



# A new relationship with local citizens

**A presentation to the annual Richmond LSP Conference**

**Delivered by Debbie Lee Chan, Head of Local Government Research  
and Dr Kirstin McLarty**

**23 June 2010**

**Ipsos MORI**



# A new emphasis on engagement

- Engagement and empowerment was high on the previous Government's agenda
- But various forces (mainly cuts) mean it is now more than ever about ...
  - Redefining the relationship between the citizen and the state
  - Redesigning services
  - Maximising resources
  - Social action  
(Your Square Mile)

**THE BIG SOCIETY**

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Your Square Mile

**THERE ARE 93,000 SQUARE MILES IN THE UK**

We tend to only hear about two of them: the square miles of the City and Westminster. The Big Society Network is about enabling you to make changes in the square mile where you live and/or work: the other 92,998 square miles.

Whether you want get a new pedestrian crossing put in place because two children have died in your road in the last 5 years; or to fight the rising crime in your neighbourhood; to have more influence over your child's school; or to help the lonely pensioners in your street feel like "The Elders" and wanted, not "The Elderly" and ignored; to change the spending priorities of your local council or at least get them to recycle Tetrapak cartons, then we will be building a network that will very simply help you achieve those aims.

This simple, modest web-site, plus all the blogs, twitters, mobile apps, Facebook and Google groups that it will spawn, will grow into a resource library for your use; to give you the confidence and means to change your neighbourhood and improve your life.

The Idea Your Square Mile Your Share 4 Minute Film About us Contact us

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# There is some appetite for people to get more involved – though the government is responsible too.

*To what extent do you agree or disagree with each of the following statements:*

■ % Strongly agree ■ % Tend to agree ■ % Tend to disagree ■ % Strongly disagree

People in Britain should get more involved in helping improve our public services and local areas



I should get more involved in helping improve our public services and local areas\*



The government is responsible for improving public services and local areas, they shouldn't be calling on the public to help\*\*



Base: 417 British adults 18+.

\*Base: 420 British adults 18+

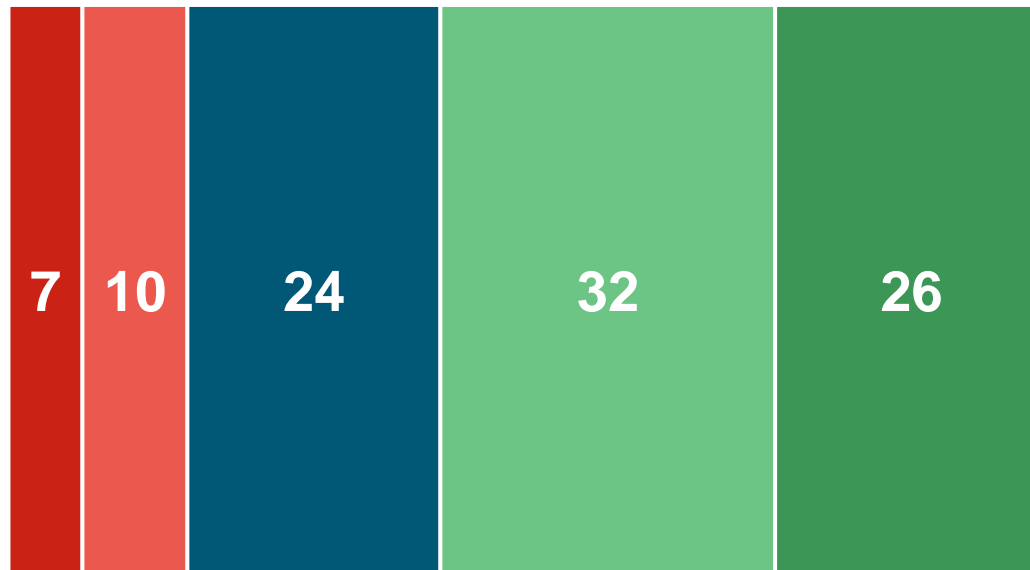
\*\*Base: 416 British adults 18+

# The public don't think experts necessarily know best...

*Please read each pair of statements and decide which comes closest to your own opinion*

- 1 - agree much more with A
- 2
- 3
- 4
- 5 - agree much more with B

**A. The experts who provide and manage public services know best – they should find out what we think and get on with it**

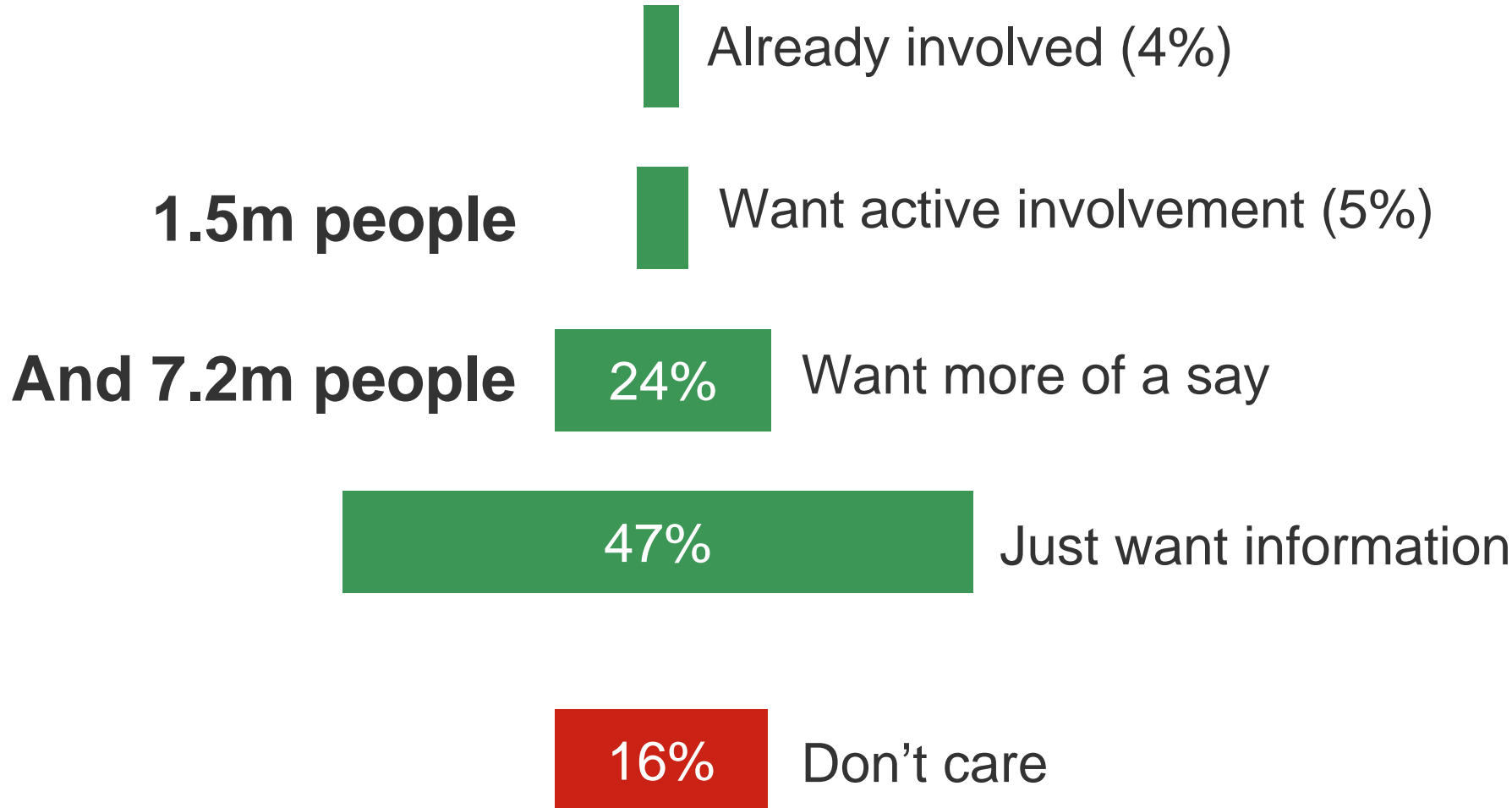


**B. The general public should be much more actively involved in shaping public services, through for example people deciding on priorities**

