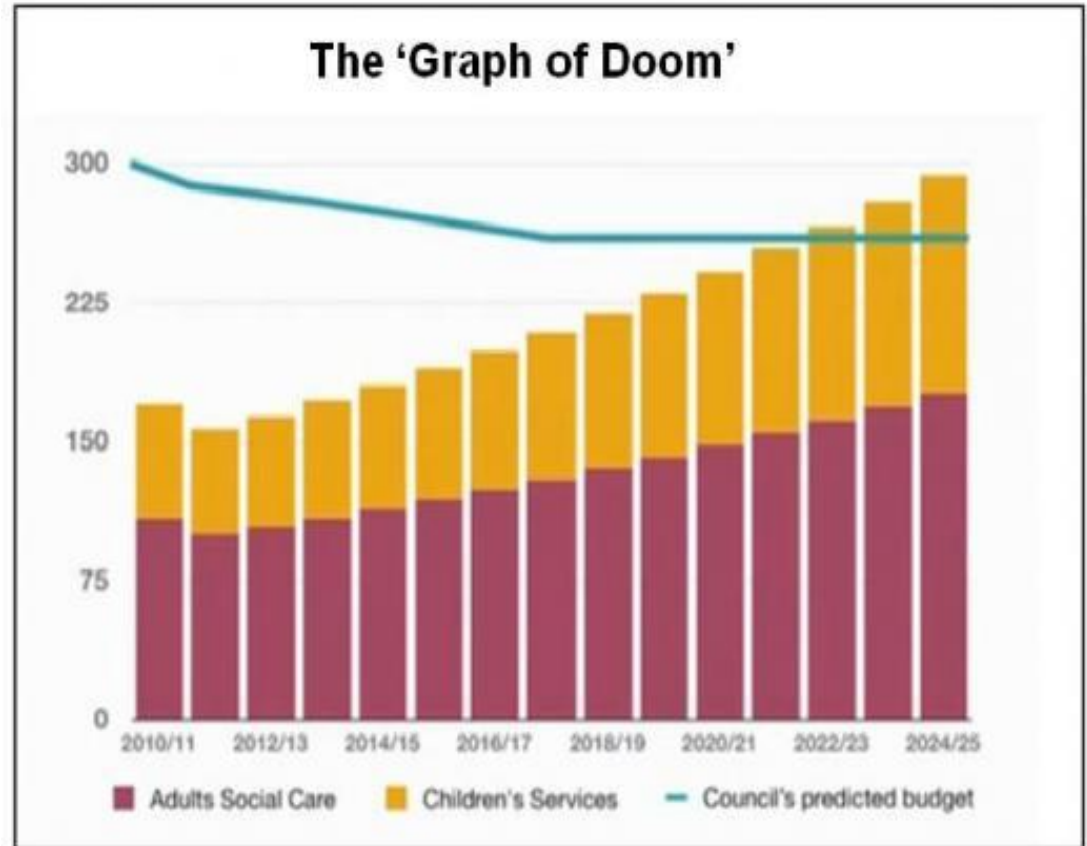


What price reputation?

Ben Page
Chief Executive
Ipsos MORI



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ben.page@ipsos.com

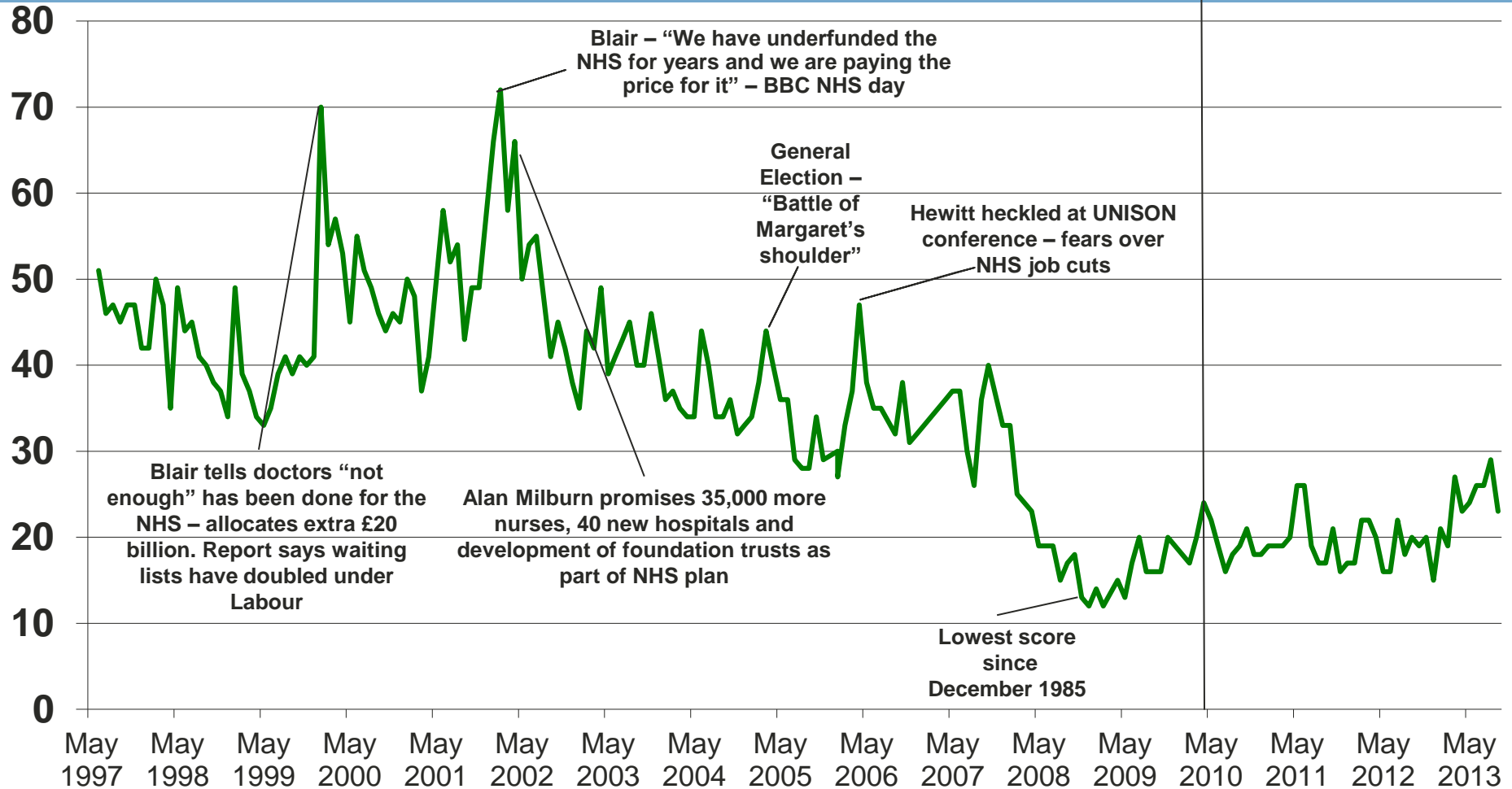
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Half full or half empty?

