

## **Local Government White Paper Communications Launch Plan**

Suggested Full Version Launch Date – 00.01, THURSDAY 6 JUNE 2024

Rationale for launch date:

- Final full version of LGWP cleared COP Monday 3 June.
- Media release, website, social media, internal comms drafted/built Tue 4–Wed 5 June.
- National media briefed from Tue PM onwards following clearance of media release.
- Cllr Kevin Bentley in Smith Square Wed 5–Fri 7 June and available on Wed for any pre-recorded media bids, filming for website and digital purposes, and on Thu ahead of EAB for any live media bids.
- Tuesday evening is the Rishi/Keir head-to-head and media will be covering that on Weds so need to give that some space too.

### **Background**

The LGA Chair announced the local government white paper (LGWP) as a priority at the LGA Annual Conference in July 2023. This is a broad piece of work aimed primarily at the political parties and prospective parliamentary candidates (PPCs), which looks to position us with whoever forms the next government and demonstrate to our members our collective value of input and dialogue.

The plan below sets out communications approach to the launch of the white paper and activity beyond.

### **Objectives**

1. Raise awareness of the local government white paper with political audiences and members.
2. Position the LGA and local government as trusted partners for the next government.
3. Ensure key stakeholders engage with LGA messaging and joint lobbying is used for maximum impact.

### **Audience**

- Political parties
- PPCs
- Members
- Partners/stakeholders – political party staff and advisers, think tanks, other membership organisations and lobbying groups, civil servants
- National, regional and local media and broadcasters/trade media

## Strategy

1. Use the LGWP document – produced with local government, for local government – as the ‘hero’ product during the GE campaign period.
2. Launch the LGWP in two stages:
  - a. Initially using the summary version to focus on visibility and engagement with political parties, PPCs, sector stakeholders and partners and members (31 May).
  - b. Second stage to launch with full version far and wide and move into campaigning activity to raise awareness and increase engagement (6 June onwards).
3. With political clearance, use the LGWP as the hook for a series of stories on the big challenges: planned proactive interventions, but agile approach to respond to external events and the news agenda.

## Implementation

### WHITE PAPER LAUNCH

Friday 31 May 2024 (summary)/Thursday 6 June (full version)

Lead team	Activity	Date	Owner
<b>Media</b>	<p>LGWP (summary version) shared with trade press only to coincide with bulletin inclusion (to include offer of an op ed one full version published next week)</p> <p>LGWP (full version) embargoed media release issued to national, regional, local media/trade media/interviews offered</p> <p><i>NB currently investigating whether the new funding gap figure can be bought forward for inclusion in full version and therefore the top line of launch release</i></p> <p>NB Cllr Bentley in SSQ Weds-Fri</p> <p>Op ed to be offered to PoliticsHome in first instance – other nationals to be explored afterwards</p>	<p>31 May</p> <p>6 June</p> <p>5–7 June</p> <p>Media: national broadcast, national political correspondents along with all main policy journos inc in LGWP – housing, education, environment, health etc/regional/local/trades</p>	LM, GB, SS
<b>Public Affairs</b>	LGA mailing to all PPCs with information about the LGWP (summary version) and setting out support	31 May	CHL