Base: 2,019 British adults, fieldwork dates 9th May – 17th June 2008

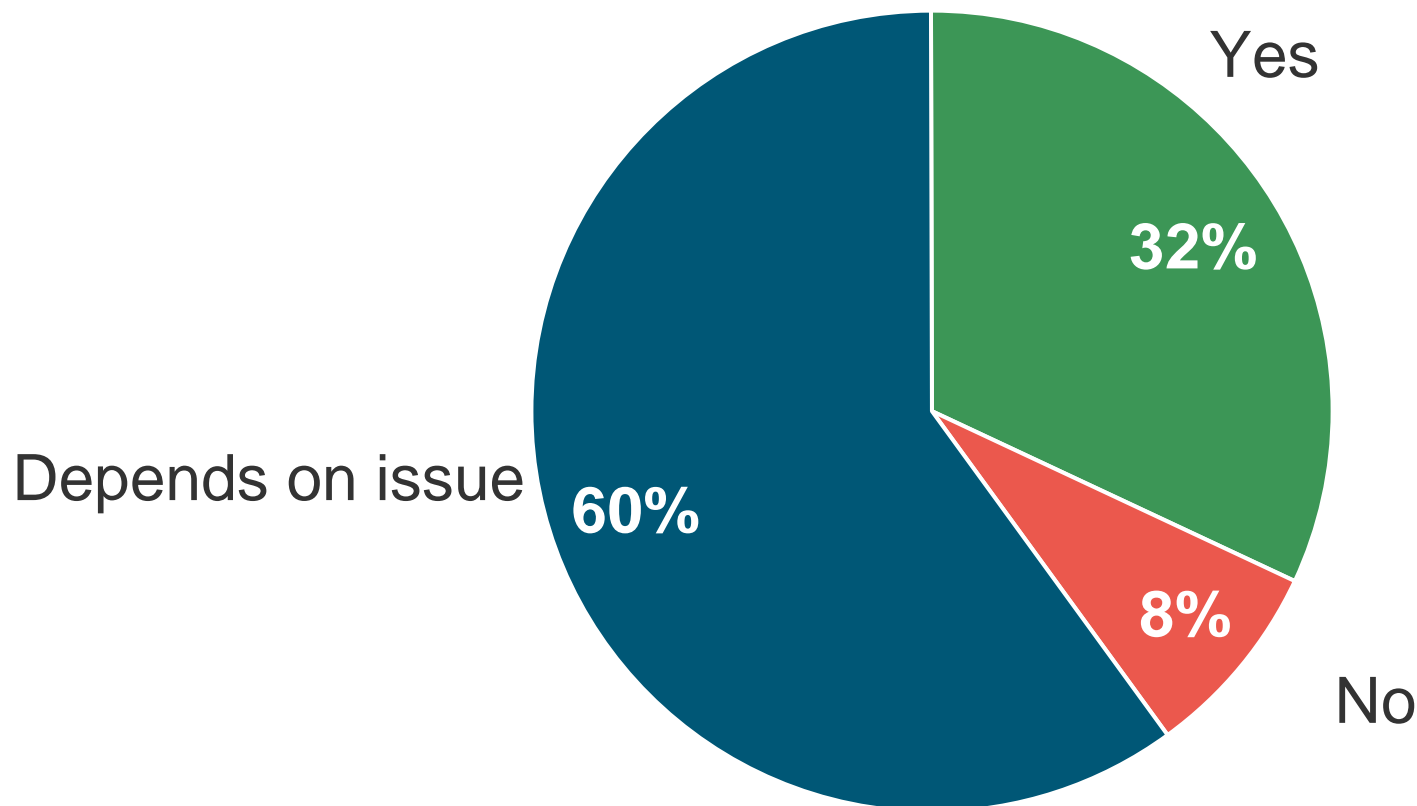
# Nationally, nearly 9 million people want more of a say – so go get 'em!

## Q *Levels of involvement/interest in involvement in local services*



# In Richmond a third say they'd definitely want to be more involved and 60% depending...

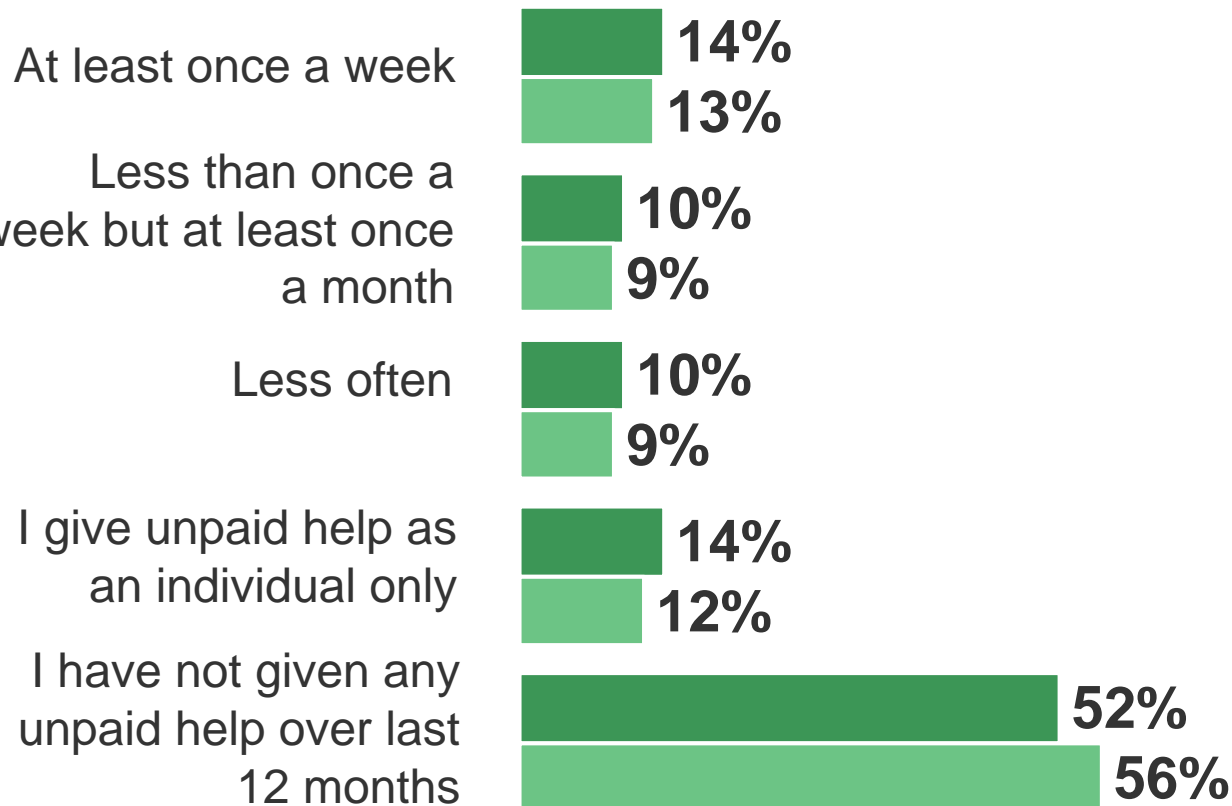
Q Generally speaking, would you like to be more involved in the decisions that affect your local area?



# A quarter of Richmond's population are regular volunteers too

Q Overall, about how often over the last 12 months have you given unpaid help to any group(s), club(s) or organisation(s)? (NI 6)

■ Richmond ■ IM average



Regular volunteer* at least once a month
Richmond upon Thames
24.3%
National**
27%

But the LSP has limited resources, even if they are pooled

So how do you approach engagement in the future?

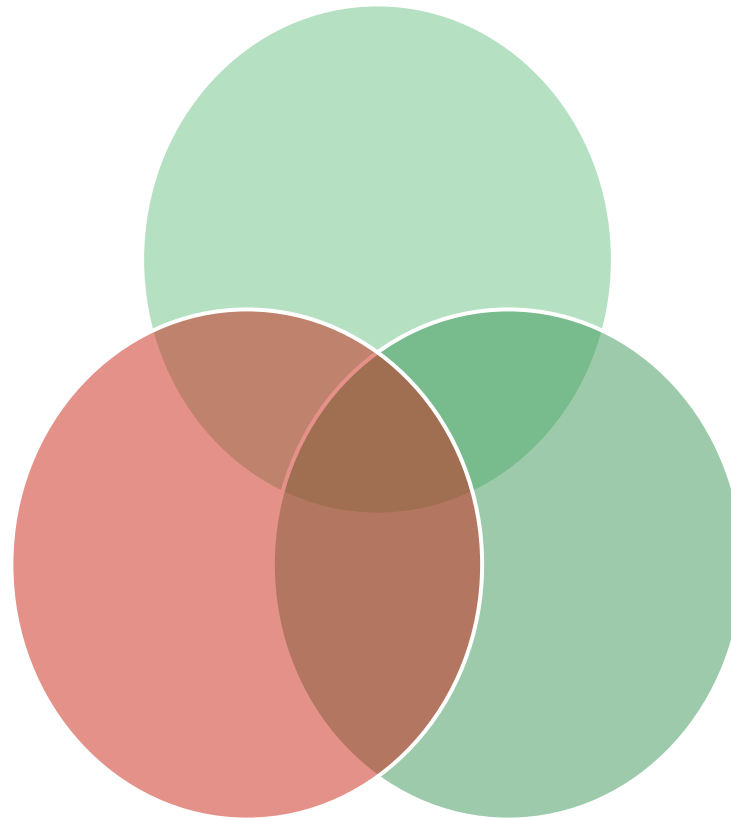
# What do you offer and how do rate on these?

