

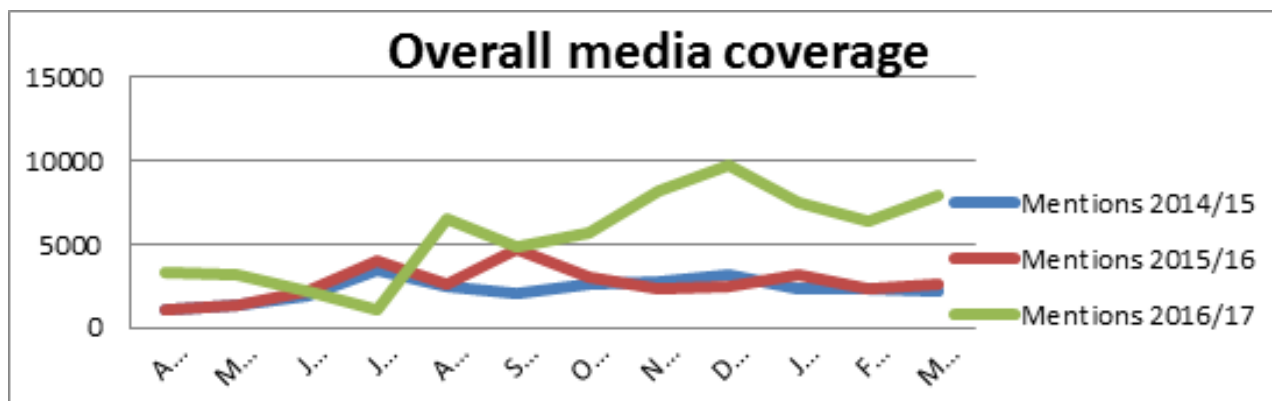
Appendix A

Media

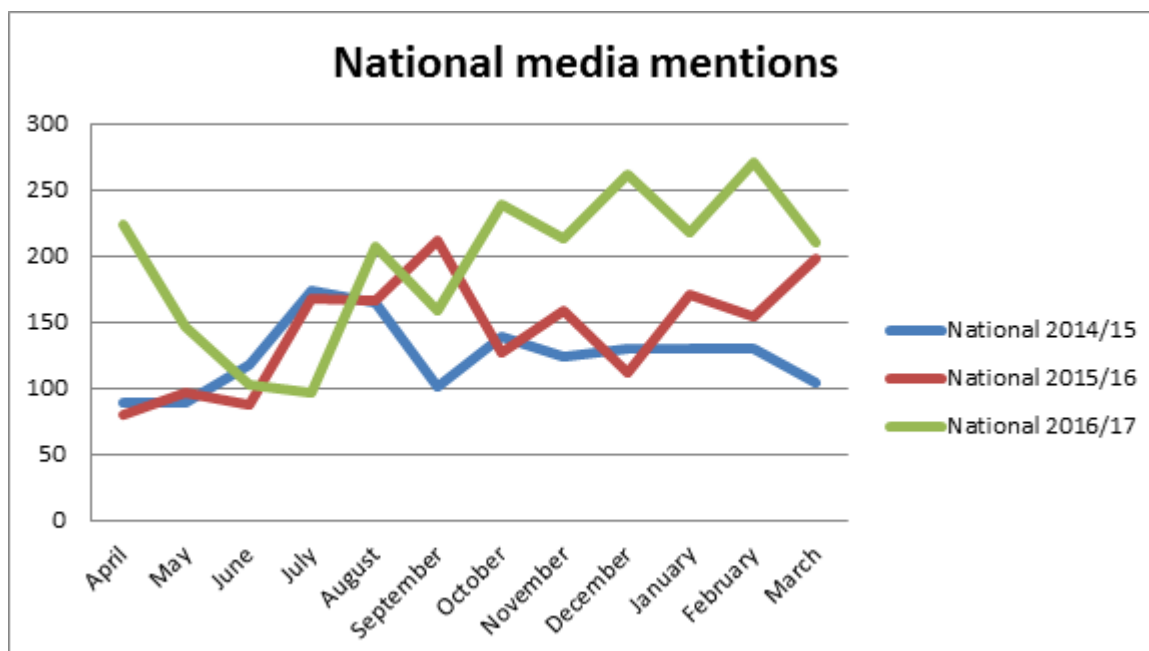
April 2016 – March 2017

Overall media coverage

	Mentions 2014/15	Mentions 2015/16	Mentions 2016/17
April	1085	1048	3249
May	1354	1387	3191
June	1860	2218	2226
July	3467	4028	1020
August	2427	2602	6542
September	2127	4759	4900
October	2651	3086	5714
November	2690	2396	8143
December	3180	2430	9762
January	2298	3196	7449
February	2298	2372	6376
March	2131	2568	7864

