

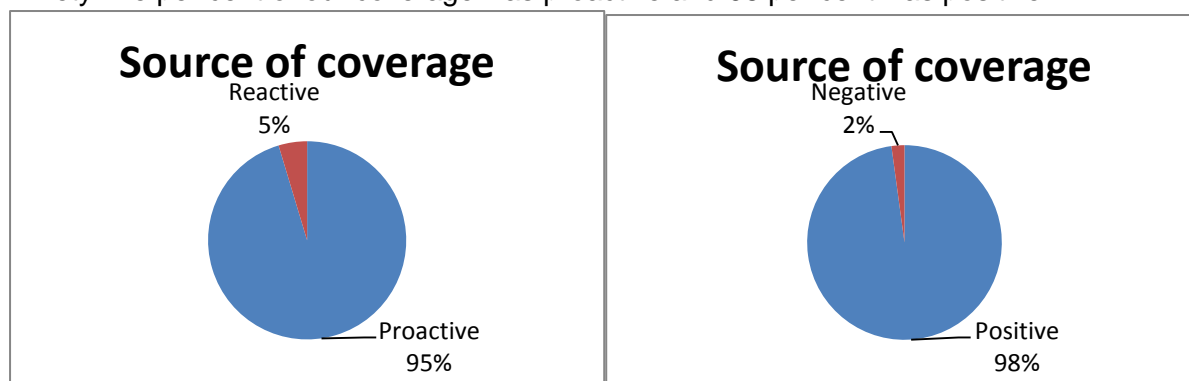
## Appendix A: Further Communications Work

### Media

We have issued 57 other releases, the highlights include:

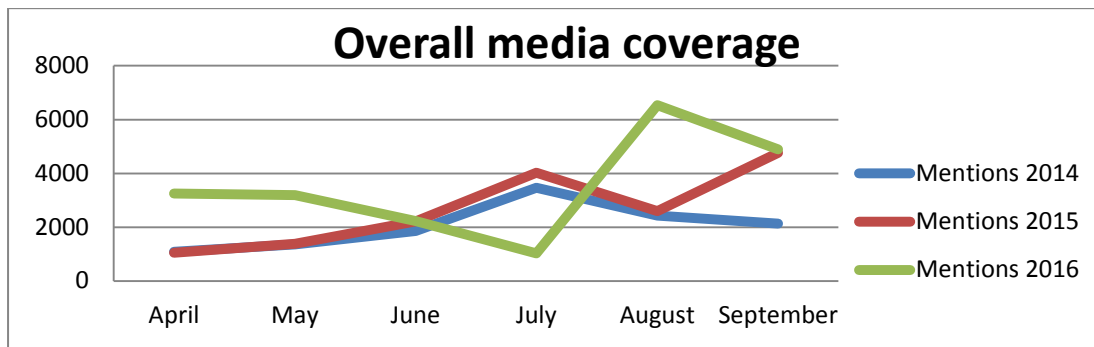
- Local political leaders visit 'Calais jungle' (17 August) (23 episodes of national coverage)
- Obesity crisis: 500 children suffering Type 2 diabetes is 'wake-up call' for the nation (15 June) (10 episodes of national coverage)
- Restaurants should offer tap water to help fight child obesity (23 April) (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.