**Co-production** – jointly delivering/ planning services and improving areas

**Day to day contacts** –

Complaints,  
customer  
interaction and  
feedback,  
councillors

surgeries/postbags



**Specific consultations**

– on joint priorities

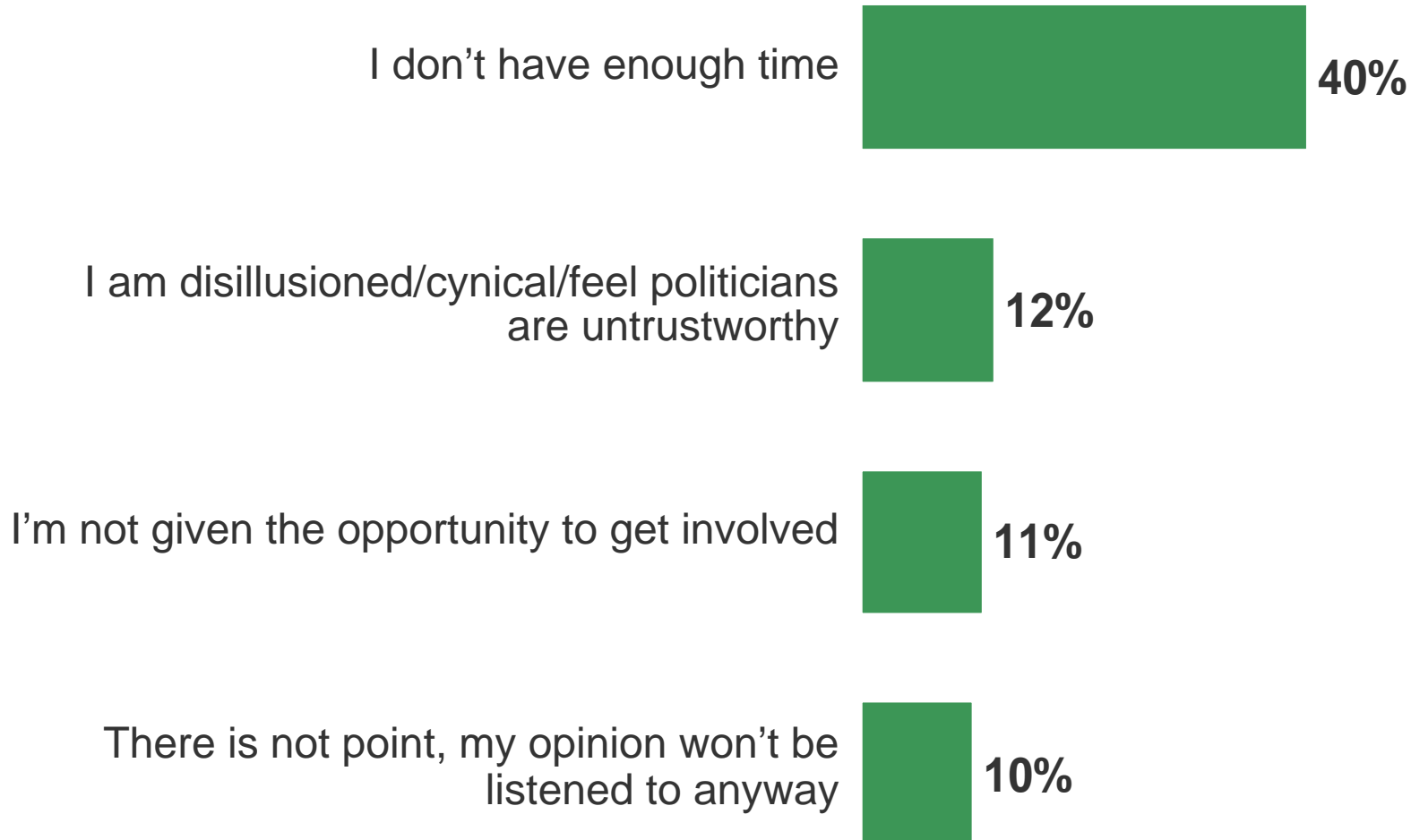
# What should your strategy be?

- How would you characterise your joint approach currently in each of those 3 areas?
- Real focus on engagement with more deprived communities in Richmond
- But what about everywhere else?
- What are the opportunities for those not living in Ham etc?
- How is engagement built into service delivery and local democracy or governance (for non council partners)?

# What do you offer the time-poor?

Q What factors, if any, prevent you from getting more involved in the decision making process?

Top 4 mentions



Better understanding of lifestyles of local people, what topics excite/excise them and the types of small changes that can help them be more engaged

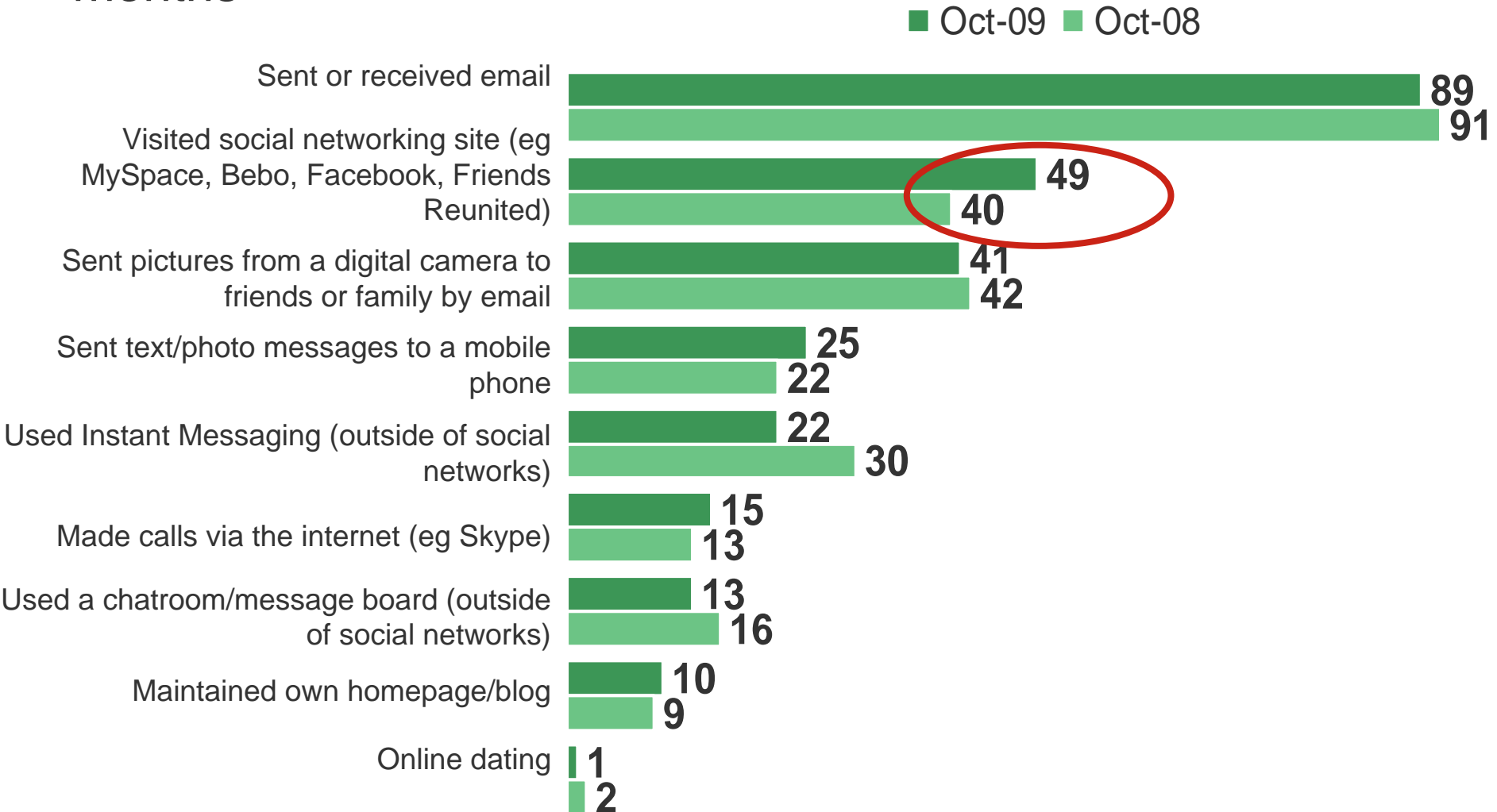
# Using the talent you already have within the LSP

- How do you maximise contact with residents?
  - When residents call/email do staff do more than answer their query?
  - How do you collate and analyse information gathered through contacts?
- Do Councillors and other s-p influencers and community anchors know about the consultation that you do?
  - Are they supported and briefed to maximise the participation of all members of the community?
  - How are you maximising their insight on community, environment, crime, health and jobs issues?
- Is the LSP visible?
  - Newham's Active Community volunteers and the Community Action day
  - Wards walks by LSP members?

Have an LSP Dragon's Den –  
harness great ideas for  
embedding good engagement  
and to make it visible

# Social networking, may be a way of involving residents...

## Types of activity undertaken on the internet in the last three months



# Although not all...

	16-24 year olds	25-34 year olds	Older generations
Visited a social networking site (eg. my space, Bebo or facebook)	77%	58%	Up to 56%
Watched videos online (eg. on YouTube)	58%	45%	Up to 47%
Used instant messaging	44%	27%	Up to 21%
Listened to music online	46%	31%	Up to 37%
Used a chatroom/ message board	23%	14%	Up to 16%

# Can you see yourselves harnessing YouTube?

pahend1977

45 videos

Subscribe



pahend1977 — March 18, 2010 — Leader of Chorley Borough council speaking at the IDEa Local Insight event about Chorley use of customer insight...

45 views

Like



Save to

Share

<Embed>

Respond to this video...

All Comments (0)

see all



Love Your Blue Bin  
957 views  
ChorleyCouncil



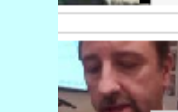
Chorley Council blue bins  
43 views  
GDRpr



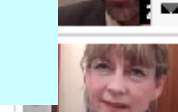
Blue Bins Come To Chorley  
4,624 views  
ChorleyCouncil



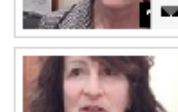
Ideas For How To Use Your Green Recycling Bag  
975 views  
ChorleyCouncil



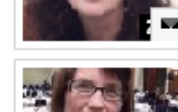
Phil Rimmer - Local Insight  
30 views  
pahend1977



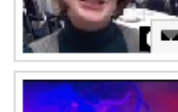
Valerie Pearce - Brighton an Hove Ciy Council  
118 views  
pahend1977



Lesley Courcouf - CLG  
31 views  
pahend1977



Rachel Conway - Brighton at Hove  
43 views  
pahend1977



BLACKPOOL 2010  
13,510 views  
Inveblacknool

# E-panel as part of the armoury?

- Hackney and Bristol
- Hackney's is 2500 strong
- Willing resource
- Relatively cheap
- And can be consulted quickly



The screenshot shows the 'hackneymatters' website. At the top is a banner image of a child climbing a chain-link fence. Below the banner is a navigation menu with a 'Home' tab highlighted in red. The main content area is divided into four sections: 'Latest news about the panel >' with a welcome message and a 'What's in it for you? >' section featuring a £25 voucher. There are also 'Help and FAQs >' and 'Surveys and results >' sections. The footer contains links for 'Terms and conditions', 'About this website', 'Commissioned by Hackney Council 2007', and the 'Hackney' logo.

