



# APSE PERFORMANCE NETWORKS CONFERENCE

PERCEPTION VS REALITY

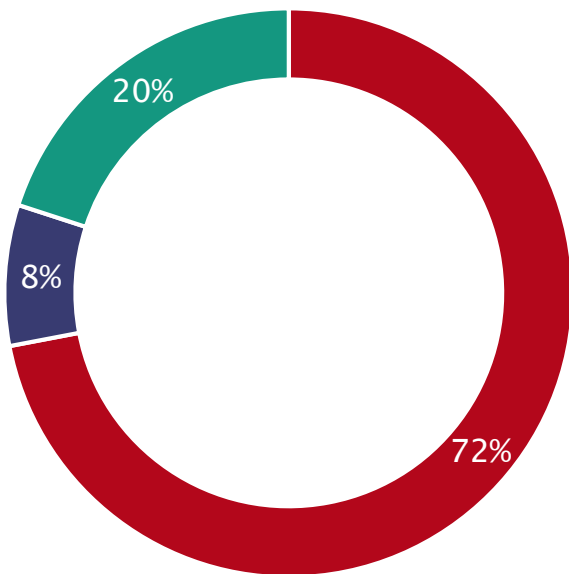
@Kpeacock\_ComRes

# THE CHALLENGE

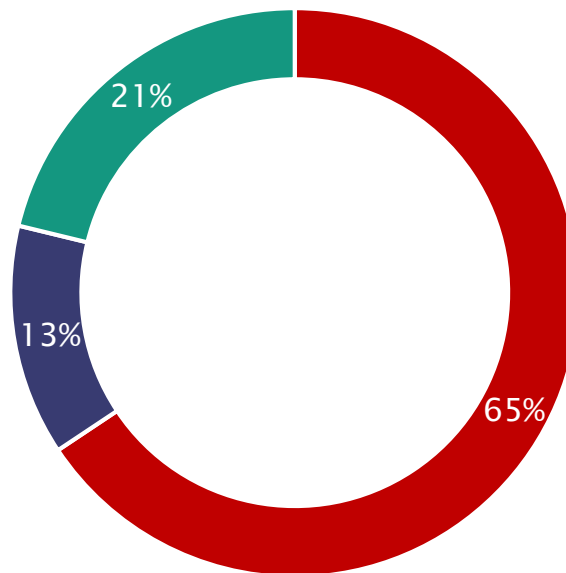


# PREDICTIONS OF STRAIGHTENING FINANCES

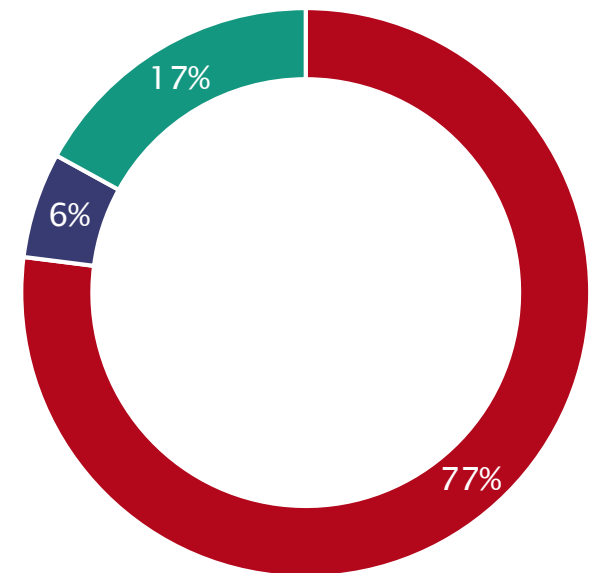
2012



2013

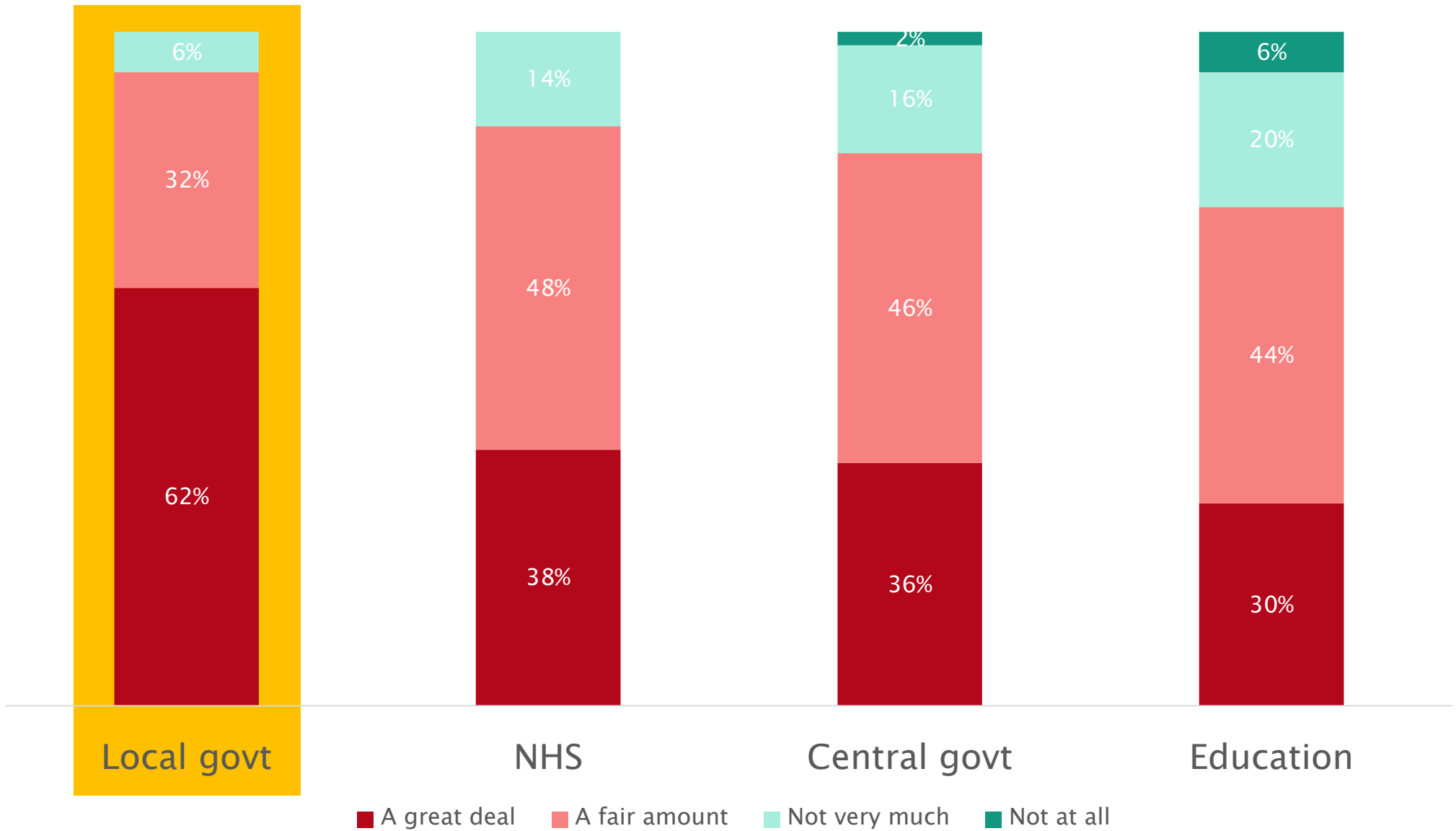


2014



■ Worsen ■ Stay the same ■ Improve

# CUTS MOST ACUTELY FELT IN LOCAL GOVT



# NEGATIVELY AFFECTING PUBLIC SERVICE DELIVERY

My council...

...is in a **better position to deliver services** to local residents than 12 months ago



...has the **financial resources** it needs to deliver the **services that local residents expect**



...is **sufficiently empowered** to provide services that local people really want

