

Next Steps

Date	Activity	Audience	Team / person leading	Completed
W/C 7 May	Letter to PM Led by Carers UK	Daily Mail exclusive	Carers UK, media	Yes
9 May	Queen's speech draft Bill announced Outline the LGA's reaction to the Queen's speech.	National and trade media	Policy, public affairs and media	Yes
W/C 14 May	Website section launch	LGA members, stakeholders and parliamentarians	Web team, policy and public affairs	Yes
15 th May	Relevant day of Lords Queen's speech debates LGA briefing ahead of the debate to highlight need for legislation and support of Dilnot model	MPs/Peers	Public affairs and policy	Yes – secured a number of LGA mentions within the debates
June	Getting to grips with funding Getting more money into the system is crucial but there are currently several figures representing the possible funding shortfall. A piece of work will look to: -quantify how the demand for services is going to change over time and the financial implications of this - show the costs in social care both now and in the future	National and trade media	Finance, policy, public affairs and media	Yes – secured coverage in the Mail, Telegraph and the Express Also sent to parliamentary contacts and stakeholders

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1 June	Radio 4 'You and Yours' Outline the LGA's three asks for the white paper and potential impact of further government inaction. This will be part of a series to be broadcast on radio 4 ahead of publication of the white paper	National media	Media, policy DR	Yes
w/c 4 June	BBC 6 o'clock News	National media	Media, policy SMC	Postponed until white paper published
May/June	LGC feature on adult social care Pieces from Chairman, CEX and Board Chairman and possible roundtable	Local government sector	Media, public affairs, policy	To coincide with publication of the White Paper
May/June	National media Continue to place stories in key national media.	National media	Media	Yes
May/June	Focus on specialist media 'Thought pieces' and placed articles in trade and specialist press to complement national media coverage	Practitioners Lead members	Press and media, Public affairs, policy	
Ongoing	Briefing to VPs, parliamentarians and key stakeholders	As per activity	Public affairs	Yes, ongoing
9 or 23 June(tbc)	First Article	Members	Policy	Yes

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26-28 June	LGA annual Conference Panel debate Discussion panel: David Behan , Director General for Social Care, Local Government and Care Partnerships, Department of Health Cllr Andrew Lewer , Derbyshire County Council Sarah Pickup , President, ADASS Chris Horlick , Partnership Chair: David Brindle , The Guardian	Members	Policy	Yes
28 June	Guide to Reform ('Spotters' Guide) on Knowledge Hub	Members	Online team	To follow publication of white paper
11 th July	On the day briefing Media release On white paper	All	Public affairs and media	Yes
POST	WHITE	PAPER		
9 th July	Meeting with Head of Communications David Holdstock with Age UK and Carers UK to discuss backing LGA summit	Stakeholders	Public affairs and media	Yes
17 th July	Briefing ahead of Opposition Day Debate	MPs	Public affairs	Yes
TBC	"Ripe for Reform" Parliamentary meetings for David Rogers and targeted parliamentarians	Parliamentarians	Public affairs	Ongoing
August	'Saturation campaign' Use the quieter media period for sustained media campaign.	National and trade media	Public affairs, policy, media	

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Open June – to end by 31 August	Interactive score card To be available through website Email to audience identified to request participation	Members and stakeholders	Web team, policy and public affairs	Live
Sept	Launch survey results and pack for councils To include: <ul style="list-style-type: none"> - Guide to reform for Leaders and chief executives to highlight how we have got to the current position and the reform agenda, and outline the proposals in the white paper. - Template letter to local MP - Template press release - Key facts document 	Members	Policy, public affairs and media	
TBC	Round table event Sector leaders to attend.	National and trade media	Public affairs, policy, media	
Mid October	Smith Square debate To discuss offer to Central Government and launch to stakeholders	Members, stakeholders, Westminster and Whitehall, media	Public affairs, media	
November	Party specific parliamentary roundtables Jointly held with Age UK & Carers UK	Parliamentarians	Public affairs	
To be ready by January	The local government offer Develop an offer- with ADASS and SOLACE - to central government on how councils can deliver Dilnot's proposals.	National and trade media	Policy, public affairs, media	
January	LGA annual Parliamentary reception Launch of offer to central government	National media and parliamentarians	Public affairs, media	