



Public perception survey

What do the public think of local services and where do they want to see money spent?

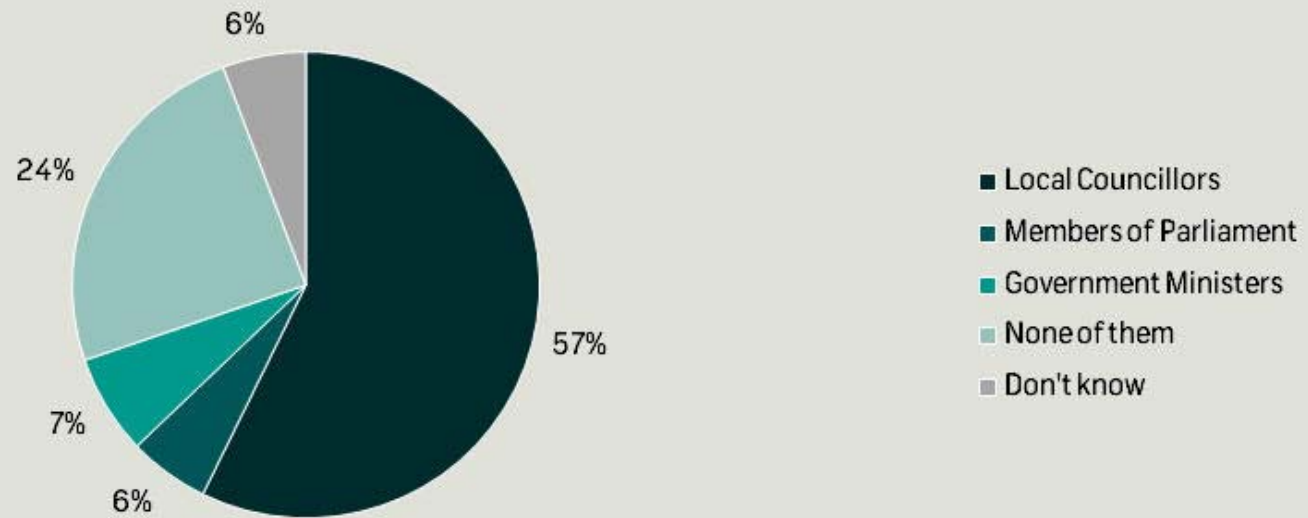
**Mo Baines, APSE Head of
Communication and
Coordination**



- With Survation APSE set out to gain results from 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.
- British polling standards
- Data weighted
- 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.

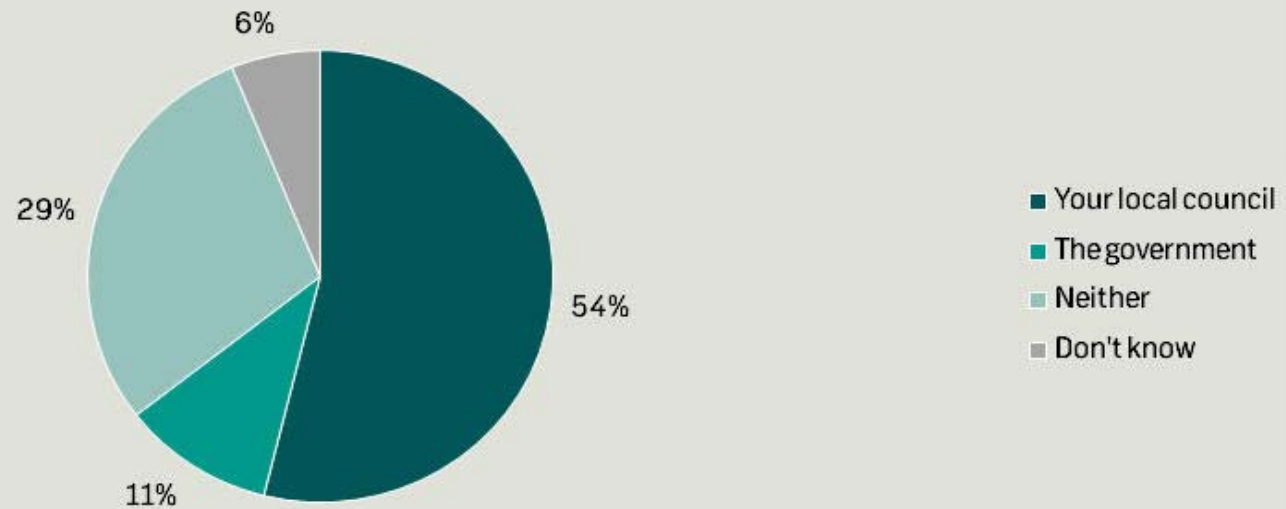


Who do you trust the most to make decisions about how services are provided in your local area?



