

“Investing in our nation’s future, the first 100 days of the new government” – Campaign Update

Purpose

For discussion and direction.

Summary

To look at the achievements and activity of the LGA’s campaign, “Investing in our nation’s future, the first 100 days of the new government”.

Recommendation

That the LGA Executive notes the outcomes of our campaign, “investing in our nation’s future, the first 100 days of the new government.”

Action

Officers to progress in line with Members’ direction.

Contact officer:

Laurence Meehan

Position:

Head of Campaigns and External Communications

Phone no:

0207 664 3127

Email:

laurence.meehan@local.gov.uk

“Investing in our nation’s future, the first 100 days of the new government” – Campaign Update

Introduction

1. This paper summarises the activity and outcomes of the LGA’s general election facing campaign “Investing in our nation’s future, the first 100 days of the new government” (“100 days”).

Background

2. We launched “100 days” at our annual conference in July 2014. The campaign was a direct follow up to our “Rewiring Public Services” and the “Future Funding Outlook” campaigns which had been launched in the two previous years.
3. Throughout 2013 and 2014 “Rewiring Public Services” successfully positioned local government, and the LGA, as the progressive part of the public sector willing to look at radical ideas to address the significant funding and demand issues faced by the country. In discussions with politicians of all sides and stakeholders, the campaign was warmly welcomed, but with feedback that it’s more theoretical approach should be followed up by more practical policy suggestions supported by full costings.
4. The result was “100 days” which aimed to build on the success of “Rewiring Public Services” by setting out the concrete steps that the government taking power in May 2015 must take to address demand and funding in a wide range of areas such as housing, social care and skills.
5. The campaign was launched in July 2014, with the following objectives as agreed by the LGA Leadership Board:
 - 5.1. To continue to influence the manifesto formulation process ahead of the May 2015 General Election.
 - 5.2. To give the new government a clear set of actions to help transform public services in a way that will address the current funding gap and give local authorities the powers to deliver better outcomes for residents.
 - 5.3. To ensure that local government is involved in the general election debates in the months leading up to May 2015.
 - 5.4. To ensure that the LGA’s lobbying strategy has momentum beyond May 2015.
6. The campaign focused on number of key areas:
 - 6.1. Housing (affordability, supply and rental sector).
 - 6.2. Skills/employment (including unemployment).
 - 6.3. Infrastructure (including roads).
 - 6.4. Fiscal devolution (including debates on Scottish independence).
 - 6.5. Health and Social Care (including aging population, social care and public health).
 - 6.6. Public service transformation (including community budgets and integration).
 - 6.7. Children/Education (including school places, free schools and academies, inspection and our “Ambition for Children”).

Manifestos and the new government

7. In the lead up to the 2015 General Election the LGA worked to strategically influence the manifesto process using all possible channels into the manifesto formulation process. This work is detailed further in this paper but included:

- 7.1. Direct conversations with Party policy teams through LGA lead members and LGA Group offices.
- 7.2. Contributions through various Party policy boards, working groups (this includes work such as the Labour Local Government Innovation Taskforce), discussions and policy motions alongside significant input into the final manifestos.
- 7.3. Profile raising in Parliament, ensuring that key players in the manifesto process were aware of our “100 days” “Asks”.
- 7.4. Working with stakeholders to build wide coalitions around specific policies.
- 7.5. A significant meeting programme for the Chairman, Group Leaders and officers.
- 7.6. Strong media profile for our “asks”.

8. As a result of this work the following manifesto commitments were achieved:

“100 days” call	Manifesto commitment
Build half a million more homes so people can find a place they can afford.	A commitment from Conservative, Labour, Liberal Democrats, UKIP and Greens to build more homes.
More devolution of power to elected councillors to enable them to rewire public services.	<p>A commitment from five of the political parties (Conservative, Labour, Liberal Democrats, UKIP and Greens) to devolve a range of economic powers to local areas.</p> <p>A commitment from the Conservative Party to review how central government can further reduce ring-fencing and Whitehall burdens to give councils more flexibility to support local services.</p>
Fully integrate the funding for the commissioning of adult social care and health as a step towards the single point of commissioning.	A commitment from the Conservatives, Labour and Liberal Democrats to integrate health and social care funding.
Let councils set rates and discounts for council tax and business rates so they can better respond to local circumstances.	A commitment from the Conservatives, Labour and Liberal Democrats to reform business rates.

