

Involving people.
Transforming services.

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Trust issues: understanding community engagement's image problem

September 2025

Tractivity®

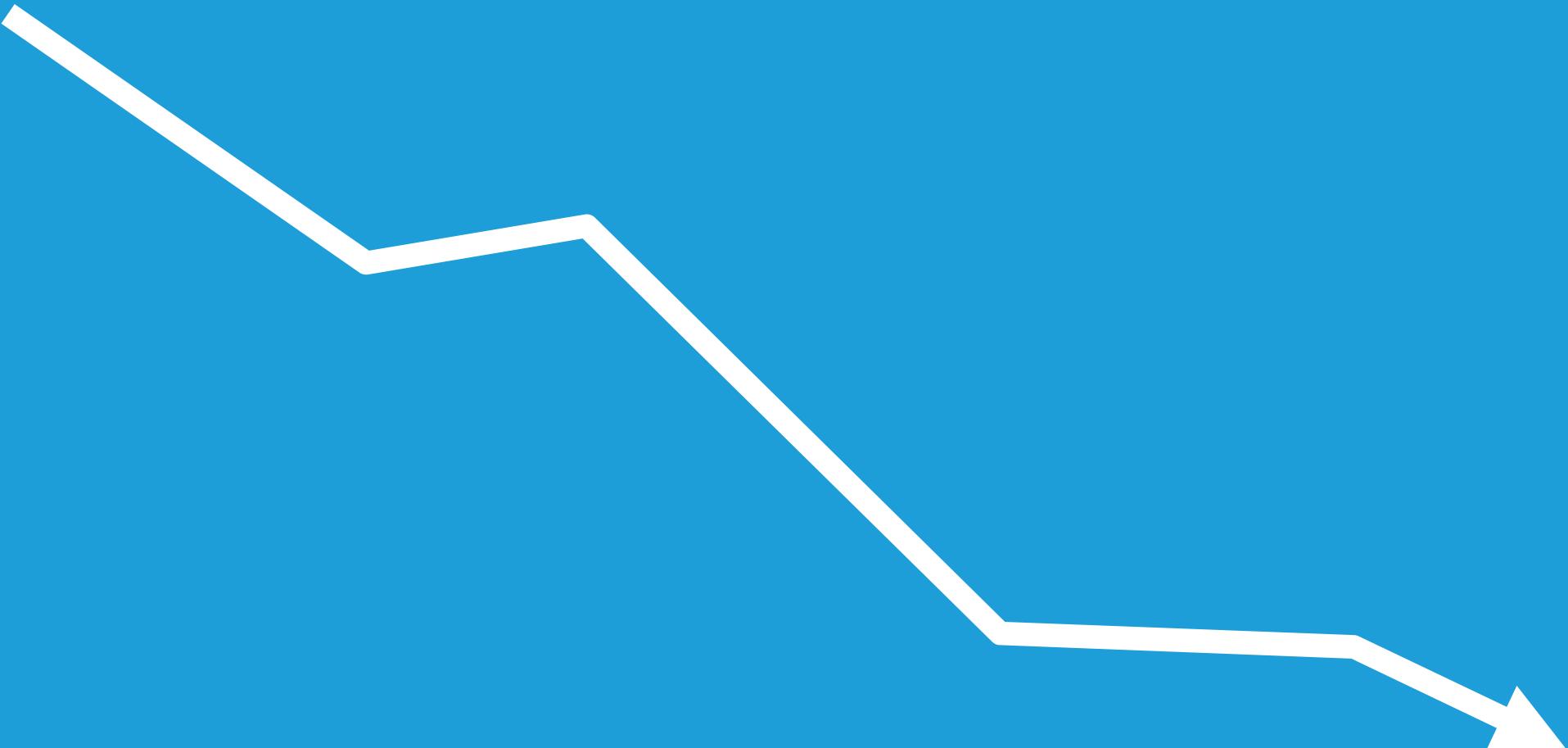


Trust issues



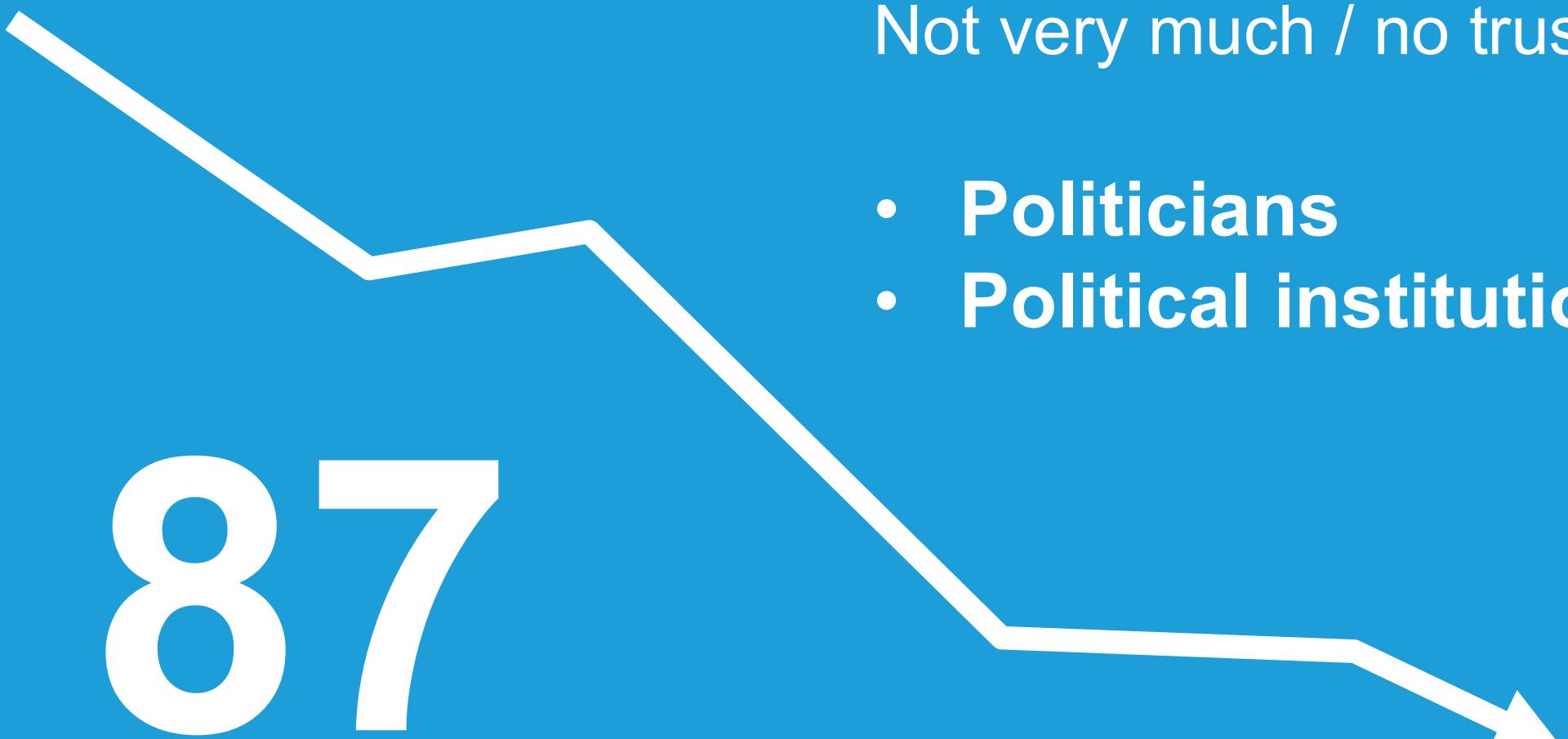
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The state of public trust



