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My brief....

- What do people actually want on engagement?
- Does it really have an impact on wider outcomes?
- What will most improve feelings of influence?

What you are being asked to do

*...authorities must consider, as a matter of course, the possibilities for the provision of **information to, consultation with and involvement of representatives of local persons** across all authority functions.*

Statutory Guidance

■ **What will success look like?**

Local people will feel that the authority provides relevant and accessible engagement opportunities and will know how to get involved, either directly or through their elected representative. Local people will recognise that the authority's priorities and policies reflect this involvement and services are tailored to local needs, even though difficult choices in service provision need to be made

Statutory Guidance

Measured through...

- *“Evidence gathered in the normal course of business...”*
- ...and survey data in National Indicator set
 - **Feel can influence local decisions**
 - Level of civic participation
 - Whether seek views/deal with key concerns (on ASB, but more broadly in Place Survey)
 - Possibly other measures on Place Survey, like wanting to get involved

**Huge range of ways to
achieve this, depending on
circumstances, issue etc.**

**But start from what people
want... four points...**

Majority say they want more information and consultation, rather than active involvement

Involvement on ASB and crime

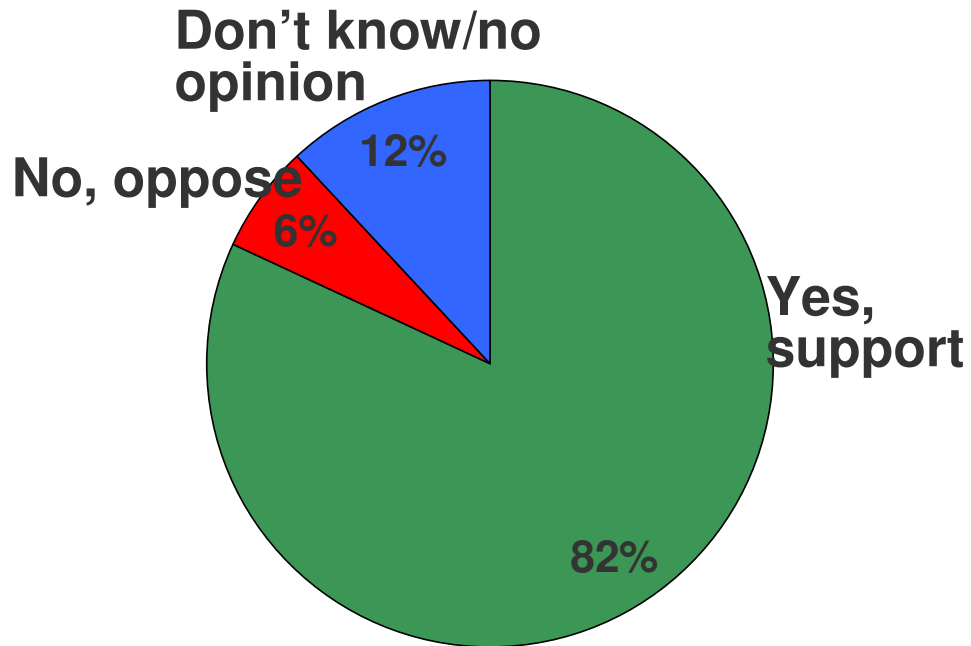
Q Levels of involvement/interest in involvement in crime/ASB issues



**What people say they want and
how they act can be different**

Most people support local area forums

Q *In principle, would you support or oppose extending Community Partnerships to other parts of the Borough?*



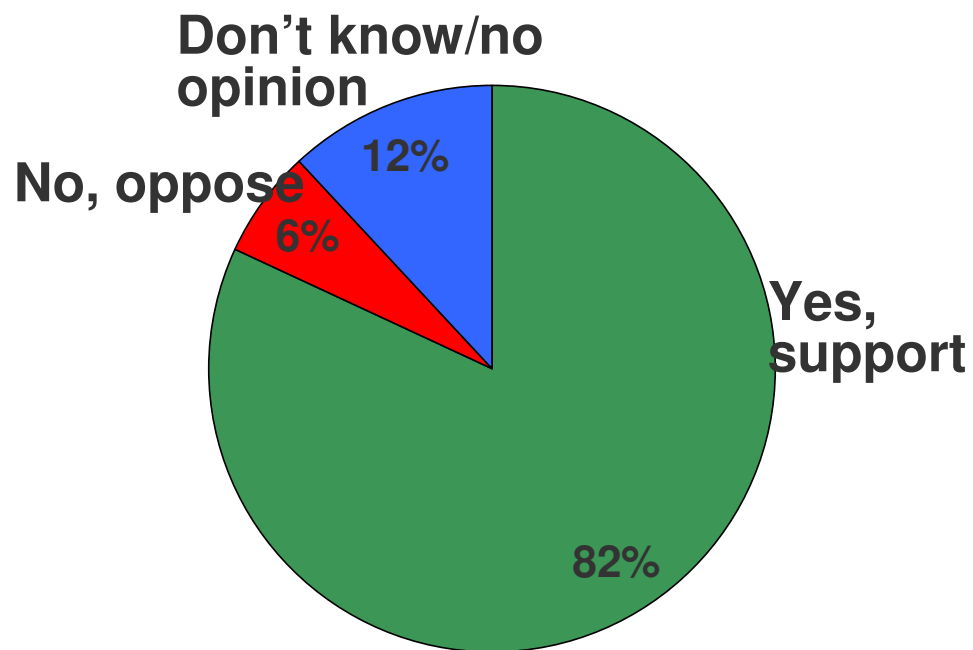
Base: All residents (1,021)

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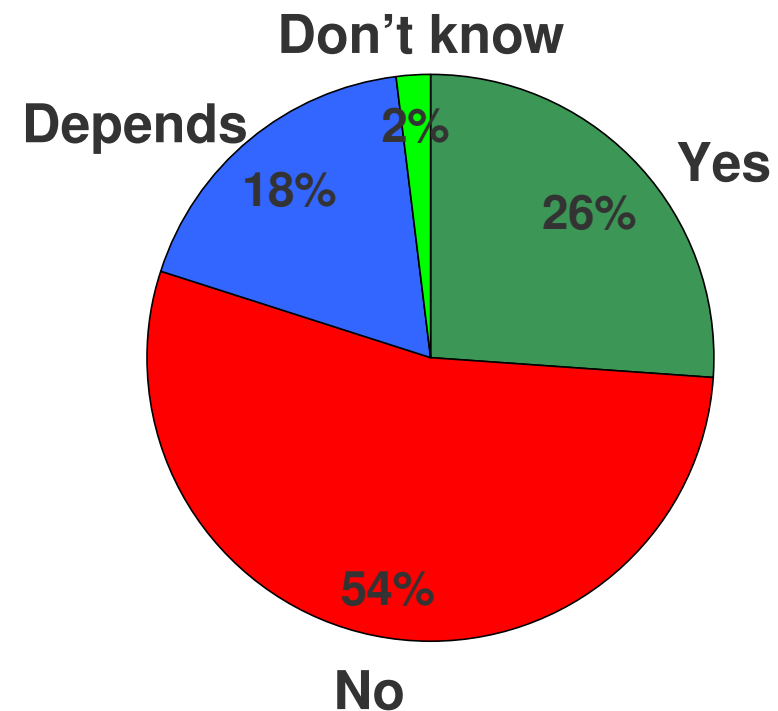
But many fewer say they personally want to get involved

Q *In principle, would you support or oppose extending Community Partnerships to other parts of the Borough?*