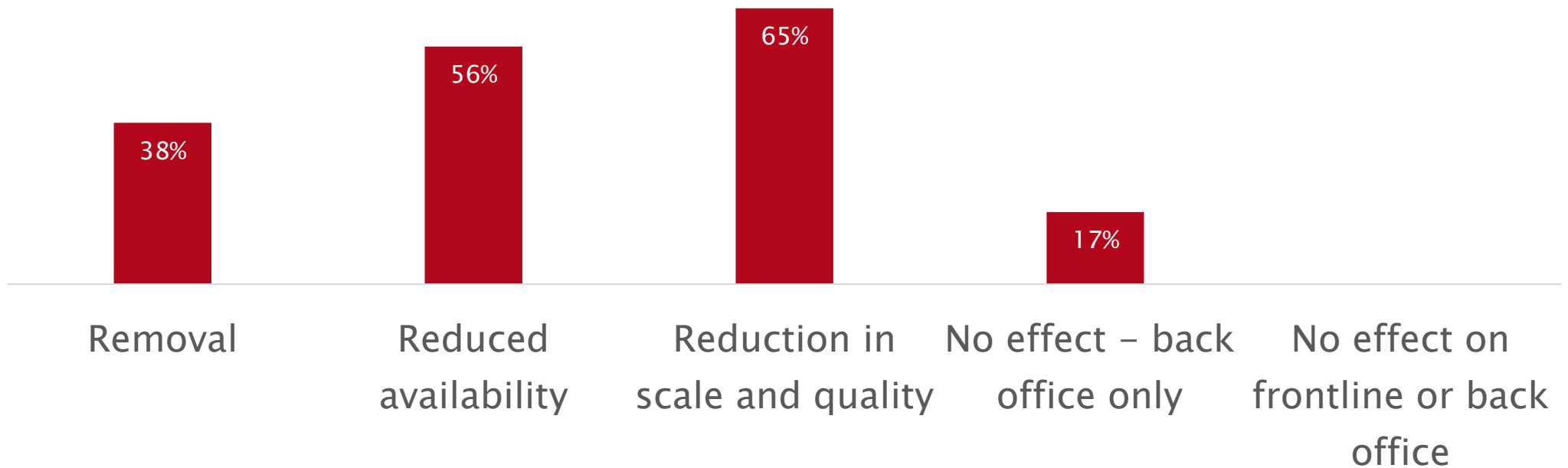


# FRONTLINE SERVICES

Positive impact  
26%



Negative impact  
72%



## PUBLIC UNDERSTANDING OF THE CHALLENGE?

**57% not happy to accept less from local council to help pay national debt**

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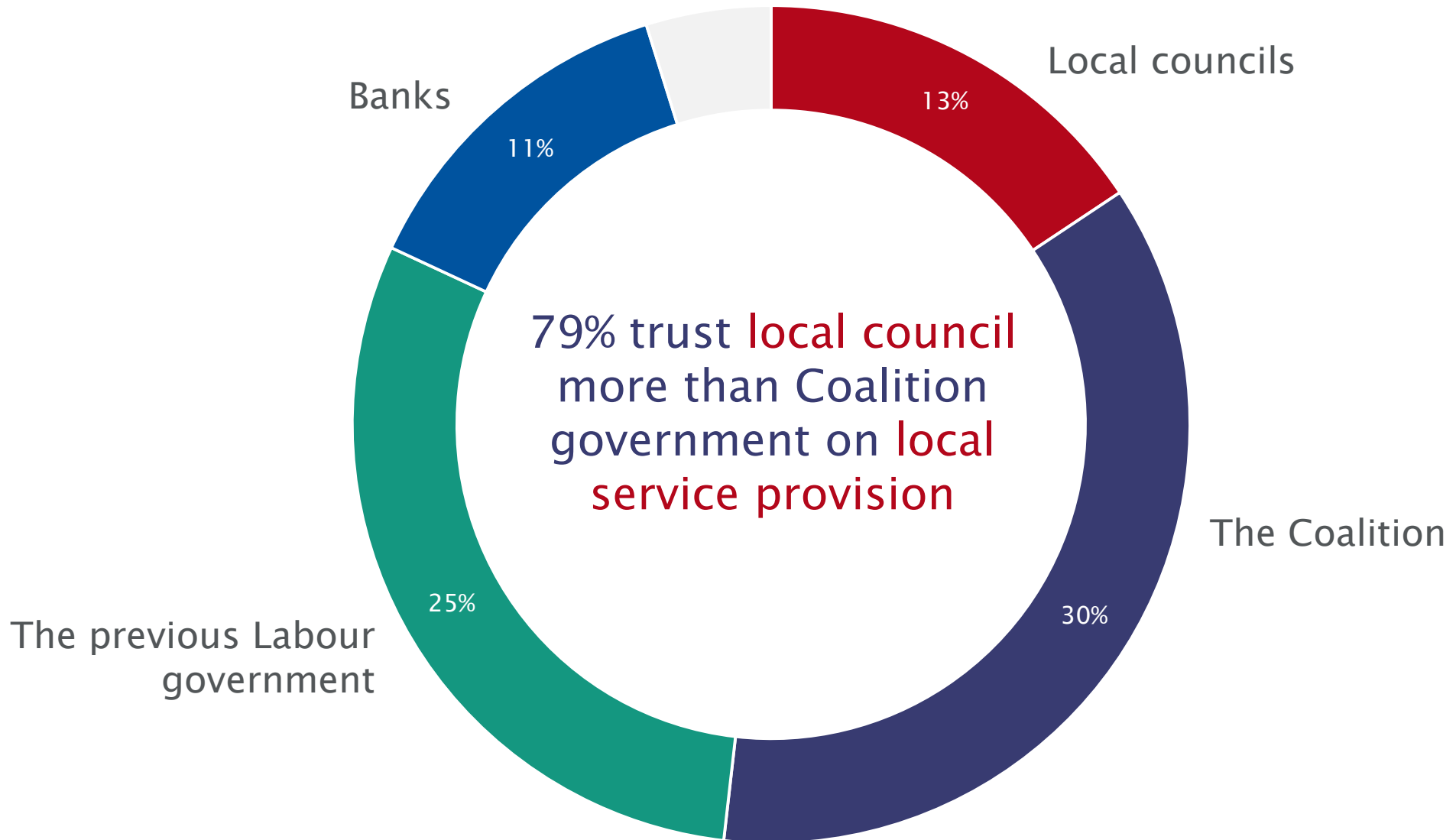
## PUBLIC UNDERSTANDING OF THE CHALLENGE?

