

Involving people.  
Transforming services.

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# Trust issues: understanding community engagement's image problem

September 2025

Tractivity®

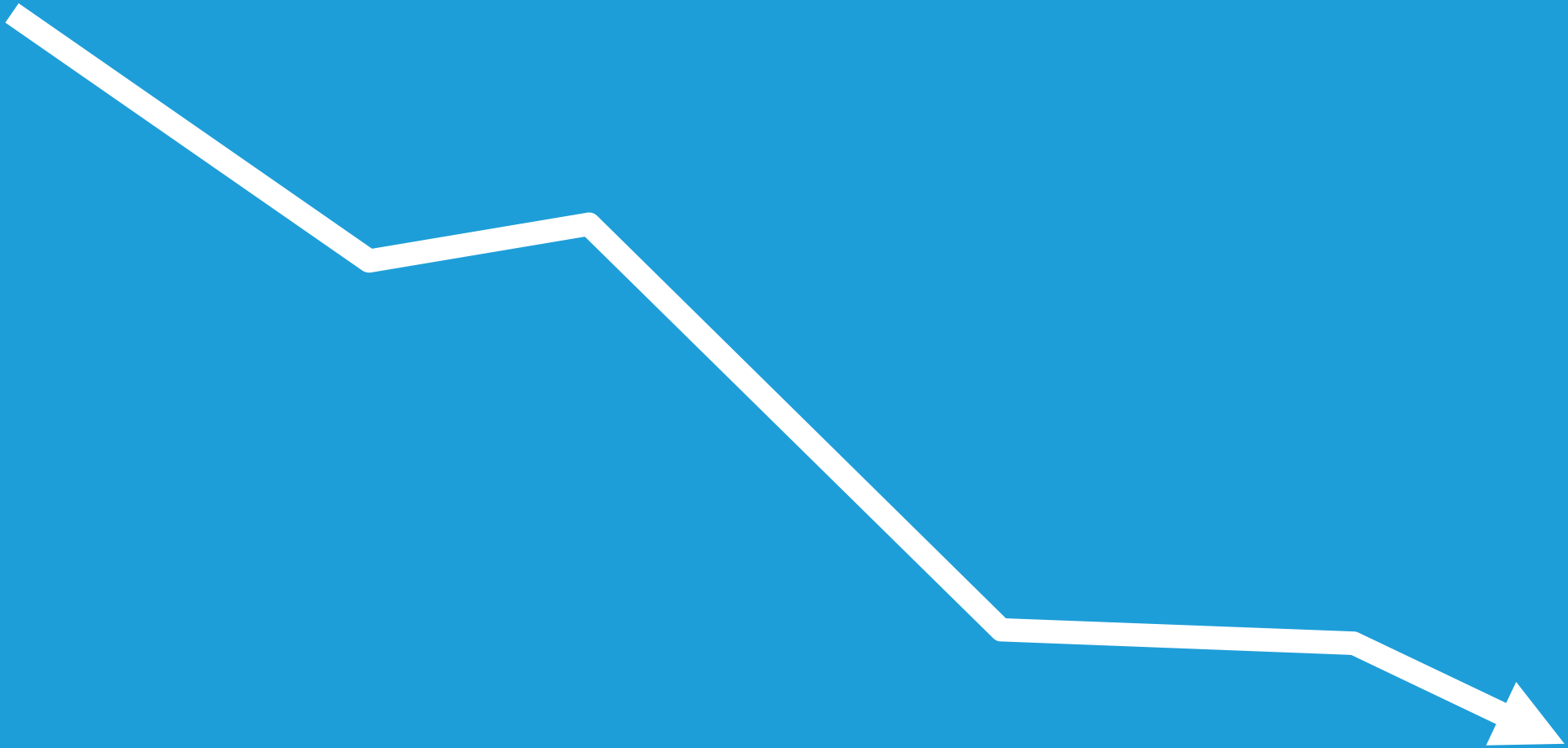


# Trust issues



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# The state of public trust



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## The state of public trust