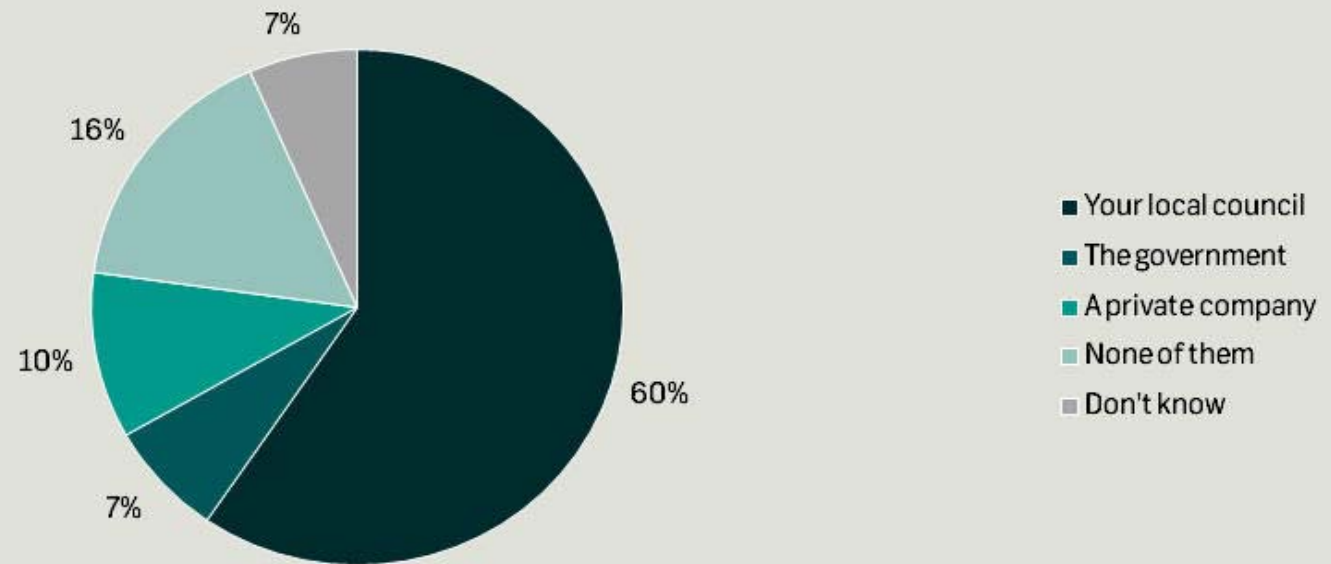


Who do you trust the most to make decisions about how services are delivered and about how services are provided in your local area?