**57% not happy to accept less from local council to help pay national debt**

**64% not be happy to pay more council tax to maintain current services**

**63% worried,  
52% angry at cuts made to public services**

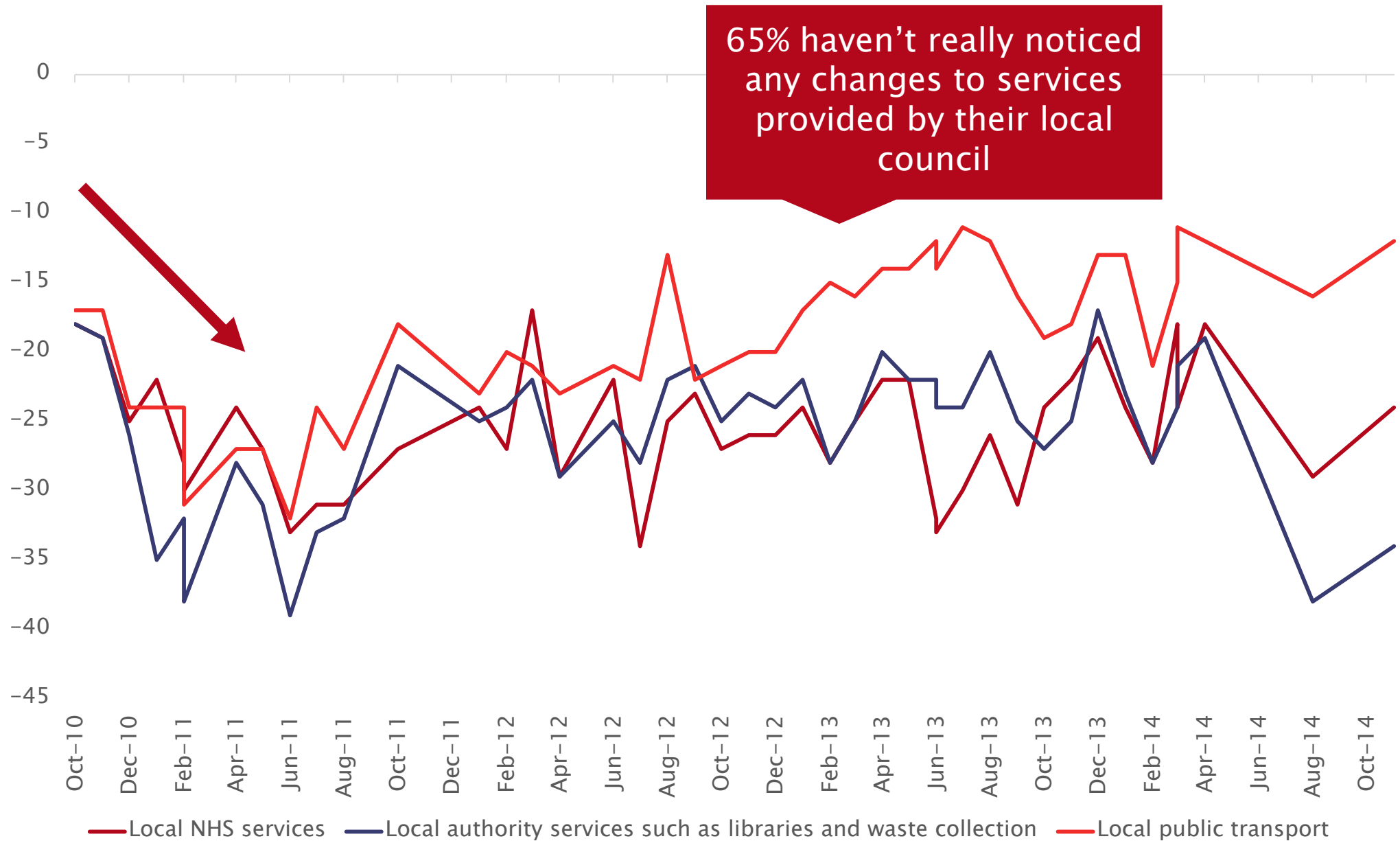
# LOCAL GOVT NOT TO BLAME



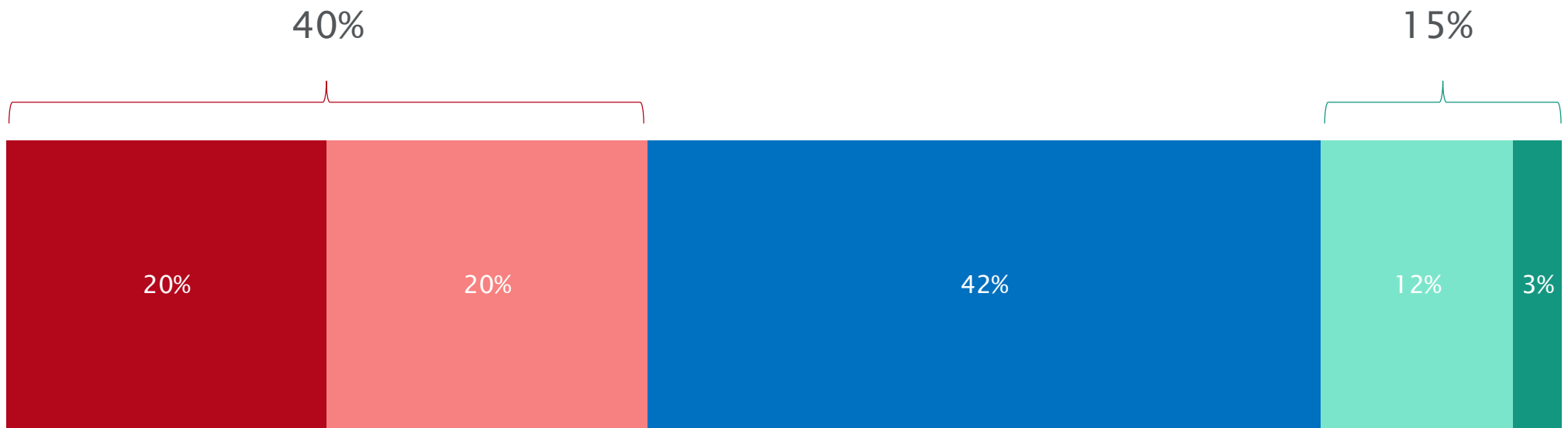
**RHETORIC DRIVING  
PERCEIVED REALITY**



