

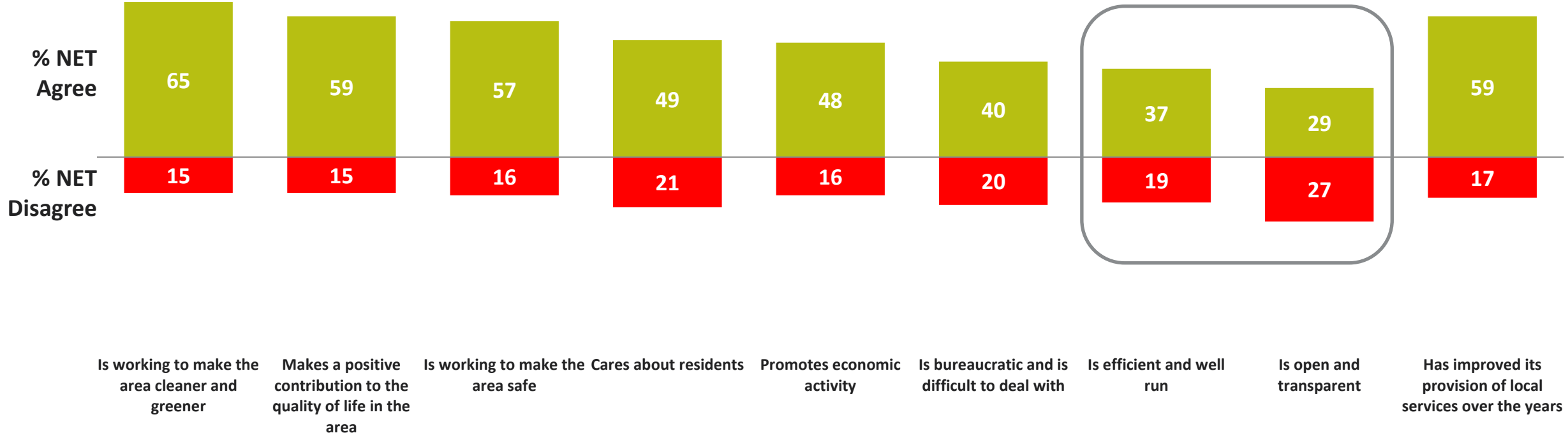
A glowing lightbulb sits on a dark, textured surface, possibly sand or a rock, against a background of a sunset or sunrise. The sun is low on the horizon, creating a warm, golden glow that fills the sky and reflects on the water in the distance. The lightbulb is the central focus, with its filament visible and it emitting a bright, warm light. The overall mood is contemplative and hopeful.

PONDER POINTS

TACKLING TRANSPARENCY & IMPROVING KNOWLEDGE OF LA ACTIVITIES

THE MAJORITY (59%) AGREE THAT THEIR COUNCIL MAKES A POSITIVE CONTRIBUTION TO THEIR LOCAL AREA. HOWEVER, JUST 29% CONSIDER THEIR COUNCIL OPEN AND TRANSPARENT

Agreement with Statements About Council



Q.9 Here are some things that other people have said about their Local Council. To what extent do agree or disagree these statements apply to your [Local Council]?
 Base: All Respondents: 1,030

HOW CAN WE IMPROVE TRANSPARENCY

List and share some examples of where you have seen transparency improve rapidly? e.g. a private sector companies, government agencies, NGOs.

What made these examples so successful? (e.g. use of third party certification, introduction of plain English)

What initiatives are underway in your own LA currently to improve transparency or that you have heard about in other LAs or councils in other countries?

What would you like to see happening in your own LA to improve transparency?

What are the barriers to improving transparency perceptions? How can these be tackled?

As a group what do you see as the top 3 priorities to improving transparency?