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



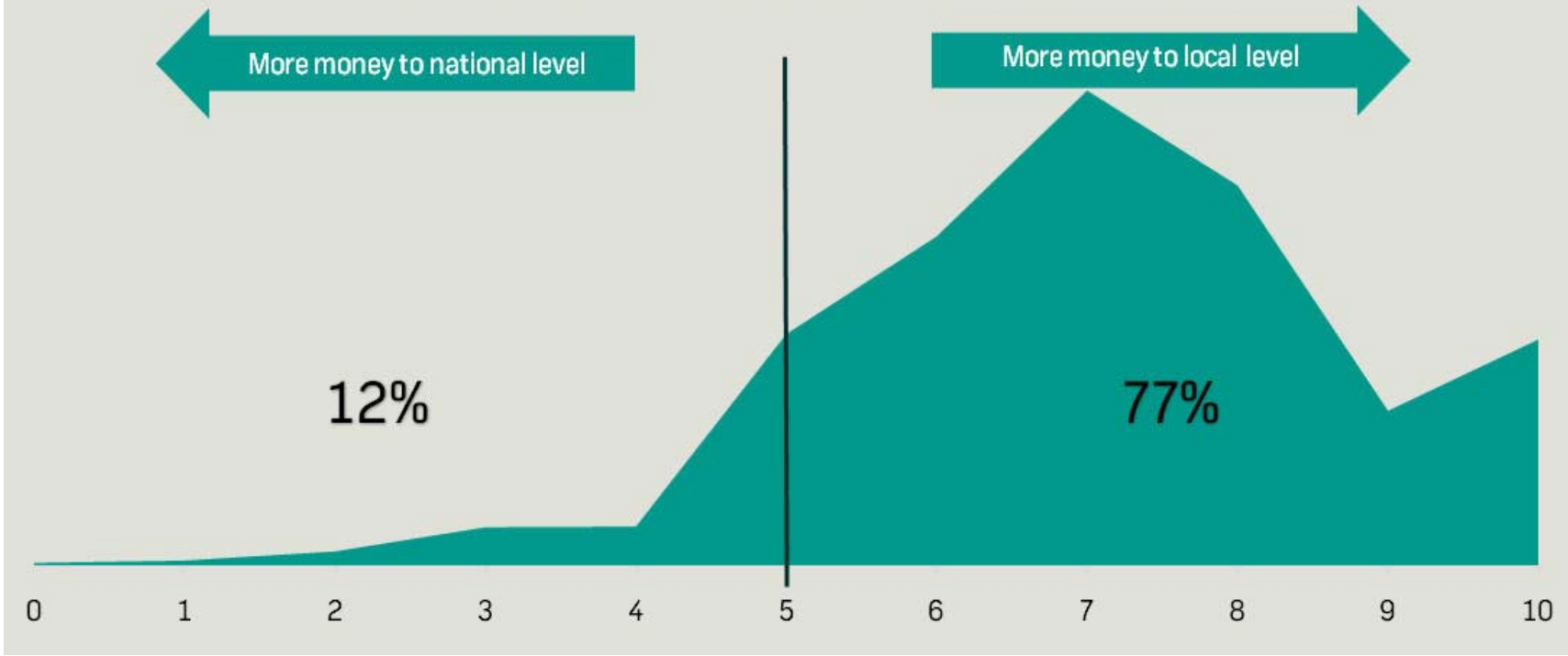


Do you think that enough of your tax is spent on services in your local area?



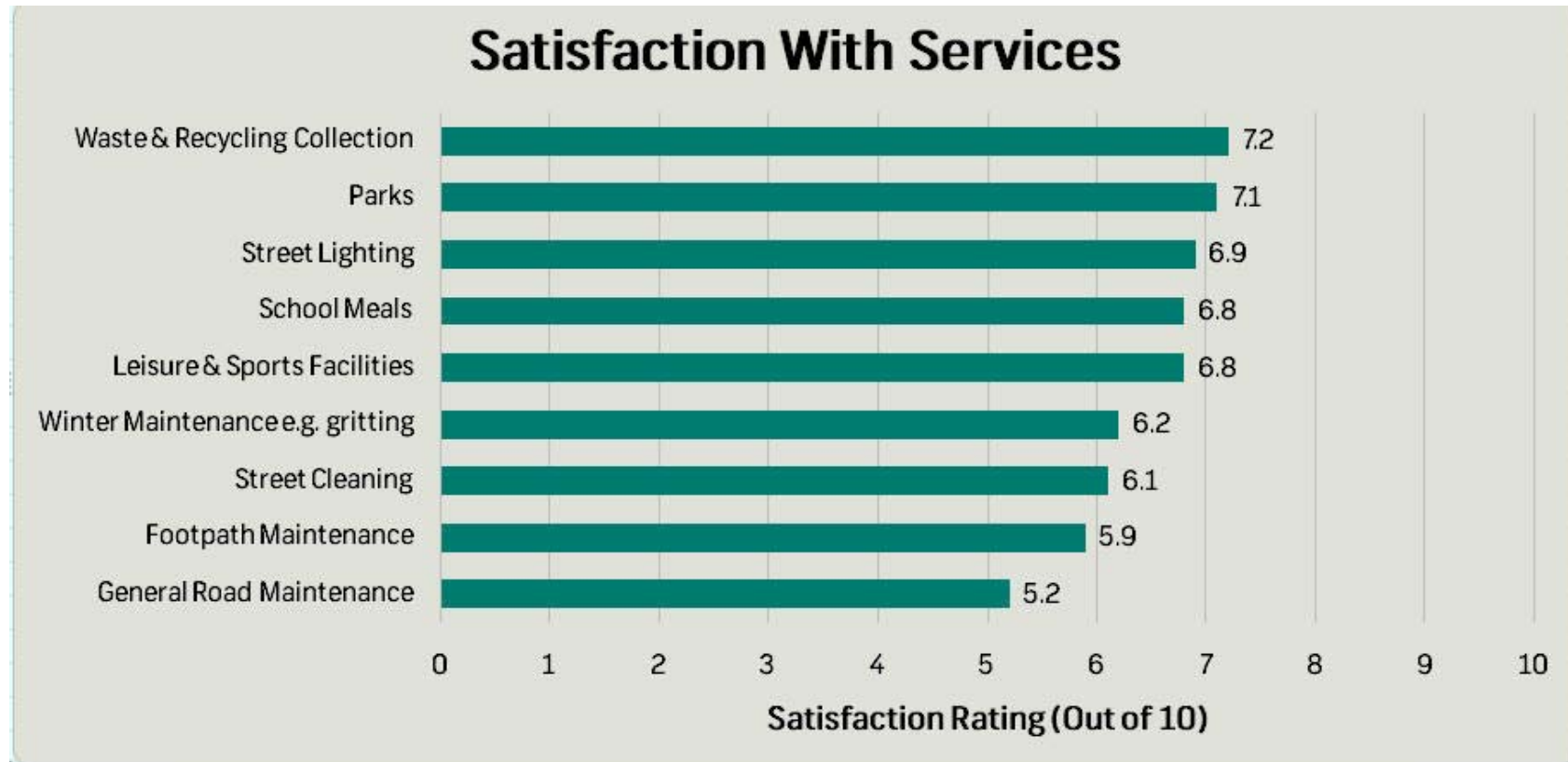


Would you like to see the government keep more money than it currently gives to local councils to spend at national level or should it give more money to local councils to spend at the local level?



