

LGA Account Management

Summary

This paper provides Members with an outline of the LGA's new approach to Account Management.

Recommendations

Members are asked to note the contents of the paper.

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LGA Account Management

1. As part of the LGA's commitment to strengthening its relationship with member councils and Fire and Rescue Authorities, a named Account Manager has been identified to act as a first point of contact for every local authority and English FRA.
2. Account Managers are members of the Corporate Management Team or other experienced LGA officers nominated by them. In each region a senior LGA manager will also be given responsibility for acting as the first point of contact with the appropriate regional or sub-regional grouping of councils and FRAs where they exist.
3. Account managers will play a key role in maintaining appropriate relationships with local authorities and FRAs, based on a jointly agreed approach by:
 - Visiting the authority to meet key staff to understand issues and challenges and to offer support as appropriate
 - Taking action as a result of initial discussions, including establishing an ongoing process for maintaining an ongoing relationship
 - Liaising with other parts of the LGA Group and signposting councils/FRAs appropriately to them
 - Feeding back to the council/FRA the outcomes of any actions taken
 - Recording outcomes on appropriate LGA Group knowledge management systems to ensure that LGA staff are fully informed on relevant issues.
4. This new approach to engaging with local authority officers and councillors will build upon and enhance the LGA's existing strong and positive relationships with its membership. Visits to two FRAs in the North East have already taken place.
5. Details of named account managers have been supplied to FRAs and the full list of LGA Account Managers, including contact details, for English and Welsh Local Authorities and Fire Authorities is available via the following link:
<http://www.lga.gov.uk/lga/core/page.do?pageId=1875043>.

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Financial Implications

6. There are no financial implications.

Implications for Wales

7. There are no implications for Wales.

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