Concern about the NHS lower than the media

What do you see as the most/other important issues facing Britain today?

Cameron becomes PM



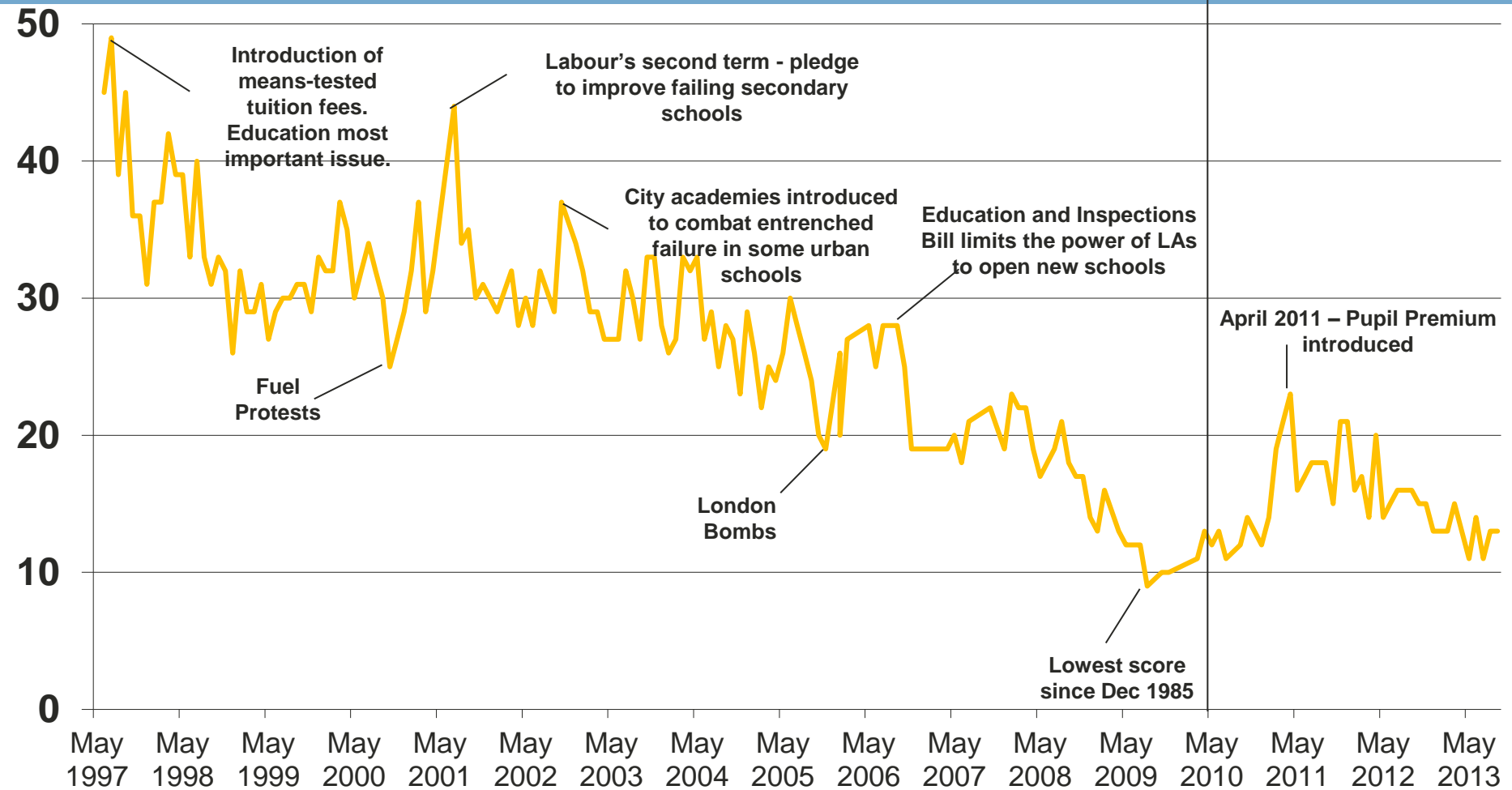
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Less worried about education...

What do you see as the most/other important issues facing Britain today?

