local government
reputation campaign

why reputation?

People value their local council far less than the services the council provides.

MORI research has identified 12 core actions that, when delivered well, have a marked and positive impact on a councils' reputation. So the Reputation campaign is about councils working together to deliver these core actions - supported by the LGA and IDeA. The core actions fit into two broad categories.

Cleaner, Safer, Greener:

- adopt a highly visible, strongly branded council cleaning operation.
- ensure no gaps or overlap in council cleaning and maintenance contracts.
- set up one phone number for the public to report local environmental problems.
- **deal with 'grot spots'**.
- remove abandoned vehicles within 24 hours.
- win a Green Flag award for at least one park.
- educate and enforce to protect the environment.

Communications:

- manage the media effectively to promote and defend the council.
- provide an A-Z guide to council services.
- publish a regular council magazine or newspaper to inform residents.
- ensure the council brand is consistently linked to services.
- communicate well with staff so they become advocates for the council.

Lord Sandy Bruce-Lockhart
Chairman, Local Government Association

www.lga.gov.uk/reputation
Local Government Association
Local Government House
Smith Square
London SW1P 3HZ
Tel 020 7664 3131