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 council's 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

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