Cameron becomes PM

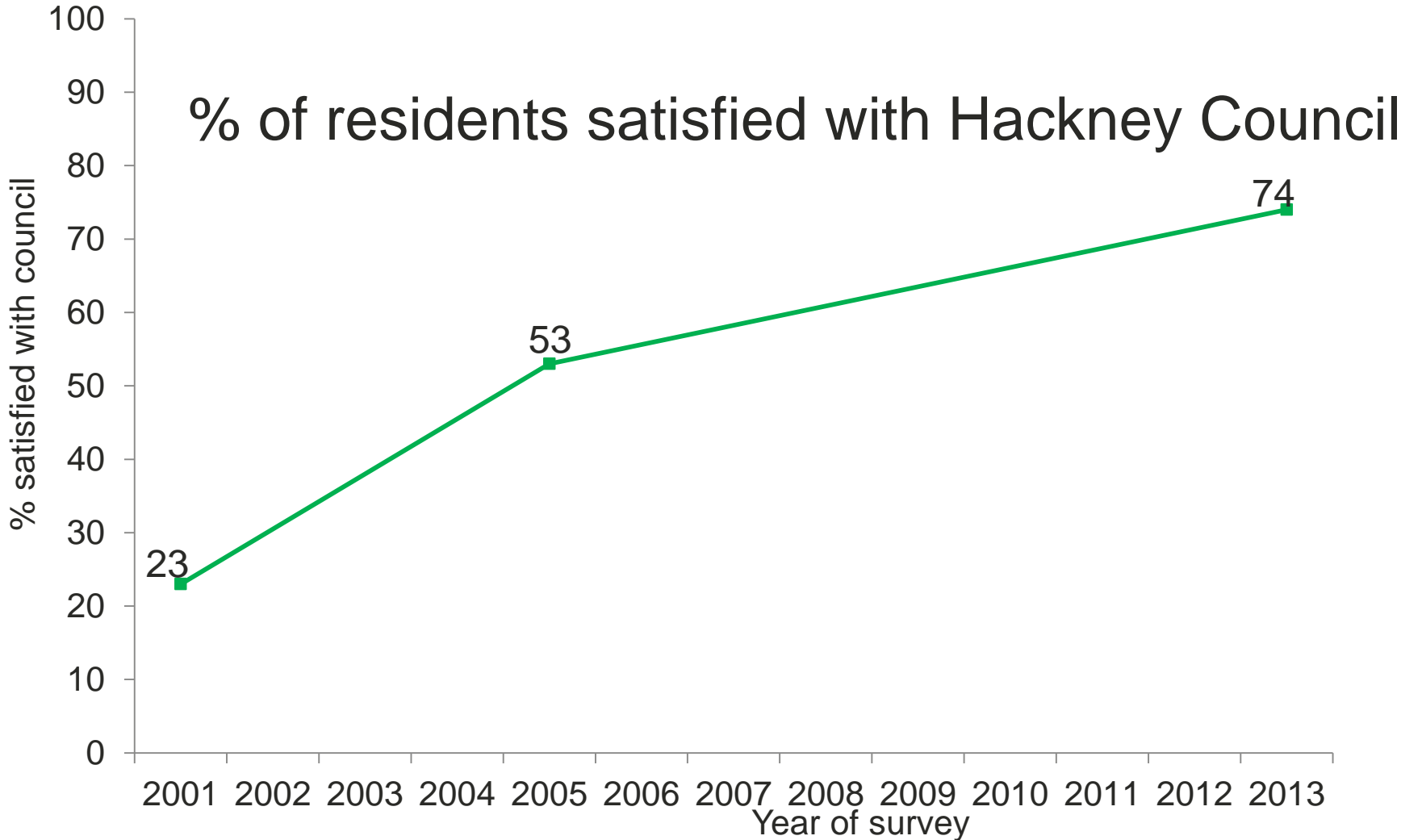


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

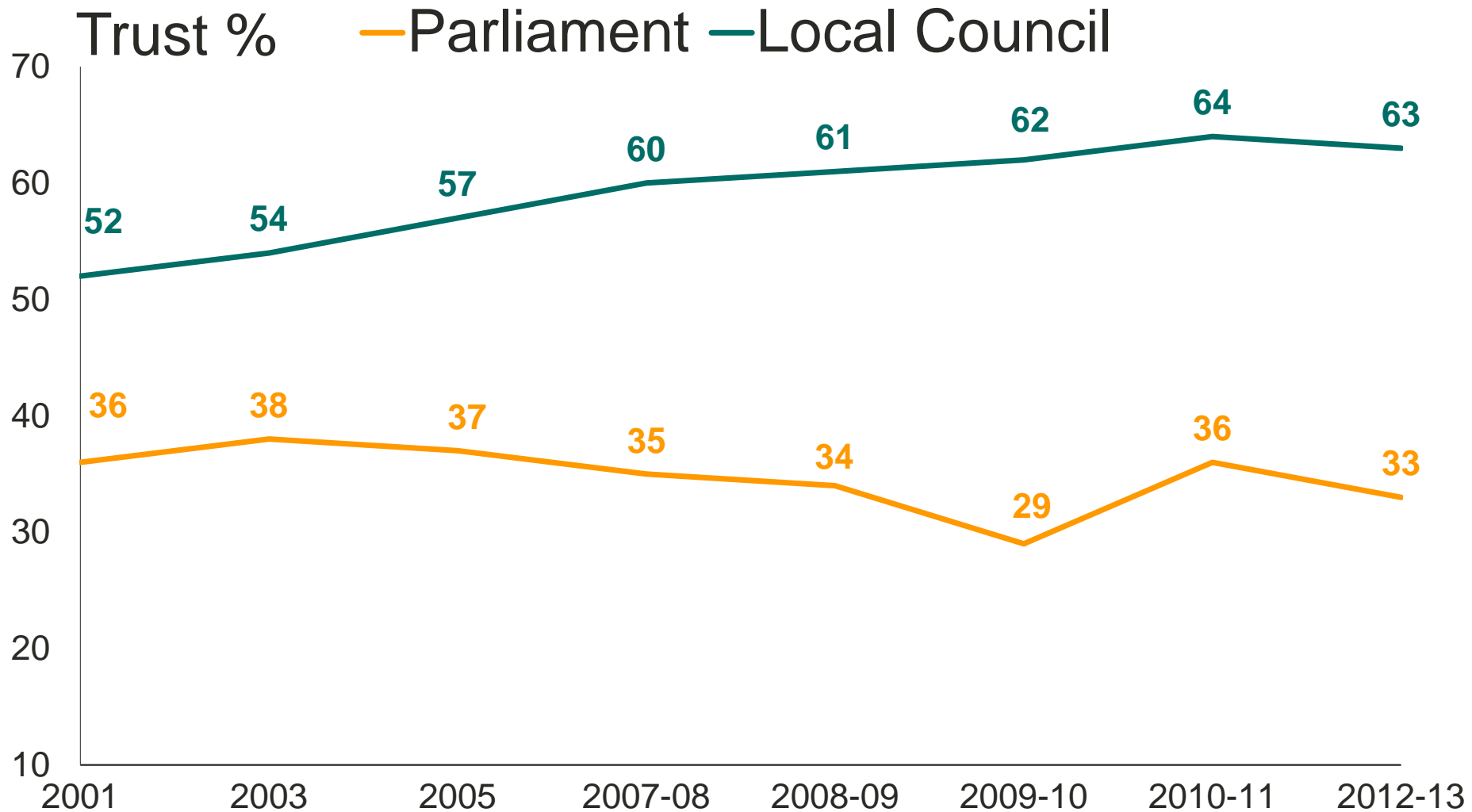
Source: Ipsos MORI Issues Index

Formerly loony councils now pretty good!

Overall, how satisfied or dissatisfied are you with the way Hackney Council runs things?



No sign of a crisis in trust (and not blamed for cuts)