# SATISFACTION ANTICIPATING ACTION

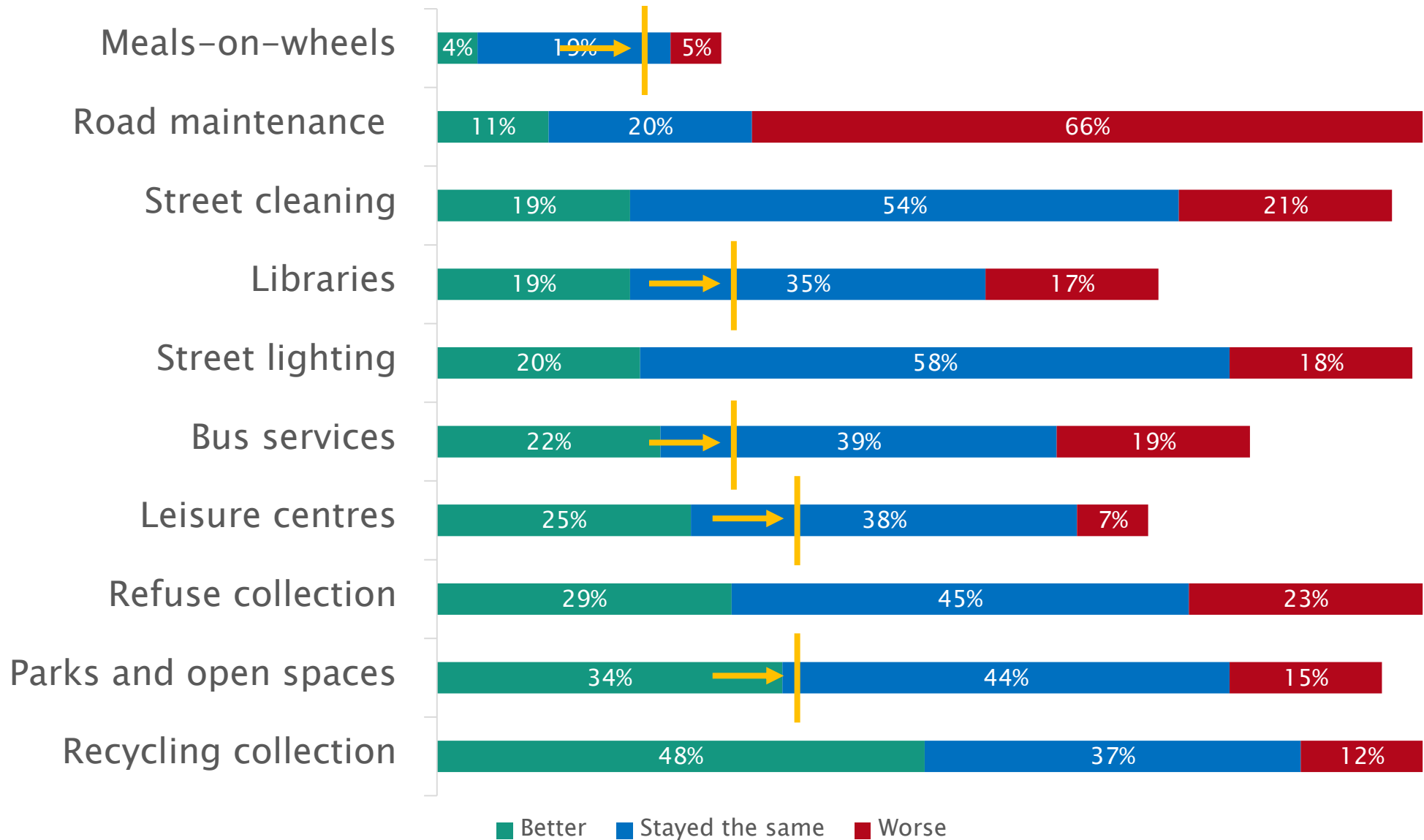


# GENERAL PERCEPTIONS OF QUALITY OF PUBLIC SERVICES ON THE DECLINE

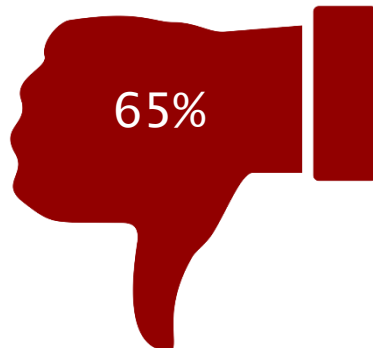


■ Got much worse   ■ Got a little worse   ■ Stayed the same   ■ Got a little better   ■ Got much better

