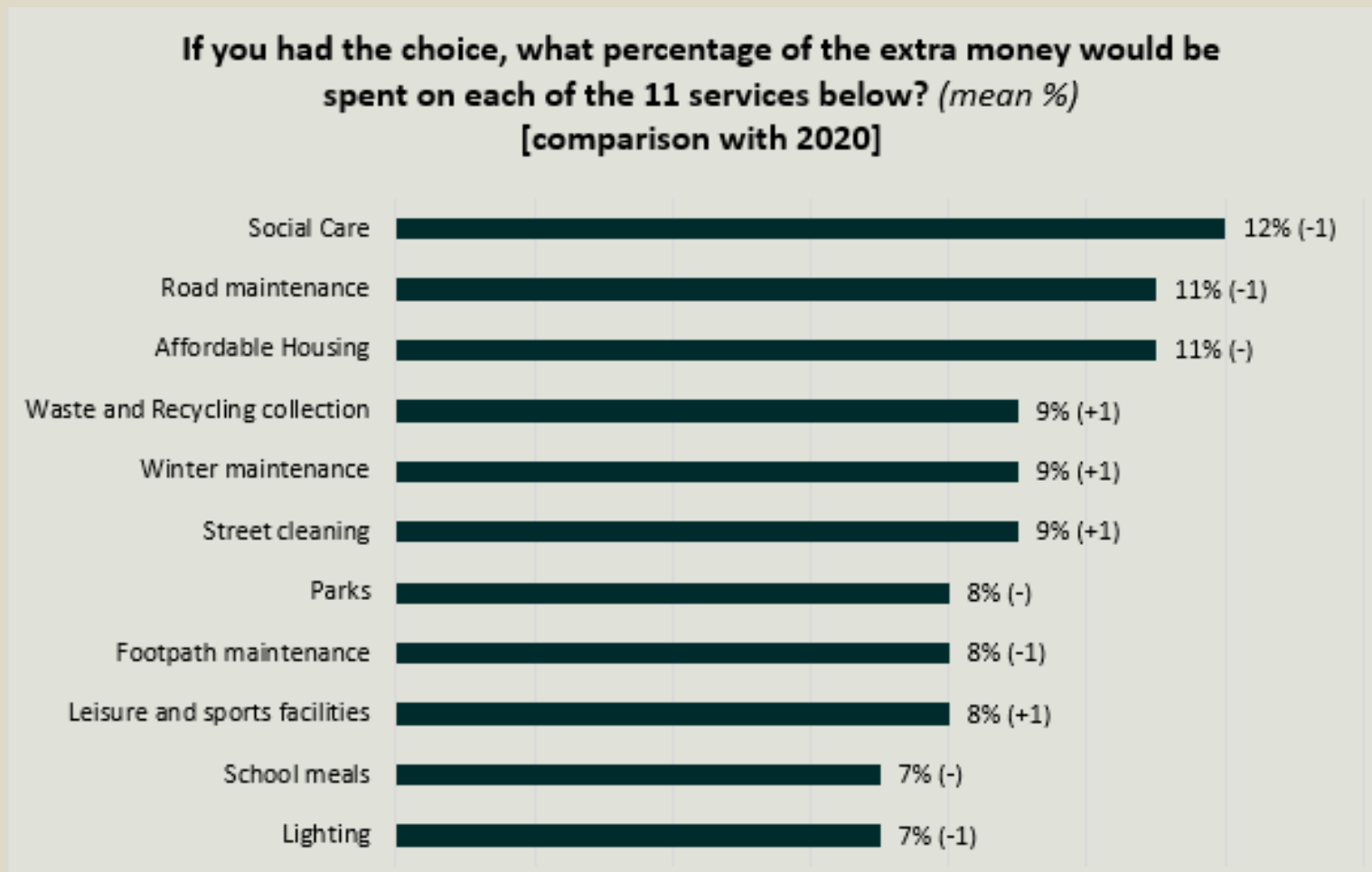


Out of the nations, those living in Northern Ireland are the most likely to blame local councils with 51% of them doing so.