	<p>from LGA during campaign period</p> <p>LGWP (summary version) shared with partners/external stakeholders with call to action – support the LGWP, share the LGWP, work with us during campaign on issues of mutual interest</p> <p>LGWP (summary version) shared with political parties: Ministers (TC/CHL/AP); Opposition politicians (TC/CHL/PR); manifesto writers (HGOs); PADs/SpADs (JA/SS/CHL)</p> <p>Second mailing to all PPCs announcing the full version of the LGWP, and reiterating our support offer.</p> <p>Follow-up with PPCs who have been in contact, highlighting the full LGWP.</p> <p>Update of PPC mailing list to include newly selected candidates.</p>	<p>31 May</p> <p>31 May–3 June</p> <p>6 June</p> <p>Ongoing</p> <p>Ongoing</p>	<p>Policy / comms / improvement</p> <p>CHL/AR</p> <p>CHL/AR</p> <p>CHL/AR</p>
<b>Members</b>	<p>Focus on LGWP in weekly bulletin (thank members for engagement, set out top messages and ways to support)</p> <p>Dedicated bulletin to LGA members with new LGWP graphic, key lines from LGWP and link to LGWP Hub online as well as subsequent media/social media hits etc</p>	<p>31 May</p> <p>6 June</p>	<p>TC/CHL</p> <p>NO/MMR/CHL/GB</p>
<b>Digital</b>	<p>Summary version of white paper live on local.gov.uk</p> <p>Launch full version of the LGWP hub on website. Social media announcing</p>	<p>31 May</p> <p>6 June</p>	<p>MMR</p> <p>MMR</p>

	the launch of the LGWP with video of Cllr Kevin Bentley (TBC dependent on filming times)/using animated GIFs with call to action to support/share the white paper		
<b>Internal</b>	Inform staff and celebrate work with launch article on The Wire	6 June	SS/MMR
	Promoted through update to email signatures	6 June	MMR/IT

### POST-LAUNCH (during campaign period)

- **Media:** series of proactive national/regional/local/trade media/broadcast releases/op eds (subject to policy content) during pre-election period highlighting: NB We have a full grid [Media team [Sharepoint](#)]
    - Finance – new funding gap figure w/c 10 June TBC – can this be pulled forward for LGWP launch?
    - Finance – Cipfa/SOLACE reform report
    - Adult Social Care – supported housing case studies/prevention
    - Children – Joint LGA/CCN SEND report
    - Children – social care funding/demand
    - Children – Latest EHCP stats when published
    - Environment/Climate Change – tbc
    - Housing – Empty Homes (Sky News pre-recorded due out w/c 3 June)
    - Housing – Temporary accommodation spending
    - Housing – Local Housing Deals
    - Asylum/Resettlement Survey (temp accommodation)
    - Devolution – WPI report on devolution for growth
    - Skills – Work Local
    - Civility – Debate not Hate survey
    - Welfare – Local Housing Allowance analysis
    - Welfare – Household Support Fund
    - Transport – new analysis of local v national road spending
- Comms grid mapping out dates under review – LGA will look for proactive opportunities and how we react / respond / jump on issues raised by others to get LGA and local government into the picture.
- **Members:** include content/links to white paper and targeted releases/content on topics above in our bulletins
  - **First magazine:** issue f695 now expected to go to print on 7 June 2024, to arrive on doorsteps c14 June. Front cover and double page article focusing on LGWP.
  - **Public Affairs:** engagement strategy with PPCs likely to win, with more detail from the white paper and offers to supply data from LG Inform+ highlighting the potential impact of our asks and offers to their prospective constituency
  - **Digital**

- Social media activity to move from awareness-raising to conversion objective, asking audiences to engage more directly with the LGWP
- Social media activity to focus on key themes from the LGWP, targeting digital audiences by highlighting specific points from the document and pointing to relevant supporting web content (e.g. reports)
- Align social media activity to media stories to leverage increased awareness around particular issues and themes from LGWP
- General Election hub launch on local.gov.uk
  - Content aligned to six national challenges from LGWP, with links to sub-pages outlining:
    - LGA position
    - Political party positions
    - Stakeholder positions
  - Link to LGWP landing page (with summary and full versions)
  - Links to pre-election period guidance, Voter ID
  - Updates to be made daily (Mon–Fri) as news from parties is made public and analysed/responded to by LGA, and communicated to followers on social media
  - TBC partner pack to share with stakeholders, on how to support on digital channels
- **Internal:** weekly round-ups on what we've achieved that week in terms of exposure/stories. Reference to work week to week via Joanna's blog for staff