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The state of public trust



Not very much / no trust in:

- **Politicians**
- **Political institutions**

87

The state of public trust

Distrust extends to:

Judges

Journalists

Police

Business

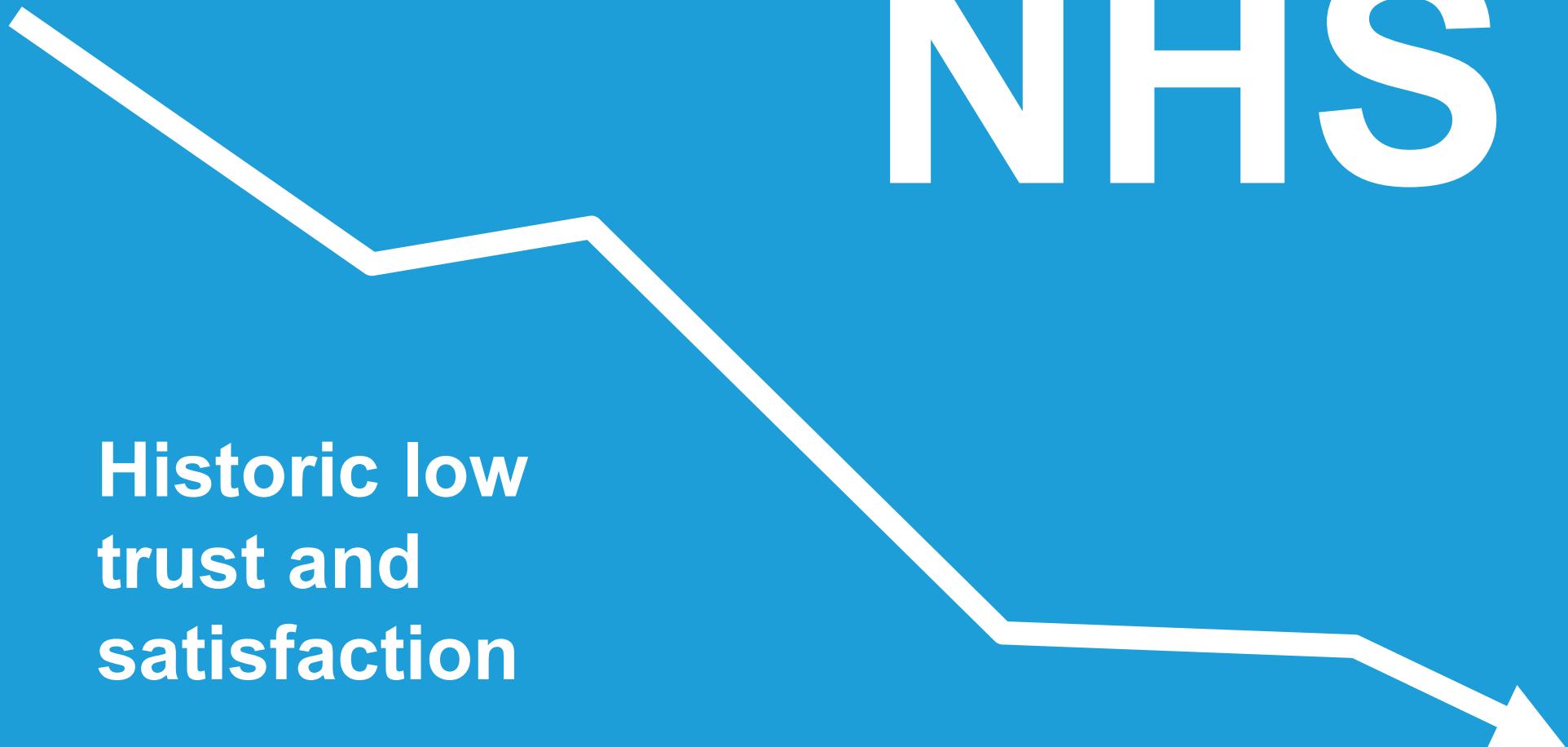
