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# **Campaigning for Neighbourhood Services- What the public think**

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# Introduction and Background

Survation have provided APSE with a survey of attitudes to local neighbourhood services in 2018, covering the range of council services in their local area. Questions mirrored questions asked in 2016 and 2017.

The results are remarkably consistent over the three years and the purpose of this presentation is outline how the APSE in it campaigning in communications need to reflect how the public see things.

Polling was conducted via online panel between 13th – 18th August 2018.

Data were weighted by age, sex, region, household income, education, 2017 GE vote and 2016 EU Referendum vote to be representative of all UK adults aged 18+.

The overall sample size was 1,648, including booster samples in Northern Ireland & Wales to ensure sub-samples of at least 100 persons in those regions.

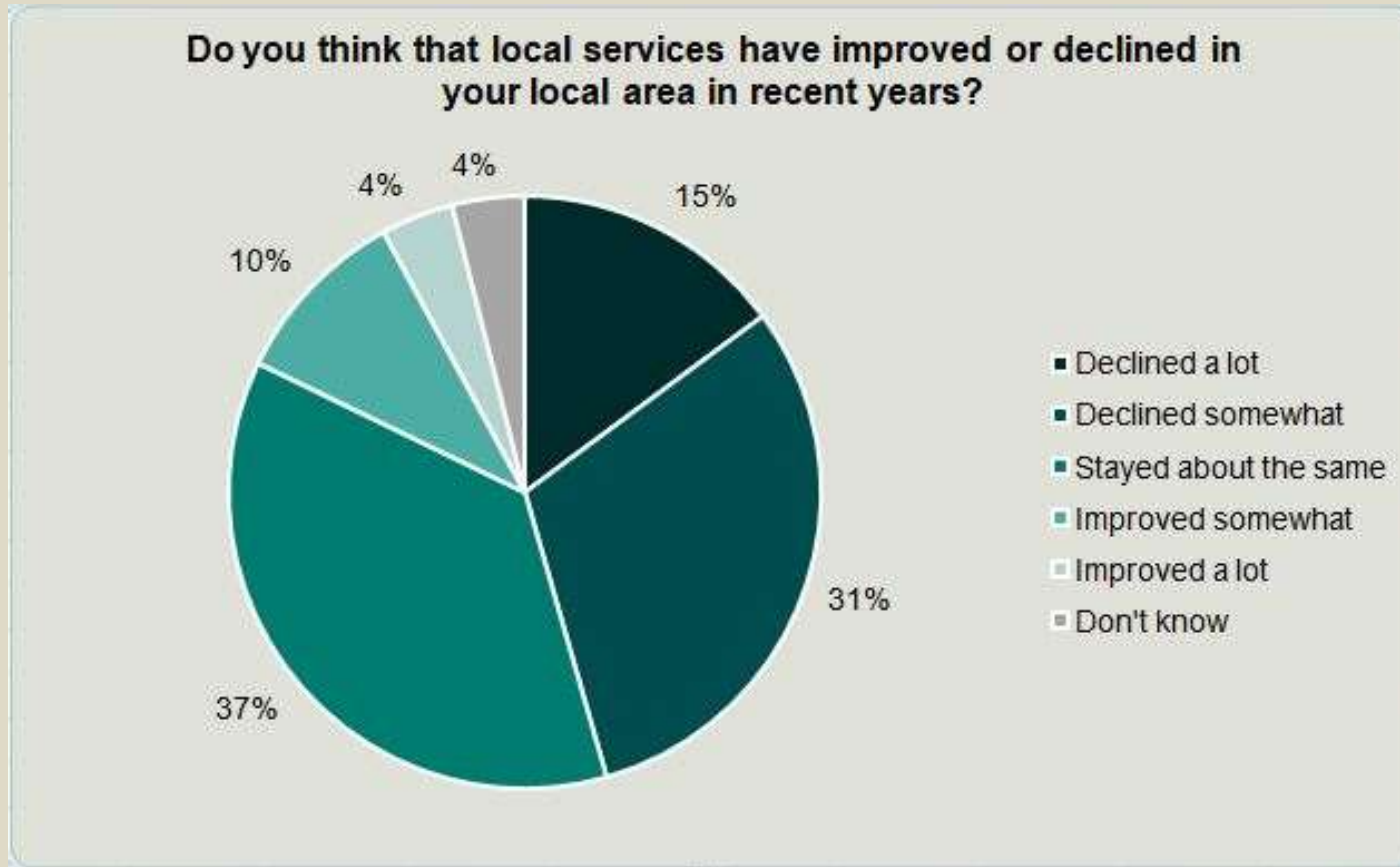
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## What the research says

1. Public trust you more
2. They may trust you to spend their taxes on them
3. When the funding and service delivery is framed as neighbourhood services

## Key fact 1 : Perception of decline is the same

46% per cent of voters now perceive a decline in services, the same as 2017. This follows a 4% increase in perceived decline from the 2016 survey.