Not very much / no trust in:

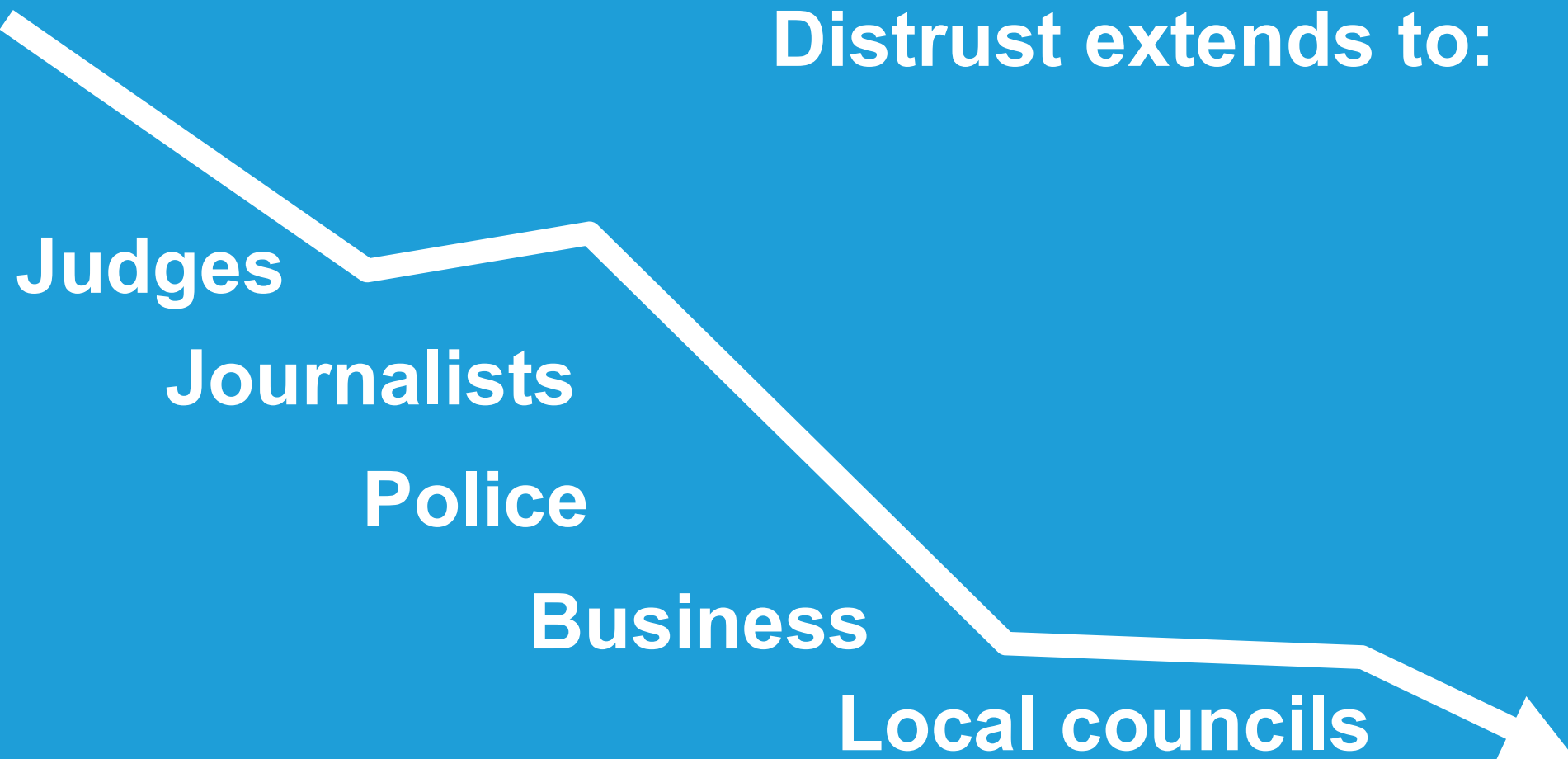
- **Politicians**
- **Political institutions**

