**Appendix A**: **Further Communications Work**

**Media**We have issued 57 other releases, the highlights include:

* Local political leaders visit 'Calais jungle' (17 August) (23 episodes of national coverage)
* Obesity crisis: 500 children suffering Type 2 diabetes is 'wake-up call' for the nation (15 June) (10 episodes of national coverage)
* Restaurants should offer tap water to help fight child obesity (23 April) (20 pieces of national coverage)
* Music and sports fans at risk of huge rise in online ticket fraud, warn councils (21 May) (19 pieces of national coverage)
* Blue badge thefts up by a fifth (20 August) (18 pieces of national coverage)
* New warning about dangerous DIY teeth whitening kits (2 April) (17 pieces of national media coverage).

Ninety-five per cent of our coverage was proactive and 98 per cent was positive.

April –September overall media coverage

|  |  |  |  |
| --- | --- | --- | --- |
|  | Mentions 2014 | Mentions 2015 | Mentions 2016 |
| April | 1,085 | 1,048 | 3,249 |
| May | 1,354 | 1,387 | 3,191 |
| June | 1,860 | 2,218 | 2,226 |
| July | 3,467 | 4,028 | 1,020 |
| August | 2,427 | 2,602 | 6,542 |
| September | 2,127 | 4,759 | 4,888 |

April - September national media coverage

|  |  |  |  |
| --- | --- | --- | --- |
|  | National 2014 | National 2015 | National 2016 |
| April | 89 | 80 | 224 |
| May | 89 | 97 | 146 |
| June | 117 | 87 | 102 |
| July | 173 | 167 | 96 |
| August | 164 | 166 | 207 |
| September | 101 | 211 | 158 |

April-September national newspaper/online mentions

The LGA appeared in 25 national newspaper or online outlets during this period, including 21 daily and Sunday newspaper titles. We featured in the Guardian and Mail the most with 103 mentions each followed by BBC Online (87 mentions) and the Telegraph (56 mentions).

April-September broadcast mentions

Our media work saw 268 episodes of media coverage on national TV and radio during this period, with 61 mentions on BBC Radio 4 followed by BBC Radio 5 Live with 49 mentions and then BBC News with 43.

**Public affairs**

We have worked on a number of other Bills throughout this period. Highlights include:

***Policing and Crime Bill***

The Policing and Crime Bill is a carryover Bill from the last Parliament. Importantly for local government it requires emergency services to collaborate, makes provision for a Police and Crime Commissioner (PCC) to take responsibility for the Fire and Rescue Service (FRS) in their area, and extends the powers of councils to suspend or revoke personal licences. The Bill includes provisions to reduce the use of police cells as places of safety for people with mental health problems. Since the last report we have been working with Peers to amend the Bill, including supporting amendments that seek to:

• Ensure there is a local mandate from both elected members and the wider general public for any changes to the management of FRS.

• Ensure where a transfer of governance does take place that the council monitoring officer has the final decision on whether a PCC can vote on council business.

• Place conditions on the availability and use of gaming machines in licensed premises.

• Create a power to allow public health to be a consideration in local authority licensing decisions.

***Parliamentary mentions***

Since April 2016 the LGA has been quoted 420 times in Parliament, which equates to being quoted 3.6 times each day Parliament sat to debate policy and legislation. Of these quotes, 306 were in the House of Commons and 114 were in the House of Lords. 80 per cent of these mentions in Parliament were positive, 19 per cent neutral and one per cent negative (see below graph).

The below charts provide an illustration of the source of the mentions (House of Commons and House of Lords) and the type (parliamentary debate, parliamentary question and Select Committee).