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## Key fact 2 : Government *and* Council to blame

The most common response amongst those who perceive a decline is still to blame the **both the Council and the Government**.

There has been small move away from blaming the government exclusively since 2017 after an 8% increase in 2017.

Blame	2016	2017	2018
Both	40.9%	39.7%	41.7
Government	27.3%	35.3%	31.0%
Council	30.2%	23.6%	25.7%
Neither	0.1%	0.4%	0.5%
Don't Know	1.7%	0.8	1.2%

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## **Key finding. No change in public opinion**

With over 8 years of cuts many people,

- Do not think that Council services have declined,
- Even where the public do see a decline they most do not blame the government exclusively.

Putting the case effectively for better funding and a New Municipalism requires listening to what the public think about Councils and starting a conversation where they are.

The good news is that the public see Councils as “naturally” the best for their local neighbourhood.

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## **Key advantage : Relative trust remains high**

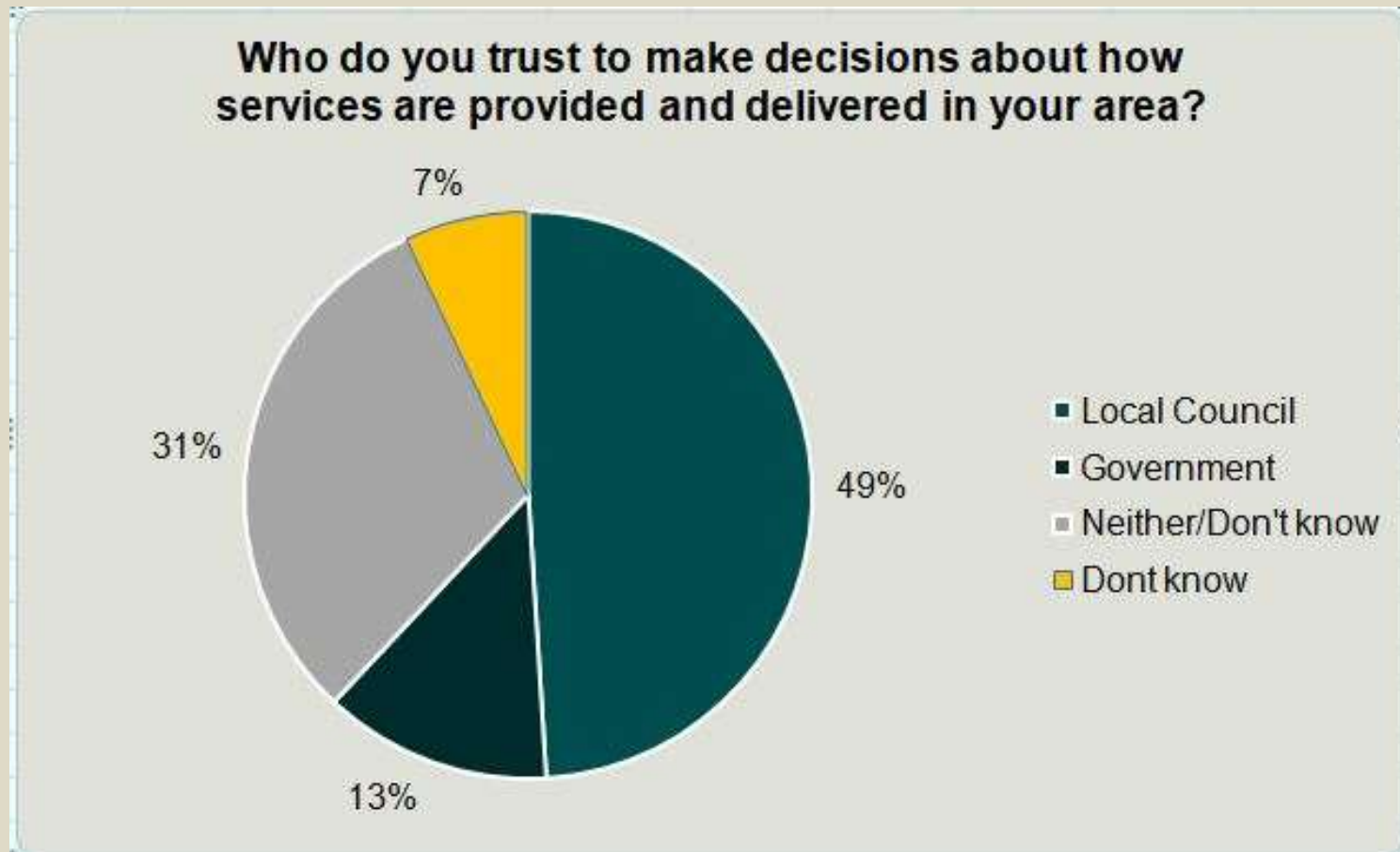
**As in 2016 and 2017, Trust in Councils and Councillors is high relative to Government ministers and private companies in a climate on increasing distrust of anyone.**