Out of the parties, Conservative voters are the most likely to blame local councils at 51% also. Only 30% of Labour voters are likely to place blame solely on councils.

Survation.

Social care attracts public vote for most funds



Climate Change still a priority for Councils

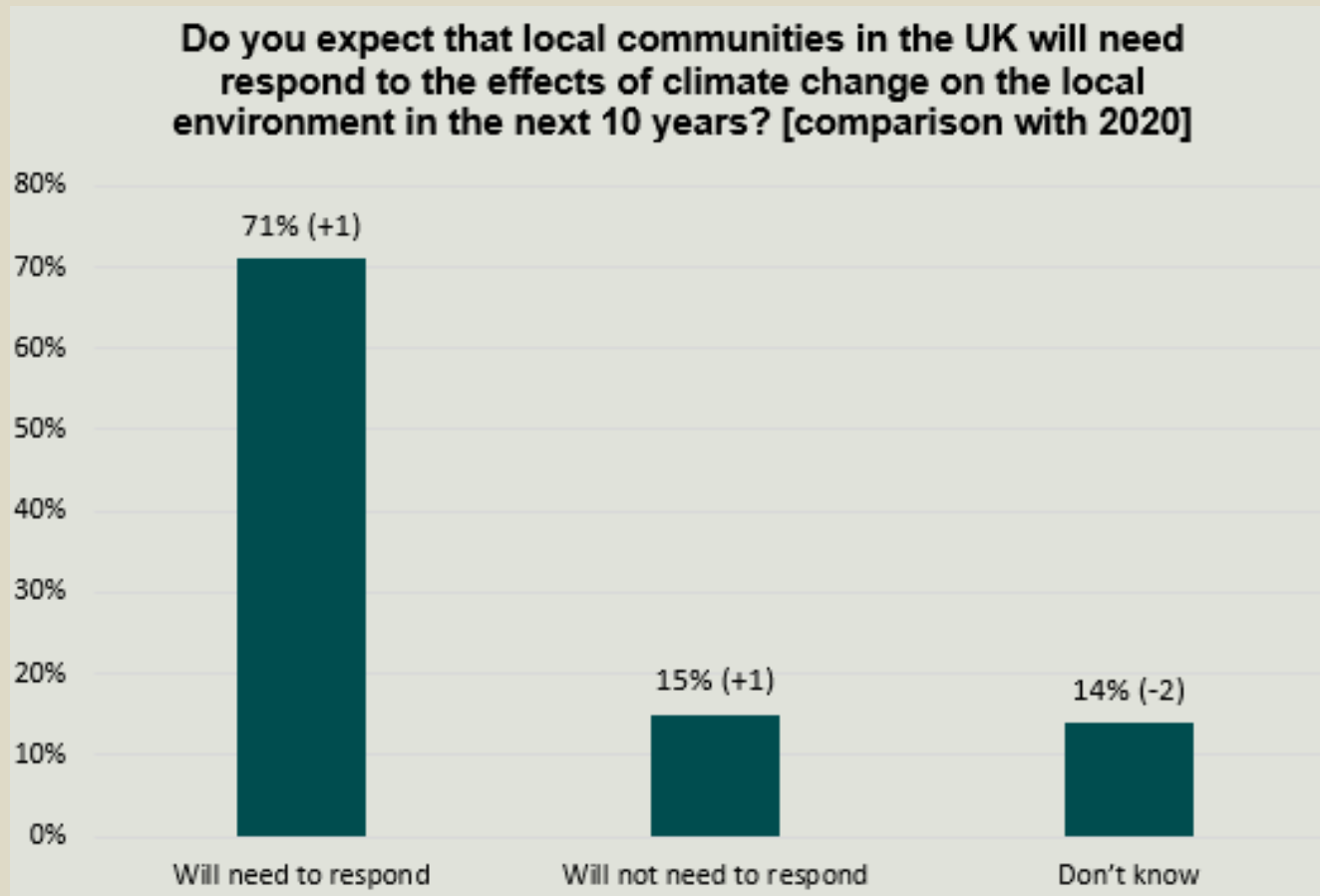
This year we undertook the same questions about Councils and climate change as last year which show that it a priority for the public and they expect Councils to take a leading role in responding to climate change.