87

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# The state of public trust

Distrust extends to:

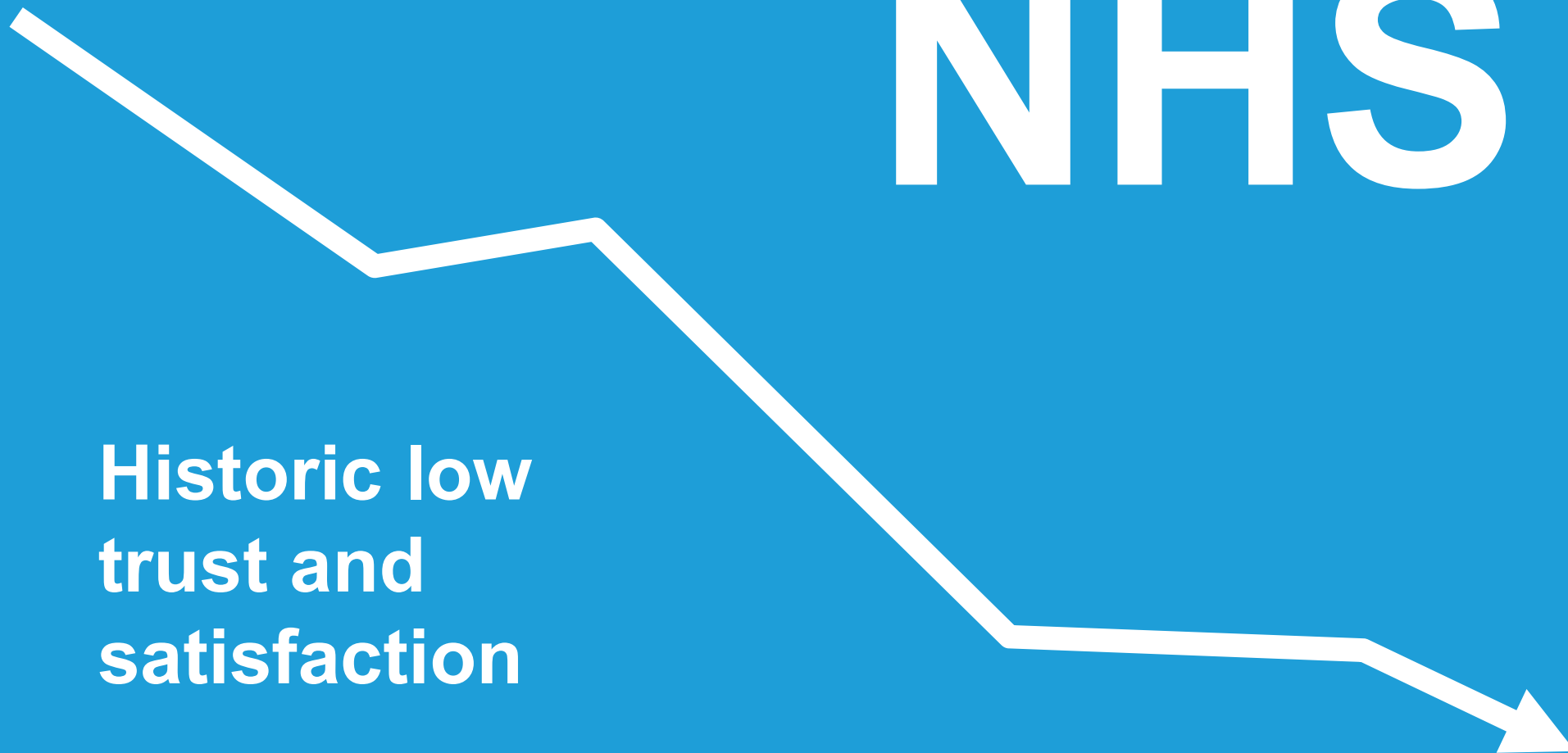


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**The state of public trust**