- Four times as many still trust the local Council over the Government to make decisions about how services are delivered provided in your local area.
- Six times as many trust local Councillors over Government ministers to make decision about their local neighbourhood area.
- Four and half times as many trusted Council to provide services in their local area over a private company with people trusting the council five times more than the Government.

***Why a message who do trust to look after your neighbourhood matters***  
80% would like the Government to give more money to local councils to spend at the local level for services that are in their neighbourhood.

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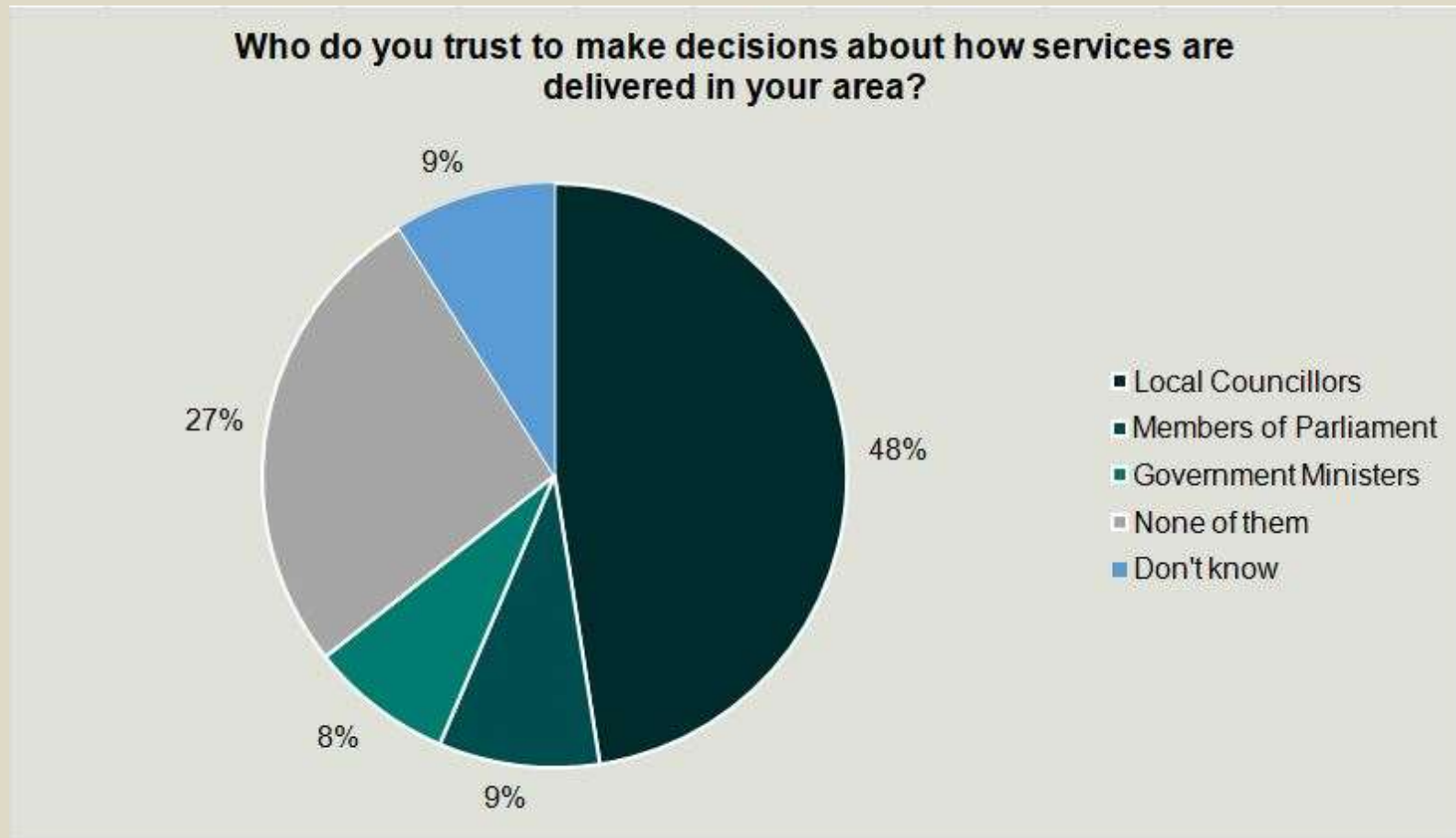
# Trust relatively high Councils v Government



