

## Communications Update in full: Quarterly Report – April to June 2015

### Background

1. In April 2013, we presented and published our three year Communications Strategy, following approval by Leadership Board. It outlined our key targets, which included a target to deliver high quality communications activity which is 75 per cent proactive, with a clear focus to national media.
2. Our aim is to position ourselves as the 'come to' organisation on all matters which affect local government through high quality, proactive communications. When it is necessary to react to events, stories or announcements, we will ensure the LGA provides a strong voice for local government, defending the sector's position.

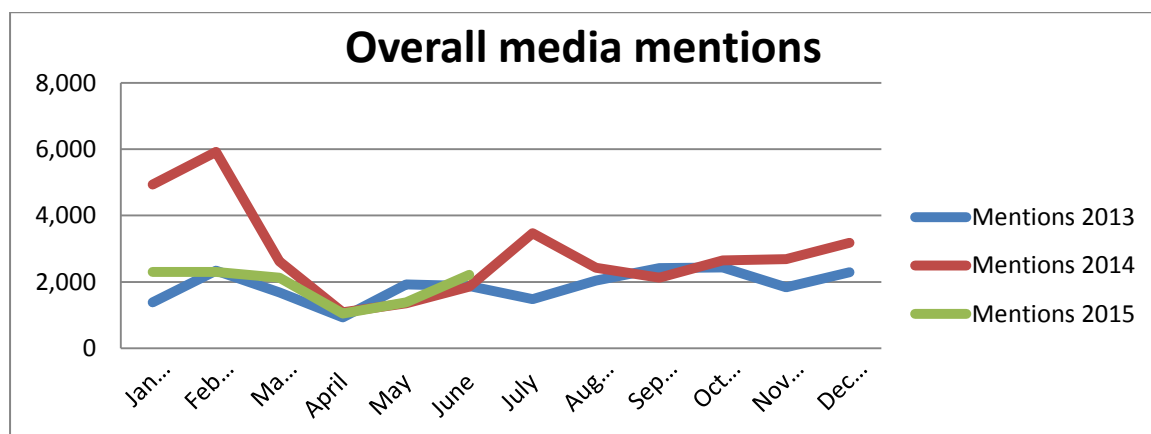
### Media

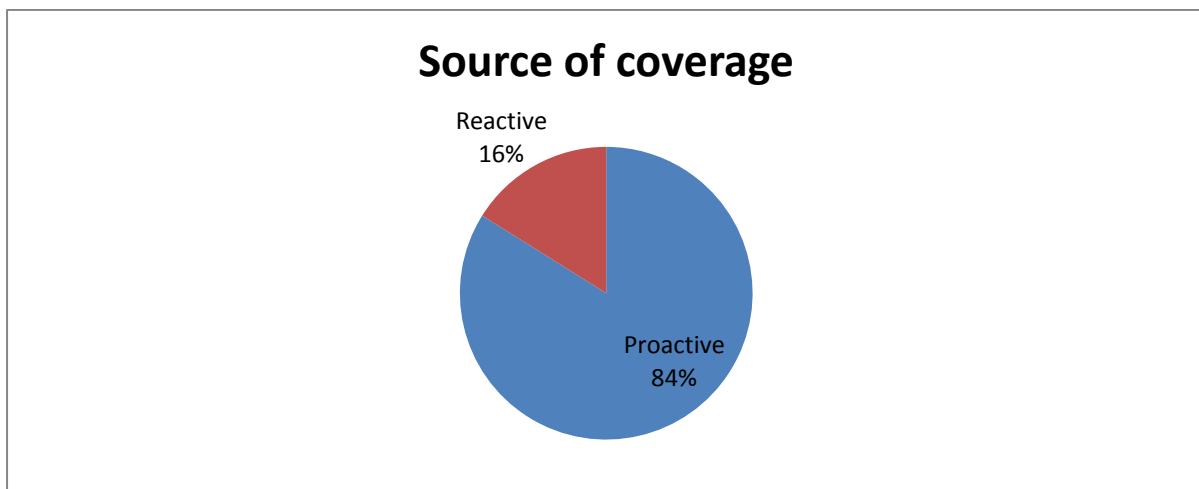
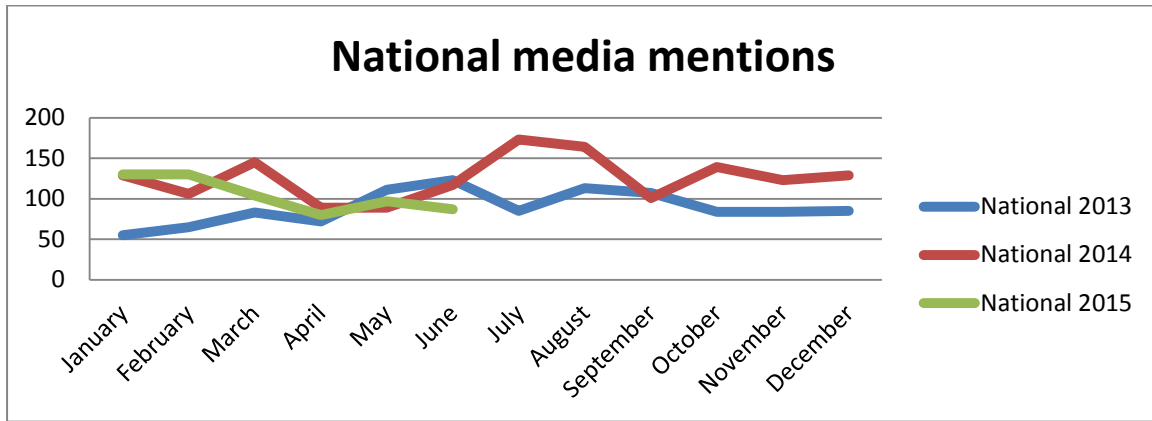
#### Media activity – April to June 2015

3. Our strategy has been to focus more on national media coverage to ensure maximum coverage for the key issues for local government. The following sets out all media coverage for the period April to June 2015.

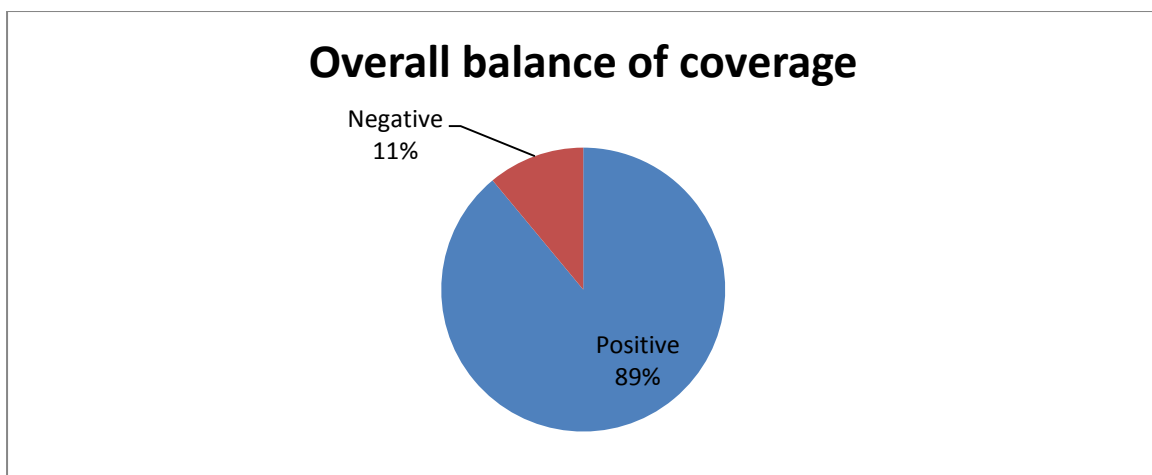
	April – June 2015	April – June 2014	April – June 2013
<b>Coverage (all)</b>	4653	4299	4729
<b>National (Print, online, broadcast)</b>	264	295	306

4. This quarter has seen an increase in our overall media coverage and a small reduction in our national media coverage year-on-year. This has been in part due to being restricted in our output due to the five-and-a-half week long purdah period from March 30.





5. **84 per cent** of media coverage this quarter was through pro-active work. This has been led by our work on schools facing a places tipping point, the Care Act funding shortfall, our calls for a ban on legal highs and the launch of our annual Future Funding Outlook report.
6. As a result, **89 per cent** of our coverage this quarter was positive.

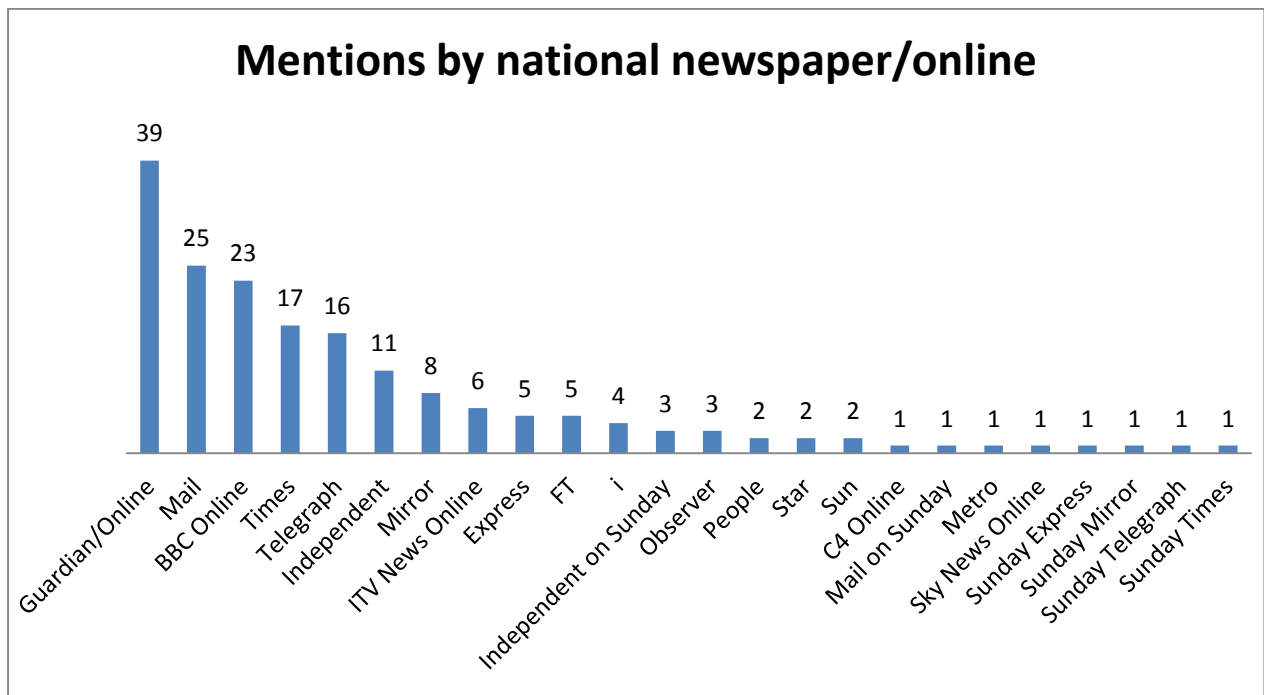


7. Other proactive releases this quarter included:

- 7.1. Schools facing places 'tipping point' **(40 episodes of media coverage)**
- 7.2. LGA calls for updated laws to tackle 'legal highs'/legal highs ban will enable closure of 'head shops' **(24 episodes of media coverage in May)**
- 7.3. Councils could face £3.3 billion funding reduction in 2016/17 **(14 episodes of media coverage)**
- 7.4. Tough powers called for by councils to tackle rogue lorry drivers who 'blight' the nation's villages **(13 episodes of media coverage)**
- 7.5. Soft drinks firms must commit to sugar reduction in popular drinks to combat obesity crisis, say councils **(10 episodes of media coverage)**

