**Appendix A: Perceptions survey 2016/17 - Action plan**

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| **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 | Continue to develop our programme of visits to councilsEnsure during council visits front-line councillors are involved wherever possible |  | Ongoing Ongoing | SMT/Group Offices/ Principal Advisers 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 |

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| **B. Improve access to information for all councillors**  |

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| **2. First magazine** – Maximise First as this is the main channel front-line councillors prefer for receiving information from the LGA | 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.Undertake comprehensive review of firstLaunch new First microsite and develop mobile device version |  | July 2018September 2018October 2018 | CommunicationsCommunicationsCommunications |
| **4. Membership packs** | Continue to work to improve bespoke membership packs for all councillors |  | By February 2018 | Corporate Services/Executive Office/Group Offices/Communications |
| **5. Member bulletins** | Keep all bulletins under review, including group bulletins to ensure they are relevant and useful to target audiences.Undertake data cleaning of all distribution lists (ahead of GDPR legislation) |  | October 2018May 2018 | CommunicationsCommunications |
| **6. LGA website** | Continue promotion of new, improved tailored website  |  | Ongoing | Communications |

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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** | Ensure we deliver target of 60 per cent free events for LGA members and promote as a member benefit. |  | Ongoing | Communications |
|  | Further promote our annual conference offer to front-line councillors of five free places per group. | Ongoing | Communications |
|  | Further develop our regional events programme and highlight to member councils. | Ongoing | Communications |
|  | Ensure LGA attendance at external events such as party conferences promotes the work of the LGA and member benefits | Ongoing | Communications/Group Offices |
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| **D. Demonstrate the value of the LGA’s Parliamentary work** |
| **9. Highlight the LGA’s influence, including ‘wins’ for local government through our Parliamentary work** | Send all councillors our annual ‘LGA in Parliament’ report.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.Further promote and expand the LGA’s local public services communications and public affairs network |  | June 2018OngoingOngoing | CommunicationsCommunicationsCommunications |
| **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.Promote the newly created ‘Our Support’ and best practice case studies sections on the new LGA website |  | OngoingOngoing | Improvement Team/CommunicationsCommunications |