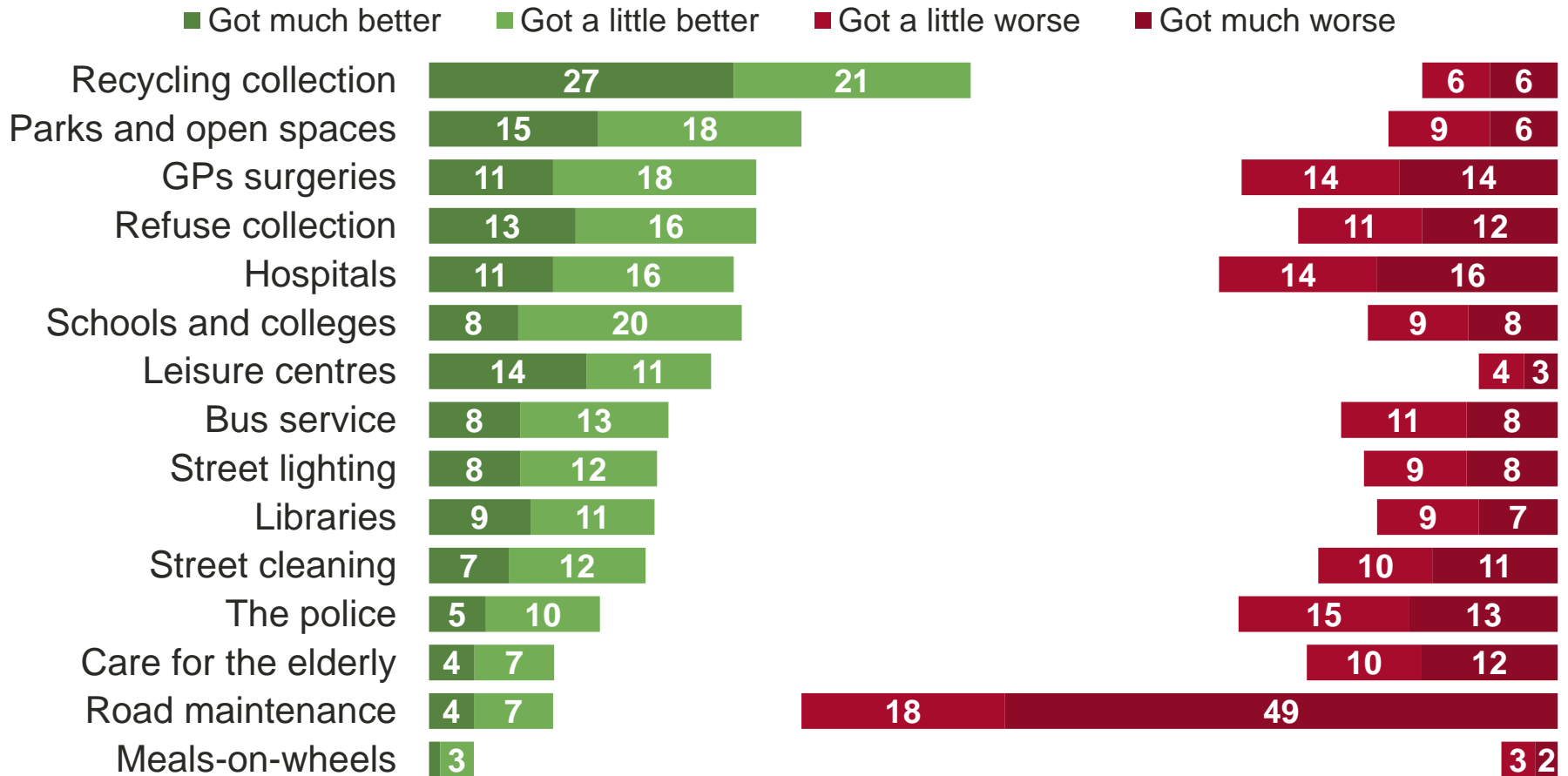


Base: Core sample in England; (2001: 9,270, 2003: 8,859, 2005: 9,104, 2007-08: 8,729, 2008-09: 8,706, 2009-10: 8,677, 2010-11: 9,521, Aug 2012 – April 2013: 6,915)

Source: Citizenship Survey/ Community Life Survey

As much green as red....

Do you think each service has got better or worse in the last five years, or has it stayed the same?

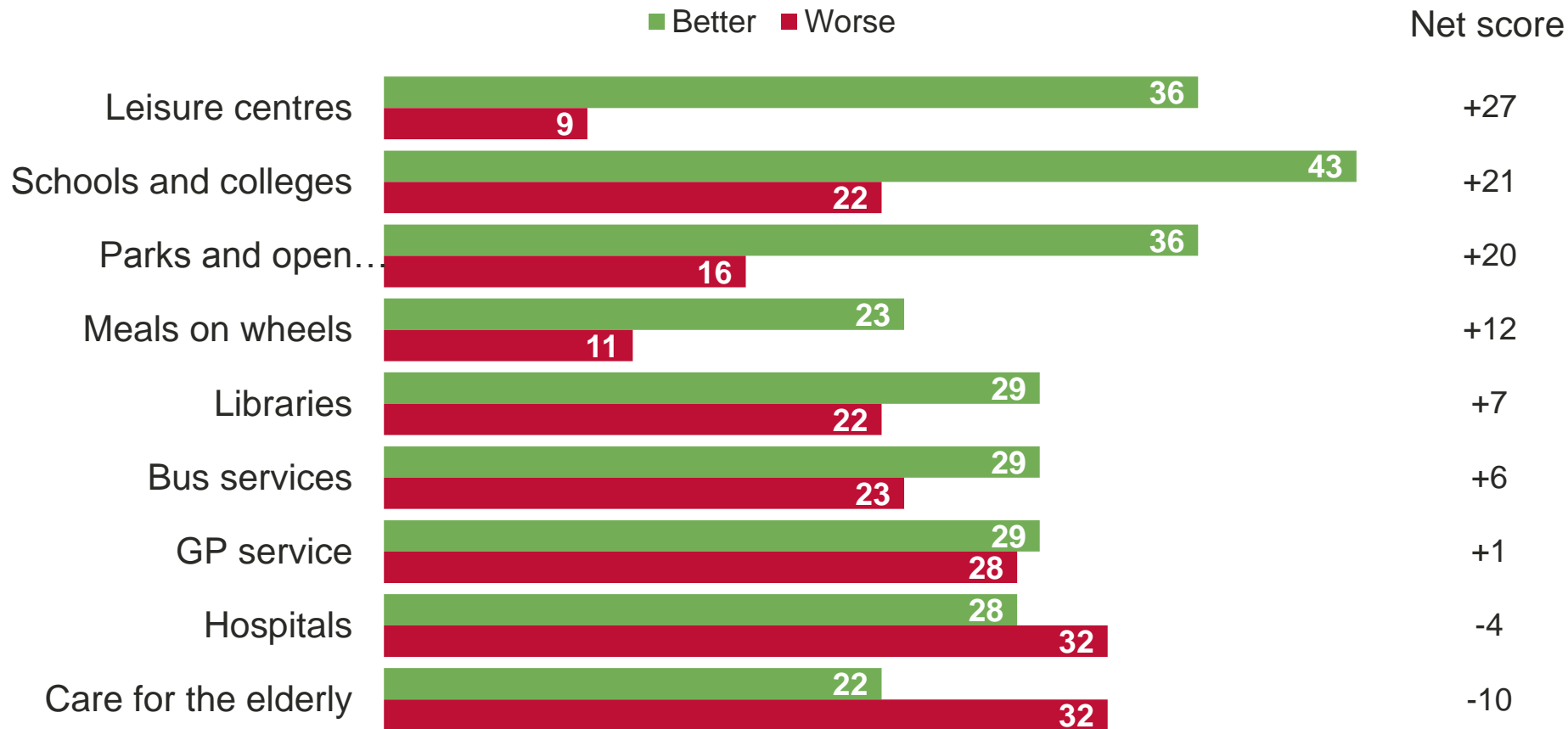


Base: 1,031

Source: IBCB October 2013

Among users...look at the bottom.

Do you think each service has got better or worse in the last five years, or has it stayed the same?