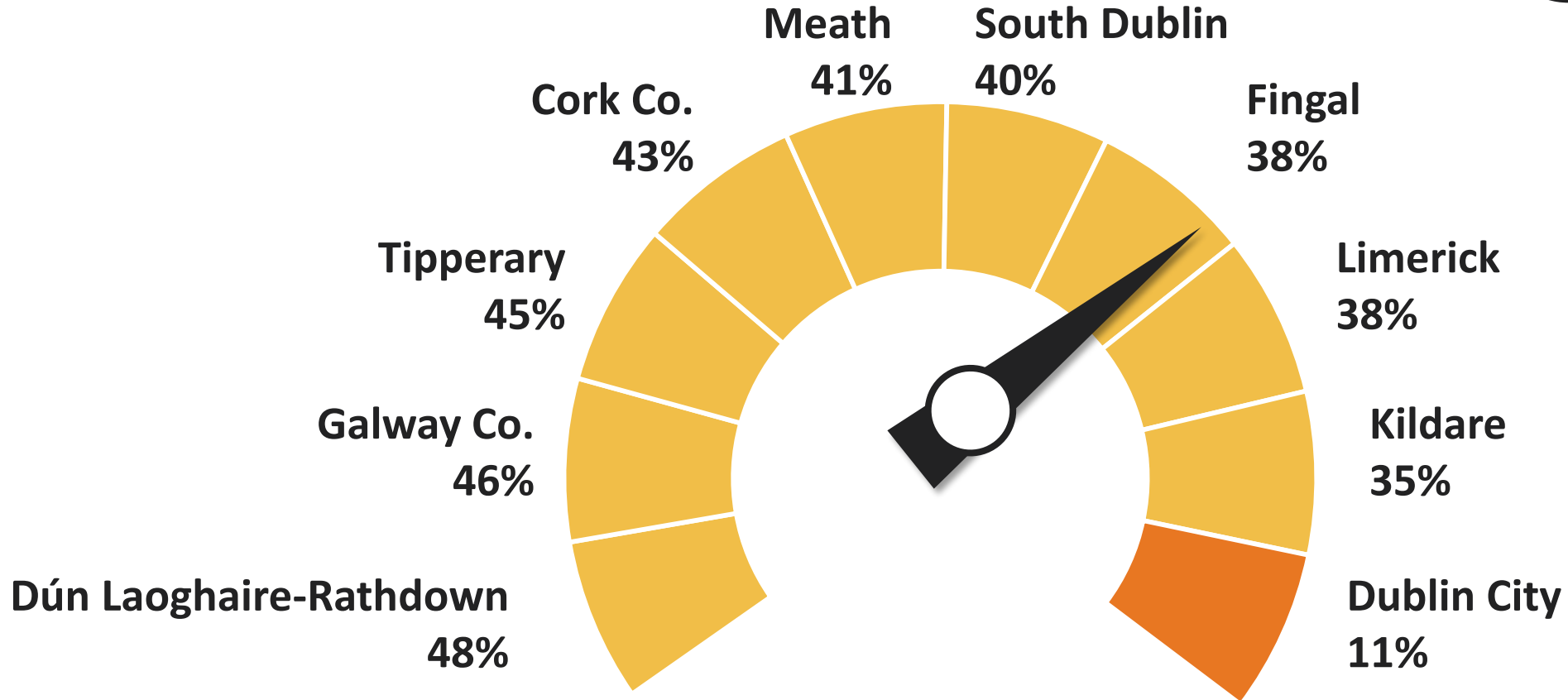
LESS THAN 4 IN 10 RESPONDENTS FEEL INFORMED BY THEIR COUNCIL

Residents Informed by Council

Average

38%

Informed



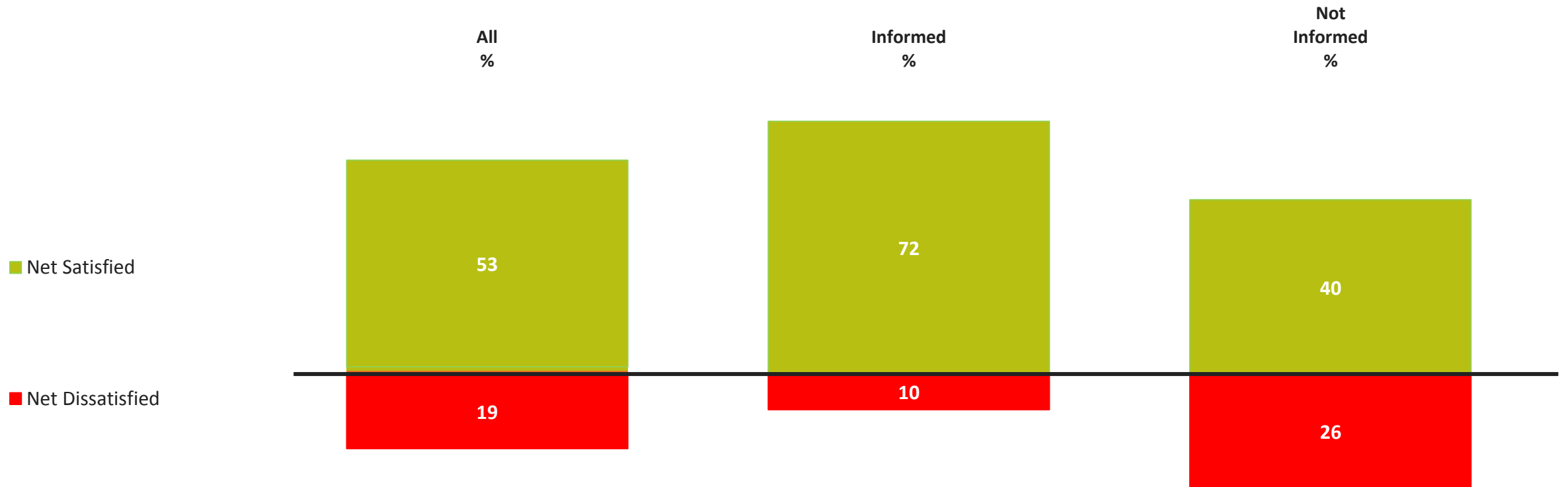
Below Average

Average range +/- 10% of average score

Q.15 Overall, how well informed do you think [Local Council] keeps residents about the services and benefits it provides ...