"100 days" call	Manifesto commitment
Let councils retain 100 per cent of business rates growth without a corresponding cut in revenue support grant, further incentivising councils to grow local economies.	
Financial settlements tied to the lifetime of Parliament for all of the public sector.	A commitment from the Labour Party to create multi-year budgets so that local authorities can plan ahead.
Scrap the Right to Buy scheme's complex arrangements for councils and ensure the discount offered is in line with the local housing market and stimulates sales, and that the receipts from sales are retained directly by the council to reinvest in replacement housing.	A commitment from the Liberal Democrats and UKIP either devolve full control of Right to Buy or reinvest 100 per cent of Right to Buy sales back into community housing.
Allow councils to retain any savings to the housing benefit bill locally for reinvestment in housing.	A commitment from Labour and the Greens to give councils more freedom over housing benefits and rent reductions.

9. Following the General Election we have worked closely with the new Government to ensure their manifesto commitments that supported our 100 days "asks" are delivered. These include:
- 9.1. A Cities and Local Government Devolution Bill to create enabling powers which deliver on the Government's manifesto commitments on devolution.
 - 9.2. Legislation in the form of the Psychoactive Substances Bill to give councils the powers to make licensing decisions on legal highs.
 - 9.3. A further commitment of £6 million to the One Public Estate Programme.
 - 9.4. A commitment to continue to integrate the health and social care system through the Better Care Fund.
 - 9.5. A commitment to a wide-ranging business rates review and including allowing councils in Cambridgeshire, Greater Manchester and Cheshire East to retain 100 per cent of growth in business rates.

Stakeholders

10. As directed by the Leadership Board, utilising stakeholders was essential to the campaign in order to increase the reach, support and evidence base for of local government's pre-election "asks" of a new government. As a result we targeted a number of high profile organisations such as CBI, NHS Confederation and the Joseph Rowntree Foundation and to date to date; thirty nine stakeholders have supported the campaign.

“Thoughts on”

11. As part of our work with stakeholders we asked organisations to, by publishing a blog on our campaign website, provide their ‘thoughts on’ what they would like a new government to action in its first 100 days. This process enabled these high profile organisations to share their thoughts on public services whilst sharing our campaign with their members. As a result we saw a significant lift in web traffic from these stakeholders to our own campaign site.

Stakeholders we worked with	Twitter followers
Action for Children	96,600
Age UK	78,400
Alcohol Concern	8,103
Asphalt Industry	138
CBI	34,600
Centre Forum	4,389
Centre Point	22,500
CILT	5,219
CLGF	702
Cycle to Work Alliance	184
Electrical Safety First	7,834
FMB	12,700
Guide Dogs	52,100
Home Builders Federation	14,100
JRF	119,000
Living Streets	11,400
Localis	1,909
London Chambers of Commerce	8,118
NatCen	9,734
NCVO	44,000
NFB	4,459
National Obesity Forum	N/a
National Trust	360,000
Prospects	32,000
RAC Foundation	3,378
Ramblers	20,700
Reform	7,918
RSPCA	200,000
RTPI	9,567
Scope	73,300
St Mungo's Broadway	15,900
The Children's Society	44,700
The Kennel Club	42,700

The Kings Fund	75,900
Trading Standards Institute	3,907
UK Health Forum	2,740
Universities UK	49,400
Water UK	4,956
Woodland Trust	93,000
Potential reach	1,576,255

Publications

12. To date, the main “100 days” publication has been download 9,303 times with an additional 4,000 hard copies distributed at conference, party conferences and events throughout the year.

13. Eight further “100 days” publications were also produced as part of the campaign, all of which have been well received:

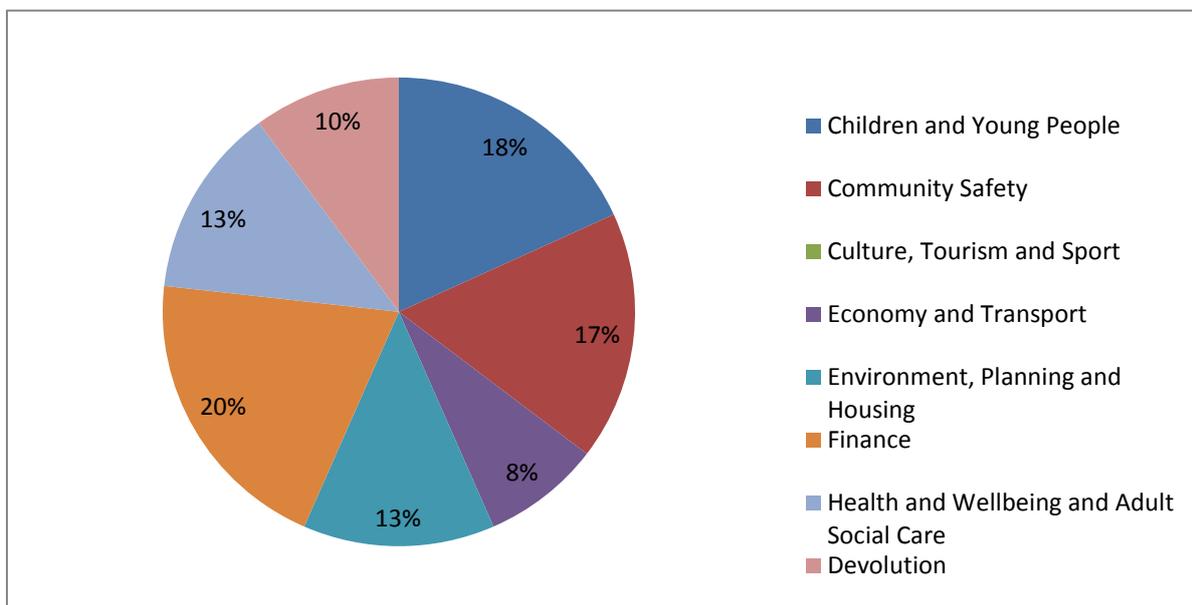
Publication	Downloads	Printed copies
Tackling the causes and effects of alcohol misuse	9,017	200
Tackling tobacco and nicotine dependency	1,180	200
Realising talent: a new framework for devolved employment and skills	2,305	100
Making sure every child has a place at a good local school	896	100
Better roads for England	2,081	N/a
Council tax support: the story continues	4,140	150
Tackling the causes and effects of obesity	10,274	200
The fire and rescue service: making our nation safer	3,851	400
Total	33,744	1,350

Parliamentary profile

14. 2014/15 was the last parliamentary session before Parliament dissolved for the General Election. We worked closely with our Vice Presidents and network of parliamentary supporters to ensure the LGA's 100 days campaign benefited from a high profile. The LGA was mentioned 1429 times in Parliament in the 2014/15 session, highlighting the significant coverage secured for our 100 days recommendations.

Briefings

15. As a part of this work, we prepared 60 formal written briefings, nearly all of which promoted our 100 days recommendations. The chart below set out the policy areas in 100 days covered by our briefings:

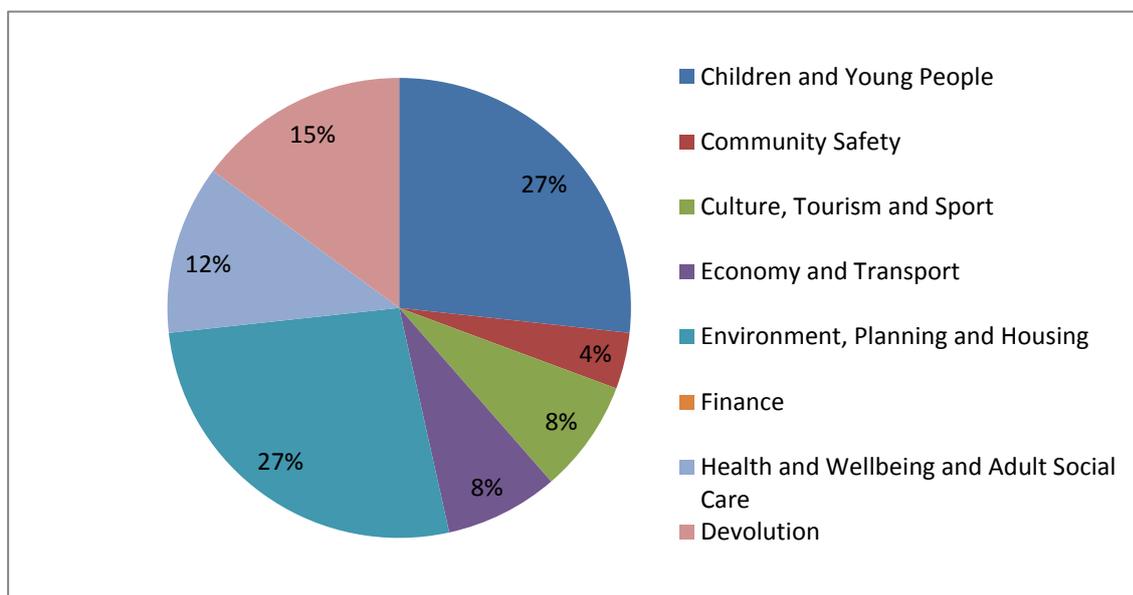


Parliamentary inquiries

16. Alongside our briefings, we provided evidence (either written or oral) to 22 parliamentary inquiries. Our former Chair Cllr Sparks gave evidence to the Political and Constitutional Reform Committee and set out our 100 days policies on devolution. Our former Chief Executive Carolyn Downs gave evidence to the Health Committee and the Public Account Committee, at which she discussed the technical policy detail behind our recommendations on health and social care integration.

17. We also worked with a number of All-Party Parliamentary Groups to promote our 100 days campaign. For example, we provided secretarial support to the All Party Parliamentary Group on Reform, Decentralisation and Devolution in the United Kingdom and worked with the Group on a legacy report, *A Parliament for Reform 2015-2020*, which outlined the constitutional questions that needed to be answered in the new Parliament, including the question of further devolution in England.

18. The graph below sets out the policy subjects covered by our engagement with Select Committee inquiries:



Parliamentary contact programme

19. In addition, as part of our contact programme with parliamentarians; held formal technical briefings for parliamentarians on our 100 days recommendations; tabled a cross-party parliamentary motion on the need for fair funding for local government signed by 30 MPs from across the political spectrum; and worked closely with select committees and All-Party Parliamentary Groups. All of this activity was designed to ensure that the 100 days campaign was shaping and influencing parliamentary debate.
20. In reputational polling commissioned on behalf of the LGA, more than a third (35 per cent) of MPs said they were aware of *'Investing in Our Nation's Future: the First 100 days of the Next Government'*. Of those who supported the campaign, reasons for supporting it included 'a belief our policies would be a key driver of growth' and/or 'a concern that local government is currently under-funded'.

Legislation

21. We also lobbied on a number of key pieces of primary legislation in order to secure positive changes that helped support our 100 days campaign recommendations. A key highlight was the Infrastructure Act through which we secured a new statutory provision ensuring that fracking cannot take place unless companies engaged in shale gas extraction provide financial or other benefit for the local area.

Party conferences

22. Following its launch at our 2014 annual conference, we promoted the 100 days campaign across the autumn party political conferences. We held debates at the Conservative, Labour, Liberal Democrat and Independent group conferences on the first hundred days of the next government with senior politicians, both national and local, think tanks and media commentators. We also held evening receptions at each conference.
23. In addition to corporate LGA events, our Lead Members contributed to 141 debates and roundtables held by stakeholders. In all, we contributed to 12 per cent of all fringes held across the three main party conferences, working closely with stakeholders including the British Property Federation, The Kings Fund, NHS Confederation, the Nation Federation

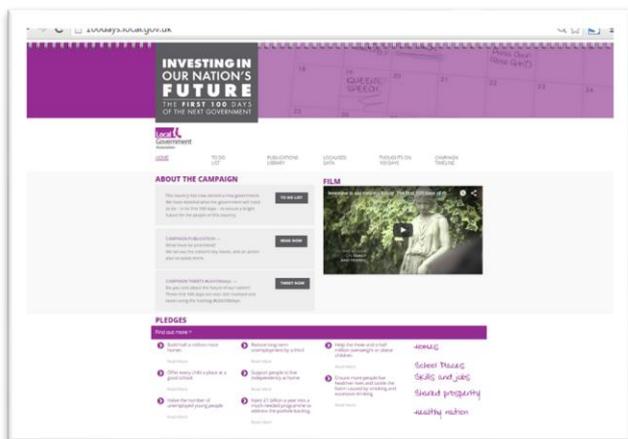
of Builders, Crisis, Age UK, Dementia Friends, the British Parking Association, TCPA and the Woodland Trust.

