

## **Communications report (April 2018 to September 2018)**

### **1. Purpose of report**

To update Leadership Board on the LGA's communications activity and the progress with our corporate campaigns for the first six months of the year.

### **2. Summary**

This report reflects the priorities identified in the organisation's business plan. It tracks and records key communications activity for the past six months and how communications has contributed to achieving our key priorities.

#### **To support our organisational priorities, between April 2018 and September 2018 we:**

- Secured commitments from the Government to scrap the housing borrowing cap, provide £240 million in additional investment for adult social care, and ban combustible cladding.
- achieved 26,270 episodes of media coverage in national, regional, trade, broadcast and online publications, on track for the target of 46,000 for the year until March 2019
- submitted 30 pieces of written and oral evidence to Parliamentary inquiries including inquiries on council finances, Brexit, adult social care funding, housing and children's mental health
- briefed for 42 Parliamentary debates in both the House of Commons and House of Lords
- supported our councillors to promote the LGA's key priorities at over 50 party conference events
- drove 894,582 visitors to the LGA website (a 127 per cent increase compared to the same period last year) and 2,205,191 page views (a 79 per cent increase); sent 663 bulletins to 2,831,403 recipients
- produced 220 marketing documents, including major publications, posters, workbooks, summaries and social media content
- reached more than 24,190 followers on our Twitter channel @LGAComms
- organised and delivered 29 events – 10 per cent of which have been commercial – attended by 3,831 delegates, generating over £758,000 net income so far of the total target of £1.4 million for this financial year
- A total of 73 communications support and improvement recommendations were made for councils in receipt of a health check or three day communications review.

#### **Recommendations**

Leadership Board is asked to note the communications activity for the period April 2018 to September 2018.

<b>Action:</b>	None
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### **3. Funding for local government and fair funding**

During this report period, our campaign has continued to address the overall funding gap faced by local government. Our latest analysis launched at our Annual conference estimates that local services face a funding gap of £7.8 billion by 2025 if no action is taken at the 2019 Spending Review. We have also continued our calls on Government to allow councils to keep all of the £26 billion in business rates it collects each year and stepped up our campaigning on behalf of councils as we engage with the Fair Funding Review, business rates retention, and the 2019 Spending Review.

In the period of this report, significant work preparing for the upcoming Spending Review has taken place. In the coming months the teams' focus will be on highlighting our calls for the Spending Review.

Our Autumn Budget submission focuses on the need to provide councils with the funding, powers and flexibility to secure future sustainability and enable local government to continue to make a positive difference.

The LGA has been awarded £1.5 million from the Cabinet Office to help improve and enhance councils' cyber security systems. This will help establish good practice and look at how this can be shared with other councils, as well as identifying those councils that could benefit from additional support.

The Public Accounts Committee (PAC) published a report into the financial sustainability of local authorities.. The report reiterated our funding gap analysis, and highlighted the the pressures and financial uncertainty councils face. It called on the Government to understand and tackle these challenges.

The Housing, Communities and Local Government Committee published a report into business rates retention. The positive recommendations included urging the Government to ensure the additional revenue available through further retention is used to meet the funding gap facing local government rather than transferring in grants, to provide additional funding to compensate authorities for significant losses due to appeals, and to devolve further fiscal powers to local government.

We launched a campaign in July 2018 to build the case for investment in local services. Our new report 'Local government funding: moving the conversation on' starts the new thinking around building the case for long term, sustained investment in local government, as well as laying out the positive outcomes this would deliver for the country.

Our campaigning contributed to the Government confirming that it has amended legislation in order to protect the free bus travel scheme for passengers over 65 or with a disability. We have called on the Government to commit to fully fund the concessionary schemes which are currently being subsidised by councils by £200 million a year.

We published two modelling tools which focus on the main parts of the Government's Fair Funding Review, providing member authorities with a set of tools to evaluate the impact of

future proposals arising from the Fair Funding Review, or to enable councils to develop their own proposals.

**We supported this work by:**

- generating 80 per cent supportive media coverage on council funding through proactive media work
- publishing our report 'Local government funding: Moving the conversation on', downloaded 963 times and 400 printed copies distributed
- Commissioning ComRes polling which found that 81 per cent of MPs agreed that councils should have more control over local taxes such as Council tax and business rates. 83 per cent of peers agreed with this statement.
- producing a series of parliamentary briefings, addressing funding issues including business rates, council tax, universal credit and concessionary bus passes, which achieved 802 summary page views
- delivering one event, reaching 37 people
- driving 8,959 unique page views (13,023 total views) to the finance and business rates hub.

**Media**

We issued 26 media releases related to fair funding throughout this period achieving 141 episodes of national coverage. In the last six months the story which received the most amount of coverage was 'Councils face almost £8 billion funding black hole by 2025' (3 July 2018), generating 11 episodes of national coverage including the Guardian, Mirror, Express Online and Guardian Online. Chairman Lord Porter's address to the LGA Annual Conference 2018 was reported in the Huffington Post and also in Paul Waugh's Huffington Post blog. Lord Porter's speech was also referenced on BBC Radio 5 Live, Guardian and BBC radio 4's World at One.

80 per cent of our coverage was proactive and 80 per cent of our coverage was positive.

There have been 31 articles in First magazine highlighting our work on council funding.

**Campaigns and digital**

Over the last six months we planned, designed and produced promotional content, videos and social media content to create awareness of the funding crisis councils face.

Key outputs:

- Almost 7,000 views of our Business Rates retention webpage; the unique page views were up by 26 per cent compared to the previous six months.
- Over 1,000 views of our fair funding review modelling tools webpage
- 16 updates across LinkedIn achieving over 76,620 impressions, 1,346 clicks and 584 engagements
- 41 tweets published promoting our key asks, reaching 116,440 people.

## **Public affairs**

We provided a comprehensive programme of public affairs engagement to highlight the important work of local government and make our case for sustainably funding councils. Key highlights included:

- Across the 2018 conferences, our councillors spoke at a range of debates and roundtables at which our key policies on council finances were discussed. In particular, we hosted a debate on social mobility and the 2019 Spending Review at the Liberal Democrat Party Conference and debates on the importance of the 2019 Spending Review at the Labour and Conservative Party conferences. This was an opportunity to set out why we need to invest in local communities and to highlight our key priorities including fiscal devolution, social care, children services and housing.
- The Housing, Communities and Local Government Committee published a report into business rates retention, following evidence from our Deputy Chairman, Cllr Simmonds. Positive recommendations included urging the Government to ensure the additional revenue available through further retention is used to meet the funding gap facing local government rather than transferring in grants, to provide additional funding to compensate councils for significant losses due to appeals, and to devolve further fiscal powers to local government.
- In May, our Chief Executive, Mark Lloyd, provided evidence on the LGA's behalf to the Public Accounts Committee's (PAC) inquiry into the financial sustainability of local authorities. Following this, the PAC's report reiterated our funding gap analysis in recognising the pressures and financial uncertainty councils face, with MPs calling on the Government to understand and tackle these challenges. It also highlighted the importance of putting local government on a long-term sustainable financial footing.
- We briefed MPs ahead of a debate on the review of business rates, focussing on the responsiveness to local needs and the need to incentivise local growth.
- We briefed MPs and submitted evidence on the Rating (Property in Common Occupation) and Council Tax (Empty Dwellings) Bill 2017-19, which includes measures on the "staircase tax" and empty homes. We made the case for any financial losses by councils resulting from the Bill to be fully funded by the Government.
- We briefed MPs ahead of the debate on concessionary bus passes, focussing on the funding pressures faced by local bus services.

## **Events**

We held one event related to funding in the last six months. This was a joint event organised by the LGA and MHCLG where senior officers from councils considering applications had the opportunity to learn more about the business rates pilot programme, how pilots will be evaluated and how to make their application.

## **4. Adult social care**

Our work on social care has seen us work together with councils and partners to call for the Government to commit to addressing the £3.5 billion funding gap by 2024/25 just to maintain existing standards of care. We continue to make the case for social care to be put on an equal footing with the health service, and for urgent funding to invest in prevention work.

