



Building the Big Society – it could be you?

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Ipsos MORI

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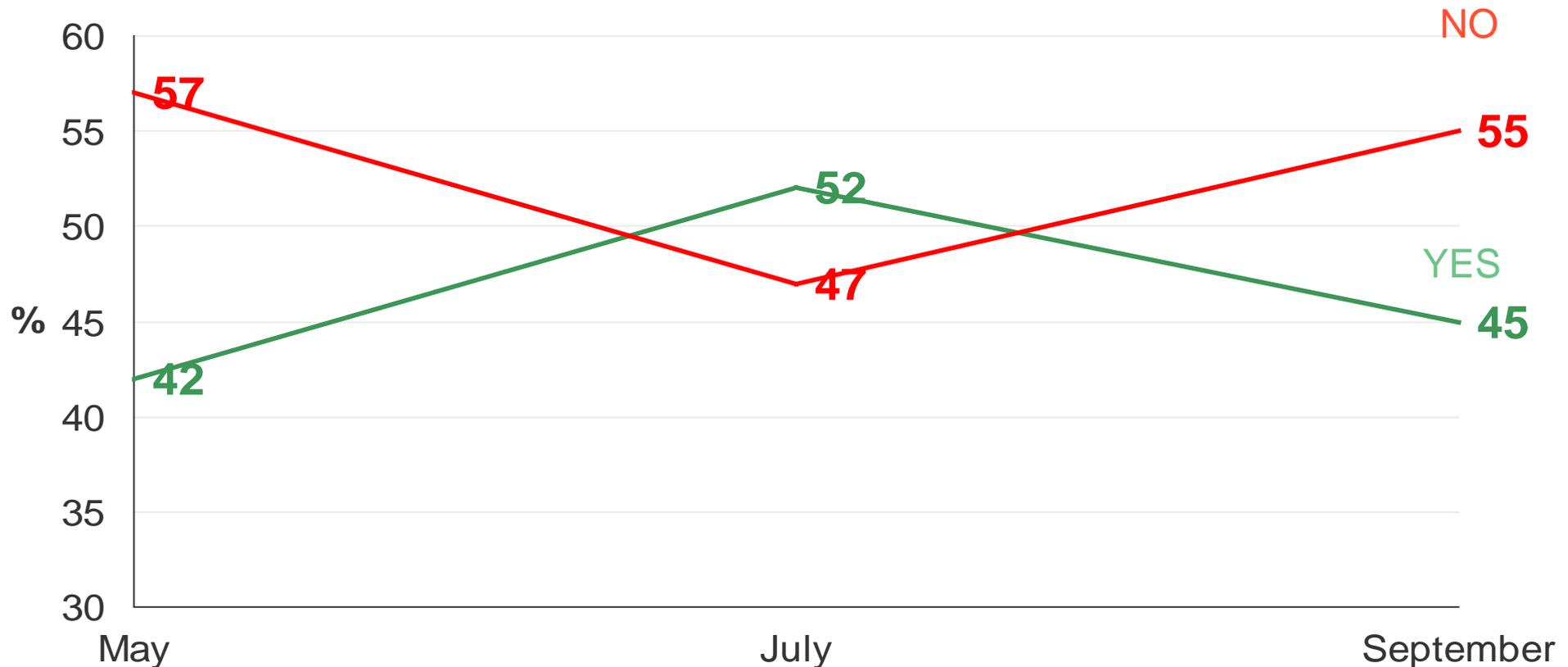


“We will take a range of measures to encourage volunteering and involvement in social action, including launching a national day to celebrate and encourage social action.”

Coalition agreement (May 2010)

Around half have heard of it....

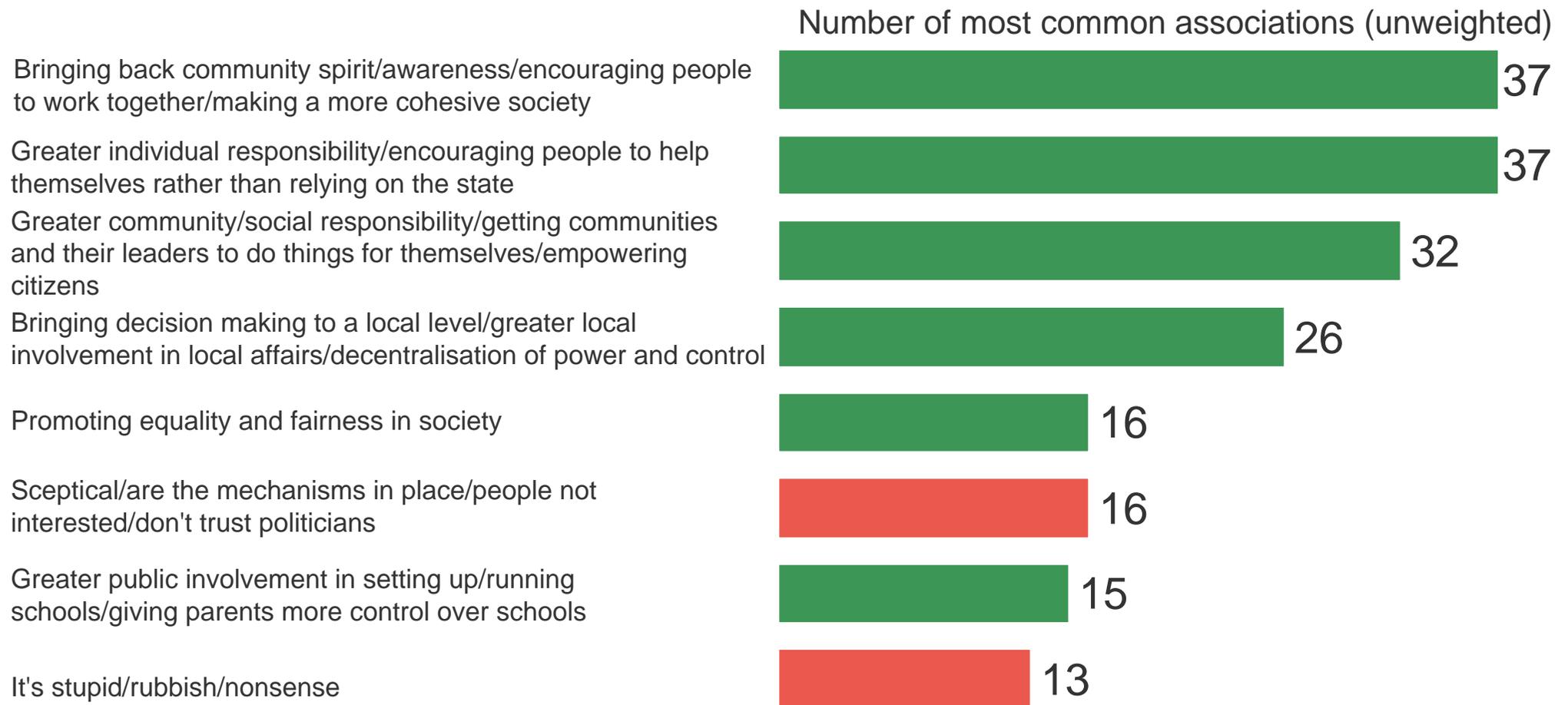
Recently David Cameron and the Conservative Party talked about their plans to create a “Big Society” in Britain. Do you remember hearing anything about this, or not?