- Work with subgroups for more detailed engagement.

# What is the future?

- Agreeing with the public how to make the best of resources to achieve local priorities
- Clarifying what different stakeholders' roles are in achieving those aims
- Offering a variety of opportunities - giving flexibility and choice to people
- But at the same time embedded into the way you work and deliver services or not sustainable
- Being visible/being seen to go to the community
- Skilling up staff and those who make decisions (councillors, trustees etc) to better engage with people
- Knowing what your resources are and share knowledge – have an engagement advisory service across the LSP?

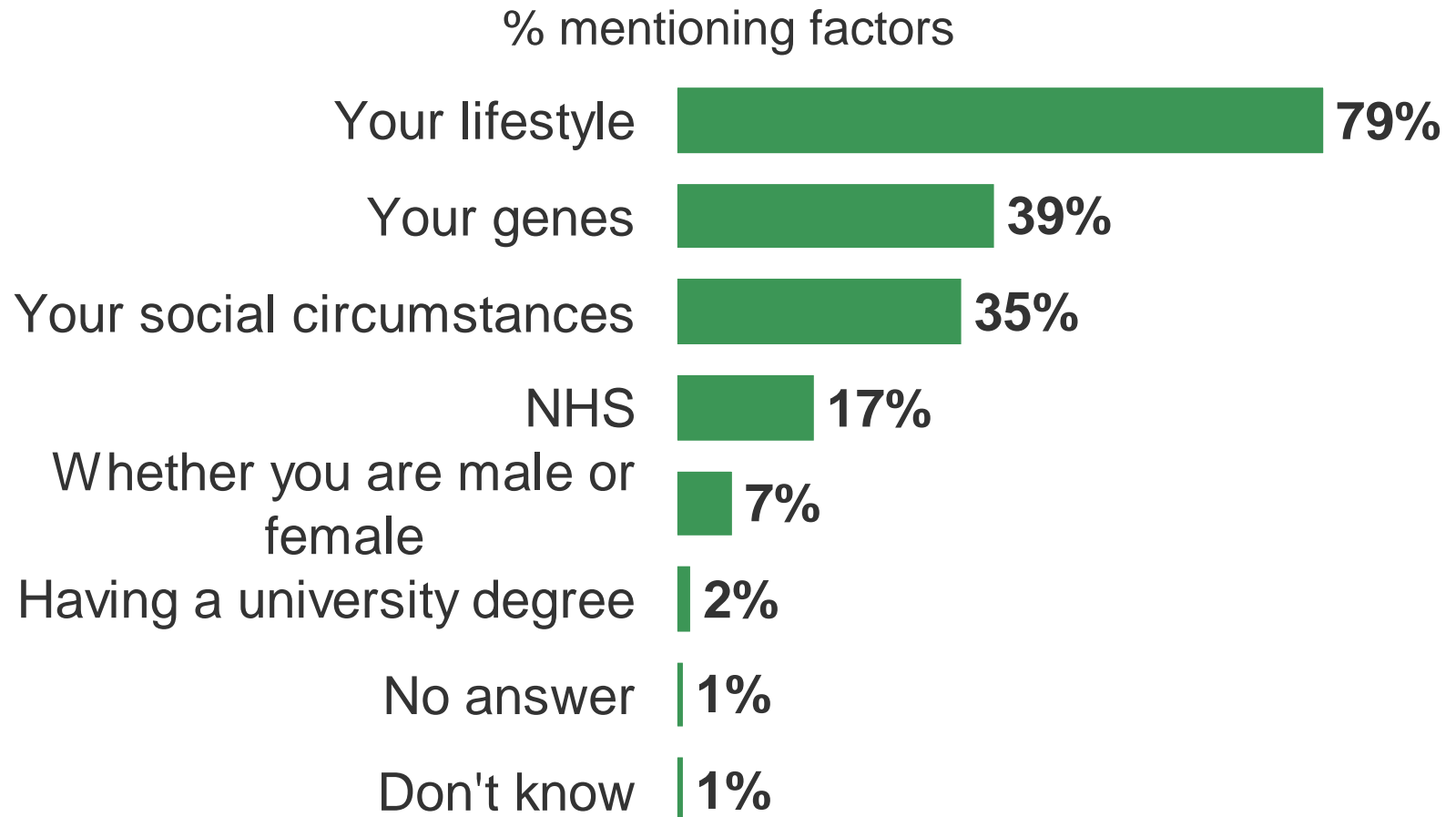
Thank you  
Any questions?

Debbielee.chan@ipsos-mori.com  
kirstin.mclarty@ipsos-mori.com

- Slides from this point on will not form part of the presentation, but are here for reference in the Q&A if required.

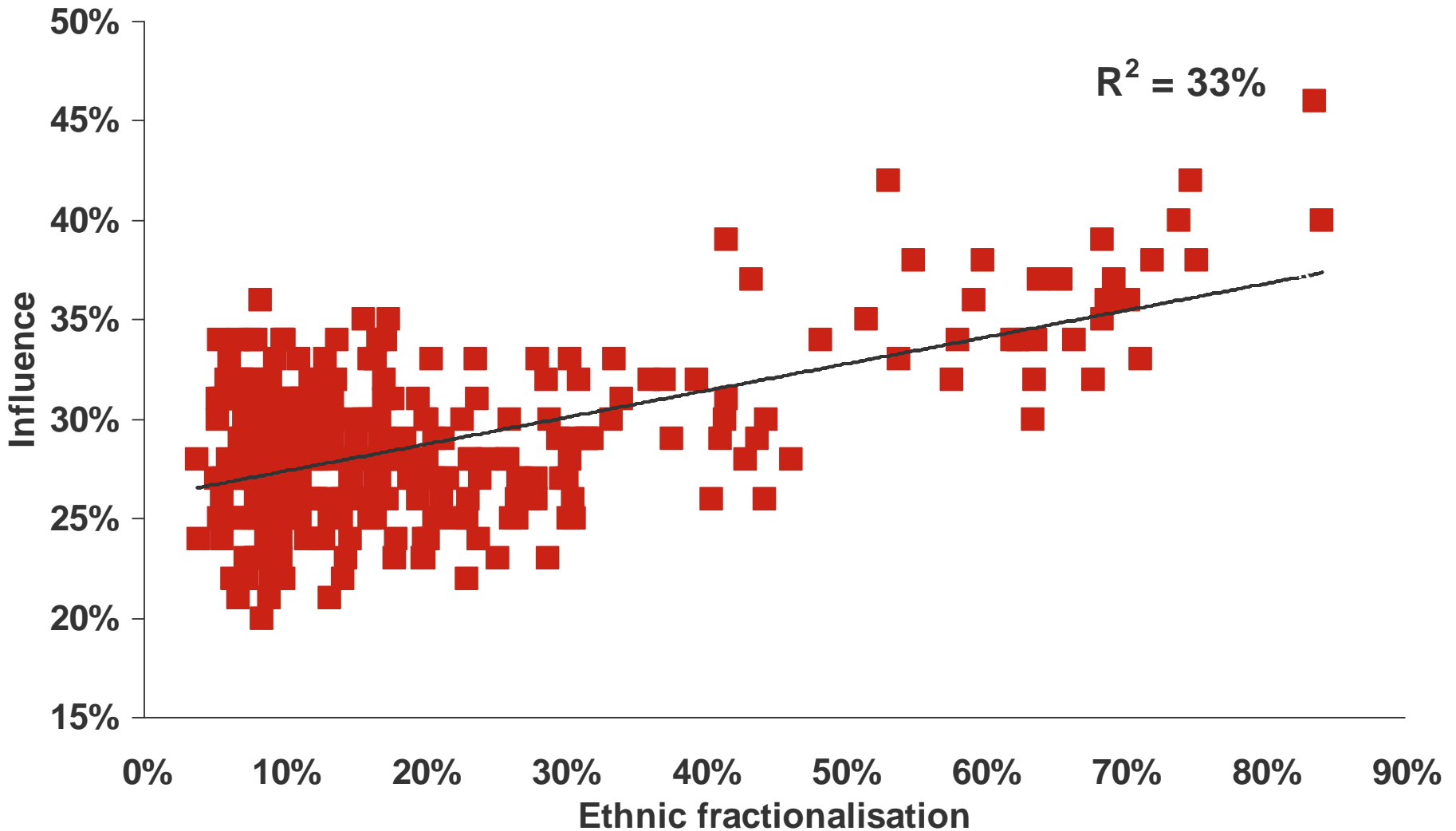
# But sometimes taking responsibility for ourselves is seen as positive

Q10. Looking at this card, which factors, if any, do you think have the biggest impact on your chances of living a long and healthy life?



