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**Meeting the needs of
local people**

Ashley Ames

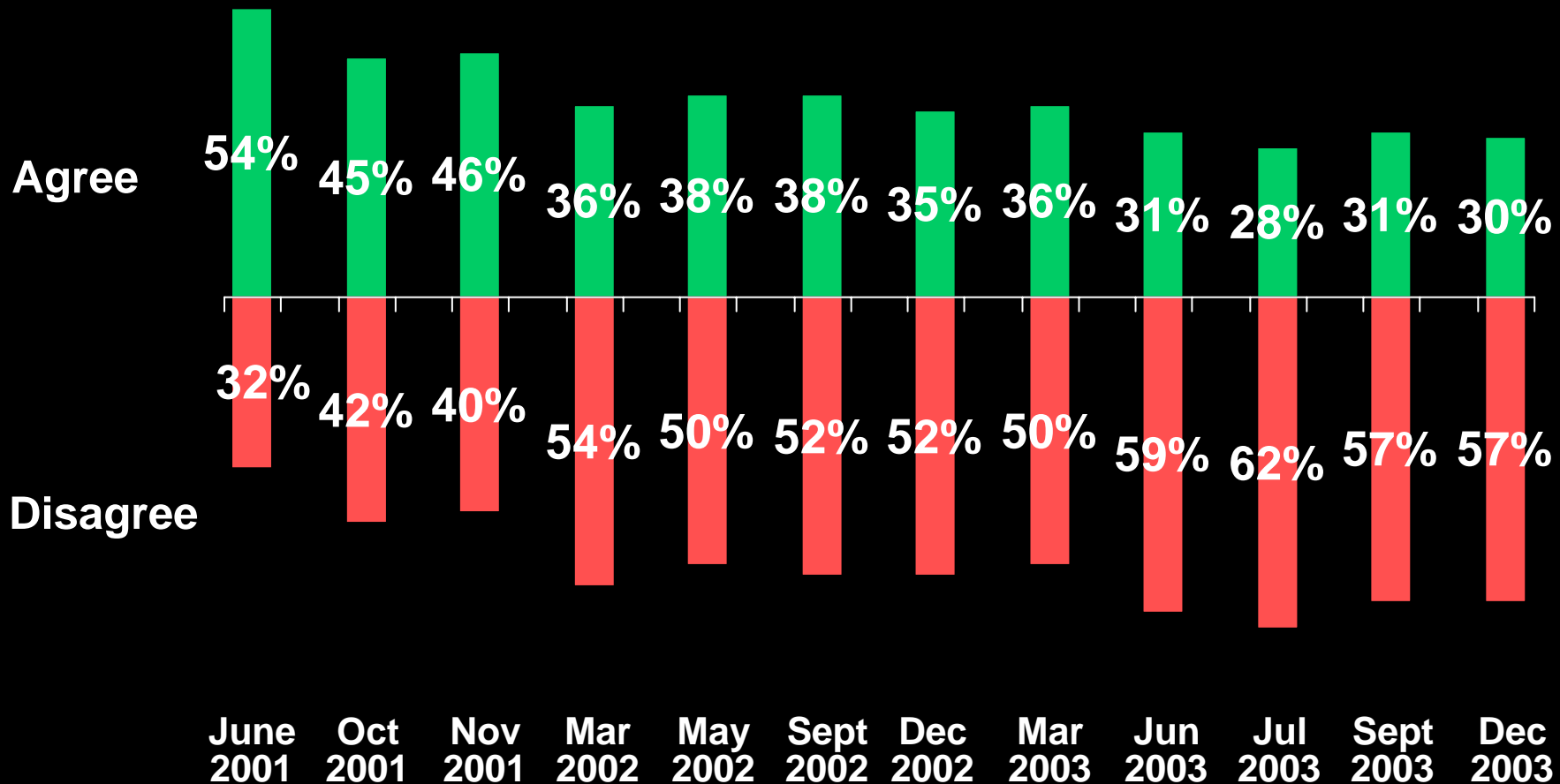
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Will the Government deliver on Public Services?

Q Do you agree or disagree... "In the long term, this government's policies will improve the state of Britain's Public Services"



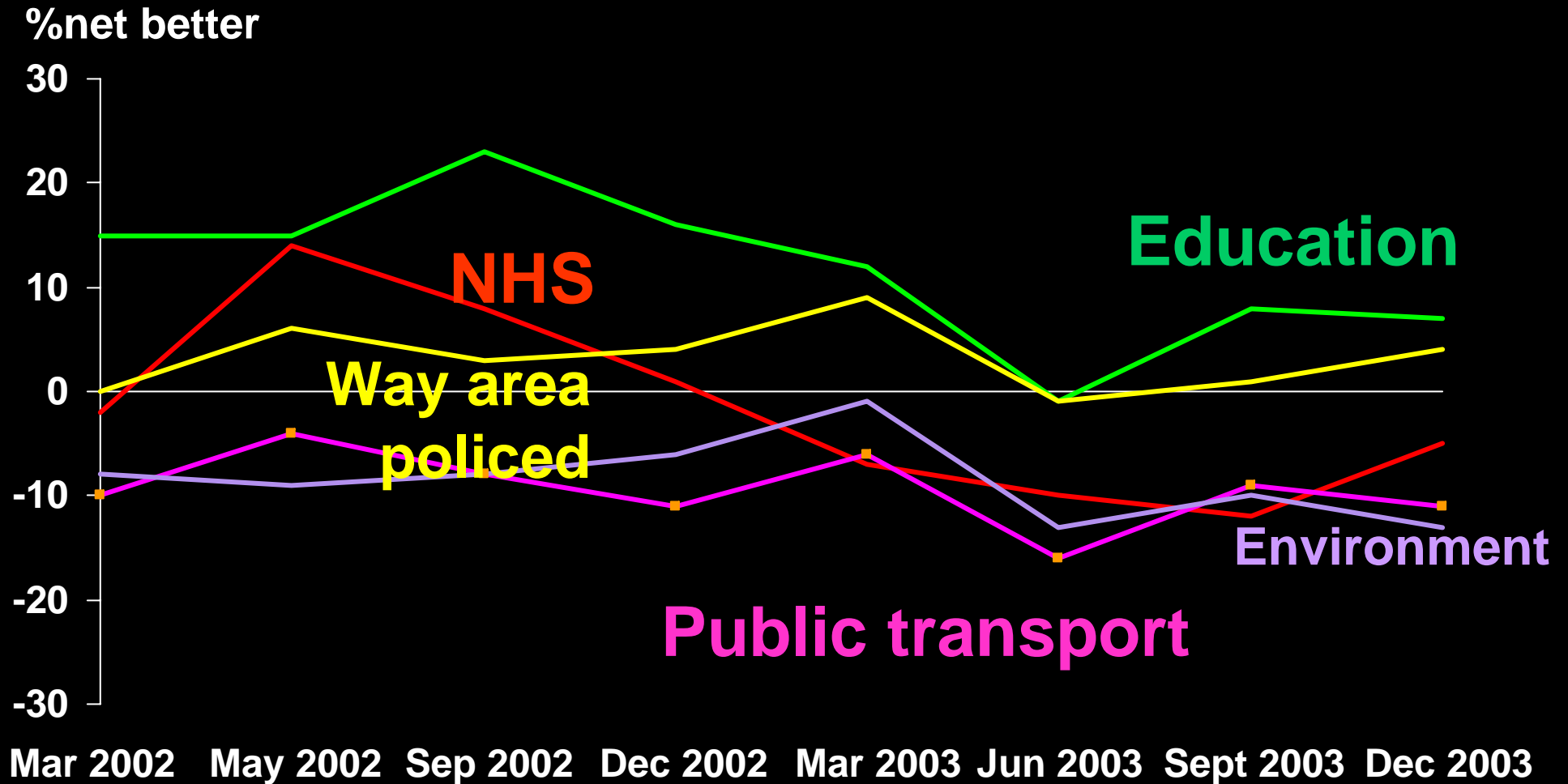
Base: 970 British adults, 12-14 December 2003

Source: MORI Social Research Institute Delivery Index

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The Big Five: Expectations Trends

Q. Thinking about...over the next few years do you expect it to...?

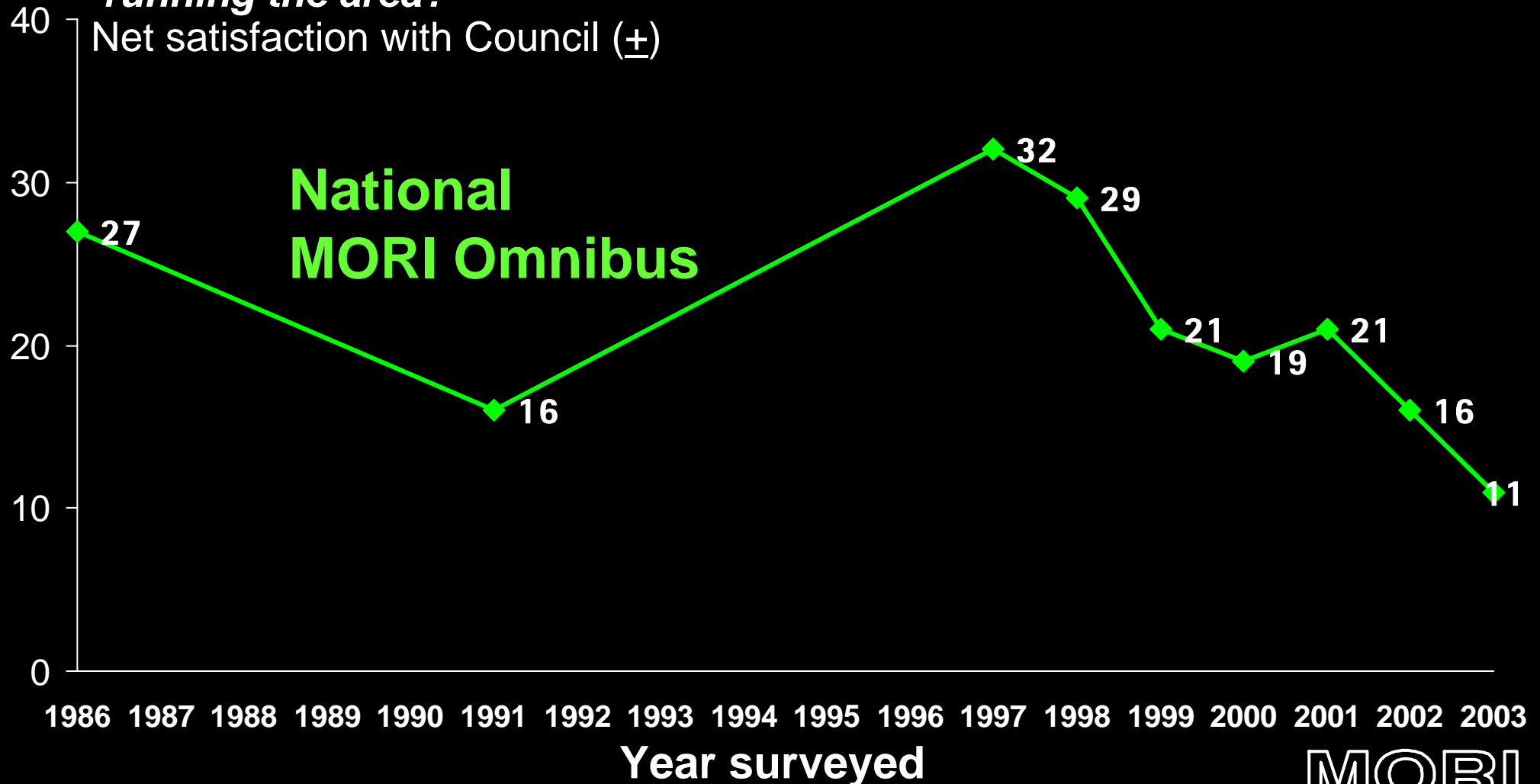


Base: c.1,000 British Adults

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Falling perceptions since 1997...