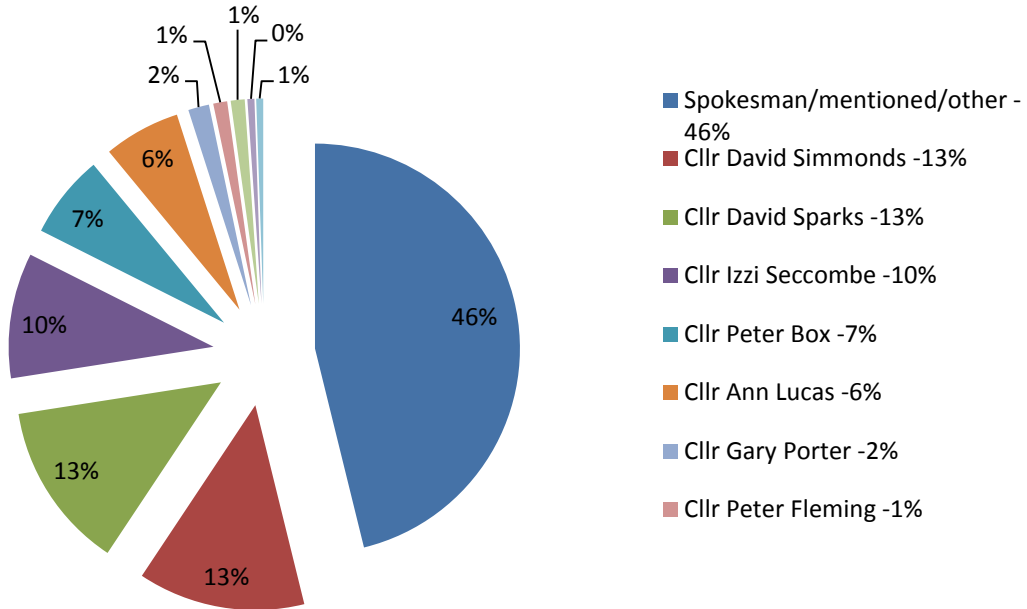
**Print and online media**

8. The following sets out national newspaper and online coverage for the period April to June 2015.



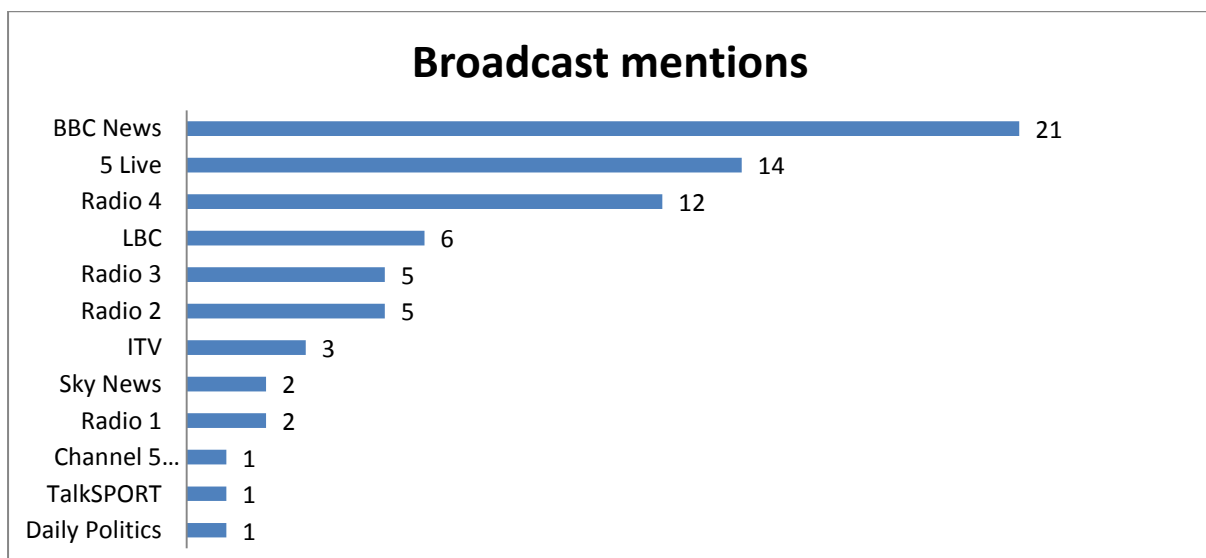
9. The LGA appeared in every national daily newspaper -and seven Sunday titles- during this quarter. We featured in the **Guardian** most with **39** mentions, the **Mail 25** times and BBC Online covered 23 stories including reports on adult social care, our call for a ban on legal highs, English devolution, growing pressure on primary school places and lorries causing bedlam on rural roads.

### Mentions (national and online) by spokesperson



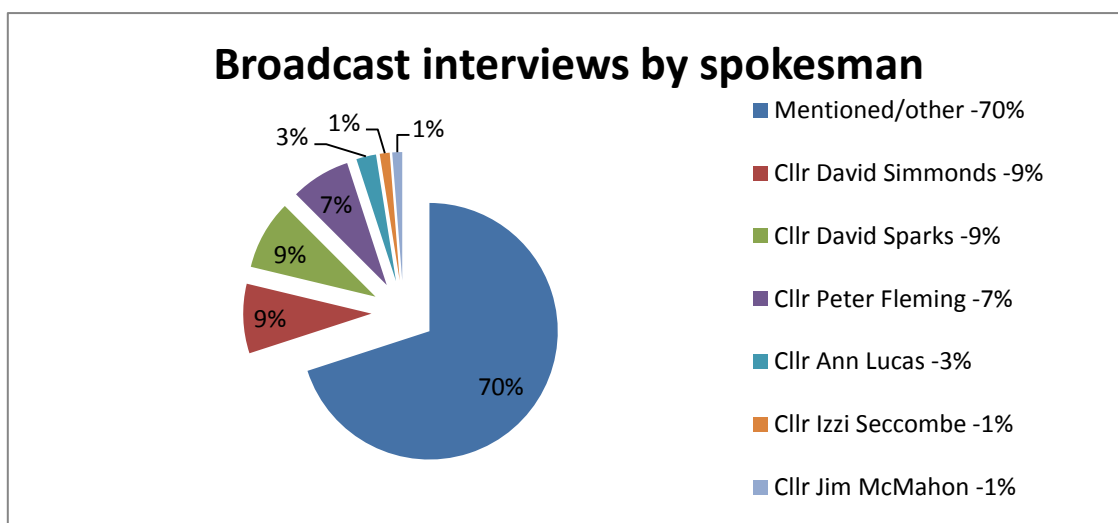
### Broadcast media

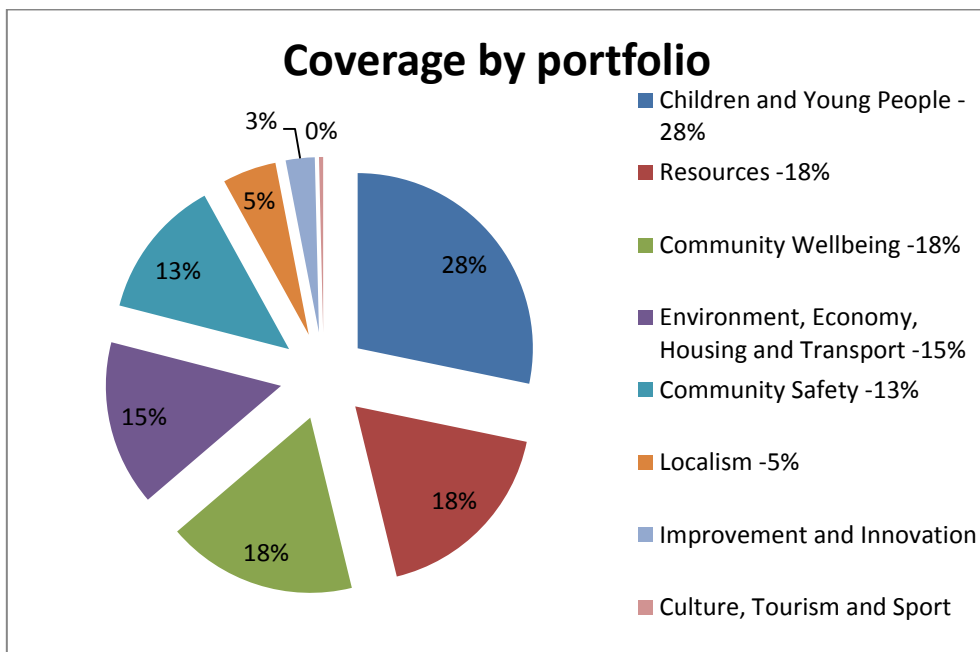
10. The following sets out our broadcast activity for the period April to June 2015.



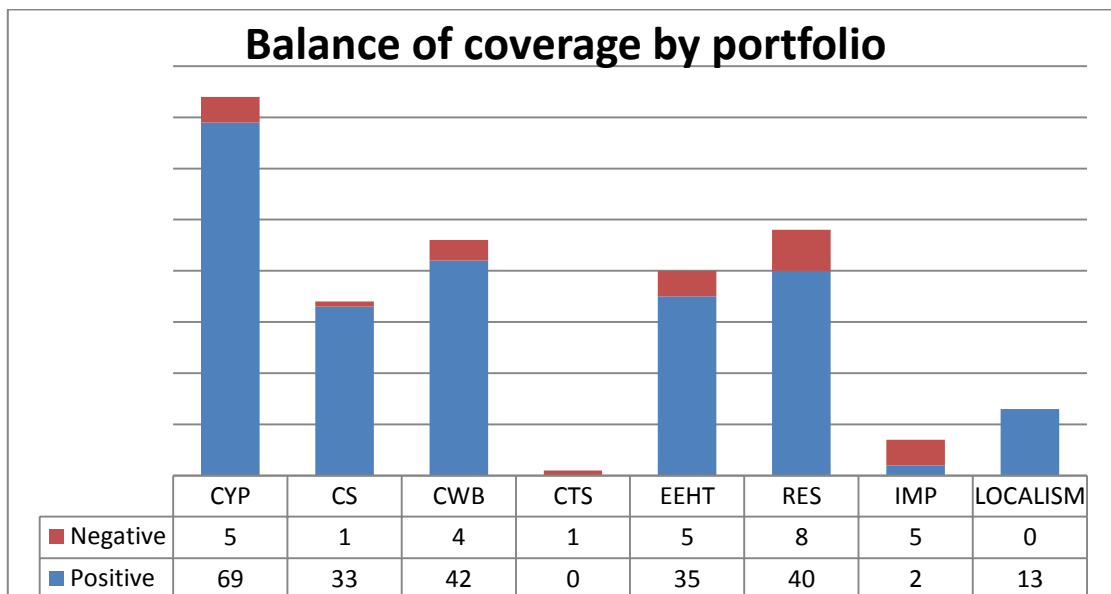
11. Our media work saw **73** episodes of media coverage on national TV and radio this quarter. June was our busiest broadcast month with **30** mentions over **7** different channels and programmes.