Following the delay to the Government care and support green paper we published our own social care green paper 'The lives we want to lead'. This work is supported by all political parties within the LGA, covering issues surrounding the future of care and support for all adults and how we pay for it.

As part of our wider campaigning around health and care services, we have called on the Government to cancel further reductions to essential prevention work and early intervention services being hampered by a £600 million reduction in councils' public health budgets by central government between 2015/16 and 2019/20.

As part of plans to ease winter pressures, the Secretary of State for Health and Social Care, Matt Hancock, [announced](#) £240 million in additional funding for adult social care this winter. As we said in our [response](#), this injection of desperately-needed funding recognises the role of councils in achieving a sustainable health and care system. However, the pressures facing social care are year-round and continued short-term bailouts are not the answer. We continue to push for a sustainable funding solution through our own social care green paper.

Our social care green paper 'The lives we want to lead' sets out our vision for the future of social care and to health and wider wellbeing. We conducted our own process of engagement and consultation seeking as wide a selection of views as possible, building momentum and helped stimulate a truly nationwide debate. Overwhelming support has been received from key stakeholders, politicians, councils, charities, care providers and the wider community. We will reflect on our consultation findings in a further publication in time to influence the Government's plans; not just its Green Paper, but also the forthcoming Autumn Budget, the 10-year NHS Plan and the Spending Review.

Lord Porter, shared a copy of our green paper with the Chancellor of the Exchequer, Philip Hammond. The Chancellor also gave evidence to Peers, updating that Parliament that the Government's social care green paper would look at a range of funding options..

As part of our efforts, we also published a series of think piece reports to raise awareness setting out why adult social care matters.

Results from our recent surveys show 96 per cent of councils and lead members believe there is a major funding issue with adult social care; 89 per cent said taxation must be part of the long-term solution to fund it, and 87 per cent of the public support more funding.

The Public Accounts Committee backed our call for a long-term solution to the adult social care funding crisis.

The joint inquiry into long-term funding of social care led by the Health and Social Care Committee and the Housing, Communities and Local Government reflected a number of the points we raised in our evidence, including the need for more funding to help balance spending on all services alongside adult social care budgets and recognition of the central role housing and public health, alongside health and social care services.

Senior Vice-Chair, Cllr Nick Forbes, met with the then Secretary of State for Health and Social Care, Jeremy Hunt MP, to discuss Adult Social Care and Cllr Simon Blackburn provided oral evidence to the Home Affairs Committee emphasising the need for greater investment in early intervention and prevention services.

**We helped deliver this by:**

- issuing 87 proactive media releases, achieving a total of 98 per cent positive coverage
- launching our own green paper achieving 4,577 downloads, 9,670 page views, 9,333 summary green paper page views and a dedicated website including resources to support councils' conversations with local organisations and communities viewed over 64,000 times
- reaching 502 responses to the green paper, including 302 to the main paper, 129 to the simplified version, six to the 'easy read' and 65 through email and post
- organising two sounding boards and five focus groups for key stakeholders on our green paper priorities
- publishing our think piece series 'Towards a sustainable adult social care and support system' reaching more than 10,850 page views
- launching our social care report 'A sustainable adult social care and support system for the long term: moving the conversation on' at LGA Annual Conference 2018 downloaded 430 times
- producing nine social care briefings for parliamentary debates, read 1,948 times
- Polling MPs and peers which found that 84 per cent of MPs and 76 per cent of Peers, agree that funding for adult social care should increase.

**Media**

We achieved 329 episodes of national coverage for this area. Our most reported story was 'LGA launches own green paper as adult social care reaches breaking point' (31 July 2018) which achieved 26 episodes of national coverage, including Councillor Izzi Seccombe interviewed on BBC radio stations. LGA Vice Chairman Cllr Marianne Overton interviewed live on Sky News and Sky News Radio and LGA Deputy Chairman Cllr David Simmonds appeared on the BBC Victoria Derbyshire Show, and BBC Radio 5 Live. Community Wellbeing Board Vice Deputy Chair, Cllr Richard Kemp, was also interviewed on BBC radio stations. Coverage also included the Telegraph, Independent and Guardian Online.

Our Deputy Chairman, Cllr Izzi Seccombe, wrote about the launch of our green paper in the Times Red Box and the Municipal Journal in August 2018

Cllr Nick Forbes wrote a comment piece on the 'Predicted rise in care needs', published in the Daily Express.

Carers World Radio broadcast a special programme dedicated to our green paper on 26 September 2018

There have been 36 items in First magazine.

## **Campaigns and digital**

The adult social care green paper has been our most successful campaign during this period when taking into account the number of downloads and page views.

Key outputs:

- top webpage on our website 'The Green Paper', received over 15,521 page views
- our Easy Read paper downloaded 418 times
- communication pack for councils downloaded 430 times
- facilitators pack downloaded 359 times
- 500 individual contributors to the online #FutureofASC debate reached more than 4 million people
- 139 tweets promoting the consultation reached over 597,180 people
- five promoted posts on Facebook reached 80,067 people
- over 72,562 total video views (including YouTube, LinkedIn, Twitter and Facebook)
- 34 updates across LinkedIn achieving 141,180 impressions, 1,984 clicks and 1,205 engagements
- fifteen LGA email bulletins published our green paper, reached over 42,108 recipients during launch week and almost 57,140 to date.

## **Public affairs**

Key highlights from the period include:

- At the party conferences, we supported our councillors by briefing for a range of debates and roundtables on health and social care. Our social care green paper also featured heavily in our debates on the 2019 Spending Review. At the Conservative Party conference, the Secretary of State for Health and Social Care, Matt Hancock, [announced](#) £240 million in additional funding for adult social care this winter.
- We hosted a social care briefing event in Parliament, attended by MPs and Peers from across the House. We discussed the challenges facing social care and the possible solutions.
- Our Deputy Chief Executive, Sarah Pickup, provided oral evidence to the joint inquiry by the Health and Social Care Committee and the Housing, Communities and Local Government inquiry in to the long term funding for social care. This focused on calling on the Government to give adult social care with the same parity as the health service. The Committees published their report in June, reflecting a number of the points we raised, including the need for more funding to help balance spending on all services alongside adult social care budgets and recognition of the central role housing and public health, alongside health and social care services.
- Provided councils with a briefing on payment for sleep-in shifts in social care. We continue to highlight to Ministers the likely consequences across the system should there be no Government funding to deal with historic, current and future costs from sleep-in payments.
- Briefed peers ahead of Committee Stage of the Mental Capacity (Amendment) Bill in the House of Lords. The Bill seeks to reform the current deprivation of liberty safeguards (DoLS) system

## 5. Housing

We have continued to highlight how councils can do more if given further powers to borrow to invest in new council housing, the right to keep 100 per cent of Right to Buy receipts to replace sold homes, certainty over future rents, powers to make sure developers build approved homes in a timely fashion, and adequately funded planning departments so councils can cover the cost of processing applications. To achieve our ambitions to end homelessness, we are calling for councils to be given powers and funding to adapt welfare reforms and increase the supply of genuinely affordable housing.

The Prime Minister has announced plans to scrap the cap on the amount councils can borrow against our Housing Revenue Account assets. This follows years of campaigning by councils and the LGA on the issue.

There are some positive signs in the Government's Social Housing Green Paper consultation, as a result of our campaigning. This includes the Government considering allowing local authorities to hold receipts they currently retain for five years instead of three and the Prime Minister's recent announcement of an additional £2 billion funding for social housing.

The Housing, Communities and Local Government's Committee's final report on land value capture, called for the Government to implement several of the recommendations we made in our evidence, including on reforms to land compensation and compulsory purchase laws, and on providing councils with extra support to ensure they have a stronger hand in negotiations with developers.

The Government's Rough Sleeping Strategy includes proposals that reflect the recommendations from the LGA-chaired Prevention Task and Finish Group, such as a renewed focus on the role of local homelessness strategies, and the piloting of 'Somewhere Safe to Stay' schemes, including £17 million funding for people at immediate risk of sleeping rough. We also argued for an integrated fund, which brings together health care funding with social care, housing and homelessness to end rough sleeping. The announcement of £30 million on health services for people sleeping rough goes some way towards achieving that. Following this the Government announced a £34 million fund to councils to provide support for those living on the street.

