
Perception of Council Performance

What the public think

Measuring to Survive *and thrive*.

Enabling local government to be an advocate for improved funding for local neighbourhoods

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Survation

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Four ways this presentation will help you

- Public trust you more
- They may trust you to spend their taxes on them
- National benchmarks to based on their needs
- Being an advocate for your neighbourhoods

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 2016, covering the range of council services that would appear in their local area.

Respondents were asked to consider their 'local area' meaning an area within 15-20 minutes walking distance from their home. Polling was conducted via online panel between 19th - 28th November 2016.

Data were weighted by age, sex, region, household income, education, 2015 GE vote and 2016 EU Referendum vote to be representative of all UK adults aged 18+.

The overall sample size was 1,539, including booster samples in Northern Ireland & Wales to ensure sub-samples of at least 100 persons in those regions.

Key findings: Trust and taxes

Trust in Councils and Councillors high versus Government ministers and Private Companies

- Five times as many trust the local Council over the Government to make decisions about how services are delivered provided in your local area
- Eight times as many trust local councillors over government ministers to make decision about their local area
- Six times as many trusted council to provide services in their local area over a private company with people trusting the council eight times more than the government.

Strong desire for more government money for local councils

77% would like the government to give more money to local councils to spend at the local level.

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Key findings Performance and Priorities

Large variance in satisfaction by service area - high in waste & recycling, lower in road maintenance

- Respondents had a net satisfaction score with nine services provided by local government.
- Waste and Recycling services is the area that the public had the highest satisfaction score 7.2 with the road maintenance rated 5.2 the lowest.

Public Rate Road Maintenance Highest Priority For New Government Funds

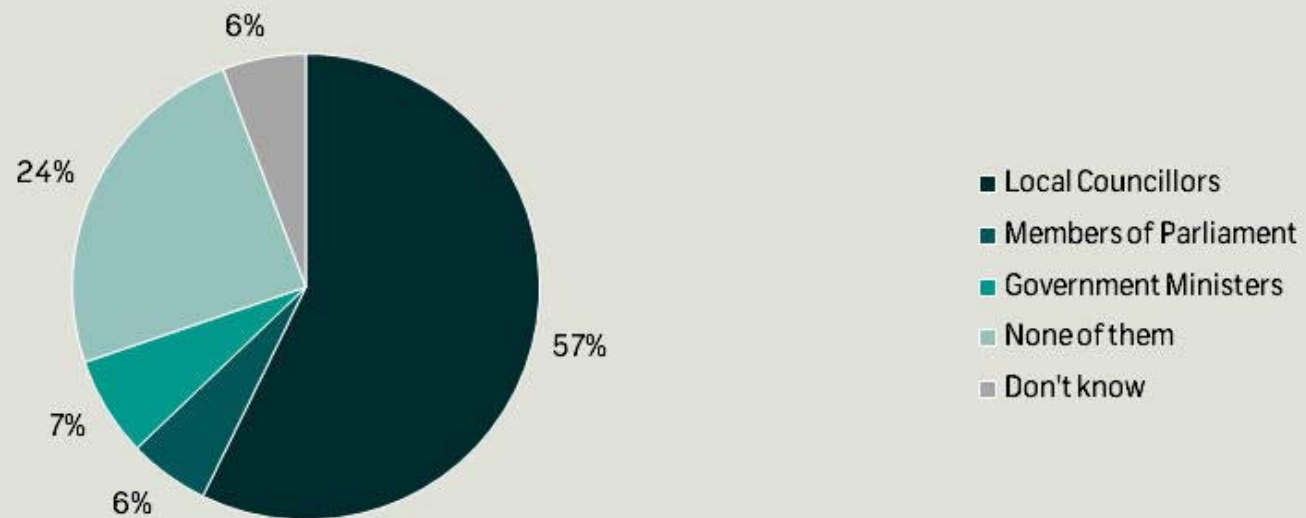
- Asked to allocate a notional budget across 9 services, the public allocated 18% to road maintenance, 50% more than any other area.

Public See Decline In Local Services in Recent Years

- A significant section of respondents (44%) perceive a decline in local services in their local areas.
- The public were most likely to see this decline as the fault of both the Government and local Councils combined (41%) whilst only a quarter (27%) see this as being caused by Government cuts alone.

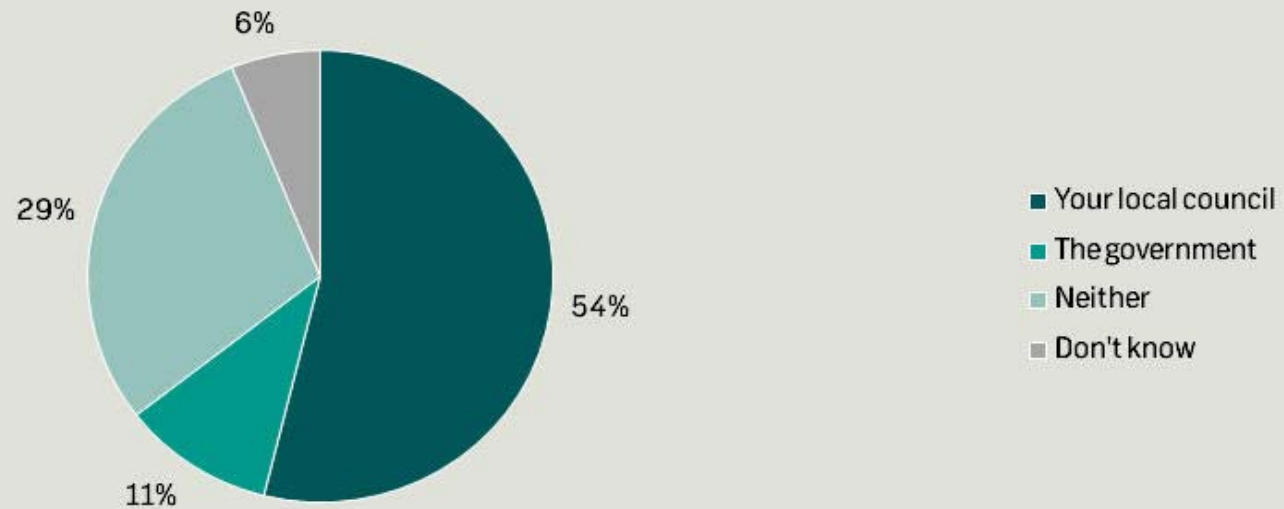
Trust high in Councilors and Councils

Who do you trust the most to make decisions about how services are provided in your local area?