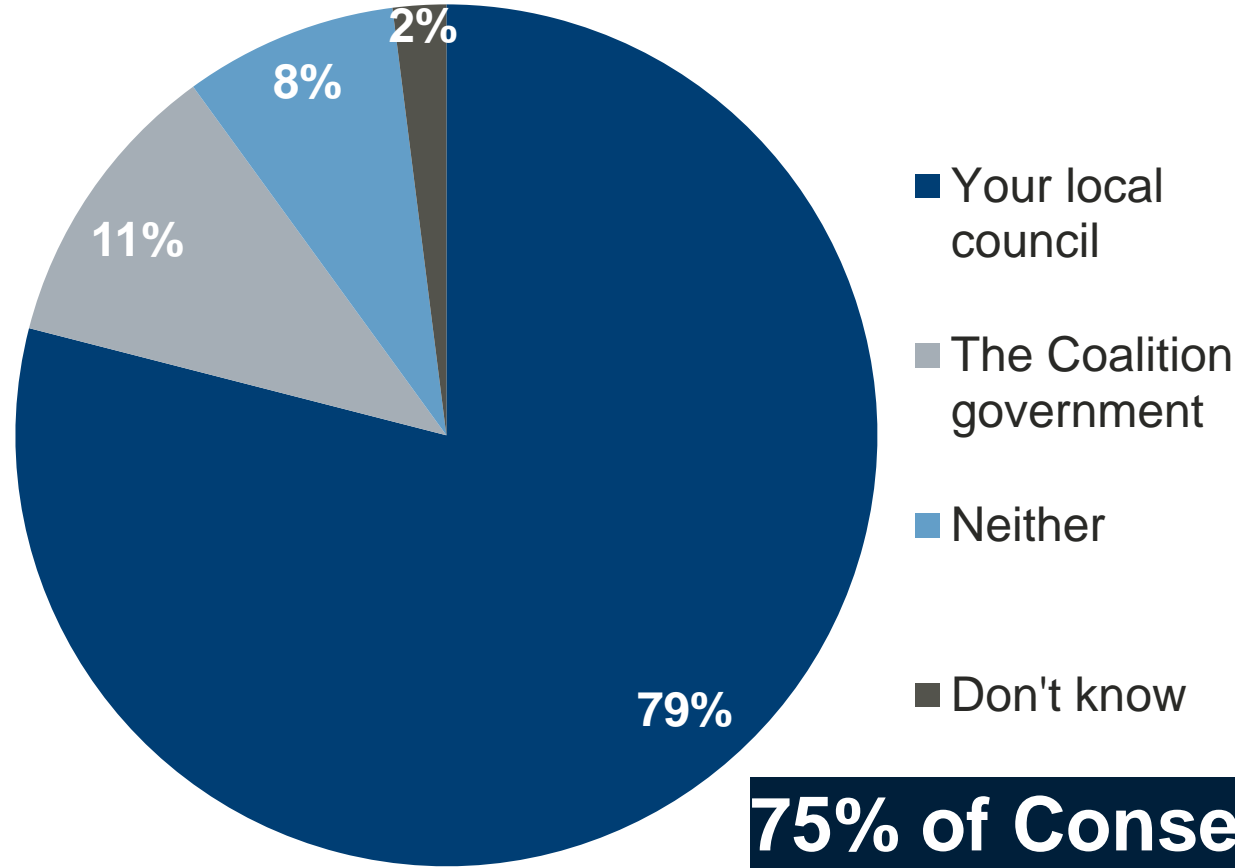


Base: Response from those who use the service

Source: IBCB October 2013

Clear preference for local decision-making – councils know best?

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



75% of Conservative voters

Base: 1,015 British adults 18+

Ipsos MORI, January 2013

Ipsos MORI

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Majority haven't noticed changes to service – BUT...

To what extent, if at all, do you agree or disagree with each of the following statements

■ Disagree ■ Agree

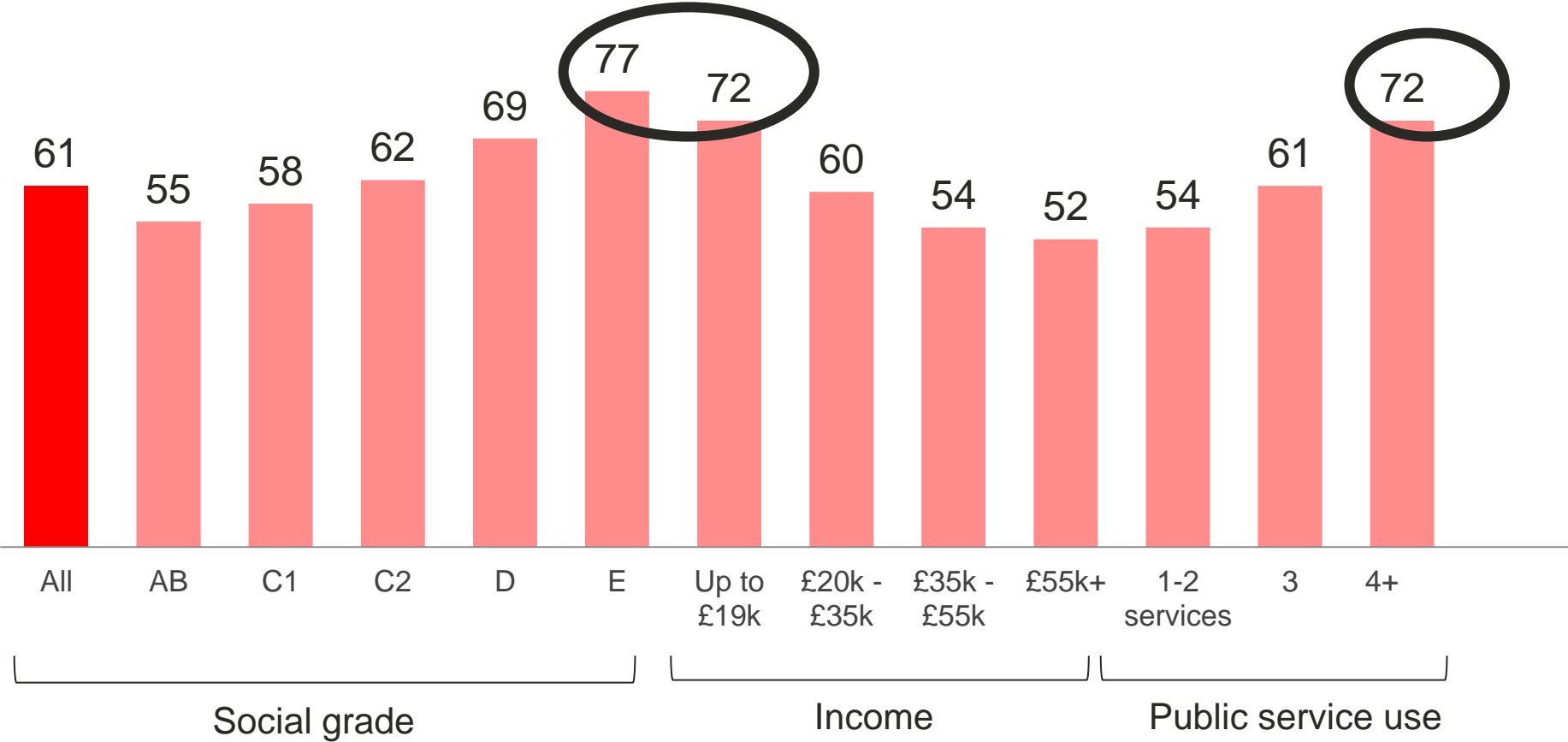
Around one in four people agree with both statements....