Q *And would you personally be interested in getting involved?*



Base: All residents (1,021)
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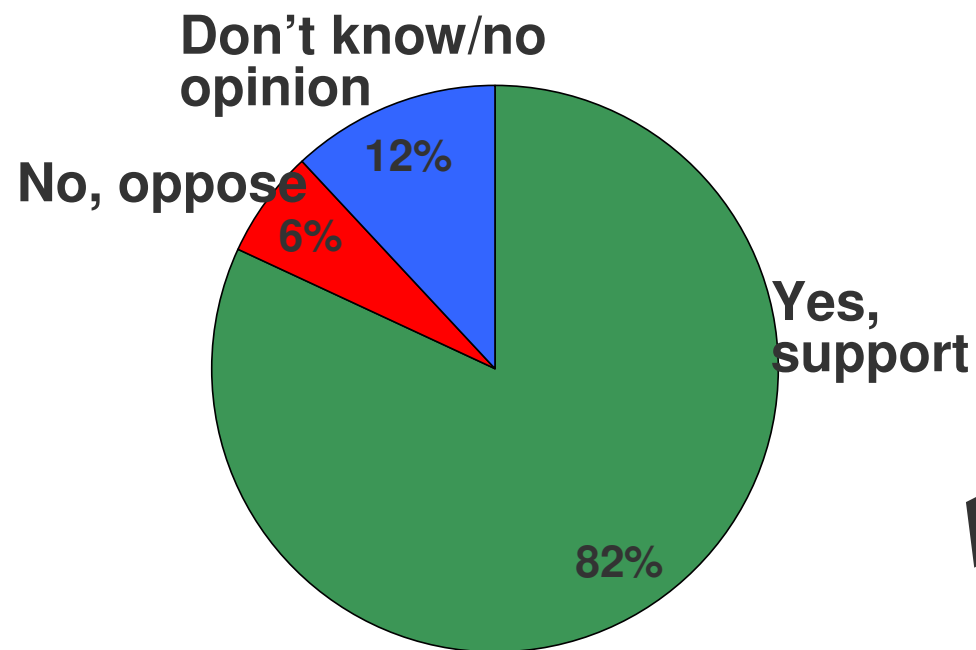


Base: All respondents who support the idea (835)

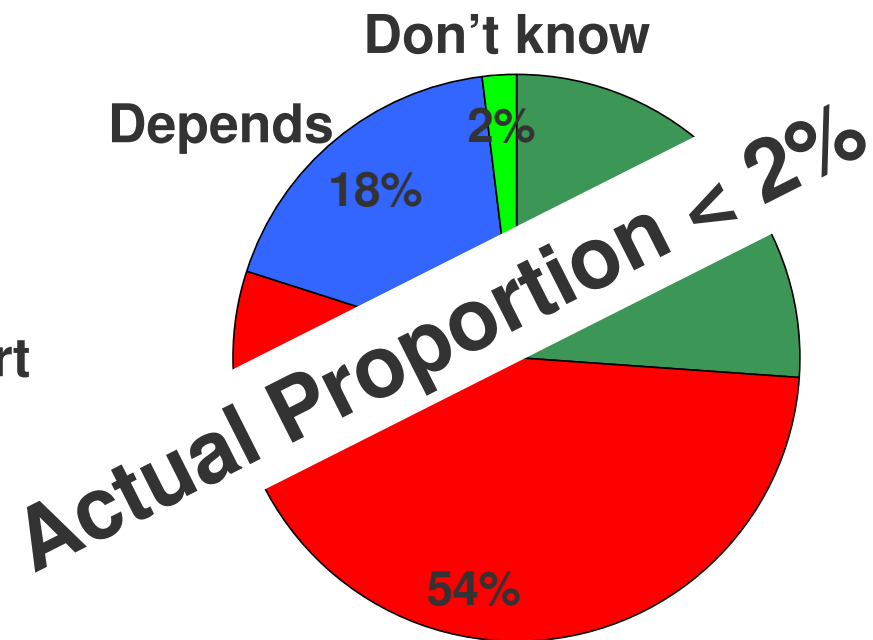
And in practice only a very small proportion do...

Q *In principle, would you support or oppose extending Community Partnerships to other parts of the Borough?*

Q *And would you personally be interested in getting involved?*



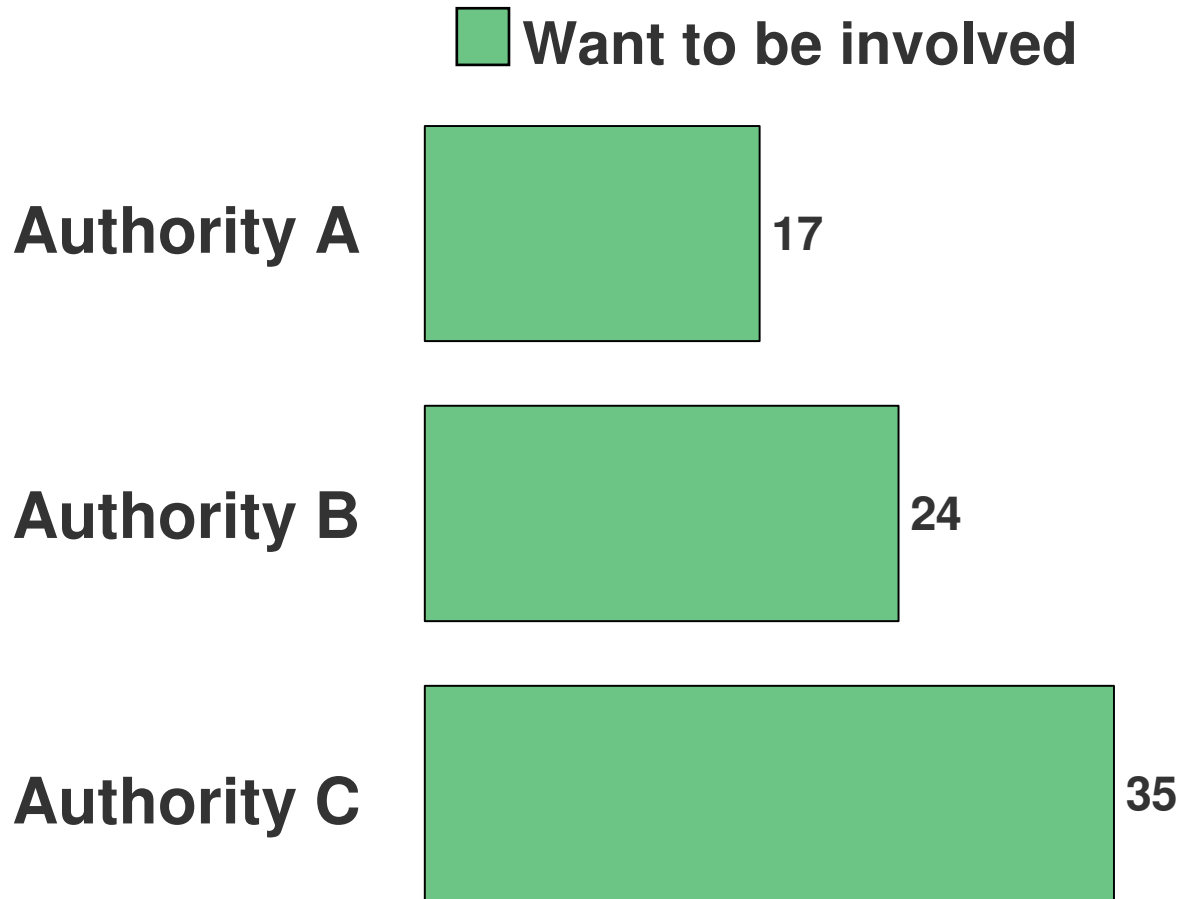
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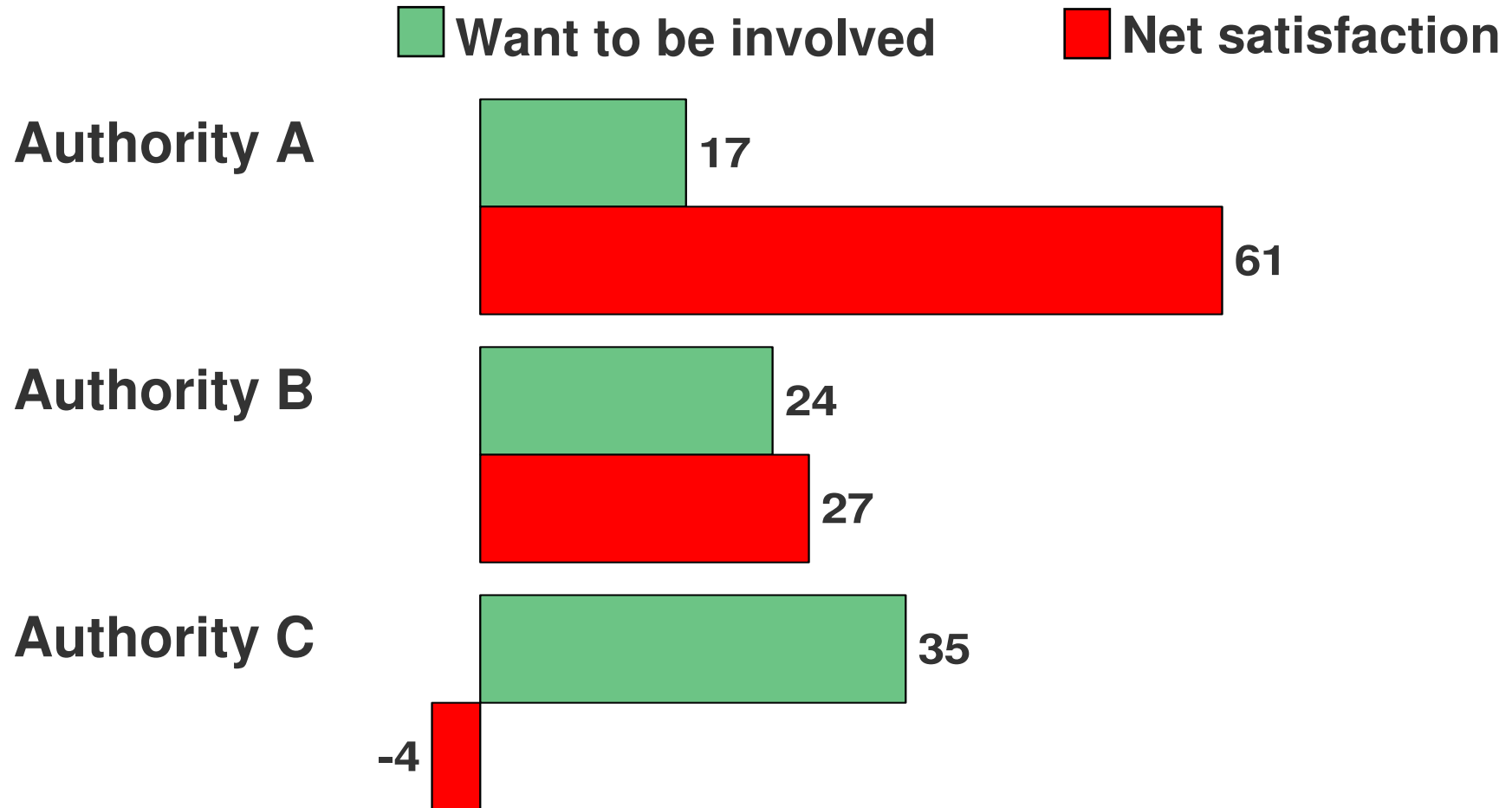
Base: All respondents who support the idea (835)