Base: 1,994 British adults, 14-21 August 2008

# People who feel they can influence decisions in their locality vs Ethnic Fractionalisation



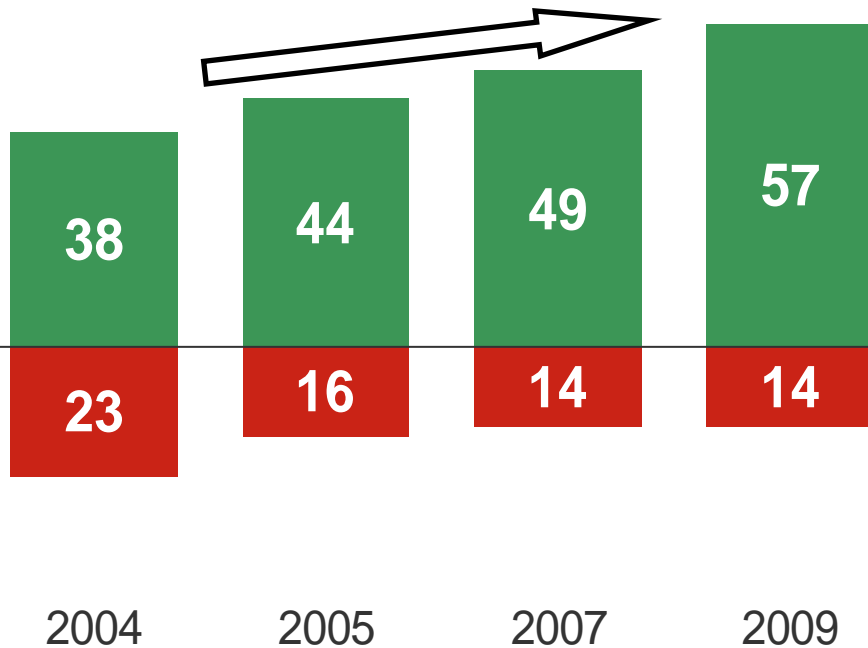
Base: All valid responses, 323 local authorities, Place Survey 2008/09

Source: Ipsos MORI

# An improving London Council – staff advocacy and resident satisfaction follow each other

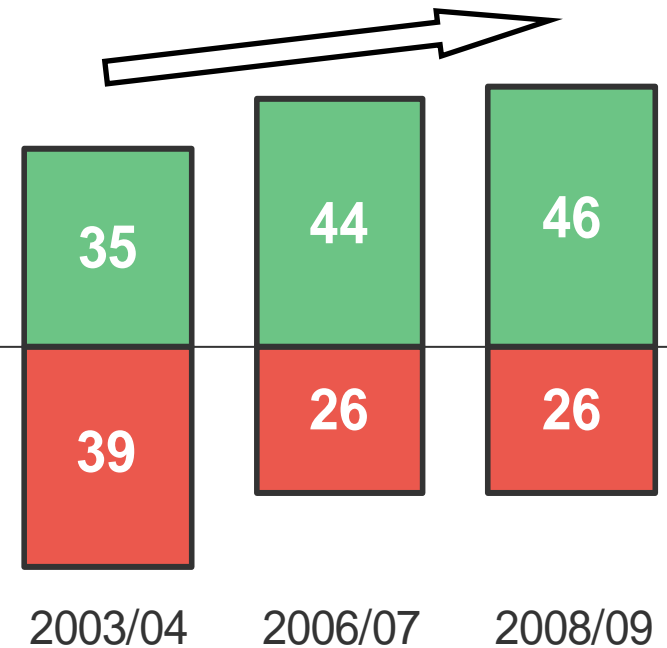
## Employee advocacy of the Council

- % Would speak highly
- % Would speak critically

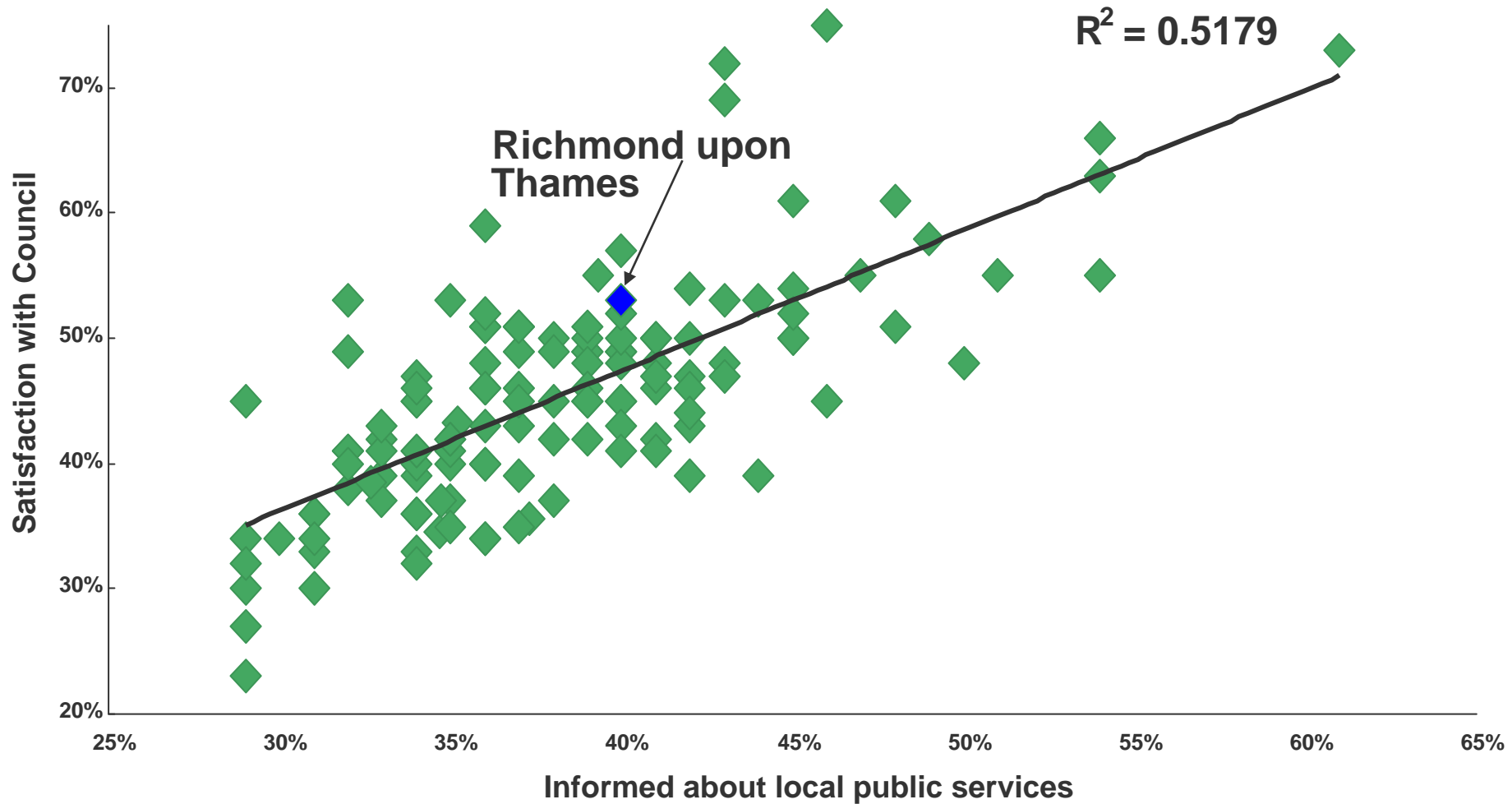


## Residents' satisfaction with the Council **BVPI/Place Survey**

- % Satisfied
- % Dissatisfied



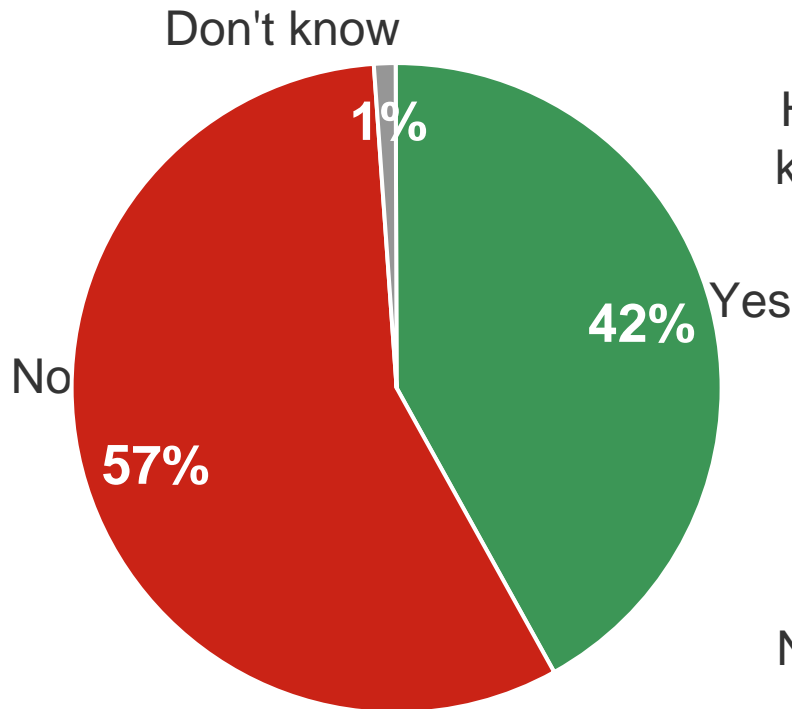
# Why does effective communication matter?