Base: 1,002 British adults 16+. Fieldwork dates: 13th – 19th May 2010; 1,009 British adults 18+. Fieldwork dates: 23rd – 25th July 2010; and 1,004 British adults 18+. Fieldwork dates: 10th-12th September 2010
Source: Ipsos MORI

Associate Big Society with community spirit/cohesion and taking more individual responsibility

And from what you know or have heard, what do think their plans to create a Big Society involve?



Base: 424 adults who remember hearing about 'Big Society' in Great Britain aged 16+.
Fieldwork dates: 13-19 May 2010

Source: Ipsos MORI

Positive comments about Big Society

The idea is to replace professional management with citizen management

They want to give local people the chance to be more actively involved and to give them greater responsibility for their own community

Just people taking more responsibility for themselves and stopping the government meddling in this

It is all about kind of a collective coming together and looking after each other rather than expecting the government to do it all

It's about getting people to work together in the community

Making a fairer Britain and making everyone more equal

Base: Adults who remember hearing about 'Big Society' in Great Britain aged 16+.

Fieldwork dates: 13-19 May 2010

Challenging comments about Big Society

They tried to explain but it's too complicated. It's very vague. What do they mean, 'the big society'?

It favours those in society who have nothing better to do with their time, i.e. the rich upper class of Berkshire

I think that it is a pipe dream. Society has been torn down and it will take a long time to get back

It is spin talk and waffle, because they won't actually do anything

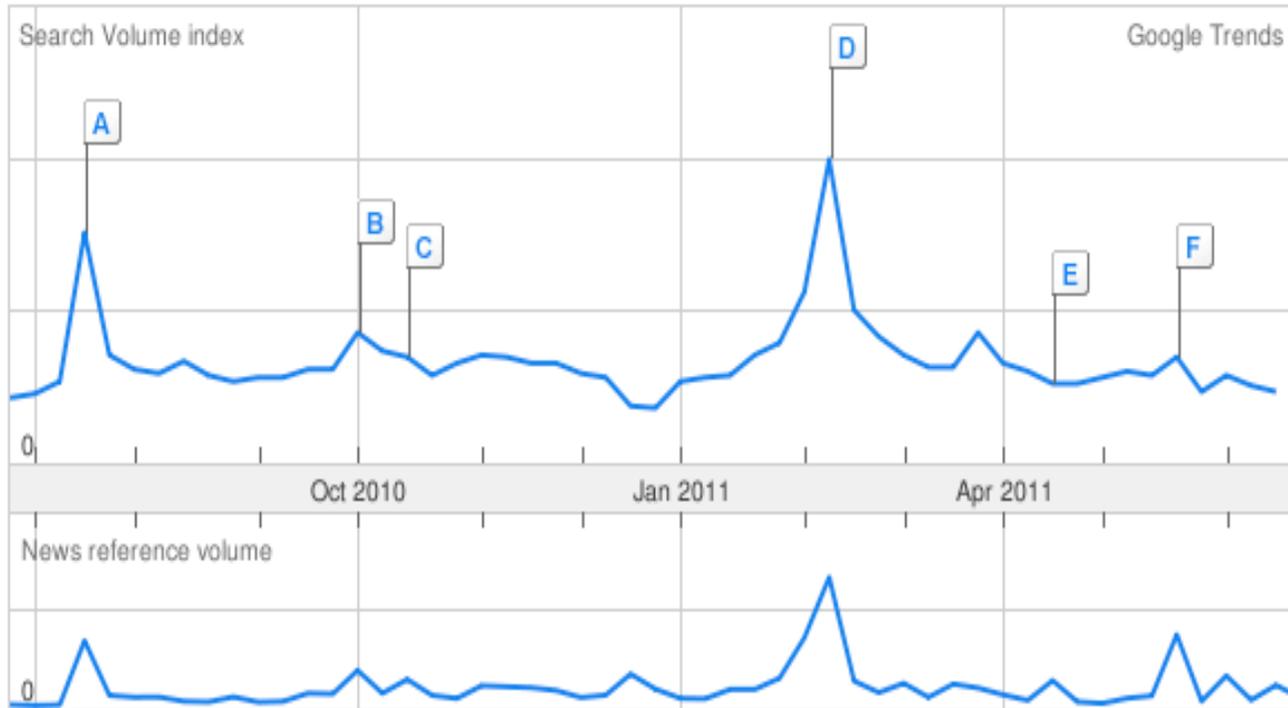
I don't think that most people want to get involved. In fact, I know this

Base: Adults who remember hearing about 'Big Society' in Great Britain aged 16+.