House of Commons/ House of Lords mentions

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  |  | Sentiment | | |
| Source | Type | From 1st April | Positive | Neutral | Negative |
| Commons | Chamber debate | 52 | 49 | 2 | 1 |
| Commons | Westminster Hall debate | 29 | 28 | 0 | 1 |
| Commons | Written answer | 65 | 64 | 1 | 0 |
| Commons | Oral answer | 5 | 5 | 0 | 0 |
| Commons | Written question tabled | 7 | 6 | 1 | 0 |
| Commons | Oral question tabled | 4 | 4 | 0 | 0 |
| Commons | Committee report | 42 | 38 | 4 | 0 |
| Commons | Committee evidence session | 95 | 68 | 27 | 0 |
| Commons | Public Bill committee | 1 | 1 | 0 | 0 |
| Commons | Written ministerial statement | 0 | 0 | 0 | 0 |
| Commons | Early day motion | 2 | 2 | 0 | 0 |
| Commons | General committee session | 3 | 3 | 0 | 0 |
| Commons | Joint committee evidence | 0 | 0 | 0 | 0 |
| Commons | Joint committee reports | 0 | 0 | 0 | 0 |
| Commons | Select Committee | 0 | 0 | 0 | 0 |
| Commons | Written ministerial statement | 1 | 1 | 0 | 0 |
| Lords | Debate | 84 | 43 | 41 | 0 |
| Lords | Written answer | 10 | 10 | 0 | 0 |
| Lords | Oral answer | 3 | 3 | 0 | 0 |
| Lords | Written question tabled | 4 | 4 | 0 | 0 |
| Lords | Oral question tabled | 3 | 1 | 2 | 0 |
| Lords | Committee report | 0 | 0 | 0 | 0 |
| Lords | Committee evidence session | 8 | 7 | 0 | 1 |
| Lords | Future business | 0 | 0 | 0 | 0 |
| Lords | Select Committee | 2 | 1 | 1 | 0 |

Headlines figures

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Sitting days | All | Mentions/day | Positive | Neutral | Negative |
| Commons | 54 | 306 | 5.67 | 269 | 35 | 2 |
| Lords | 61 | 114 | 1.87 | 69 | 44 | 1 |
|  | Sitting days | Mentions 1 April - 15 September | Mentions/day | Positive | Neutral | Negative |
| Total | 115 | 420 | 3.65 | 338 | 79 | 3 |

Mentions by source

Mentions by sentiment

Commons mentions by type

Lords mentions by type

Other parliamentary briefings:

There were 10 other parliamentary briefings produced during this time. These included:

* [Debate on the elimination of HIV in the UK](http://www.local.gov.uk/documents/10180/5533246/050916+-+LGA+Briefing+on+the+elimination+of+HIV.pdf/78184cfc-a2ec-4a22-9edd-eb9791656b20) (5 September, total opens 11, unique opens 10)
* [Debate on FGM](http://www.local.gov.uk/documents/10180/5533246/2016+06+09+LGA+Briefing+-+HL+-+FGM+prosecutions.pdf/a15f40c4-8a6c-4db4-bd4c-d3a5aa7b901e) (9 June, 122 downloads)
* [Debate on early year’s development and free childcare](http://www.local.gov.uk/documents/10180/5533246/2015+07+12+LGA+Briefing+-+early+years+development+and+free+childcare+offer+-+WEB.pdf/89cca8c6-bc68-4bf8-bf2d-7b5b5f363287) (12 July, total opens 16, 14 unique opens)
* [Policing and Crime Bill, Committee Stage](http://local.gov.uk/documents/10180/5533246/parlaiment+-+legislation+-+LGA+Briefing+-+Policing+and+Crime+Bill+-+Commons+Committee+-+Final+-+11+april+2016/6ebc6758-c622-4c0c-adbd-e8de8c65d58e) (12 April and 14 April, 310 downloads)
* [Policing and Crime Bill, Report Stage](http://www.local.gov.uk/documents/10180/5533246/LGA+Briefing+-+Policing+and+Crime+Bill+-+House+of+Commons+-+Report+Stage+-+Tuesday+26+April+2016.pdf/5a75f471-00e5-48e0-9ec3-da9928b98ce2) (26 April 2016 report stage House of Commons, 334 downloads)
* [Policing and Crime Bill, Report Stage](http://www.local.gov.uk/documents/10180/5533246/Report+Stage+Briefing+for+13+June+-+Policing+and+Crime+Bill.pdf/8c335376-fabd-4269-819f-db4ff925ab8d) (13 June 2016, House of Commons, 251 downloads)
* [Policing and Crime Bill, Committee Stage](http://www.local.gov.uk/documents/10180/5533246/130916+-+LGA+Briefing+-+Policing+and+Crime+Bill+-+Committee+Stage+-+HoL+-+V2+%28Aug+13%29.pdf/2588fa5b-4c54-410c-915f-4cf7fc0443cc) (14 Sept, House of Lords Committee Stage, total opens 17, unique opens 13)
* [Debate on unaccompanied children](http://www.local.gov.uk/documents/10180/11309/LGA+Briefing+Unaccompanied+children/4998e767-b075-4d18-aef8-da59bf2db160) (19 April 2016, 1031downloads)
* [Debate on the dismantling of the refugee camp in Calais](http://www.local.gov.uk/documents/10180/5533246/150916+LGA+briefing+-+Impact+of+French+government%27s+decision+to+dismantle+the+Calais+refugee+camp+on+refugee+children%2C%20House+of+Lords/9b16492b-a678-495d-97c3-f312ec10f33b) (House of Lords, 15 September 2016, total opens 9, unique opens 9)
* [Investigatory Powers Bill, Committee Stage](http://www.local.gov.uk/documents/10180/5533246/Investigatory+Powers+Bill+-+Commons+Committee+Stage+-+Thurs+14+April+%28Day+2%29.pdf/7fdb2e26-3a00-4769-b834-1e1da0db2e01) (HOC, 14 April 16, 190 downloads)

