

**Item 12**

**Public Affairs Review and Forward Plan**

**Purpose of Report**

To review forthcoming events, legislation, announcements.

**Summary**

June 2012 to September 2012, activities, events and legislation.

**Recommendation**

To note the content of the plan.

**Action**

For Information.

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## **Public Affairs and Campaigns forward plan – June to September 2012**

### **Priorities**

#### **Public Service Reform**

1. Independent Local Government campaign was launched with a Parliamentary reception followed by a Smith Square debate. A series of regional events, organised by the office of Graham Allen MP and the LGA took place between April and June in areas such as Leeds, Nottingham and Wakefield. The first phase of the campaign was intended to create a debate around the possibility of codifying the relationship between central and local government. Following on from consultation with members, the LGA's position on the subject will be agreed in a separate paper.
2. The Adult Social Care Campaign was launched in March with a Spotters' Guide to the White Paper and a Smith Square Debate. A letter from the Chairman to three party leaders and LGA analysis of the cost of care both received extensive media coverage and were well received by Parliamentarians. Our survey on the White Paper is ready to go live once it is published and we are planning the next phase of the campaign to include a public letter writing campaign, possibly in partnership with national media.

#### **Funding for local government**

3. The LGA briefed peers ahead of Second Reading which has now taken place in the House of Lords. The Bill will now move into committee stage. Additionally we held briefing sessions with peers in late May. Amendments we will look to pursue in the Lord's stages include Local Retention of Non-Domestic Rates and Council Tax benefits.

#### **Growth, jobs and prosperity**

4. This campaign will be launched at annual conference. The new campaign is expected to focus on three areas – further roll out of City Deals as Local Growth Deals, for any council or group of councils interested in a bespoke economic agreement with Whitehall; increased planning tools for councils to support and shape their high streets in the best interests of local growth; and tackling transport barriers to growth such as the disruption caused by utility street works.
5. The Housing the Nation campaign was launched on 7 June with press activity on latest LGA housing survey results. Immediate next steps include launch of

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development viability research on 20 June in association with British Property Federation and Home Builders Federation, with supporting press activity and associated press activity, to coincide with the LGA conference.

**Hidden talents**

6. The latest stage of the Hidden Talents campaign was launched in March with the publication of *Hidden Talents* report. We are working with a range of local authorities to capture this activity, and developing a single programme that builds a deeper evidence case for public-service reform that can better enable it. Government will be engaged in this work throughout. This work was launched at a Hidden Talents roundtable by members of the Economy and Transport Board and Children and Young People Board, which was attended by David Miliband MP, chair of AVECO Commission into Youth Unemployment, John Hayes, Minister for Further Education, Skills and Lifelong Learning, and a range of senior local government figures and partners. A cross-party Parliamentary roundtable, hosted by Heather Wheeler MP, is scheduled to take place on 10 July 2012.

**Stakeholder management**

- Organising two lunches with a selection of Vice-Presidents for July 2012
- Scoping potential September / October lunch for with MPs of all parties from the South West. Hosted by Oliver Colville MP.
- Work is underway to plans for the LGA's annual Parliamentary reception in November
- Planning has started for the Autumn Smith Square Debates
- Planning is underway for an LGA presence at Autumn 2012 Party Conferences
- Supporting the activities of LGA Vice-Presidents in Parliament, in line with 2012/13 Business Plan priorities

**Marketing**

- Promotion to members – undertake marketing research to understand what our members really want and to evaluate our communications channels
- Updated 'guide to services' for 2012/13 produced
- Promotion of online offer including LG Inform and Knowledge Hub continues
- Continued promotion of sector-led improvement (cross programme)
- Refreshed National Graduate Development Programme
- Brand management – the reputation of the LGA, with particular focus on promotional activity and marketing support for LGA campaigns

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**Look ahead**

<b>Month:</b>	<b>June</b>	<b>July</b>	<b>August</b>	<b>September</b>
<b>External events</b>	LGA Annual Conference 26-28 June			Party conferences: Liberal Democrat 22-26 September Labour 30 Sept – 4 Oct Conservative 7-10 Oct
<b>Meetings, speeches, select committee inquiries</b>	LGA oral evidence to EFRA Select Committee session on air quality tbc  LGA oral evidence to CLG Select Committee session on Councillors and the Community (date tbc)	LGA oral evidence to Education Select Committee on Young Immigrants LGA Written evidence to EFRA Select Committee on Dangerous Dogs  Vice Presidents		Chairman, Chief Executive and Director of Communications meet MPs from South West.

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	LGA oral evidence to DWP Select Committee session on youth unemployment	meetings on LGA support for VPs		
<b>Legislation</b>	<p>Launch of "Getting in on the Act" for Health and Social Care Bill</p> <p>Lords stages of the Local Government Finance Bill</p> <p>20<sup>th</sup> June Metal Theft PMB introduced in House of Commons</p>	<p>Lords stages of the Local Government Finance Bill</p> <p>Children and Families Bill (dates tbc)</p>		

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<p><b>Campaigns</b></p>	<p>Independent Local Govt June 22 – Sheffield event with Clive Betts MP</p> <p>June 26–28 – LGA Conference debate /decision 27<sup>th</sup> GA at 11:15</p> <p>Finance campaign – early findings of whole place community budgets Launch of Future Funding report</p> <p>Social care campaign – Annual Conference panel debate</p>	<p>Social care campaign - Coordination meeting with Carers UK and Age UK</p> <p>Social care campaign – One day conference for members and stakeholders</p>	<p>Social care campaign – Ongoing – develop Local Government offer</p>	<p>Social care campaign – Ongoing – develop Local Government offer</p>
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	Social care campaign – on launch of White Paper - publish guide to reform for members; interactive survey to be launched;			
<b>Marketing</b>	Programme support for LGA conference including showreel promoting LGA's big wins, priorities and offer and online offer.			