The strategy has taken forward our recommendations to move towards a cross-departmental effort to monitor the impact of actions on homelessness, and for NHS services to collect data on housing circumstances and homelessness.

In debates in Parliament on the Tenant Fees Bill, that Government has committed to allocating an initial £500,000 to councils to fund up front enforcement of the ban on letting agent fees. This reflects recommendations we made on the Bill.

The Government's announced an extra £76 million-a-year funding to build supported housing through the Care and Support Specialised Housing Fund (CASSH). This will



ensure we have the right infrastructure for older and disabled people and those with mental health conditions.

The Government listened to our concerns and dropped plans to force the sale of council homes. We have worked hard to demonstrate the need to scrap this policy which would have forced councils to sell off large numbers of the homes desperately needed by low-income families in our communities.

Under new regulations published by MHCLG in June 2018, councils will be able to seek the Government's approval to launch New Town Development Corporations to help them meet their housing needs. This is a positive step in response to the campaigning of councils and the LGA for local authorities to have oversight of these corporations.

In response to our campaigning in a written ministerial statement, MHCLG published the new National Planning Policy Framework and the Minister has restored "social rent" to the Government's definition of affordable housing.

We also launched the LGA's Housing Advisers programme 2018/19 which funds an independent expert for up to 20 days – and a smaller number of larger projects of up to 40 days. We promoted the programme through all LGA channels. This drove 109 applications and we are supporting 42 projects.

**We helped deliver this by:**

- generating 30 proactive media releases resulting in 97 per cent positive media coverage
- producing nine Parliamentary briefings on housing key asks to Government
- ComRes polling we commissioned found that 84 per cent of MPs polled agree that councils should have more financial freedoms and powers to build new homes. 91 per cent of peers supported this statement.
- launching our report 'Housing, planning and homelessness: Moving the conversation on', downloaded more than 593 times and 190 printed copies distributed at LGA Annual Conference 2018
- publishing 71 tweets reaching over 157,000 people
- producing eight publications downloaded 3,476 times in total
- delivering six housing events attended by 253 delegates.

**Media**

We achieved 144 episodes of national coverage. In the last six months, our most reported story was 'LGA responds to Social Housing Green Paper' (14 August 2018), generating 15 episodes of national coverage including BBC Radio 4's Today Programme, Financial Times, Telegraph, Guardian, i paper, Independent, BBC Online and the Huffington Post.

There have been 37 housing related items in First magazine highlighting our work on this issue.

## **Campaigns and digital**

We promoted our Housing Advisors Programme and One Public Estate by producing two publications, 'One Public Estate: invitation to apply' and 'Housing Advisors Programme prospectus'. During this period we regularly promoted our key asks on housing, planning and homelessness on social media.

Our Housing Advisors Programme prospectus has been downloaded of a total of 1,463 times.

Key outputs:

- our housing webpages have been viewed 20,247 times
- monthly housing bulletin sent to more than 4,770 recipients
- 35 Housing Advisors Programme updates across LinkedIn viewed 50,400 times
- 209 followers on our LinkedIn showcase page for all housing updates.

## **Public affairs**

To support our housing campaign, we provided a range of briefings and submissions to parliamentary inquiries and a range of other public affairs engagement. Highlights include:

- We supported our councillors in speaking at a range of debates and roundtables at the party conferences on housing and homelessness. Housing was also a key theme in our debates on the 2019 Spending review. At the Conservative Party conference, the Prime Minister announced plans to scrap the housing borrowing cap.
- As part of the Housing, Communities and Local Government Committee's inquiry into land value capture, we provided written evidence and the Chairman of our Environment, Economy, Housing and Transport Board, Cllr Tett, provided oral evidence. In its final report, the Committee supported a number of our recommendations, including enhancing councils' compulsory purchase powers to speed up development.
- The Housing, Communities and Local Government Committee published their report into the private rented sector. This included positive recommendations for local government, including giving councils greater flexibility to introduce selective landlord licensing.
- We have engaged with MPs during the passage of the Tenant Fees Bill through the House of Commons, including providing briefings for Second Reading and Committee Stage. As part of our engagement with the Bill, we gave oral evidence to the Tenant Fees Bill Committee. During the evidence, Cllr Simon Blackburn, Chair of our Safer and Stronger Communities Board, made the case for up-front funding for Trading Standards to enforce the Bill. In subsequent debates in Parliament on the Tenant Fees Bill, that Government has committed to allocating an initial £500,000 to councils to fund up front enforcement of the ban on letting agent fees.
- We briefed parliamentarians following the Government's Rough Sleeping Strategy. We welcomed the cross-departmental approach to ending rough sleeping but called for further action, giving councils the resources to support people at risk of becoming homeless.

- We briefed parliamentarians on the Social Housing Green Paper and our calls to scrap the borrowing cap to enable councils across the country to borrow and build more housing. The Government listened to our concerns and dropped plans to force the sale of council homes.
- We briefed MPs ahead of the debate on the role of local residents and developers in the planning system in the House of Commons. Focussing on the planning process, we called for developers, councils and local communities to work together.

## Events

We held six events related to housing in the last six months:

- Councils building homes
- Increasing Housing Supply
- Housing an Ageing Population
- Tackling Homelessness and the Homelessness Duties
- What next for our town centres?
- LGA/DCN/CCN seminar on the National Planning Policy Framework reforms held in Leeds and London

## 6. Employment and skills

We are calling on the Government to signal a commitment to start the process to empower local partners, led by combined authorities and councils, to deliver Work Local. This includes agreeing to 'Work Local' pathfinders with local government by 2022. We are campaigning for Government to begin the transfer of funding and powers to local areas, including apprenticeships, adult skills (bring forward plans for hospitality T-levels), employment services, shared prosperity fund and growth hubs.

Through our campaigning the Government is reviewing the apprenticeship levy, and recognises the need to work in partnership to achieve the improvements needed to the policy.

The Government has [announced](#) a series of measures to reform the operation of the Apprenticeship Levy. This includes increasing the amount that employers can transfer of their Levy contribution, which is a positive sign that the Government is listening to council concerns around the need for flexibility to ensure the Levy is genuinely effective. In our [response](#) we encouraged the Government to go further and faster, particularly by enabling local areas to pool Levy contributions across local economies.

In partnership with representatives from the LEP Network we recently asked the Secretary of State confirmed that every area will be invited to develop a Local Industrial Strategy backed by government support.

As a result of our campaign work Councils will receive additional funding to support children with special educational needs and disabilities (SEND). The Government has also set out its plans for new school places and school capital funding.

School Standards Minister Nick Gibb announced nine schemes across the country to benefit from a £4 million fund to help transform the education and outcomes of children taught in alternative provision.

The Department for Education announced £8.5 million for a new Early Years Social Mobility Peer Review programme. This is part of the Government's plans to improve social mobility through education, and will see councils working together to improve outcomes for disadvantaged children. We are working with DfE to design this programme.

In a written ministerial statement, the Government confirmed details of school revenue funding for 2019/20 and planned updates to the national funding formula for schools and the continuation of the 'soft formula' which allows councils to continue to set local funding formulae with local schools for a further year, in 2020/21. This follows our campaigning for local authorities to be able to work with schools to set budgets that reflect local need, and will help schools adapt to the formula in the long term.

ComRes polling we commissioned found that 68 per cent of MPs polled agreed that councils should be given the funding and powers currently held by central government to enable them to integrate employment, skills, apprenticeship and business support services in their areas. 66 per cent of Peers agreed with this statement.

Our calls for councils to be given the powers to play their full part in educating children and young people were backed by a report by the Education Policy Institute.

**We helped support this by:**

- generating 14 proactive media releases resulting in 100 per cent positive media coverage
- publishing 24 tweets promoting Work Local, Employment and skills activity read by 65,100 people
- securing positive promotion of our work in the House of Commons
- launching our report 'Improving schools: Moving the conversation on' at LGA Annual Conference 2018 downloaded 378 times and 162 printed copies distributed
- delivering eight events attended by 607 delegates.