**Wanting to get involved is not
always a positive measure**

Getting involved: three local authorities



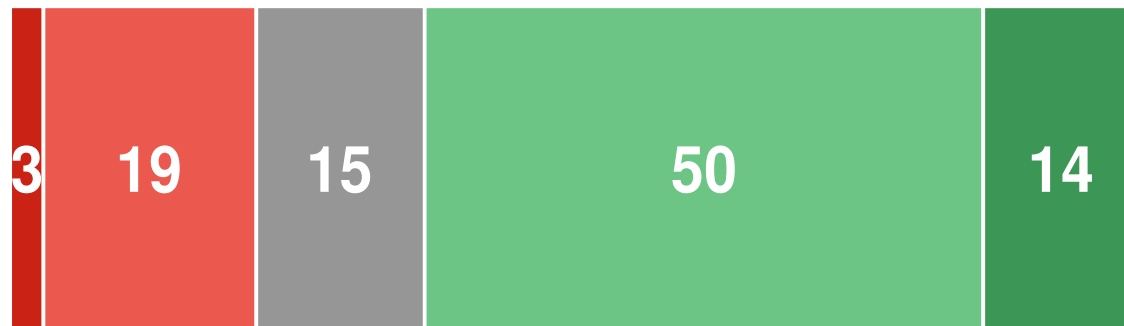
Getting involved: three local authorities



**And we all sometimes suffer
from “cognitive polyphasia”**

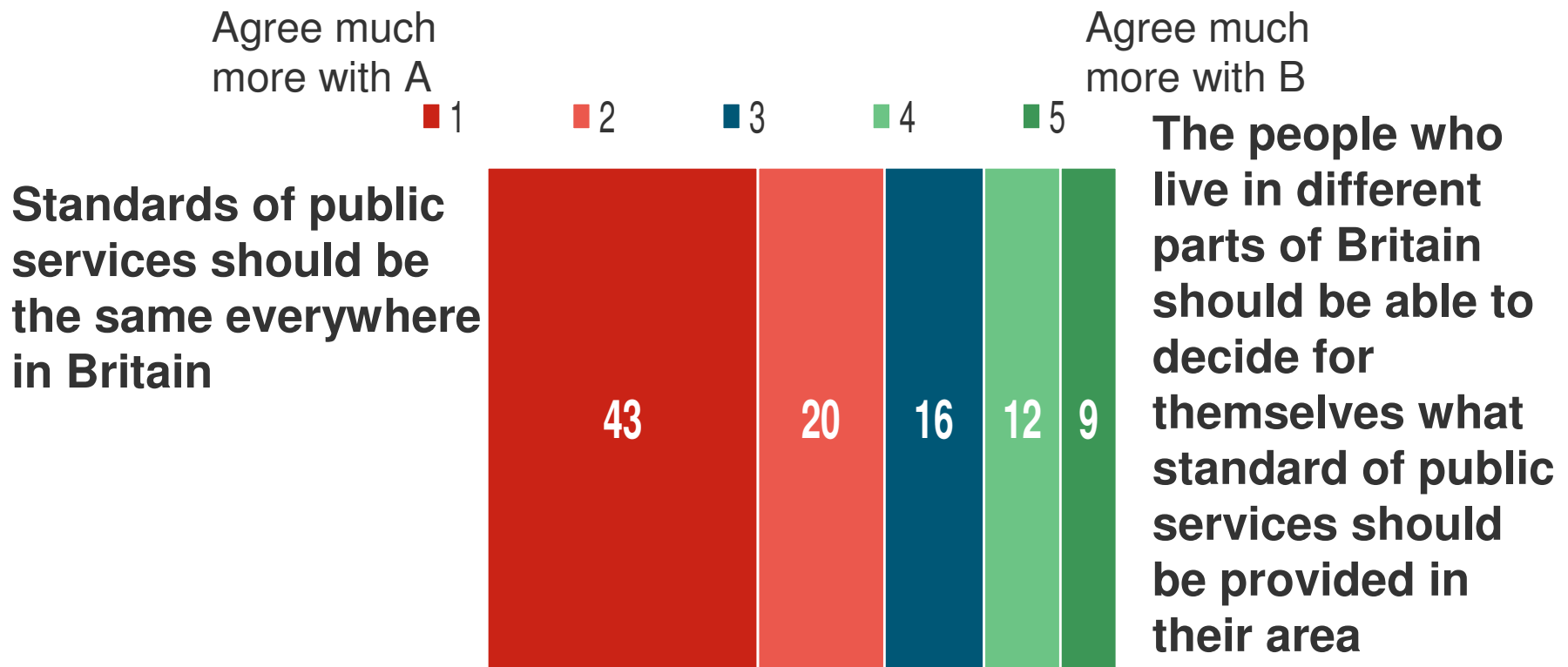
We support local control...

If neighbourhoods take more responsibility for addressing crime and anti-social behaviour (such as through reporting crime or monitoring community CCTV), they should be given more control over police resources



Support local control - but want things to be the same everywhere!!

