

# Where next for the reputation of local government?

Luke Blair

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# Content for today

- An outsider's perspective
  - What do we mean by 'reputation'?
  - Latest polling on reputation
  - What this means to you as councillors
  - Closing thoughts
  - Discussion
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# An outsider's perspective



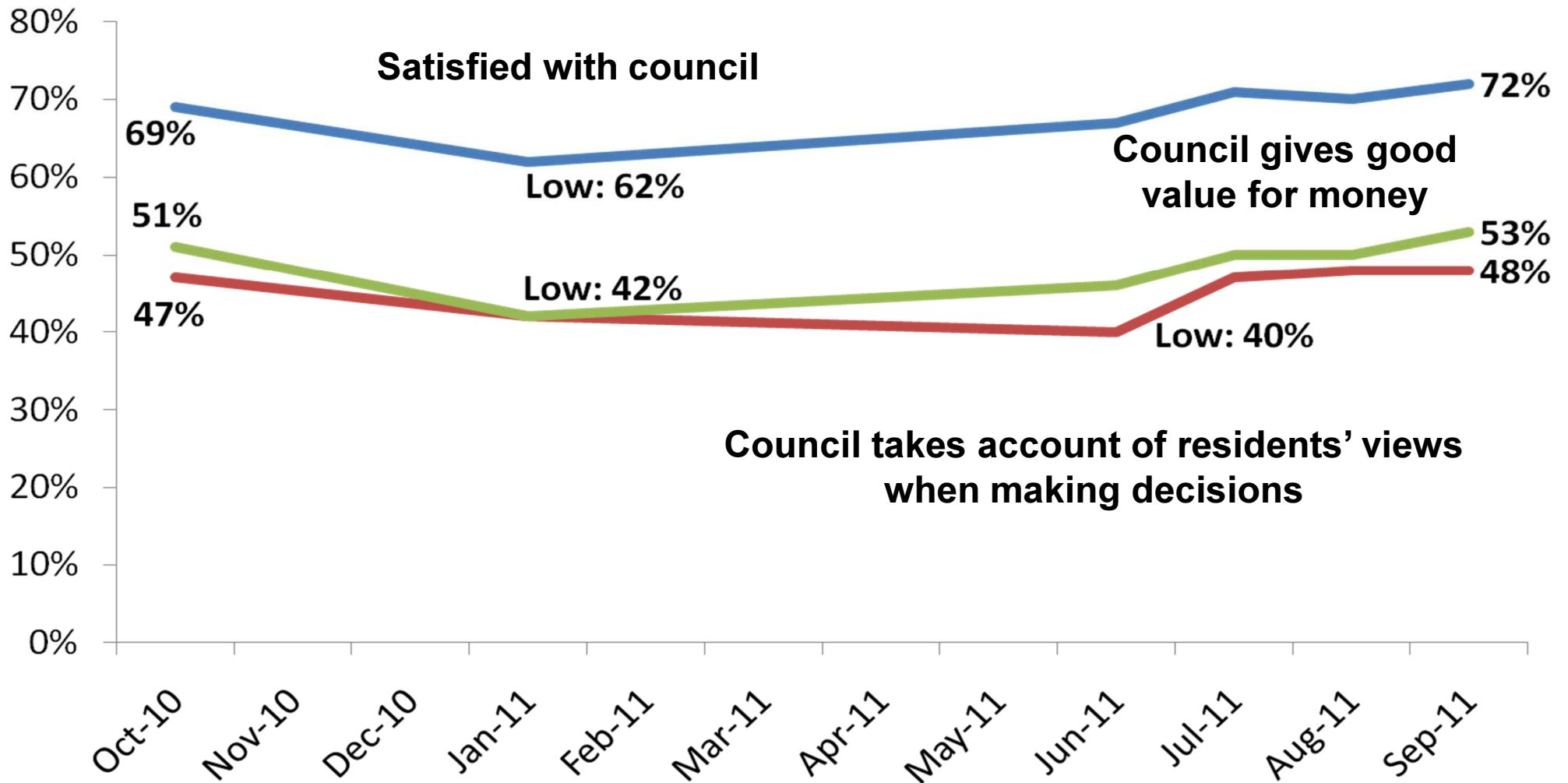
# What do we mean by 'reputation'?

