

**Workshop 5**  
*Winning back public trust:  
contributing to democratic  
renewal*

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Full research findings and recommendations available in the two reports below – both available for free download on our website:  
[www.demos.co.uk](http://www.demos.co.uk)

state of trust  
how to  
build better  
relationships  
between  
councils and  
the public

Simon Parker  
Phil Spires  
Faizal Farook  
Melissa Mean

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“To rebuild people’s  
trust, local government  
must demonstrate its  
trustworthiness...”

TRUST IN PRACTICE

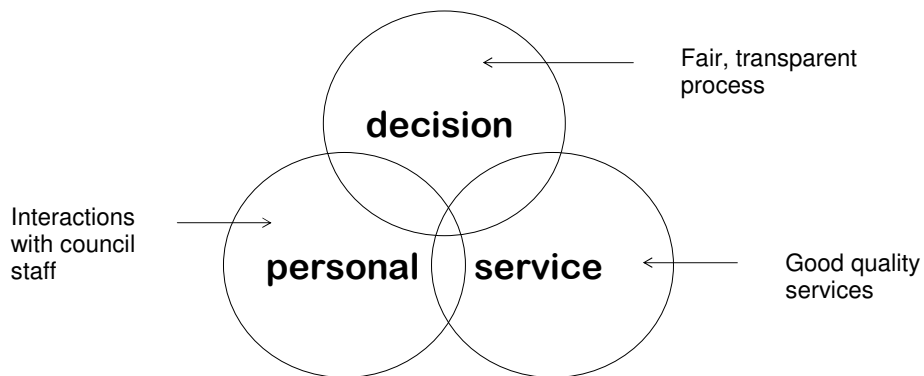
Jonathan Birdwell  
Faizal Farook  
Samuel Jones

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## Three types of trust



## truster types

### we have's

- See council as working for community/those in need
- Judge on community development, fairness
- Small, well-networked group, often parents, involved locally
- Libraries, parks, recycling, streets, leisure, aesthetics, fairness

### we have nots

- Depend on council. Strong bonds with neighbours through adversity
- High expectations of services, but also value fairness
- Small group, often parents from known activist families
- Housing, local space community facilities, streets, fairness

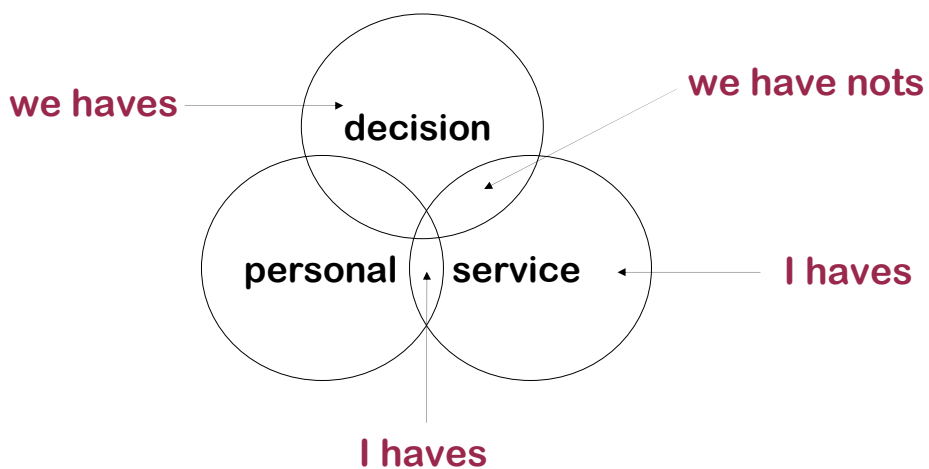
### I have's

- Unlikely to have relationship with council or neighbours
- Judge council on quality of services delivered to them
- Probably largest group, commuters, wealth focussed
- Billing process, refuse collection, clean street, local aesthetics

### I have nots

- Enforced relationship with council, feel trapped/controlled
- Dependency means personal service key
- Struggle to get what they need
- Housing, benefits, community facilities, streets, fairness

## putting it together...



# who should be key players in building trust?