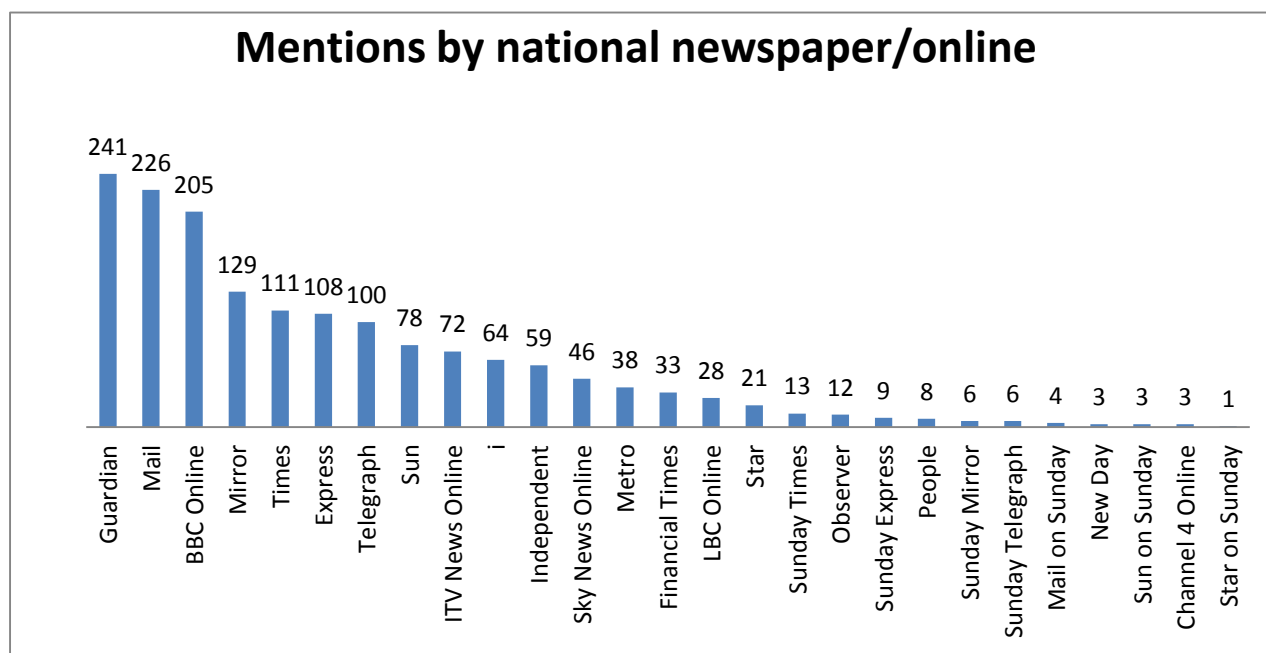


	National 2014/15	National 2015/16	National 2016/17
April	89	80	224
May	89	97	146
June	117	87	102
July	173	167	96
August	164	166	207
September	101	211	158
October	139	126	239
November	123	159	213
December	129	112	261
January	130	171	217
February	130	154	270
March	104	198	210