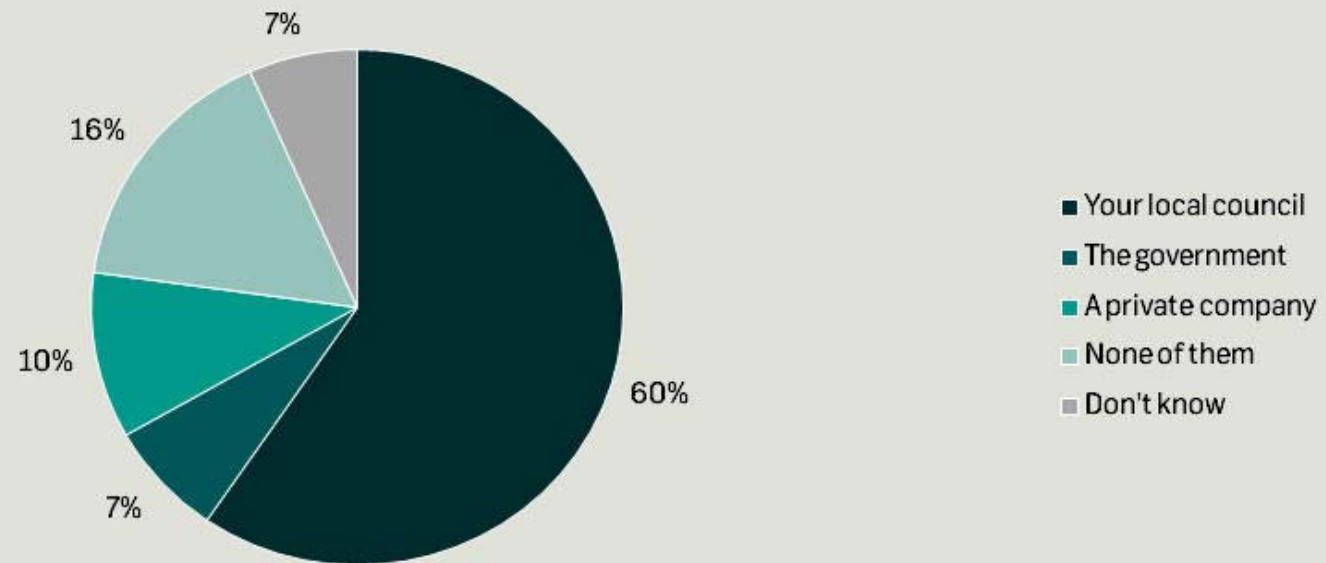
Trust high in Councilors and Councils

Who do you trust the most to make decisions about how services are delivered and about how services are provided in your local area?



Trust high in Councilors and Councils

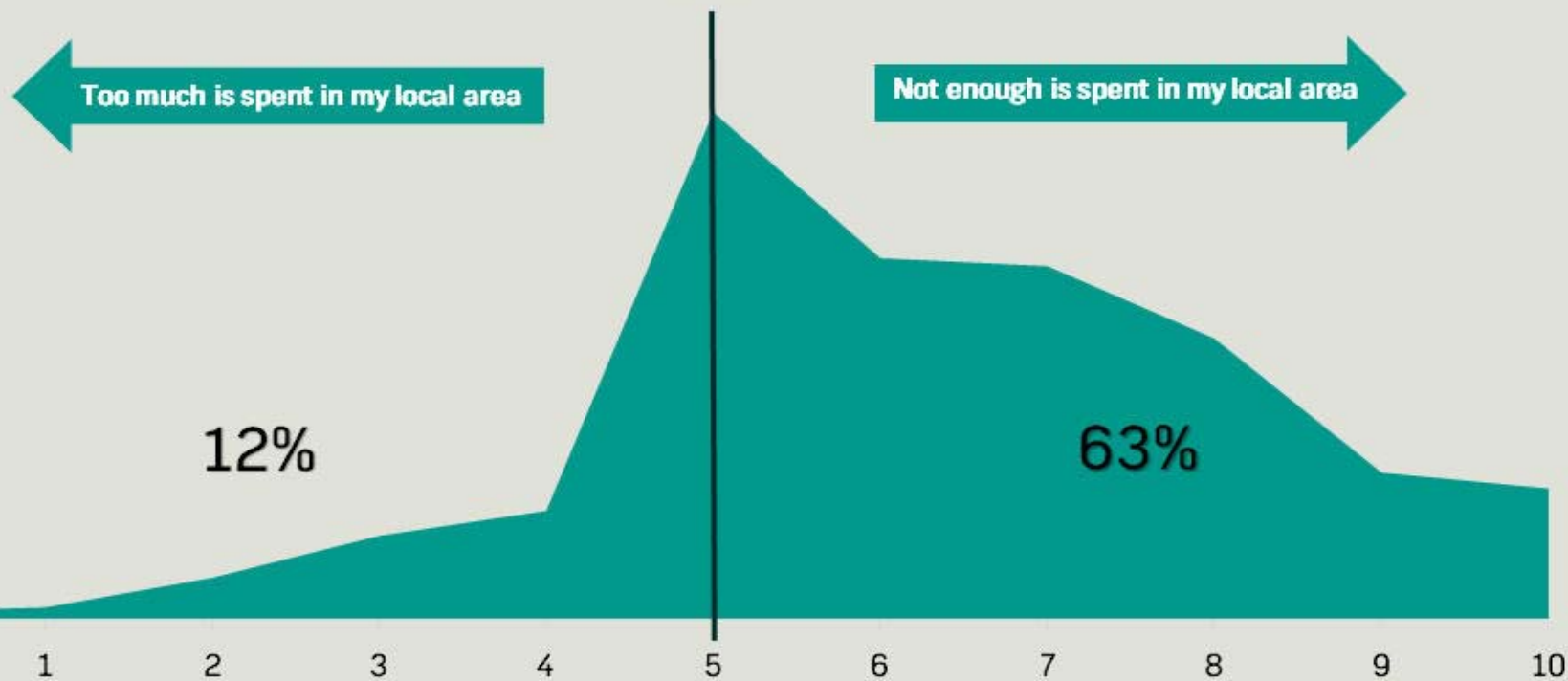
Who do you trust most to deliver services to your local area?



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Enough of your taxes spent in the your area?

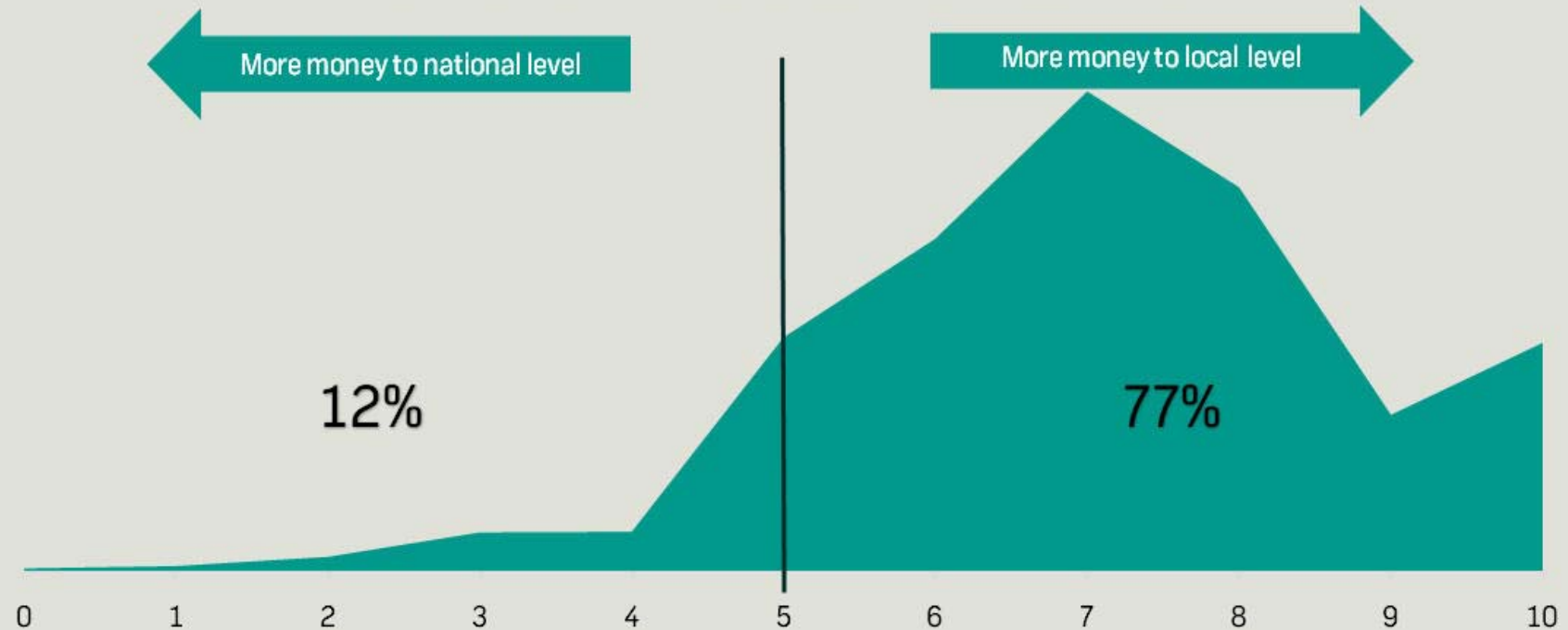
Do you think that enough of your tax is spent on services in your local area?