Q *How satisfied or dissatisfied are you with the way your local council is running the area?*



Base: c 1000 per wave.

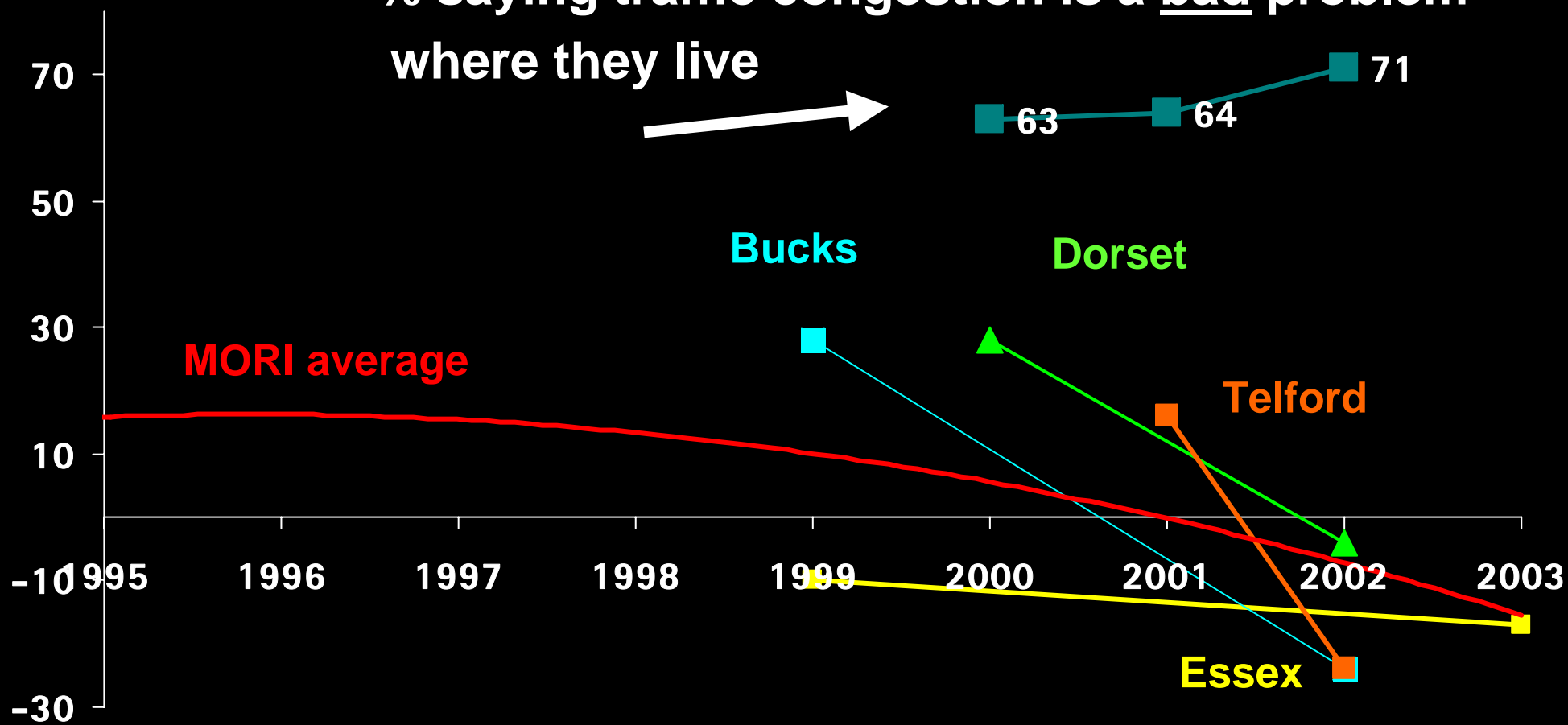
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**Local public
realm and
liveability -
versus national
priorities**

Trends on Road Maintenance - worse than a few years ago

Net satisfied

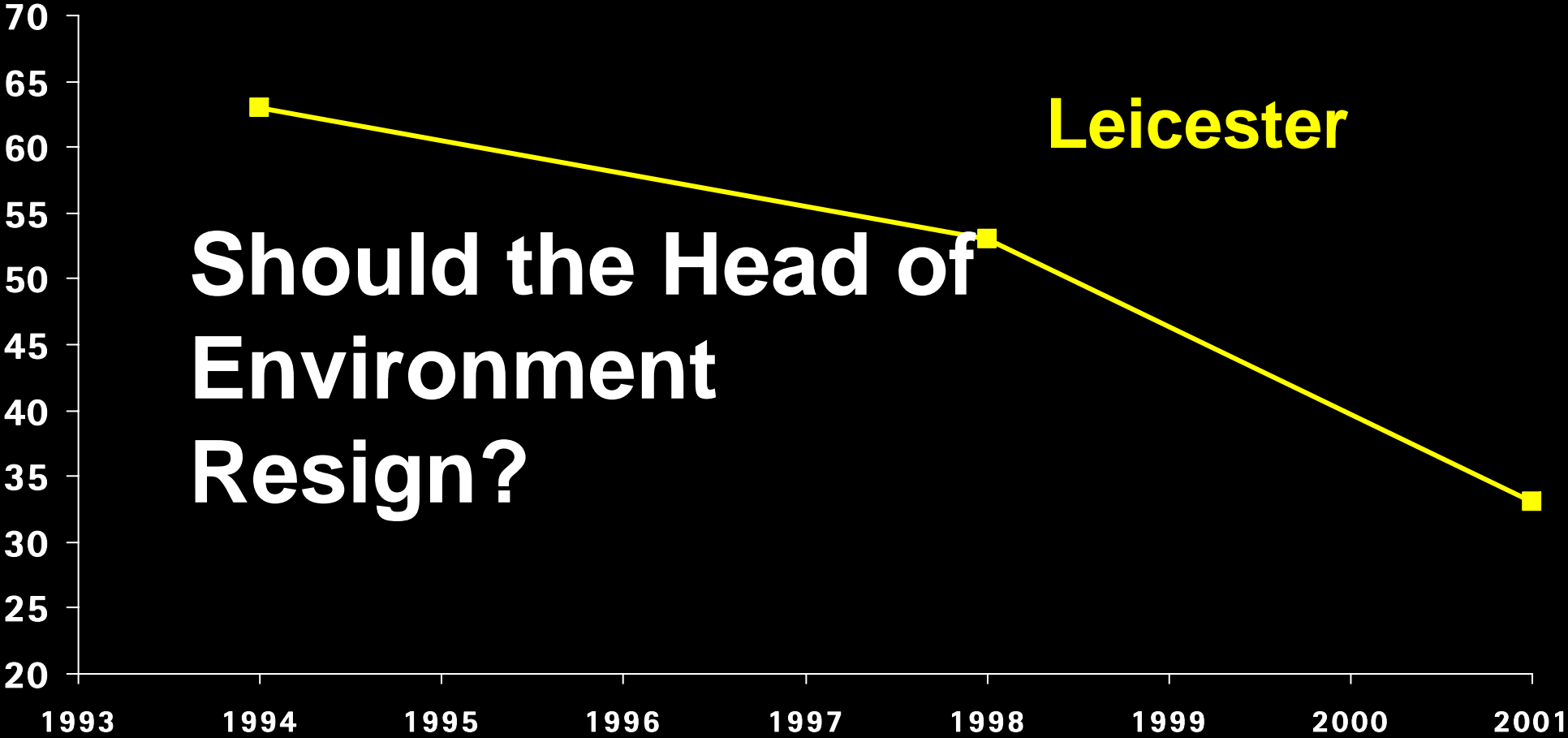
% saying traffic congestion is a bad problem where they live



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Street Cleaning - Satisfaction Trends

