

Communications activity– quarterly report – October to December 2013

Purpose of report

For information.

Summary

Since December 2012, and following the publication of the organisation's communication plan and strategy, a monitoring and evaluation system has been developed to allow tracking and recording media coverage. As well as volume of media activity, it also allows the tone of coverage (positive or negative) and ratio of proactive and reactive coverage to be measured.

The main results for October to December 2013 are:

- National media mentions up 101 per cent year-on-year from 127 in the same period for 2012 to 256 in 2013.
- 75 per cent of coverage was through pro-active media work.
- 71 per cent of our national coverage was positive.
- Our media work before and after the Autumn Statement and Local Government Finance Settlement received 50 media mentions.
- More than one million website page views by more than 180,000 unique users.
- 204 mentions of the LGA in Parliament from October to December.

Recommendation

That the Leadership Board notes the communications activity for the period October to December 2013.

Action

None.

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