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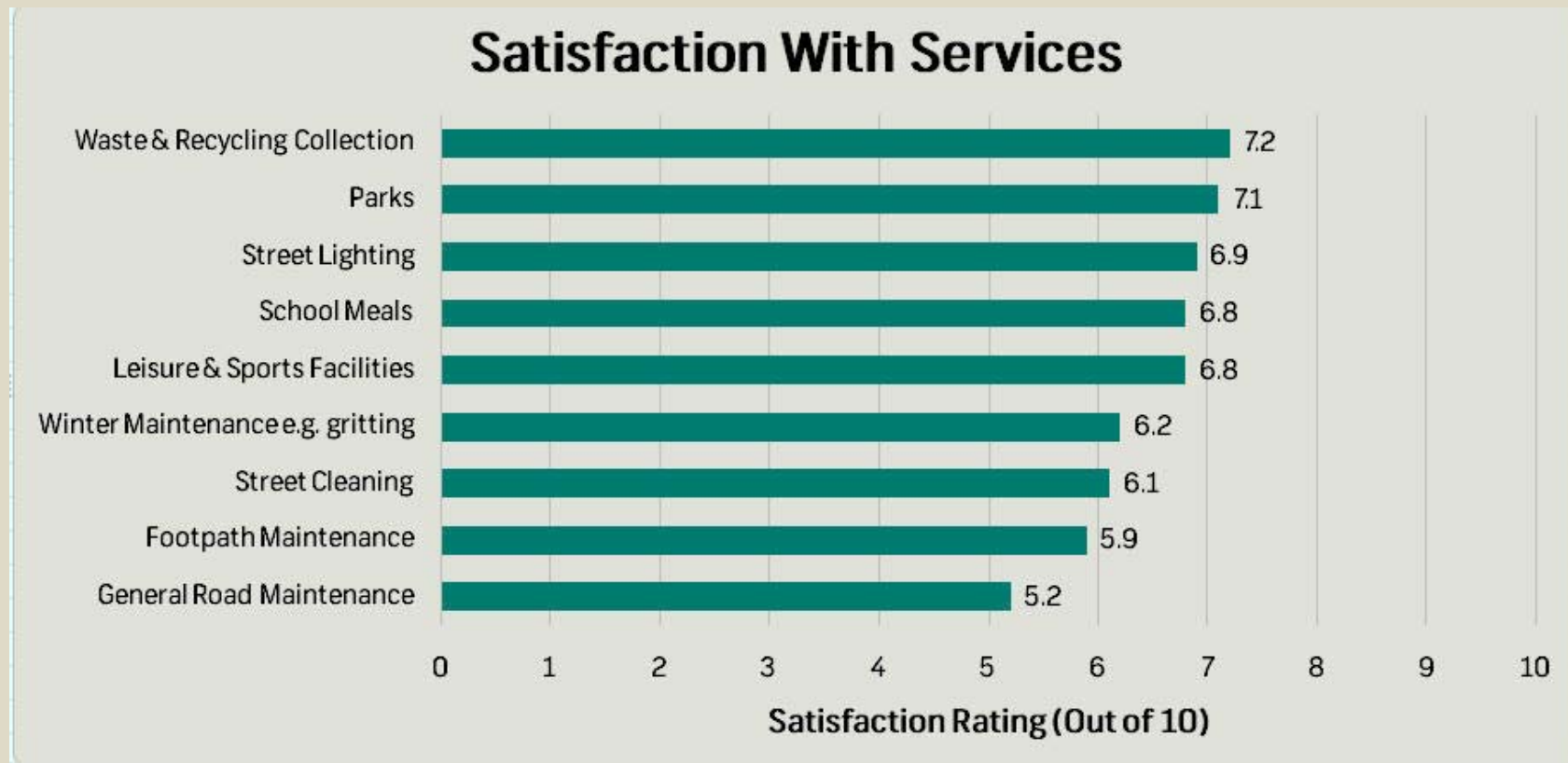
Should Government give Councils more funds?

Would you like to see the government keep more money than it currently gives to local councils to spend at national level or should it give more money to local councils to spend at the local level?



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Performance of Councils services positive