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



**But engagement can
make a difference –
eg from NDC**

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**Searching for the impact
of empowerment**

July 2008

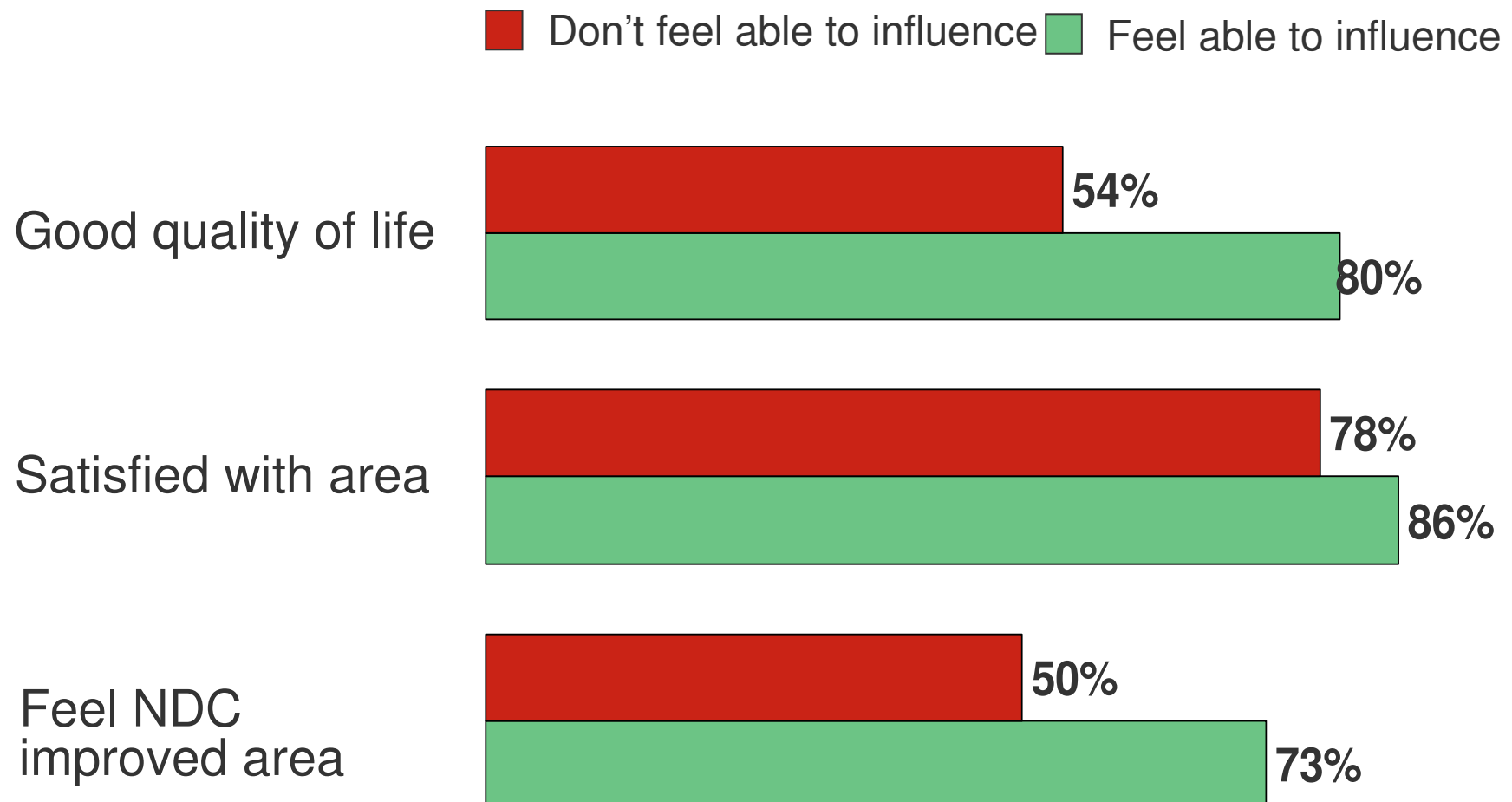
Bobby Duffy, Jessica Vince and Leon Page



NDC survey analysis

- **c15,000 households in 2002, 2004 and 2006 (and 2008)**
- **Two measures of involvement/engagement – involvement in NDC activities and influence over local decisions**
- **Impact on range of issues - satisfaction with area/quality of life, feelings of community, trust in NDC/council etc**
- **Careful with interpretation, but some encouraging signs...**

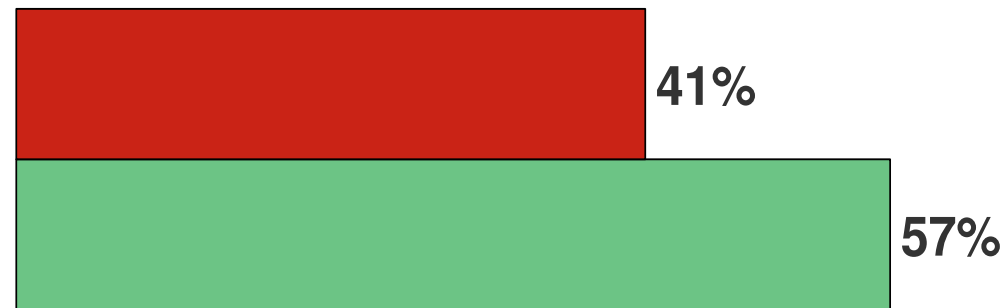
Those who feel they have influence are happier with local area



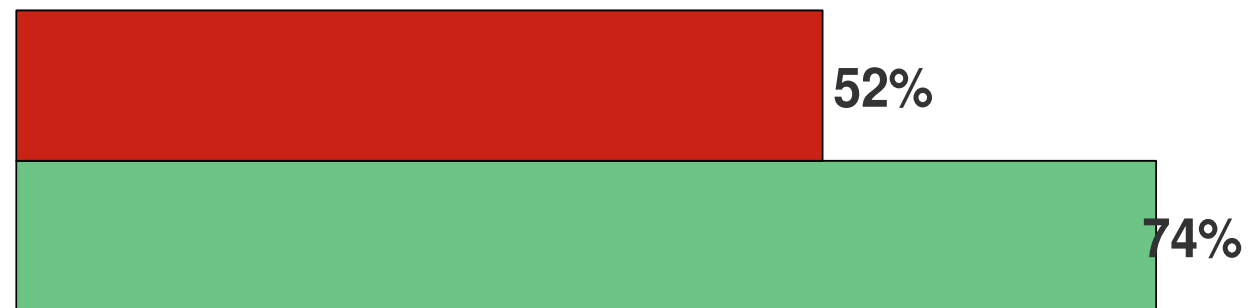
...and have greater trust in not just NDC, but council too