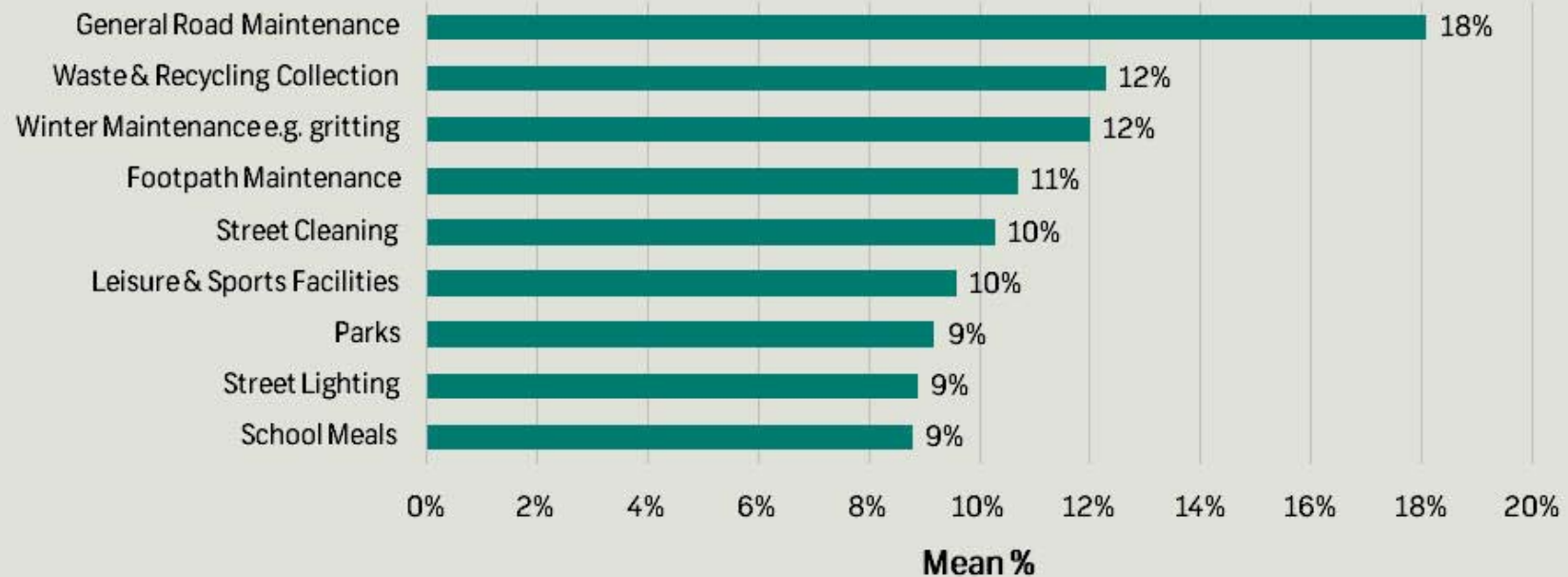


Satisfaction With Services





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



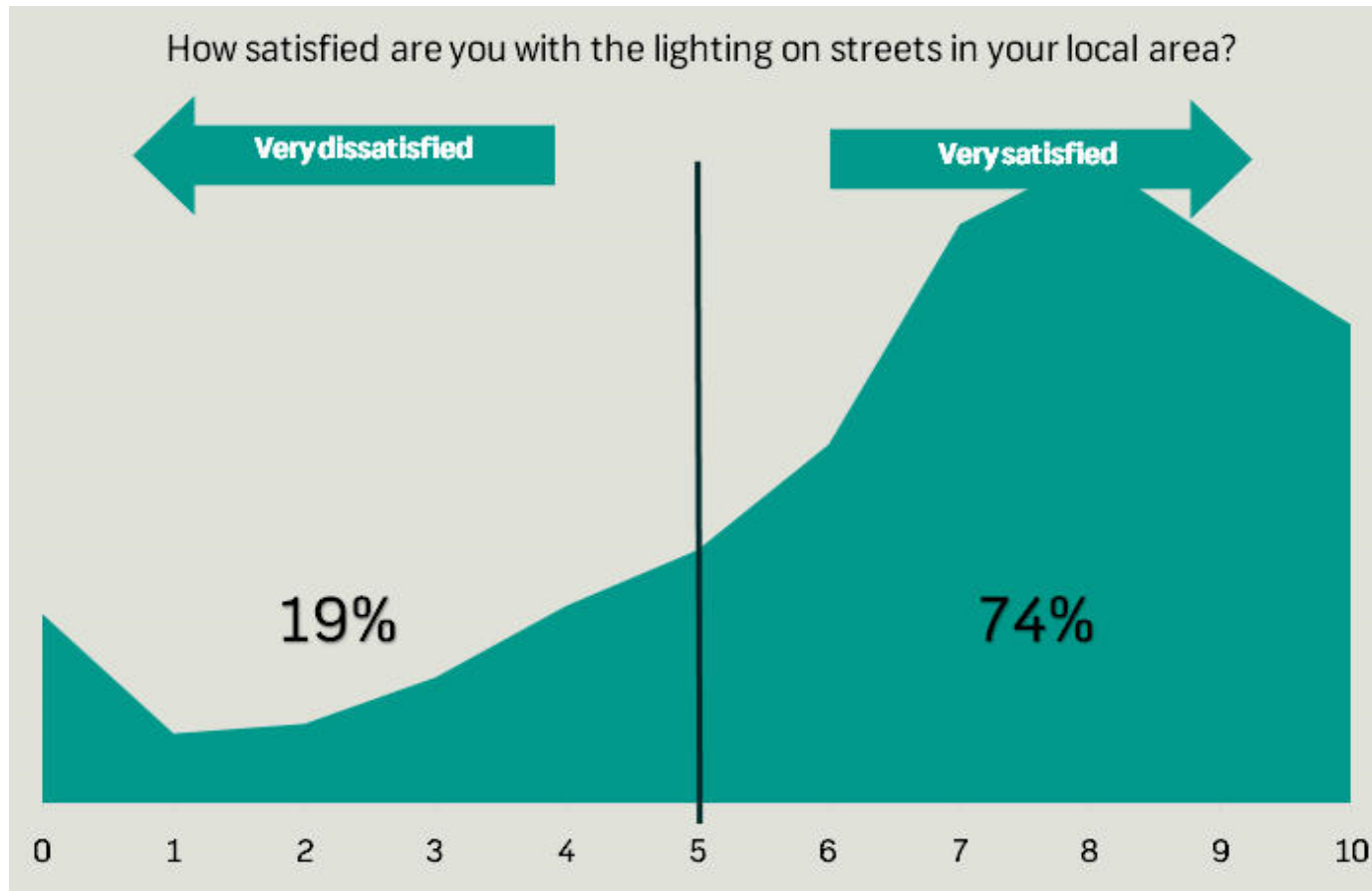


Top score: Waste and Recycling



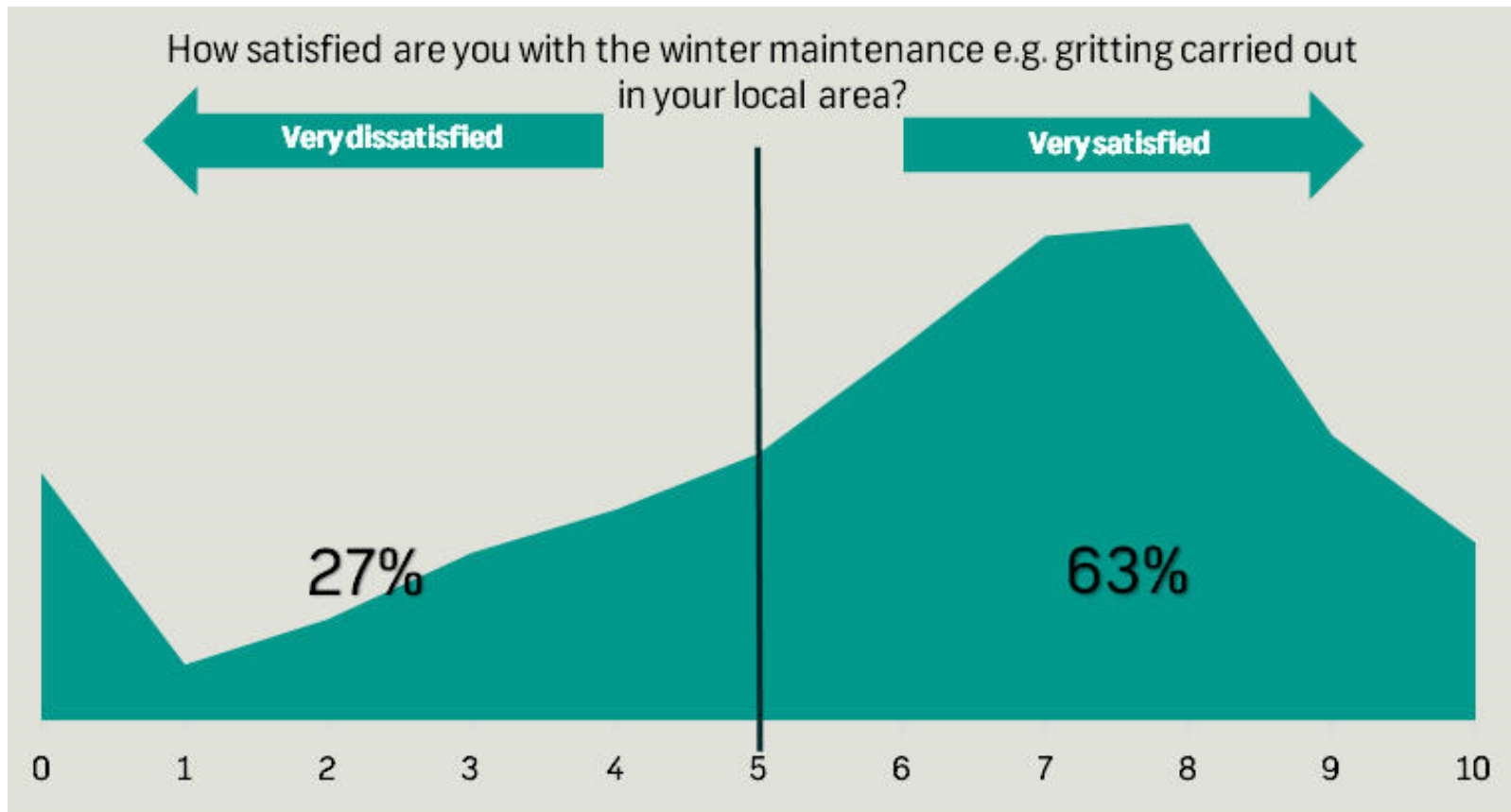


Street Lighting