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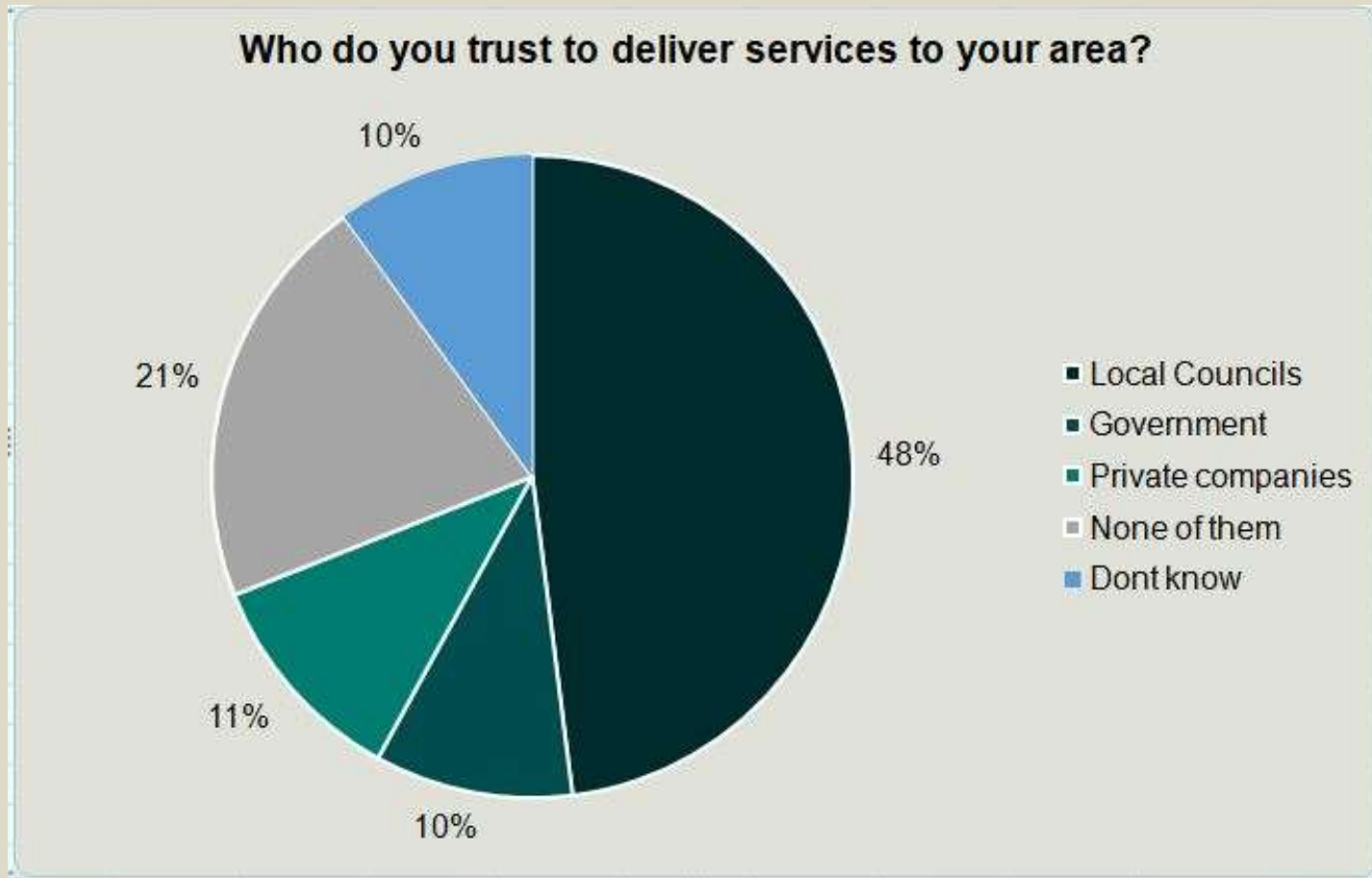