■ Don't feel able to influence ■ Feel able to influence

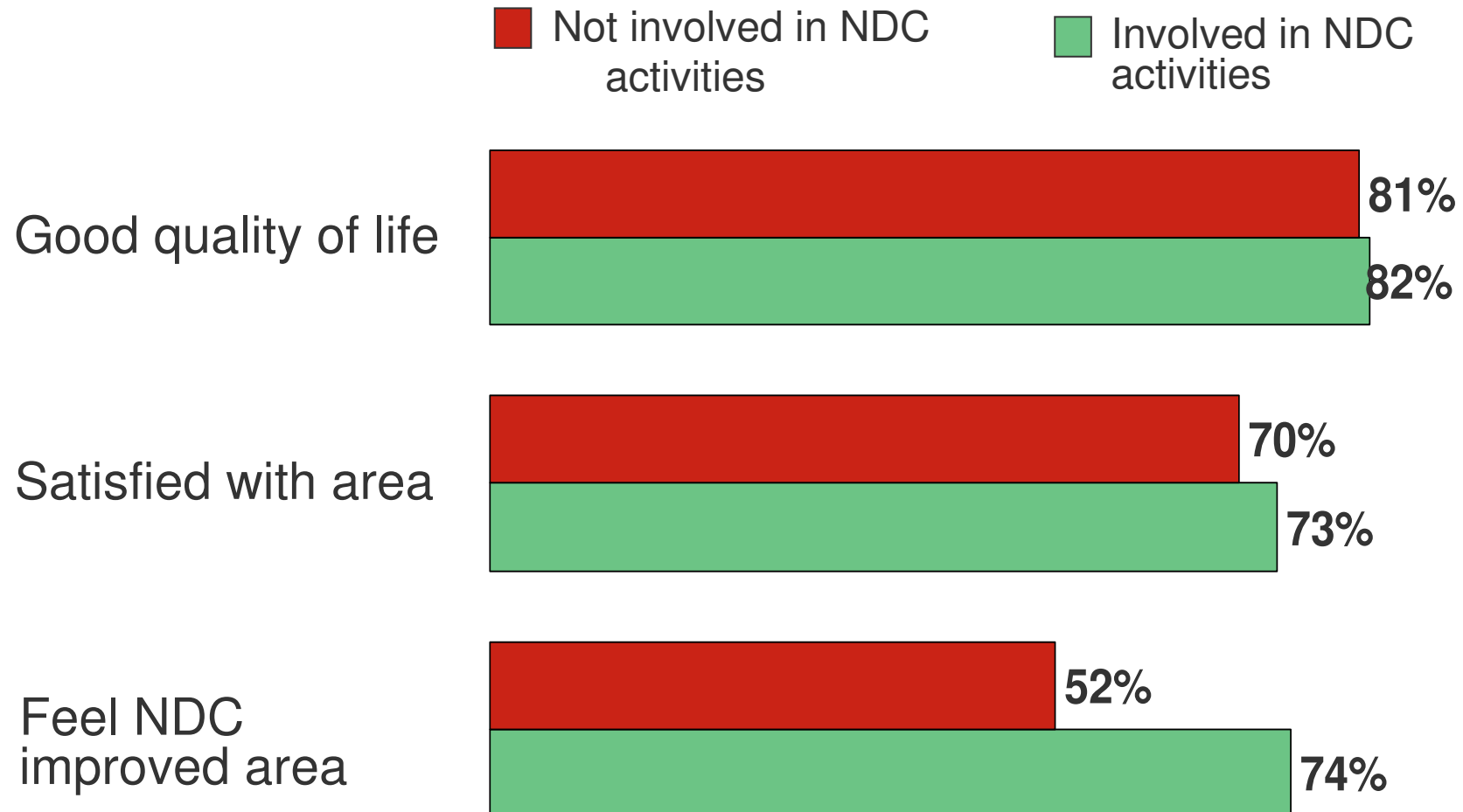
Trust in local council



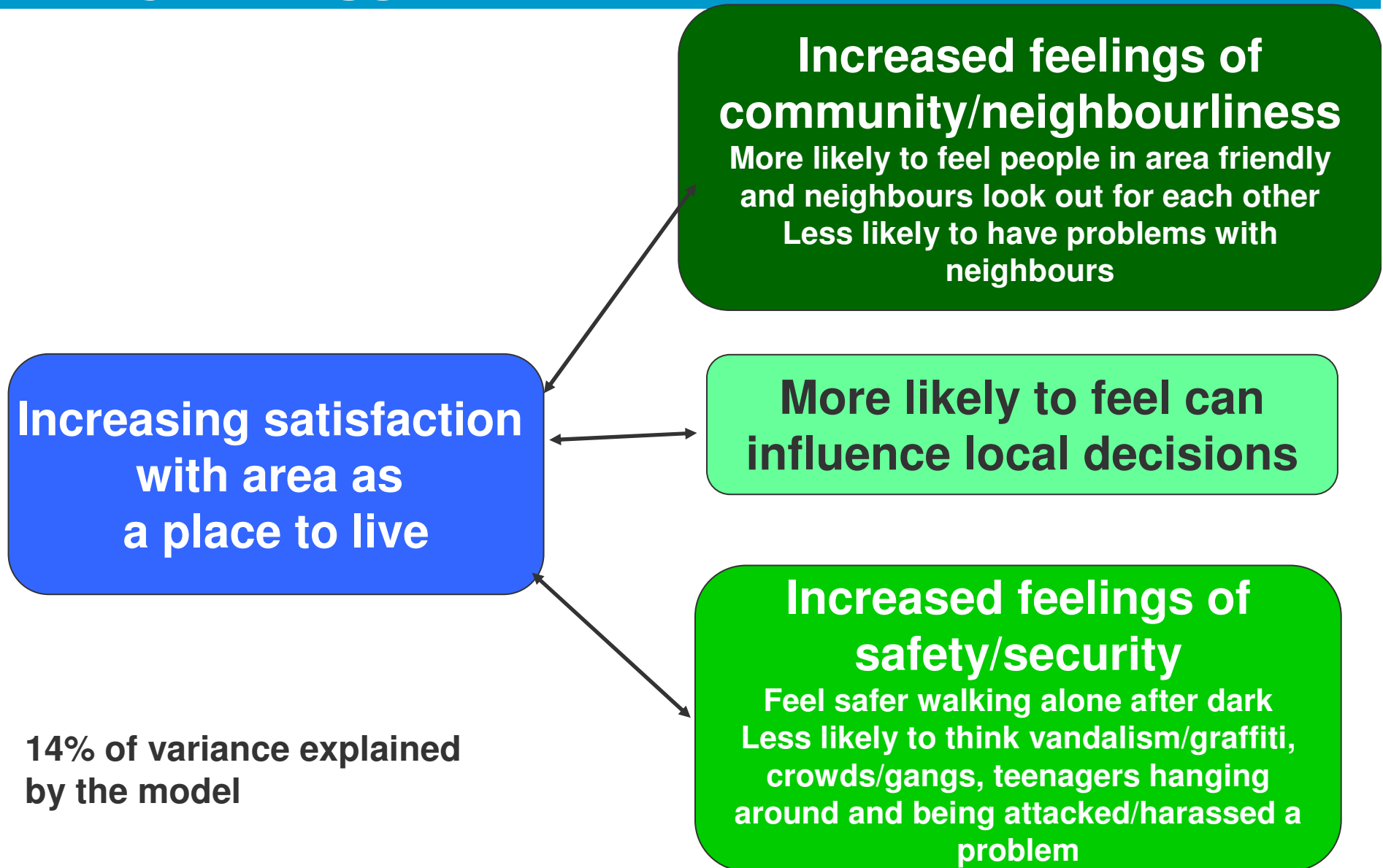
Trust in the local NDC partnership



Actual INVOLVEMENT in NDC activities seems less related