I haven't really noticed any changes to the services provided by my local council



We are already witnessing a social divide

% very or fairly concerned about the effect of the cuts on them and their families



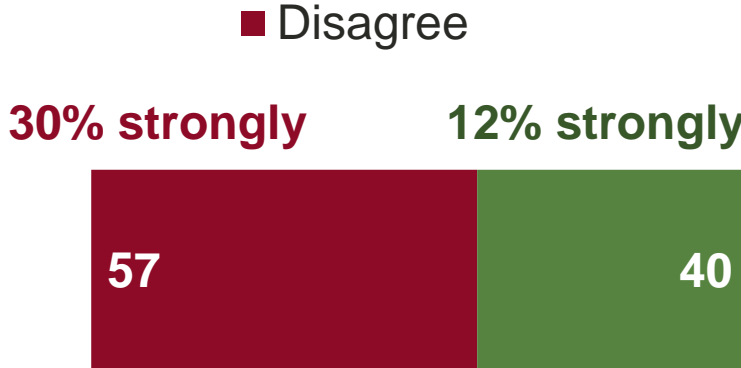
Base: All members of the public interviewed online in GB (1,009); fieldwork, 9-11 November 2012

Source: Ipsos MORI

Are people expecting more for less? Or willing to pay more for the same?

To what extent, if at all, do you agree or disagree with each of the following statements

I am personally happy to accept less from my local council than I currently get in order to help pay off the national debt



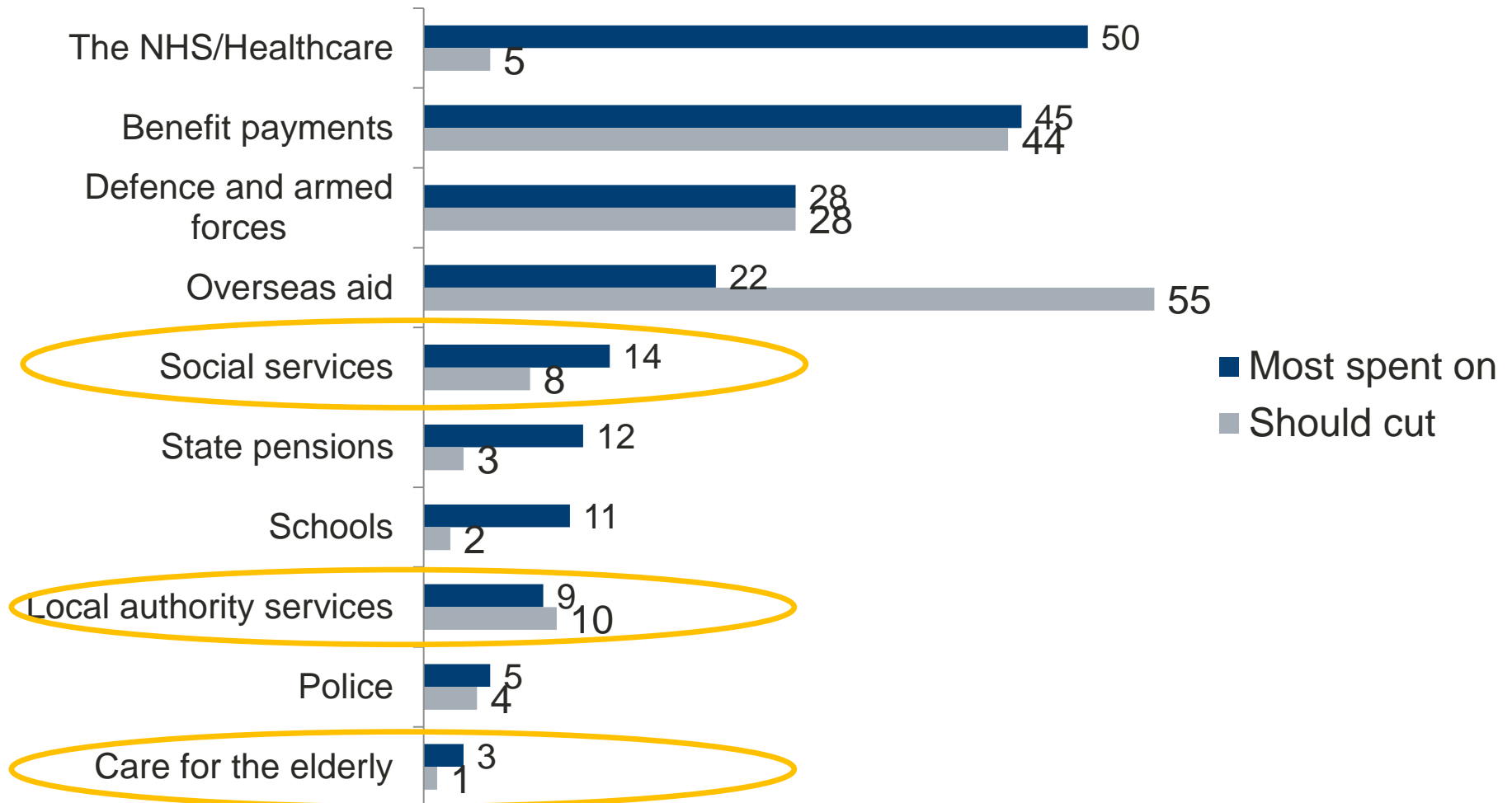
Base: 1,015 British adults 18+

Ipsos MORI/ NLGN, January 2013



National priorities for spending/ cutting...

Which two or three, if any, of the following areas do you think the UK Government spends the most money on
Which two or three, if any, of the following areas do you think the UK Government should cut the most ?