- 11.1. Cllr David Simmonds was interviewed on **BBC Radio 4's Today programme** and the **BBC News** about the LGA's warning about a future shortage of primary school places. The LGA's lines were also reported on **BBC News, Channel, BBC Radio 2, BBC Radio 3, BBC Radio 4, BBC Radio 5 Live, 5 News** and **TalkSport** news bulletins.
- 11.2. Cllr David Sparks was interviewed on **BBC News, BBC Radio 5 Live** and **BBC Radio 2** about city devolution and Cllr David Simmonds was interviewed on **BBC News** about apprenticeships.
- 11.3. Cllr Peter Fleming was interviewed on **BBC Radio 4 Today, BBC Radio 1 Newsbeat** and **LBC** about our call for a ban on legal highs.
- 11.4. Cllr Simmonds also appeared on **BBC Radio 4's Today programme** about school places and Cllr Mike Jones was interviewed about lorries blocking rural roads, which also received widespread coverage on **BBC News, BBC Radio 3** and **BBC Radio 4** news bulletins.
- 11.5. Cllr Peter Fleming was also interviewed about our Future Funding Outlook on **LBC** and **BBC Radio 5 Live**.





12. The majority of coverage this quarter was positive.
13. Negative **Children and Young People** coverage came from councils' provision of homelessness services for young people and about the need for councils to speed up adoptions
14. In **Community Wellbeing** negative coverage came from disabled people being left stranded by council failures and untrained care staff being a 'lethal danger' to OAPs.
15. In **Economy, Environment, Housing and Planning** negative coverage came from developers 'overruling' local democracy.
16. In **Resources**, it was about councils spending £750,000 on celebrity appearances and in **Improvement and Innovation** there was negative coverage about how councils manage assets on their property such as golf courses, farms and nightclubs.

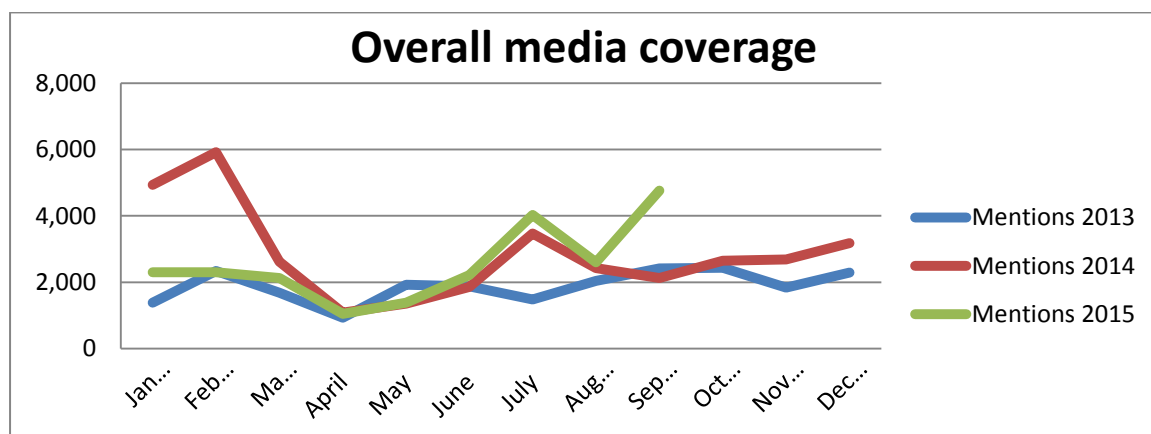


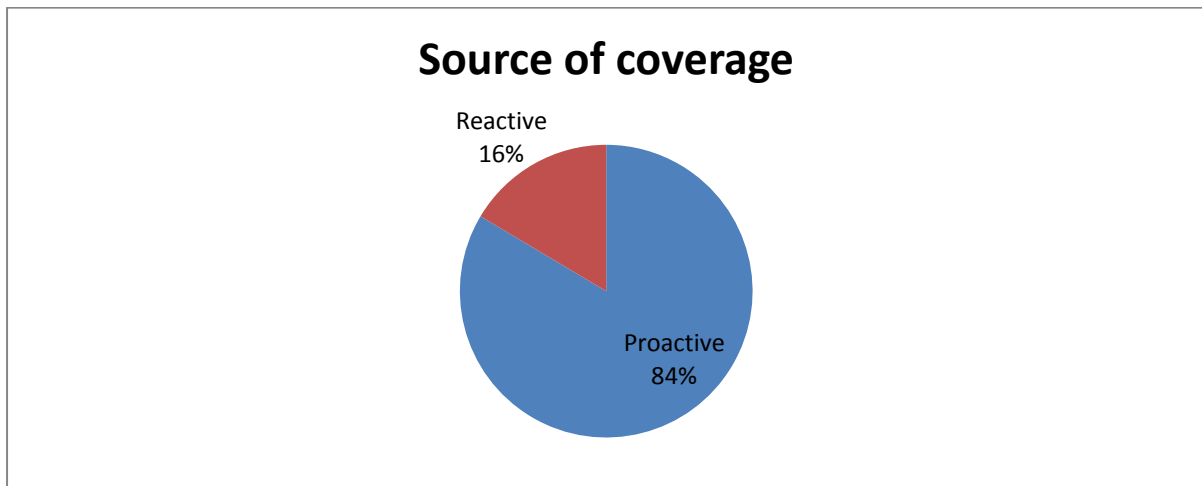
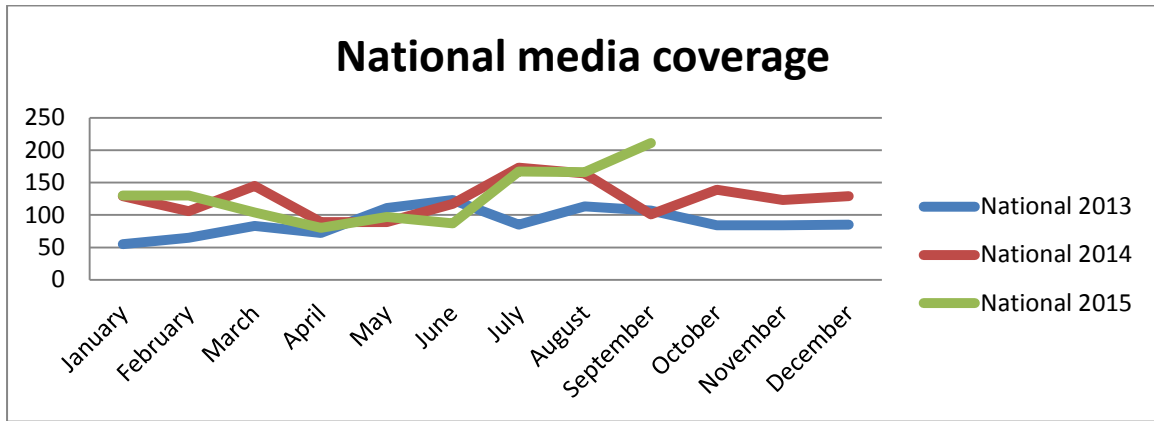
#### Media activity – July to September 2015

17. The following sets out all media coverage for the period July to September 2015.

	July – September 2015	July – September 2014	July –September 2013
<b>Coverage (all)</b>	11389	8021	5938
<b>National (Print, online, broadcast)</b>	544	438	305

18. This quarter has seen a rise in our overall and national media coverage year-on-year. We also exceeded our previous highest ever total media mentions for a single calendar month, with 211 in September. This has been driven by a proactive media campaign for our Spending Review submission and our response to the Syrian refugee crisis.



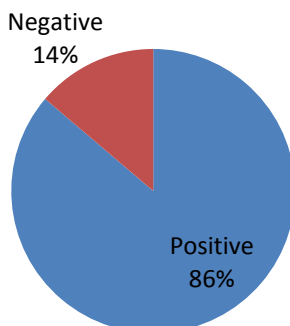


19. **84 per cent** of media coverage this quarter was through pro-active work. This is in line with our previous quarter (April-June 2015). This has been led by our Spending Review calls about the £10 billion extra cost pressures on local services, our response to the Syrian refugee crisis, our Skills to Build survey, the delayed introduction of the Care Act and the Summer Budget announcement about the National Living Wage.