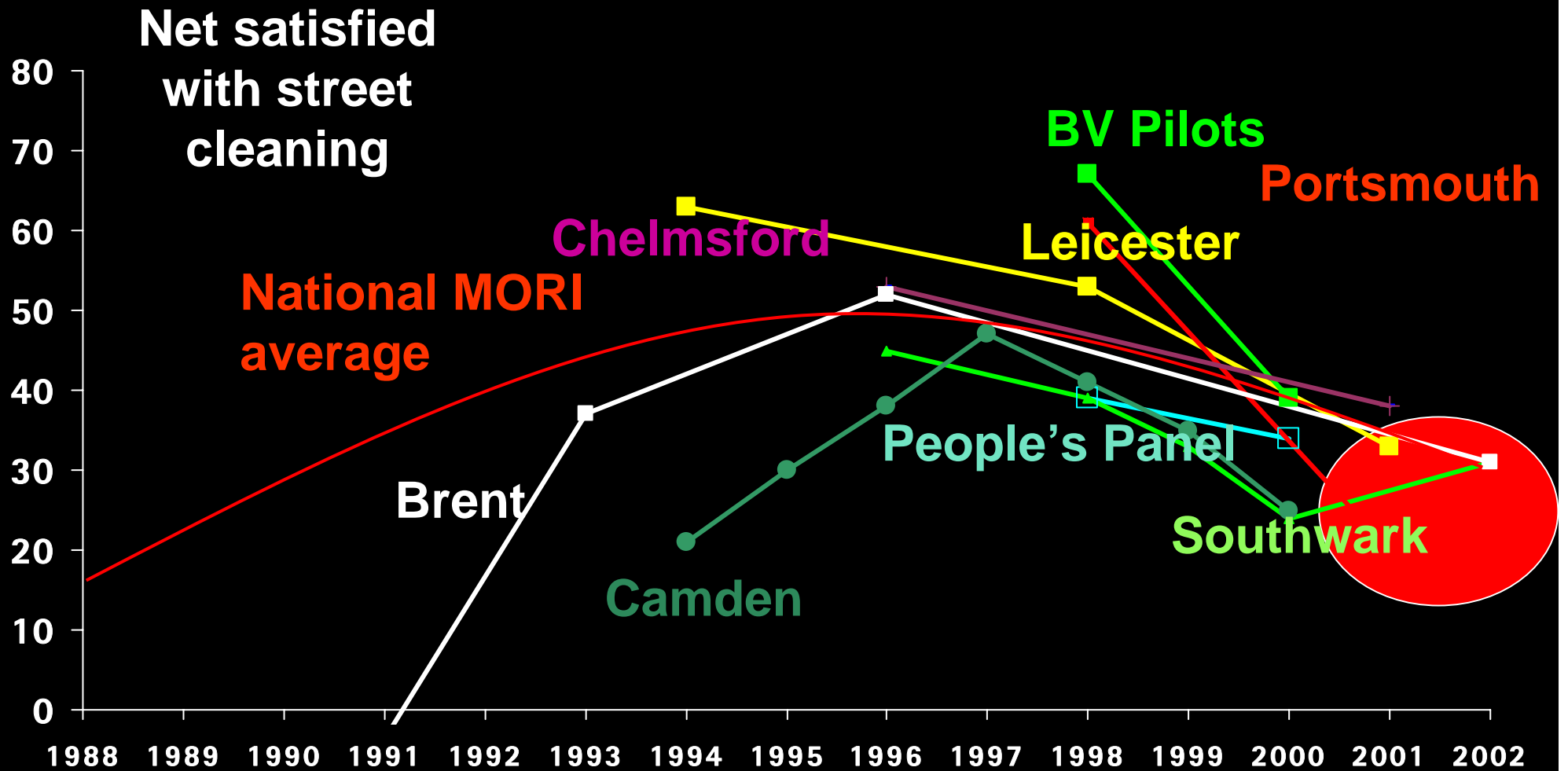
Net satisfied



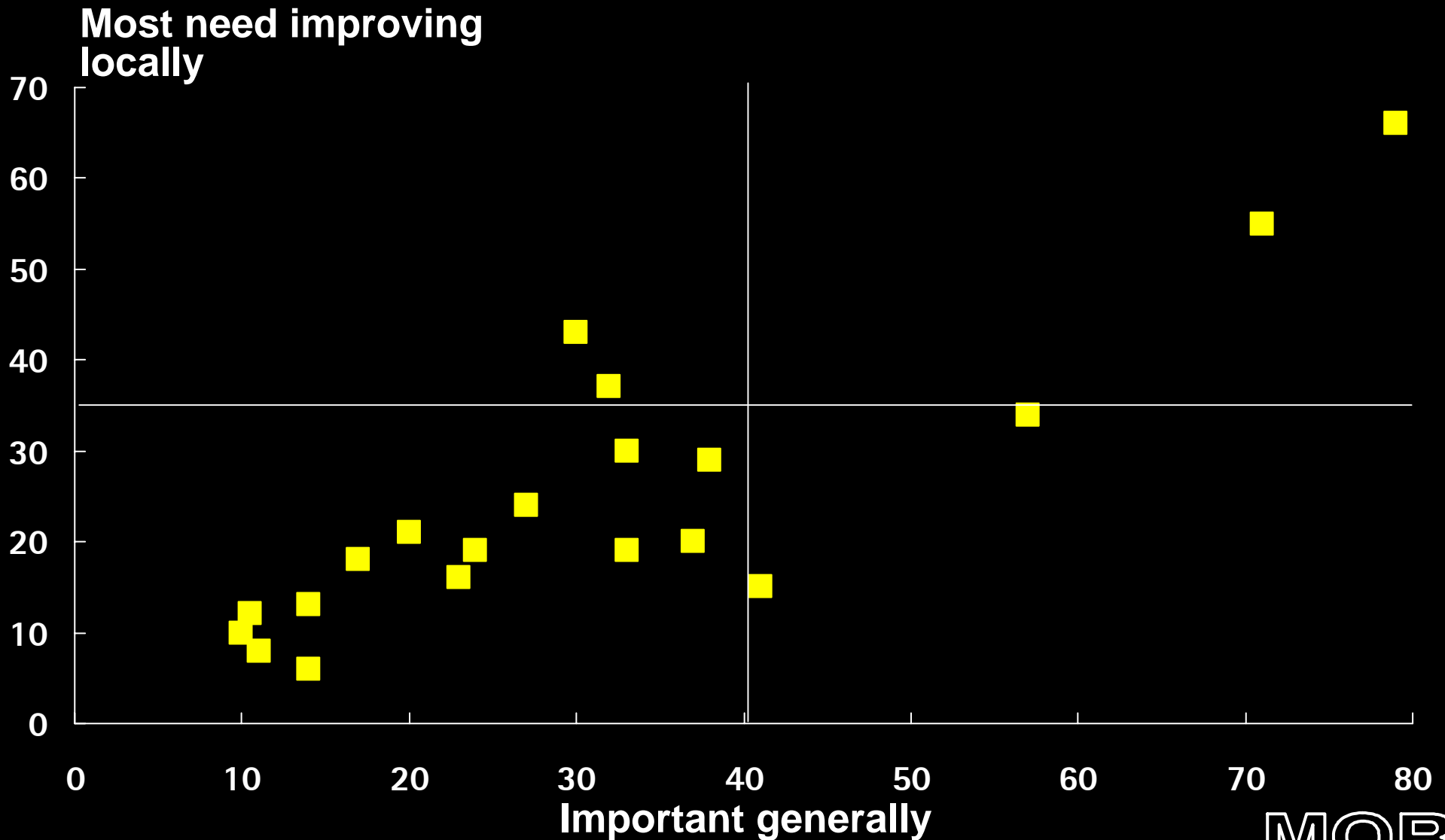
Should the Head of Environment Resign?

Leicester

Falling satisfaction with street scene - nearly everywhere



Priorities for Barking and Dagenham residents in 2004



Base: All valid BVPI responses

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**Better service may
imply carefully
segmenting your users -
completely different
from the way public
services have developed
in the past**

How B&D residents view council services

Q5 To what extent do you agree or disagree with the following statements about the Council?

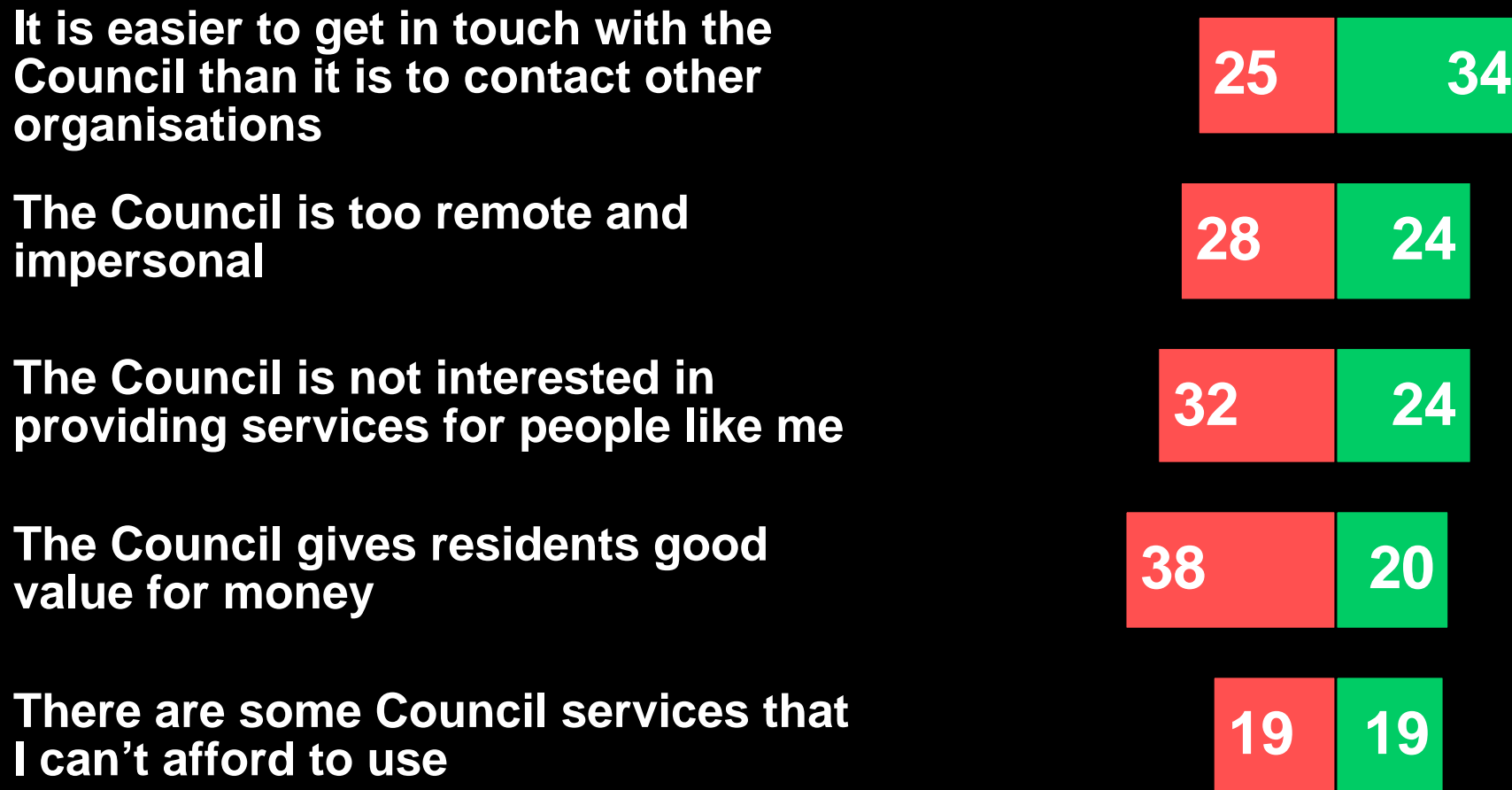


Base: All Barking and Dagenham panel members aged 16+, postal survey 10th March to 9th April 2003 (302)

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How residents view council services (2)

Q5 To what extent do you agree or disagree with the following statements about the Council?