Base: 1,018 British adults 18+, 9th - 11th February 2013

Source: Ipsos MORI Political Monitor

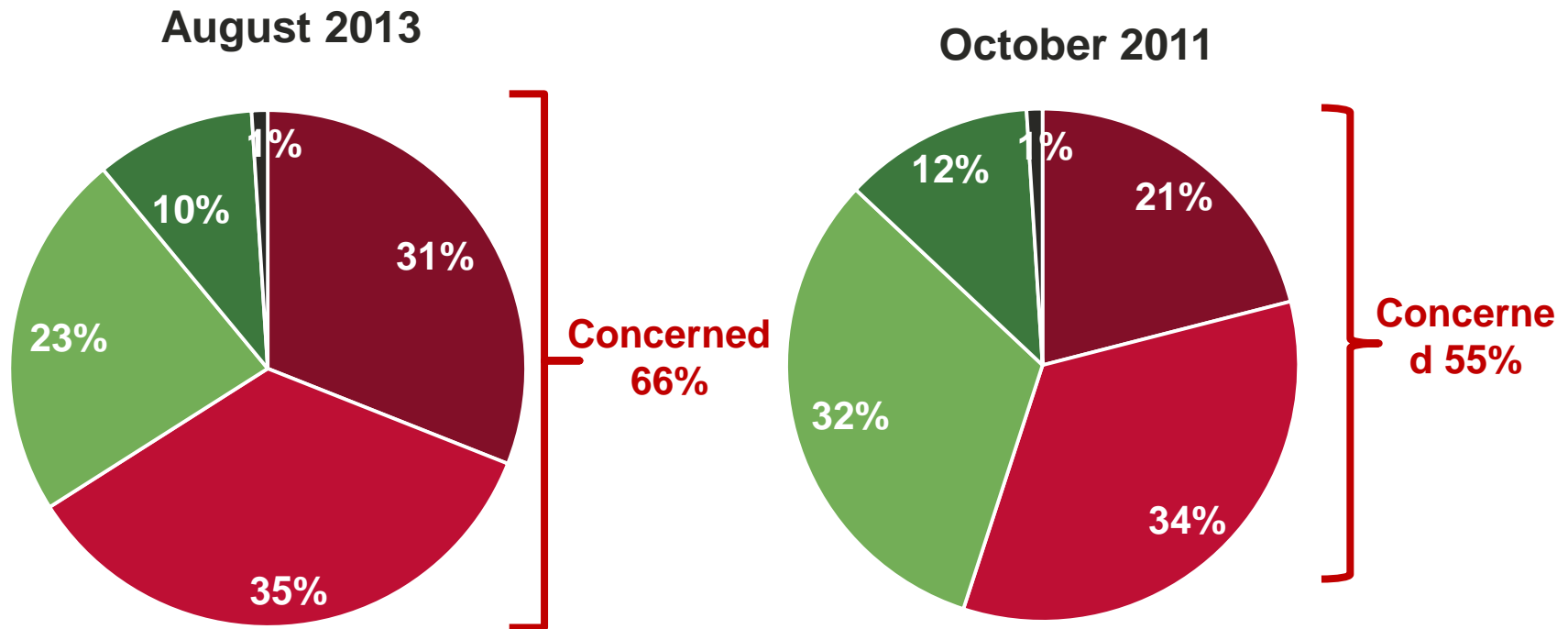


HIGH DIVE
20 FEET

... anxiety may be growing... two in three are now concerned about the effect of local cuts..WHEN WE ASK THEM

Q How concerned, if at all, are you about the effect of cuts to local council services on you and your family in the next 12 months?

■ Very concerned ■ Fairly concerned ■ Not very concerned ■ Not at all concerned ■ Don't know

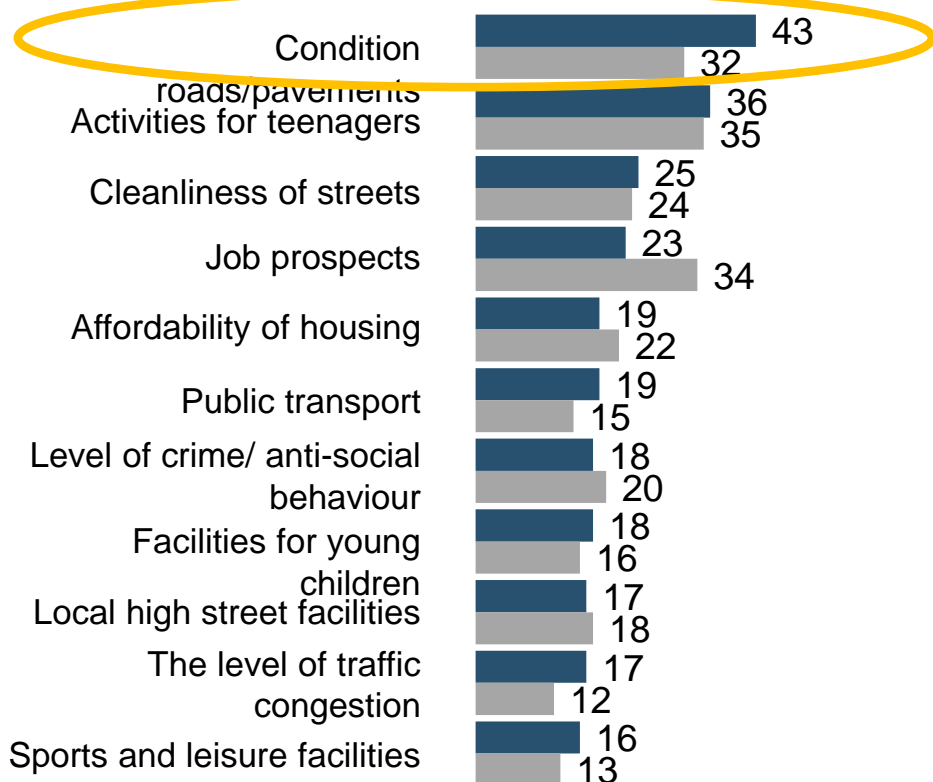


Base: 1,007 adults aged 18+ in Britain, August 2013 / 1,015 adults aged 18+ in Britain, January 2013

... whilst also managing public's demands and expectations for wider services

Q Thinking about this local area, which four or five things on the screen, if any, do you think most need improving?

Top mentions %



Base: 992 British adults aged 15+, 16-22 August 2013/ 986 British adults aged 15+, 15-21 June 2012. 'Local area' defined as 15 to 20 minutes walking distance from respondents home