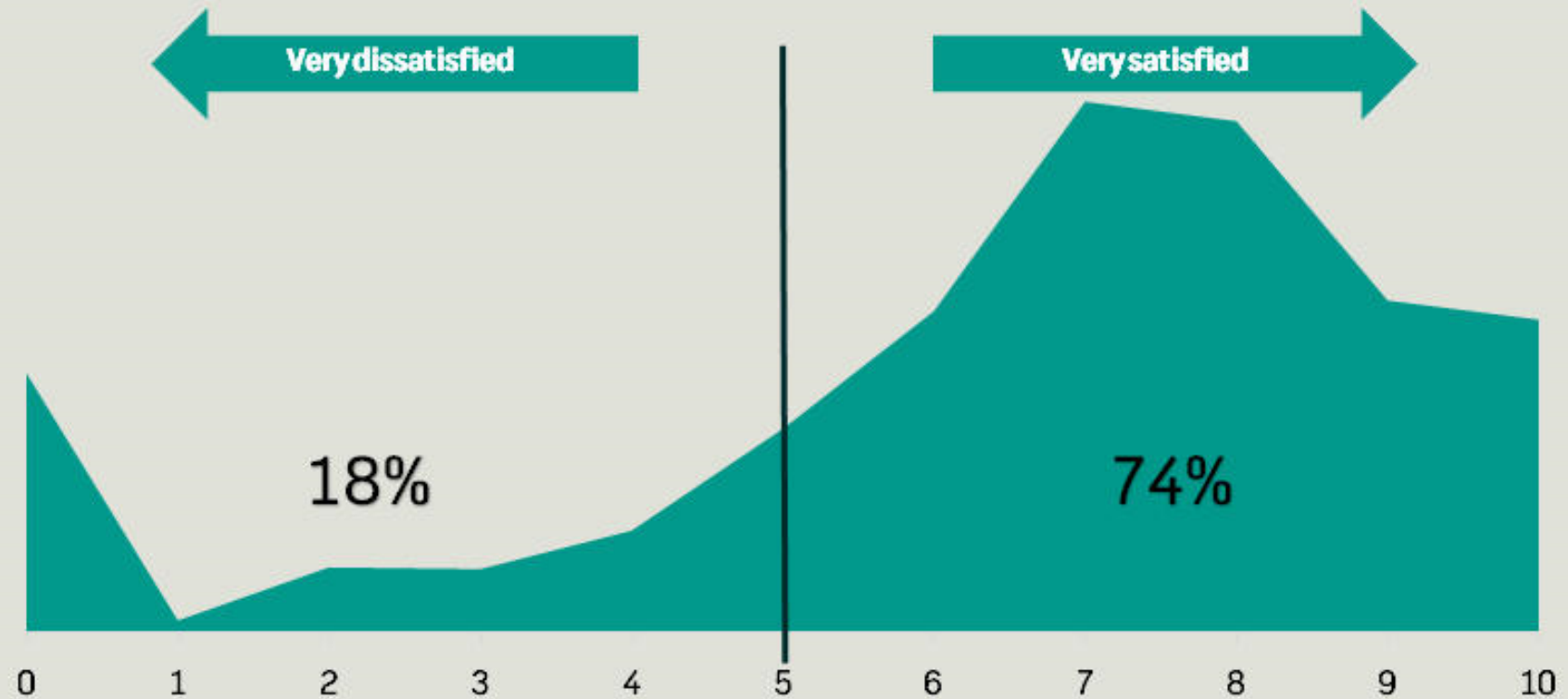
7.2 Waste and Recycling



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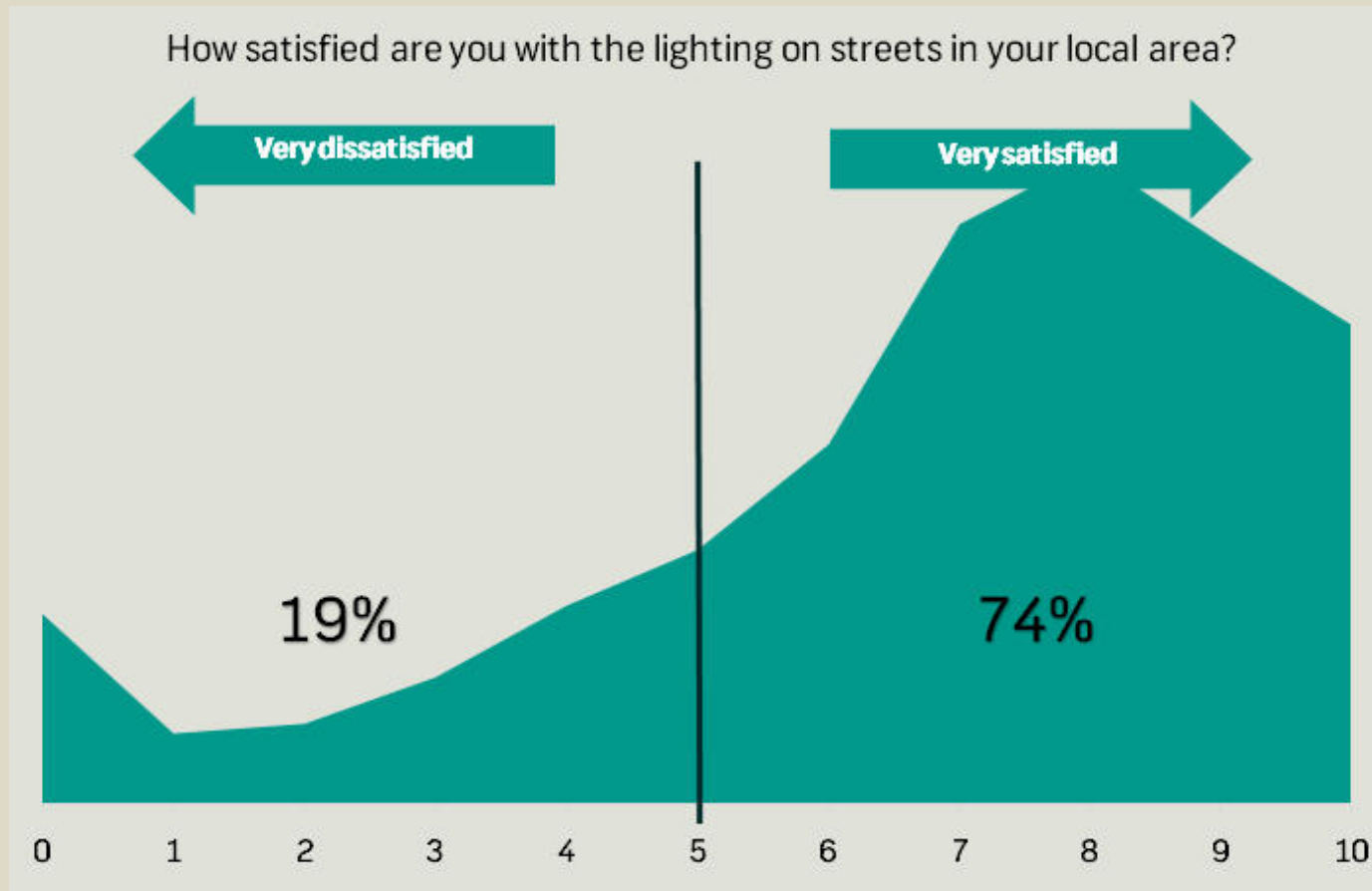
7.0 Parks

How satisfied are you with the park services in your local area?