April 2016-March 2017

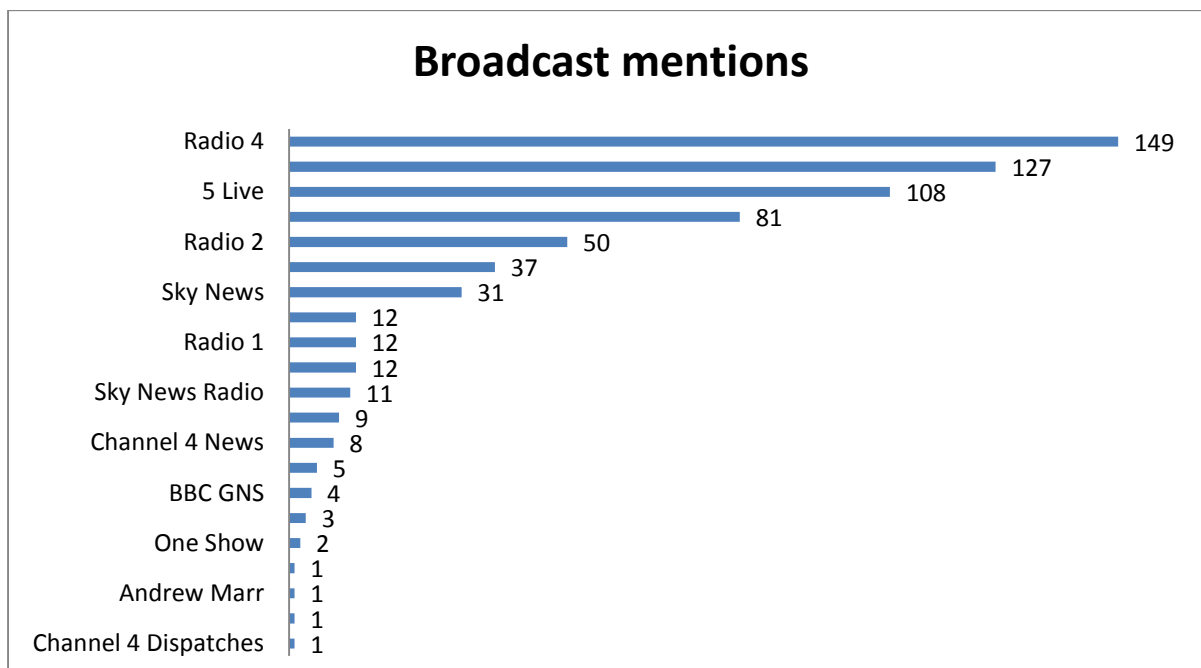
National newspaper/online mentions



The LGA appeared in 27 national newspaper or online outlets during this period, including 22 daily and Sunday newspaper titles. We featured in **The Guardian** and **Mail** the most with 241 and 226 mentions respectively, followed by **BBC Online** (205 mentions) and the **Mirror** (129 mentions).

April 2016-March 2017

Broadcast mentions



Our media work saw **665** episodes of media coverage on national TV and radio during this period, with 149 mentions on **BBC Radio 4** followed by **BBC News** with 127 mentions and then **BBC Radio 5 Live** with 108.

Media releases by campaign

Fair Funding

We issued a total of 17 media releases related to the Fair Funding campaign throughout this period. In the last six months, these have included:

- LGA responds to NAO report on business rates (29 March 2017) (one episode of national coverage)
- LGA Analysis: council tax rises will not fix local government funding crisis (20 February 2017) (five episodes of national coverage)
- Government funding measures leave two thirds of councils worse off in 2017/18, LGA warns (27 January 2017) (seven episodes of national coverage)
- LGA responds to PAC report on financial sustainability of local authorities (18 November 2016) (two episodes of national coverage)
- Councils respond to government announcement on pharmacies (20 October 2016) (three episodes of national coverage).

Social care

We issued 55 media releases related to the social care campaign throughout this period. In the last six months, these have included:

- LGA responds to BBC Panorama home care investigation (20 March 2017) (eight episodes of national coverage)

- Budget 2017: LGA responds to social care funding (8 March 2017)
(21 episodes of national coverage)
- LGA Analysis: council tax rises will not fix local government funding crisis (20 February 2017) (19 episodes of national coverage)
- Care Act faces failure – warn councils (31 January 2017)
(nine episodes of national coverage)
- LGA responds to government social care comments (12 December 2016)
(21 episodes of national coverage)
- Councils respond to UKHCA report on care costs (25 October 2016)
(nine episodes of national coverage).

Housing

We issued 24 media releases related to the housing campaign. In the last six months, these have included:

- More affordable housing promised in White Paper (7 and 8 February 2017)
(eight episodes of national coverage)
- Proportion of 25-year-old homeowners halved in 20 years (22 December 2016)
(18 episodes of national coverage).

Devolution

We issued a total of 18 media releases as part of the DevNext campaign throughout this period, in the last six months these have included:

- Councils respond to publication of Industrial Strategy (23 January 2017)
(one episode of national coverage)
- Devolve funding to increase building and job creation (29 December 2016)
(one episode of national coverage)
- Bus services: new figures reveal reductions forced on councils (12 November 2016)
(15 episodes of national coverage).

Brexit

We issued a total of seven media releases related to Brexit, in the last six months these have included:

- Brexit: councils respond to Great Repeal Bill White Paper (30 March 2017)
(one episode of national coverage)
- UK local government leaders unite in Brexit devolution call (16 November 2016)
(one episode of national coverage)
- LGA responds to Chancellor's EU funding guarantee (4 October 2016).

Children and young people

We issued 93 media releases related to children and young people throughout this period, in the last six months these have included:

- Lack of sex education fuelling sexually transmitted infections (15 February) (14 episodes of national coverage)
- Vital school support services at risk following funding cut (16 March) (eight episodes of national coverage).