# BUT LESS CRITICAL OF SPECIFIC SERVICES



# PATTERN OF CRITIQUE REMAINS CONSISTENT

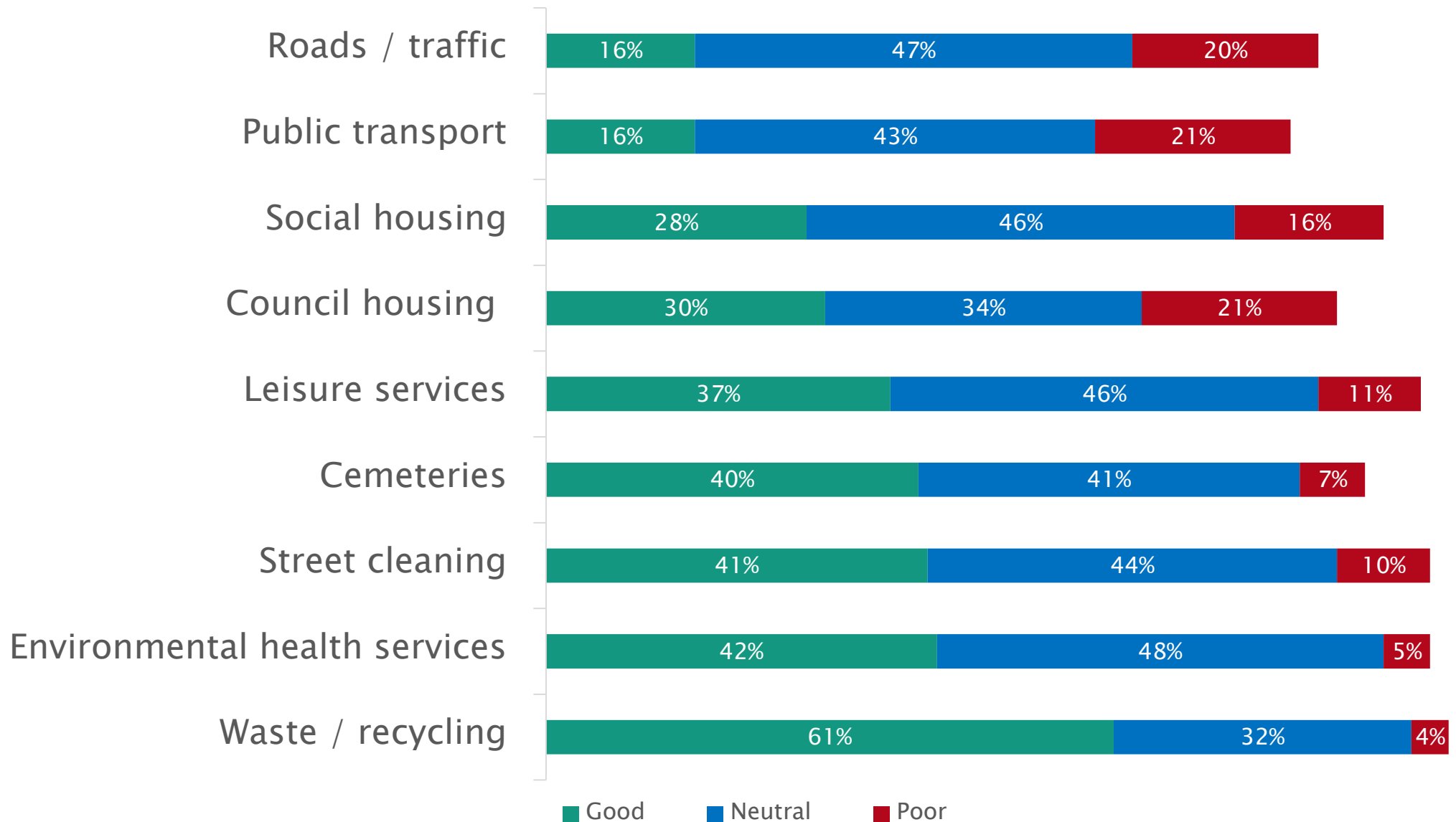


# PRIORITIES REFLECTING DISSATISFACTION

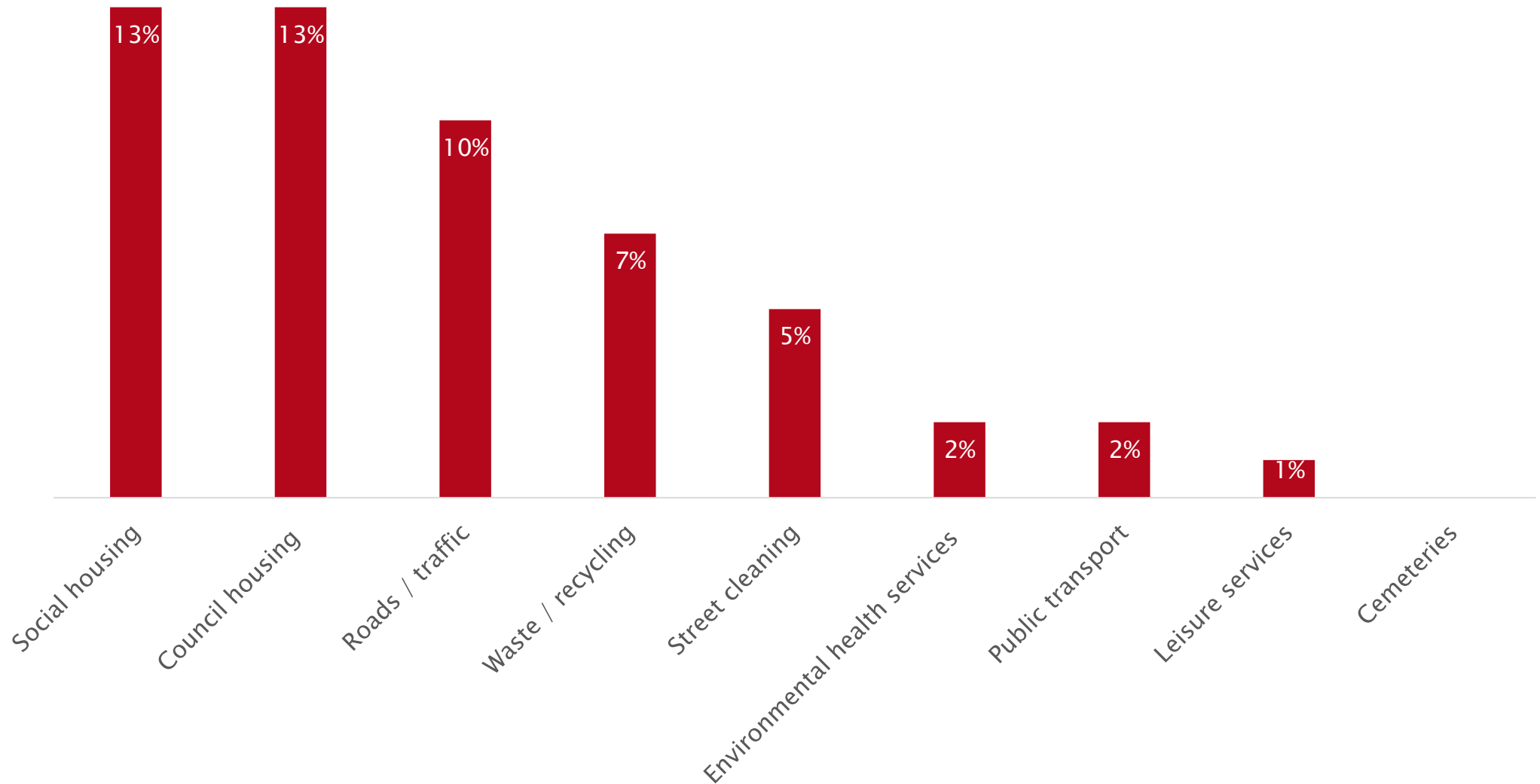




# CLLRS REFLECT PUBLIC SATISFACTION RATINGS



## BUT PRIORITIES FOLLOW DEMAND



**DELIVERING**

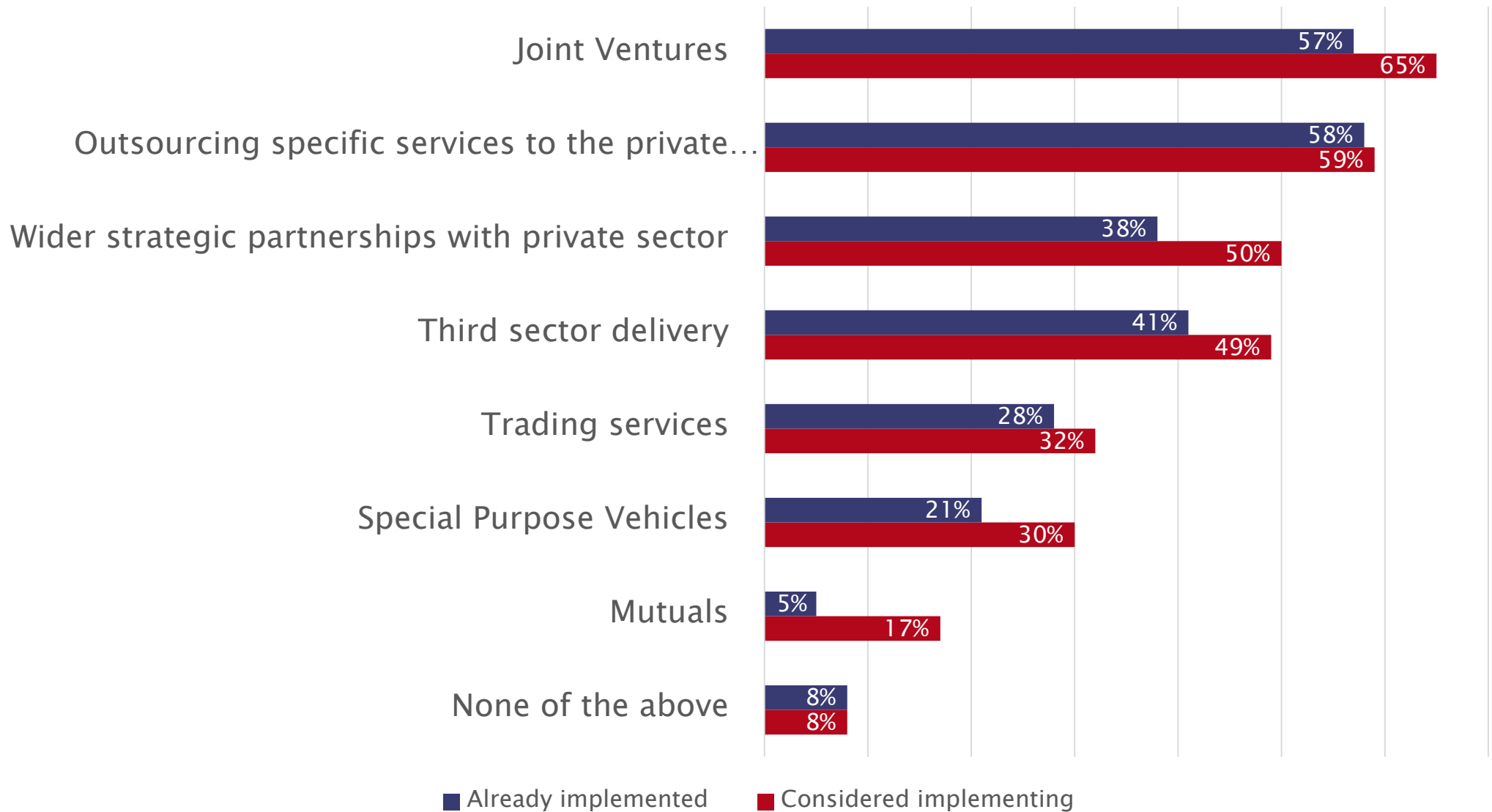


# DEMAND FOR PUBLIC SERVICES EVER INCREASES

- 
- Social housing (+70%)
  - Council housing (+65%)
  - Roads / traffic (+57%)
  - Waste / recycling (+43%)
  - Public transport (+41%)
  - Street cleaning (+33%)
  - Environmental health services (+32%)
  - Leisure services (+20%)
  - Cemeteries (+9%)



# ALTERNATIVE DELIVERY MODELS



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**School lunchtime catering – 68%**

**Meals-on-wheels – 61%**

**Prisons – 40%**

**Support services (FM) – 37%**

**PERFORMING?**

A hand holding a blue pen is pointing at a document. The document has text that is partially visible, including the words "Excellent", "Good", "Fair", "Poor", and "Unsatisfactory". The background is white with a large, curved, light gray shape on the left and a red shape on the right.

Excellent  
Good  
Fair  
Poor  
Unsatisfactory

## PERFORMANCE



- Effort – A
- Attainment overall – C
- Attainment → B

## OBJECTIVES



- Preparation
- Demand
- Roads & pavements – improve
- Waste / rubbish – maintain



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