Fieldwork dates: 13-19 May 2010

It's not been easy...

● big society



“...from now on, Big Society is about more than what happens in government. We have an opportunity to cultivate it not just in Westminster, but in our communities, families, and workplaces, building upon the great work that has been done by others all over the land over many years past.”

Lord Wei, Feb 2011

It could be you?

*Hypothesis 1: It could be you personally
(volunteering)...*

Professional

Working full-
time

Live in less
deprived
areas

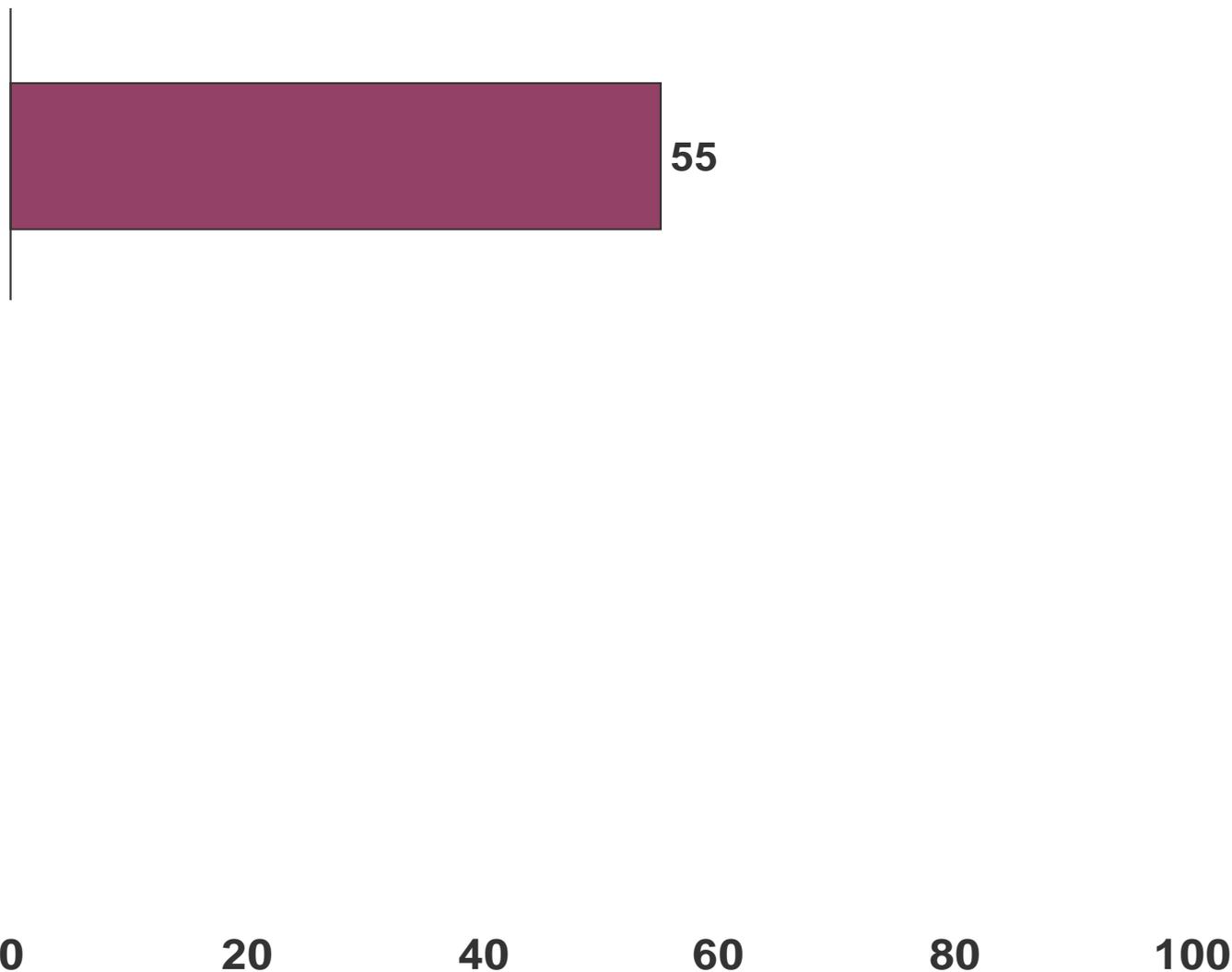
Rural?

“Basically, I started out because I was interested in improving the cycling facilities in the area. Then someone involved in that asked me to do something else. And before I knew it...”

Member of Civic Voice

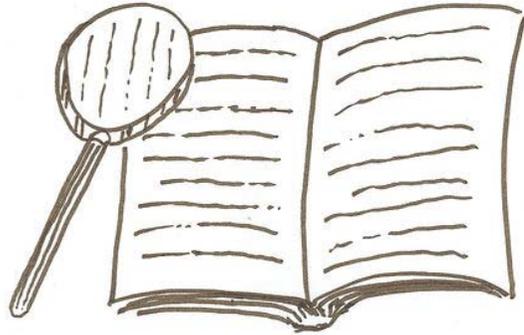
If you are volunteering you are probably donating too...

No volunteering (formal or informal) in last 12 months



Hypothesis 2: It could be you professionally...