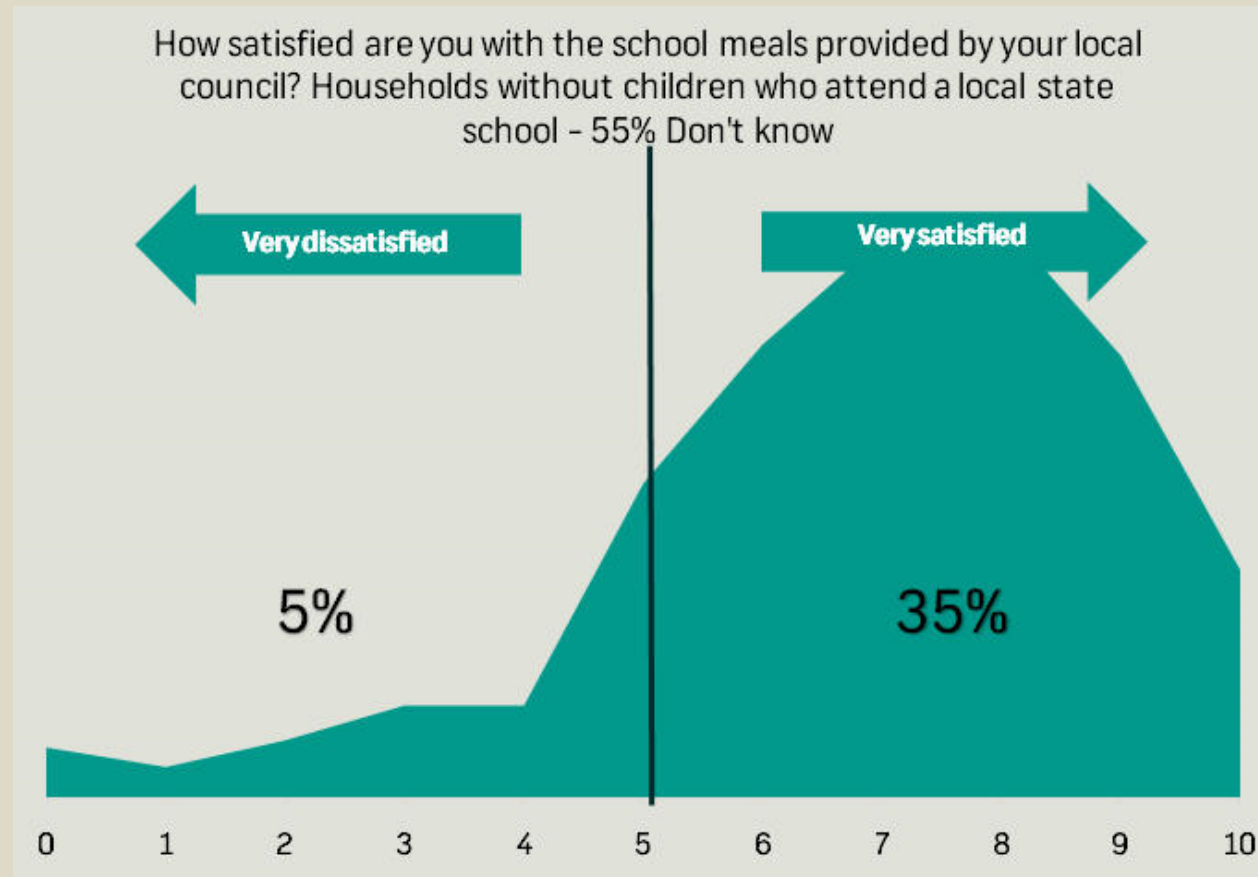
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6.9 Street Lighting



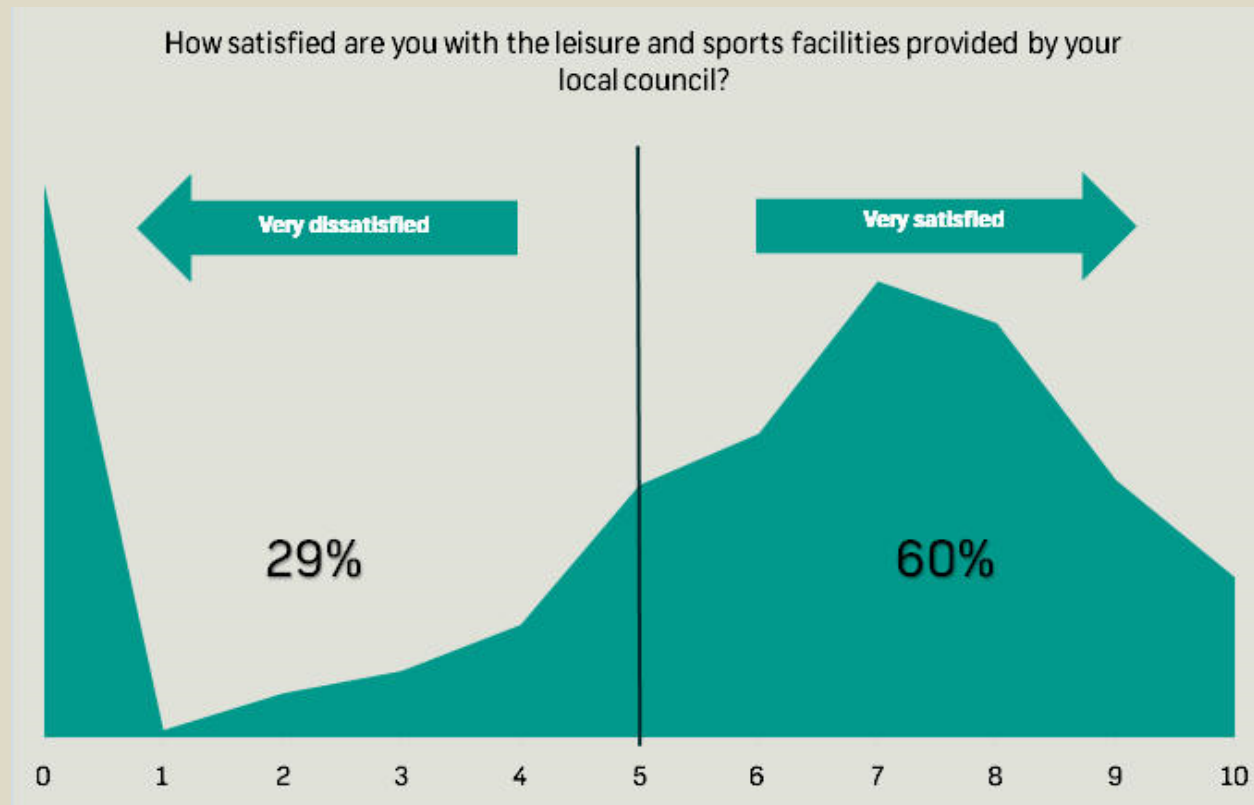
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6.8 School Meals