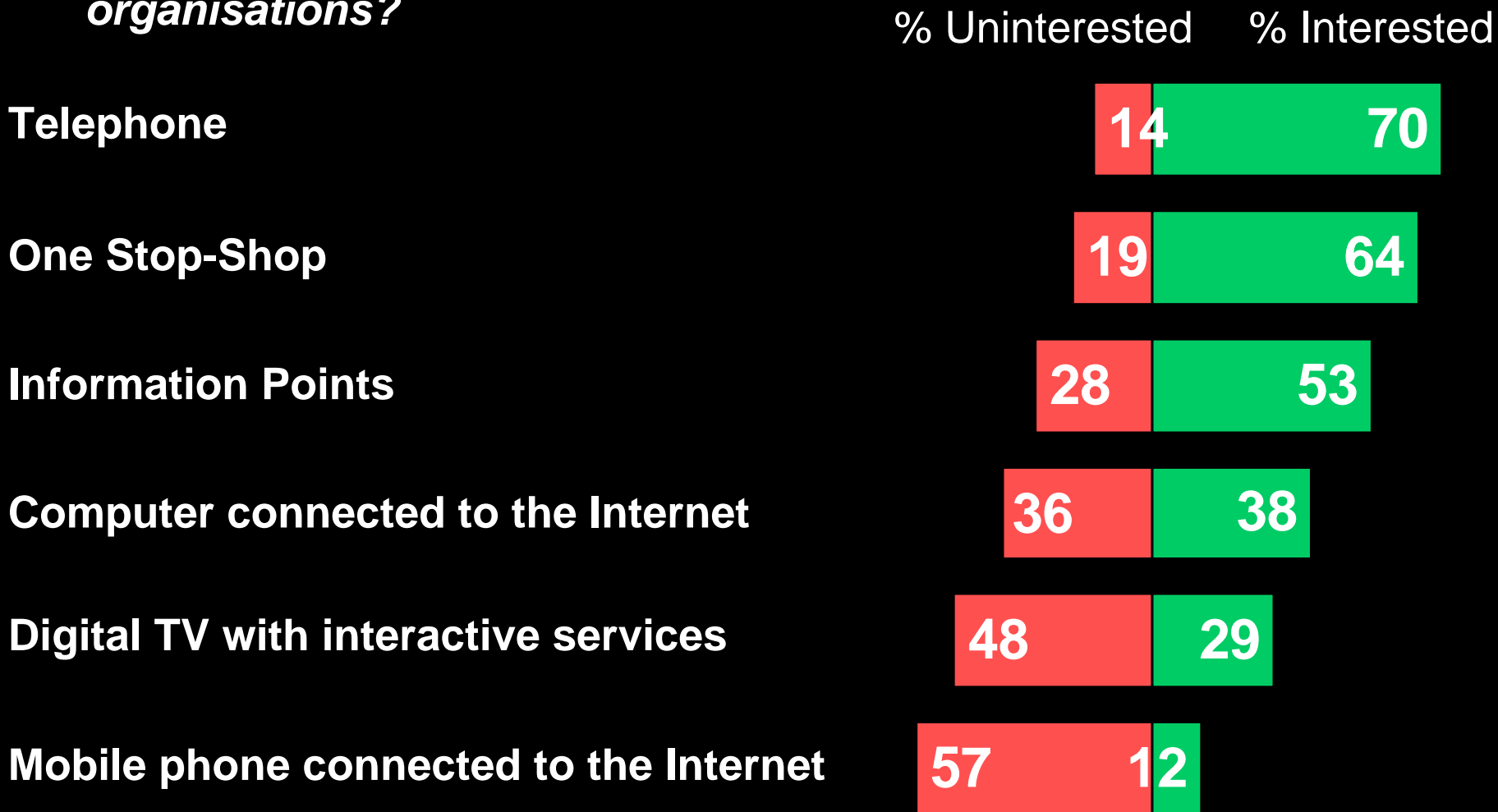


Base: All Barking and Dagenham panel members aged 16+, postal survey 10th March to 9th April 2003 (302)

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Obtaining information

Q7 How interested, if at all, are you in using the following methods to obtain information and services provided by the Council or other public organisations?

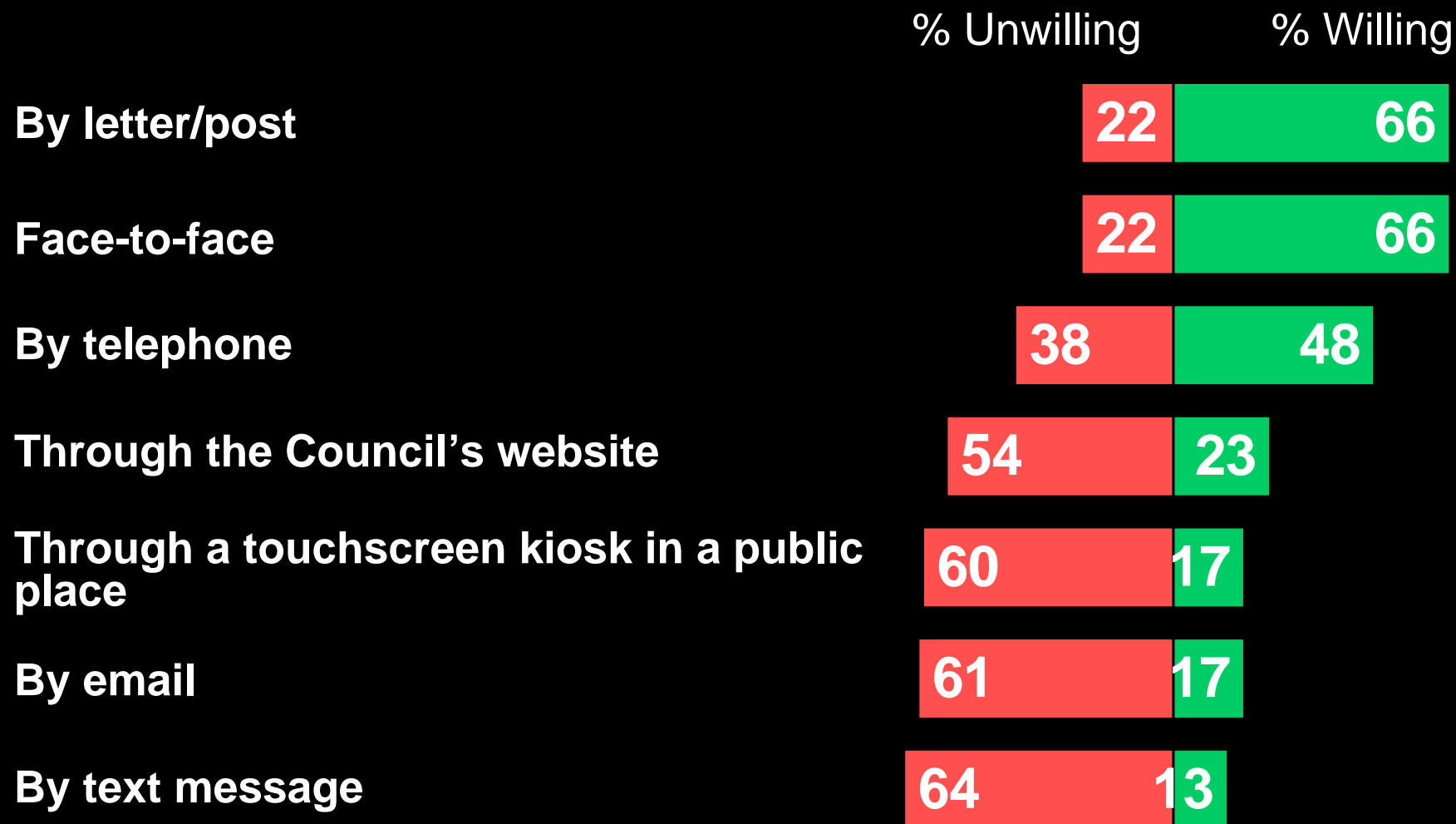


Base: All Barking and Dagenham panel members aged 16+, postal survey 10th March to 9th April 2003 (302)

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Paying for a Council service

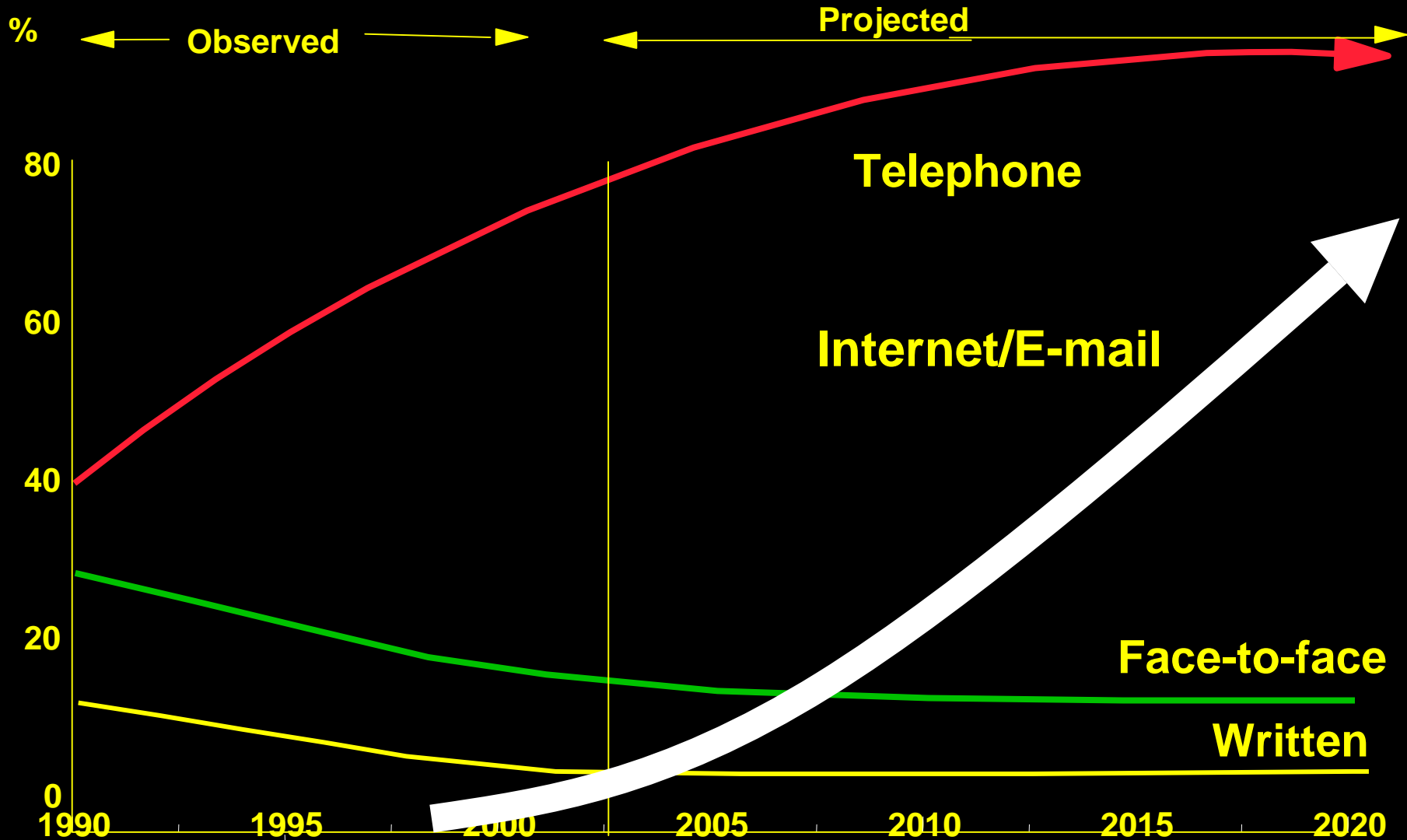
Q22 *Looking at the options below, how willing would you be to use each method to pay for a Barking and Dagenham Council service*



Base: All Barking and Dagenham panel members aged 16+,
postal survey 10th March to 9th April 2003 (302)