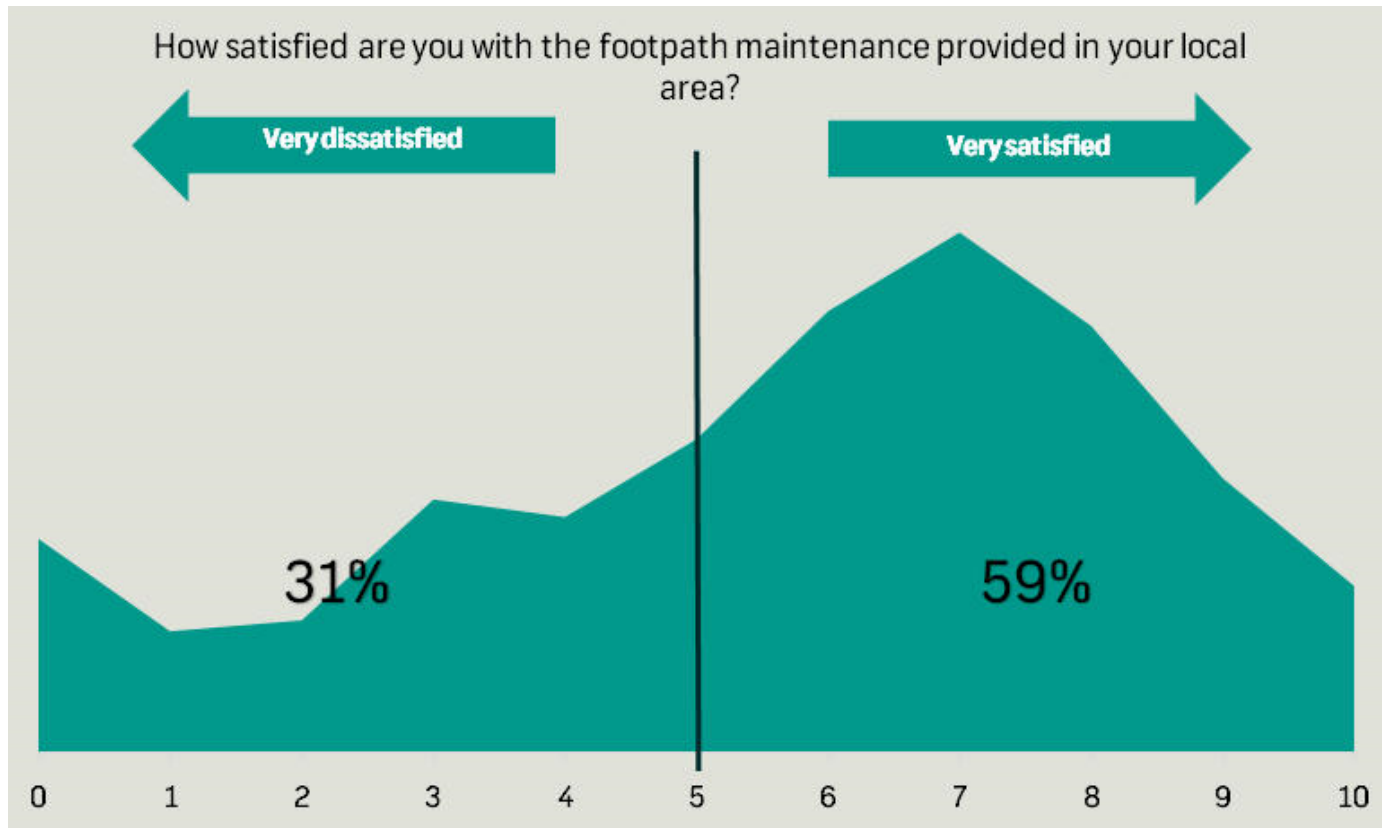


Winter Maintenance



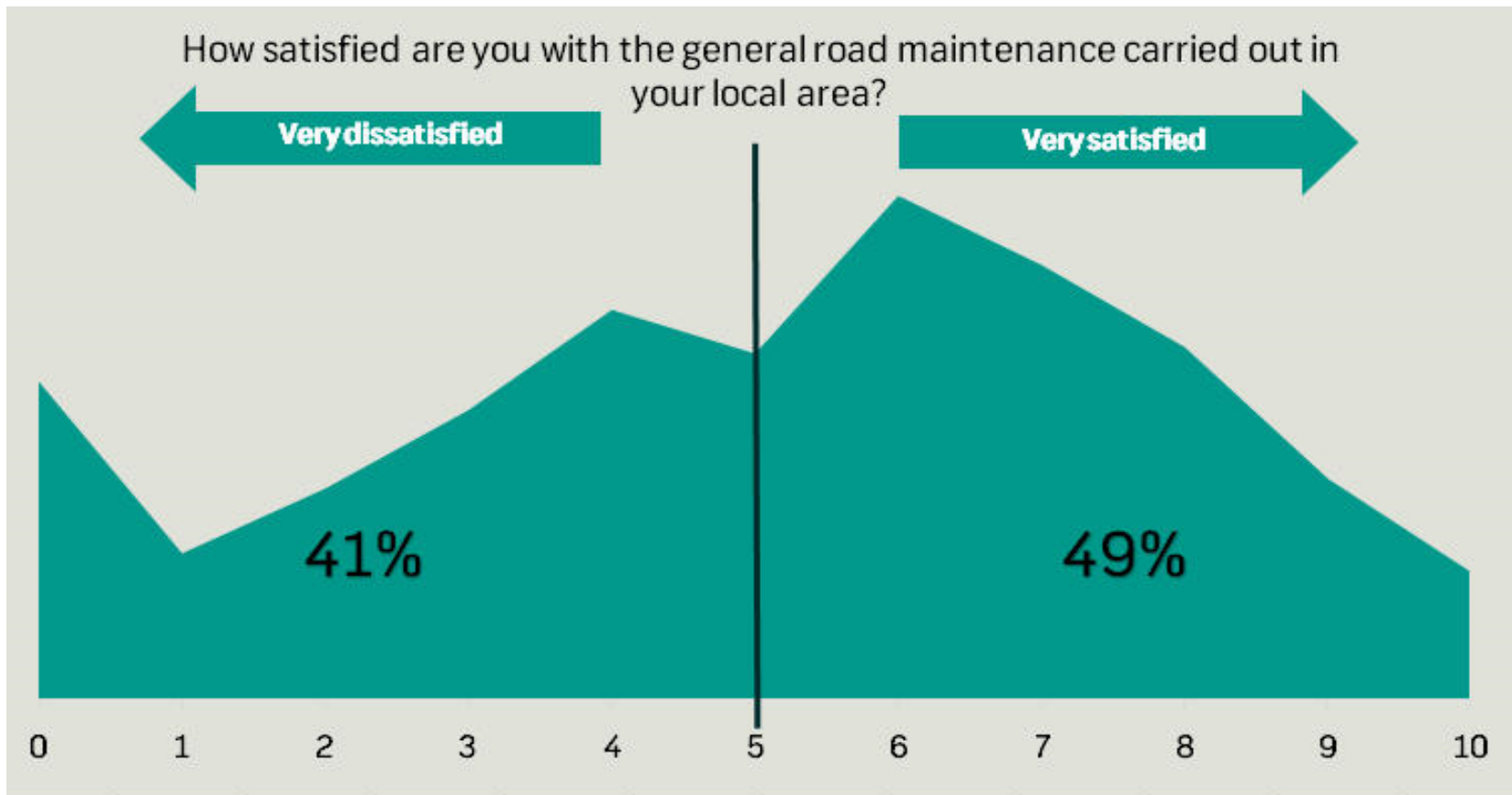


Footpath maintenance



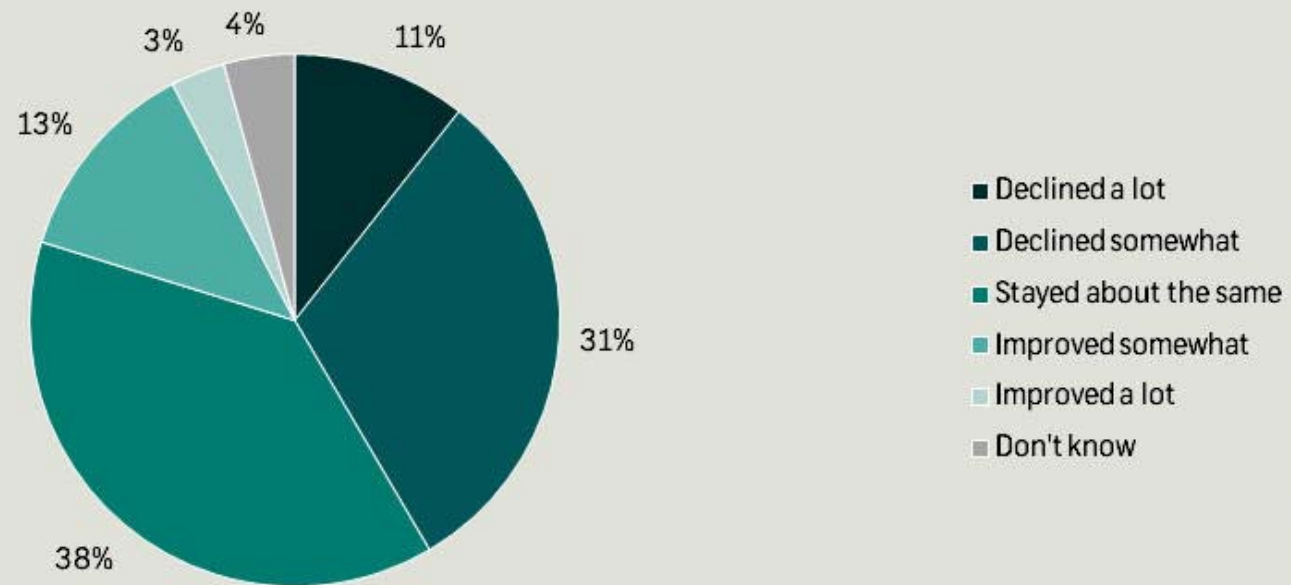


Road maintenance





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