**“You can't build a reputation based on what you are going to do.”**

**“A good name, like good will, is got by many actions and lost by one.”**

**“Too bad all the people who know how to run the country are busy driving taxis and cutting hair.”**

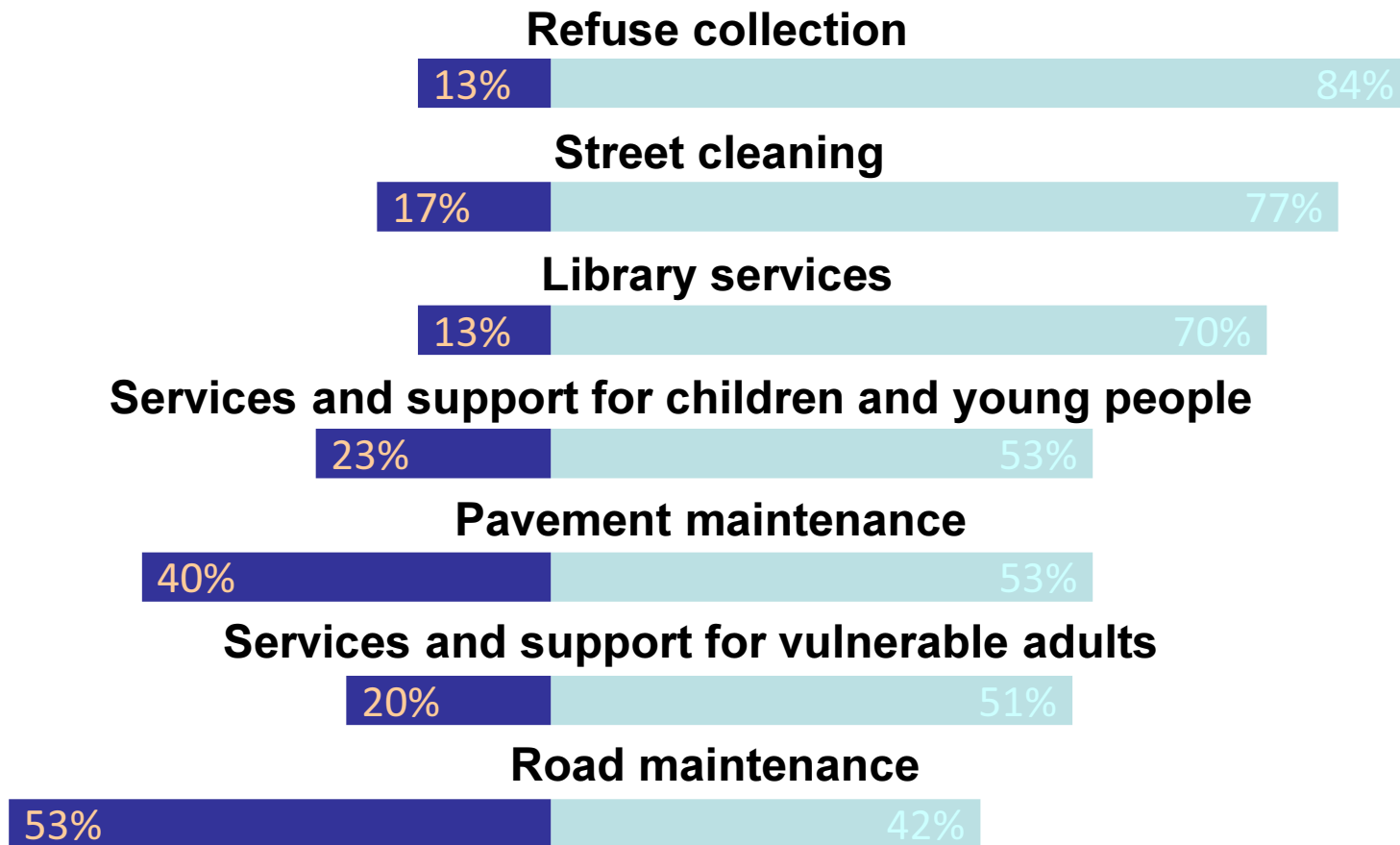
# Satisfaction is actually at a record high