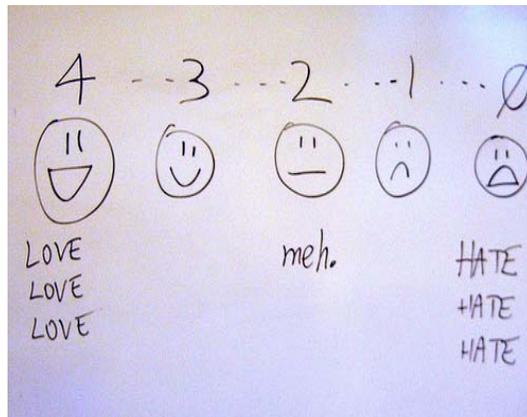
Evidence base



Co-production of Big Society outcomes



Evaluation



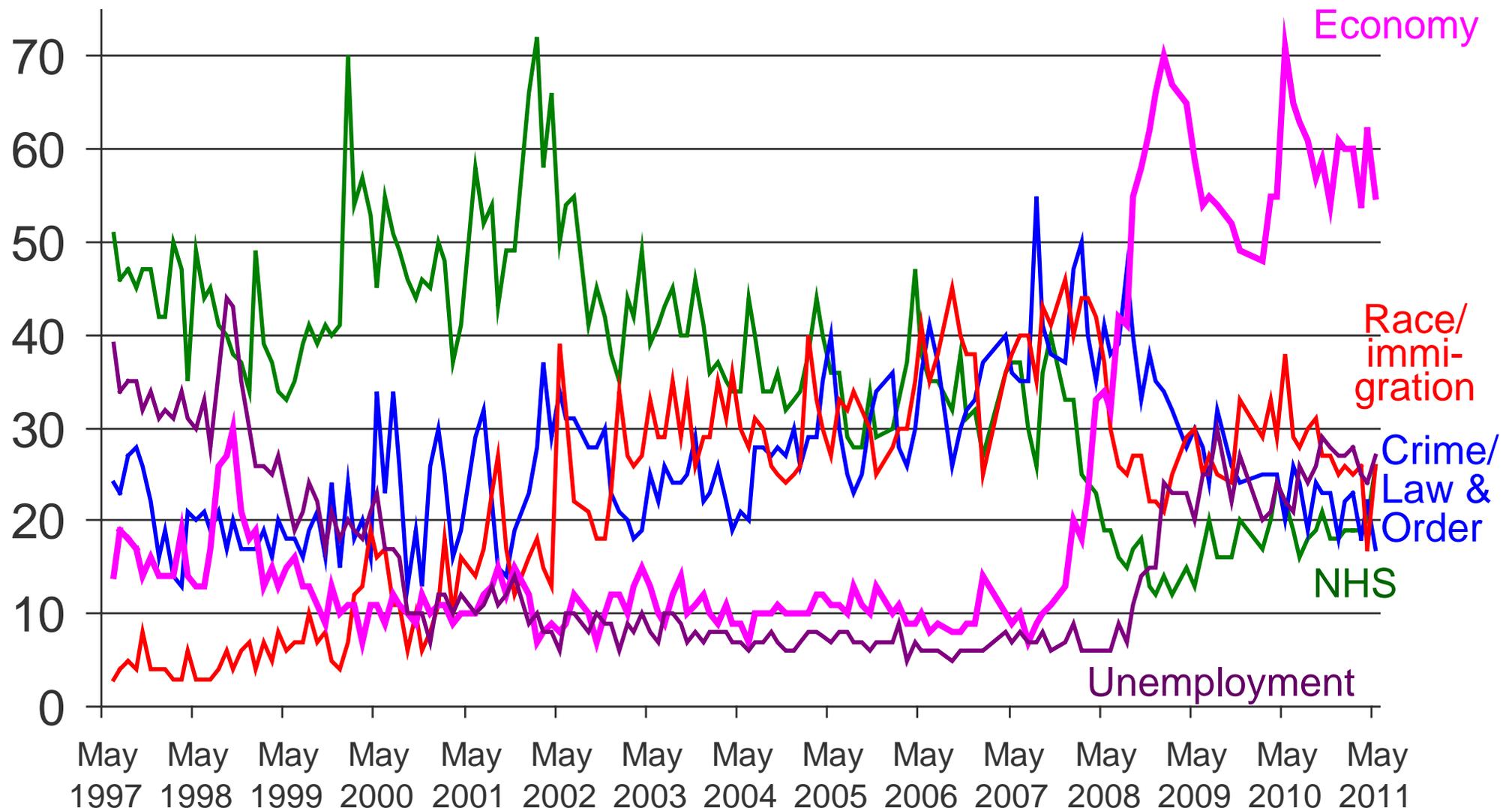
Using it as a foundation for what we do

If you ask people directly, it's much harder to say no. Social researchers reach parts of the community others can't – whether it's behaviour change or inviting to open meetings...

It's not going to be easy...

Challenge 1: the economy

What do you see as the most/other important issues facing Britain today?