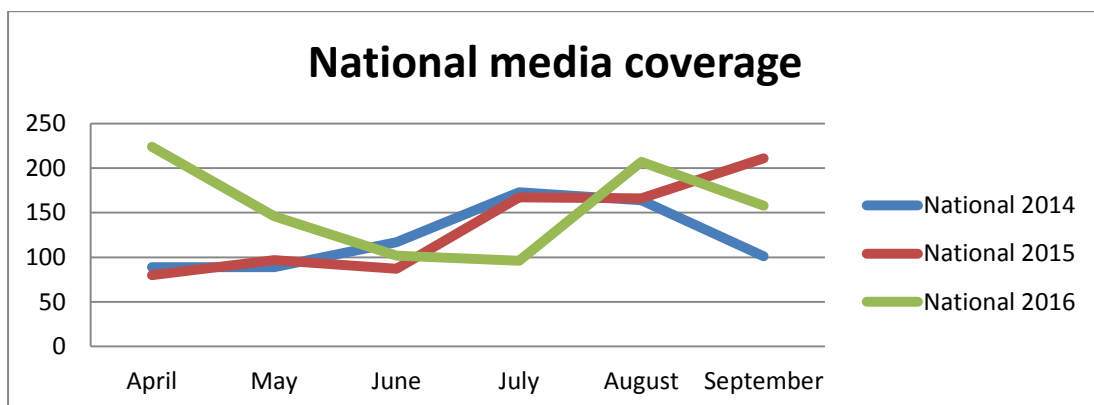
### April –September overall media coverage