# Trust relatively high in Councilors v others



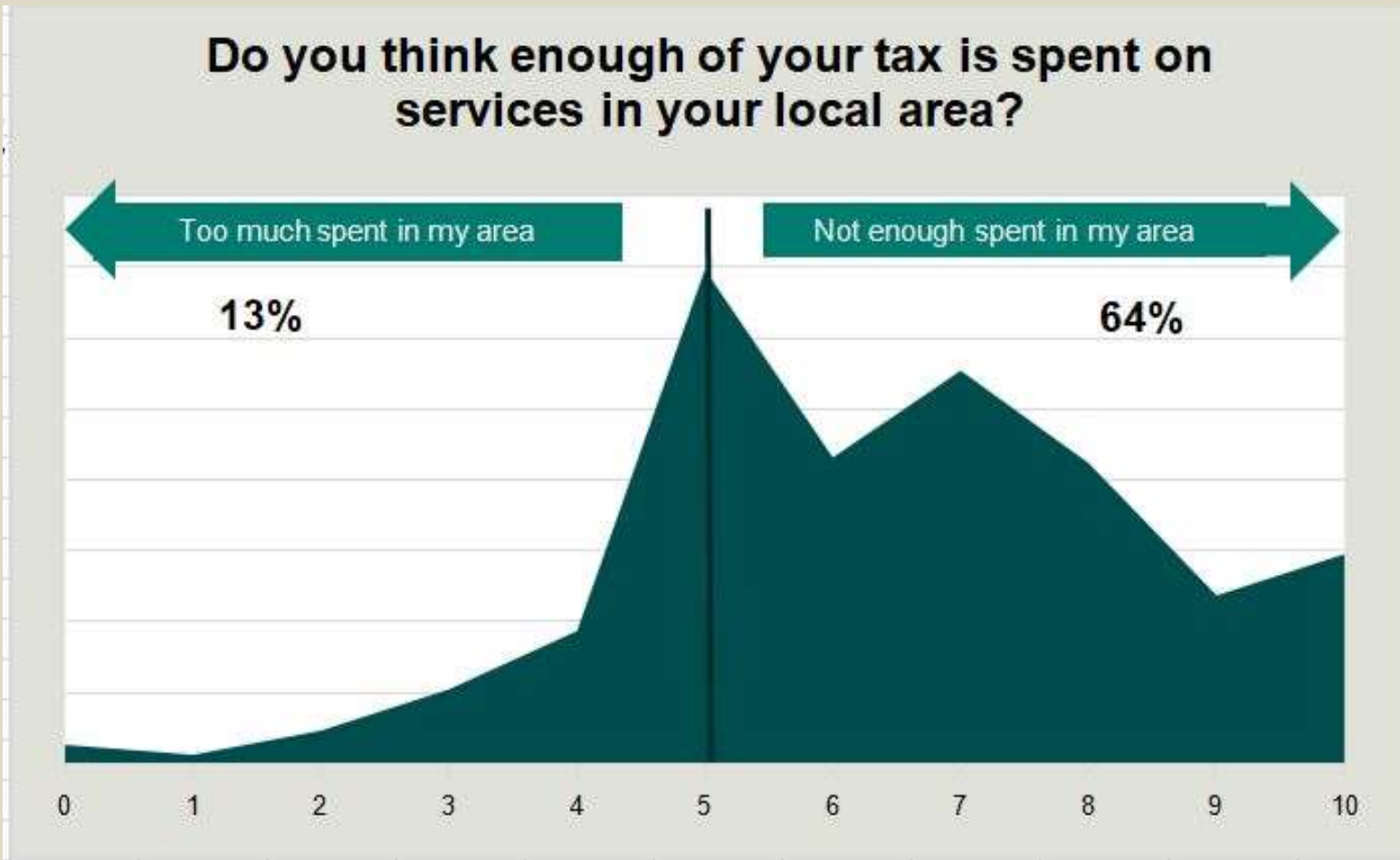
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# Trust high in Councils to deliver services