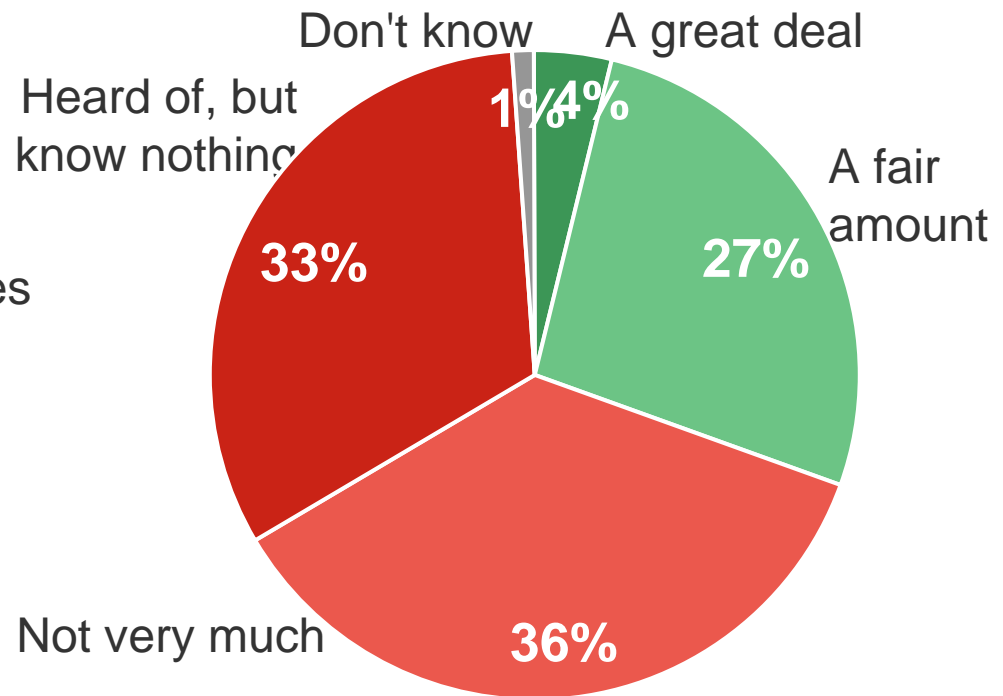
# Many have heard about 'Big Society', but few know a lot about it

- Q During the recent election campaign David Cameron and the Conservative Party talked about their plans to create a "Big Society" in Britain. Do you remember hearing anything about this, or not?
- Q How much, if anything, do feel you know about their plans for a "Big Society"?

## Heard of



## If yes, how much you know?



Base: 1,002 adults in Great Britain aged 16+. 424 adults who remember hearing about 'Big Society'. Fieldwork dates: 13-19 May 2010

Source: Ipsos MORI

# Positive comments about Big Society

The idea is to replace professional management with citizen management

They want to give local people the chance to be more actively involved and to give them greater responsibility for their own community

Just people taking more responsibility for themselves and stopping the government meddling in this

It is all about kind of a collective coming together and looking after each other rather than expecting the government to do it all

It's about getting people to work together in the community

Making a fairer Britain and making everyone more equal.

# Challenging comments about Big Society

They tried to explain but it's too complicated. It's very vague. What do they mean, 'the big society'?

It favours those in society who have nothing better to do with their time, ie the rich upper class of Berkshire

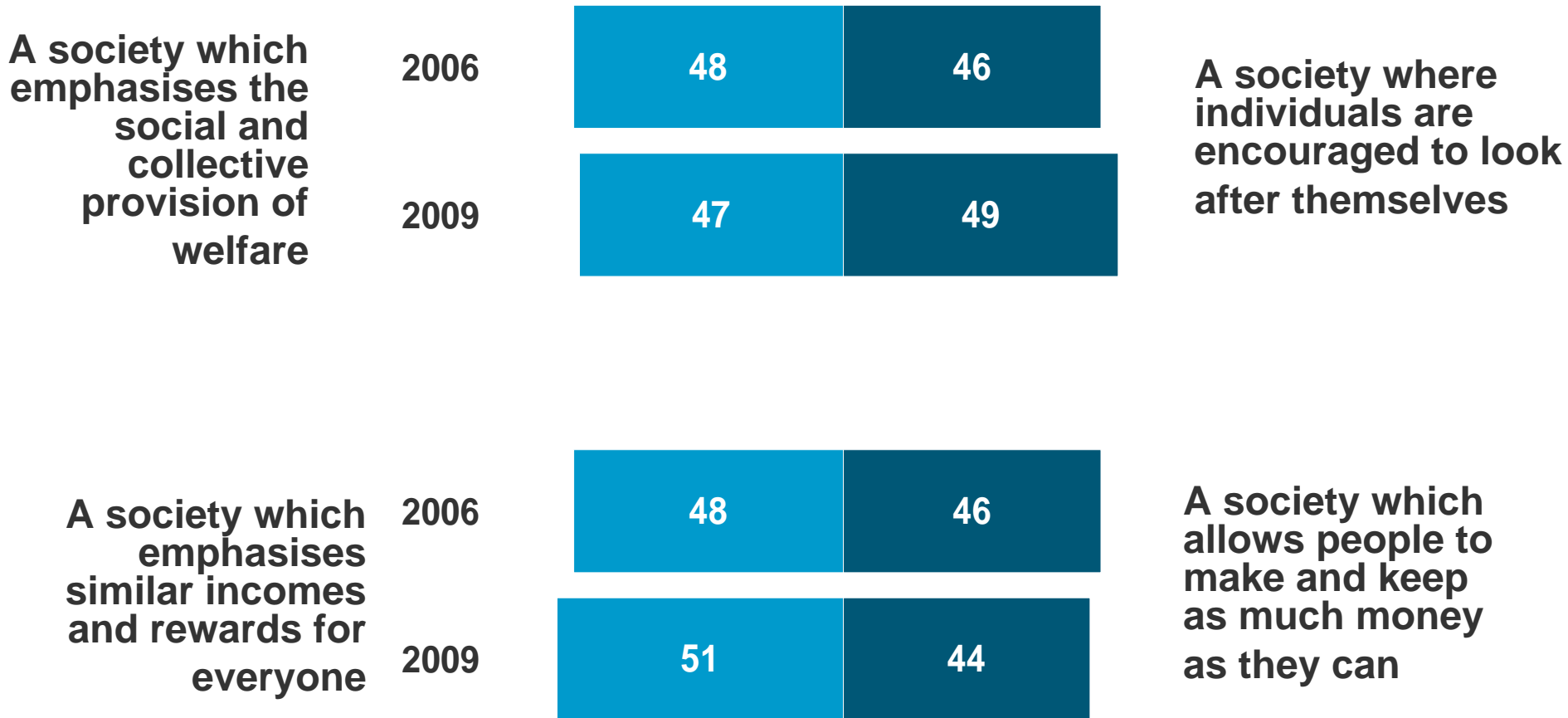
It is spin talk and waffle, because they won't actually do anything

I don't think that most people want to get involved. In fact, I know this

I think that it is a pipe dream. Society has been torn down and it will take a long time to get back

# We don't know whether we want to be American or Scandinavian...

*People have different views about the ideal society. For each of these statements, please tell me which one comes closest to your ideal.*



Base: c. 1,000 British adults 18+ each month  
Ipsos MORI

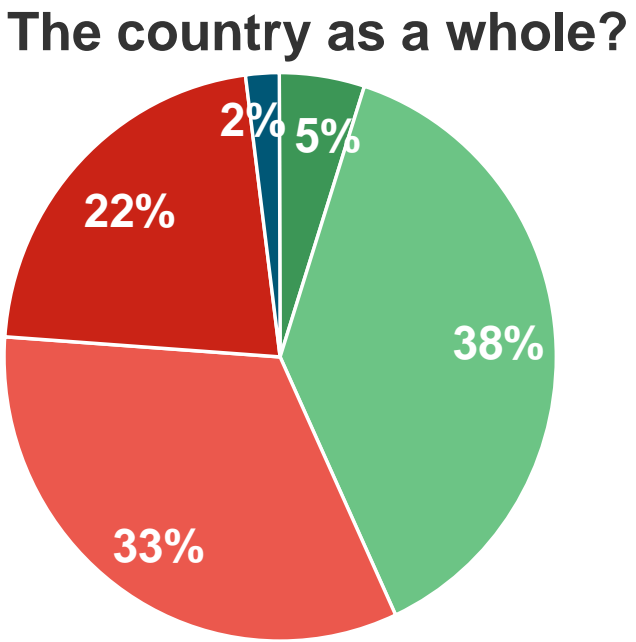
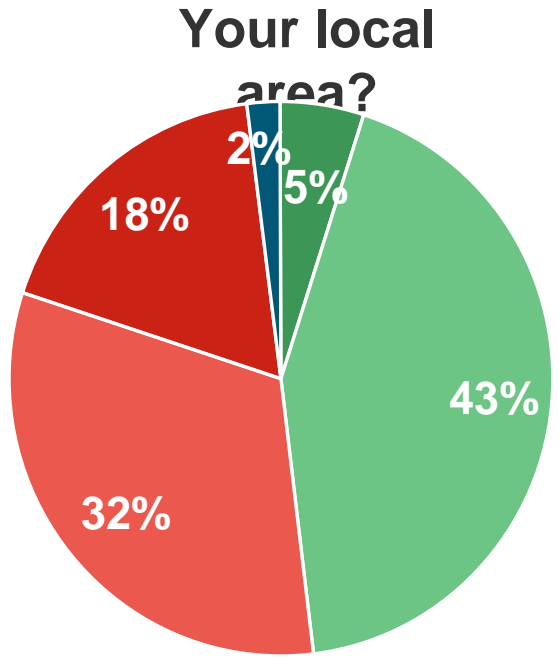
Source: Ipsos MORI Political Monitor



# In fact, around half say they would get more involved locally

Q To what extent, if at all, would you like to be involved in decision making in . . . .