Public health

We issued a total of six media releases related to health throughout this period, in the last six months these have included:

- Idyllic countryside masking poor rural health (18 March 2017)
- LGA responds to PM's mental health announcement (9 January 2017)
- LGA responds to MIND data on public mental health funding (8 December 2016) (four episodes of national coverage)
- Councils respond to Education Committee report on mental health of looked-after children (28 April 2016) (four episodes of national coverage).

Reputation

We issued 88 media releases related to the promotion of council reputation. In the last six months, these have included:

- Pavement parking: councils call for ban in London to be rolled out across the country (25 March 2017) (12 episodes of national coverage)
- LGA responds to Government's statement on Dubs amendment resettlement figures (8 February 2017) (13 episodes of national coverage)
- Lorry drivers must use commercial satnavs, say councils, after new catalogue of chaos (28 January 2017) (18 episodes of national coverage)
- LGA responds to RAC foundation report on council parking income (9 December 2016) (16 episodes of national coverage)
- 'Back of van' fire-risk mattress scam prompts warning by councils (8 October 2016) (8 episodes of national coverage).

Sector-led improvement

We issued 24 media releases supporting sector-led improvement. In the last six months, these have included:

- School improvement at risk (30 December 2016) (three episodes of national coverage).

Improving broadband (Up to Speed)

We issued 10 media releases related the Up to Speed broadband campaign throughout this period, in the last six months these have included:

- LGA responds to ASA's call for change in broadband speed advertising (17 November 2016) (one episode of national coverage)
- Call for broadband USO to include social tariff for most in need (20 October 2016) (four episodes of national coverage).

Digital

The following table is a summary of specific Twitter activity across some of the key campaigns from 1 April 2016 - 31 March 2017.

Total activity on Twitter during this period has seen 2,194 tweets sent and total impressions of 5.3 million.

Campaign area	Total tweets	Retweets	Page impressions	Link clicks
#InnovativeTuesday	160	726	375,873	998
Come Back to Social Work microsite	3	32	9,031	34
Up to Speed	88	162	146,673	244
Business rates retention	39	332	109,411	340

Public affairs

Bills

Bus Service Act 2017

We published eight briefings of the Bus Services Bill, including summaries of each key bill highlight. The summaries in total have been viewed 490 times.

- LGA briefing – Bus Services Bill, House of Commons (HoC), report stage (27 March 2017) (10 unique opens, 10 total opens); briefing summary, 10 page views, six unique page views
- LGA briefing – Bus Services Bill, HoC, committee stage (14 March 2017) (19 unique opens, 19 total opens); briefing summary, 17 page views, 15 unique page views
- Bus Services Bill, HoC, second reading (1 March 2017) (33 unique opens, 33 total opens); briefing summary, 37 page views, 31 unique page views
- Bus Services Bill, House of Lords (HoL), third reading, (23 November 2016) (14 unique opens, 14 total opens); briefing summary, 29 page views, 25 unique page views
- Bus Services Bill, committee stage (20 July 2016) (52 unique opens, 52 total opens)
- Bus Services Bill, HoL, report stage, (24 October 2016) (29 unique opens, 29 total opens); briefing summary, 33 page views, 26 unique page views
- Bus Services Bill, HoL, report stage (12 October 2016) (24 unique opens, 24 total opens); briefing summary, 103 page views, 80 unique page views
- Bus Services Bill, committee stage (4 July 2016) (23 unique opens, 23 total opens)

Neighbourhood Planning Bill

We published seven briefings on the Bill, including summaries of each key bill highlight. The summary page has been viewed 516 times. Individual briefings achieved 315 total opens and 292 unique opens, see below.

Individual briefings:

- LGA Briefing – Neighbourhood Planning Bill, HoL, third reading (15 March 2017) (10 unique opens, 14 total opens); briefing summary, 24 page views, 17 unique page views
- Neighbourhood Planning Bill, HoL, report stage (23 and 28 February 2017) (16 unique opens, 21 total opens)
- Neighbourhood Planning Bill, HoL, committee stage (31 January, 2 February 2017) (33 unique opens, 33 total opens); briefing summary, 67 page views, 47 unique page views
- Neighbourhood Planning Bill, HoL, second reading, (17 January 2017) (33 unique opens, 33 total opens); briefing summary, 60 page views, 45 unique page views
- Neighbourhood Planning Bill, HoC, report stage and third reading, (13 December 2016) (43 unique opens, 57 total opens); briefing summary, 40 page views, 30 unique page views
- Neighbourhood Planning Bill, HoC, Public Bill Committee (20 October 2016) (38 unique opens, 67 total opens); briefing summary, 37 page views, 19 unique page views
- Neighbourhood Planning Bill, HoC, second reading (10 October 2016) (86 unique opens, 90 total opens)

