

Comprehensive Area Assessment (CAA) – communications

Objectives: to help build the sector’s

- understanding about CAA and the radically different nature of the assessment compared to CPA;
- confidence that CAA is the right approach to assessment going forward;
- and to avoid the sector talking itself back into more prescriptive models.

Key messages to the sector:

- as the best performing part of the public sector we welcome external challenge that helps us and our local partners to learn and improve;
- CAA is ambitious and reflects what we have been asking for sometime – though some outstanding concerns remain;
- Despite this CAA provides an opportunity for the sector to take even greater responsibility for driving improvement;
- The best preparation for CAA is to ensure that councils and partners are delivering on their locally agreed priorities and that robust performance management arrangements are in place locally to demonstrate this;
- Councils should work with their CAA Lead to develop local understanding of CAA across the LSP.

LGA Communications activity

Audience	Activity	Date
Members	<i>First on line</i> article about CAA consultation and LGA’s initial views	Early August
	Member guide to CAA published and circulated to all councillors as an insert to <i>first</i>	Mid/end September
	Opinion piece from Chair of Improvement Board in <i>first</i>	Early October
	Article about CAA trial site experience in <i>first</i>	End October/early November
Officers	LGA Improvement newsletter	July and September
	IDeA Policy and Performance Community of Practice newsletter	August
	IDeA Policy and Performance Community of Practice “on line” discussion on CAA	September
	Series of regional Chief Executive events	18 and 19 September 6, 10, 15, 24, and 30 October

		2 December
Both members and officers	CAA workshop at Annual Conference	3 July
	LGA On the day briefing	29 July
	LGA CAA Conference	10 September
	Launch of CAA website on IDeA knowledge	10 September
	Joint Inspectorate regional seminars on CAA	25 and 30 September; 2, 10, 14, and 16 October.

N.B. The Inspectorates have developed a comprehensive joint communications plan targeting members of the LSP and particular constituencies within local government. As part of this activity it is possible to subscribe, via the AC website, to an electronic CAA newsletter.