Local councils

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The state of public trust

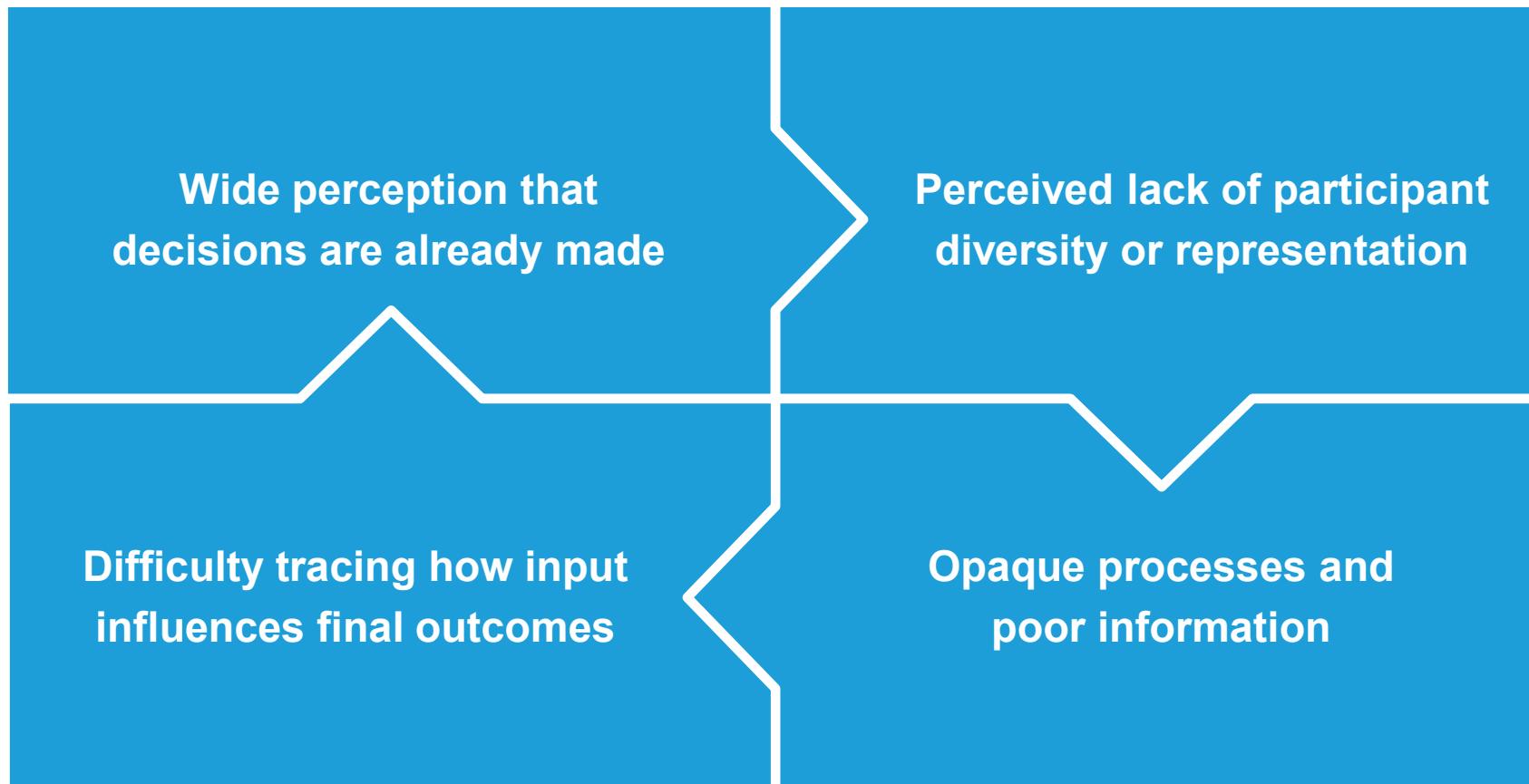
NHS

Historic low
trust and
satisfaction



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Diagnosing the image problem