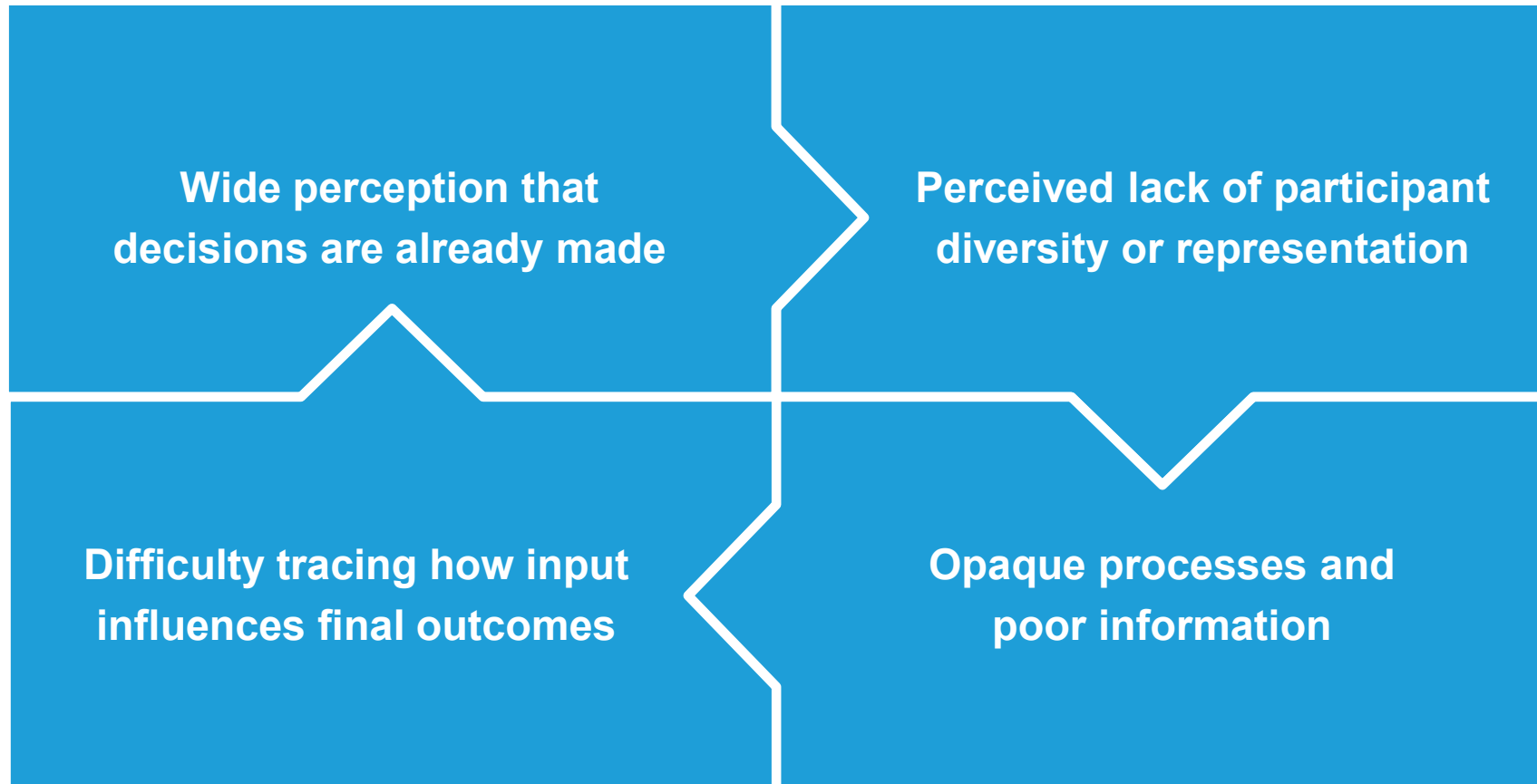
**NHS**

**Historic low  
trust and  
satisfaction**



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# Diagnosing the image problem