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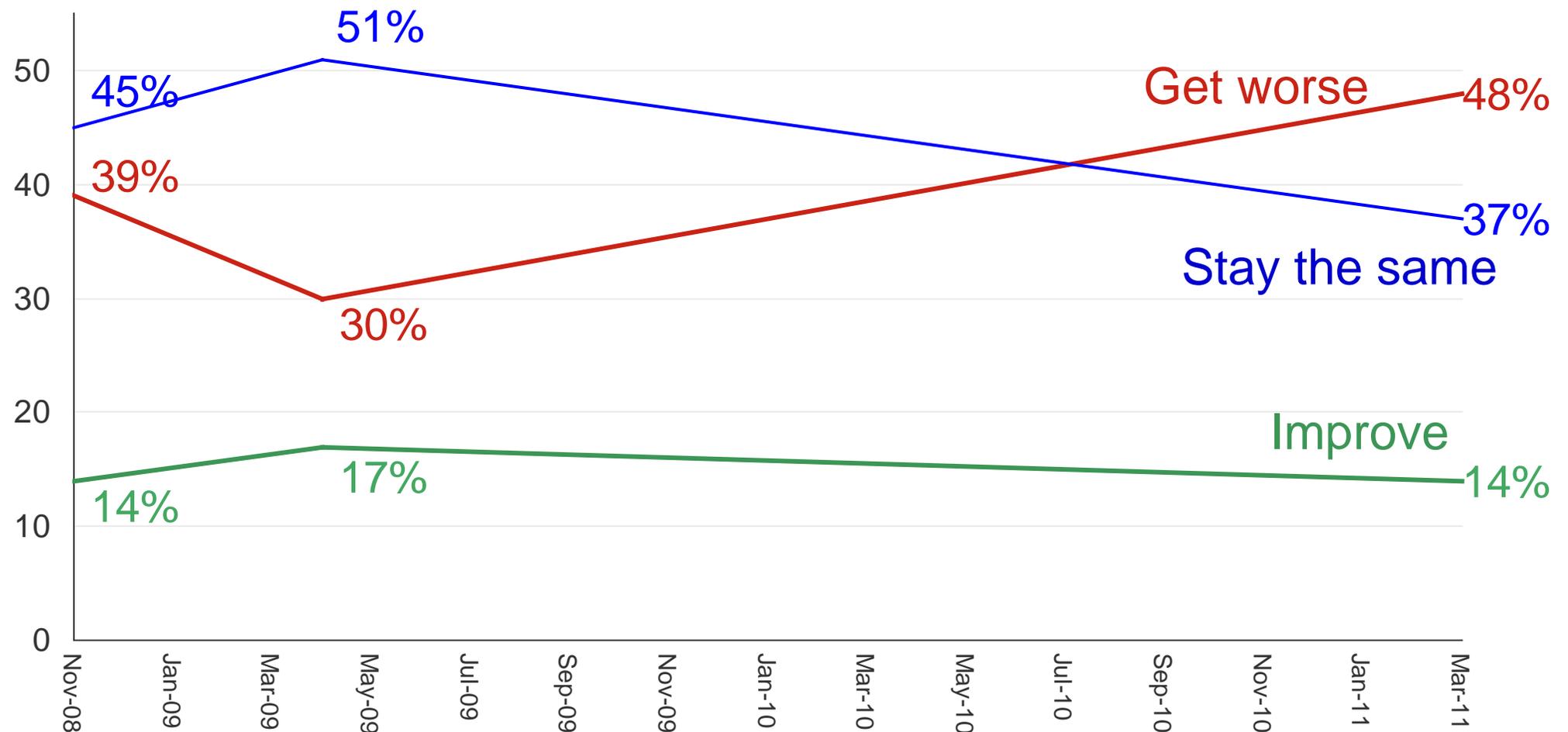
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index



Half now expect their own financial situation to get worse

Do you think that your personal financial circumstances will improve, get worse or stay the same over the next few months?

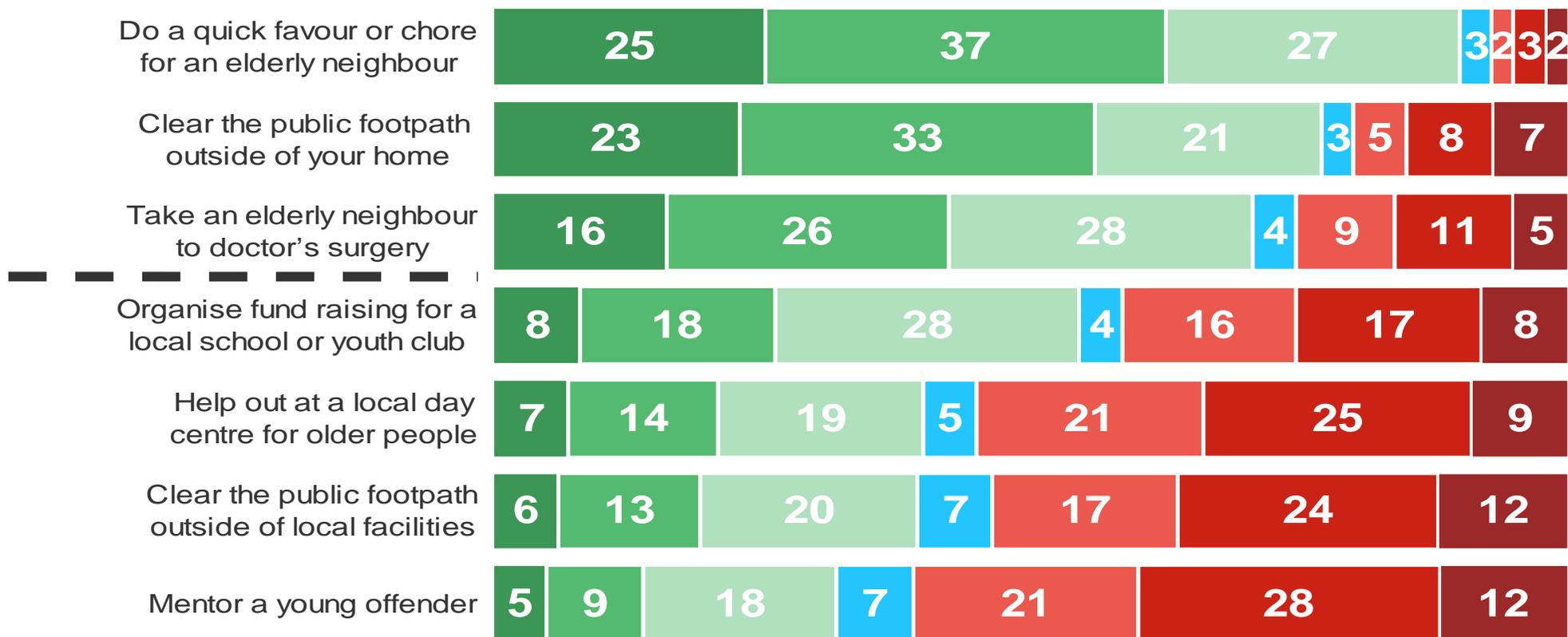


The donation of both time and money has suffered

Challenge 2: desirability

Q How likely or unlikely would you be to do the following . . .