Homelessness Reduction Bill

We published eight briefings on the Bill, including summaries of each key bill highlight. The summary page has been viewed 286 times. Individual briefings reached a total of 758 downloads, 622 unique downloads and included:

- Homelessness Reduction Bill, HoL, second reading (24 February 2017) (56 unique opens, 68 total opens); briefing summary, 75 page views
- Homelessness Reduction Bill, HoC, report stage and third reading, (27 January 2017) (109 unique opens, 152 total opens); briefing summary, 129 page views
- Homelessness Reduction Bill, HoC, Public Bill Committee, (14 December 2016) (62 unique opens, 62 total opens); briefing summary, 90 page views
- Homelessness Reduction Bill, HoC, Public Bill Committee, (7 December 2016) (52 unique opens, 57 total opens); briefing summary, 62 page views
- Homelessness Reduction Bill, HoC Public Bill Committee, (30 November 2016) (43 unique opens, 48 total opens); briefing summary, 49 page views
- Homelessness reduction Bill, HoC, second reading, (28 October 2016) (257 unique opens, 314 total opens); briefing summary, 320 page views

- Effect of government proposals on supported housing, HoC (29 November 2016) (19 unique opens, 19 total opens); briefing summary, 54 page views
- Housing shortage impact on young people, HoL (3 November 2016) (24 unique opens, 38 total opens); briefing summary, 51 page views.

Children and Social Work Bill

We published ten briefings on the Bill, including a summary page for each key bill highlights. The summary page has been viewed 411 times. The bill briefings received 356 total downloads, 311 unique downloads and included the following in the last six months:

- Children and Social Work Bill, HoC, remaining stages (7 March 2017) (29 total opens, 24 unique opens); briefing summary, 25 page view, 22 unique page views
- Children and Social Work Bill, HoC, committee stage (13 December 2017) (92 total opens, 82 unique opens); briefing summary, 47 page views, 41 unique page views
- Children and Social Work Bill, HoC, second reading (5 December 2016) (29 total opens, 29 unique opens); briefing summary, 22 page views, 15 unique page views
- Children and Social Work Bill, HoL, third reading (23 November 2016) (34 total opens, 29 unique opens)
- Children and Social Work Bill, HoL, report stage, (8 November 2016) (29 total opens, 14 unique opens); briefing summary, 58 page view, 41 unique page views
- Children and Social Work Bill, report (18 October 2016); briefing summary, 29 page views, 22 unique page views
- Children and Social Work Bill, HoL, second reading (14 September 2016) (29 total opens, 29 unique opens).

The Digital Economy Bill

We published eleven briefings on the Bill, including a summary page for each key bill highlights. The summary page has been viewed 476 times. The bill briefings received a total of 233 downloads, 222 unique downloads.

Individual briefings:

- Digital Economy Bill House of Lords, Third Reading (29 March 2017) 19 total opens, 19 unique opens, briefing summary 19 page views, 12 unique page views
- House of Commons debate on broadband speeds and advertising (8 March 2017), 5 total opens, 5 unique opens, briefing summary 28 page views, 20 unique page views
- LGA Briefing - Digital Economy Bill, House of Lords, Report Stage, (22 February 2017), 19 total opens, 19 unique opens, briefing summary 22 page views, 15 unique page views
- Debate on the rollout of superfast broadband to rural communities, House of Commons, (21 February 2017) 5 total opens, 5 unique , briefing summary 16 page views, 13 unique page views
- Digital Economy Bill, House of Lords, Committee Stage, (31 January 2017) 22 total opens, 17 unique opens , briefing summary 39 page views, 30 unique page views

19 July 2017

- LGA briefing - Broadband Universal Service Obligation, House of Commons, (15 December 2016) 19 total opens, 14 unique opens, briefing summary 39 page views, 27 unique page views
- Digital Economy Bill House of Lords, Second Reading (13 December 2016) 24 total opens, 19 unique opens, briefing summary 22 page views, 17 unique page views
- Digital Economy Bill - HOC, Report Stage & 3rd Reading, (28 November 2016) 19 total opens, 19 unique opens
- Rollout of superfast broadband, HOL (27 October 16) 24 total opens, 19 unique opens, briefing summary 75 page views, 48 unique page views
- Digital Economy Bill, HOC, Public Bill Committee, (20 October 2016) 24 total opens, 19 unique downloads, briefing summary 52 page views, 35 unique page views
- House of Commons, Second Reading (13 September 2016) 53 total opens, 46 unique opens

Brexit

We also wrote three briefings for members on the LGA website reaching a total of 1,194 downloads, 1,088 unique downloads. In the last six months these included:

- The United Kingdom's exit from and new partnership with the European Union, February 2017 (146 downloads, 127 unique downloads)
- Local Government and the EU December 2016 (258 downloads, 244 unique downloads)

We have worked on a number of other Bills throughout this period. Highlights include:

Other Bills supporting LGA priorities

LGA Briefing - Westminster Hall debate on child poverty, 20 December 2016

HOC Opposition day debate on education and social mobility, 22 November 2016

HOL debate on root causes of child poverty, 17 November 2016

LGA Briefing: HOC debate on reductions to Employment Support Allowance and Universal Credit, 17 November 2016

LGA briefing: Westminster Hall debate on apprenticeship funding, 1 November 2016

House of Lords debate on social mobility, 27 October 2016

Policing and Crime Bill

The summary page view for the following bill briefings reached 448 total page views, 350 unique page views.

LGA briefing - Policing and Crime Bill, House of Lords, Third Reading, 19 December 2016

Policing and Crime Bill, House of Lords, Report Stage, 7 December 2016

Policing and Crime Bill - HOL, Report Stage, 30 November 2016

LGA briefing, Policing and Crime Bill, HOL, Committee stage, 9 November 2016

LGA briefing, Policing and Crime Bill, HOL, Committee stage, 2 November 2016

LGA briefing, Policing and Crime Bill, Committee stage, 26 October 2016

Education

House of Commons Opposition day debate on education and social mobility, 22 November 2016

Young People

The summary page view for the following bill briefings reached 64 total page views, 53 unique downloads.

National Citizen Service Bill - Second Reading, House of Commons, 16 January 2017

National Citizen Service Bill - Second Reading, House of Lords, 25 October 2016

Parliamentary mentions

The LGA has been quoted 1,053 times in Parliament, which equates to being quoted 4 times each day Parliament sat to debate policy and legislation. Of these quotes, 691 were in the House of Commons and 362 were in the House of Lords. 75 per cent of these mentions in Parliament were positive, 25 per cent and 0.1 per cent negative (see below graph).

The below charts provide an illustration of the source of the mentions (House of Commons and House of Lords) and the type (parliamentary debate, parliamentary question and Select Committee).

House of Commons/House of Lords mentions

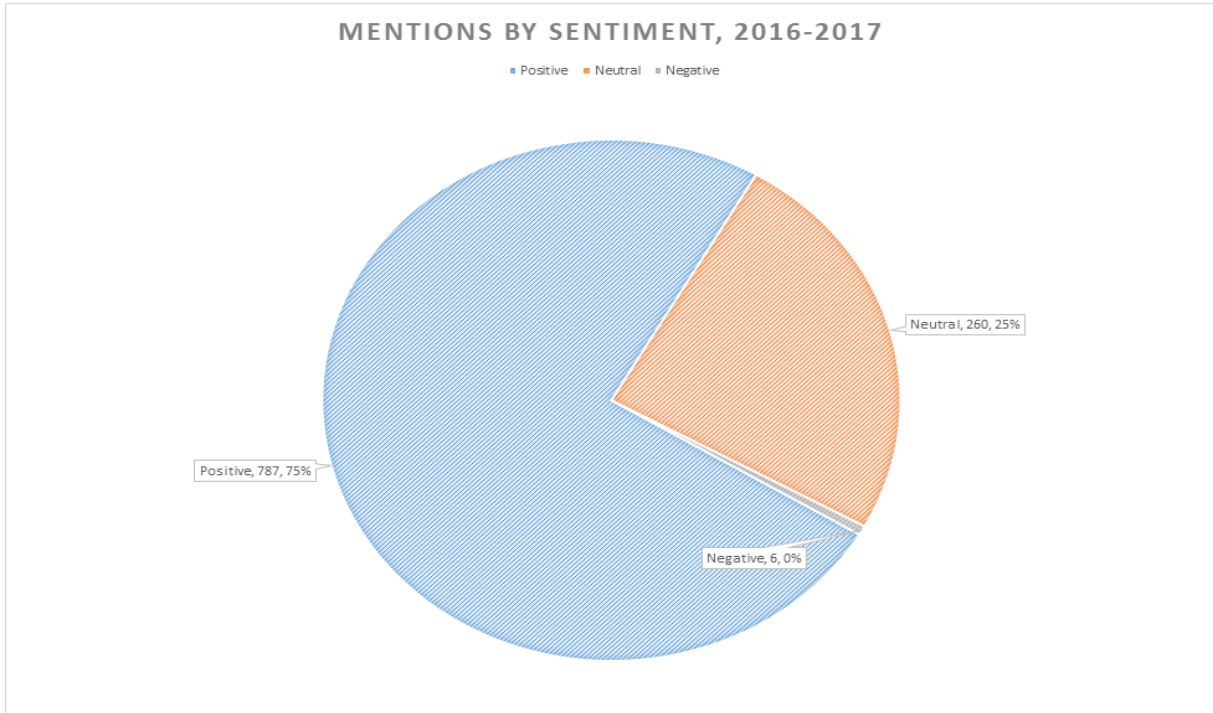
Source	Type	Total for Session	Sentiment		
			Positive	Neutral	Negative
Commons	Chamber debate	157	139	17	1
Commons	Westminster Hall debate	33	30	3	0
Commons	Written answer	97	93	4	0
Commons	Oral answer	17	16	1	0
Commons	Written question tabled	8	7	1	0
Commons	Oral question tabled	4	4	0	0
Commons	Committee evidence session	233	168	63	2
Commons	Public Bill committee	122	96	26	0
Commons	Written ministerial statement	7	7	0	0
Commons	Early day motion	5	5	0	0
Commons	General committee session	5	5	0	0