Five Key findings

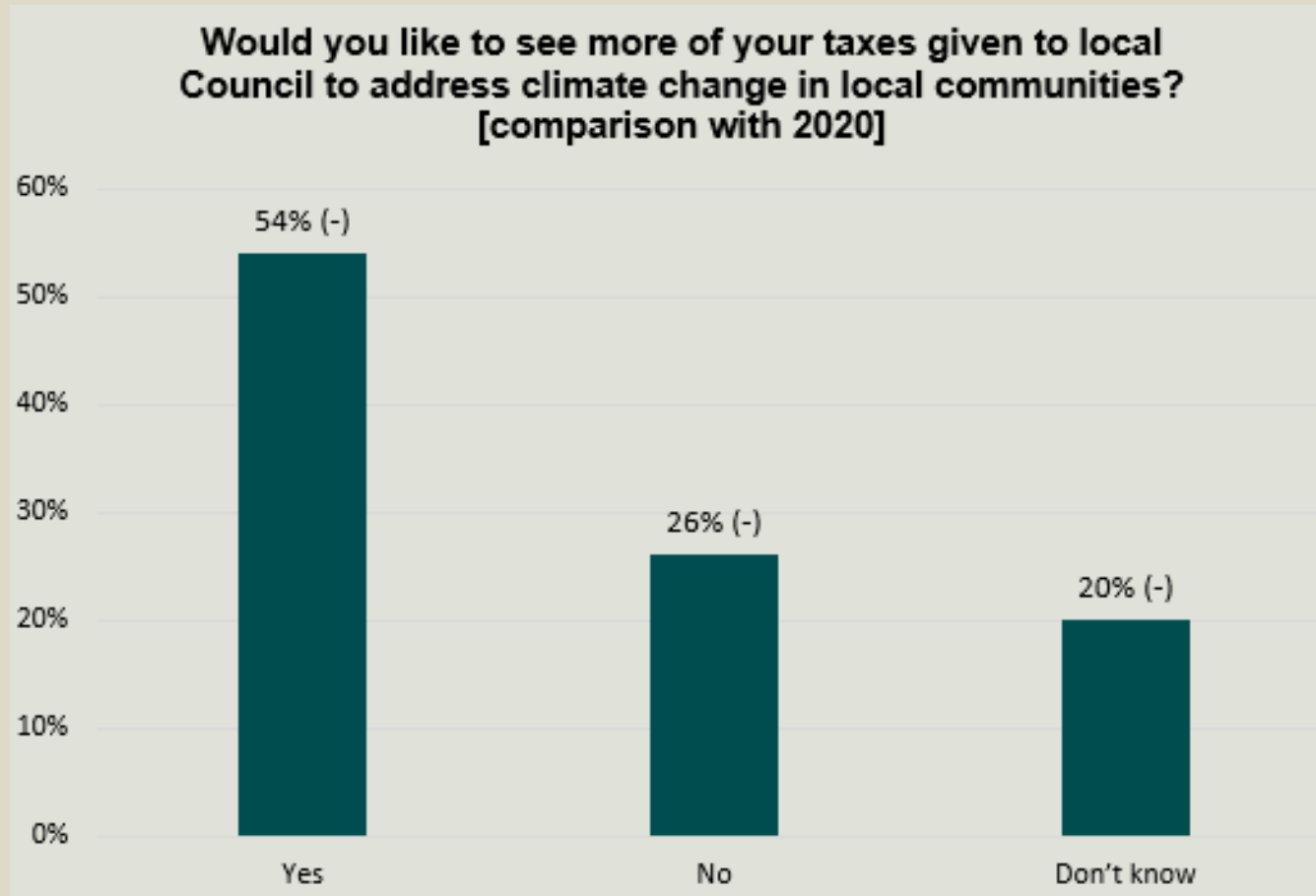
1. 71% expect that local communities will have to respond to the effects of climate change in their area.
2. 54% support additional money for Councils to respond to climate change locally, which is the same as last year
3. 37% (down 2%) see Councils as best placed to take combat the effects of climate change compared to 30% (down 1%) for the Government.
4. Top priorities for local climate change action are making homes more energy efficient at 59%.
5. Climate change is the equal second highest new spending priority after Social Care and Housing, on par with Road Maintenance.