20. As a result, **86 per cent** of our coverage this quarter was positive.



### Overall balance of coverage

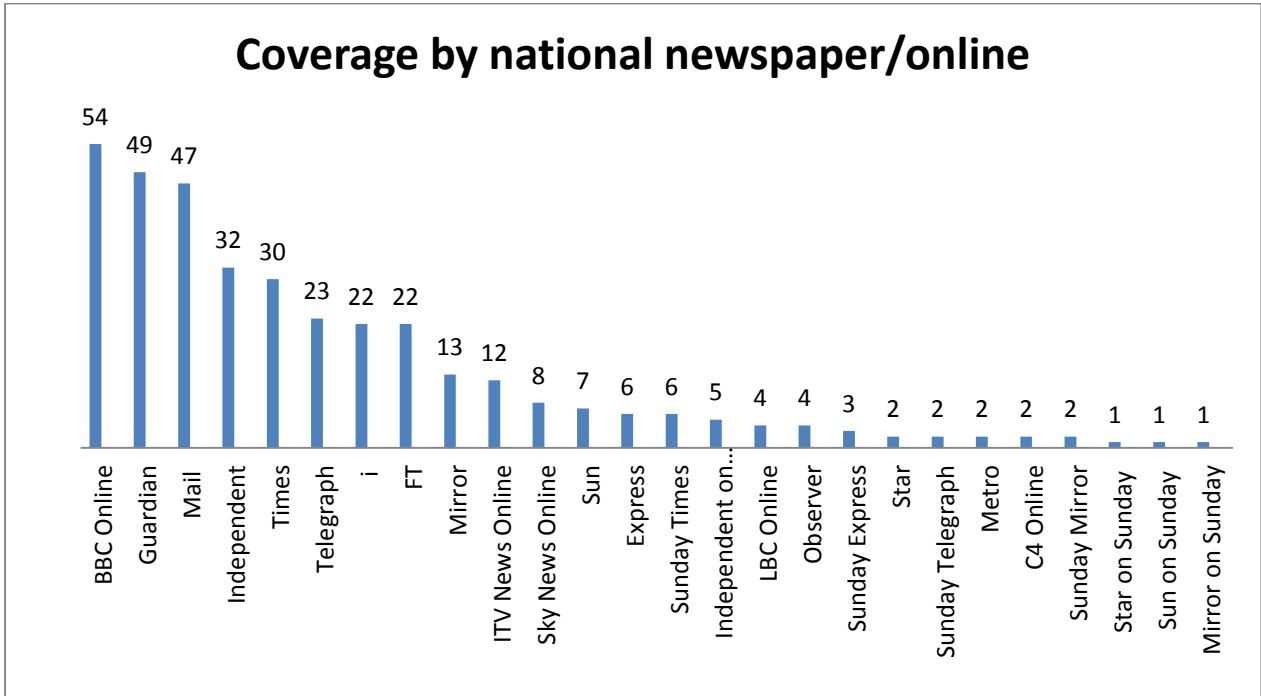


#### 21. Proactive releases this quarter included:

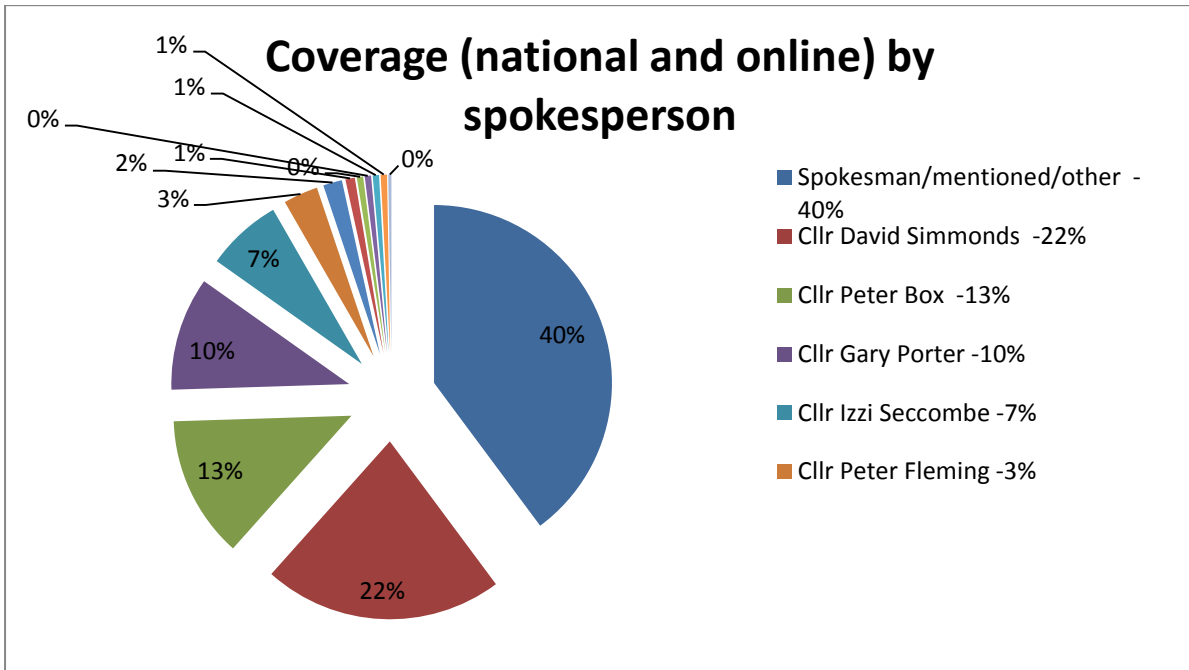
- 21.1. £10 billion extra cost pressures on local services by 2020, councils warn ahead of spending review **(9 episodes of media coverage)**
- 21.2. LGA's response to the refugee announcement **(89 episodes of media coverage)**
- 21.3. Cllr Izzi Seccombe writes to Jeremy Hunt MP on Phase 2 of the Care Act reforms/ LGA responds to Care Act delays **( 24 episodes of media coverage)**
- 21.4. Construction skills shortage threatens Government housebuilding pledge **(20 episodes of media coverage)**
- 21.5. Rogue landlords: new measures – including jail – needed, councils say **(20 pieces of media coverage)**
- 21.6. Fly-tipping: Councils call for urgent action to save the nation's countryside/ 'Car litter louts' – New powers called for by Councils **(15 episodes of media coverage)**
- 21.7. US-style calorie signs should be introduced by pub, restaurant and cinema chains, say councils **(18 episodes of media coverage)**
- 21.8. Blue badge thefts more than double **( 14 episodes of media coverage)**

#### Print and online media

22. The following sets out national newspaper and online coverage for the period July to September 2015.

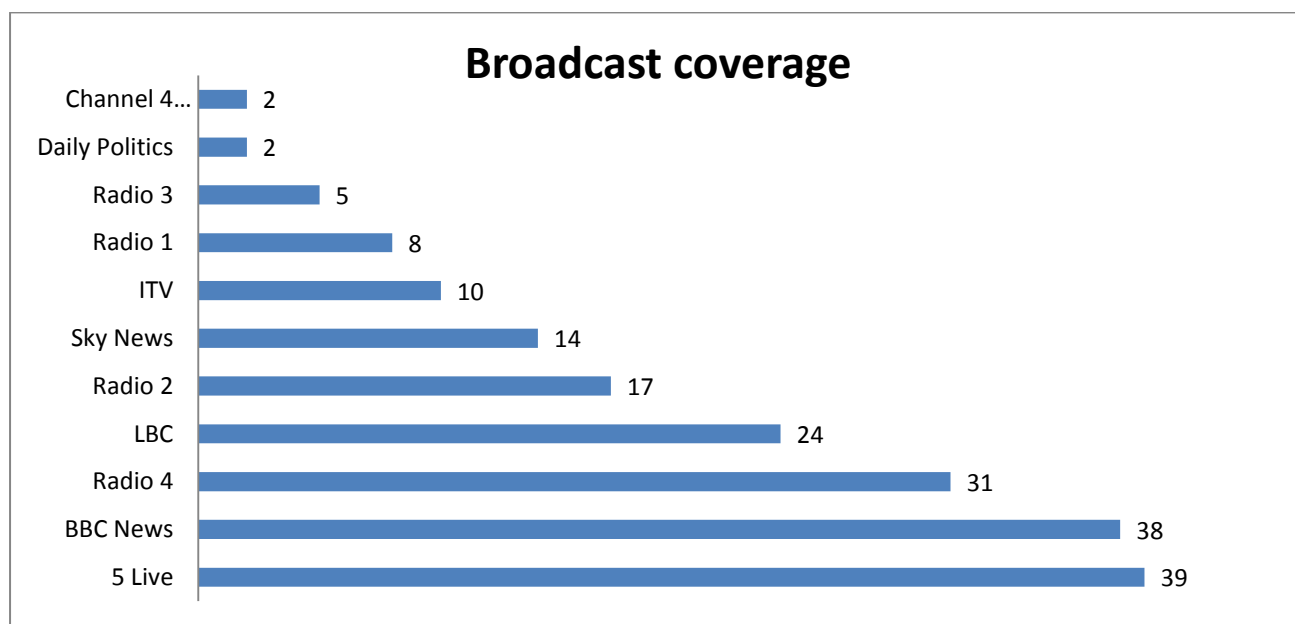


23. The LGA appeared in **26** daily and Sunday titles during this quarter. We featured on **BBC Online** the most with **54** mentions, the **Guardian** with **49** mentions and the **Mail** with **47** mentions which covered stories ranging from Summer Budget announcements about devolution and the National Living Wage, to the delayed introduction of the first phase of the Care Act and our response to the refugee crisis. Other stories which received widespread coverage were our releases on rogue landlords and Right to Buy, as well as our Spending Review calls on £10 billion cost pressures and bus funding.



**Broadcast media**

24. The following sets out our broadcast activity for the period July to September 2015.



25. Our media work saw **194** episodes of media coverage on national TV and radio this quarter, up from **145** on the corresponding quarter last year. This included extensive coverage of the refugee crisis from September onwards.

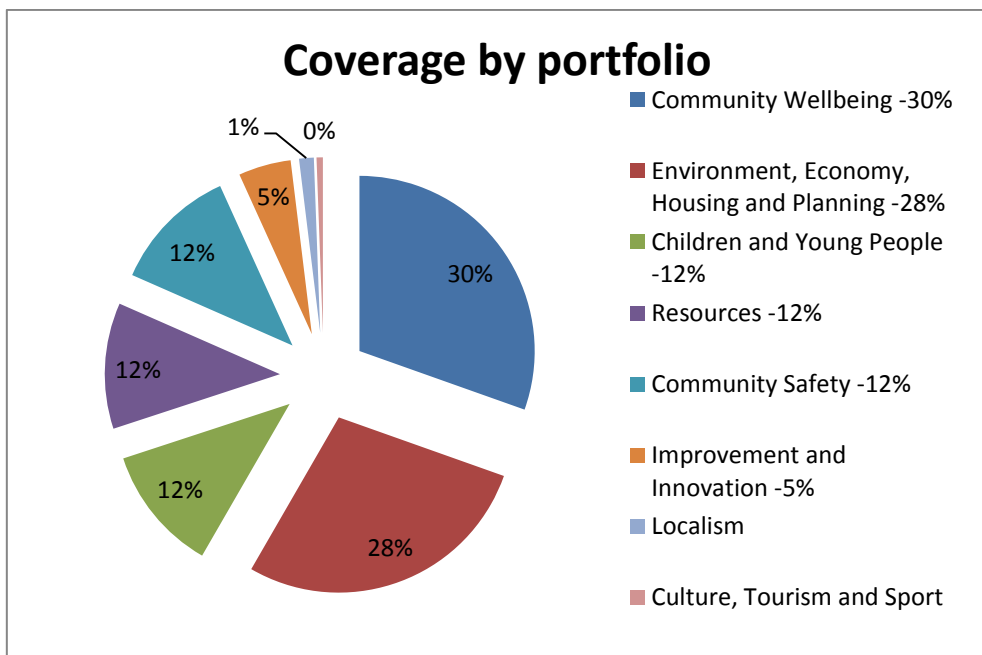
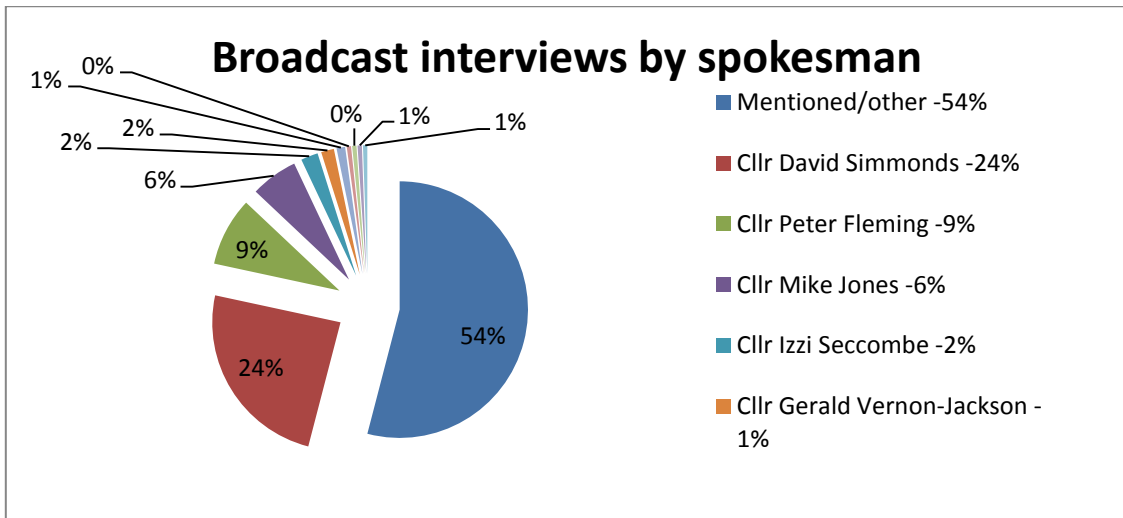
26. Coverage included Cllr Mike Jones being interviewed about on **BBC Breakfast**, **BBC News**, **BBC Radio 5 Live** and **BBC Radio 2** about our calls for new powers for councils to clamp down on littering from cars. Cllr Jones also appeared on **BBC News**, **BBC Radio 4** and the **Daily Politics** about the Government's proposed changes to planning laws.

27. Cllr Peter Fleming was interviewed on **LBC** about the implications for councils of the new National Living Wage and also appeared on **BBC News** and **ITV News** about the delayed introduction of the Care Act.

28. Community Wellbeing Chairman Cllr Izzi Seccombe was interviewed on **BBC Radio 4's Today programme** about the delayed introduction of the Care Act.