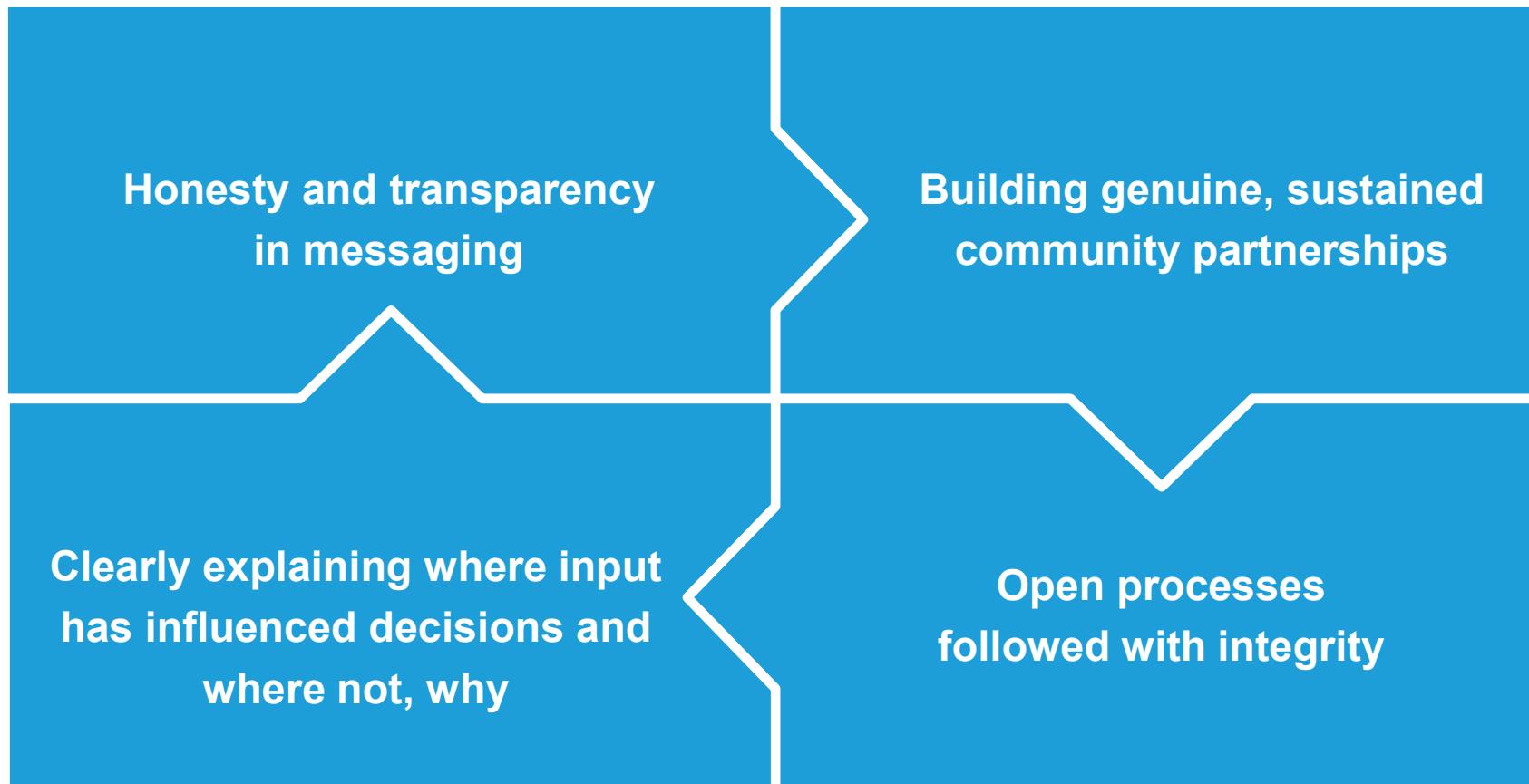


Learning from cases

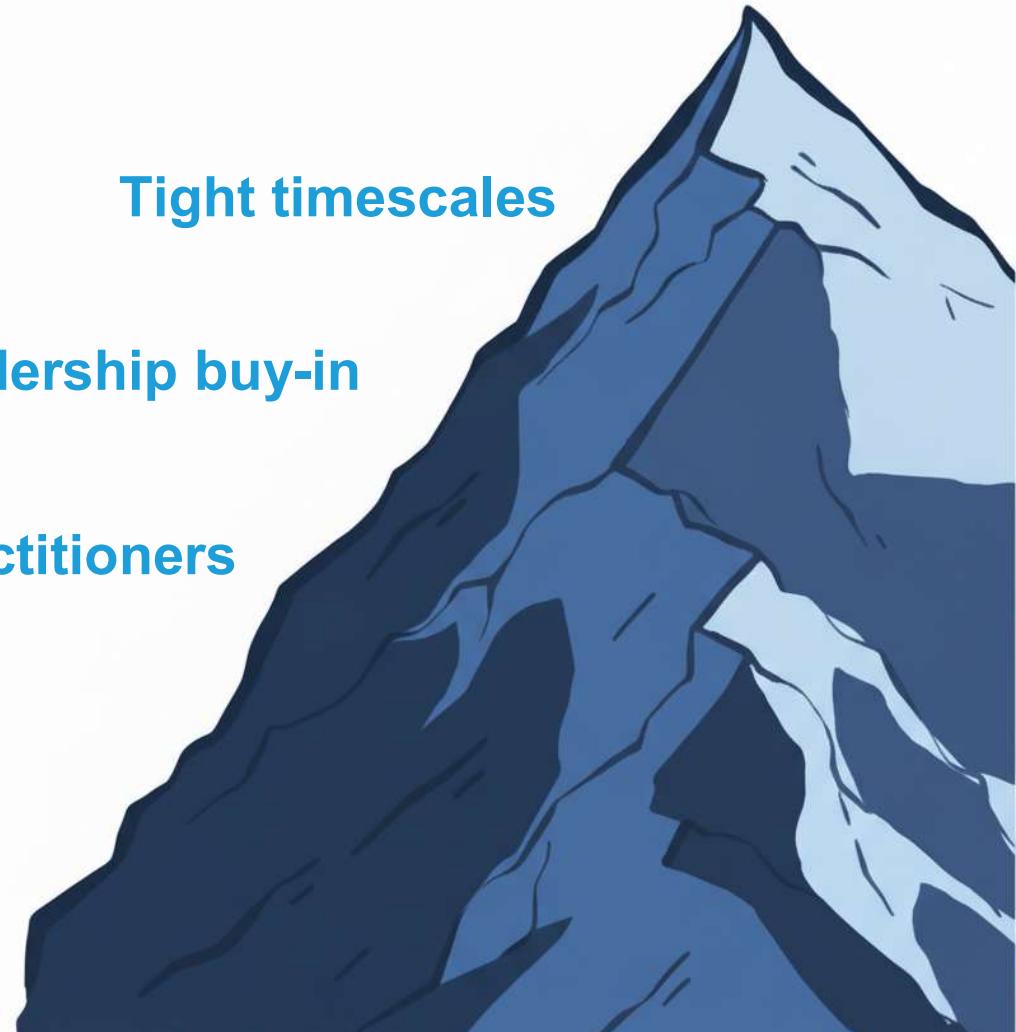
Accident & emergency services



Authenticity as a route to trust



Some challenges



Tight timescales

Leadership buy-in

Skilled practitioners

Small budgets

Promising approaches



PRCA
News

PRCA LAUNCHES
CONSULTATION CHARTER FOR
PUBLIC CONSULTATIONS TO
SET NEW STANDARD IN
PLANNING ENGAGEMENT

PRCA Launches Consultation Charter for Public Consultations to Set New Standard in Planning Engagement