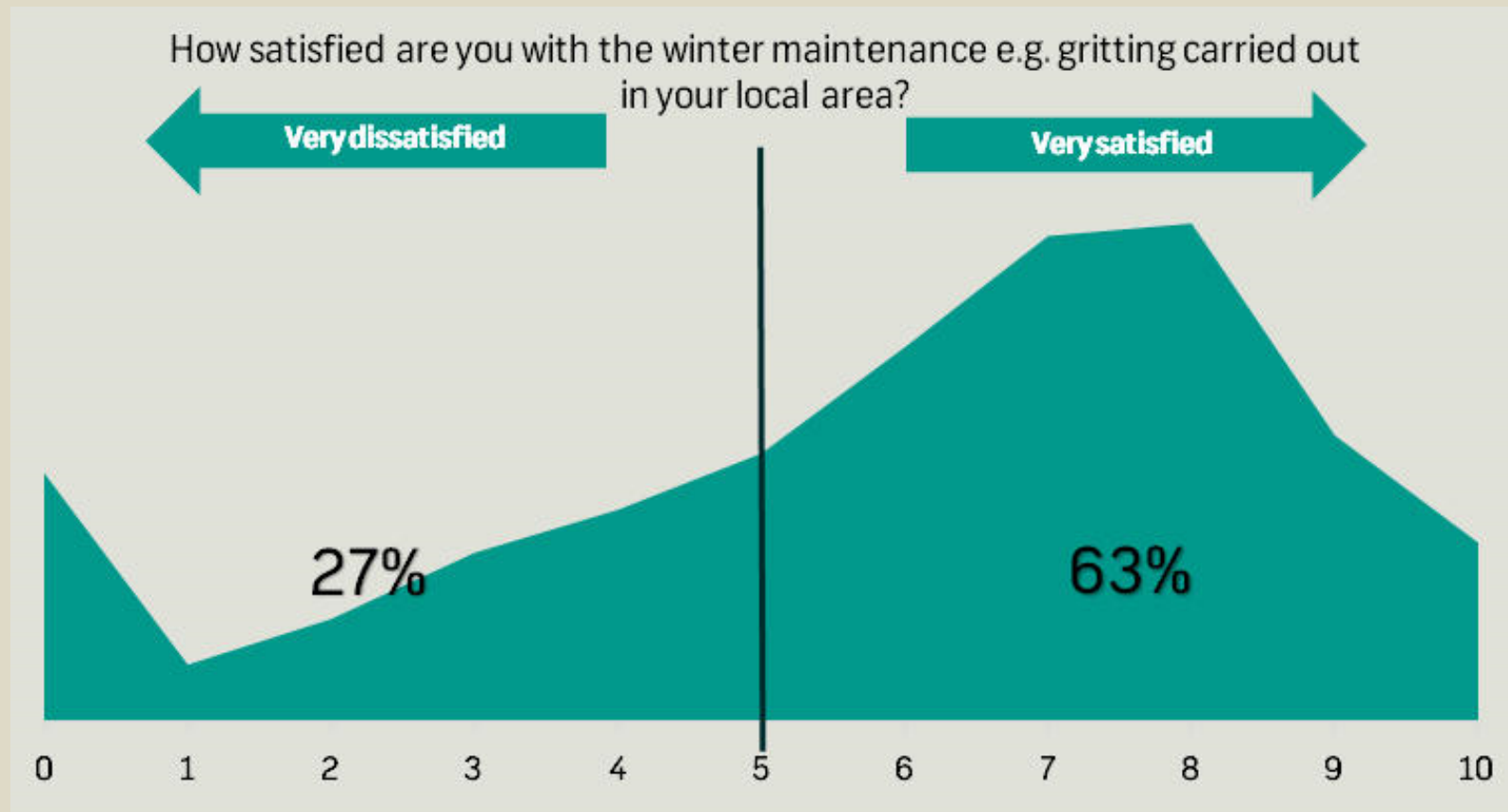
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6.8 Leisure and Sports



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6.2 Winter Maintenance



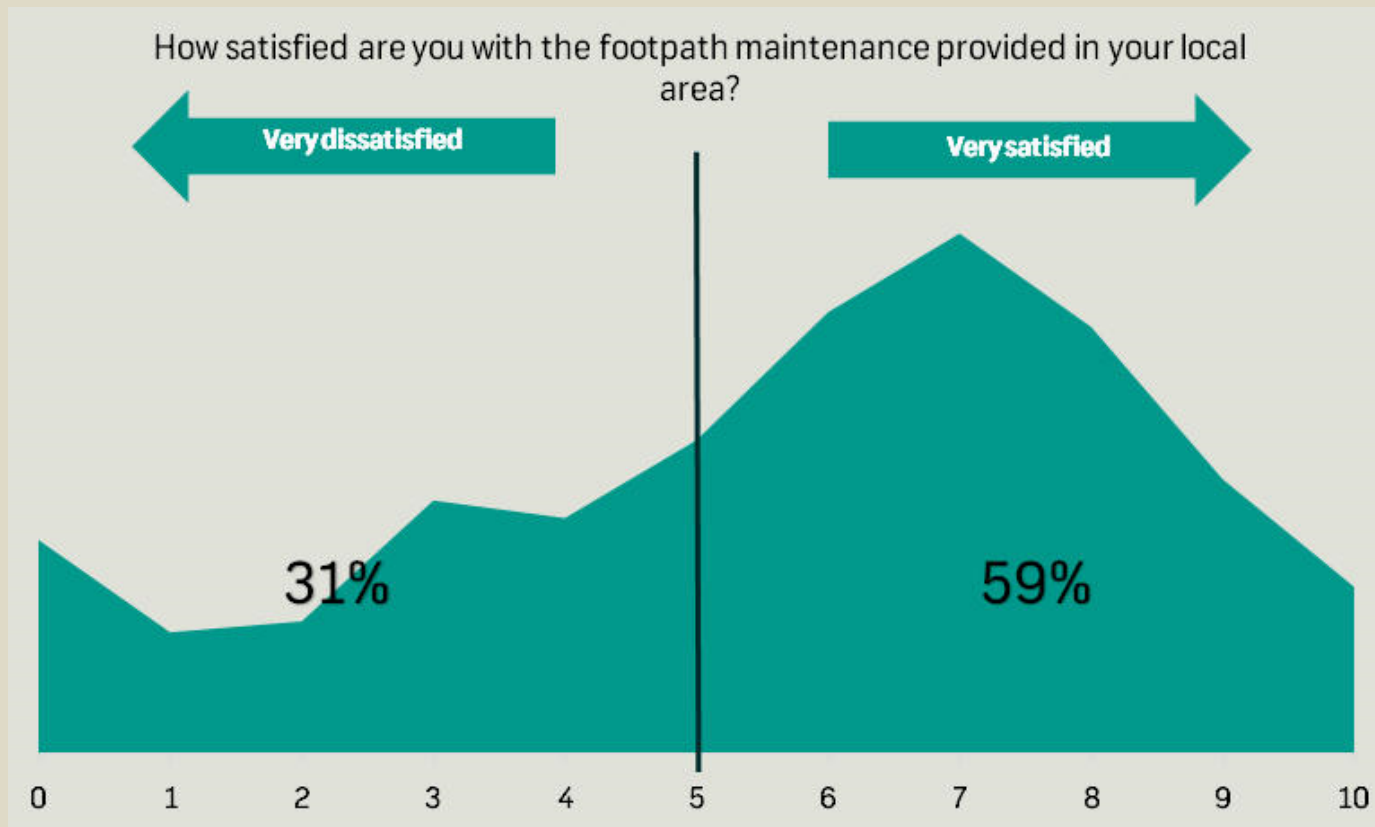
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6.1 Street Cleaning