**Media**

Throughout this period we achieved 45 episodes of national coverage. In the last six months our most reported story in this policy area was 'LGA responds to DfE announcement on school places' (11 May 2018) generating three episodes of national coverage on BBC Online, Mail Online and ITV Online.

There have been four items in First magazine.

**Campaigns and digital**

Over the past six months we have championed our work on employment and skills including promoting our Work Local campaign using digital and online channels, including further

engagement of our high profile publication 'Work Local - Our vision for Employment and Skills' summary and full report.

Key outputs:

- 2,590 views of our Work Local campaign webhub
- 2,155 total downloads of our Work Local - Our vision for Employment and Skills publications
- 24 tweets reaching more than 65,100 people promoting Work Local, Employment and skills
- 15 updates across LinkedIn achieving over 63,220 impressions, 1,160 clicks and 424 engagements.

### **Public affairs**

We continue to press the Government for the national employment and skills systems to more joined up and localised, and for devolution to offer freedom and flexibility, so that councils can gear the system to works more effectively for people and places.

- At the party conferences, we supported our councillors in contributing to a range of debates and roundtables on the skills agenda.
- We submitted evidence to the House of Lords Rural Economy Committee on the rural economy. Our evidence highlighted the work of our Post-Brexit England Commission, the evidence it has gathered from councils across our regions, and the Commission's interim report into non-metropolitan England.
- We gave evidence to the Work and Pensions Committee as part of its inquiry into Universal Credit. Our evidence focussed on the role of councils in delivering Universal Support, which is designed to help people transition to Universal Credit. We called for councils to have a clearly-defined and fully-funded role in helping the Government roll-out Universal Credit.
- We wrote to the Chair of Work and Pensions Committee, following the reopening of the Benefit Cap inquiry, to which we previously provided evidence.

### **Events**

We held eight events focused on employment and skills in the last six months:

- Fire Pensions Annual Conference
- Prioritising workforce wellbeing in schools
- Thriving and inclusive workplaces: the work, health and disability public sector summit
- Two Schools' workforce policy and employment law events
- Safeguarding good education: working with home educators and tackling illegal schools
- Fire and Police Local Pension Board Governance
- Special members of the 2006 scheme refresher workshop

## **7. Leaving the European union**

Our key ask is for Government to give local government a central role in deciding whether to keep, amend or scrap EU laws once they are converted into domestic law. Secondly, local areas need £8.4 billion of EU funding replaced after Brexit. We particularly want to highlight issues around workforce, funding, devolution, food hygiene, trade and procurement. Our calls include the need for new legislative freedoms and flexibilities for councils to run local services closer to where people live to improve services and save money.

The LGA's EU Brexit team, media and public affairs teams and Brussels office are working together to understand the Government's preparations and ensure local government plays an important part in the preparations to leave the EU.

We have made our calls through our campaigning work, Select Committee evidence and meetings with Ministers and departments across Whitehall highlighting the Brexit issues for councils and their communities.

As a result of our extensive work on Brexit, the Rt Hon James Brokenshire, MP announced at the LGA Conference in July 2018, a new Brexit Ministerial Local Government Delivery Board will be launched with local government, through which we continue to reiterate the opportunities and challenges facing councils.

Following extensive lobbying, the White Paper included acknowledgement from Government of the importance of replacing EU regional funding, currently worth £8.4 billion, with the UK Shared Prosperity Fund (USKPF).

The Public Administration and Constitutional Affairs Committee published its report on 'Devolution and exiting the EU', which includes positive recommendations following evidence from councils and the LGA. This includes recommending further devolution to city regions, devolution to more rural areas and better representation for the different parts of England. The Chairman of our Brexit Task and Finish Group, Councillor Kevin Bentley, gave evidence and is quoted throughout the report.

We have set out clear options to both mitigate risks and capitalise on opportunities which may arise from Brexit in our recent report 'Brexit: Moving the conversation on'

The LGA Post-Brexit England Commission published a report to broaden our understanding of the challenges and opportunities facing non-metropolitan areas, to help remake the case for devolution, 'The future of non-metropolitan England, Moving the conversation on',

### **We helped support this by:**

- generating 13 proactive media releases
- engaging with a range of committees
- launching two 'Moving the conversation on' reports on Brexit and Non-metropolitan England at LGA Annual Conference 2018, downloaded almost 1,500 times and almost 500 printed copies distributed
- driving 5,over 750 visits (7,511 total page views) to the Brexit website pages; the total page

- views were up by 113 per cent compared to the previous six months
- delivering two events attended by 59 delegates.

## **Media**

We issued 13 media releases related to Brexit throughout this period, achieving 21 episodes of national coverage. In the last six months, our top story was 'Rural communities face a post-Brexit 'perfect storm' councils warn' (4 July 2018), which achieved six episodes of national coverage including Councillor Mark Hawthorne featured in the Telegraph, Express, Times Online, Guardian Online and on Sky News Radio.

100 per cent of our coverage was proactive and 100 per cent of our coverage was positive.

There have been 11 items in First magazine.

## **Campaigns and digital**

Over the last six months, we have promoted our messages on Brexit through the website, social media channels and in our e-bulletins.

Key outputs:

- publishing 23 tweets highlighting our key asks reaching 59,700 people
- 9 updates across LinkedIn achieving over 31,047 impressions, 428 clicks and 192 engagements
- Brexit bulletin sent to 4,012 subscribers
- Briefing document 'No Deal and Local Government' downloaded 1,557 times and achieving 1,602 summary page views.

## **Public affairs**

We continue to engage with the Brexit Ministerial Local Government Delivery Board following the announcement by the Secretary of State, James Brokenshire MP, at our conference in July.

- We submitted written evidence to the APPG on Post-Brexit funding inquiry in to replacing EU funding. Our evidence highlighted the importance of retaining and enhancing the devolution agreements with local areas that currently exist under EU funding arrangements, and the need for a continuity of funding once the UK exits the EU.
- We continued to lobby on the EU (Withdrawal) Bill (now an Act), providing a briefing for MPs upon its return to the House of Commons for the 'ping pong' stage. As the Bill passed through Parliament, we secured a positive commitment from the Government on replicating the consultative arrangements for local government currently provided through the EU's Committee of the Regions.
- Following the Public Administration and Constitutional Affairs Committee inquiry into devolution and Exiting the European Union, which Cllr Kevin Bentley, Chair of the LGA Brexit Task and Finish Group, gave evidence to in March, the Committee published its report in July. Among the recommendations made by the Committee

was support for our call to ensure that the different parts of England are fairly and effectively represented. The Committee recommended that this should include extending the existing decentralisation of powers, funding to combined authorities and mayors to a greater number of areas, as well as drawing up plans for decentralisation to more rural areas.

- We briefed MPs and Peers on 'No Deal' scenario and advised Government on the key issues that would need to be addressed through national action.

## **Events**

We held two events related to Brexit in the last six months, the Post-Brexit England Commission, East Midlands and South West Roadshows held in Nottingham and Somerset in May 2018.

## **8. Children's social care**

Growing demand for support has led to 75 per cent of councils in England overspending on their children's services budgets by more than half a billion pounds. With a £3 billion funding gap facing children's services by 2025.

We launched our Bright Futures campaign at the national Children and Adult Services (NCAS) Conference in October 2017 calling for properly funded children's services and for children and adolescent mental health services to be prioritised.

Through our collective lobbying efforts the Government announced £22 million to support communities in tackling serious violence by engaging in early intervention and prevention programmes with young people. Councils will also receive £13 million in funding to help support vulnerable young people, including those at risk of abuse.

Following our calls for an urgent injection of funding into early intervention initiatives that provide support for children experiencing domestic violence, the Government has allocated £8 million towards support for children who witness domestic abuse and help with their recovery through locally commissioned projects.

Our campaign work contributed towards the Government announcement of £6 million funding to help children with alcoholic parents. Plans include fast access to mental health services for children and programmes to treat parents' addiction, and up to eight councils will be able to bid for a share of £4.5 million.