29. Cllr David Simmonds was interviewed widely about councils' response to the refugee crisis on **BBC News**, **Sky News**, **Good Morning Britain**, **BBC Breakfast**, **BBC Radio 4's Today programme**, **BBC Radio 5 Live** and **LBC**. Cllr Gerald Vernon-Jackson was also interviewed on **BBC Radio 5 Live** about our call for a crackdown

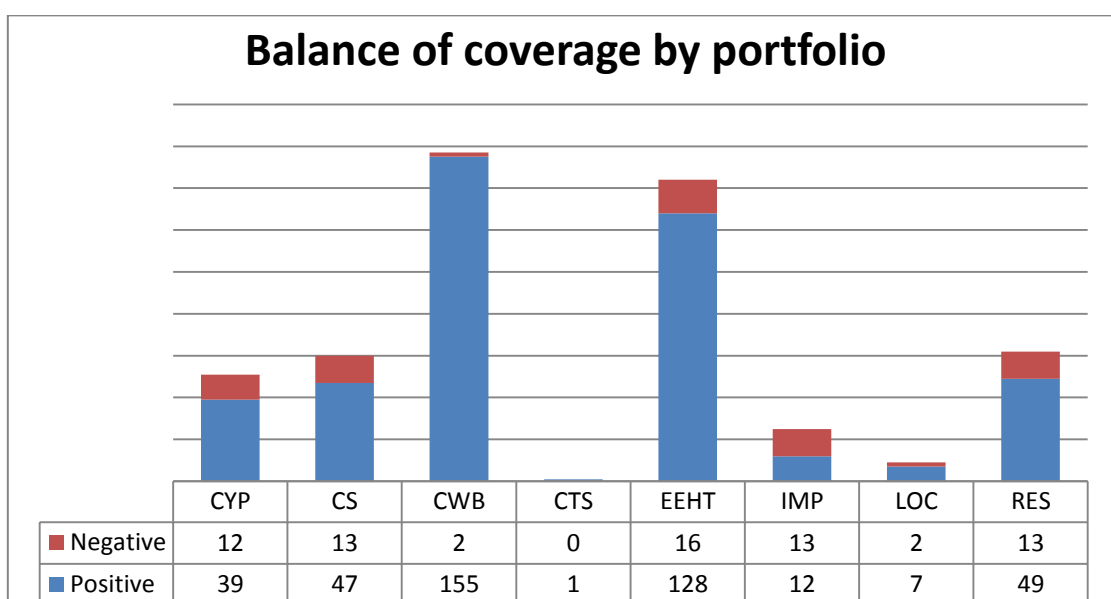
on rogue landlords and Cllr Marianne Overton was interviewed on **BBC News** about our SR call for greater bus funding.



30. The vast majority of coverage this quarter was positive.

31. In **Children and Young People**, we received negative coverage on the rising cost of childcare and holiday club fees and how foster children are harmed by frequently being moved.

32. In **Environment, Economy, Housing and Transport** it was about the UK losing green spaces, Britain's decaying footpaths and motorists being fined for driving in bus lanes.
33. In **Community Wellbeing** negative coverage was received about young people leaving care early, the rising costs of public cremations and how home care visits must last longer than 30 minutes.
34. Negative **Improvement and Innovation** coverage was on public bodies releasing confidential data by accident and in **Resources** it was about councils' use of LOBOs loans and of bailiffs.



## Public Affairs

### 35. Summary

- 35.1. The LGA secured positive commitments from the political parties in their General Election manifestos, based on our "100 days" campaign.
- 35.2. The LGA mentioned **51 times** in Parliament between May and June, during which period we provided **8 formal written briefings** for parliamentarians.
- 35.3. The LGA has been mentioned **139 times** in Parliament between July and September, during this time we provided **22 formal written briefings** for parliamentarians.
- 35.4. The LGA has submitted formal written evidence to **15 Select Committee inquiries**.
- 35.5. The LGA is supporting the inquiry into Better Devolution for the whole of the UK which took evidence from the former Prime Minister **Gordon Brown**.

- 35.6. The LGA hosted debates on devolution across the party conferences and our councillors spoke at a wide range of events hosted by over **40 stakeholders**.

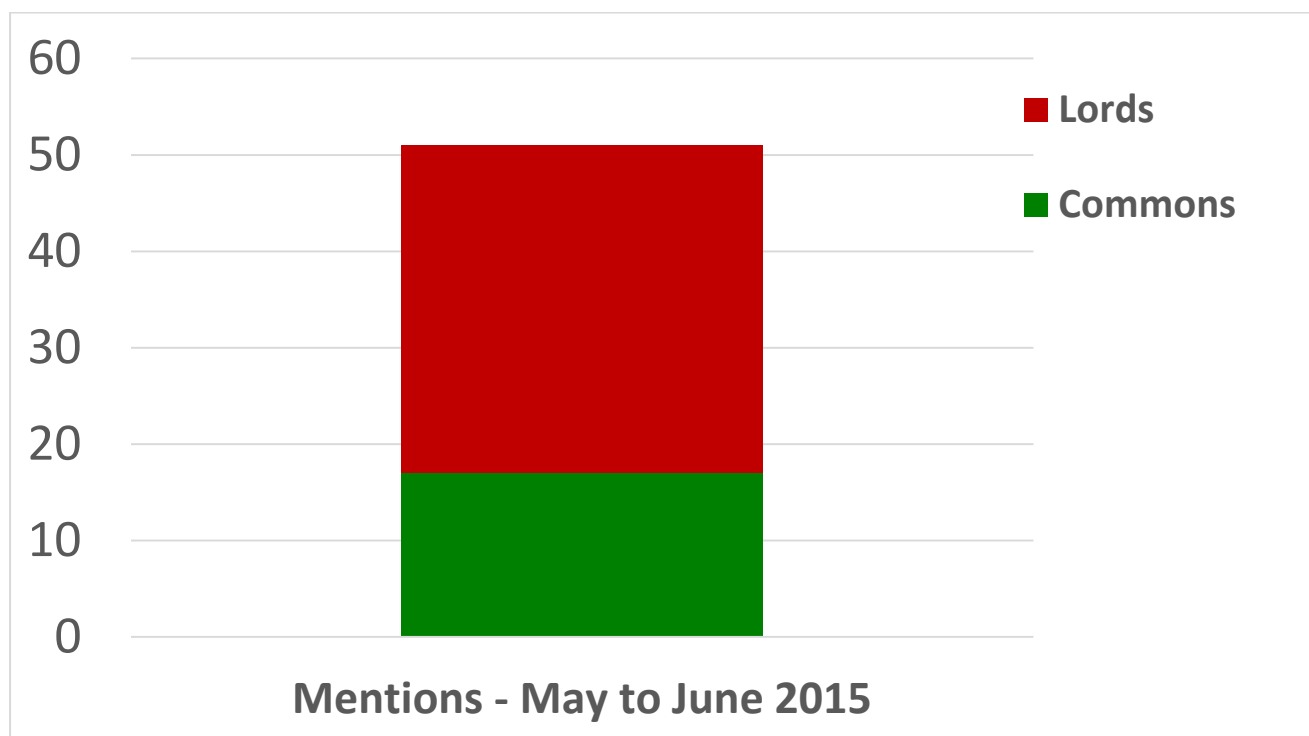
## **The General Election**

36. In the first quarter of the year we continued to work closely with the political parties to promote our 100 days policy recommendations and secure positive commitment to them in the general election manifestos. Secured key 'wins' for local government, included:
- 36.1. A commitment from five of the political parties (Conservative, Labour, Liberal Democrats, UKIP and Greens) to build more homes.
  - 36.2. A commitment from five of the political parties (Conservative, Labour, Liberal Democrats, UKIP and Greens) to devolve a range of economic powers to local areas.
  - 36.3. A commitment from the Conservatives, Labour and Liberal Democrats to integrate health and social care funding.
  - 36.4. A commitment from the Conservatives, Labour and Liberal Democrats to reform business rates.
  - 36.5. A commitment from the Conservative Party to review how central government can further reduce ring-fencing and Whitehall burdens to give councils more flexibility to support local services.
  - 36.6. The Labour Party committed to create multi-year budgets so that local authorities can plan ahead.
  - 36.7. The Liberal Democrats and UKIP committed to either devolve full control of Right to Buy or reinvest 100 per cent of Right to Buy sales back into community housing.
  - 36.8. A commitment from Labour and the Greens to give councils more freedom over housing benefits and rent reductions.
  - 36.9. Following the General Election we have been working closely with the new Conservative government to ensure a number of manifesto commitments that supported our 100 days recommendations are converted into Government policy. This includes:
    - 36.10. An announcement at Conservative Party conference from the Chancellor of the Exchequer George Osborne MP all £26 billion of business rates will be kept by councils.
    - 36.11. A Cities and Local Government Devolution Bill to create enabling powers which deliver on the Government's manifesto commitments on devolution.
    - 36.12. Encouraging the Government to delay the second phase of the Care Act until 2020.
    - 36.13. Legislation in the form of the Psychoactive Substances Bill to give councils the powers to make licensing decisions on legal highs.
    - 36.14. A further commitment of £6 million to the One Public Estate Programme.
    - 36.15. A commitment to continue to integrate the health and social care system through the Better Care Fund.

- 36.16. A commitment to a wide-ranging business rates review and including allowing councils in Cambridgeshire, Greater Manchester and Cheshire East to retain 100 per cent of growth in business rates.

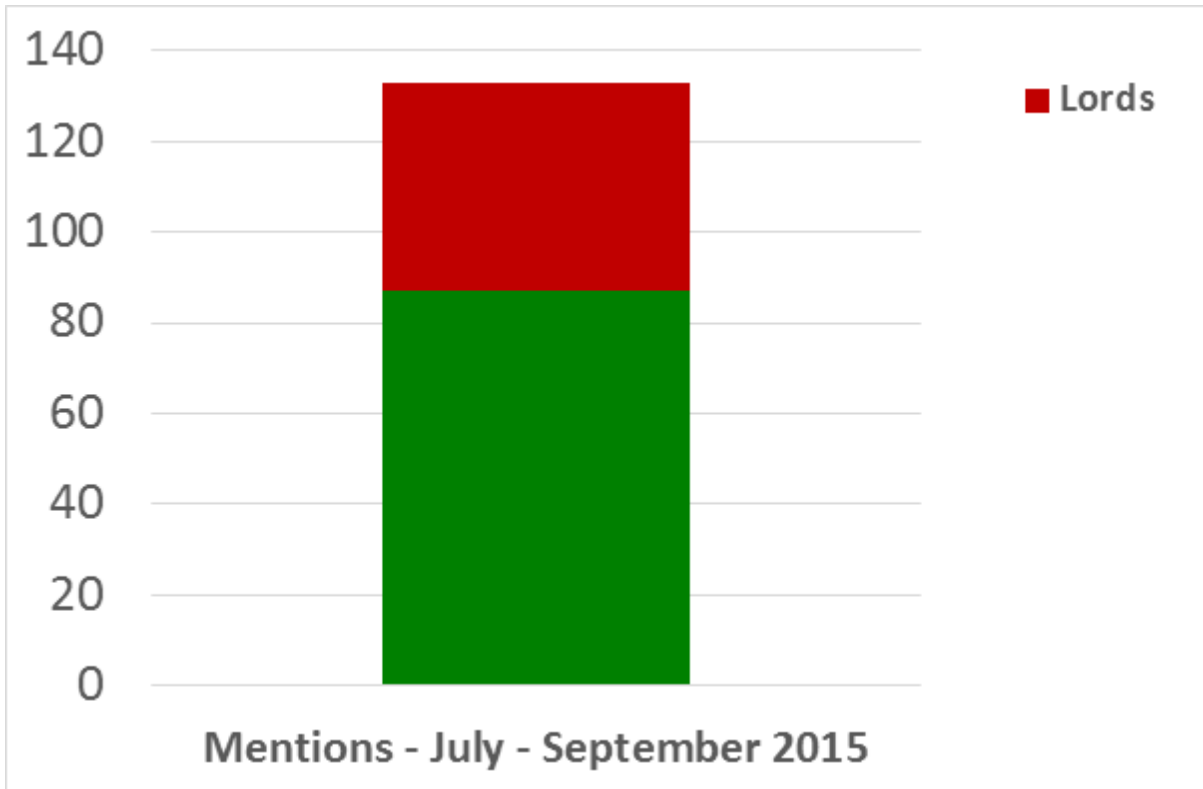
### Parliamentary profile

37. Since Parliament reconvened following the General Election we have continued to benefit from a high profile in Parliament. From the State Opening of Parliament in May until the end of June (quarter one), Parliament sat to debate policy and legislation on 20 days and the LGA was mentioned directly on 51 occasions. This means that on average we were mentioned 2.5 times each day Parliament was sitting to debate policy and legislation. Of these mentions, the LGA was quoted in the House of Commons 17 times and the House of Lords 34 times.