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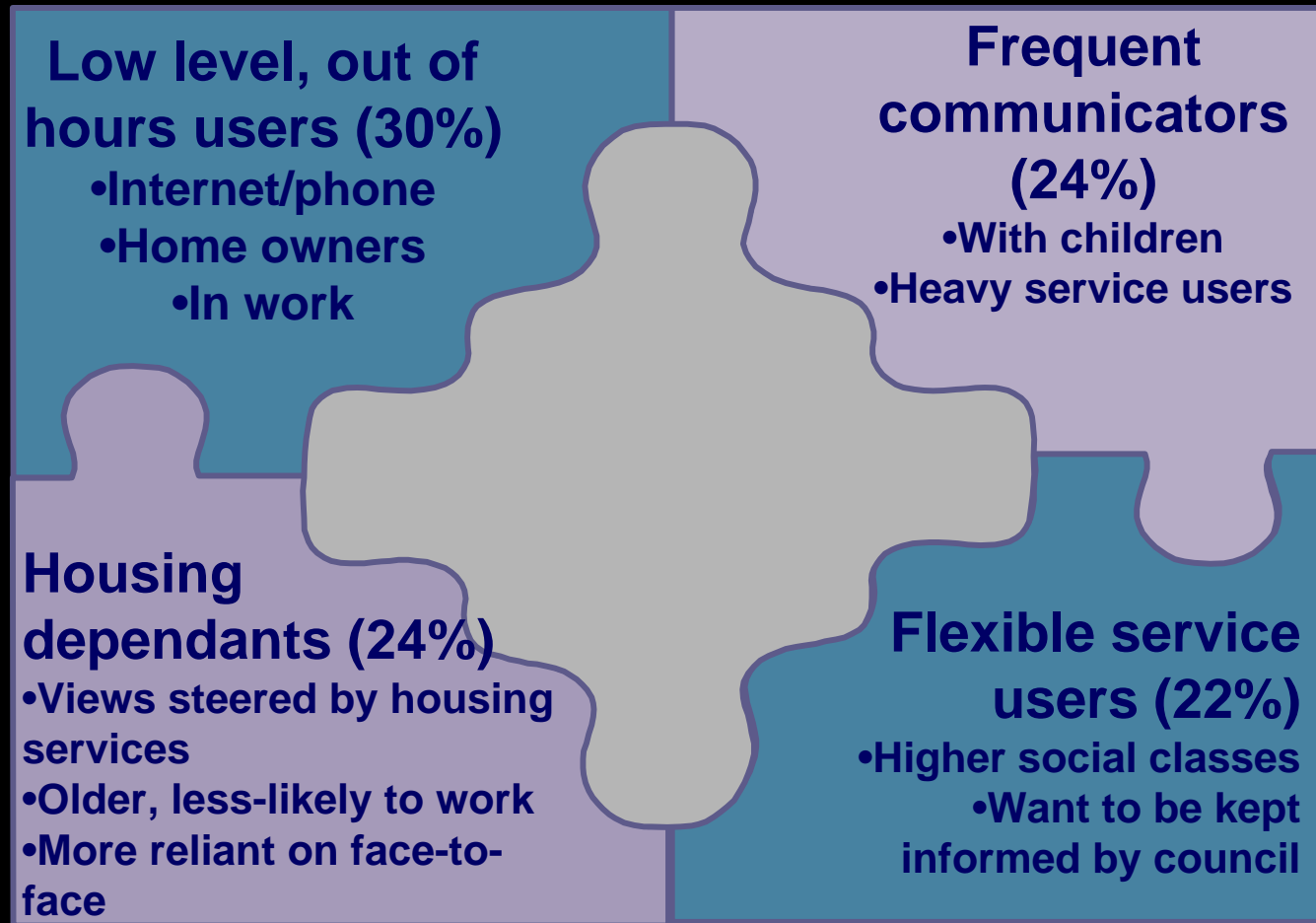
Contacting the public sector in the Future - a Possible Scenario



Base: All residents (MORI Benchmarking Network)



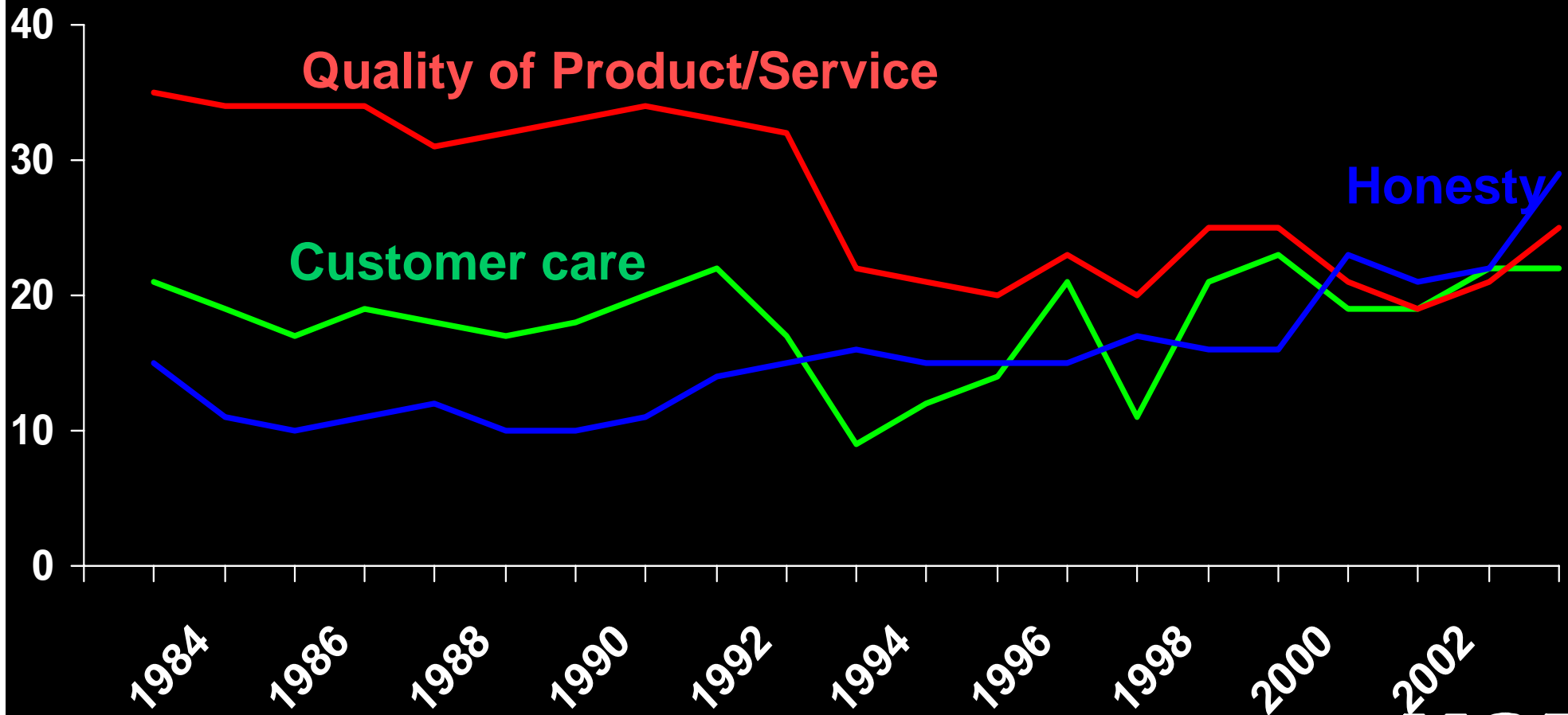
Segmenting different types of residents



Big implications for leaders of organisations

The growing importance of "Honesty"

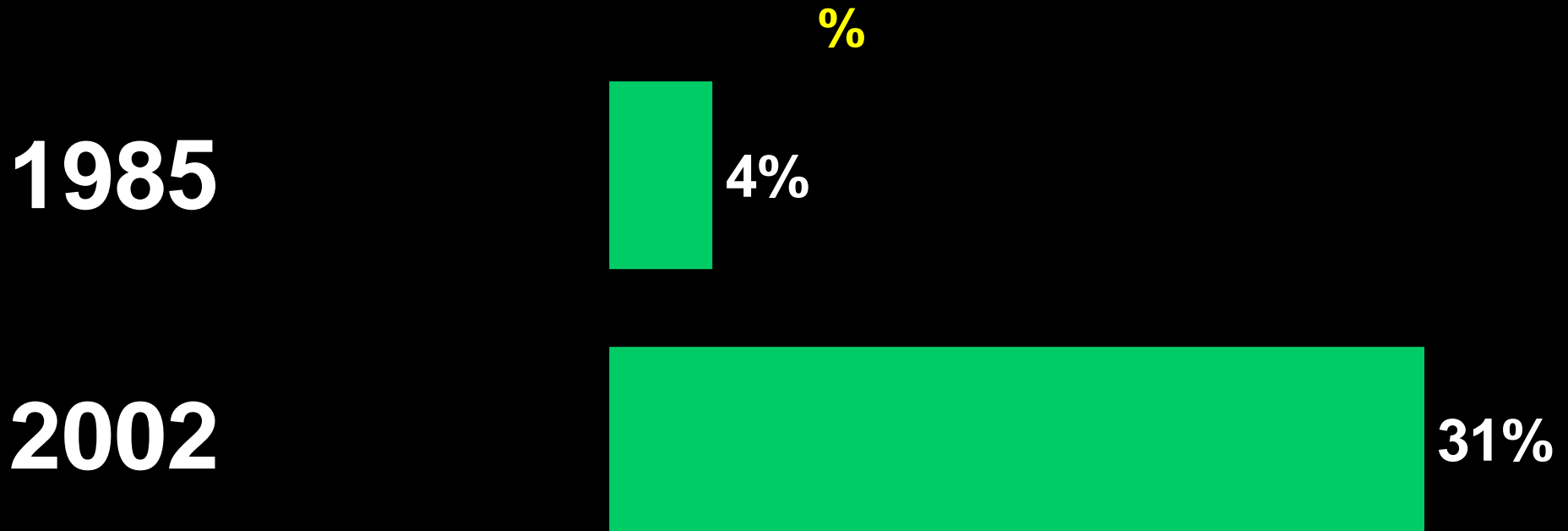
Q What are the most important factors you take into account when making a judgement about a company? (Spontaneous)



Base: General Public

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The rise of ethics....



