

Perceptions Survey 2014 - Action plan

RECOMMENDATION	OWNER	ACTIONS	TIMESCALE	PROGRESS
Improve members' access to information				
1. Take steps to segment audiences and provide more targeted information	David Holdstock	Review findings of the perceptions survey and develop more targeted communications	June 2014	Perceptions survey undertaken and results presented to Leadership Board in February 2014. Survey for 2014 to be undertaken between October and December 2014.
	David Holdstock Heads of Group Office	Undertake further work to develop and promote e-bulletins to backbench councillors and review take-up.	Ongoing	Work has already started to identify optimum style, time and content.
	Claire Holloway Andrea Patrick Laurence Meehan	Refresh bespoke membership packs for all councillors.	January 2014	New tailored membership packs were distributed to councils in January 2014.
2. Further develop the LGA's digital communications offer	David Holdstock Laurence Meehan	Work will be launched to review content and design of the website to make better use of it as a key communications channel and better integrated with social media	June 2014	This is underway
		Undertake a review of the LGA's social media activity and develop a strategy, plan and grid of activity to complement other LGA work.	March 2014	This is underway
		Further develop digital monitoring tools	January 2014	Statistics on usage are already being reported. This will be further developed to look at 'reach'.
3. Ensure events programme continues to reflect members' interests	Amanda Cowen Principal advisors	Continue to develop our events programme with a focus on regional & free events and highlight to members.	January 2014	Maintain the target of 70% free events a year and continue to offer regional events.

4. Increase awareness of our lobbying and public affairs activity	David Holdstock Laurence Meehan	Produce an annual 'LGA in Parliament' report for member authorities, Vice Presidents, Parliamentarians and other key individuals/organisations.	April/May 2014	First annual report to be published at the end of the parliamentary year.
		Further promote our parliamentary bulletin to a wider range of councillors and officers.	Ongoing	This has already been extended to include chief executives and leaders.
		Launch the LGA's local public services public affairs network	June/July 2014	This will be launched during the summer conference season, including LGA annual conference
Widen range of councillors targeted, with particular focus on backbenchers				
5. Widen channels to reach backbench councillors in new ways	Laurence Meehan Heads of Group Office	Make greater use of video, using Leadership Board members and Chairs of boards to communicate short messages to members on key issues (such as funding, council tax support, planning and so on)	Ongoing	These will be used on the day to support our media responses to stories that impact on the sector. (See action 2)
6. Improve general information about LGA, particularly on the website, with benefits of membership more clearly and compellingly explained.	Cathy Boyle	Review and update website pages and include benefits of membership	April 2014	In progress (See actions 1 and 2)
	Cathy Boyle Claire Holloway	Further enhance new members' welcome packs, incorporating updated Councillors' Guide.	June 2014	Following major review in 2013, Councillors' Guide being updated again for 2014
7. Implement new, more targeted suite of leadership programmes	Pascoe Sawyers HGOs	Review take up and feedback for new programmes	Ongoing	New programme launched, with greater emphasis on Group specific sessions where appropriate and closer involvement of groups.

Strengthen the LGA's approach to relationship management				
8. Continue planned programme of visits by Chairman, CX, directors, Principal Advisers and other senior staff	CX, Directors, PAs HGOs	Maintain forward plan and log issues arising	Ongoing.	More than 600 visits undertaken in 2013. Work beginning on new CRM system to better record outcomes of visits and other contacts
9. Maintain relationships with key members in councils	HGOs	Group programmes of contact via Group Executives and Lead Peers, regional meetings and seminars etc	Ongoing	Ongoing programmes of activity through Group Offices
Clearly communicate the LGA's improvement offer to councils				
10. Communicate a clear menu of improvement support available, in particular on the LGA website	Dennis Skinner Hannah Berry	Sector-led improvement awareness campaign being developed.	Planned launch March 2014	Campaign plan currently being developed.