

Test: Testing trust

Below are three other insight methods you can use to understand your population. Each looks at the different types of challenges you might be likely to face when it comes to trust. You can use them to create surveys and develop insight about how trusted you are and what sort of challenges you might be likely to encounter.

SOLACE trust test

This test recognises trust as an important part of achieving an informed, involved and engaged local population. Using communication to build trust is sensible but not simple. The trust test asks authorities to assess the extent to which their communications addresses trust, and provides a set of measures that can be used to track improvement over time.

Residents who are informed about services and the issues impacting on those services are well placed to be involved. Trust develops together with a sense that people are able to and aware how to influence decisions. Measuring this information consistently over time will create performance benchmarks locally and nationally. Access the full text and description of the test [here](#).

‘Truster’ tribes

The think-tank Demos has come up with four types of truster, each with a different relationship to their local council.

- The **‘we haves’** tend to be a small but influential minority. They know a lot of people, want to get involved in social issues and have the time to act on that feeling. While ‘we haves’ are prepared to interact with the council to get things done, they often get frustrated with public service institutions.
- The **‘we have nots’** are also an influential minority. They usually live in social housing and have got to know a lot of people through shared adversity. They have individual problems with council services, particularly benefits and housing, and feel the best way to resolve them is by using strength in numbers to secure the things they’re entitled to.
- **‘I haves’** are a larger group. They’re self-sufficient, busy and focused on work and entertainment. They tend to be young and mobile and they seldom integrate into their neighbourhoods. This group wants to be treated as consumers of council services, which they see as important to keep things working.

Contents

Foreword

Introduction

Which hat are
you wearing?

Context

Section 1:
The Basics

Section 2.1:
Trust and democracy

Section 2.2:
Trust in the community

Section 2.3:
Trust in the system

- The **'I have nots'** are usually isolated and dependent on the council for financial or social support. They often feel that they cannot help themselves and so they struggle with the council to get the support they feel they deserve. Many resent their dependency and feel trapped or controlled by public agencies.

Thinking about how many of each are in your borough can be a really useful way of figuring out how hard trust will be to win – how much engagement is needed and how to approach the conversation.

Values Modes

The Values Modes insight tool was developed by Cultural Dynamics in 1973. It segments the population into three groups with different driving motivations. The tool offers nuance and is a good way of understanding the different ways people relate to and trust their council, as well as what they're looking for from it. It identifies particular groups who are likely to lack trust and importantly provides a framework for engagement that is most likely to work well with them.

- **Settlers** (or sustenance-driven people) are motivated by resources and by fear of perceived threats. They tend to be older, socially conservative and security conscious. They are often pessimistic about the future, and are driven by immediate, local issues impacting on them and their family.
- **Prospectors** (or outer-directed people) are driven by the esteem of others. They are motivated by success, status and recognition; are usually younger and more optimistic; often conscious of fashion or image; and tend to be swing voters.
- **Pioneers** (or inner-directed people) are motivated by self-realisation. Their views are governed by values of collectivism and fairness. In their personal lives they are ambitious, but seek internal fulfilment rather than the esteem of others.

The group a person belongs to is likely to change over the course of their life. It impacts on their cultural identity, political leaning and trust in the council. Values Modes reveal motives and techniques for behaviour change, and can help you realise who the hardest to reach are so you can strike up a conversation with them.¹

¹ 'Consultation and communication in relation to motivational needs', Sciencewise and Department for Business, Innovation and Skills, February 2010

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Trust and democracy

Section 2.2:
Trust in the community

Section 2.3:
Trust in the system