■ % Certain to ■ % Very likely ■ % Fairly likely ■ % Neither / nor
■ % Fairly unlikely ■ % Very unlikely ■ % Don't know



Base: 1,003 British adults, fieldwork dates: 15th – 17th April 2011

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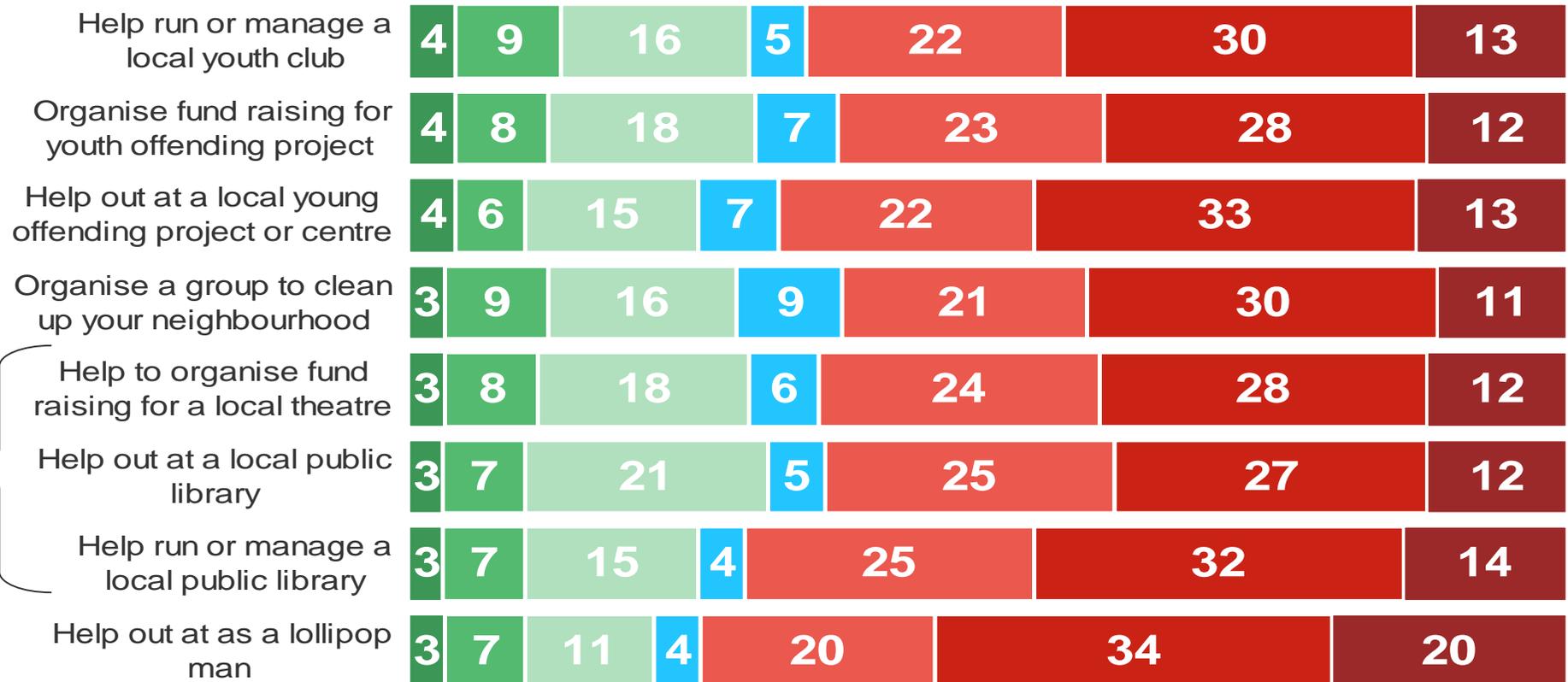
Source: NLGN/Groundwork/Ipsos MORI



And less likely to...

Q How likely or unlikely would you be to do the following . . .

■ % Certain to ■ % Very likely ■ % Fairly likely ■ % Neither / nor
■ % Fairly unlikely ■ % Very unlikely ■ % Don't know



Base: 1,003 British adults, fieldwork dates: 15th – 17th April 2011

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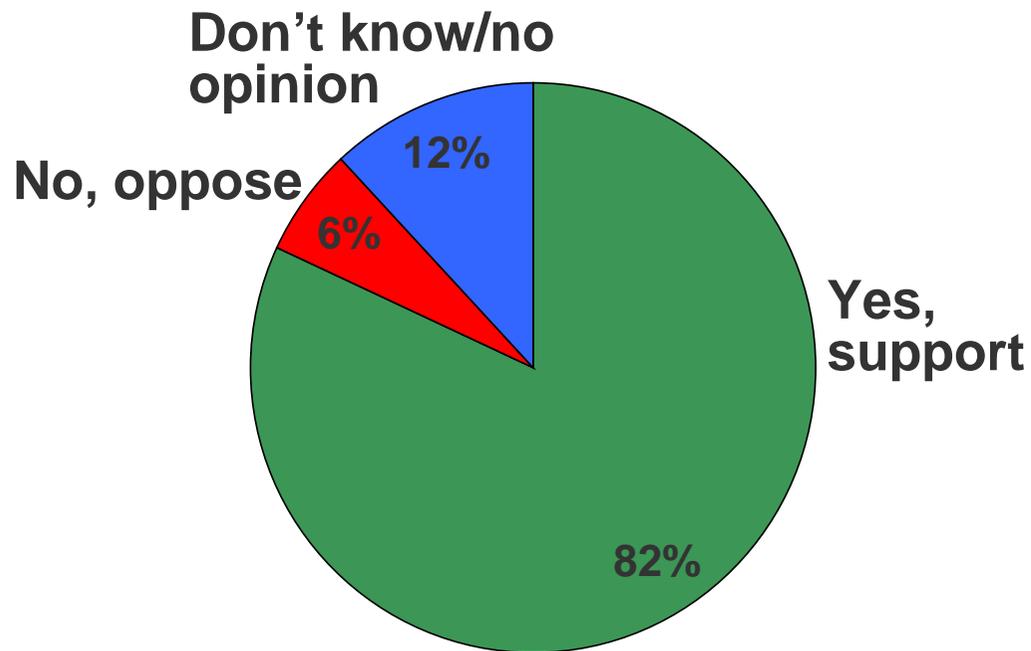
Source: NLGN/Groundwork/Ipsos MORI