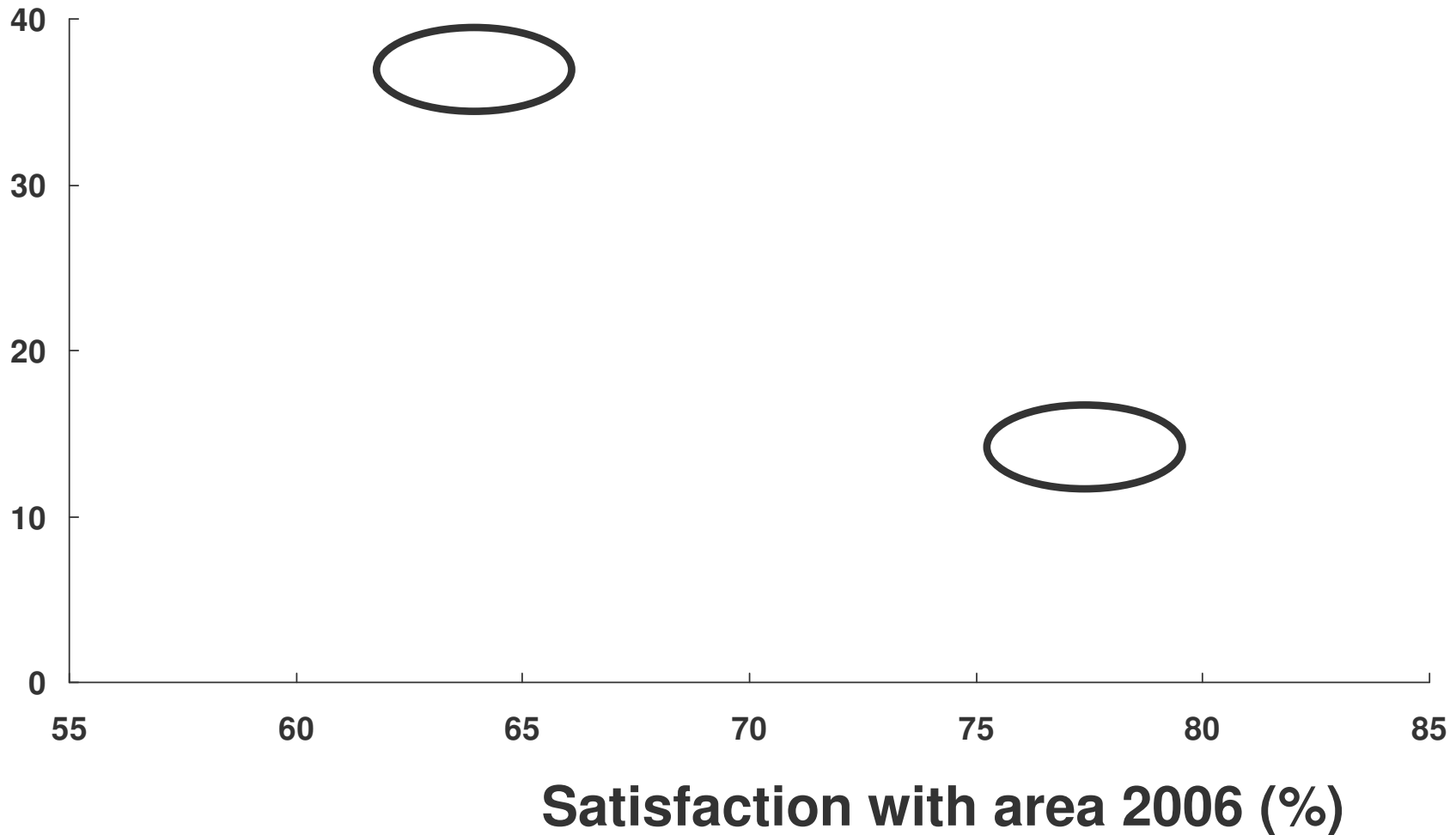
Cause and effect tricky, but more sophisticated analysis suggests some relationship too...



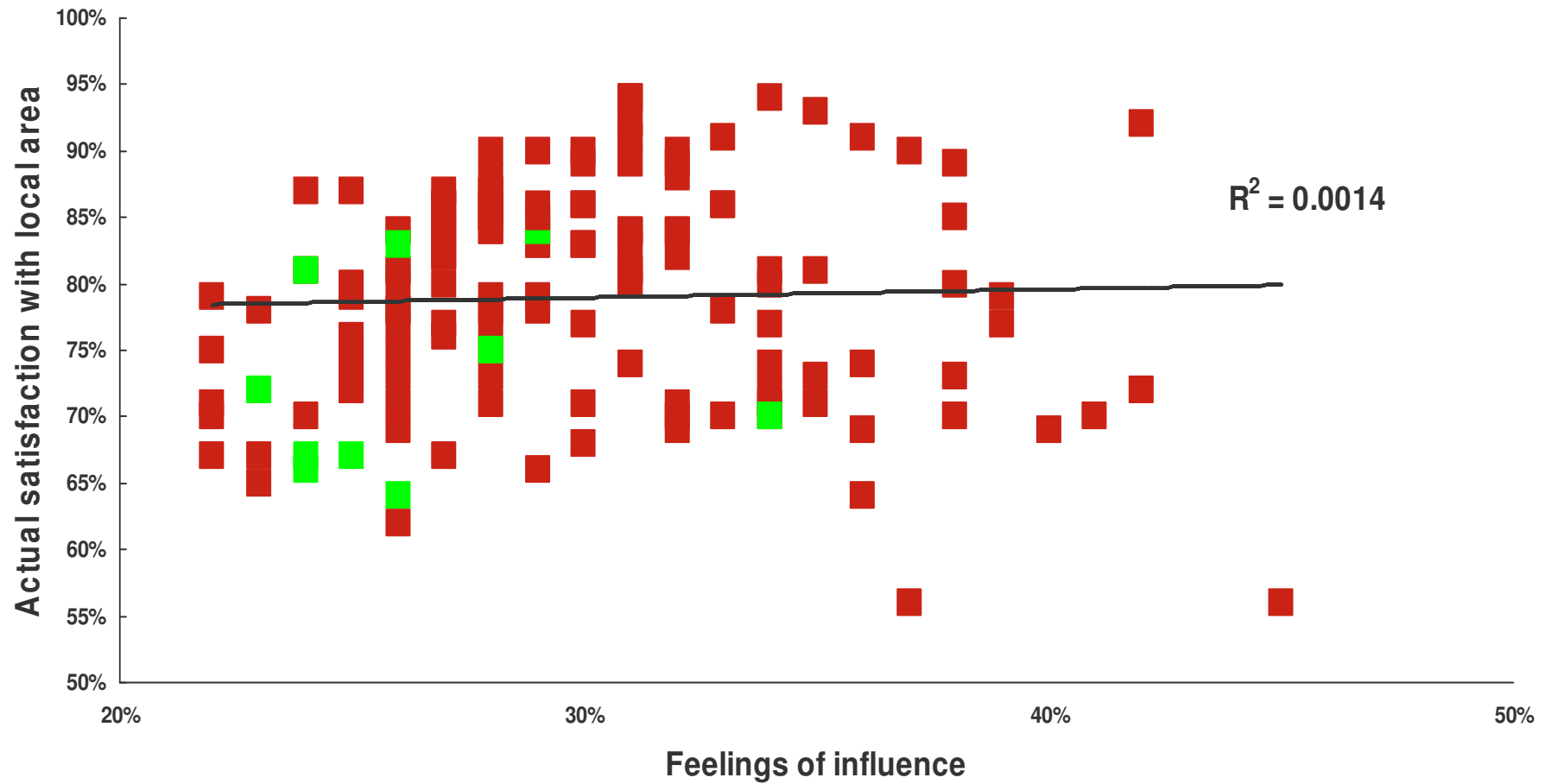
14% of variance explained by the model

Very encouraging...

Feelings of influence 2006 (%)