We promoted our priorities in Parliament with an exhibition highlighting the important role councils play in promoting good mental health. Hosted by LGA Vice-President, Wera Hobhouse MP (Liberal Democrat, Bath) our parliamentary exhibition was an important opportunity to showcase the work of councils on mental health MPs and Peers. Councils and external stakeholders visited throughout the week and speakers at the launch included our Chairman Lord Porter, Children and Families Minister Nadhim Zahawi MP, and mental health campaigner Hope Virgo.

In a report by the All-Party Parliamentary Group for Children (APPG), MPs backed our call for government to address the funding gap facing children's services, which will



reach £3 billion by 2025.

ComRes polling we commissioned found that 72 per cent of MPs polled agreed that additional funding should go to councils' children's services budgets to tackle the funding gap. 67 per cent of peers agreed with this statement.

The Government has now extended the remit of the Adoption Leadership Board to also cover special guardianship orders.

**We helped support this work and the wider campaigning by:**

- generating 75 episodes of national media coverage
- hosting a parliamentary exhibition on our Bright Futures campaign
- seeking agreement for our asks in Parliamentary debates on children's services funding and children's mental health
- achieving 3,670 downloads of six publications, including further engagement of our three leading publications and our online publication achieved 3,479 page views
- 39,040 visits to the Bright Futures web pages since campaign launch explaining the current pressures faced by children's services, along with our asks.

## **Media**

We issued 22 media release related to children and young people throughout this period. In the last six months our most reported story was 'National Citizen Service funding should be devolved to local youth services' (2 August 2018) which achieved 15 episodes of national coverage, including Councillor Anntoinette Bramble interviewed on LBC, coverage reported on BBC Breakfast, Independent, Guardian and Telegraph.

81 per cent of our coverage was proactive for children's social care in the past six months and 82 per cent of the coverage was positive.

There have been 18 children's services related items in First magazine.

## **Campaigns and digital**

We launched our high-profile campaign Bright Futures with a web hub, conference branding, publications, and a variety of digital content in October 2017 at NCAS. This was followed up with the launch of a campaign thread specifically focusing on children's mental health during Children's Mental Health week; followed by our week long campaign in Parliament in May 2018.

During this report period we have continued to see an increase in awareness of our campaign, our three publications are attracting further engagement: 'Bright Futures - getting the best for children, young people and families', which sets out seven clear priorities we believe will help drive improvement for children and families, downloaded 1,923 times; short Children's and Young People's Mental Health Services (CAMHS) explainer 'Don't be left in the dark: children and young people's mental health', downloaded 748 times; and Bright

Futures: our vision for youth services publication, our first online publication which received 3,479 page views.

#### Key outputs

- 15,045 visits to the Bright Futures webpages during this report period
- during the Parliamentary exhibition week, 930 total views of our Bright Futures webpages, an 80 per cent increase on the previous week
- more than 10,320 total webpage views of children's social care pages
- published 85 tweets reaching over 248,950 people
- joint letter issued to Government, with the Children's Society, Barnardo's, Action for Children and the National Children's Bureau, viewed over 1,100 times
- 362 downloads of our Green Paper submission on children's mental health services
- 7,300 views of Hope Virgo's video piece supporting the campaign and telling her story of recovery from anorexia
- 43,972 video views of 35 videos.

#### Public affairs

Throughout this period we continued our work promoting the role of councils in improving children's life chances. Key highlights include:

- As part of the Bright Futures campaign, LGA Vice-President Wera Hobhouse MP (Liberal Democrat, Bath) hosted a parliamentary exhibition to engage MPs and Peers. Council representatives and external stakeholders visited throughout the week. Speakers at the launch included our Chairman Lord Porter, Children and Families Minister Nadhim Zahawi MP, and mental health campaigner Hope Virgo.
- Lord Bassam (Labour) asked an oral question which focused on our analysis on children's social care funding.
- At the Party conferences we supported our councillors in speaking at a range of receptions, debates and roundtables on the children's agenda. The need to sustainability fund children services also featured in our debates on the Spending Review.
- We submitted written evidence to the APPG on Youth Affairs inquiry into youth work. Cllr Lucy Nethsingha, Deputy Chair of the Children and Young People's Board, later gave oral evidence to the same inquiry.
- We submitted written evidence to three inquiries from the Education Select Committee, on Life Chances, Funding for Schools and Colleges and Special Educational Needs and Disabilities.
- We submitted written evidence to the Health and Social Care Committee inquiry into the first 1000 days of life.
- The Deputy Chair of Community Wellbeing Board, Cllr Kemp, provided evidence to the Health and Social Care Committee's inquiry on childhood obesity. We also briefed Peers on the reforms that are needed to help local government tackle childhood obesity.

#### Events

We held one event related to children and young people in the last six months; County lines: tackling child criminal exploitation which was attended by almost 100 people

## **9. Supporting and engaging with our member councils**

Effective communications is integral to the success of sector-led improvement, with an element of sharing and promoting best-practice woven into all our campaigns.

We have worked closely with councils to support them in delivering sector-led improvement. Councils' take-up of our improvement support offer, peer challenge and leadership programmes remains strong. Our digital promotion includes direct and targeted support for councils through our #InnovateTuesday tweets focusing on both individual examples of councils' work and general council updates.

### **We helped support and engage our member councils by:**

- issuing 18 proactive media releases, achieving a total of 96 per cent positive coverage
- publishing 47 tweets celebrating #InnovateTuesday, reaching 123,100 people
- achieving professional digital and events responsibility for LGComms – the official membership body for local government communications practitioners
- launching #FutureComms – a comprehensive guide to modern local government communications best practice for chief executives and leaders, viewed over 7,070 times
- delivering our place branding event in June, achieving 100 per cent of respondents saying they were either 'very' or 'fairly satisfied' with the event
- publishing 73 communications support and improvement recommendations for councils in receipt of a health check or three day communications review.

## **Media**

Our media work achieved 114 episodes of national coverage. In the last six months our most reported story was 'Two-thirds of plastic in packaging pots and trays is unrecyclable' (4 August 2018), which achieved 34 episodes of national coverage including a feature on the front page of the Mail. Coverage also included the Times, Sun, Telegraph and Independent. Interviews with Councillor Peter Fleming also ran across BBC Breakfast, BBC News, Sky News and ITV News.

There have been 34 articles in First magazine.

## **Campaigns and digital**

We produced 20 documents to support councils in the last six months, as well as planning and producing a range of online and print materials to promote our support offer to members. The most popular publication 'Revitalising town centres: a handbook for council leadership' achieved 1,170 total downloads.

Key outputs:

- 54,103 visits to the improvement webpage and subpages (72,302 total page views)
- 55 per cent increase in total page views compared to the previous six months
- visitors spent an average of two minutes 19 seconds on the page (in the top 10 for LGA web pages)
- 20 publications produced, including 'One community: A guide to effective partnership working between principal and local councils', downloaded a total of 6,430 times.

### **Public affairs**

In this period we held one Communications and Parliamentary Network briefing. These events are designed to help those working in local government understand the key legislation and policy being agreed nationally that affects councils. The Network also helps disseminate best practice and learning across the sector.

- We also hosted our annual Parliamentary reception in the House of Lords which brought together Peers, MPs, Council Leaders, Chief Executives and Councillors. The speakers on the evening were the Secretary of State for Housing, Communities and Local Government, James Brokenshire, the Deputy Leader of the House of Lords, Baroness Smith, Baroness Eaton, Cllr Nick Forbes and Cllr David Simmonds.

### **Party conferences**

Across the 2018 conferences, we helped deliver a range of events, including debates, roundtables, and receptions. Our councillors debated topics such as the need to invest in local communities, economic growth, children's services, housing, and adult social care. This helped ensure councils have a strong voice in policy discussions. The conferences also saw some key announcements including:

- The Government announcing plans to scrap the housing borrowing cap, provide £240 million in additional investment for adult social care, and ban combustible cladding. There were also key announcements on the apprenticeship levy and a new £200 million youth endowment fund to help tackle serious violence.
- We hosted a debate on social mobility and the 2019 Spending Review at the Liberal Democrat Party Conference. We also hosted an evening reception to celebrate the achievements of Liberal Democrats in local government over the last twelve months. Sir Vince Cable MP spoke highly of the work the LGA continues to do on behalf of local government.
- We hosted a debate on the upcoming Spending Review and the need to invest in local services at the Labour Party Autumn Conference. Jeremy Corbyn MP, Leader of the Opposition attended our LGA evening reception which brought councillors, MPs and Peers together to celebrate Labour's successes in local government over the past twelve months.
- We hosted a debate on the upcoming Spending Review and the need to invest in local services at the Conservative Party Autumn Conference. We also hosted an evening reception which the Rt Hon James Brokenshire MP, Secretary of State for Housing, Communities and Local Government attended.

