

Appendix A: Perceptions survey 2016/17 - Action plan

Recommendation	Actions	Timescale	Owner
A. Improve council understanding of the LGA, our work and our support offer			
1. Visits to councils – Face-to-face contact with councillors and officers is highly valued	Further develop our programme of visits to councils	Ongoing	SMT/Group Offices/ Principal Advisers
	Ensure during council visits front-line councillors are involved wherever possible	Ongoing	SMT/Group Offices/ Principal Advisers
	Offer to provide feedback to full council/front-line councillors from peer review work in councils	Ongoing	SMT/Group Offices/PAs/Improvement Team
	Explore regional induction events for new councillors	Ongoing	Principal Advisers/Group Offices
	More widely promote our collective action/legal work on behalf of member councils.	Ongoing	Legal/Communications
	Target communications to raised awareness of key areas of our work, as raised in the survey.	Ongoing	Policy/Finance/Communications
B. Improve access to information for all councillors			
2. Research – better understand the views of front-line councillors	Undertake further research with front-line councillors to better understand their views about the LGA and what they would find useful from us.	September 2017	Group Offices/communications
	Undertake focus groups with front-line councillors	September 2017	Group Offices/communications

<p>3. First magazine – Maximise First as this is the main channel front-line councillors prefer for receiving information from the LGA</p>	<p>Repeat last year's initiative for a personal letter to go out to all councillors with July edition of First from the LGA Chairman. This will help encourage front-line councillors to contribute and will promote letters page.</p> <p>New 'from the front-line' column to be introduced for front-line councillors.</p> <p>Explore regular 'sector led improvement' page in First</p> <p>Further develop First on-line as an alternative/addition to the printed copy and explore tablet and smartphone versions.</p> <p>Explore costs and feasibility of printing additional copies of First to be distributed at all major conferences and events (currently only distributed at annual conference)</p>	<p>July 2017</p> <p>September 2017</p> <p>September 2017</p> <p>June 2017</p> <p>Ongoing</p>	<p>Communications</p> <p>Communications</p> <p>Improvement Team/Communications</p> <p>Communications</p> <p>Communications</p>
<p>4. Membership packs</p>	<p>Work to improve bespoke membership packs for all councillors has continued. Undertake a further review.</p>	<p>Ongoing</p>	<p>Corporate Services/Executive Office/Group Offices/Communications</p>
<p>5. Member bulletins</p>	<p>Review all bulletins, including group bulletins to ensure they are relevant and useful to target audiences.</p>	<p>September 2017</p>	<p>Communications/Group Offices/Policy</p>
<p>6. Targeted emails</p>	<p>Explore development of targeted emails which involve all councillors (polls, consultation and so on).</p>	<p>September 2017</p>	<p>Communications/Group Offices/Policy</p>
<p>7. LGA website</p>	<p>Launch new website, based on research from our membership. New website will allow content to be</p>	<p>April 2017</p>	<p>Communications</p>

	<p>tailored to an individual's specific interests to ensure they can access relevant content for their needs</p> <p>Promote widely to all councillors and officers</p>	April 2017 – March 2018	Communications
<p>8. Engagement – Further develop opportunities for engagement with the LGA</p>	<p>More personal communication with front-line councillors to involve them more in initiatives such as #OurDay and Local Democracy Week.</p>	October/November 2017 and ongoing	Communications/Group Offices/Member Services
<p>C. Develop an events' programme that is relevant for all councillors</p>			
<p>9. Ensure events programme continues to reflect members' interests</p>	<p>Ensure we deliver target of 60% free events for LGA members.</p> <p>Further develop our annual conference offer to front-line councillors of five free places per group.</p> <p>Continue to develop our regional events programme and highlight to member councils.</p> <p>Ensure LGA attendance at external events such as party conferences and the London Councils annual conference, aimed at front-line councillors and includes a stand promoting the LGA's offer, including our member development opportunities.</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p>Communications</p> <p>Communications</p> <p>Communications</p> <p>Communications</p>

D. Demonstrate the value of the LGA's Parliamentary work			
10. Highlight the LGA's influence, including 'wins' for local government through our Parliamentary work	Send all councillors our annual 'LGA in Parliament' report.	June 2017	Communications
	Further promote our parliamentary bulletin to a wider range of councillors and officers – explore costs of sending a copy to all Leaders, CEXs, and front-line councillors.	Ongoing	Communications
	Further promote and expand the LGA's local public services public affairs network	Ongoing	Communications
E. Demonstrate the value of the LGA's media work			
11. Highlight the LGA's media activity to demonstrate our role as the 'national voice of local government'	Continue to promote the extension of the Daily News Headlines service to include weekends.	Ongoing	Communications
F. Clearly communicate the LGA's improvement offer to councils			
12. Communicate a clear menu of improvement support available	Refresh sector-led improvement promotion activity and demonstrate value of the programme to councils.	Ongoing	Improvement Team/Communications
	Promote the newly created 'Our Support' and best practice case studies sections on the new LGA website	Ongoing	Communications