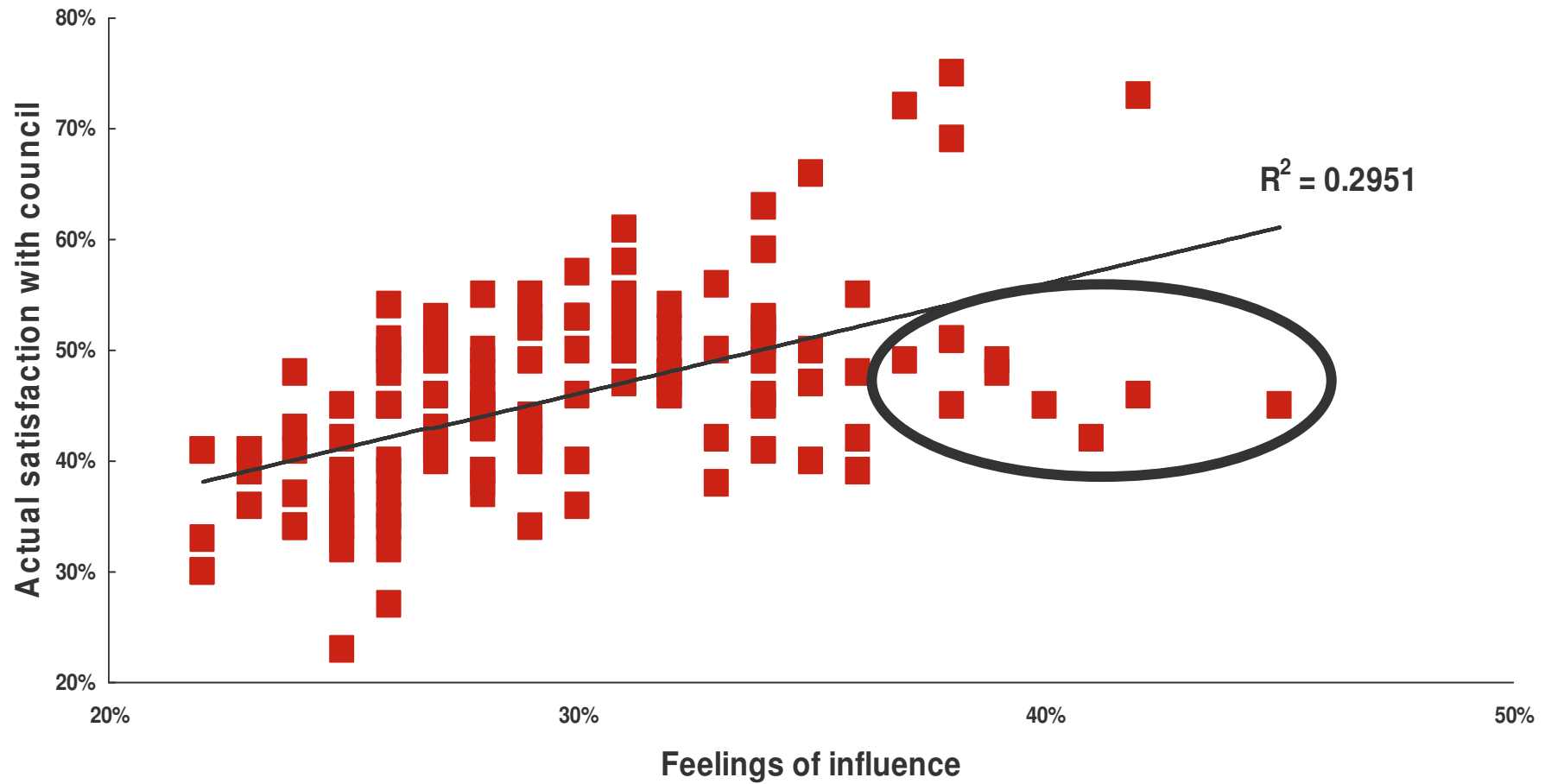
...and same on Place Surveys 2008 (prelim data)



Base: All valid responses, 150 local authorities, Place Survey 2008/09

Source: Ipsos MORI

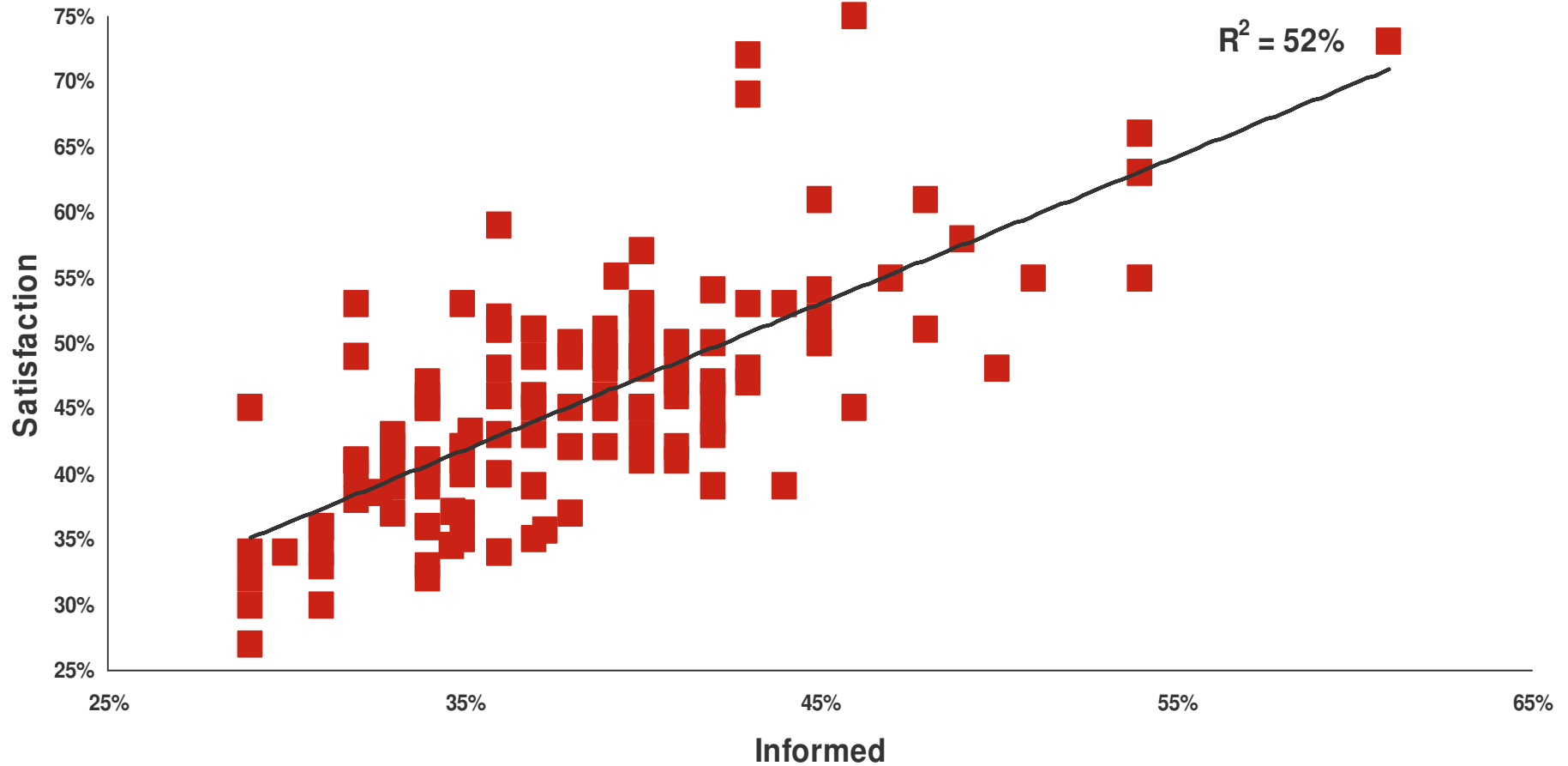
...BUT bit more relationship with satisfaction with council



Base: All valid responses, 150 local authorities, Place Survey 2008/09

Source: Ipsos MORI

BUT not as much as information



Base: All valid responses, 131 local authorities, Place Survey 2008

Source: Ipsos MORI

So influence important – but other factors have more direct impact on outcomes...