Survation.

71% of people think their local community will need to respond the climate change



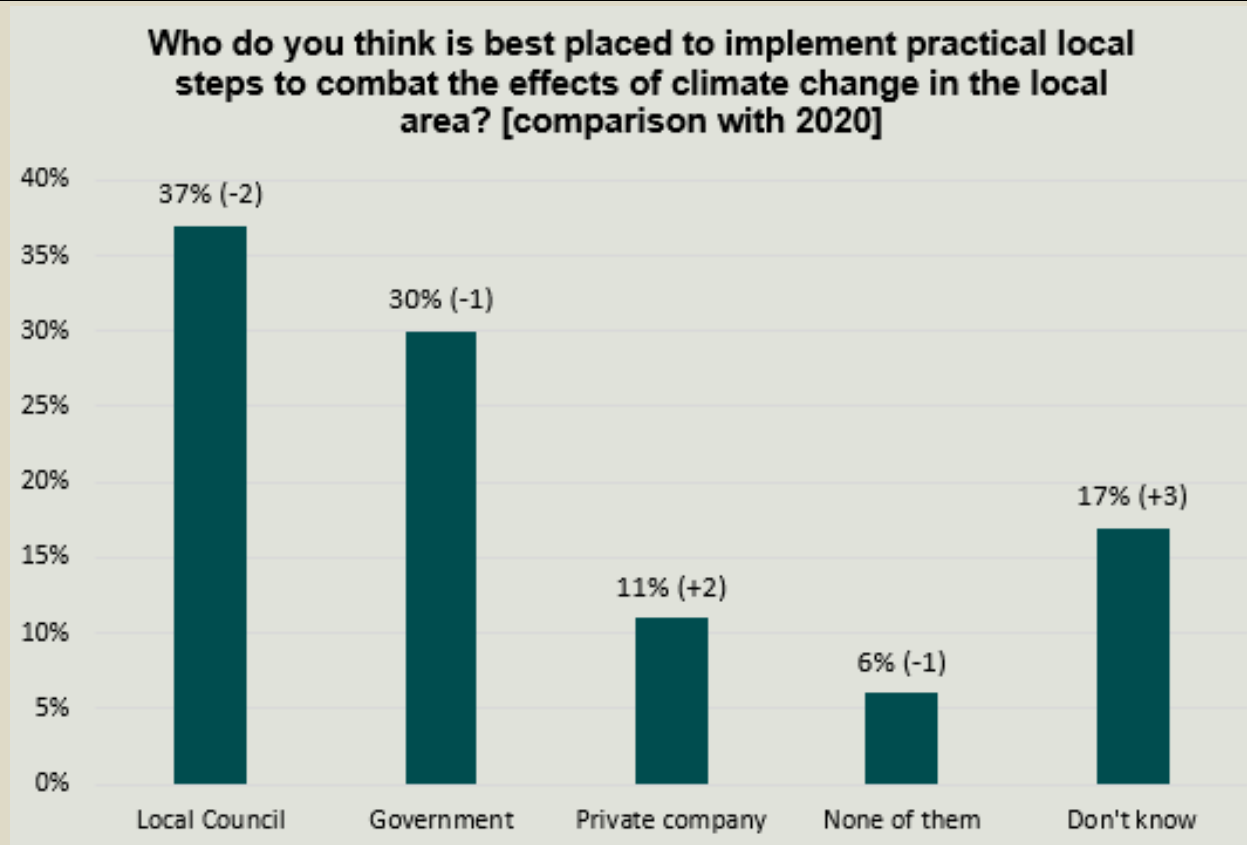
54% support more funds for Councils to combat climate change locally



