

Item 8

Public Affairs Review and Forward Plan

Purpose of Report

To review forthcoming events, legislation, announcements.

Summary

This report sets out activities, events and legislation from January to May 2012.

Recommendation

That the Leadership Board note the content of the plan.

Action

For information.

Contact officer: Tim Hamilton
Position: Interim Head of Public Affairs
Phone no: 02076643270
E-mail: tim.hamilton@local.gov.uk

Item 8

Public Affairs and Campaigns forward plan – January to May 2012

Priorities:

1. Lobbying

- 1.1 Lobbying ahead of Queen's Speech in April/May – what would local government like to see in there?
- 1.2 Lobbying on LGA campaigns, including social care and others as directed by Leadership Board, as well as ongoing projects being driven by the Boards.
- 1.3 Local Government Finance Bill – issues around localisation of business rates and council tax benefits.
- 1.4 Health and Social Care Bill – continuing to brief parliamentarians ahead of Ping Pong.

2. Campaigns

- 2.1 Launching 'Be A councillor' campaign to encourage diversity of background in councillors.
- 2.2 Launching next stage of Hidden Talents campaign for more tools for councils to help boost youth employment.
- 2.3 Independent Local Government campaign to start a debate around the possibility of codification of the relationship between central and local government.
- 2.4 Local control over planning – addressing the issue of premises changing use without council control i.e. increase councils' control over local planning so they can shape high streets in line with local priorities and in order to drive up local economic growth.
- 2.5 Others as directed by the LGA Leadership Board.

3. Stakeholder management

- 3.1 Events programme including; Annual parliamentary reception, Vice Presidents lunch, new series of Smith Square debates.
- 3.2 Political contact programme for Chairman and Chief Executive.
- 3.3 Political contact programme for Board Chairs and LGA officers as required.

4. Marketing

- 4.1 Promotion to members – new subscription letters, undertake marketing research to understand what our members really want and to evaluate our communications channels.
- 4.2 Updated guides to services for members and updated guide to local government for stakeholders.
- 4.3 Promotion of online offer including LG Inform and Knowledge Hub
- 4.4 Continued promotion of 'Taking the lead: self-improvement in local government'.
- 4.5 Refreshed National Graduate Development Programme.
- 4.6 Support to programmes.

Item 8

Look ahead

Month:	January 2012	February	March	April	May
External events	<ul style="list-style-type: none"> • CLG Red Tape Challenge on Housing, Planning & Construction TBA • Rail White Paper 	9 th -20 th Recess 8 th Local Government Settlement debate <ul style="list-style-type: none"> • NPPF final policy TBA • Special Education Needs White Paper TBA • Adoption Green Paper 	21 st Budget	5-26 th April recess <ul style="list-style-type: none"> • Parliamentary boundary changes • Introduction of new welfare and housing benefit conditions in April 2012 • NPPF to be implemented • Ministerial report on homelessness TBA 	3 rd Local government elections 9 th Queen's Speech
Meetings, speeches, select ctte inquiries	25 th Cllr Parsons evidence Natural Environment, EFRA select ctte 27 th Live Music Bill Ping Pong and expected Royal Assent 27 th Local Government Ombudsman Bill Third Reading <ul style="list-style-type: none"> • Chairman meeting Matthew Hancock MP to be 	1 st LGA/Age UK Conservative social care roundtable with Margot James MP 1 st Meeting with Justine Greening, new Transport SoS 2 nd Guardian Public Services Summit CD speaking 6 th CD meeting Baroness Hanham 8 th MC & David Parsons	27 th Vice Presidents lunch 23rd March, deadline for Justice Select Ctte inquiry into Youth Justice	EFRA Air Quality select ctte enquiry evidence	

