

## **LGA Associate Membership Scheme**

### **Purpose**

For discussion and direction.

### **Summary**

The commercial review of the LGA undertaken by Ernst and Young earlier in the year proposed expanding LGA membership beyond its current local authority base. In July 2014, General Assembly agreed amendments to the LGA Constitution to enable any public body to be admitted into membership.

This paper sets out proposals for the Associate membership scheme including subscriptions. The paper has been shared with members of the Commercial Strategy Board.

### **Recommendation**

Leadership Board is asked to agree the proposals set out in paragraphs 5-7 of this paper.

### **Action**

Officers to take forward in accordance with the Board's decision/s.

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## **LGA Associate membership scheme**

### **Background**

1. The commercial review of the LGA undertaken by Ernst and Young earlier in 2014 identified the potential to expand LGA membership beyond its current local authority base. In July 2014, General Assembly agreed amendments to the LGA Constitution to enable any public body to be admitted into membership.
2. The LGA already offers an Associate membership scheme to larger town and parish councils with a budget of £500,000 or above. Benefits comprise
  - 2.1 Access to the member-only area of the LGA website
  - 2.2 Alerts and on-the-the day briefings
  - 2.3 Access to free LGA events and to paid events at membership rates

Town & Parish council membership is non-voting with no formal participation in the LGA's governance arrangements.

3. This paper sets out proposals for the Associate membership scheme including subscriptions.

### **Principals**

4. The scheme will be based on three principals
  - 4.1 Cost effectiveness: The value of services offered, and the cost of providing them, must be less than the subscription charged.
  - 4.2 Alignment: Memberships will be open to organisations whose purpose and priorities align with those of the LGA.
  - 4.3 Simplicity. A standard core offer, with subscription levels based on size of organisation.

### **Benefits of membership**

5. Associate members of the LGA will be entitled to
  - 5.1 Access the member-only area of the LGA website
  - 5.2 Sign up to receive policy papers, on-the-the day briefings, daily news service
  - 5.3 Access to relevant contacts (subject to data protection)
  - 5.4 Attend free LGA events and paid events at membership rates
6. As with current membership categories, a full 12 months' notice from 31 March would be required from organisations wishing to withdraw from LGA membership.