Film

24. The campaign was launched with a film setting out the key asks and sign posting viewers to the micosite. To date the film has been viewed more than a thousand times on youtube and has been shown a number of LGA events.

Microsite

25. The campaign microsite, developed to host all content relating to the campaign, received 21,529 visits from 15,610 users over the course of the year. The majority of these users were new visitors (73 per cent compared to 27 per cent returning visitors).



26. Number of visits to www.100days.local.gov.uk between June 2014 and August 2015.

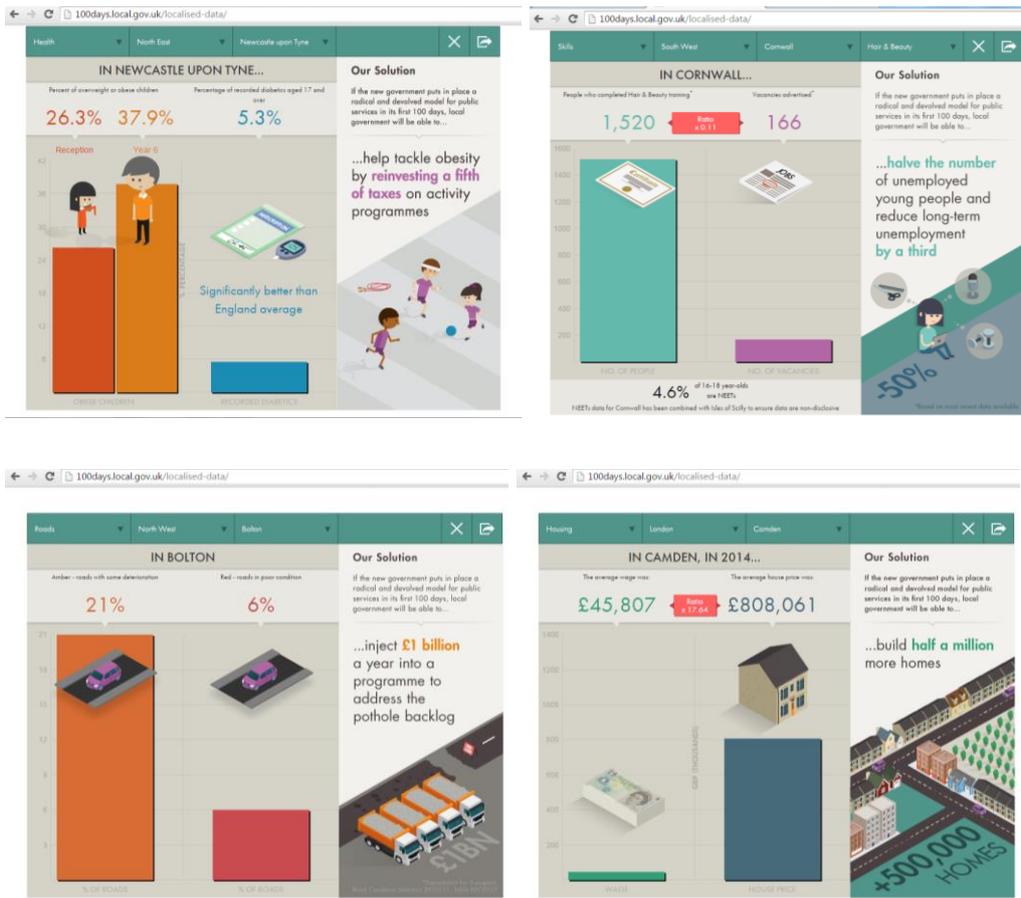


27. The most viewed pages, after the microsite homepage were the localised data tool (13 per cent) – where councils could create their own infographics – the to do list pages (10 per cent) which detailed the policy asks in the ‘100 days’ campaign – and the ‘thoughts on’ page (7 per cent) which included opinion articles from a number of stakeholders.