- Very involved
- Fairly involved
- Don't know
- Not very involved
- Not involved at all

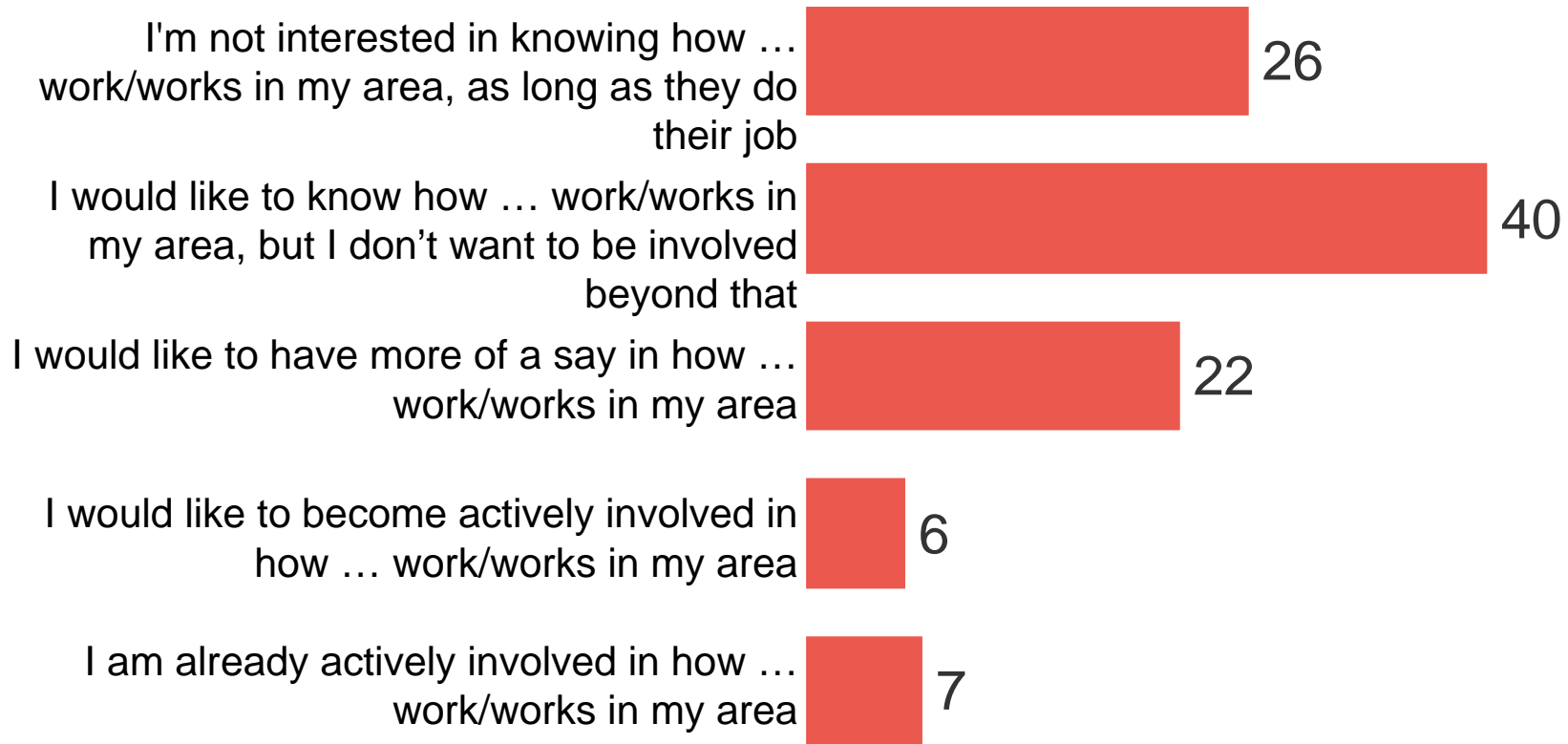


Base: 1,051 British adults 18+. Fieldwork dates: 11th - 17th December 2008

# Some of the public would like more involvement in the health service

Q Which of these statements comes closest to your own attitude towards how ... work/works in your area?

■ % The health service



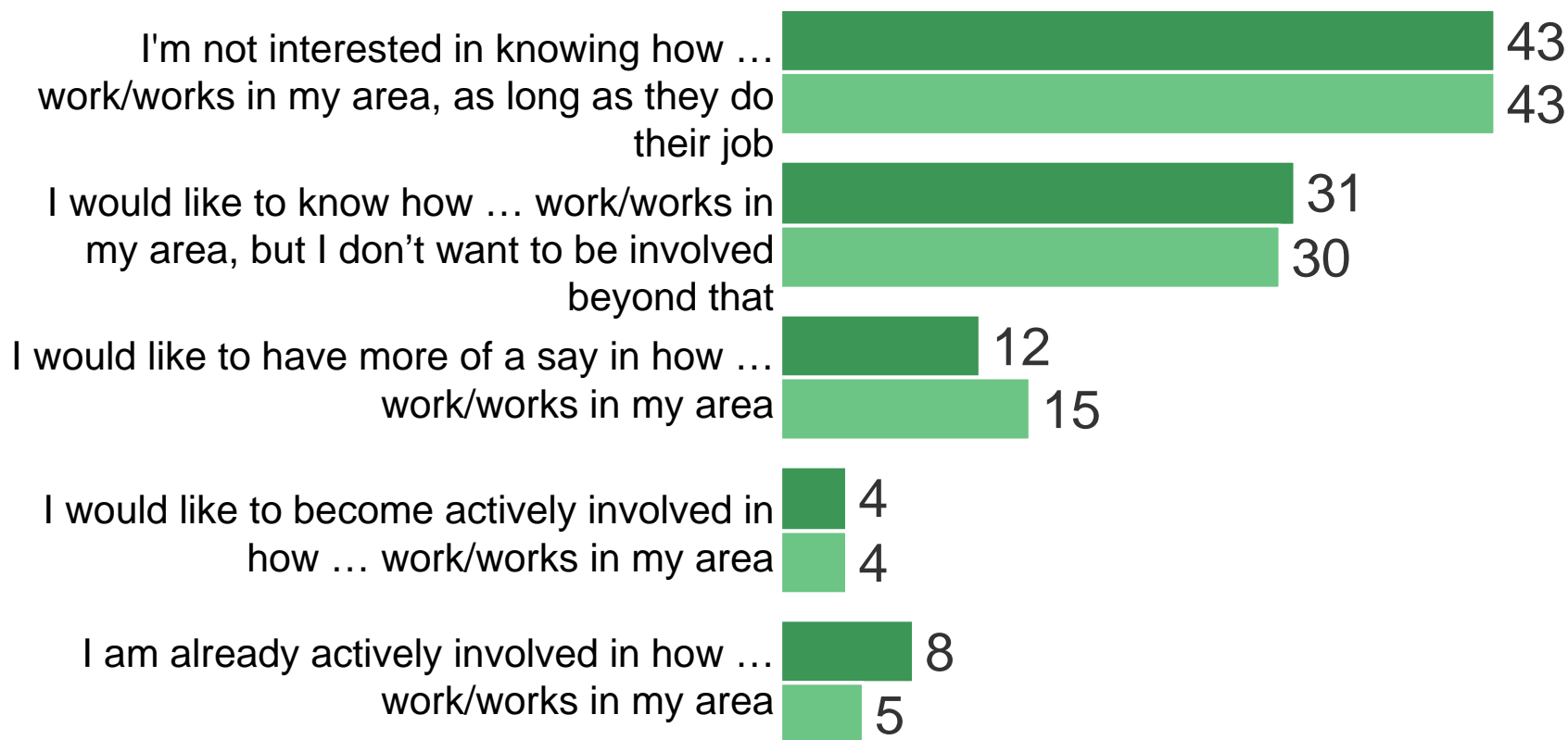
Base: 1,002 adults in Great Britain aged 16+. Fieldwork dates: 13-19 May 2010

Source: Ipsos MORI

# Less of the public would like more involvement in schools

Q Which of these statements comes closest to your own attitude towards how ... work/works in your area?

■ % Primary Schools ■ % Secondary Schools



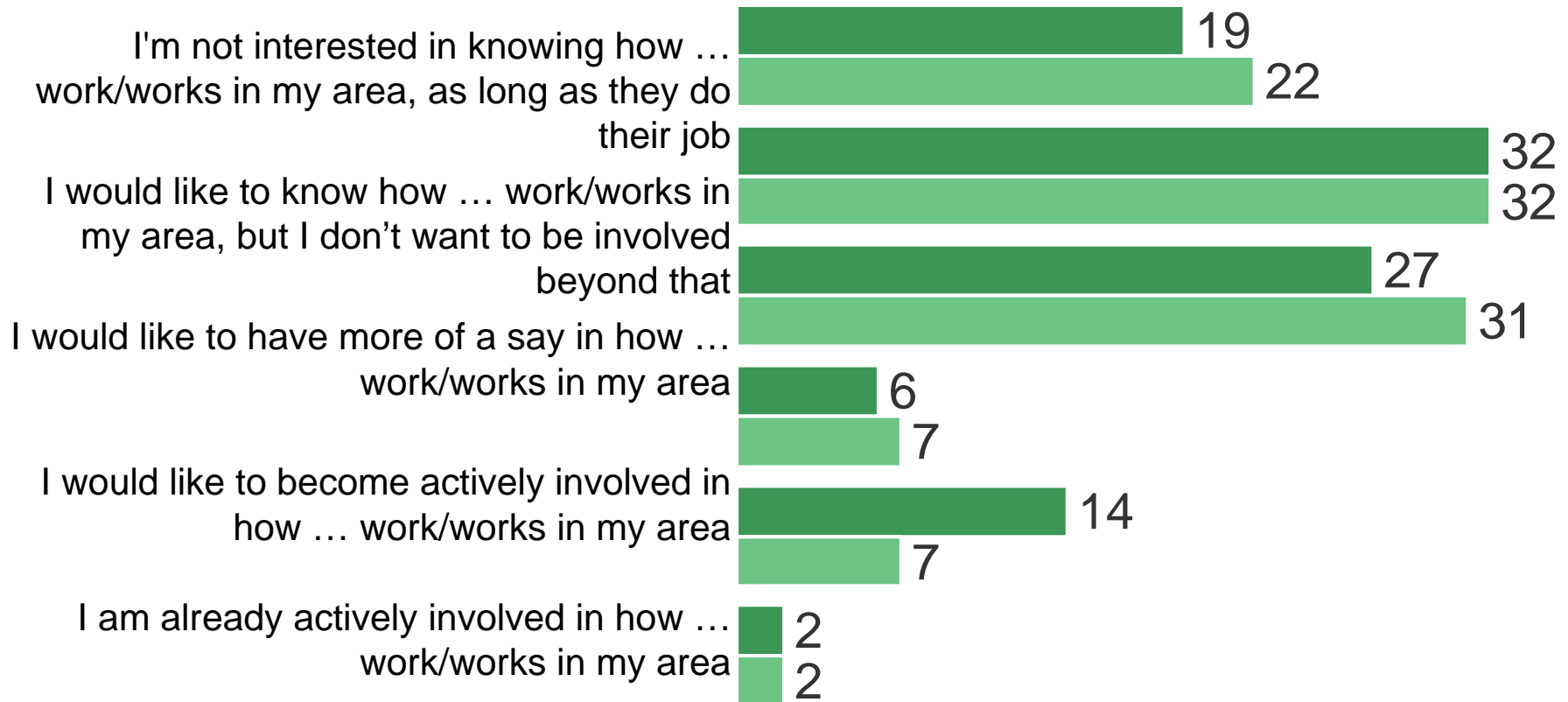
Base: 1,002 adults in Great Britain aged 16+. Fieldwork dates: 13-19 May 2010

Source: Ipsos MORI

# The schools picture more closely mirrors health if you just look at parents

Q Which of these statements comes closest to your own attitude towards how ... work/works in your area?