Base: All Respondents: 1,030

72% OF THOSE WHO ARE INFORMED ARE SATISFIED WITH THEIR COUNCIL, THIS COMPARES TO 40% OF THOSE WHO ARE NOT INFORMED

Residents Informed by Council x Satisfaction



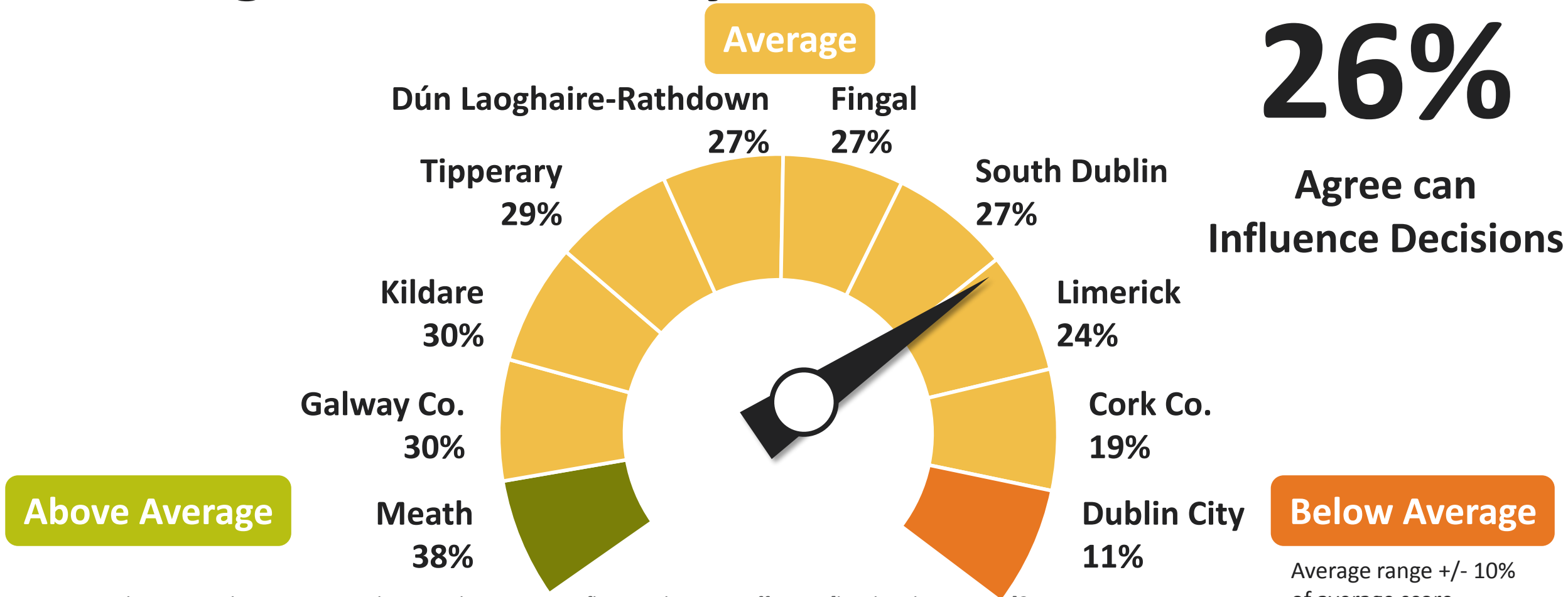
Q.15 Overall, how well informed do you think [Local Council] keeps residents about the services and benefits it provides ...