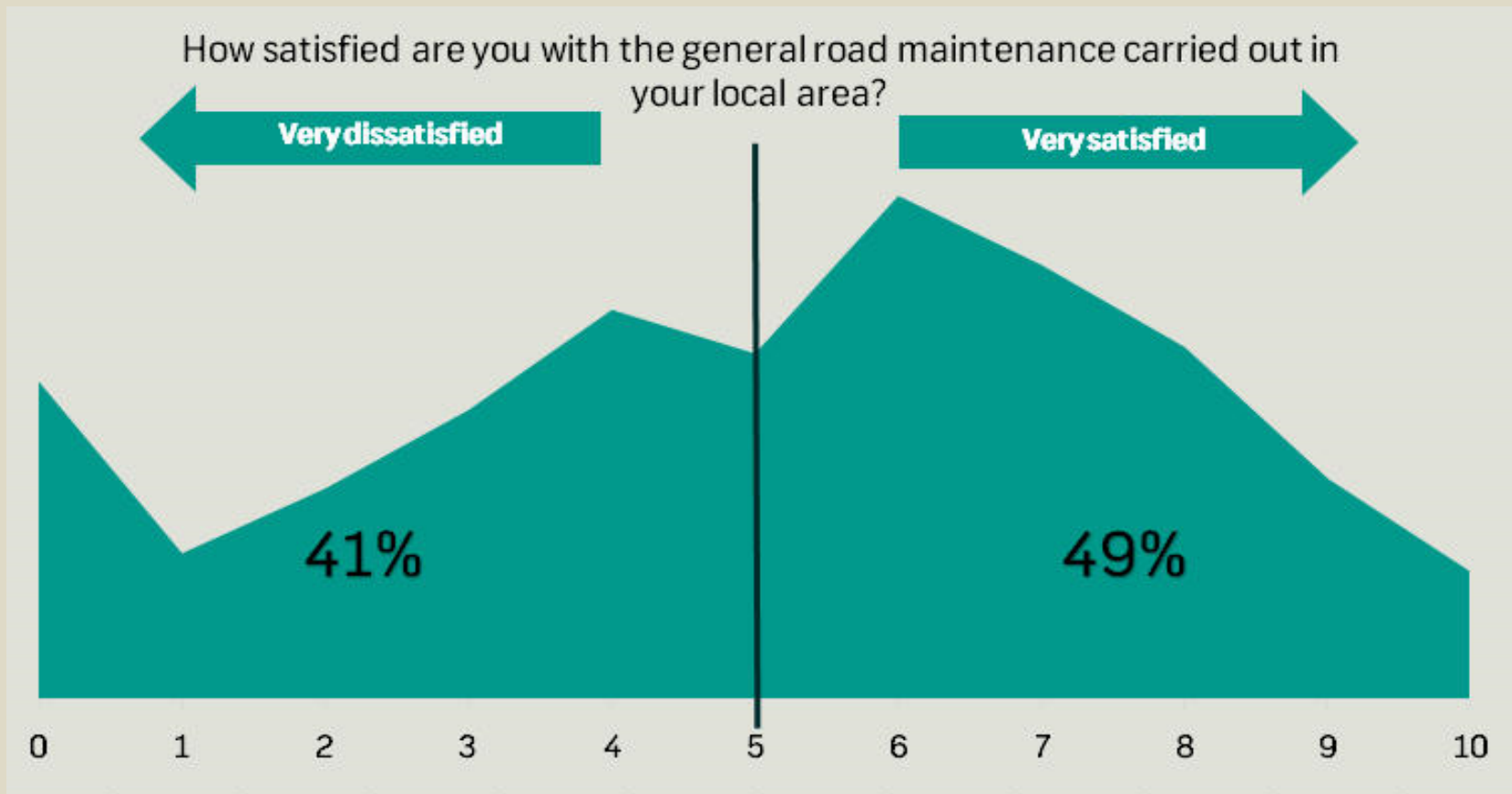
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5.9 Footpath maintenance



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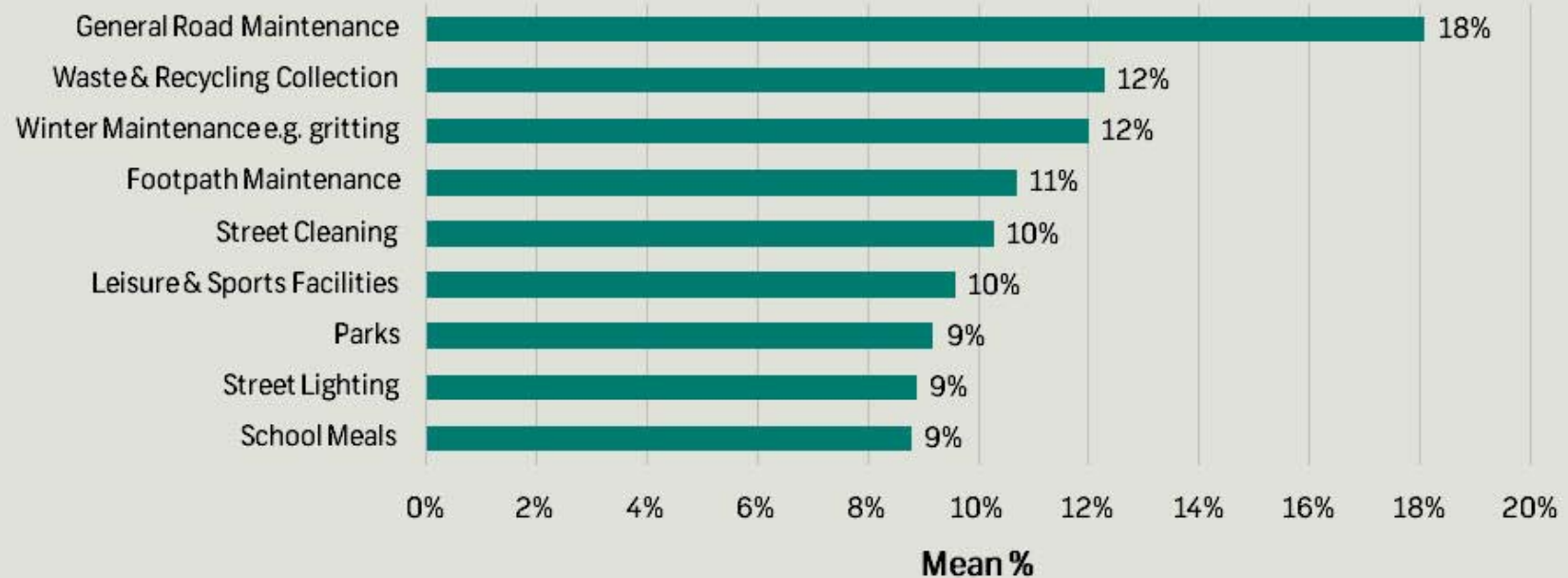
5.2 Road maintenance



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How the public would like extra funds spent

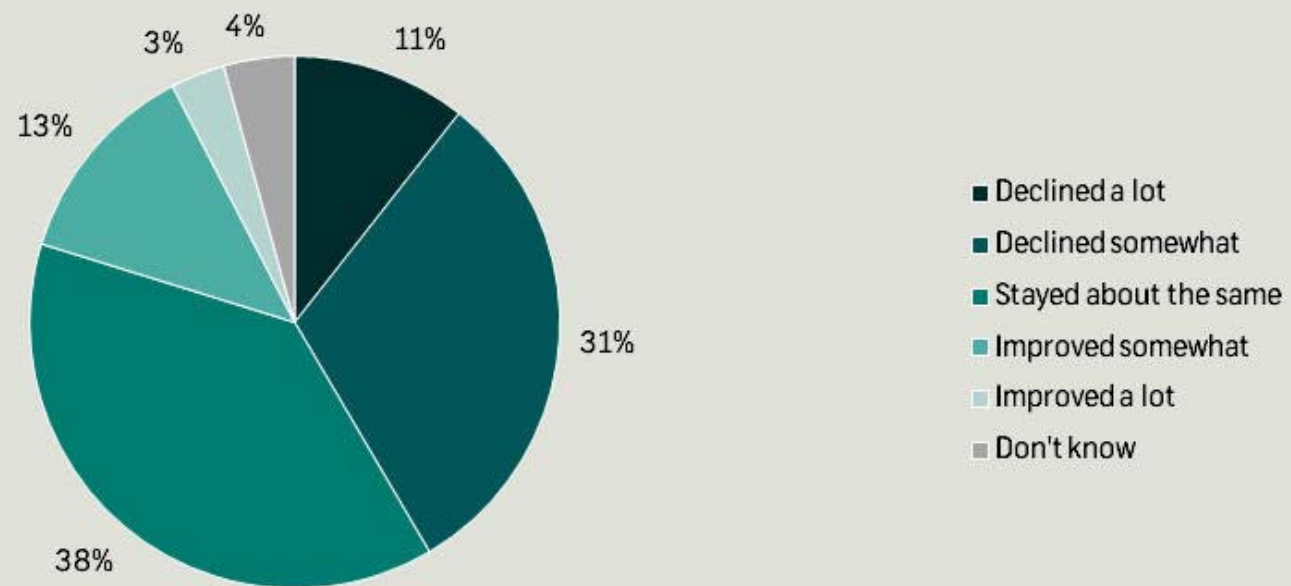
What percentage of the extra money would be spent on each of the 9 services below?