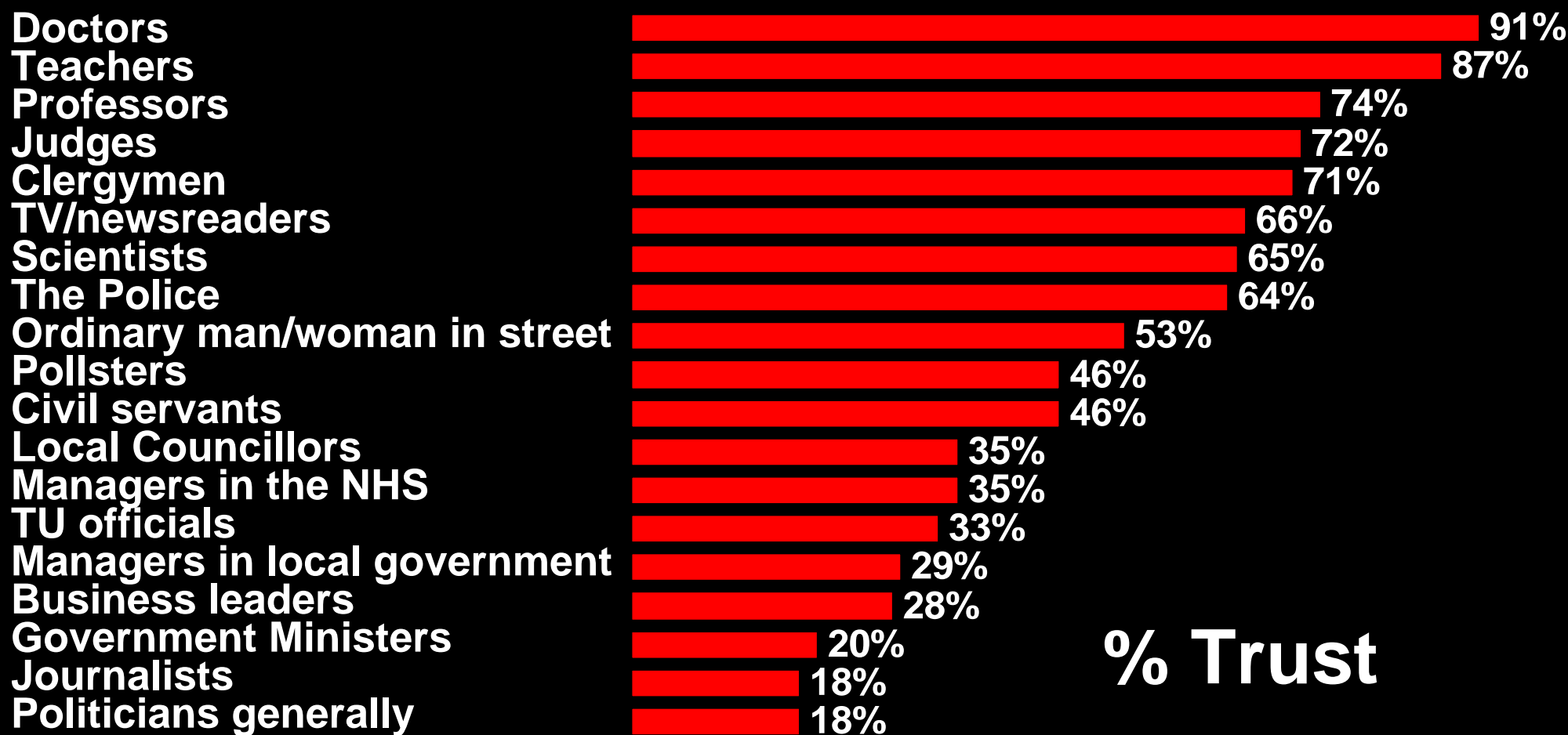
**Proportion who report
boycotting products for
ethical reasons**

Source:ESRC

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Trust who?

Q Now I will read out a list of different people. For each, would you tell me whether you generally trust them to tell the truth or not?



% Trust

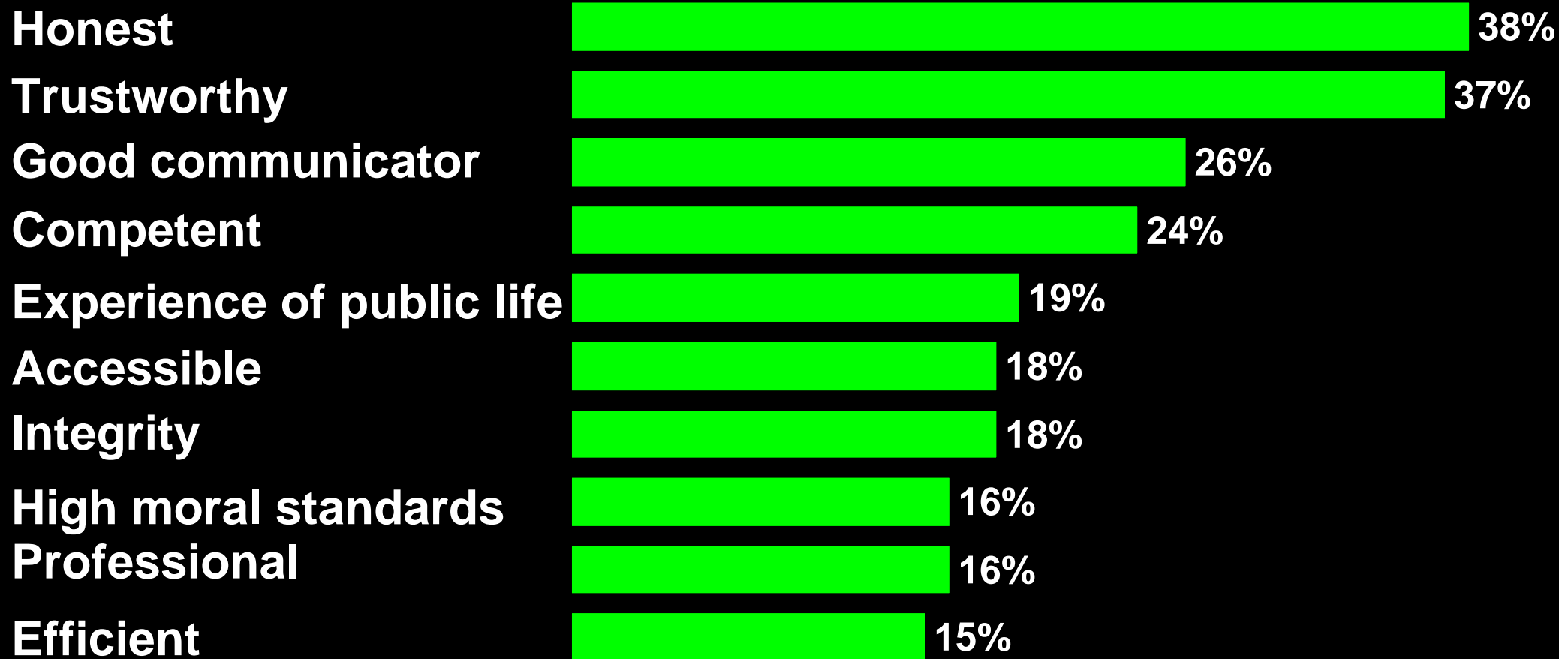
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Base: 2,141 British adults aged 15+, Feb 2003

**What are
the public
looking
for?**

Do you have these qualities?

Q Which three of these qualities, if any, do you feel are most important in a public leader?



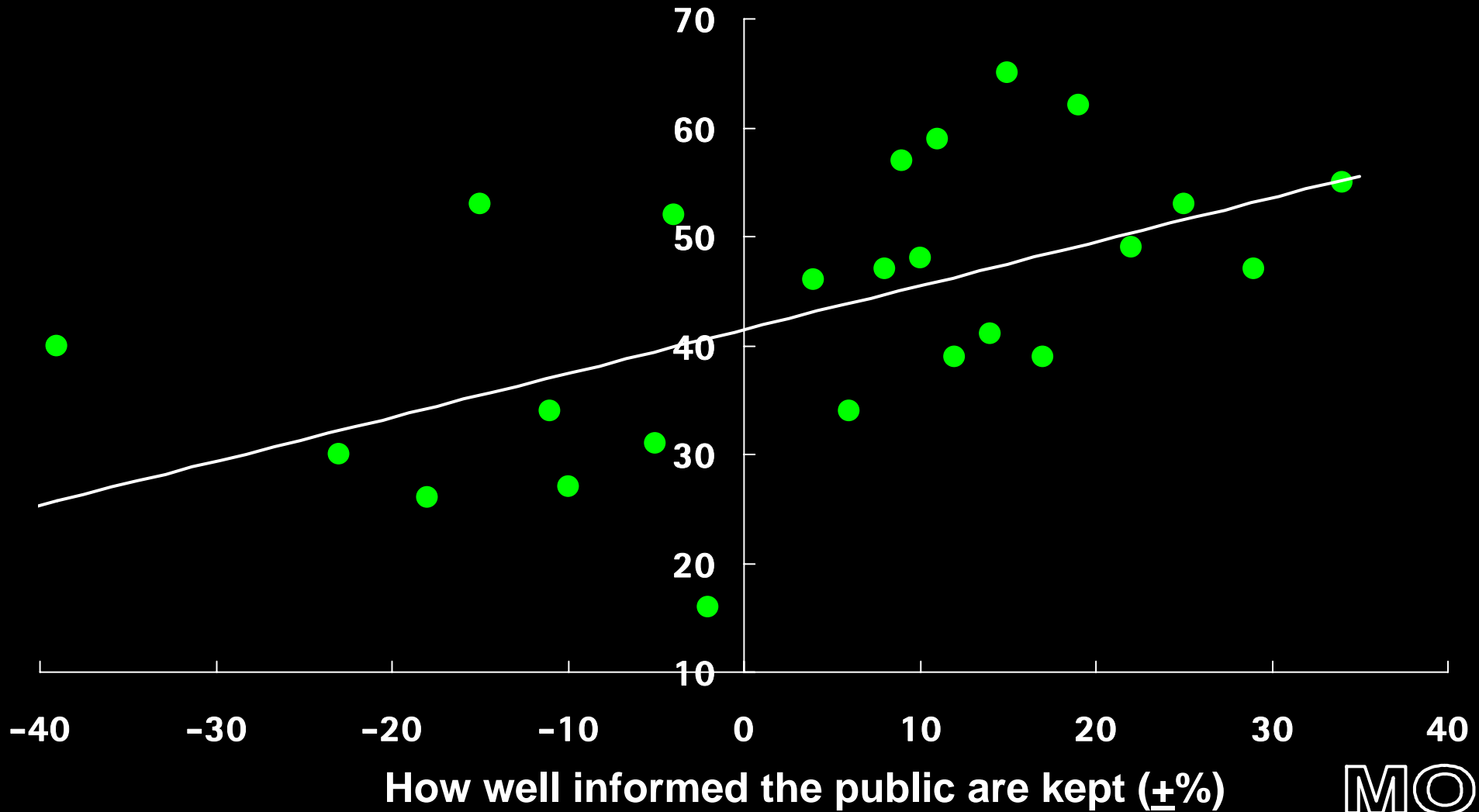
Base: People's Panel Wave 5 - All (1,086)

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Communications help

Satisfaction with Council vs Level of Information

Net satisfaction with Council ($\pm\%$)



Familiar?

“Nobody could explain clearly what the authority claimed to stand for. Even within primary documents such as the Best Value Plan there is limited information”

Familiar?