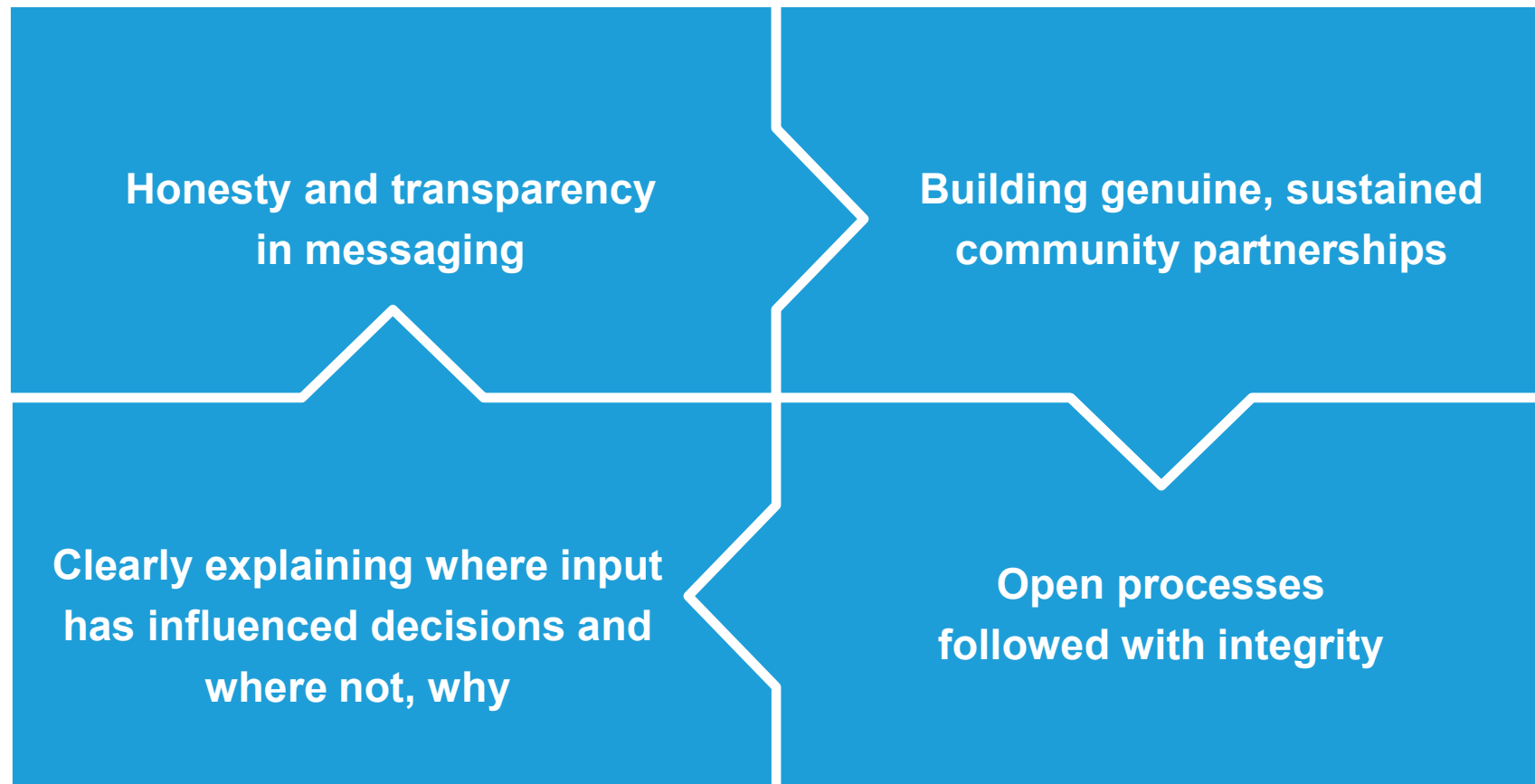


# Learning from cases

## Accident & emergency services



# Authenticity as a route to trust



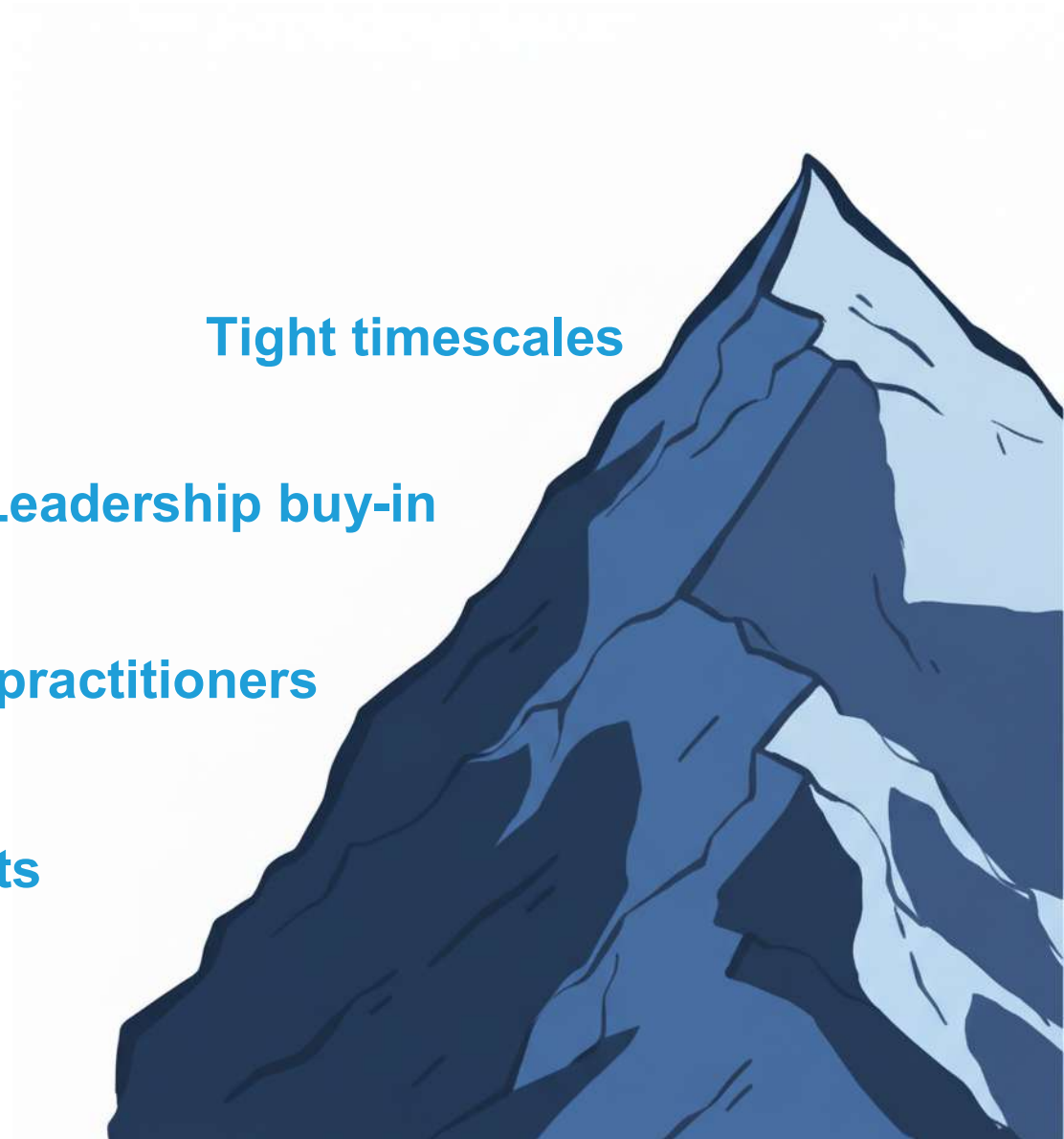
# Some challenges

**Small budgets**