**Chart 1: Mentions by source**

In quarter two, July-September 2015, the LGA was mentioned 139 times when Parliament sat to debate policy and legislation **on 133 days**. This means that on average the LGA was **mentioned 6 times each day Parliament** sat to debate policy and legislation. Of these mentions in quarter two, 93 of the quotes were in the House of Commons and 36 were in the House of Lords.

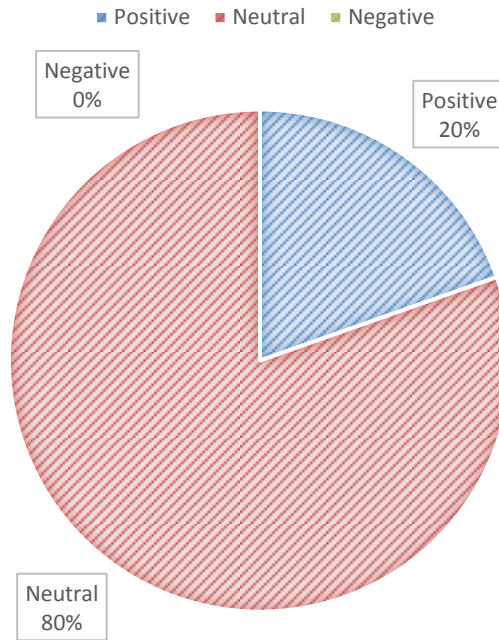


**Subjective analysis**

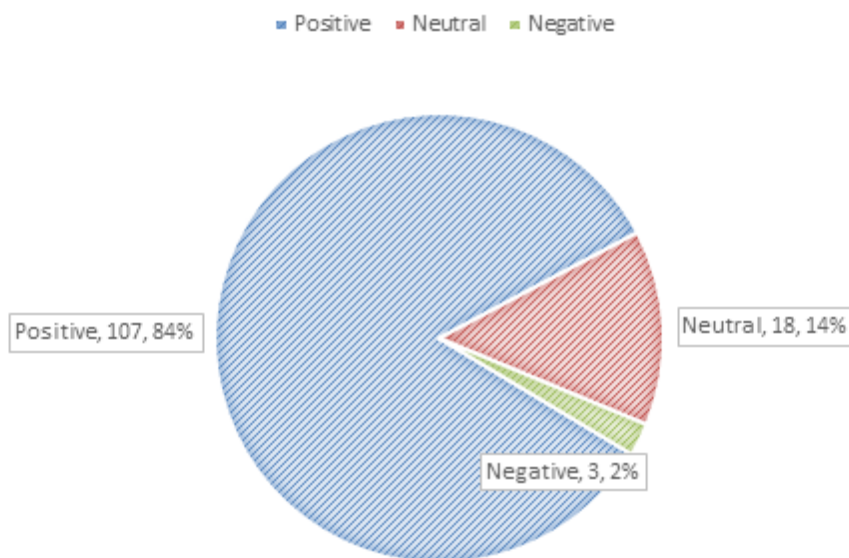
38. There were no negative mentions of the LGA during quarter one, with 80 per cent of all mentions of the LGA being positive. Of the LGA's mentions in Parliament in quarter two 84 per cent were positive, 14 per cent were neutral and only 2 percent were negative.



### SUBJECTIVE ANALYSIS, MAY-JUNE 2015

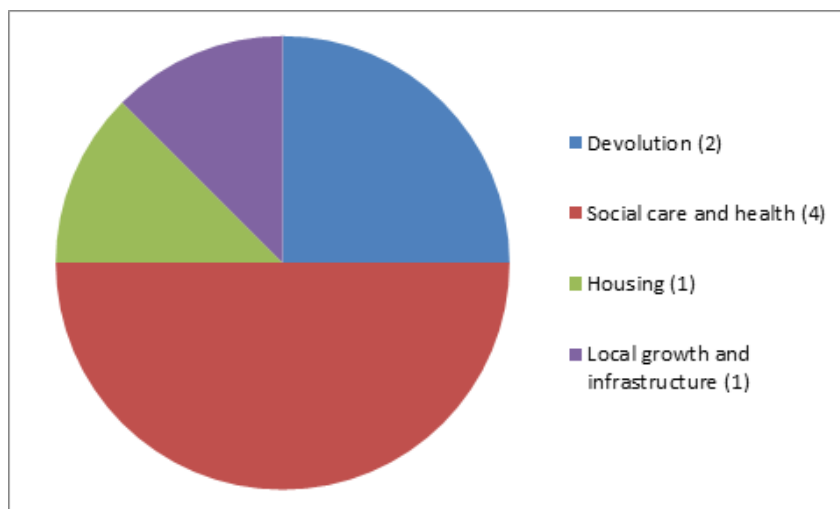


### MENTIONS BY SENTIMENT, JULY - SEPT 2015

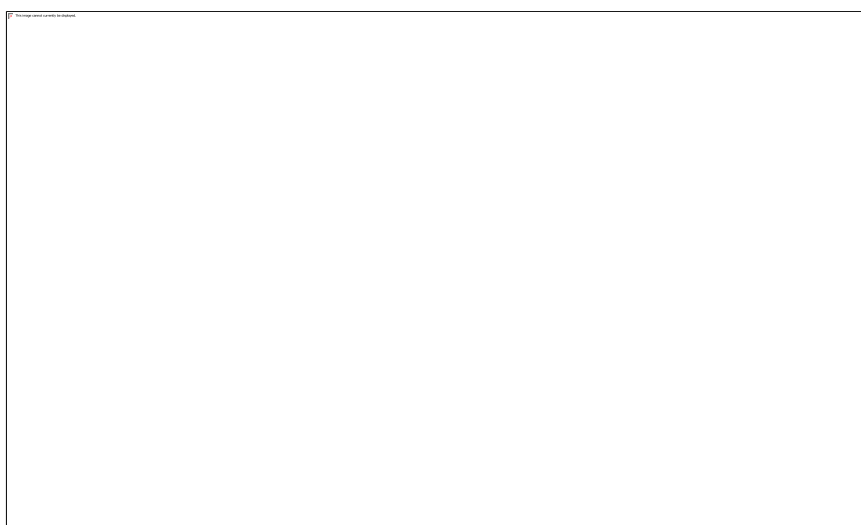


**Further briefing activity and parliamentary debates**

39. Each week when Parliament is sitting the LGA briefs for debates being held in Parliament. From 21 May when Parliament re-convened to the end of June the LGA provided formal written briefings for eight parliamentary debates in the House of Commons and the House of Lords. These covered subjects including devolution, housing and health and social care.



40. From July to September (quarter two) the LGA has issued formal written briefings for 22 parliamentary debates on a range of subjects including devolution, local government finance, social care and health, housing and local growth and infrastructure.



## Legislation

41. Following the Queen's Speech the LGA has been lobbying on a number of Government Bills to secure positive change. **The Cities and Local Government Devolution Bill**, introduced to Parliament in May, takes forward a number of reforms intended to allow for the implementation of devolution agreements. In the House of Lords we secured positive amendments that introduced requirements for central government to report annually on devolution and to subject all new legislation to a 'devolution test'. These are important changes for local government ensuring that central government updates Parliament regularly on the progress of devolution for all areas of the country and providing a safeguard against centralising legislation from other government departments. We are now engaging with MPs as the Bill passes through the House of Commons.
  
42. **The Welfare Reform and Work Bill** makes provisions on the Troubled Families Programme, on social mobility, on welfare benefits and on social housing rents. The LGA Chairman Cllr Gary Porter gave evidence to the Public Bill Committee in the House of Commons and made the case that reducing social rents in the way proposed will reduce the capacity of councils to invest in new and existing homes (the Committee were scrutinising the housing proposals in the Bill). The legislation is now being debated in the House of Commons and we are proposing further amendments to it.
  
43. **The Education and Adoption Bill** is being debated in the House of Lords having been agreed by the House of Commons. We are working with parliamentarians to further our call for the Bill to recognise the essential role of councils in driving up standards in schools by removing the bureaucratic barriers currently preventing councils from intervening quickly and decisively in underperforming schools.
  
44. **The Childcare Bill** is being agreed by the House of Lords and is due to go to the House of Commons imminently. The Bill seeks to increase the provision of free childcare to 30 hours a week. We support the Government's intention to make childcare more affordable, however, we are highlighting the need to provide adequate funding. We will continue to make this point as the Bill is scrutinised by MPs.
  
45. **The Enterprise Bill** has now been published and is being debated in the House of Commons this autumn. The Bill establishes a Small Business Commissioner, requires regulators covered by the Bill to have regard to a Growth Duty, reforms business rates appeals and makes provision restricting exit payments in relation to public sector employment.

### **All Party Group on Reform, Decentralisation and Devolution**

46. The All-Party Parliamentary Group (APPG) on Reform, Decentralisation and Devolution was founded in 2014 for cross-party parliamentary discussion on the need for a UK-wide settlement. The LGA provides the secretariat to the APPG.

47. The APPG recently commissioned an inquiry into Better Devolution for the Whole UK, chaired by the crossbench Peer and LGA President, Lord Kerslake. A cross-party panel of MPs, peers and other experts will make recommendations on devolution to and within the nations, implications for the role of Whitehall and Westminster, the role of local government, and wider constitutional reform. The inquiry's first evidence session was held in September 2015 and heard evidence from former Prime Minister Gordon Brown, former Director-General for Devolution Professor Jim Gallagher and Director of the Constitution Unit Professor Robert Hazell. Three further evidence sessions will be held over the autumn and winter, with witnesses drawn from central and local government, businesses and charities. Written evidence has been submitted by councils, charities and representative groups. We will support the panel to draft its report and recommendations, which will be launched in the spring.

