

# Building Public Trust Awards 2021

## Trust criteria

Complementing subject matter expert opinion, are opinions gathered from members of the general public via online market research. Members of the public provide their personal priorities and opinions as to what they want to see business communicate in order to build and retain trust. The output from consulting members of the public is used to establish our trust criteria. Each of the short listed organisations are considered against our trust criteria to ascertain whether these values are being reported.

## The top things that influence trust in an organisation are:

