

## Appendix A: Perceptions survey 2016/17 - Action plan

Recommendation	Actions	Timescale	Owner
<b>A. Improve council understanding of the LGA, our work and our support offer</b>			
<b>1. Visits to councils</b> – Face-to-face contact with councillors and officers is highly valued	Continue to develop our programme of visits to councils	Ongoing	SMT/Group Offices/ Principal Advisers
	Ensure during council visits front-line councillors are involved wherever possible	Ongoing	SMT/Group Offices/ Principal Advisers
	Offer to provide feedback to full council/front-line councillors from peer review work in councils	Ongoing	SMT/Group Offices/PAs/Improvement Team
	Continue to offer regional induction events for new councillors	Ongoing	Principal Advisers/Group Offices
	More widely promote our collective action/legal work on behalf of member councils.	Ongoing	Legal/Communications
	Target communications to raised awareness of key areas of our work, as raised in the survey.	Ongoing	Policy/Finance/Communications

**B. Improve access to information for all councillors**

<b>2. First magazine</b> – Maximise First as this is the main channel front-line councillors prefer for receiving information from the LGA	Repeat last year's initiative for a personal letter to go out to all councillors with July edition of First from the LGA Chairman. This will help encourage front-line councillors to contribute and will promote letters page.	July 2018	Communications
	Undertake comprehensive review of first	September 2018	Communications
	Launch new First microsite and develop mobile device version	October 2018	Communications
<b>4. Membership packs</b>	Continue to work to improve bespoke membership packs for all councillors	By February 2018	Corporate Services/Executive Office/Group Offices/Communications
<b>5. Member bulletins</b>	Keep all bulletins under review, including group bulletins to ensure they are relevant and useful to target audiences.	October 2018	Communications
	Undertake data cleaning of all distribution lists (ahead of GDPR legislation)	May 2018	Communications
<b>6. LGA website</b>	Continue promotion of new, improved tailored website	Ongoing	Communications

<b>7. Engagement</b> – Further develop opportunities for engagement with the LGA	More personal communication with front-line councillors to involve them more in initiatives such as #OurDay and Local Democracy Week.	Ongoing	Communications/Group Offices
<b>C. Develop an events' programme that is relevant for all councillors</b>			
<b>8. Ensure events programme continues to reflect members' interests</b>	Ensure we deliver target of 60 per cent free events for LGA members and promote as a member benefit.	Ongoing	Communications
	Further promote our annual conference offer to front-line councillors of five free places per group.	Ongoing	Communications
	Further develop our regional events programme and highlight to member councils.	Ongoing	Communications
	Ensure LGA attendance at external events such as party conferences promotes the work of the LGA and member benefits	Ongoing	Communications/Group Offices

<b>D. Demonstrate the value of the LGA's Parliamentary work</b>			
<b>9. Highlight the LGA's influence, including 'wins' for local government through our Parliamentary work</b>	Send all councillors our annual 'LGA in Parliament' report.	June 2018	Communications
	Further promote our parliamentary bulletin to a wider range of councillors and officers – explore costs of sending a copy to all Leaders, CEXs, and front-line councillors.	Ongoing	Communications
	Further promote and expand the LGA's local public services communications and public affairs network	Ongoing	Communications
<b>E. Demonstrate the value of the LGA's media work</b>			
<b>10. Highlight the LGA's media activity to demonstrate the importance of the LGA speaking with 'one voice' for local government</b>	Continue to promote our media and parliamentary work on behalf of councils.	Ongoing	Communications
<b>F. Clearly communicate the LGA's improvement offer to councils</b>			
<b>11. Communicate a clear menu of improvement support available</b>	Continue our sector led improvement campaign to demonstrate the value of the programme to councils.	Ongoing	Improvement Team/Communications
	Promote the newly created 'Our Support' and best practice case studies sections on the new LGA website	Ongoing	Communications