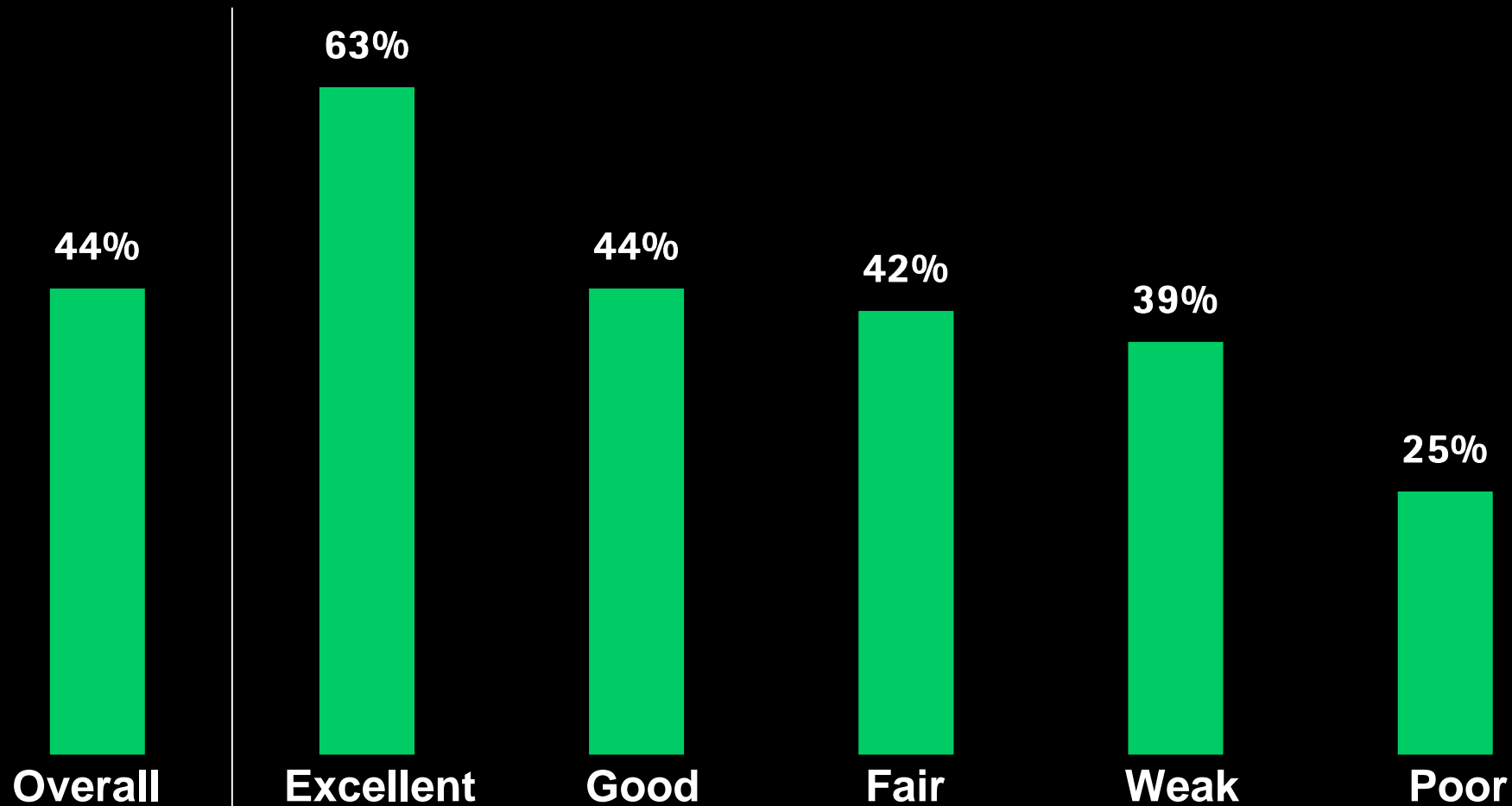
This is an authority that tends to see public relations as an overhead

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Staff Advocacy

Advocacy – self fulfilling prophecy?

% who strongly agree that they would speak highly of the authority to others outside the organisation

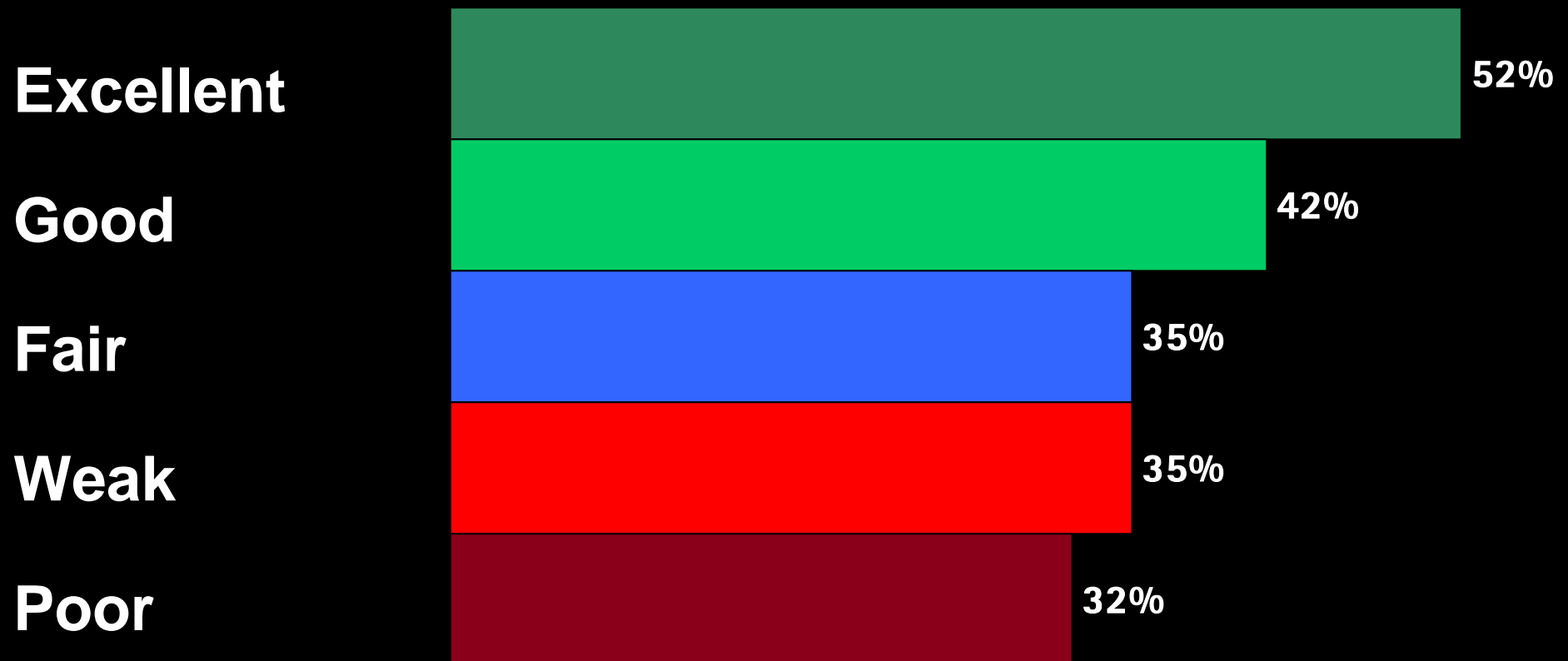


Base: All respondents (500), interviewed 24 July - 15 August 2003

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People in Excellent Councils have higher job satisfaction...

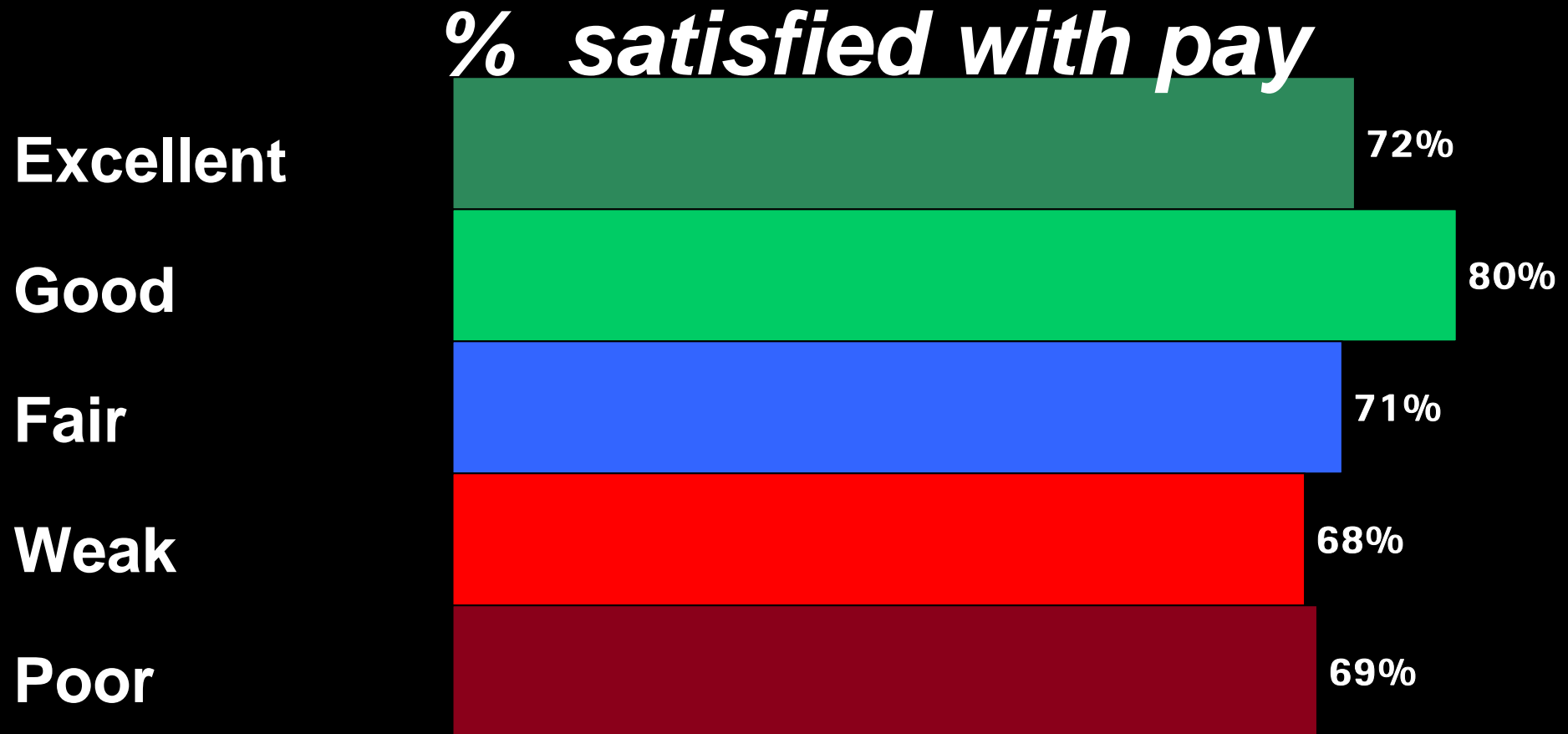
% very satisfied with job



Base: All respondents (500)

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Satisfaction with Pay doesn't vary much.....it isn't a critical factor in success, more a hygiene issue

