

Appendix B: *Rewiring* – Communications activity and media coverage

1. The *Rewiring* Public Service Campaign was launched at this year's LGA annual conference in Manchester in July. The main "*Rewiring public services: Rejuvenating democracy*" document was published alongside four supporting documents.
 - 1.1. 1800 copies of overview document distributed in Manchester.
 - 1.2. Copies of the reports were distributed to relevant member groups via email.
 - 1.3. Copies of the reports distributed at relevant LGA conferences.
 - 1.4. Downloads of reports:
 - 1.4.1.1. *Rewiring* overview = 2176.
 - 1.4.1.2. *Rewiring*: Adult Social Care = 980.
 - 1.4.1.3. *Rewiring*: Children's = 477.
 - 1.4.1.4. *Rewiring*: Financial Sustainability = 444.
 - 1.4.1.5. *Rewiring*: Economic Growth = 715.
2. The specially commissioned campaign film was:
 - 2.1. Shown before Sir Merrick's key note speech and then throughout conference.
 - 2.2. Sent to all councillors and member councils.
 - 2.3. Used by a number of councils in staff briefings and on websites.
3. The "Anycouncil" financial modelling documents were also launched at conference under *Rewiring* brand.

Media activity

4. *Rewiring* messages have been built into the majority of media lines following conference and as a result, has continued to be referenced in media stories about local government.
5. *Rewiring* launch gained significant media coverage before, during and after conference.
 - 5.1. **560** mentions in national, regional, trade and broadcast media during conference.
 - 5.2. **31** mentions in nationals including Guardian, Telegraph, Times, FT, Mirror, Star, BBC online during conference and broadcast interviews in BBC Breakfast, Daily Politics, ITV Daybreak, Radio 4 You and Yours.

Public Affairs activity

6. Rewiring raised in Parliament.
7. Rewiring key messages woven in to briefings for parliamentarians for a range of debates.
8. Copies of the report have been sent to all relevant politicians and civil servants in Westminster.
9. Local Growth APPG – written and oral evidence focused on *Rewiring*.
10. Sir Merrick attended roundtable with Deputy Prime Minister on youth unemployment.