- quality of life - eg safety, people

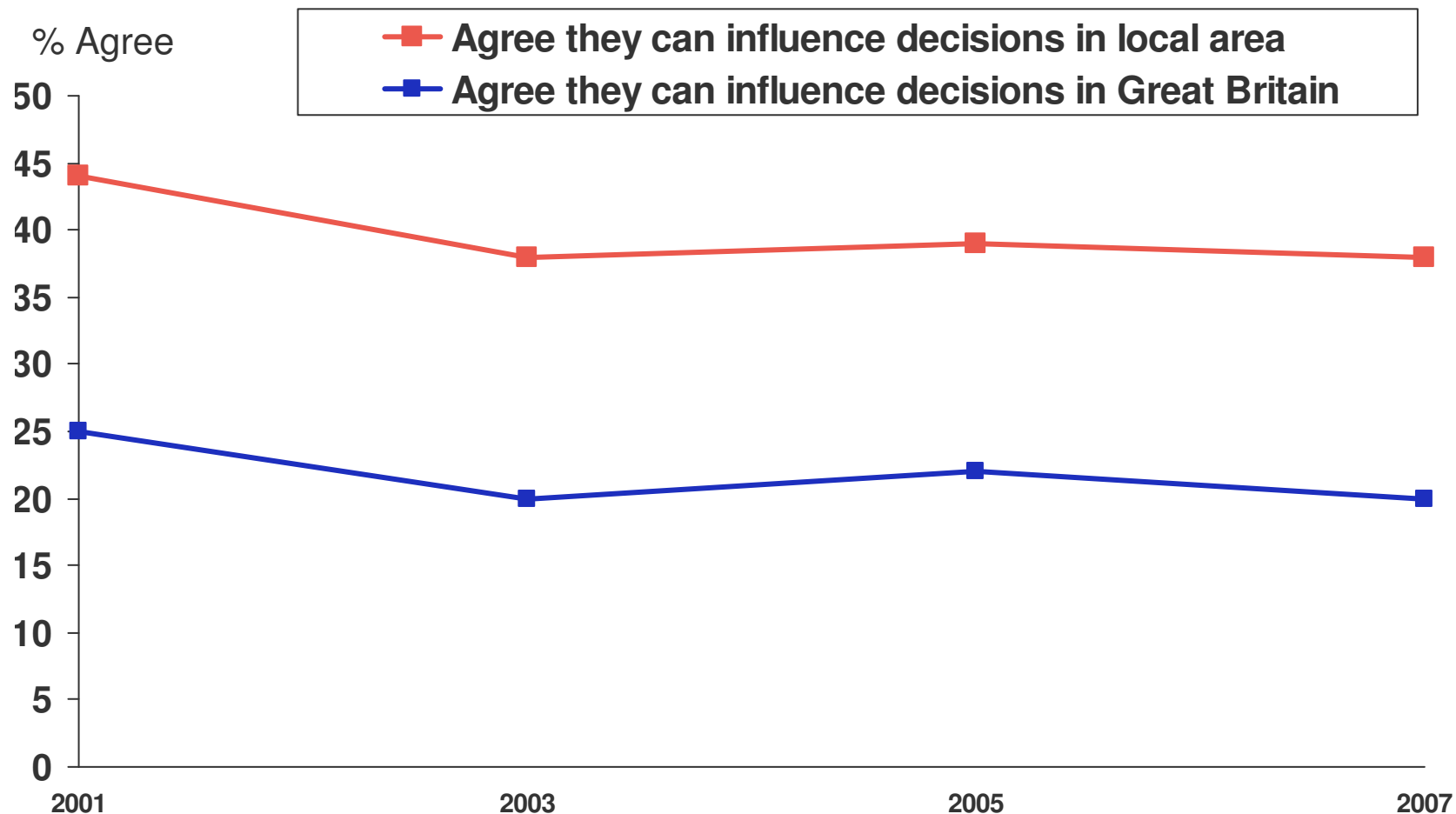
- and views of the council - eg communications

Would expect as influence an intermediate outcome?

BUT in any case is going to be really difficult to increase feelings of influence...

Decade of reform to boost involvement and accountability, surveys, juries, local area forums, more elected reps, NM, NDC etc etc

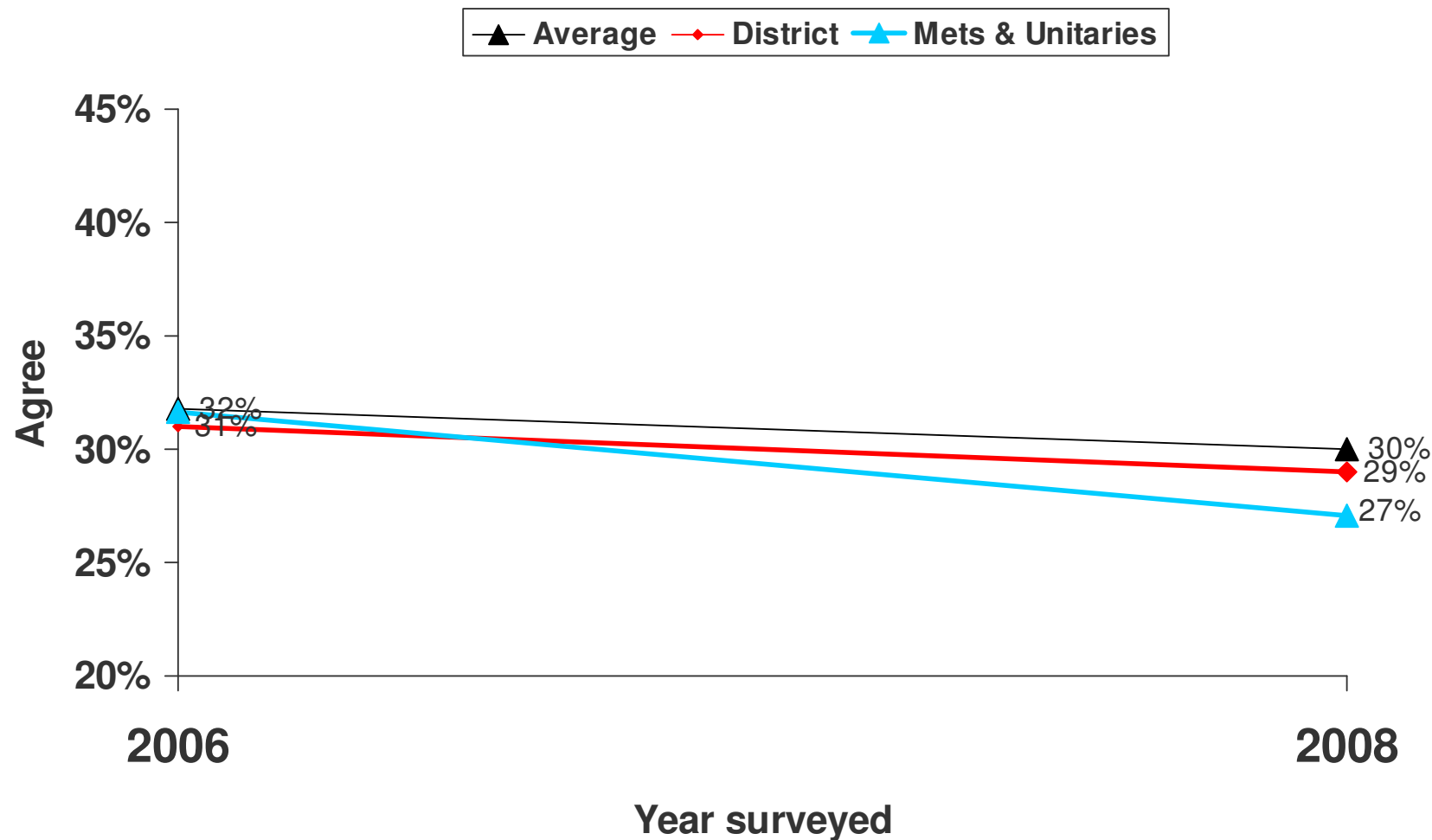
And slight decline in proportion who feel they can influence decision-making!!!



Source: CLG Citizenship survey

Confirmed in (unofficial/prelim) Place Survey data

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



**Do we really know what is driving
these perceptions?**

Firstly, need to remember a large part of perceptions are set by background characteristics...

For example ethnic diversity is strongly related to feelings of influence

We can explain 63% of variation in feelings of influence knowing ONLY:

Influence

- **Ethnic diversity**
- **Level of immigration**
- **Region (particularly whether in NE)**
- **Urbanity**

Base: All valid responses, 150 local authorities, Place Survey 2008

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PEOPLE, PERCEPTIONS AND PLACE

Bobby Duffy and Debbie Lee Chan
June 2009

Qualitative work shows even the bit you can shift will be challenging...

- Start from suspicion about results – doubt that even 25% would agree...

“They are the powers that be...they’re on the council...or they know someone.”

- But THREE main challenges/barriers

1. Lack of knowledge

“You don’t get a letter through the door saying now’s your chance.”

- Don’t know councillor or that runs surgeries

Qualitative work shows the challenges...

2. Council inaccessible – seen as faceless, remote, passing you around, need to hassle, lack of feedback

“They don’t seem to be human”

3. Council unreceptive – tried to influence in past but nothing changed eg as a result of petitions

- Huge range of reasons given – rehousing, moving granddaughter because of bullying, police patrol for ASB, development of a cemetery, phone masts, colour of balconies – direct and indirect (including media)
- And influence is political...

“She [a councillor] comes around with her vote for me attitude...going to do this and that...but they don’t”

But can learn something from analysis...

Well informed
About local decision-making, local public services generally, standard of services should expect

Feel consulted
Council seeks views, act on local priorities, promote interests of local people

Can influence decisions

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