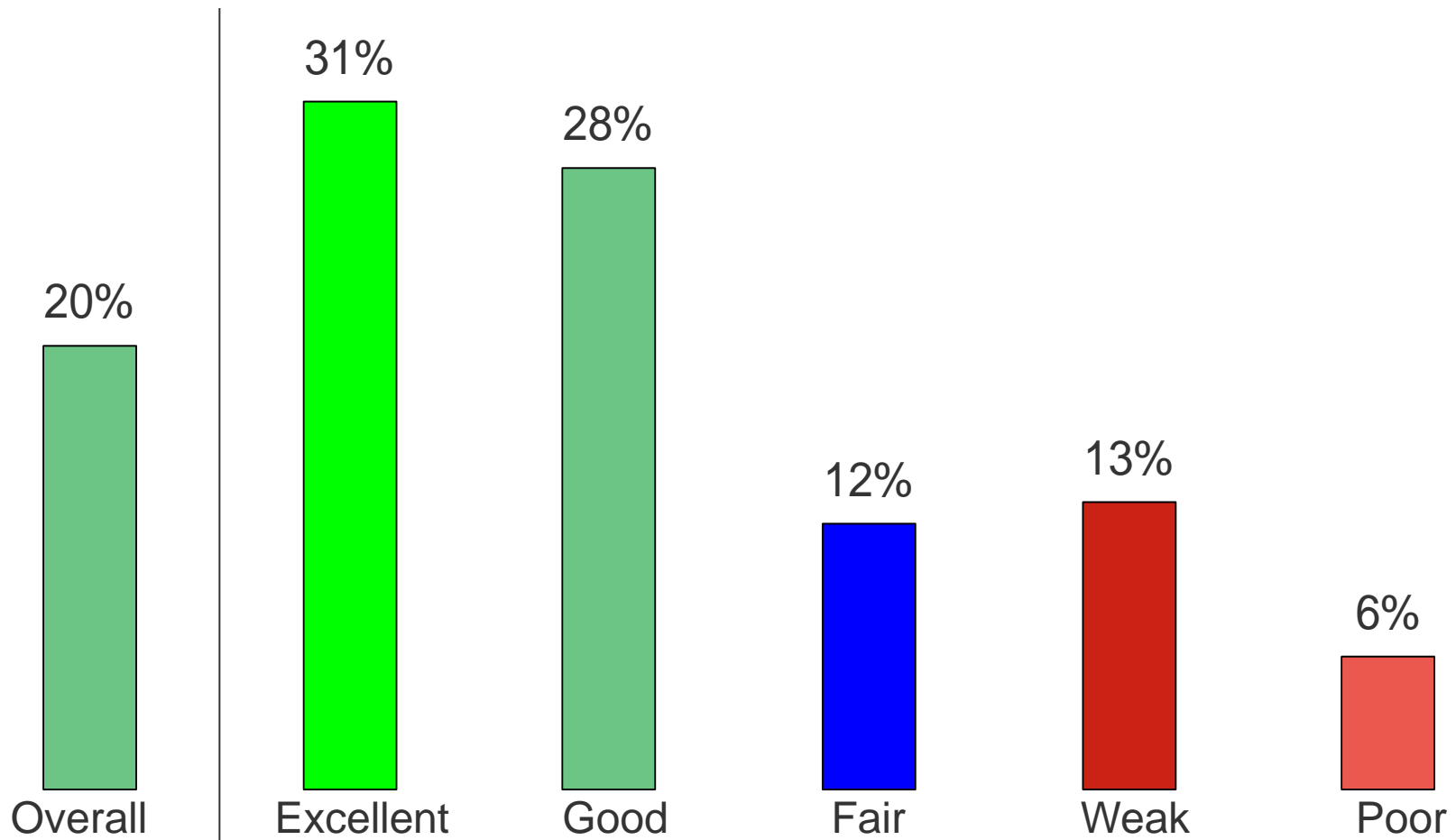
Source: Ipsos MORI Local Improvement Index

And finally.....



Staff feel they are kept better informed in the best...

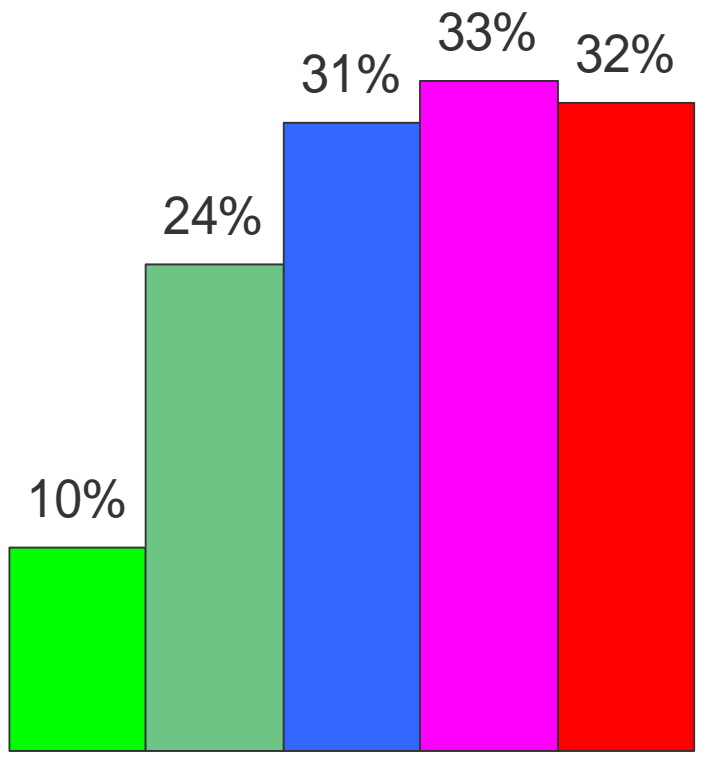
% strongly agree



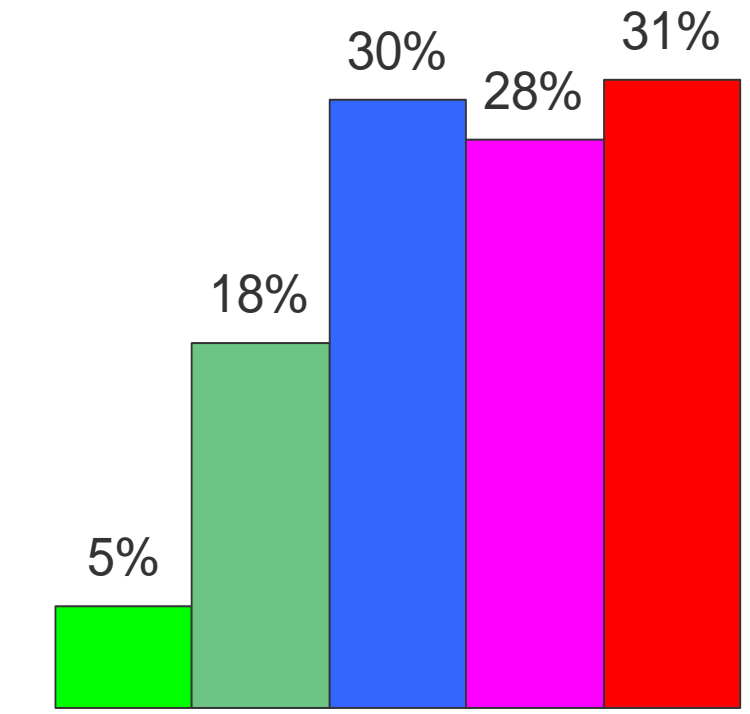
How you spend your time matters hugely

% Disagree

I have confidence in the senior management team



Senior management have a clear vision of where the organisation is going



Excellent Good Fair Weak Poor

Excellent Good Fair Weak Poor

In conclusion...

- You have dealt much better with austerity than even you might have suspected!
- Public fearful about the future for services, and for themselves
- The agenda just keeps getting bigger – focus becomes more and more important
- Huge opportunities from technology to understand behaviours and interact more
- More pressure to lead, rather than manage – tell the story and take people with you
- But I'm impressed...

The background of the slide is a stylized, high-contrast version of the Union Jack flag, featuring large, bold shapes in red, white, and dark blue.

Thank you
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