- Councillors from the LGA's Independent Group have also been speaking up for local government at the UKIP, Green and Plaid Cymru conferences. Following the national party conferences, our Independent Group then holds its signature event on 23 November at the LGA offices in London, giving another chance for politicians and stakeholders to discuss the challenges and opportunities ahead.

## **Safer Communities**

Community safety is not just an issue for police and fire and rescue authorities. Councils contribute in a variety of ways and in Parliament, we continue to promote our calls that will help councils keep their communities safe.

- **Cladding ban:** The Secretary of State for Housing, Communities and Local Government, James Brokenshire, [announced](#) plans to reform building regulations to ban the use of combustible materials for all new high rise residential buildings, hospitals, registered care homes and student accommodation. He also pledged to “bring about a change in culture on building safety”. Our [response](#) welcomed the ban, which will provide clarity for building owners and help ensure the tragedy which unfolded at Grenfell never happens again. We will keep you up to date with next steps, but have been clear that it should be introduced as quickly as possible.
- **Serious violence funding:** The Home Secretary, Sajid Javid, Building on the Serious Violence Strategy, Government has [announced](#) a new £200 million youth endowment fund. This will focus on steering 10 to 14 year olds at most risk of youth violence away from being serious offenders. There will also be a consultation on a new legal duty on councils and public sector partners to take action to prevent violent crime, and an independent review of drug misuse. While this new funding and approach is positive, we [continue to push](#) the need to address the underfunding of children's services, for cuts to councils' public health budgets to be reversed and for any new statutory duties to be fully funded.
- LGA modern slavery spokesperson, Cllr Alan Rhodes, gave oral evidence to the Environmental Audit Committee as part of its inquiry into hand car washes. Cllr Rhodes spoke about councils' work to identify instances of modern slavery at car washes, and sought to clarify the role of the planning system in setting up roadside car washes.
- Cllr Simon Blackburn, Chair of the LGA Safer & Stronger Communities Board, gave evidence to the APPG on FOBTs regarding the impact of delaying the £2 maximum stake reduction on local communities.
- We submitted written evidence to the Home Affairs Committee inquiry into Domestic Abuse, highlighting the importance of funding preventative programmes and working with young people to help them establish and maintain healthy relationships. Cllr Simon Blackburn, Chair of the LGA Safer and Stronger Communities Board, subsequently gave oral evidence to the Committee.
- We submitted written evidence to the Home Affairs Committee inquiry into the Serious Violence Strategy.
- We submitted written evidence to the Home Affairs Committee inquiry into modern slavery.
- We submitted written evidence to the Environment, Food and Rural Affairs Committee inquiry into Dangerous Dogs.

- In June, Mark Norris, Principal Policy Adviser, gave oral evidence to the Housing, Communities and Local Government Committee on Building Safety Regulations. The Committee's report in July incorporated a number of our asks as recommendations, including to ban combustible cladding and for the Government to work with industry and fire safety experts to agree a new testing regime which would replace the BS 8414 test.

## **Events**

We hosted seven events related to sector-led improvement in the last six months, attended by 387 people:

- Police and Crime Panels Workshop
- A whole council approach to tackling problem gambling
- two Hitting the ground running: A session for newly elected councillors (Newcastle and Leeds)
- There's no place like here - developing an authentic and effective place brand
- Action in parks
- Principal and local councils working in partnership

## **Communications improvement and support team**

The communications and improvement team has continued to support councils on site while also significantly developing its best practice resources through the launch of #FutureComms - the LGA's first dedicated, comprehensive guide to modern communications best practice aimed at chief executives and leaders. The team has also taken a more active role in supporting communications practitioners through its work with LGComms.

### *Communications reviews and health checks*

The communications support and improvement team delivered four one-day health checks and delivered one three day communications review. This in-depth review explored issues relating to capacity and capability, priority setting, the role of members, digital communication and internal communications. In addition to several experienced team members the review also featured three new peer reviewers (from member councils and the LGA) and included two recent graduates of the 2018 Future Leaders programme which the LGA supports on an annual basis.

A total of 73 communications support and improvement recommendations were made for councils in receipt of a health check or three day communications review.

### *Strategic support*

We have provided bespoke support for five councils during this period.

### *Resources*

We launched our #FutureComms resource at annual conference. The guide, developed in partnership with LGComms, Solace and the PRCA, sets out the need for local government to apply a strategic approach to communication in order to inform, engage and connect with

residents and offer best practice to help councils and councillors. It also sets out the disciplines and skills that modern local government communication teams need in 2018.

The guide features 35 contributors including chief executives, directors of communications and leading thinkers from both the public and private sector. The best practice is supported by more than 35 case study examples from member councils and organisations from across geographies and political groups.

To date, the guide has been viewed in excess of 7,070 times and has been promoted through the *MJ*; *Comms2point0*; the PRCA, Solace, LGA and LGComms social media accounts, and PRWeek. More than 25 people attended the launch event in Birmingham. The communications and improvement team will continue to develop the guide as new thinking emerges.

### *Events*

In June the team held a second place branding event. More than 60 people attended the event in Manchester.

### *Professional development and training*

In April we assumed professional digital and events responsibility for LGComms – the official membership body for local government communications practitioners. The LGA's head of communications improvement is also a member of the LGComms executive and acts as mentor for this year's LGComms Future Leaders cohort.

The communications and improvement team has also continued to grow its portfolio of peers by offering six new communicators the chance to participate in or shadow a review or health check.

## **10. Reputation of local government**

In the last six months we have continued to champion the priorities of our members through campaigns, parliamentary activity, awareness of the LGA's key asks through our media engagement, digital channels and events, and promoting the invaluable work councils do on a daily basis to improve the quality of life of residents.

### **In the last six months we have worked to promote and protect the reputation of local government by:**

- achieving 172 episodes of national coverage for issues impacting council reputation (outside of priority campaigns, activity for which is detailed in the rest of this report)
- bringing 136 attendees including council leaders, chief executives and parliamentarians to our Parliamentary Reception event to celebrate the work of local government
- producing a suite of seven 'moving the conversation on' publications building the case for long term, sustained investment in local government - launched at Annual Conference, downloaded over 4,133 times and 1,441 printed copies distributed

- 1,529 attended Annual Conference; ninety three per cent would attend again
- ensuring 87 per cent of those attending conference were 'very' or 'fairly satisfied'
- publishing 220 Annual conference tweets reaching over 578,100 people
- achieving over 4 million impressions (4,181,000) for 1,180 tweets relating to councils during this report period
- sending our CommsNet bulletin to a total of 1,935 subscribers every week
- driving traffic to the 'Be a Councillor' website, with 45,602 unique page views (57,188 total page views).

## **Media**

In this six month period we issued 13 press releases relating to council reputation. Our most reported story was 'Fly-tipping crisis: dumped waste across England could stretch from London to Moscow' (12 May 2018) generating 18 episodes of national coverage including an appearance by Councillor Tett interviewed live on the BBC News channel and ITV News, the release was also covered on Sky News, BBC Radio news bulletins, Telegraph, Express and the Independent.

There has been one article in First magazine.

## **Campaigns and digital**

Over the last six months, we highlighted the wide range of work councils do through all LGA channels, including Twitter and CommsHub – our digital resource for local government communications teams. Our guidance for the pre-election period – Purdah – was particularly successful (3,035 downloads).

We have produced a total of 220 marketing documents over this period, intended to support and promote local government, including major publications, posters, workbooks, summaries and social media content. Whilst this is slightly up on last year, this includes a suite of publications produced for Annual Conference rather than one overarching publication.

We continued to promote the 'Be a Councillor' campaign. The campaign's website was well visited with 45,602 unique page views.

