

Appendix A: Perceptions survey 2016/17 - Action plan

| Recommendation | Actions | Timescale | Owner |
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| 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 | Continue to 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 |
| | Continue to offer 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

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| <p>2. 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>Undertake comprehensive review of first</p> <p>Launch new First microsite and develop mobile device version</p> | <p>July 2018</p> <p>September 2018</p> <p>October 2018</p> | <p>Communications</p> <p>Communications</p> <p>Communications</p> |
| <p>4. Membership packs</p> | <p>Continue to work to improve bespoke membership packs for all councillors</p> | <p>By February 2018</p> | <p>Corporate Services/Executive Office/Group Offices/Communications</p> |
| <p>5. Member bulletins</p> | <p>Keep all bulletins under review, including group bulletins to ensure they are relevant and useful to target audiences.</p> <p>Undertake data cleaning of all distribution lists (ahead of GDPR legislation)</p> | <p>October 2018</p> <p>May 2018</p> | <p>Communications</p> <p>Communications</p> |
| <p>6. LGA website</p> | <p>Continue promotion of new, improved tailored website</p> | <p>Ongoing</p> | <p>Communications</p> |

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| 7. Engagement – Further develop opportunities for engagement with the LGA | More personal communication with front-line councillors to involve them more in initiatives such as #OurDay and Local Democracy Week. | Ongoing | Communications/Group Offices |
| C. Develop an events' programme that is relevant for all councillors | | | |
| 8. Ensure events programme continues to reflect members' interests | <p>Ensure we deliver target of 60% free events for LGA members and promote as a member benefit.</p> <p>Further promote our annual conference offer to front-line councillors of five free places per group.</p> <p>Further develop our regional events programme and highlight to member councils.</p> <p>Ensure LGA attendance at external events such as party conferences promotes the work of the LGA and member benefits</p> | <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> | <p>Communications</p> <p>Communications</p> <p>Communications</p> <p>Communications/Group Offices</p> |

| D. Demonstrate the value of the LGA's Parliamentary work | | | |
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| 9. Highlight the LGA's influence, including 'wins' for local government through our Parliamentary work | Send all councillors our annual 'LGA in Parliament' report. | June 2018 | 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 communications and public affairs network | Ongoing | Communications |
| E. Demonstrate the value of the LGA's media work | | | |
| 10. Highlight the LGA's media activity to demonstrate the importance of the LGA speaking with 'one voice' for local government | Continue to promote our media and parliamentary work on behalf of councils. | Ongoing | Communications |
| F. Clearly communicate the LGA's improvement offer to councils | | | |
| 11. Communicate a clear menu of improvement support available | Continue our sector led improvement campaign to demonstrate the 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 |