Item 8

	<ul style="list-style-type: none"> rescheduled 26th Tom & Abigail Burridge - Baroness Smith of Basildon 31st Tom & Waltham Forest – Joan Ruddock MP LGA offering written submission to EFRA Select Ctte inquiry into Water White Paper 	<p>meeting Greg Barker MP 21st CMS Select Committee Library Closures inquiry evidence session</p> <p>Tom / Clarissa Corbisiero / Romilly Beard – Jack Dromey MP (date tbc)</p> <p>17 Feb – deadline for Transport Select Ctte inquiry into Competition in Local Bus Market</p>			
Legislation	<p>31st Local Governemt Finance Bill Commons Committee stage</p> <ul style="list-style-type: none"> Welfare Reform Bill Report Stages and likely Third Reading 	<p>8th Health & Social Bill Report stage</p> <ul style="list-style-type: none"> Local Government Finance Bill Commons Third Reading expected Health and Social Care Bill Third Reading in House of Lords and Ping Pong expected Public Services Reform Bill TBC 		April – social care white paper expected	Local Government Finance Bill Lords Second Reading expected

Item 8

<p>Campaigns</p>	<p>30th Graham Allen MP's constitutional reform campaign launch 30th January Independent Local Government campaign roundtable with Constitutional Reform Committee (House of Commons)</p> <ul style="list-style-type: none"> • Local Growth Campaign regional events • Local authority bonds business case 	<p>1st Parliamentary reception and re-launch of 'Be a councillor' 9th February Parliamentary Reception to launch Independent Local Government campaign</p> <ul style="list-style-type: none"> • Hidden Talents – Interim Report published • Hidden Talents – LGA Youth Summit to launch campaign. • 29th February – Independent Local Government Smith Square debate <p>Planning control – public opinion research to be published in open letter to government</p>	<p>14th Launch LGA policy paper on Social Care</p> <ul style="list-style-type: none"> • Hidden Talents – Theme 1 • Local Growth Campaign regional events • Independent Local Government regional events <p>Planning control – council research to be published, coordinated with placed opinion pieces in media</p> <p>Planning control – First article</p> <p>Planning control – respond to Government consultation on use-classes</p>	<ul style="list-style-type: none"> • Hidden Talents – Theme 2 • Local Growth Campaign to have a report to session at LGA Conference in June 2012 • 16 April – Academic roundtable for Independent Local Government campaign <p>Local control – potential parliamentary roundtable tbc</p> <p>Planning control – business research (tbc) focused on SMEs</p> <p>Planning for new corporate campaigns</p>	<ul style="list-style-type: none"> • Hidden Talents – Theme 3 • Possible Westminster Hall debate for Independent Local Government (tbc)
-------------------------	--	--	---	--	---

Item 8

<p>Marketing</p>	<p>28th- Hidden Talents in First</p> <ul style="list-style-type: none"> • First set of 'Taking the lead' case studies ready for publication • Initiate market and marketing research • Updated and published Quick Guide to Local Govt. • Update our 'Guide to services': Your Local Government Association 	<ul style="list-style-type: none"> • 1st Relaunch of 'Be a councillor' – running until local elections May 2013 • Promotion of LG Inform to district councils and internally • Collation and promotion of case studies for 'Taking the lead: self-improvement' offer – ongoing until June. • Refreshed National Graduate Development Programme 	<ul style="list-style-type: none"> • Marketing planning for 2012/13 • Online Offer comms with more official launch of Knowledge Hub to coincide with closing of CoP platform. 	<ul style="list-style-type: none"> • New 'Guide to Services' and 'Business Plan' 	
<p>Major LGA events/conferences</p>	<p>27th Local Government Finance conference with Eric Pickles</p>	<p>2nd Waste & Recycling conference 16th Speechwriting training 27th Planning conference 28th Public Health conference 29th Smith square Debate – Independent Local government</p>	<p>7-8th Culture conference 14th Smith Square Debate – Adult Social care 20th-21st Fire conference 21st Smith Square Debate – Planning Reform 28th Smith Square Debate – Public Service Reform</p>	<ul style="list-style-type: none"> • Prepare for party conferences • Prepare for LGA conference 	<ul style="list-style-type: none"> •