Challenge 3: what people say vs what they do

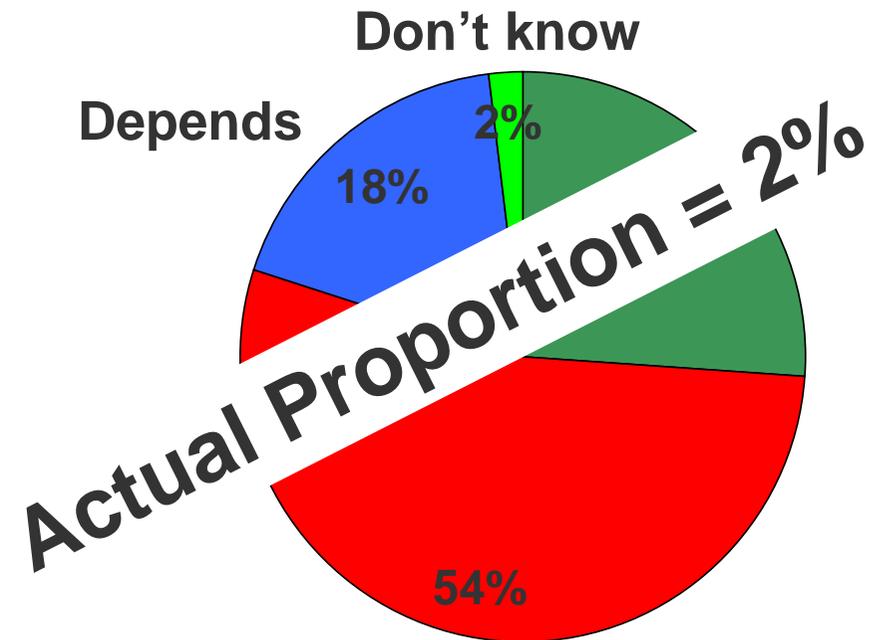
Q *In principle, would you support or oppose extending Community Partnerships to other parts of the Borough?*

Q *And would you personally be interested in getting involved?*



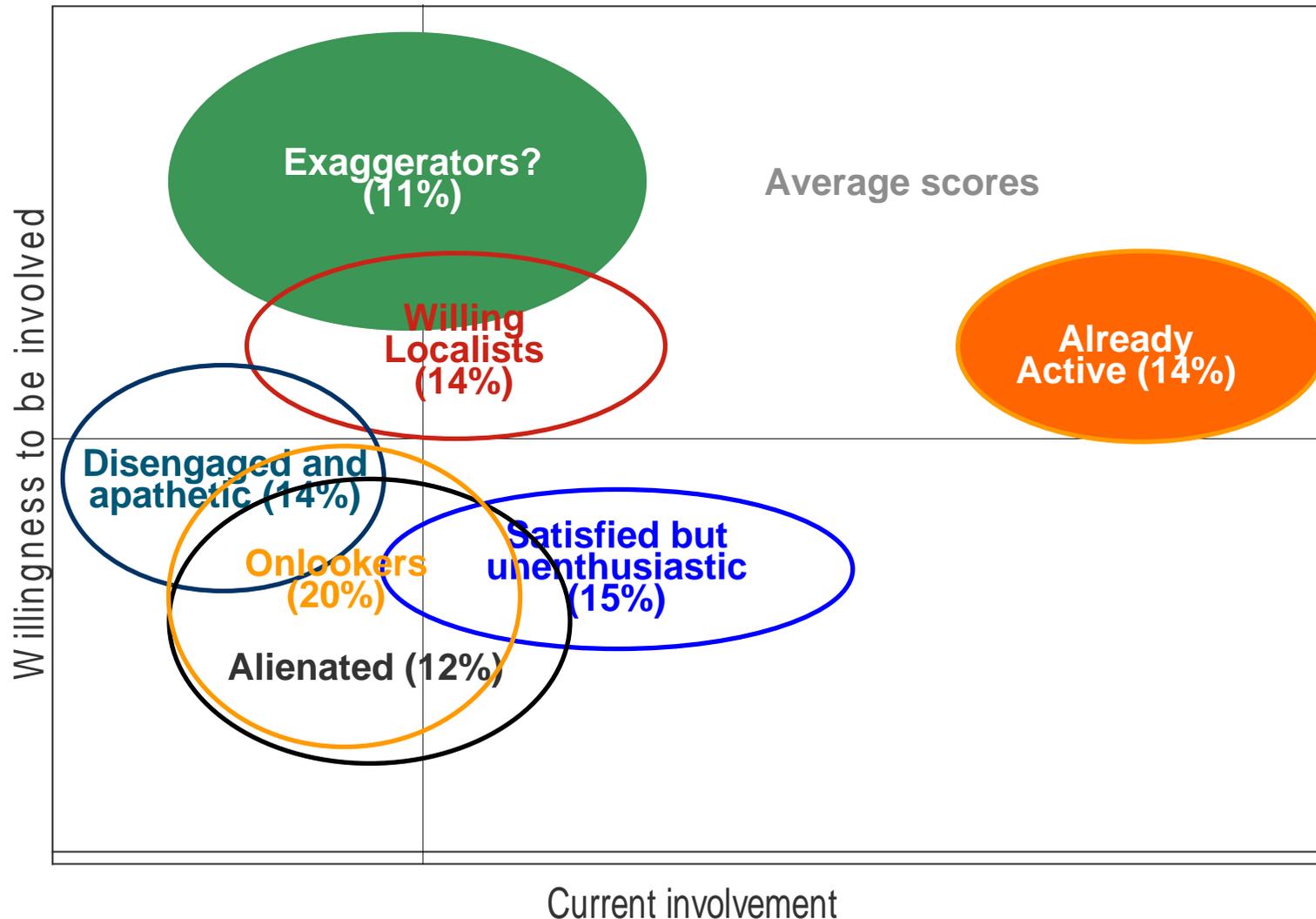
Base: All residents (1,021)

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Base: All respondents who support the idea (835)

Segmenting the population highlights a couple of important points...