Commons	Joint committee evidence	3	1	2	0
Lords	Debate	258	129	127	2
Lords	Written answer	33	33	0	0
Lords	Oral answer	24	12	12	0
Lords	Written question tabled	14	14	0	0
Lords	Oral question tabled	3	1	2	0
Lords	Committee evidence session	29	26	2	1
Lords	Future business	1	1	0	0

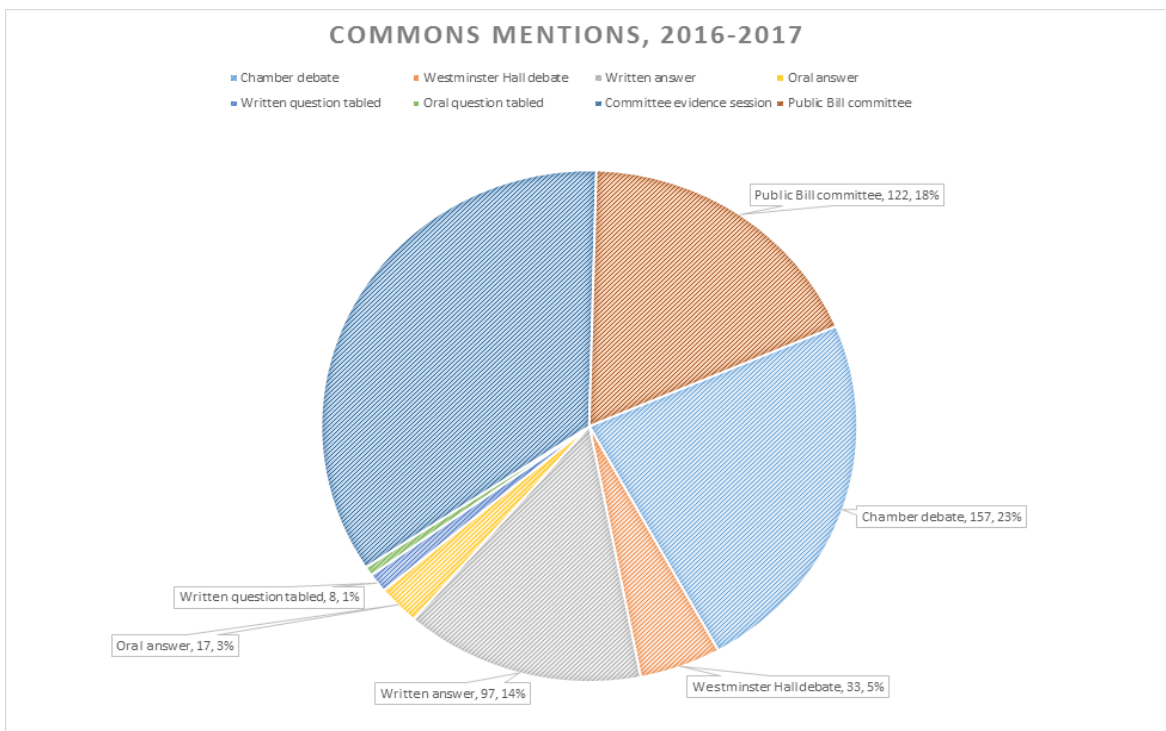
Headline figures

	Sitting days	All	Mentions/ day	Positive	Neutral	Negative
Commons	141	691	4.90	571	117	3
Lords	140	362	2.59	216	143	3
	Sitting days	Mentions 19 May 16 - 3 May 17	Mentions/day	Positive	Neutral	Negative
Total	281	1053	3.75	787	260	6

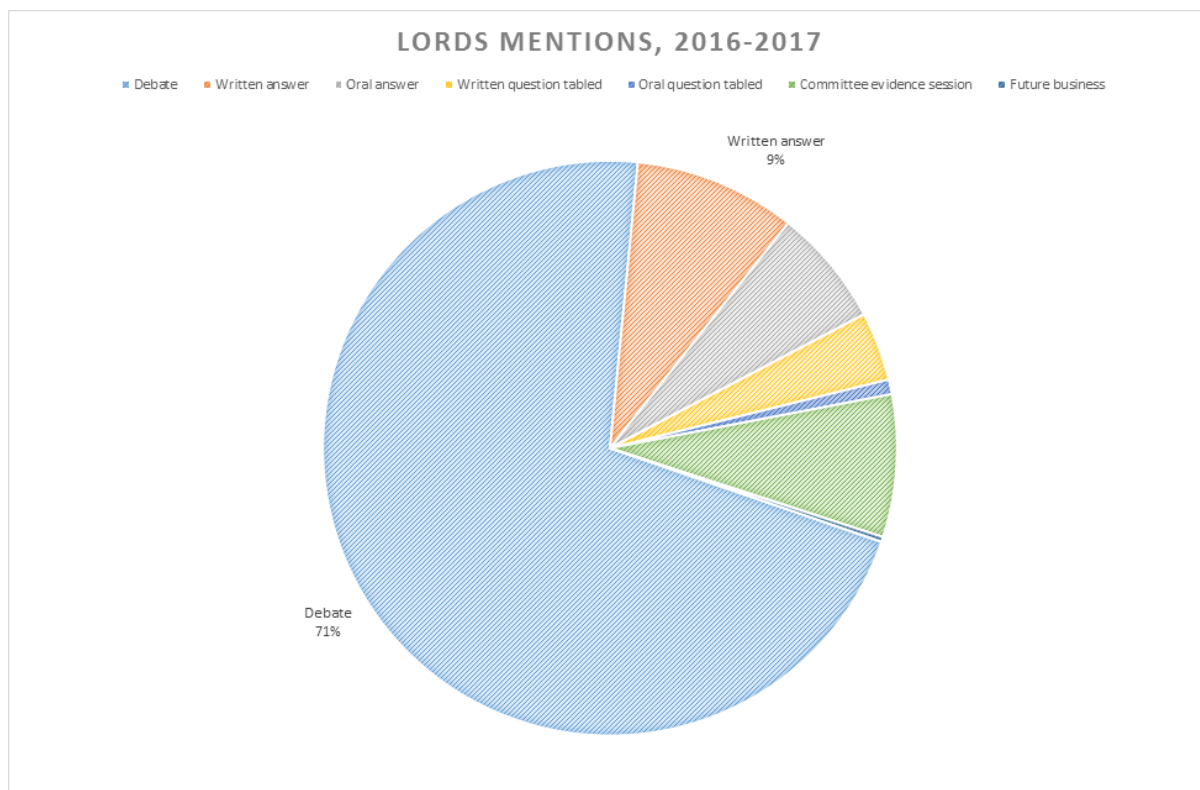
Mentions by sentiment



Commons mentions by type



Lord mentions by type



Events

We have organised and delivered 83 events from April 2016 to March 2017 including the flagship LGA Annual Conference and Exhibition 2016 with over 1,500 attendees which took place in Bournemouth last year.

Eighty-four per cent of the events run so far were free to attend for delegates attending from our member authorities. Eighteen per cent of these events although free to attend were income generated as the LGA charged EMP's to organise them.

Sixteen per cent of events were run on a fully commercial basis including the LGA's Annual Conference and Exhibition.

The commercial events have made over £804K net income so far this financial year.

We have engaged with 7,254 delegates over the last year with 76 per cent of our audiences being made up of member authority delegates (35 per cent councillor / 65 per cent officer). Thirty-five per cent of our events have been held in regions.

Our lead members have helped to raise awareness of LGA priorities and objectives and raise money from speaking at several externally organised events on topics such as: the next steps for school funding; school place planning and working together to tackle FGM.