Our website performance continues to show improvements in comparison to last year. Overall, page views have increased by 27 per cent, unique page views by 35 per cent and the average time spent per page increased by 35.4 per cent. There has also been a significant increase in entrances to the website, up by 67 per cent, which shows the number of times visitors entered the site through a specified page or set of pages. Visitors are more specific about pages they choose to access on the website; there is however a slight increase in bounce rate (up 9.26 per cent compared to last year) which could be a statistical result of the greater number of general page views.

We further developed our video output during this period, creating custom content for campaigns including gifs and short videos.

Key outputs:



- 2,205,191 webpage views in total between April to September 2018
- our website received around 27,000 visits over Annual Conference, a 33 per cent increase on the previous year
- 75 short explainer videos in total, supporting our calls to Government, new publications and media releases with 114,040 combined views across online digital channels including four videos viewed over 43,006 times through our Facebook page
- 253 updates across LinkedIn achieving over 1,039,700 impressions, 16,750 clicks and 7,330 engagements.

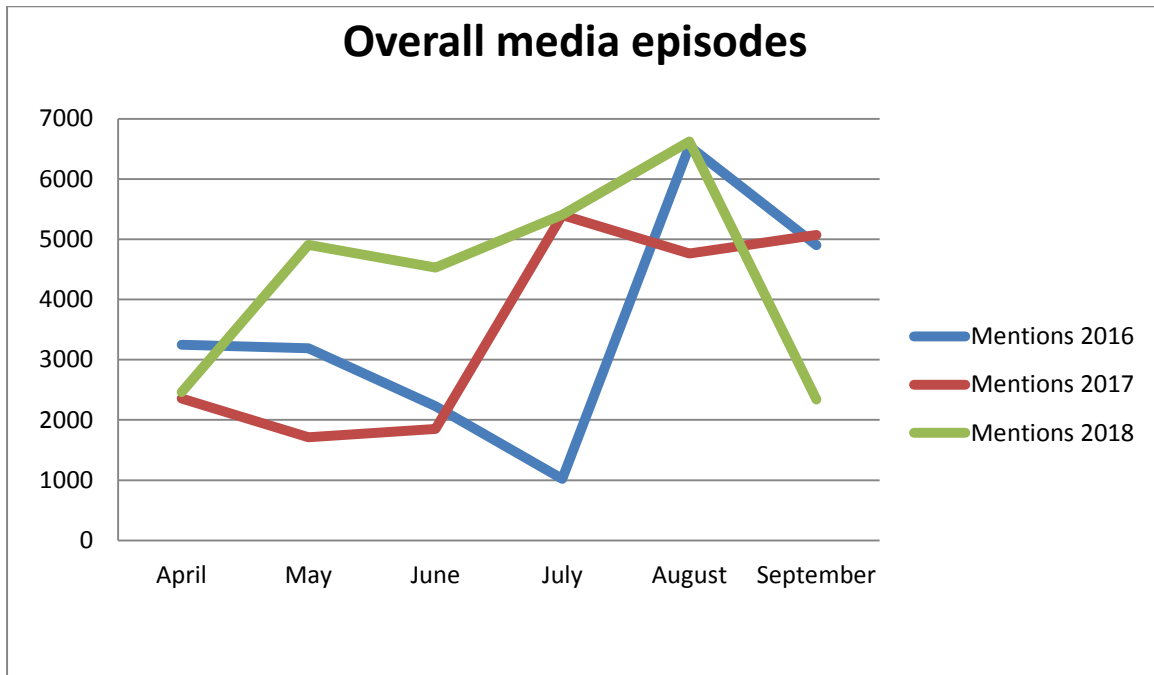
## Events

The team have organised and delivered 29 events, attended by 3,831 delegates, with 36 per cent in the regions in the last six months. We have generated £758,000 net income so far this financial year. This includes 90 per cent of the events being free to attend as a benefit of membership of the LGA and 10 per cent have been commercial pay to attend events.

## Appendix 1: Analysis of media coverage Media

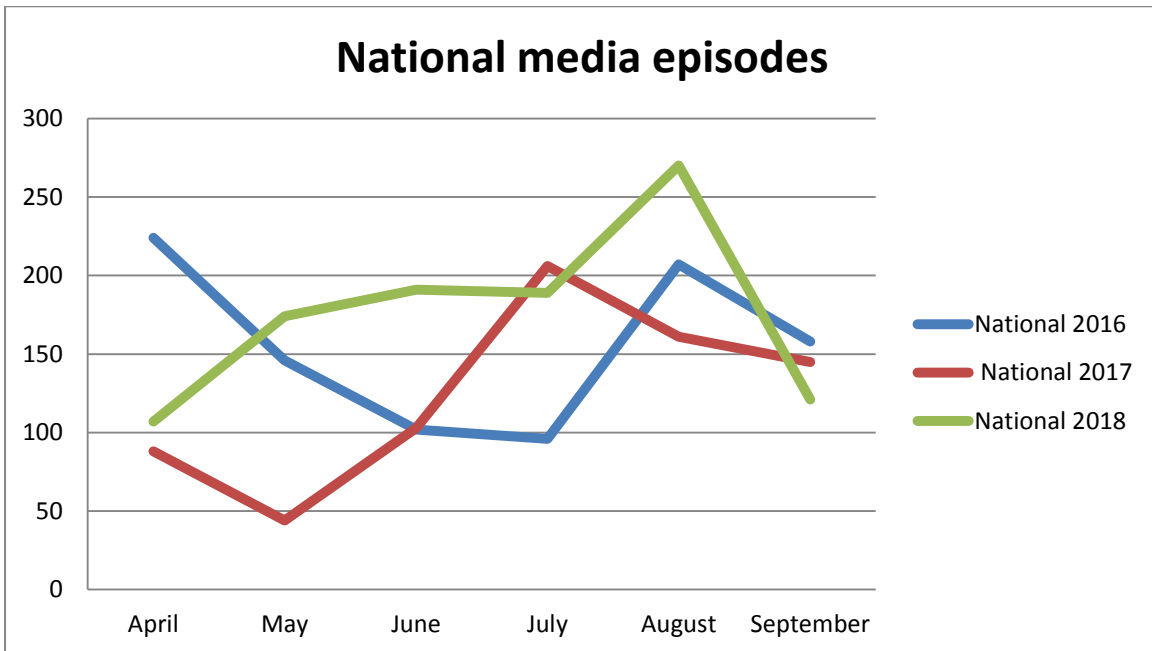
### Overall media coverage (April-26 September 2018)

	<b>Mentions 2016</b>	<b>Mentions 2017</b>	<b>Mentions 2018</b>
<b>April</b>	3249	2358	2463
<b>May</b>	3191	1714	4906
<b>June</b>	2226	1849	4529
<b>July</b>	1020	5399	5407
<b>August</b>	6542	4766	6626
<b>September</b>	4900	5069	2339