Onlookers: happy with the political system but feel no urge to be involved themselves.

Satisfied but Unenthusiastic: are broadly content and not very interested in further involvement.

Already Active: strongly engaged and interested in doing more.

Willing Localists: not already actively involved but seem willing and likely to become involved in most community activities, at least locally.

Disengaged and Apathetic: disengaged without being negative, and with no interest in being more involved.

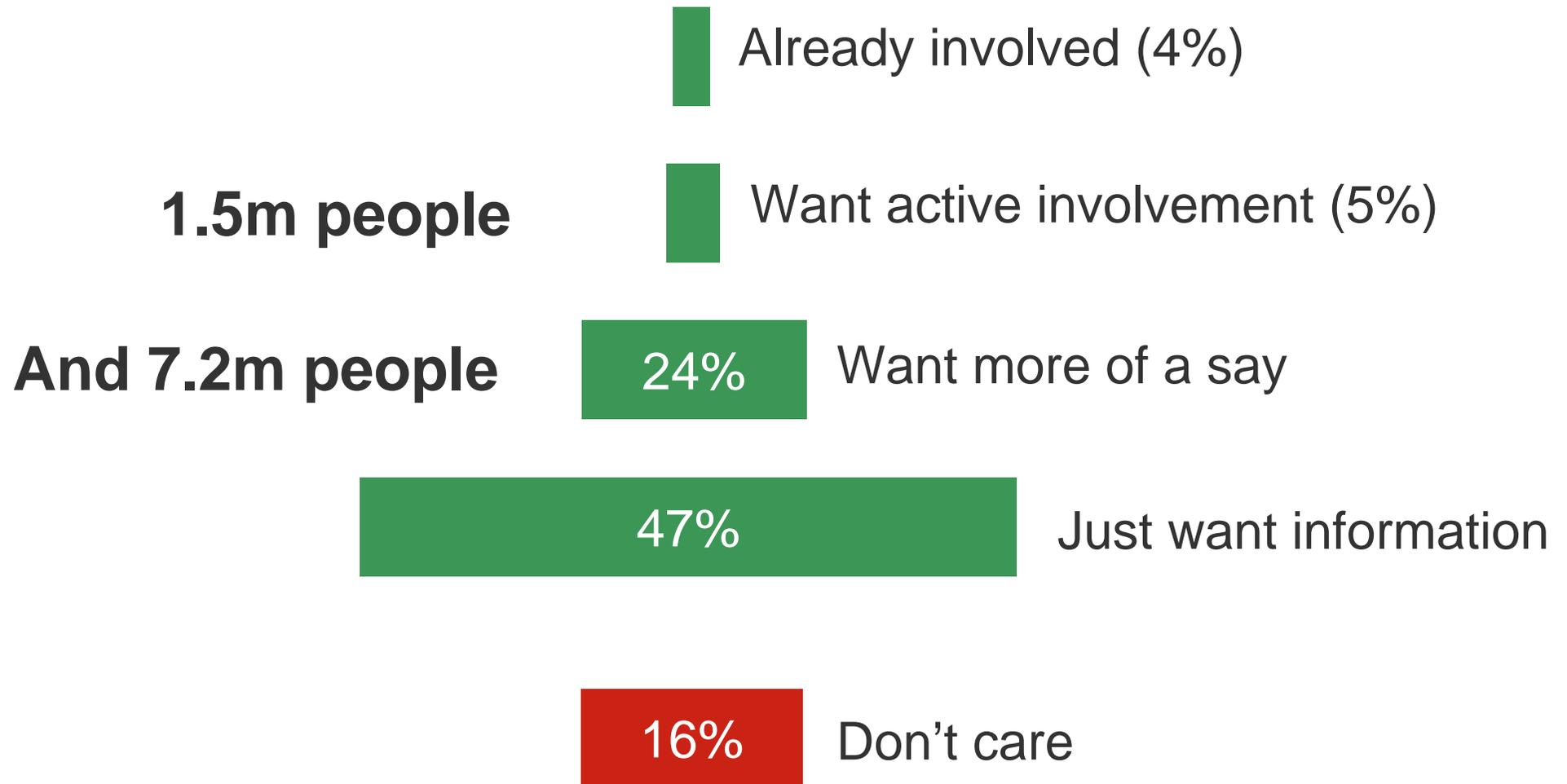
Alienated: have strongly negative views and little interest in being more involved.

Exaggerators: say they want to be more involved but may well be over-claiming.

Source: Hansard Society/Ipsos MORI

However there is still untapped resource

Q Levels of involvement/interest in involvement in local services



*Local focus vital to success of
Big Society*

Example: Your Square Mile – very local social action...

- Currently working with YSM to deliver 16 workshops across the UK
- Actively positioning the events as ‘nothing to do with Government’ and avoiding use of ‘Big Society’ where possible
- After some initial cynicism (we’ve seen this before, it’s all a Government ruse etc) people DO engage
- Each of the fourteen events has developed 4-5 action plans and has nominated volunteers to take it forward (aged 19 – 65+)

“Thank you. I’ve been to loads of things like this but this one felt different. It felt more positive. It felt like things might happen as a result...”

Participant, YSM workshop

What next?

Thank you

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