### **Select Committee inquiries**

48. Since Parliament has returned the we have submitted formal written evidence to 15 inquiries in order to promote our priorities on a range of issues, including our recommendations on the Spending Review and devolution. These are:

<b>Committee</b>	<b>Inquiry</b>
Communities and Local Government	Inquiry into planning and productivity
Work and Pensions	Inquiry into welfare to work
Communities and Local Government	Inquiry into the Housing Association sector and the Right to Buy
Work and Pensions	Inquiry into pension freedom guidance and advice
Education	Inquiry into the work of Ofsted
Communities and Local Government	Inquiry into the Cities and Local Government Devolution Bill
Home Affairs	Inquiry into psychoactive substances
Health	Inquiry into primary care
Work and Pensions	Inquiry into benefit delivery
Education	Inquiry into the work of Regional Schools Commissioners
Business, Innovation and Skills	Inquiry into the Government's Productivity Plan
Social Mobility (House of Lords)	Inquiry on how to prepare young people for the world of work

Culture, Media and Sport	Inquiry into establishing world-class connectivity throughout the UK
National Policy for the Built Environment (House of Lords)	Inquiry on how to create a better built environment
Energy and Climate Change	Inquiry on the Committees priorities for 2015
Environment, Food and Rural Affairs	Inquiry on the Committees priorities for 2015
Public Accounts Committee	Inquiry into the Care Act first-phase reforms inquiry
Public Accounts Committee	Inquiry into the local government and the new burdens doctrine
Transport	Inquiry into road traffic law enforcement
Education	Inquiry into mental health and well-being of looked after children

### **Party conferences**

49. Our Spending Review submission, *Spending Smarter: A shared commitment*, and our devolution report informed our Party conference engagement, including at our debates on devolution and the Spending Review. These debates were well attended, with more than a hundred delegates at the Liberal Democrats, Labour and Conservative events and high profile speakers secured for each including representatives from think tanks, civic leaders and ministerial or shadow ministerial speakers. We also supported evening receptions for councillors at the conferences at which the respective Party leaderships and LGA Group Leaders spoke about the important work of local government.

50. As with previous years, we also worked closely with a range of stakeholders from across the private, public and voluntary sectors to secure speaking opportunities for our councillors at debates, policy seminars and private meetings such as evening dinners. This year we secured 75 speaking opportunities for members at debates and roundtables with over 40 stakeholders. A full update on the LGA's party conference activity is available in a separate Board paper.

### **Campaigns**

#### **Future Funding**

51. The Future Funding campaign, launched ahead of the General Election focuses on securing sustainable funding for local government ahead of the Spending Review in November.

52. As well as our media and public affairs work, we produced an animation to illustrate the issues facing councils if funding to local government continues to be reduced. This has, to date, been viewed 1,335 times.
53. For the first time we ran a 'live blog' covering the relevant announcements for local government in the Summer Budget in July. The blog was well received with 1,933 page views from 1,289 users.
54. Our Budget On the Day briefing was produced and shared with leaders, group leaders, chief executives and finance directors. It was downloaded 4,818 times.
55. The campaign document, 'A Shared Commitment: Local government and the Spending Review', was launched at Annual Conference in July 2015 and has been downloaded 4,788 times in addition to 2,000 hard copies which were distributed to members, officers and stakeholders.
56. In addition, our Future Funding Outlook, has been downloaded 9,983 times from the LGA website.
57. 'Spending Smarter: A Shared Commitment' which formed the technical Spending Review submission to the Treasury, has been particularly successful with our audiences and has been downloaded 11,524 times whilst 700 hard copies have been distributed.

## **DevoNext**

58. DevoNext, a campaign laying out a roadmap for devolution to local government, was launched ahead of the General Election. 'English devolution: local solutions for a successful nation', the main campaign document which was heavily promoted post-Election and at Annual Conference, has been downloaded 25,666 times to date and 1,660 hard copies have been given out to delegates, members and stakeholders.
59. In addition to the main document, a public health focused publication – 'English devolution: local solutions for a healthy nation' – was produced. This has also proven to be popular with audiences and has been downloaded 12,430 times to date, with 500 publications printed and distributed.
60. To accompany the publications, a DevoNext hub was produced within the LGA website. The hub pulls together information and tools for councils that are building

devolution deals and is regularly updated. Over Q1 and Q2, the hub has received 9,693 page views from 1,792 unique visitors.

### **Be A Councillor**

61. In July 2015, the LGA launched a localised Be a Councillor campaign, working with Rotherham Council. As part of the campaign, a new website was developed, marketing materials – including leaflets, detailed guides and animations – were produced.
62. The campaign, aimed at identifying and supporting 30-40 potential councillor candidates for selection in the council's all-out elections in May 2015, has been a broad success.
63. To date, the Rotherham pages on the new website have had 1,933 page views (the campaign's objective was 2,000) and almost one in four visitors (483) have taken a 'quiz' designed to give an overview of the role of a councillor in the council (the campaign's target for this was 250 taking part in the quiz).
64. In addition, the marketing materials have been well received in the area: 3,750 leaflets have been handed out at events including the Rotherham Show whilst 200 copies of a workbook have been used to help guide potential candidates and 600 copies of a detailed guide to being a councillor have been distributed.

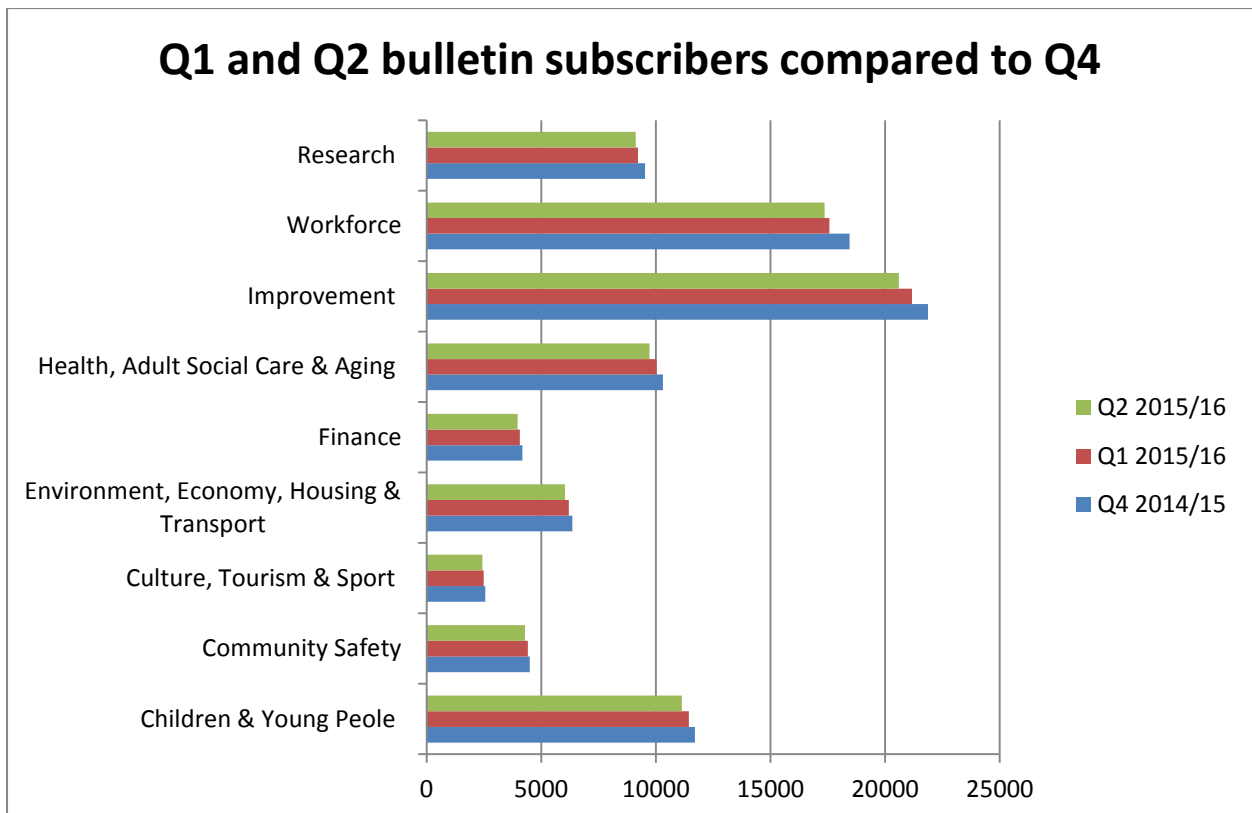
### **Refugees**

65. In response to the Syrian refugee situation in addition to our negotiation, media and public affairs work, we created an online hub which pulls together frequently asked questions along with guidance for councils.
66. The web page has been well received, with 8,343 page views (average views for pages on the website are around 2,000), 4960 unique visitors and 1,116 returning visitors which indicates that the page is being used as a reference resource for the latest updates on the situation.
67. Those visiting the site included councils, central government and the media. In addition, 'single-issue' bulletins have been sent to leaders and group leaders; chief executives; and heads of communications as and when further information has become available. These have had a positive response with good open rates.

### **Digital Communications**

68. Our regular ebulletins – sent out to subscribers from Board Chairs to promote the work of the LGA – have had two pauses in distribution over Q1 and Q2 of this year, for Purdah and our regular break over the summer period.

69. This has meant that there has been a slight drop in overall subscriber rates however, some bulletins continue to have a strong readership, including Children and Young People (11,140), Improvement (20,599) and Workforce (17,355).



70. In addition to the programme bulletins, both the Chief Executive’s email and Chairman’s weekly bulletin – which goes out to all council leaders and group leaders – have continued to be a useful channel to engage with target audiences. The chief executive email is regularly sent to 360 recipients, whilst the Chairman’s is sent to 980 people.

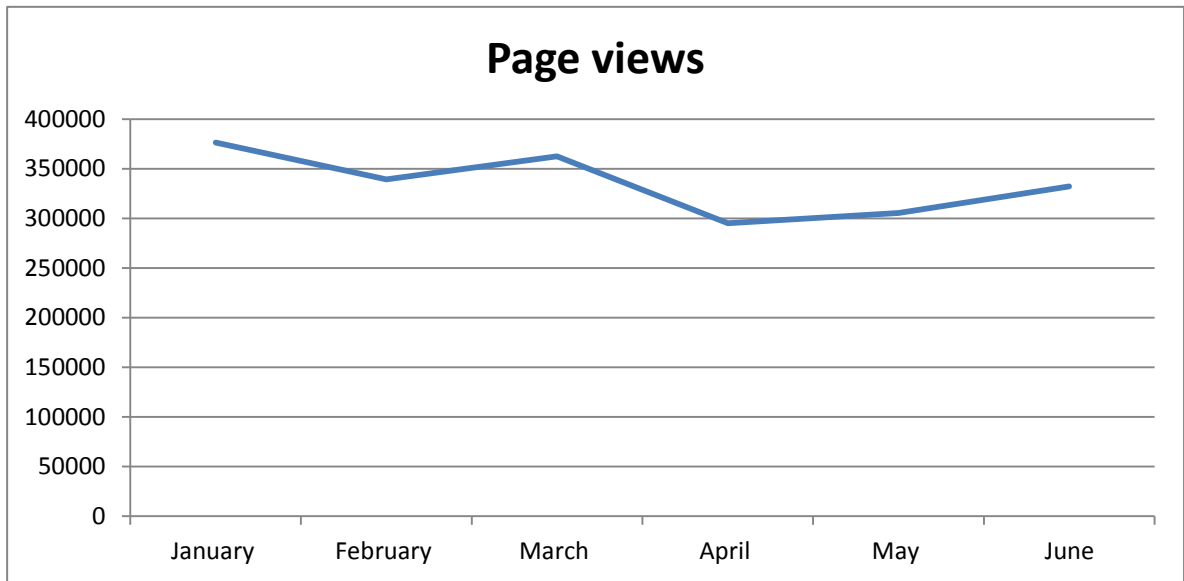
**Quarter 1 website**

71. The LGA website saw a slight decrease in visitors and page views in Q1 though this is likely to be a result of an increase in visitors in the lead up to the May 2015 election.