■ % Primary Schools ■ % Secondary Schools

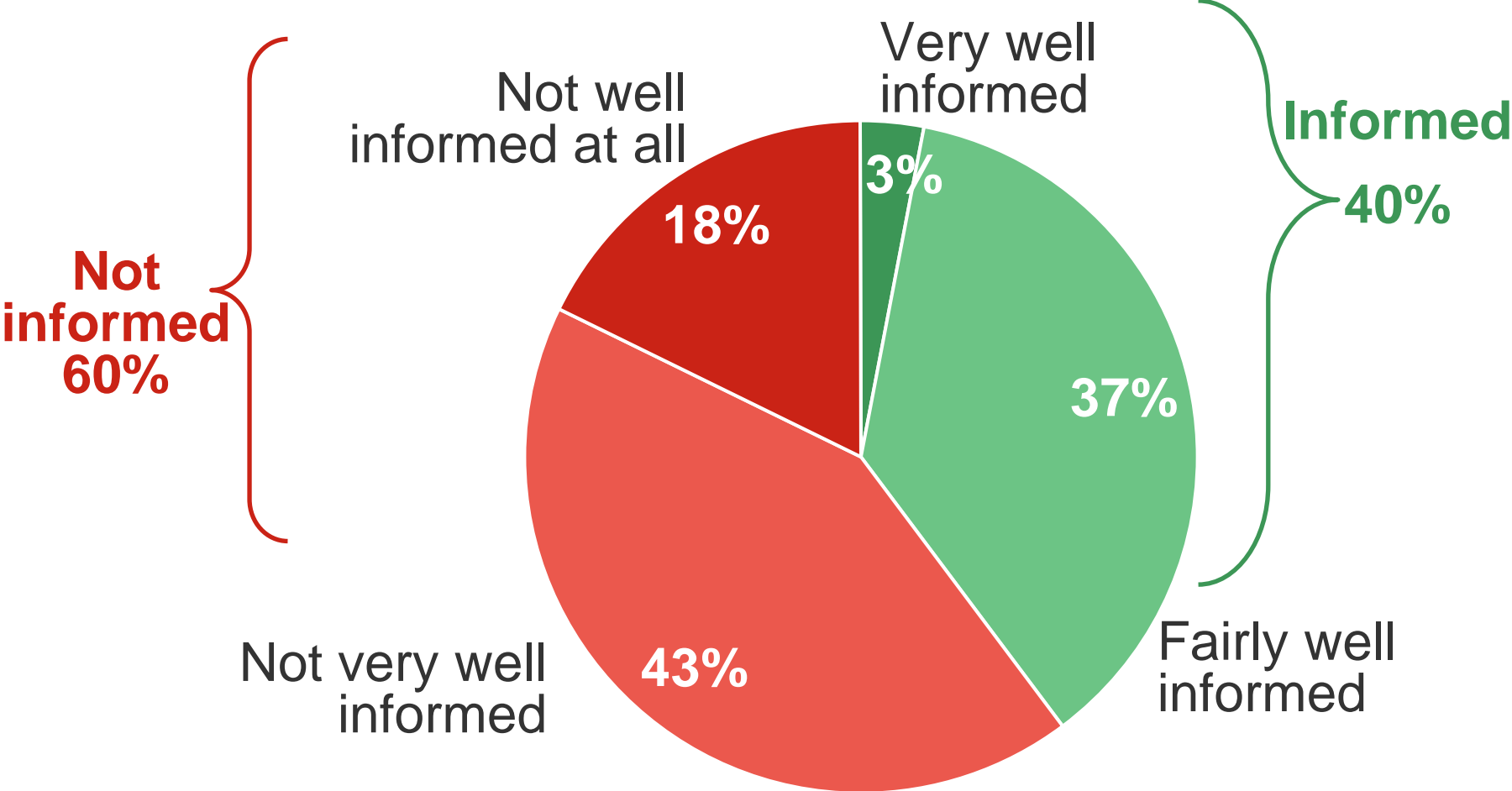


Base: 274 parents in Great Britain aged 16+. Fieldwork dates: 13-19 May 2010

Source: Ipsos MORI

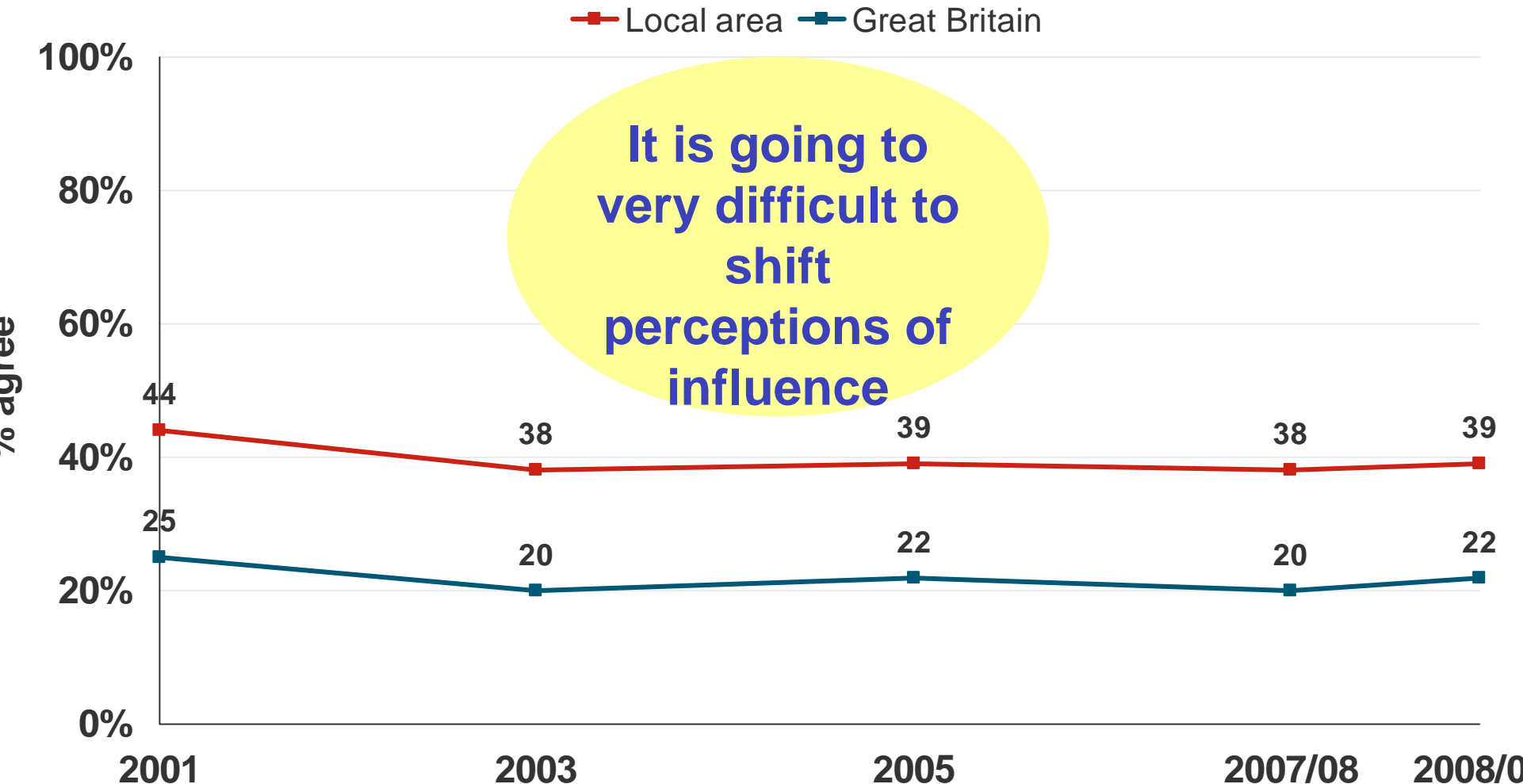
# In Richmond, most do not feel you keep them well informed...

Q Overall, how well informed do you feel about local public services?



...or over decisions. This trend has been very static over time – despite government initiatives

Q Do you agree or disagree that you can influence decisions affecting your local area/Great Britain?



Base: All valid responses from core sample in England (~8,000 surveyed per wave)  
Source: Citizenship Survey

# A third currently volunteer monthly – and this is pretty stable across recent years

Proportion who have given any unpaid help to non-relatives in the last 12 months