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Have services declined in your area?

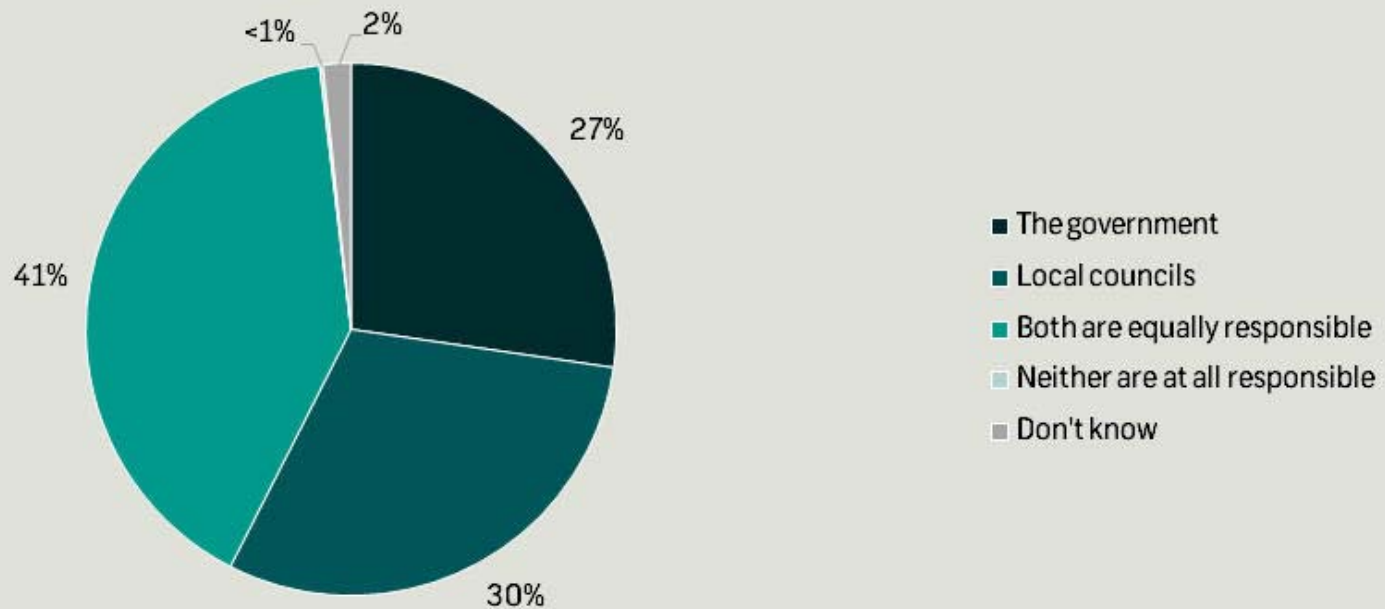
Do you think that local services have declined or improved in your local area in recent years?



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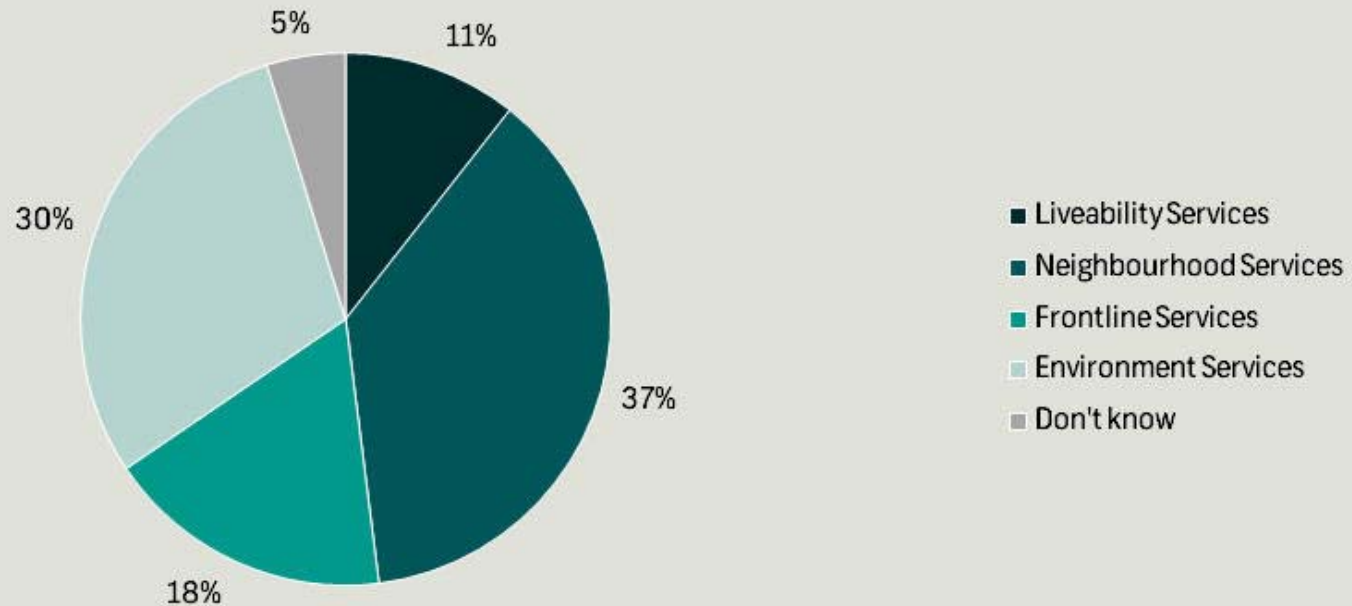
Who is to blame?

Who do you think is the most responsible for the declining services in your local area?



The point of view if the public on services

What name best describes the services from your point of view operated by your local council?



How to survive *and thrive*

1. Understand that your brand strength is **relative trust** based on local community accountability.
2. **Build on that trust** by incorporating measurement of public satisfaction into your performance measurement and benchmarking.
3. **Be an advocate** for more of your residents tax being spent on **their Neighbourhood**.

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Section header

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