7 August 2025

[QR code](#)



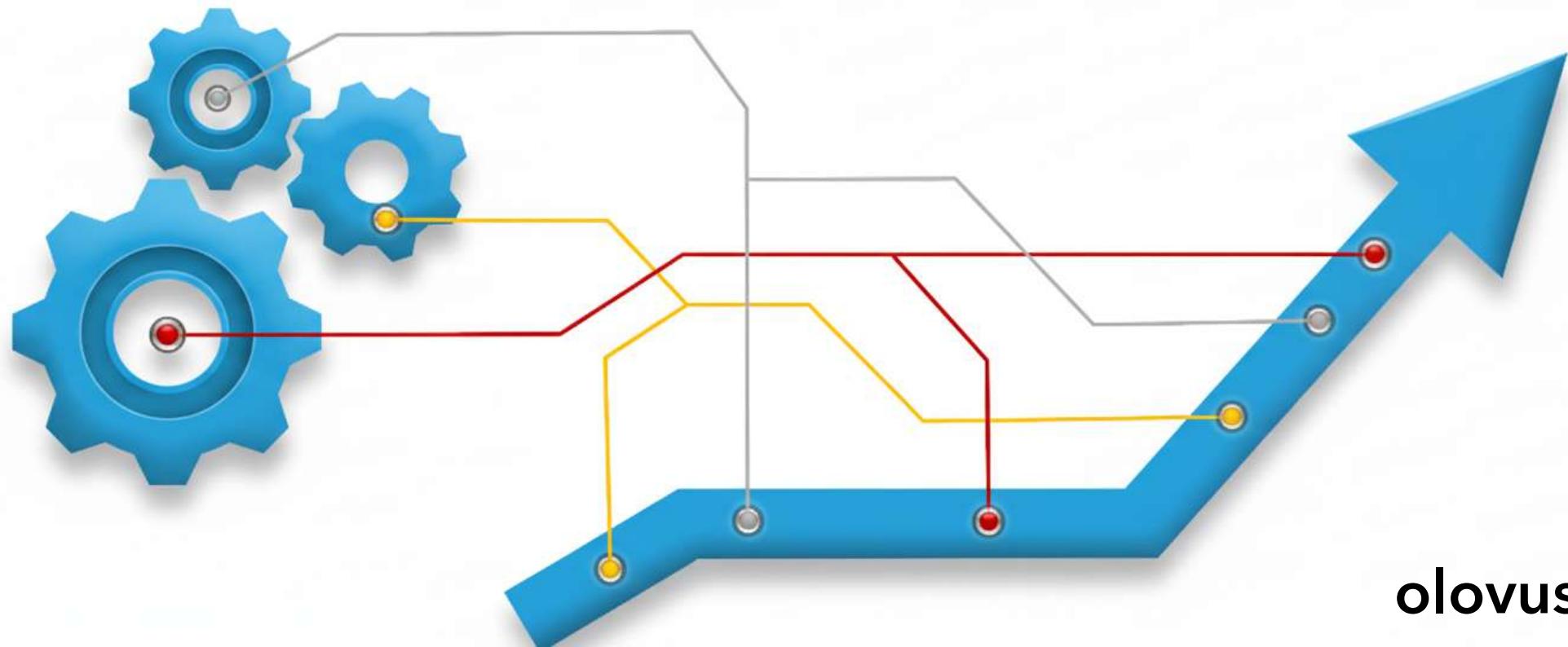
QR code

**DRAFT FRAMEWORK FOR
ETHICAL, INCLUSIVE AND
LAWFUL CONSULTATION**

Consultation Document
Consultation Period: 11/09/25 - 04/12/25

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Systems support





Thank you

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