	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

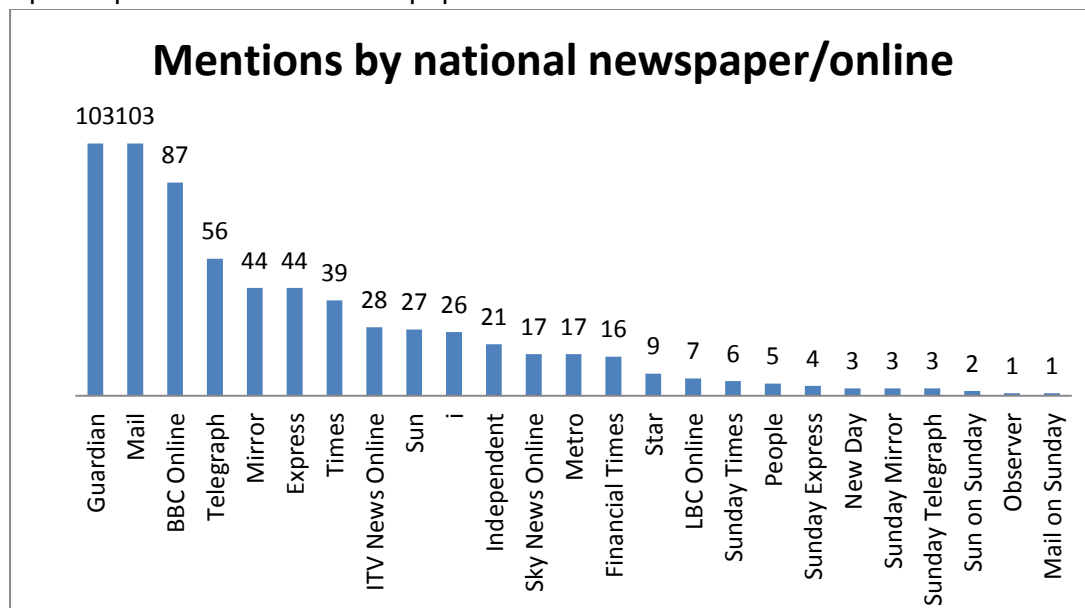


April - September national media coverage

	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

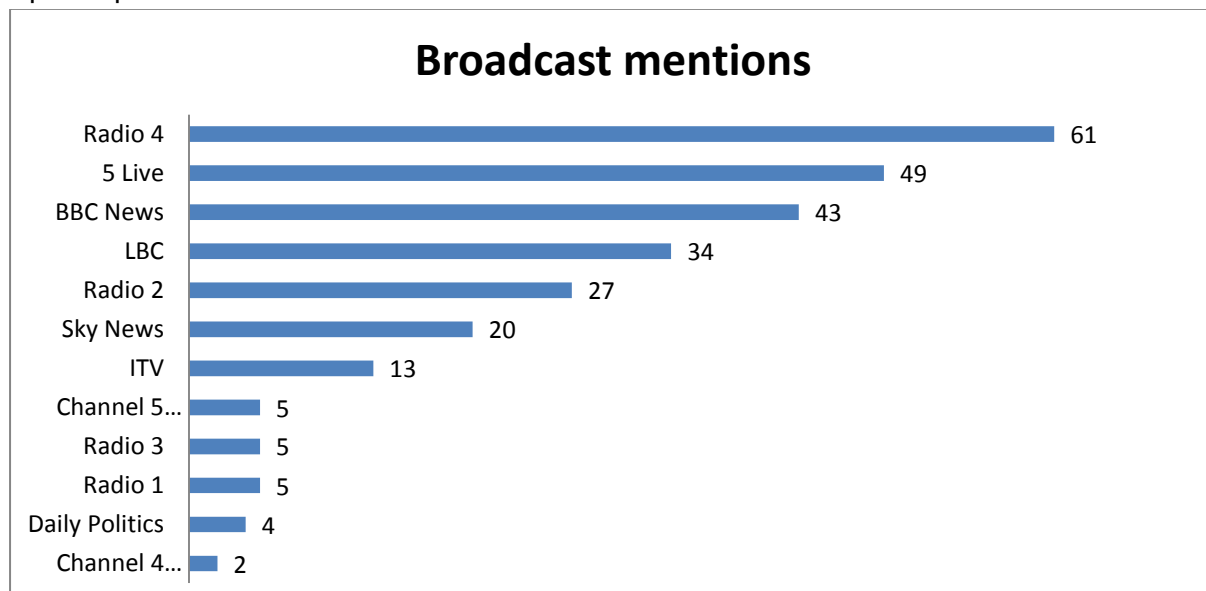


April-September national newspaper/online mentions



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).

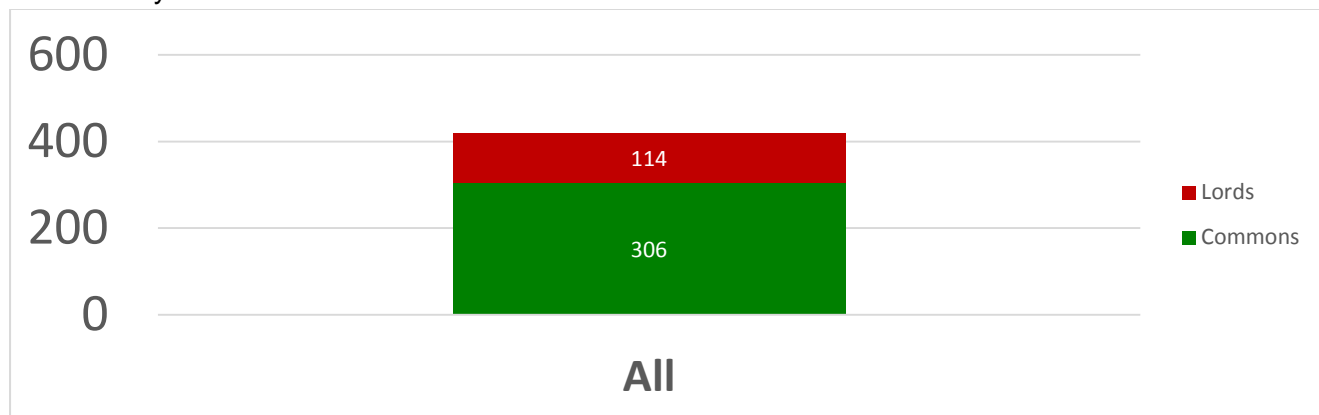
House of Commons/ House of Lords mentions

Source	Type	From 1st April	Sentiment		
			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