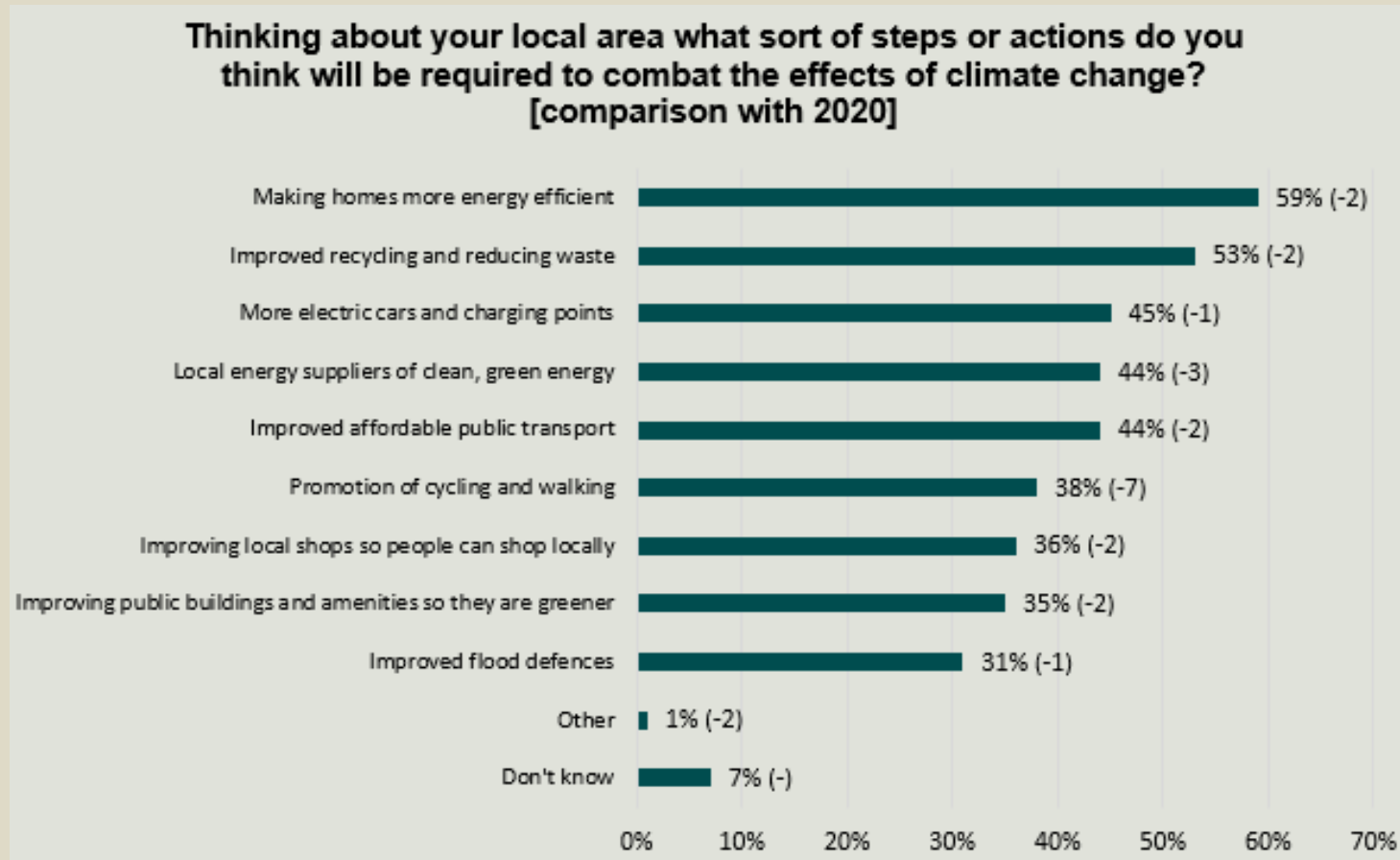
Conservative voters are less likely to want more of their taxes being used to address climate change at 46%, whereas 65% of Labour voters would like this to happen.

Survation.