# Services are driving a lot of the good ratings

***Dissatisfied***

***Satisfied***

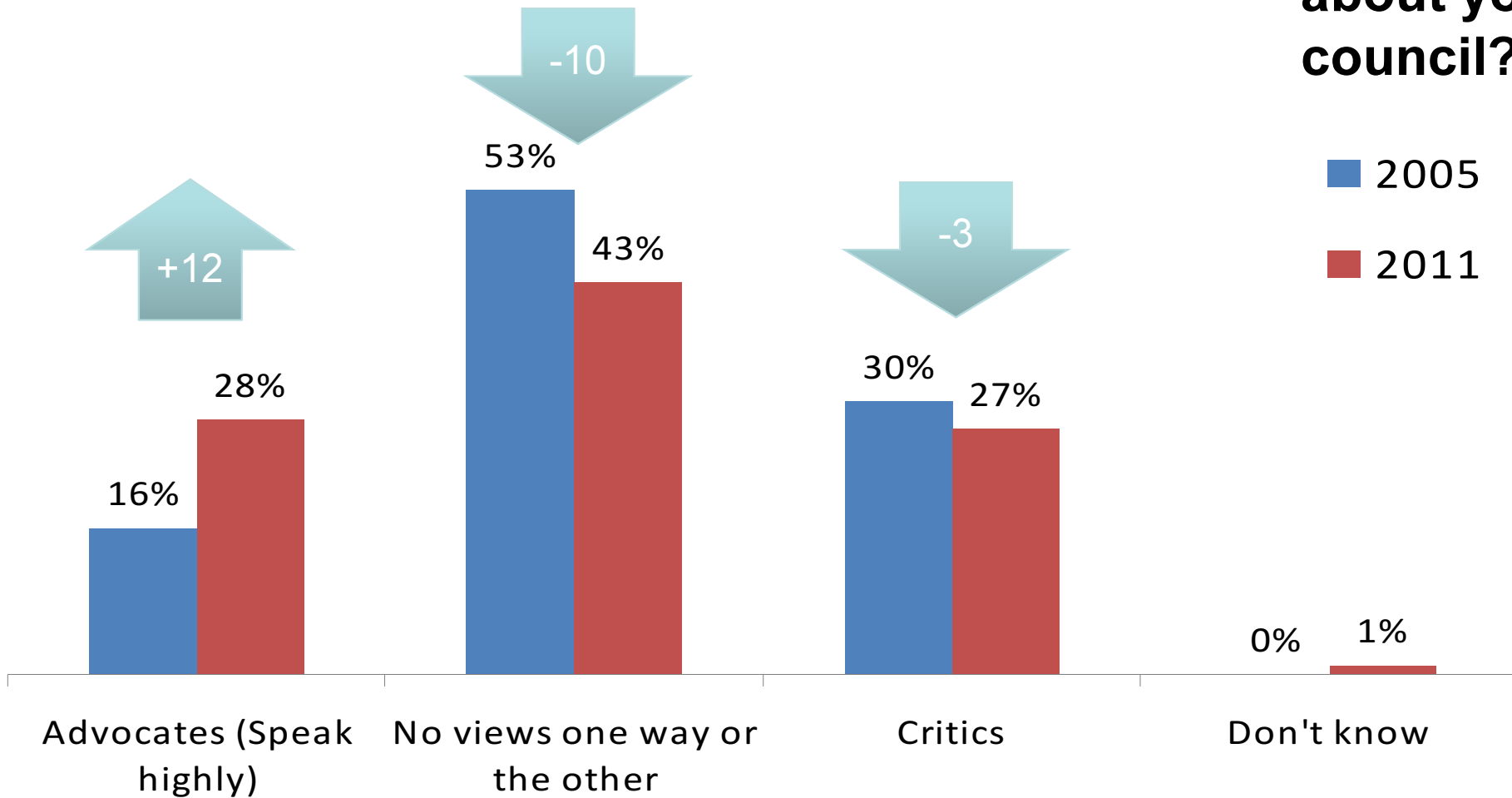


# And over a longer timescale?

Q: How do you feel about your council?

■ 2005

■ 2011





# **New Reputation Guide (LGcomms/LGA 2010)**

**We highlight three big issues that are crucial; **your leadership, your brand and your communications.** And we set out the five rules of reputation – the areas that we all need to focus on to improve reputation.**

- 1. Prove you provide value for money**
  - 2. Always inform and engage residents and staff**
  - 3. Build trust and confidence in what you do**
  - 4. Improve key services and show you are doing so**
  - 5. Focus on changing lives for the better**
-



History

VERILY, 'TIS SAID ON TWITTER THAT  
YE TROUBLE STARTED WITH A BLACKBERRY  
PIE IN PUDDING LANE!

FORSOOTH!

EH BRUV! WANNA  
GO UP WEST AN'  
SPREAD SOME  
PLAGUE?

NO WAY! I  
MAY BE FERAL  
BUT IT'S GONNA  
RAIN, INNIT?!

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# Closing thoughts / points for discussion