28. Number of visits to Localised Data page between June 2014 and August 2015.



29. Examples of Localised data on the “100 days” website.

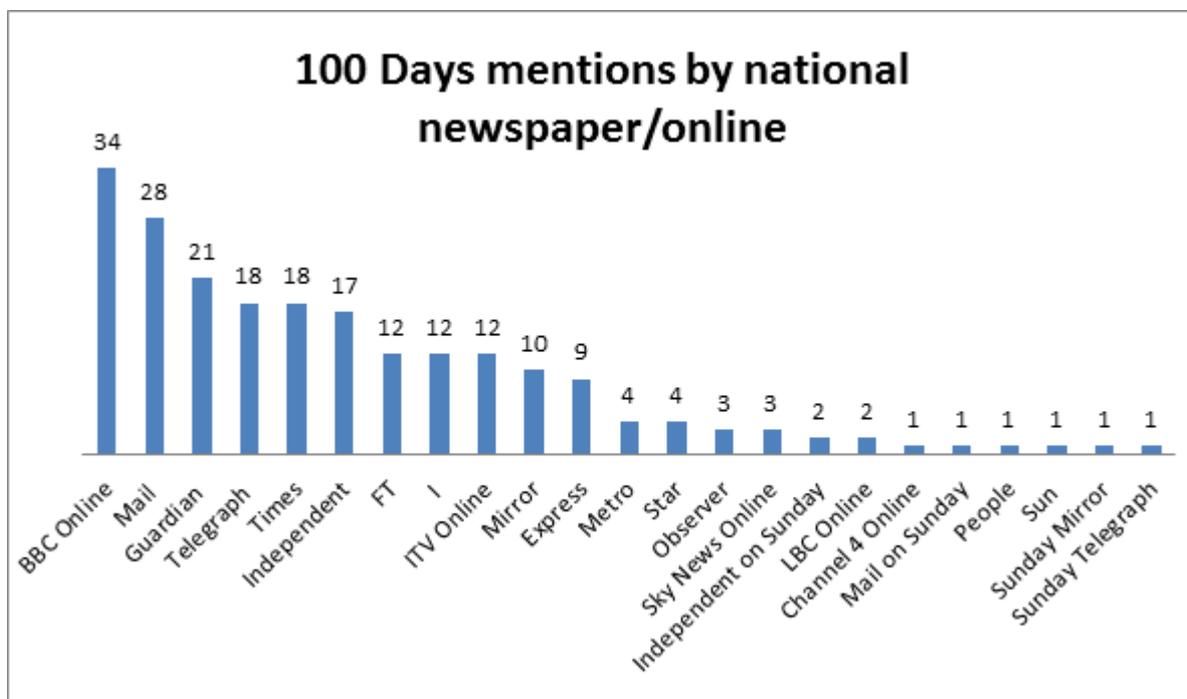


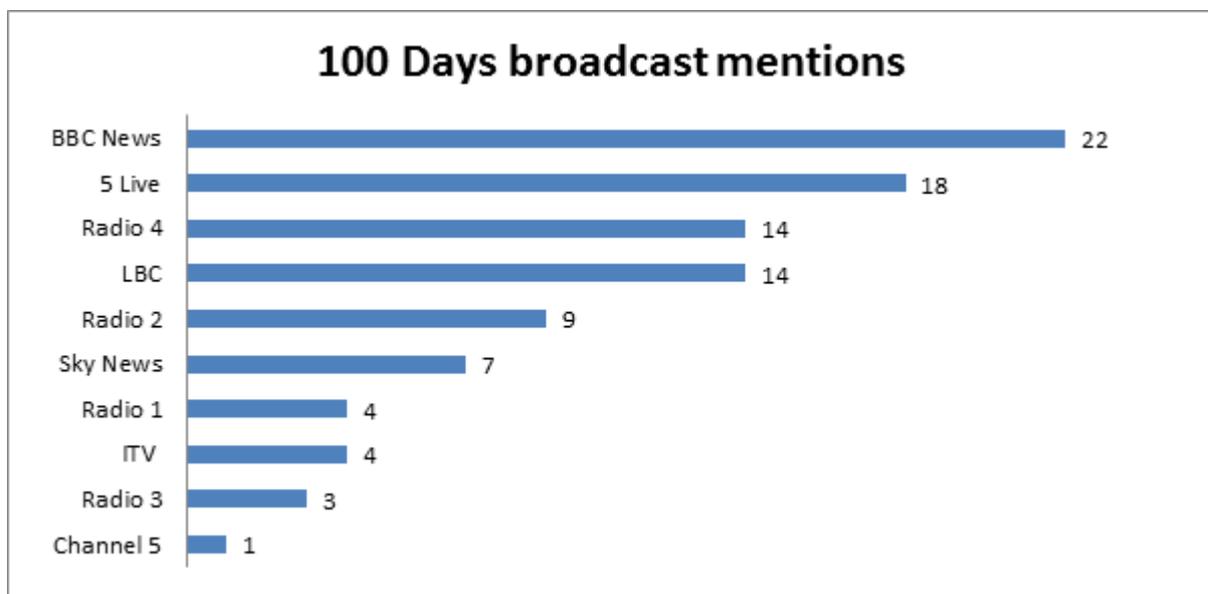
Twitter

30. Over the campaign period, 308 tweets were sent from the @LGAComms account, these tweets were retweeted more than 1,200 times and had a potential reach of 4.6 million.

Media

- 31. Since launching our 100 Days campaign at the 2014 LGA Annual Conference, policies and asks were mentioned **315** times across **23** print and online titles and **11** broadcast channels and programmes.
- 32. Our call for English devolution featured twice on the front page of the **Observer**, our ask for devolution of skills and employment training to local areas was covered on the front page of the **Independent** and 100 Days stories were reported **8** times on **Radio 4's Today Programme**.





100 Days story	Media hits
School places	81
Devolution	51
Fuel duty - potholes	40
Obesity/Alcohol/Tobacco	40
Skills	35
Ofsted review	18
Housing	16
Schools accountability	11
Council tax	11
Concessionary bus fares	4
Social workers recruitment	3
Business rates	2

'100 Days' related headlines

NO SUCH THING AS A FREE LUNCH

Can £1bn to fund free school meals for infants save the Lib Dems? As a new term starts, Jay Rayner joins Nick Clegg in the dinner queue

The first day of the autumn term at Walnut Tree Walk Primary School in Lambeth and there are some special people queuing for lunch...

The Observer

for all the 1.9 million children in infant classes (the first three years of school) in England, at a cost of £1bn over two years...

According to government figures 98% of the nearly 16,000 primary schools in England were able to offer a hot meal...

THE TIMES Switch £1bn VAT from junk food to fight obesity

At least £1 billion should be taken from VAT receipts on fast food and sweets and ploughed into local territories to fight obesity, council chiefs say today.

The Local Government Association says health problems associated with obesity cost the NHS £5 billion a year... equal to the amount raised annually by VAT on fast food, confectionery and soft drinks.

