

Taking the lead: self-regulation and improvement in local government

Communications

Launch of 'Taking the lead' (report and consultation results)

Activities	Date	
Influencing	Letter from Chairman to a select number of ministers Letter from Rob Whiteman to departmental officials and other stakeholders	
Trade media	First: issue 494 LGA launches 'light touch' sector regulation blueprint – LGC LG Group unveils plans for self regulation – MJ Councils facing fresh data burden – LGC Peering into the abyss – how self regulation could lead to splits between councils – MJ	17.02.11 15.02.11 17.02.11 21.02.11 24.02.11
Promoting to membership	Chairman's letter to leaders and fire authorities Regular e-bulletins: <ul style="list-style-type: none"> LGA weekly LG Improvement and Development's Knowledge e-bulletin LG Group websites: www.local.gov.uk , www.lga.gov.uk , www.idea.gov.uk LG Group Portal LG Alerts to chief executives Email from John Ransford to chief executives and leaders :Start the week Email from Rob Whiteman to chief executives: Rob's round-up	w/b 14.02.11

Mainstreaming the launch, using the tools and promoting the good work of the sector: March/ April

Activities	Date	
Conference	Improvement and Innovation conference and exhibition 2001: <ul style="list-style-type: none"> Plenary sessions and workshop Taking the lead – promotional summary flyer LG Group Inform promotional flyer New peer challenge flyer 	22 March
Media proposals	Trade press: Identify and highlight examples of effective self-regulation within the sector National press: use self-regulation work to support the LGA's wider lobbying objectives through positive examples of good practices within the sector LG Group press office to support council press offices in promoting their self-regulation work nationally through existing channels Press release – Highlight the number of local authorities committed to peer challenge/ number of peers signed up. Improvement Conference, 22 March Article – New era of local government regulation begins (pitch to FT and Society Guardian) Press release – Use council elections to promote 5 days of peer support for councils which undergo change of control. Article – call for data from councils for Knowledge Hub (trade press and specialist IT journals)	March April
Preparation for:	Promotion of new peer challenge offer and recruitment of peers Roadshows around the country in association with regional LGAs and RIEPS	April May/July