|  |  |  |
| --- | --- | --- |
| Select Committee or All-Party Parliamentary Group (APPG) | Name of inquiry | Type of evidence |
| APPG on Runaway and missing children/adults | Safeguarding missing/absent children | Oral |
| Scrutiny Unit | Policing and Crime Bill | Written |
| Children APPG | Children's social care | Oral |
| Environmental Audit | Flooding | Oral |
| Work and Pensions | Future of Jobcentre Plus | Written |
| Culture, Media and Sport | Countries of Culture | Written |
| Environment, Food and Rural Affairs | Flooding | Oral |
| Business, Innovation and Skills | Powerhouses and engines | Written |
| Work and Pensions | Disability Employment | Written |
| APPG on Mental Health | The Mental Health Taskforce | Oral |
| Public Accounts | Lifetime ISAs | Written |
| APPG on Ageing and Older People | Devolution and Integration | Oral |
| Public Accounts Committee | Discharges from hospital for older people | Oral Evidence |
| Environmental Audit | Sustainability and HM Treasury inquiry | Written |
| CLG | Local plan-making process | Written |
| Public Administration and Constitutional Affairs Committee | Unsafe discharges from hospital | Written |
| House of Lords Licensing | Licensing Act 2003 | Oral |
| Public Administration and Constitutional Affairs Committee | Unsafe discharges from hospital | Oral |
| Education | Multi-Academy Trusts | Oral |
| Youth | Racism Inquiry | Oral |
| CLG | Adult social care | Written |
| Transport Committee | Bus Services Bill | Written |
| House of Lords Licensing | Licensing Act 2003 | Written |
| CLG | Homelessness Reduction Bill | Written |
| APPG on Housing and Planning | Private rented sector | Written |
| EFRA Committee | Rural Tourism | Written |
| Public Accounts Committee | Disposal of public land for new homes inquiry: further progress review | Written |
| CLG | Capacity of the homebuilding industry | Written |
| EFRA Committee | Food waste | Written |
| Home Affairs | Asylum accommodation | Oral |
| House of Lords Social Mobility Committee | Social mobility | Written |
| Joint Education and BIS | Apprenticeships | Oral |
| Environmental Audit | UN Sustainable Development Goals | Written |
| Joint Education and BIS | Post-16 skills | Written |

**Digital**

The following table is a summary of specific Twitter activity across some of the key campaigns.

Total activity on Twitter during this period has seen over 900 tweets sent and total impressions of 2.5 million.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Total tweets | Retweets | Page impressions | Link clicks |
| Innovate Tuesday | 79 | 342 | 204,055 | 553 |
| Come back to social work microsite | 3 | 32 | 9,031 | 34 |
| Up to Speed | 59 | 112 | 119,899 | 170 |
| Business Rates retention hub | 11 | 57 | 30,313 | 93 |

**Events**

Twenty seven events were delivered between April and September including the flagship LGA Annual Conference and Exhibition with over 1,500 attendees which took place in Bournemouth this year.   
  
Eighty-eight per cent of the events run so far were free to attend for delegates attending from our member authorities. The free to commercial event ratio balance is being addressed across the full financial year to the target of 60/40.  
  
Twelve per cent of events were run on a fully commercial basis including the LGA’s Annual Conference and Exhibition plus two schools’ workforce and employment law events held in London and York.   
  
The commercial events have so far made £580,000 net income – exclusive of staff costs – with an anticipated gross income generation target for £1.4 million for the year.   
  
We have engaged with 3,200 delegates already this year with 68 per cent of our audiences being made up of member authority delegates (50 per cent councillor / 50 per cent officer). 52 per cent of our events have been held in regions.

Our lead members have helped to raise awareness of LGA priorities and objectives and raise money from speaking at several externally organised events on topics such as: the next steps for school funding; school place planning and working together to tackle FGM.