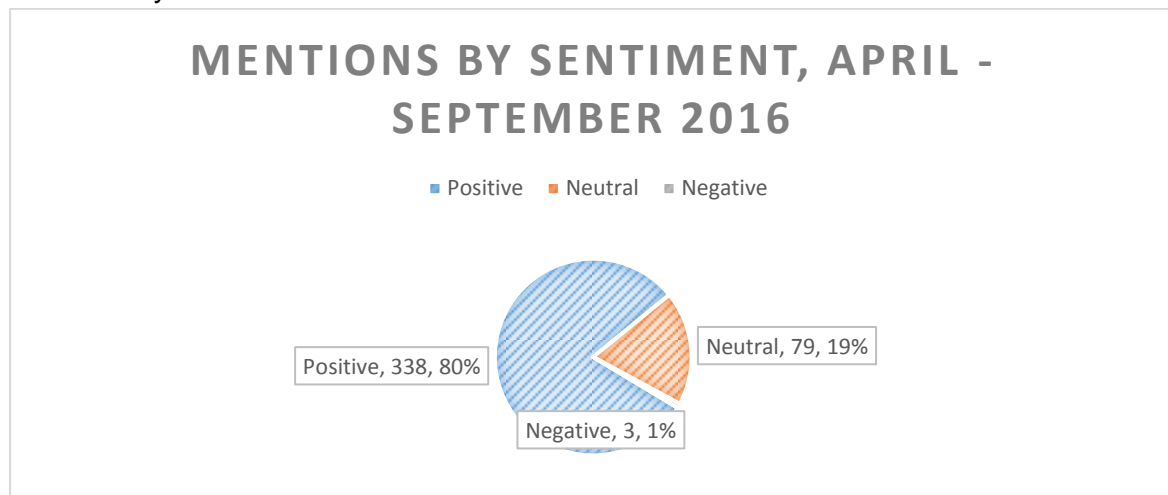
Headlines figures

	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

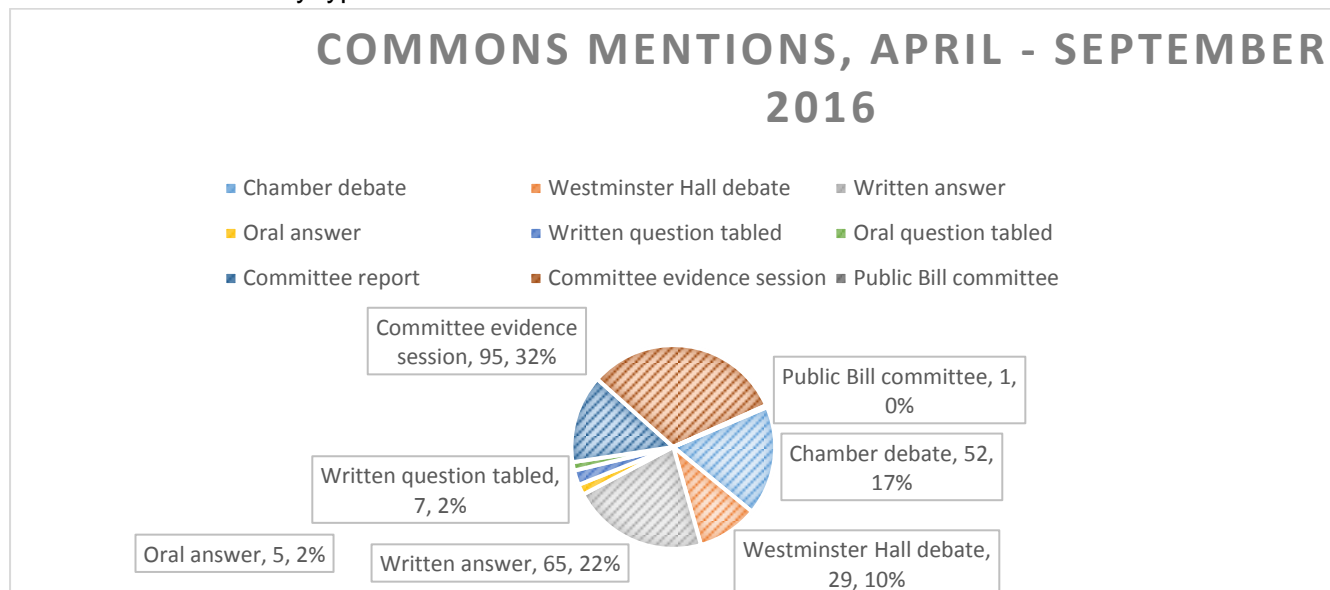
Mentions by source



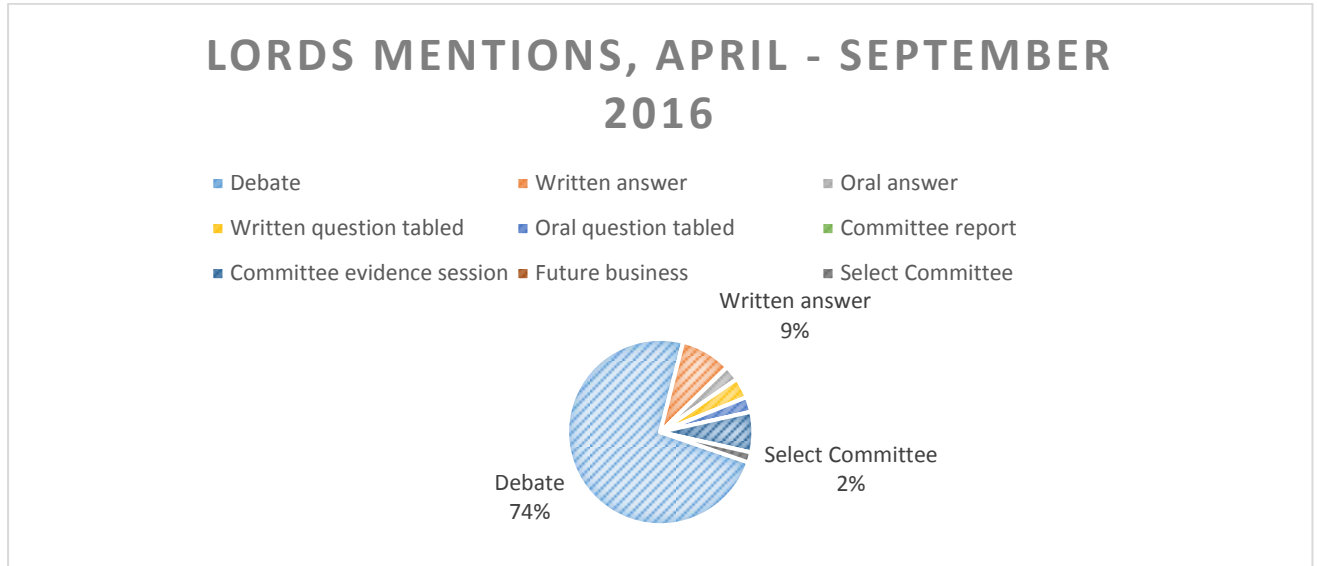
Mentions by sentiment



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](#) (5 September, total opens 11, unique opens 10)
- [Debate on FGM](#) (9 June, 122 downloads)
- [Debate on early year's development and free childcare](#) (12 July, total opens 16, 14 unique opens)
- [Policing and Crime Bill, Committee Stage](#) (12 April and 14 April, 310 downloads)
- [Policing and Crime Bill, Report Stage](#) (26 April 2016 report stage House of Commons, 334 downloads)
- [Policing and Crime Bill, Report Stage](#) (13 June 2016, House of Commons, 251 downloads)
- [Policing and Crime Bill, Committee Stage](#) (14 Sept, House of Lords Committee Stage, total opens 17, unique opens 13)
- [Debate on unaccompanied children](#) (19 April 2016, 1031 downloads)
- [Debate on the dismantling of the refugee camp in Calais](#) (House of Lords, 15 September 2016, total opens 9, unique opens 9)
- [Investigatory Powers Bill, Committee Stage](#) (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.