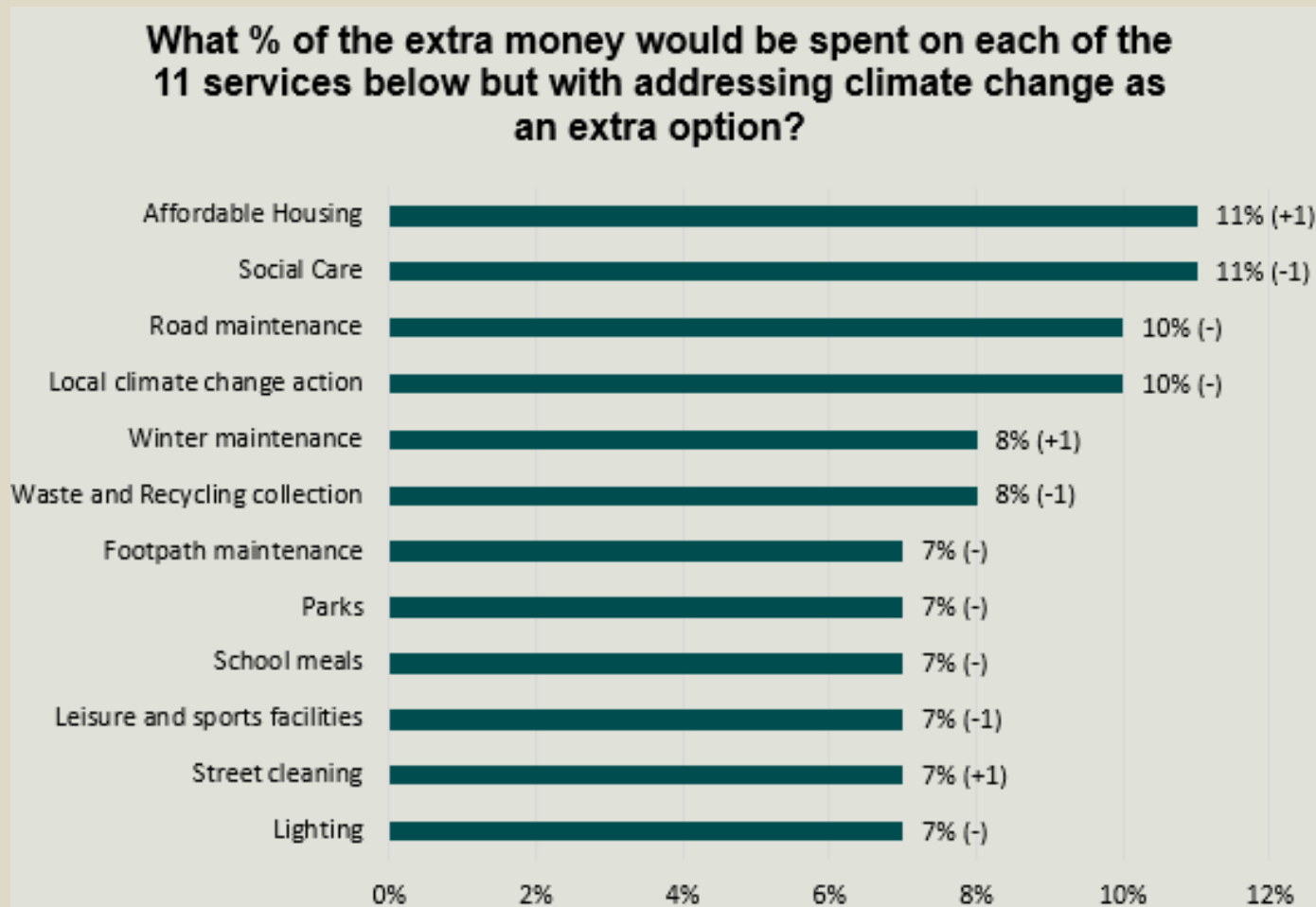
Councils and government considered to be best placed to combat effects of Climate change



Top priorities for local climate change action



Climate change Equal Second for new spend



Survation.

For more information

Damian Lyons Lowe

damian.lyonslowe@survation.com