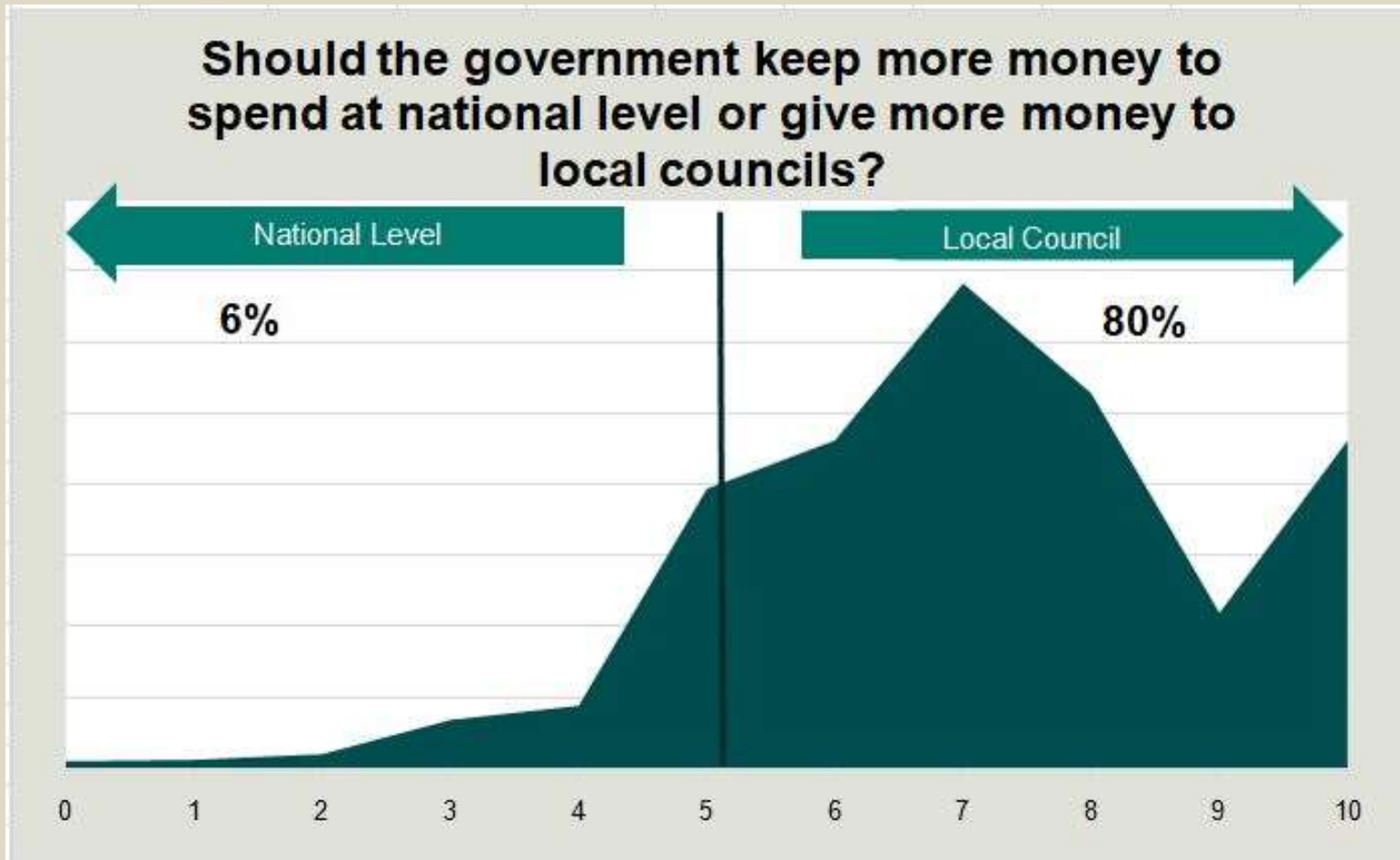
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# Enough of your taxes spent in the your area?



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# Should Government give Councils more funds?



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## Neighbourhood-the key campaign message.

The public see Councils as “naturally” the best for their local neighbourhood so messages must be based around.

- Their perception:** Public see their needs as being provided as local neighbourhood services.
- Who they trust:** Councils and councillors most locally accountable so best for neighbourhood services.
- Neighbourhood services:** as a gateway to new Municipalism and better funding as the public already think Council are the best for this role.

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**For more information**

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