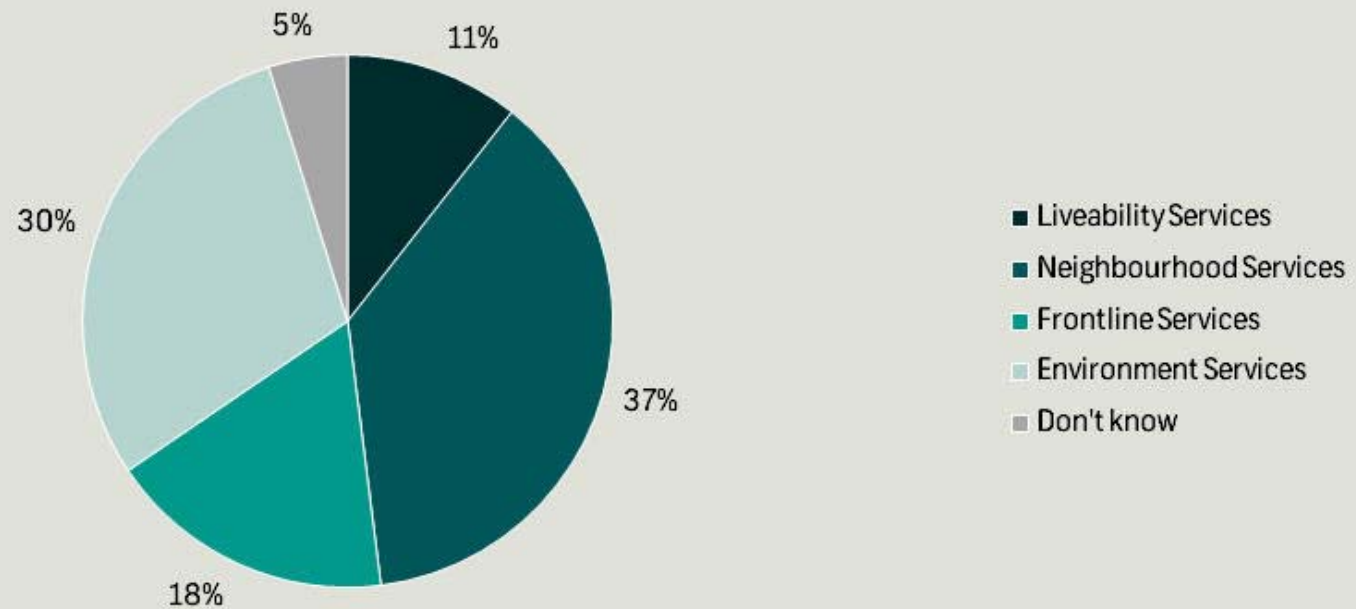


Who do you think is the most responsible for the declining services in your local area?





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



What are the public priorities for spending?



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 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.



Advocate for your service in the budget setting process

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**.



Contact details

Mo Baines, Head of Communication and Coordination APSE

Email: mbaines@apse.org.uk

Association for Public Service Excellence

2nd floor Washbrook House, Lancastrian Office Centre, Talbot Road,
Old Trafford, Manchester M32 0FP.

telephone: 0161 772 1810

fax: 0161 772 1811

web: www.apse.org.uk



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