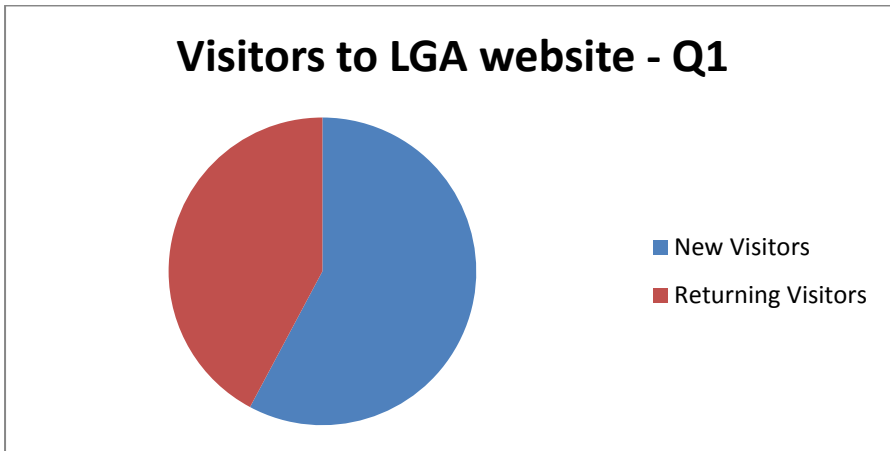




72. Page views remain high meaning visitors to the LGA’s website are visiting numerous pages but have seen a slight decrease, likely to be for the same reason as above.



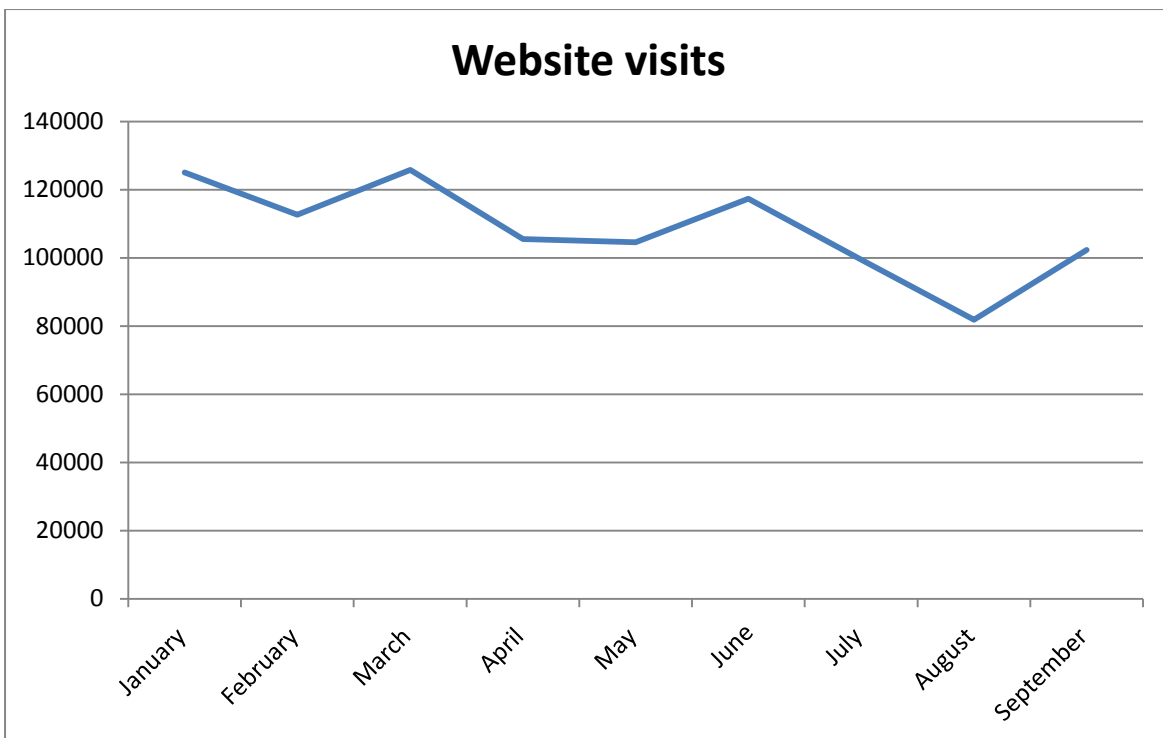
73. Reflecting ongoing trends for the website, more new visitors (57.8 per cent) than returning visitors (42.2 per cent) visited the website over Q1 meaning that we’re continuing to attract new audiences.

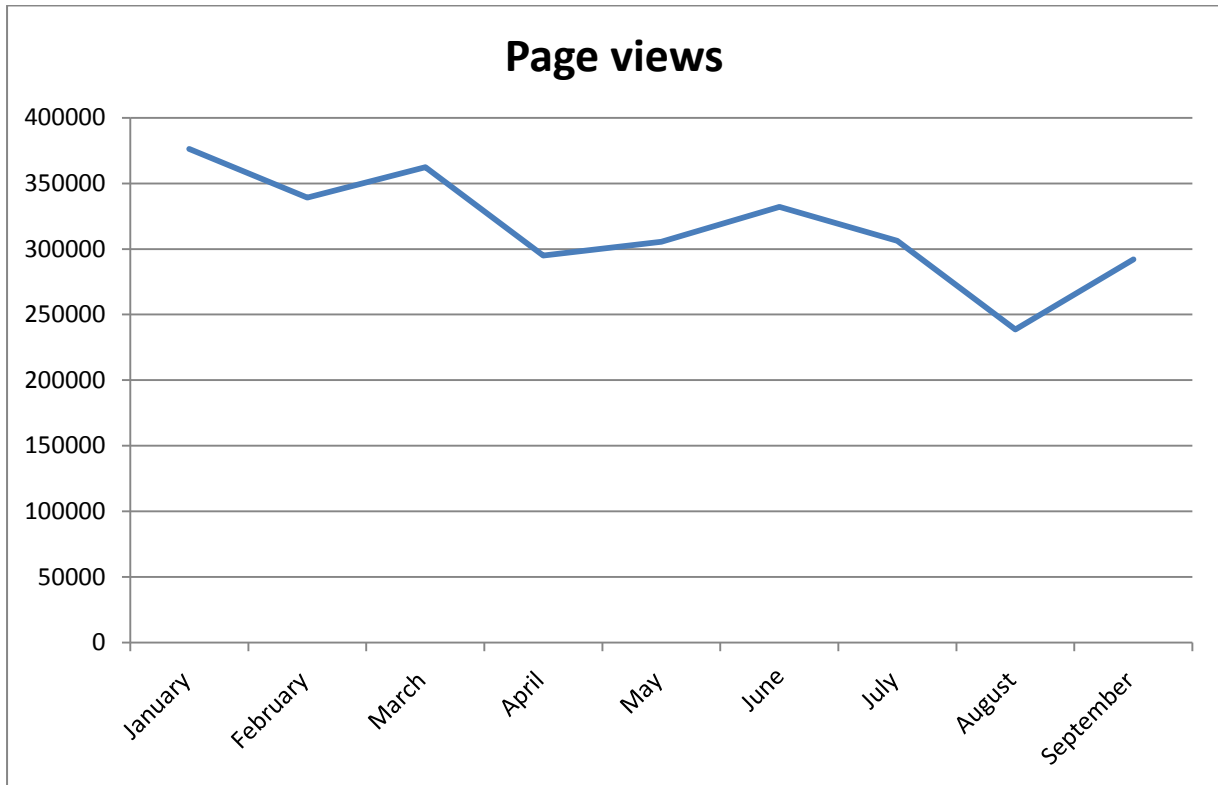


74. The average time spent on the website is 2 minutes, 29 seconds which remains stable from previous quarters.

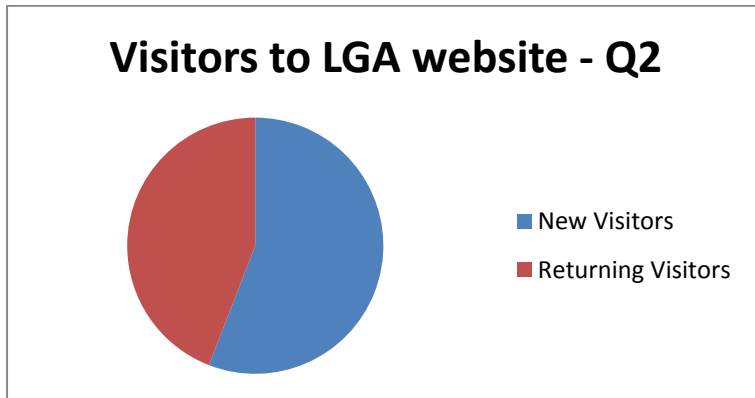
**Quarter 2 website**

75. Again, there has been a very slight decrease in website visits and page views in Q2, this is likely to be a result of the summer period where we traditionally see a decrease in visitors to the website





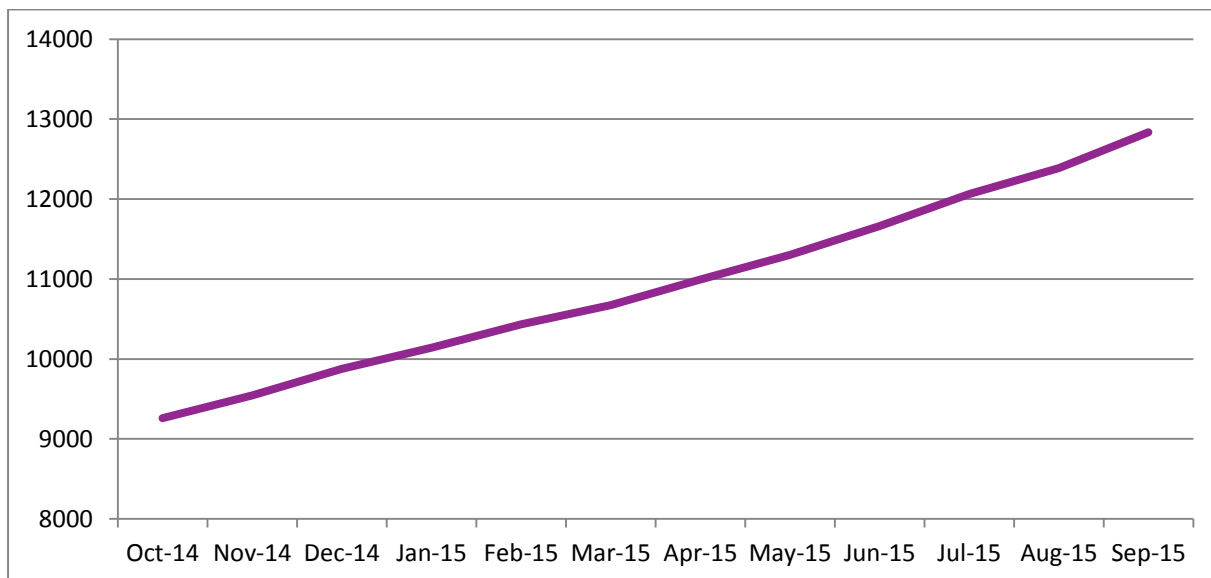
76. Visitors to the website continue to be slightly more new visitors (55.9 per cent) than returning visitors (44.1 per cent)



77. Again, the average time spent on the website per session in Q2 is 2 minutes 29 seconds.

### Social media

78. The audience for the corporate twitter feed - @LGAComms – has continued to grow over Q1 and Q2, gaining 1,912 new followers over the time period. The account now has 12,883 followers including members, council officers and stakeholders as well as media and national politicians.



79. Quarter 2 also saw a noticeable increase in potential impressions (number of times tweets are seen) at 14.62 million, up from 9.5 million in Q1. One reason for this is twitter activity throughout annual conference.

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