obese and overweight people than Britain. A recent study by the Lancet showed that 67 per cent of men and 57 per cent of women and more than a quarter of children in the UK are either overweight or clinically obese...

David Sparks says the money would have a big impact. Birmingham city council offers 40,000 residents free access to a range of activities such as swimming, exercise classes and gym and council run classes.

The INDEPENDENT Two million children are referred to social services

EMILY DOGAN SOCIAL AFFAIRS EDITOR

Scarcely a day goes by without news of children being referred to social services because of abuse and neglect, with two million brought to the attention of councils in the last year.

its first reports of concern about a child, bringing to local authorities' attention the details of around two million children... Mr Wood also said that the quality of social workers coming out of university was "not good enough" and called for improved training.

The chair of the Local Government Association, Councillor David Sparks, told the conference an urgent review was needed of the "high-risk" facing the profession. He said: "As social workers leave the profession standards fall and the problem gets worse."

DAILY EXPRESS

£6bn to fill potholes on 'decaying' road network

He said estimation was also available as an incentive from 2015 to reward councils who deliver voluntary improvements...

growing national bill by investing £6bn a year from fuel duty - which would be £100m a year. A small amount of the savings they pay the Treasury at the pumps should be returned to bring decaying local roads up to scratch.

THE TIMES

Volunteers could be rewarded with £200 off council tax bill

Local authorities could reward volunteers with a £200 discount on their council tax bills...

40 per cent of the public funding in the public sector, estimated to be around £100 billion...

THE Sun

A CLASS WAR LOOMS

MORE than 800,000 extra primary school places will be needed in the next decade due to our growing population, says councils' body the Local Government Association...

schools which now have more than 800 pupils. The LGA wants the Government to fully fund the cost of all school places and to give councils the powers to open new schools.