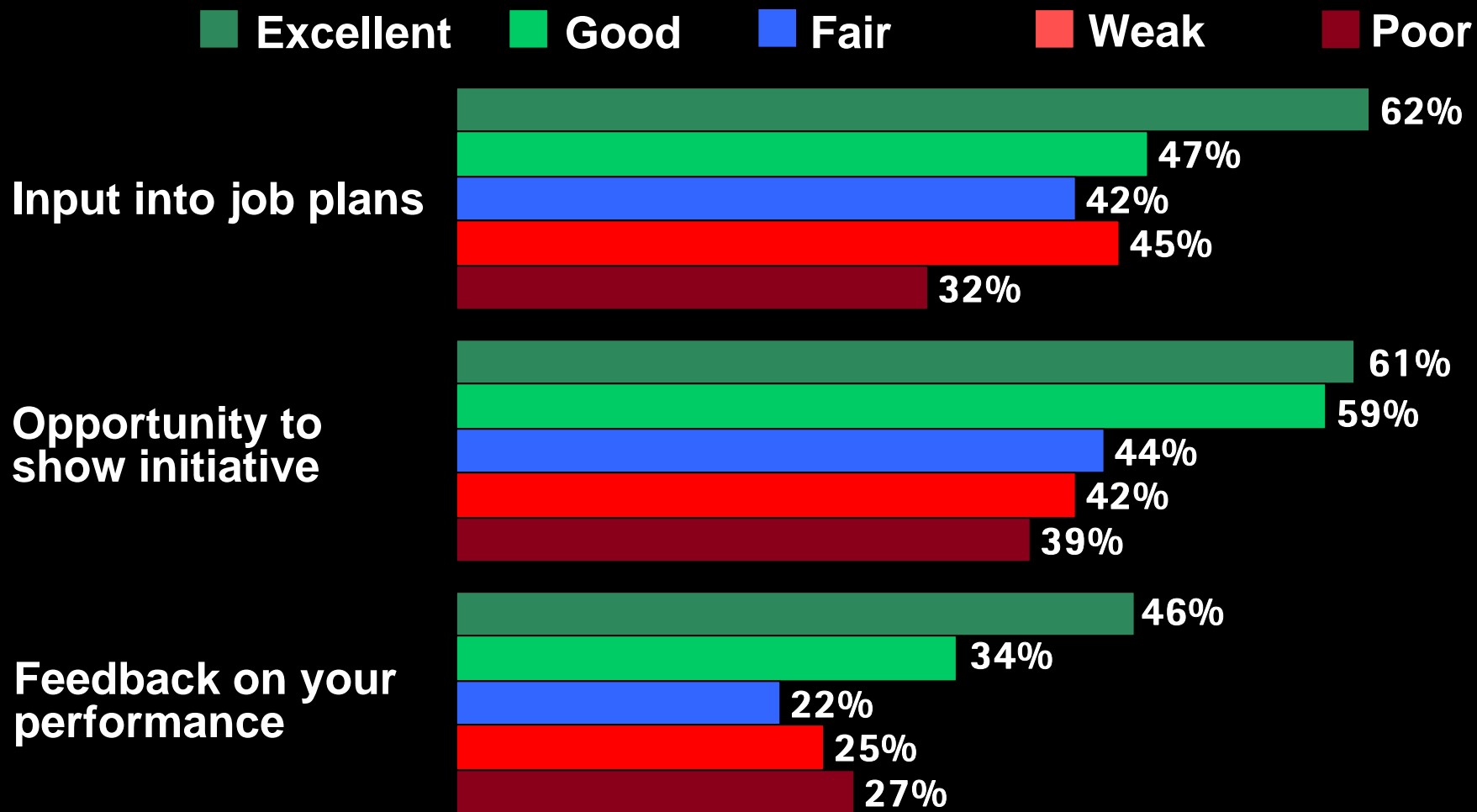


Base: All respondents (500)

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What seems to distinguish excellent performers is performance management and listening to staff

% very satisfied with job factors

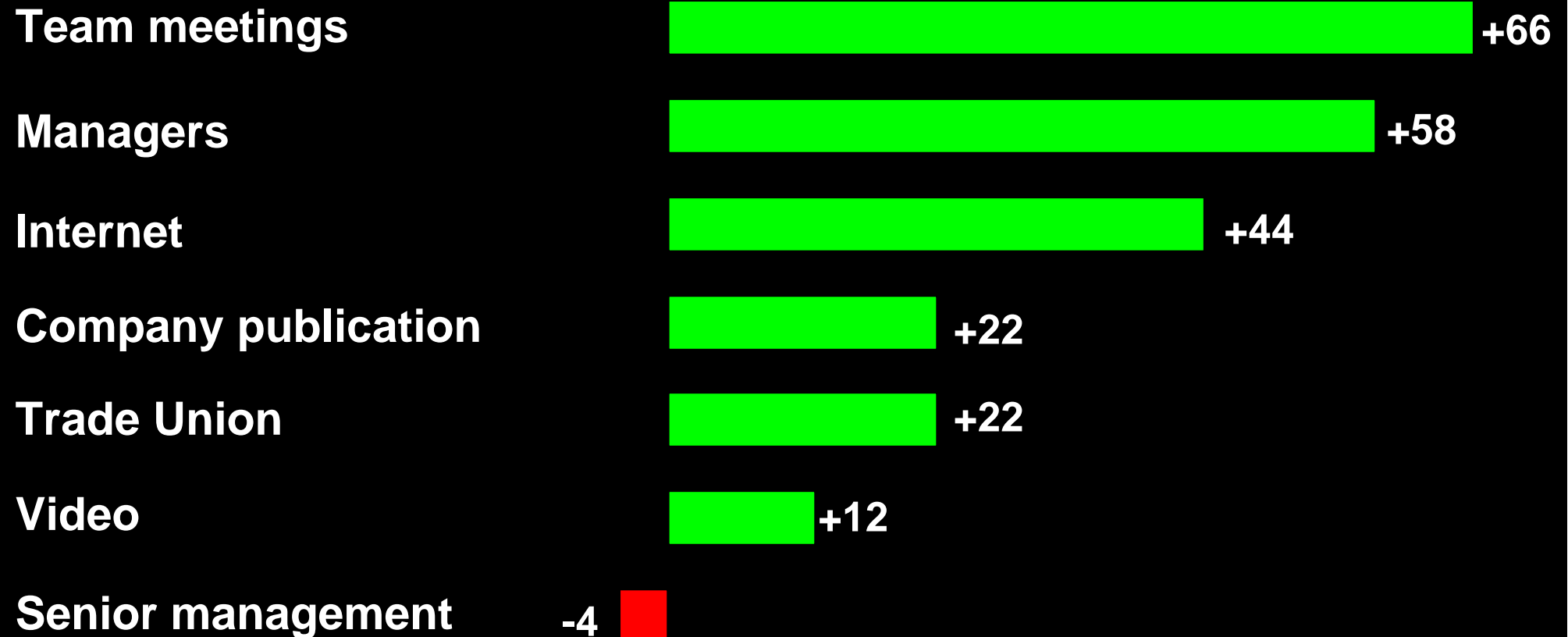


Base: All respondents (500)

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**What channels do people
prefer?
Who do they believe?**

Trustworthy?

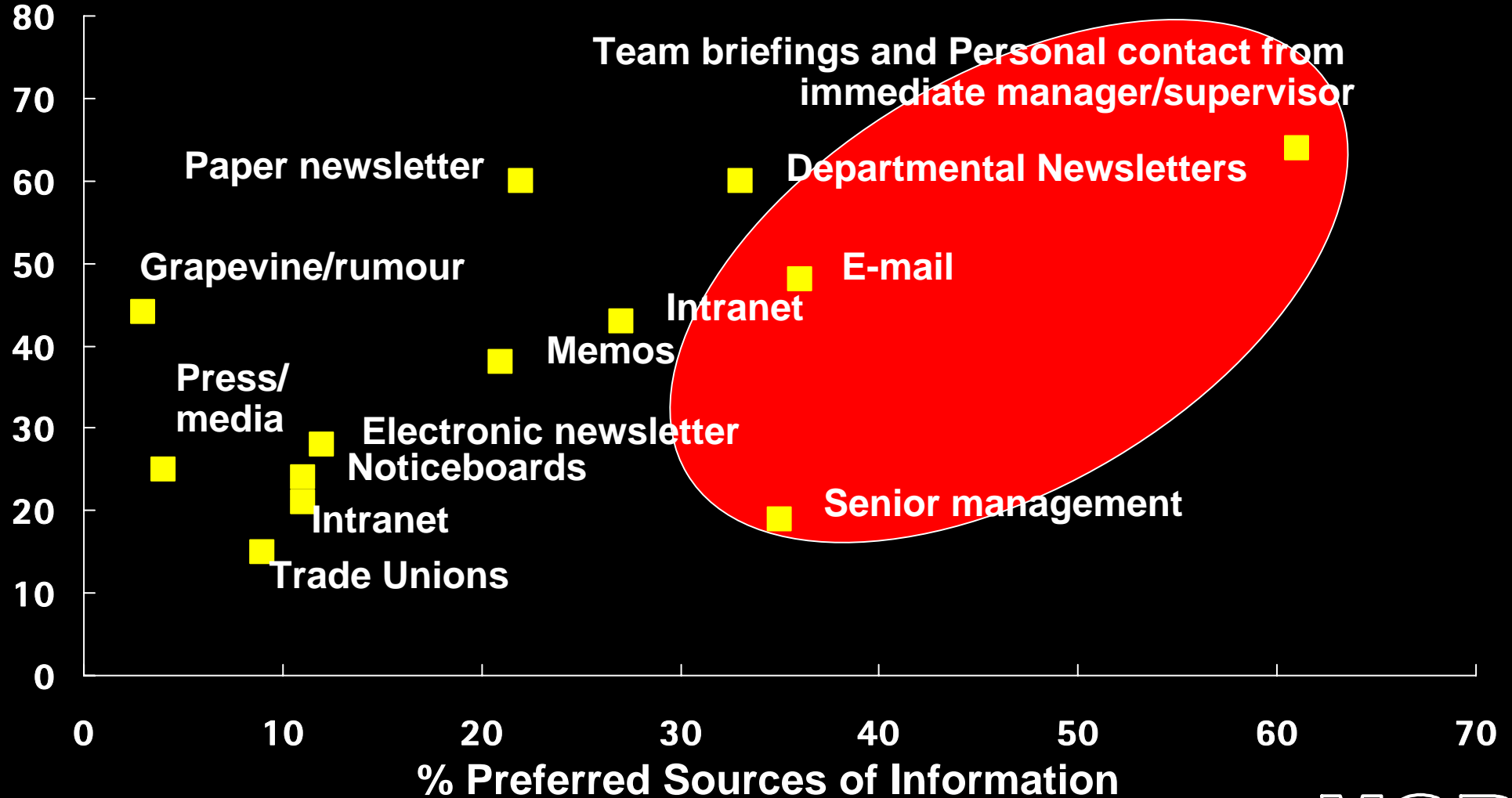


Base: All working who expressed a view (net score)

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How do people want to hear it?

% Actual Sources of Information



Base: All respondents (4,104) 13th January - 7th April 2003

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Stopping to think

“As chief executive you have to be aware that you’re communicating all the time, whether you mean to or not. Everything you do and don’t do will be interpreted and you need to be aware of that”

Summary

■ Deliver

- ensure services and channels of delivery meet different residents' needs
- show how well managed you are

■ Keep your promises

- have to have meaningful ones, but not too many

■ Say sorry when you don't

- honesty, consistency, clarity
- show why it won't happen again

■ But be aware

- impact of media coverage

**Questions?
Comments?**

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