**Skilled practitioners**

**Leadership buy-in**

**Tight timescales**



## 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**

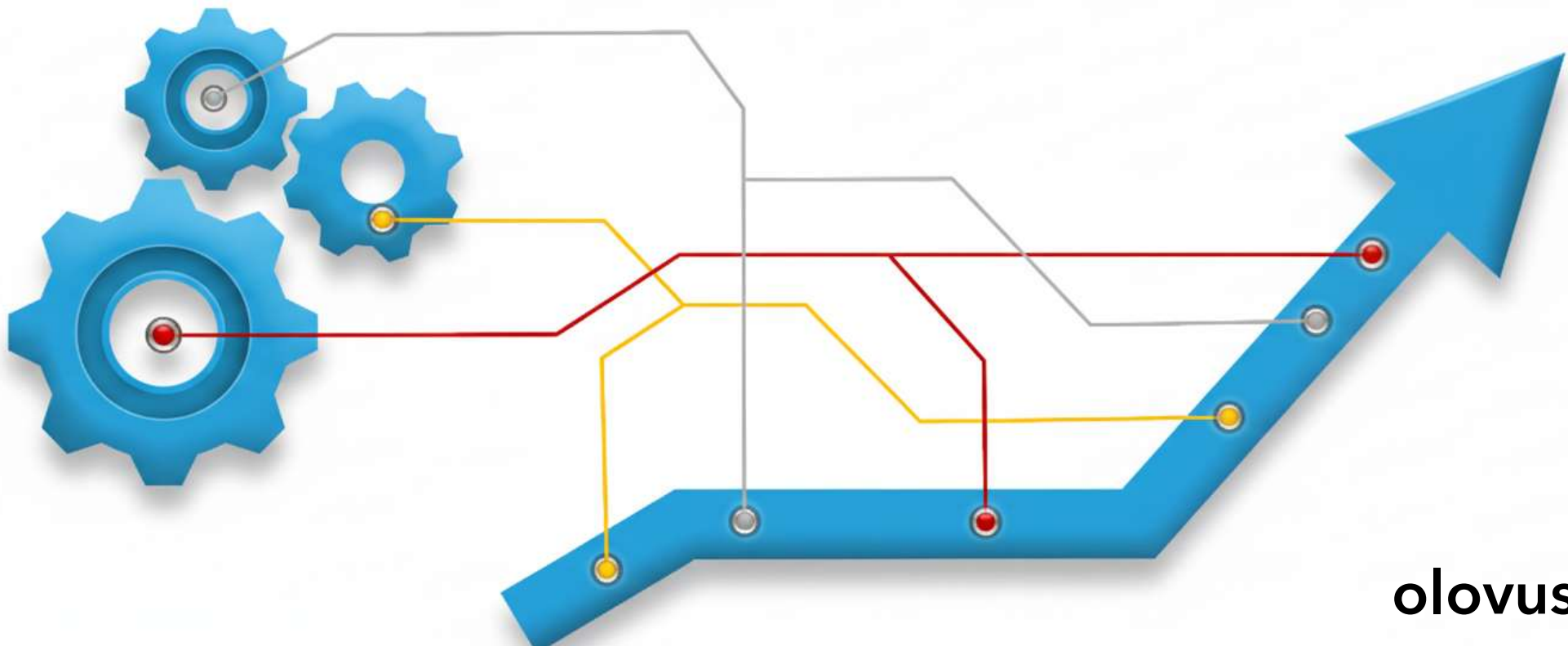
7 August 2025



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

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

# Systems support



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# Thank you

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