Q30 Overall, how satisfied or dissatisfied are you with [Local Council]?

Base: All Respondents: 1,030

26% OF RESPONDENTS BELIEVE THAT THEY CAN INFLUENCE DECISIONS AFFECTING THEIR AREA

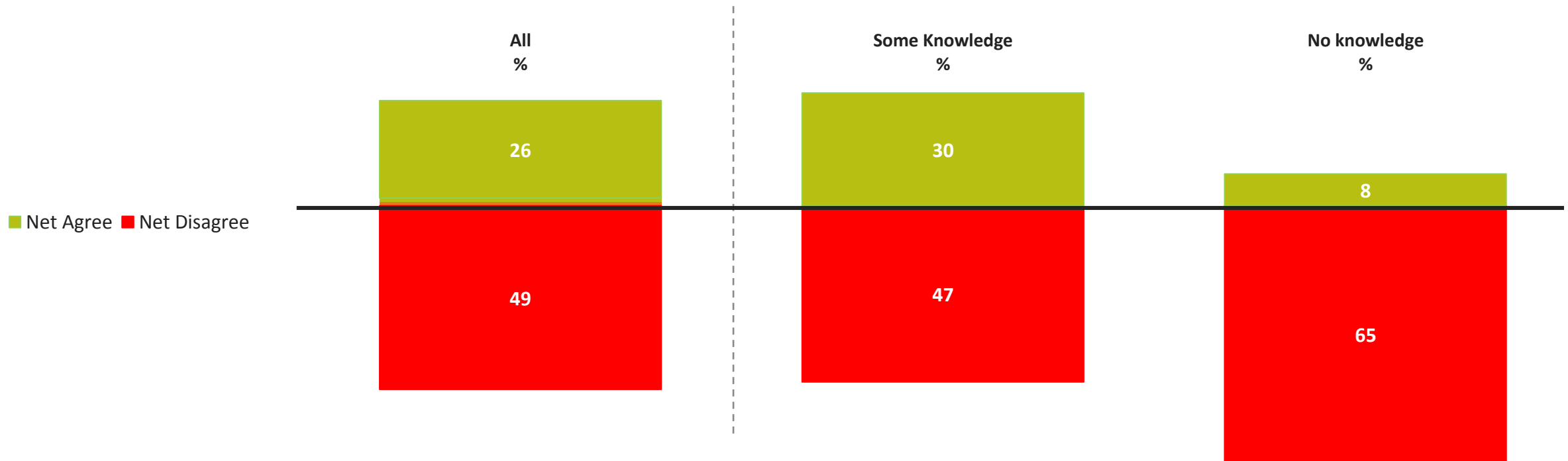
Agreement with Ability to Influence Decisions Affecting Local Authority Area



Q.6 To what extent do you agree or disagree that you can influence decisions affecting [local authority area]?
Base: All Respondents: 1,030

JUST 8% OF THOSE WHO HAVE NO KNOWLEDGE OF THEIR LOCAL COUNCIL AGREE THAT THEY CAN INFLUENCE DECISIONS AFFECTING THEIR LOCAL AREA COMPARED TO 30% OF THOSE WITH SOME KNOWLEDGE

Agreement Can Influence Decisions Affecting Local Authority x Level of Knowledge



Q.8 How much, if anything, do you feel you know about [Local council], taking into account anything you have heard or read about it, any contact you have had or any people you know of who work there?

Q.6 To what extent do you agree or disagree that you can influence decisions affecting [local authority area]?

Base: All Respondents: 1,030

IMPROVING INFORMATION/ ENGAGEMENT

Who are the best companies/ Government agencies at providing information in a way that engages customers/ citizens?

What makes these examples so successful? (e.g. simple like the safe cross code, useful like parking space information)

What initiatives are underway in your own LA currently to improve feeling informed/ engaged or that you have heard about in other LAs or councils in other countries?

What do you think is driving the positive connection between feeling informed and satisfaction with the LA?

Do you think the link between feeling informed and having a sense of influence are connected? How can information help with highlighting the role of citizens in LA activities.

What would you like to see happening in your own LA to improve a sense of 'being informed' beyond current levels? What groups are being missed/ or not engaged with your communications?

What are the biggest barriers currently?

As a group what do you see as the top 3 priorities to improving a sense of being informed?