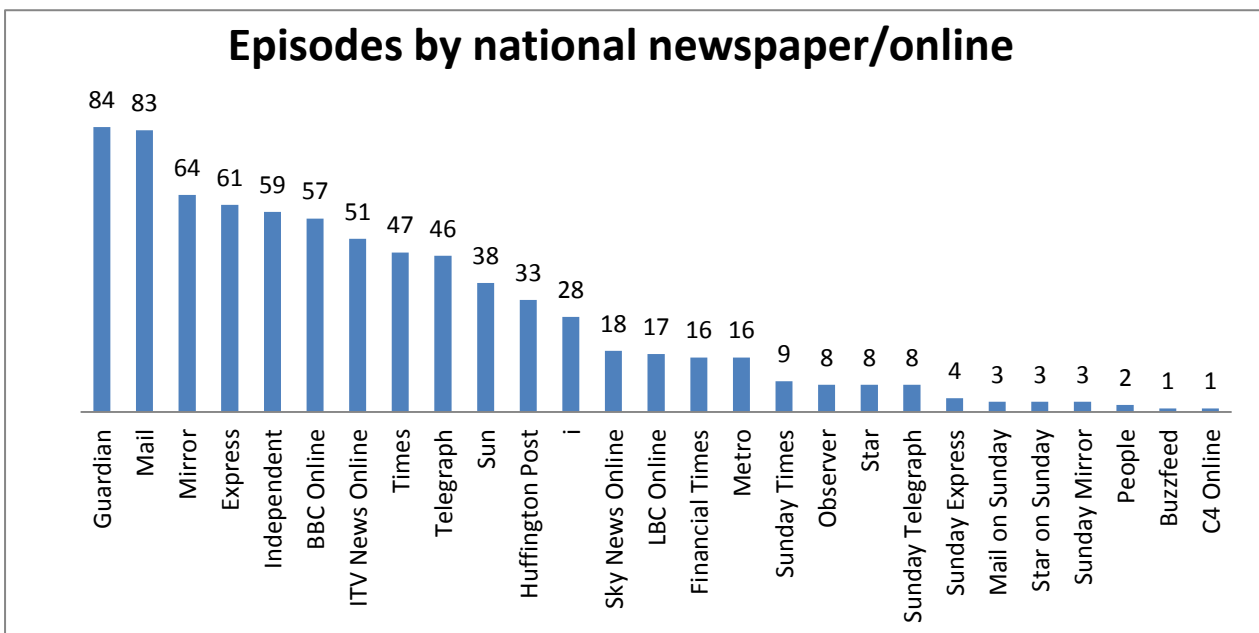
**National media coverage (April- 26 September 2018)**

	<b>National 2016</b>	<b>National 2017</b>	<b>National 2018</b>
<b>April</b>	224	88	107
<b>May</b>	146	44	174
<b>June</b>	102	103	191
<b>July</b>	96	206	189
<b>August</b>	207	161	270
<b>September</b>	158	145	121



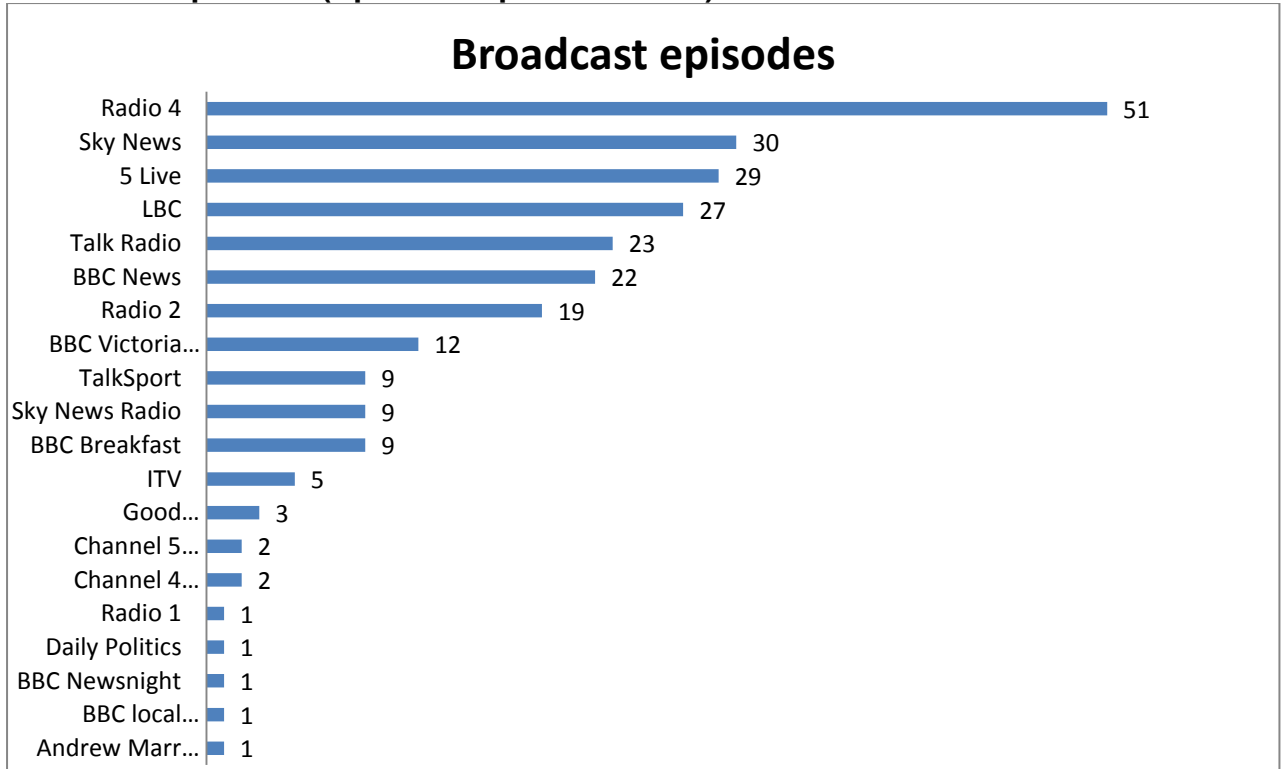
**April 2017-26 September 2018**

**National newspaper/online mentions**



The LGA appeared in **27** national newspaper or online outlets during this period, including **20** daily and Sunday newspaper titles. We featured in the **Guardian** the most with **84** episodes, followed by the **Mail** (83 episodes) and the **Mirror** (64 episodes).

**Broadcast episodes (April-26 September 2018)**



Our media work saw **257** episodes of media coverage on national TV and radio during this period, with **51** episodes on **BBC Radio 4** followed by **Sky News** with 30 episodes and then **BBC Radio 5 Live** with 29 episodes.

## **Appendix 2: Analysis of parliamentary activity and reputation**

### **Parliamentary polling**

The LGA commissions ComRes to poll MPs and Peers on our behalf. The key highlights from the latest round of polling undertaken in the summer (June and July) 2018 include:

- 84 per cent of MPs polled agree that additional funding should go to councils' adult social care budgets to tackle the funding gap. 76 per cent of peers supported this statement.
- 84 per cent of MPs polled agree that councils should have more financial freedoms and powers to build new homes. 91 per cent of peers supported this statement.
- 81 per cent of MPs polled agreed that councils should have more control over local taxes such as Council tax and business rates. 83 per cent of peers agreed with this statement.
- 72 per cent of MPs polled agreed that additional funding should go to councils' children's services budgets to tackle the funding gap. 67 per cent of peers agreed with this statement.
- 68 per cent of MPs polled agreed that councils should be given the funding and powers currently held by central government to enable them to integrate employment, skills, apprenticeship and business support services in their areas. 66 per cent of Peers agreed with this statement.

Methodological note: ComRes surveyed 150 MPs online or by self-completion paper survey between 4th June and 11th July 2018. Data were weighted by party and region to be representative of the House of Commons.

ComRes also surveyed 101 Peers online or by self-completion paper survey between 11th June and 9th July 2018. Data were weighted by party and region to be representative of the House of Lords.

ComRes is a member of the British Polling Council and abides by its rules.

**Parliamentary mentions**

House of Commons/House of Lords mentions Source	Type	Total for Session
Commons	Chamber debate	17
Commons	Westminster Hall debate	32
Commons	Oral statement / debate	3
Commons	Urgent Question	0
Commons	Written answer	46
Commons	Oral answer	8
Commons	Written question tabled	7
Commons	Oral question tabled	0
Commons	Committee evidence session	143
Commons	Public Bill committee	22
Commons	Written ministerial statement	7
Commons	Early day motion	1
Commons	Observation	0
Commons	Delegated Legislation Committee	2
Joint	Committee evidence	0
<b>Commons</b>	<b>Total Commons mentions</b>	<b>288</b>
Lords	Chamber Debate	80
Lords	Grand Committee Debate	11
Lords	Oral statement / debate	7
Lords	Private Notice Question	0
Lords	Written answer	21
Lords	Oral answer	19

Lords	Written question tabled	1
Lords	Oral question tabled	0
Lords	Committee evidence session	0
<b>Lords Total</b>	<b>Total mentions</b>	<b>139</b>
		<b>427</b>

**Mentions per sitting day:**

From April 2018 to September 2018 Parliament sat for 65 days.

The LGA was mentioned on average 6.5 times per sitting day from April 2018 to September 2018.

