



Research Report

Stakeholder Perceptions Survey 2021

Prepared for: Local Government Association

Prepared by: BMG Research

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Registered in England No. 2841970

Registered office:

BMG Research

Beech House

Greenfield Crescent

Edgbaston

Birmingham

B15 3BE

UK

Tel: +44 (0) 121 333 6006

UK VAT Registration No. 580 6606 32

Birmingham Chamber of Commerce Member No. B4626

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1 Executive Summary

1.1 Background and objectives

BMG Research has prepared this summary report for the Local Government Association (LGA) detailing the findings from the 2021 LGA Stakeholder Perceptions Survey.¹ The LGA's Perceptions Survey is a key measure of: the extent to which councillors and senior officers in LGA-member authorities understand and engage with the LGA and its offer; how they view the LGA and its communications; and their views on and experiences of the support and resources it offers.

This research aimed to:

- Quantify LGA's members' awareness of the organisation and the benefits it currently offers.
- Examine how stakeholders communicate and engage with the LGA.
- Investigate what the LGA's membership want from the organisation.
- Assess stakeholders' views on the support offered to them by the LGA.

1.2 Method

A total of 946 interviews were undertaken with a sample of representatives from local authorities across all the English regions. Fieldwork for the survey took place from 25th October 2021 to 21st January 2022. The following stakeholder groups from LGA-member authorities were included in the research:

- **Officers**
 - Chief executives
 - Directors
- **Senior (frontbench) councillors**
 - Leaders
 - Chairs of scrutiny
 - Portfolio holders
 - Leaders of the opposition

¹ The survey has run most years since 2012. Each repeated survey is called a wave.

- **Frontline councillors**

Just over half of responses were gathered through Computer Aided Telephone Interviews (CATI) (481) with the remainder through Computer Aided Web Interviews (CAWI) (465). The option of CAWI was introduced for the 2017 survey and the number of CAWI completes has continued to increase over time. They now account for almost half of all completes, whereas only 32 were completed this way five years ago. All officers and frontbench councillors were offered the choice of completing via CATI or CAWI. Frontline councillors were only offered the option of completing via CATI so that the resulting sample composition for frontline councillors could be more closely controlled.

The sample size has a maximum standard error of 1.58% at the 95% level of confidence, meaning the findings are highly representative of the overall pool of LGA stakeholders.

The survey included, in many cases, 'don't know' or 'don't know/no opinion' answer options. These options were read out to all respondents completing the survey via CATI or written out in the case of CAWI. This report includes 'don't know' and 'don't know or no opinion' answer options in the analysis.

1.3 Overview of Findings

This report provides a summary of top-line frequencies, significant findings from cross-tabulations based upon region, role type, and amalgamated role type (officer, senior councillors and frontline councillors) and comparisons to previous waves. Where differences between these groups are discussed in the report, it is because they have been identified as statistically significant to a confidence level of 95% unless otherwise stated. Statistically significant changes compared to the previous waves are also discussed, again these are to a confidence level of 95%.

Statistically significant changes from 2020 have been **highlighted** in Table 1 below.²

Key points to note are:

- **Key measures:** All the categories in Table 1 have seen a significant increase in positive responses since the first wave of the survey in 2012. Most notably, there has been a 15 percentage point increase in the proportion of stakeholders who agree that the LGA demonstrates value for money, and a 16 percentage point increase in those who would speak positively about the LGA.
- **Knowledge of LGA:** Nearly four in five stakeholders know a great deal or fair amount about the LGA (78%), which is a significant increase of 4 percentage

² It should be noted that a 2018 wave of the survey was not undertaken due to competing research requirements for the respondent group and local elections.

points since 2020, returning this to the levels seen in 2019 (80%), which was the highest level seen since the survey began in 2012.

- **Advocacy for LGA:** Nearly, four in five (79%) stakeholders would speak positively about the LGA, a proportion which remains broadly in line with previous years (76% in 2020, 79% in 2019). Leaders (95%) and chief executives (92%) are the most likely to speak positively about the LGA.
- **Satisfaction with LGA:** Satisfaction with the work of the LGA is also broadly stable compared to previous waves (76% in 2021, 74% in 2020, 78% in 2019). Leaders (93%) and chief executives are the most likely to be satisfied (90%).
- **COVID-19 support:** Two in three (64%) stakeholders are satisfied with the support that the LGA has provided to help the sector address COVID-19 and its consequences. However, under one in five (17%) say they were not aware of support provided by the LGA. Over nine in ten (93%) chief executives are satisfied in this respect, as are four in five (84%) of leaders and three quarters (76%) of directors, all significantly higher than average. By contrast, half (50%) of frontline councillors are satisfied, with under a third (31%) unaware of the support provided.
- **Informed about LGA:** Around four in five (83%) stakeholders feel that the LGA keeps them very or fairly well informed about its work, a proportion that is in line with results reported in previous rounds since 2014. Nearly all chief executives feel either very or fairly well informed (99%).
- **Value for money of LGA:** Just under three in five (58%) stakeholders believe that the LGA demonstrates value for money, in line with 2020 (58%). Chief executives (81%) are significantly more likely than average to believe the LGA demonstrates value for money, and frontline councillors are significantly less likely (52%).
- **Support for sector-led improvement:** Over fourth fifths (84%) of stakeholders agree that sector-led support is the right approach for the LGA to be taking in the current context. This represents an increase of 6 percentage points since the questions was last asked in 2019 (78%), and the continuation of a growing proportion agreeing with the approach since the question was first asked in 2012 (59%).

1.4 Useful of activities provided by the LGA

Again, statistically significant changes from 2020 have been **highlighted** in Table 2 below.

Key points to note are:

- *Providing up-to-date information about local government* (89%) continues to be rated as the most useful activity undertaken by the LGA, closely followed by *providing support for councils* (88%).

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- There has only been one significant change since 2020, and this is a 4 percentage point increase in relation to *providing conferences and events* (82%).
- Although there has also been a 4 percentage point decrease in relation to *negotiating national pay, terms and conditions and providing employment advice* (64%), this is not statistically significant.
- *Providing legal advice* (55%) continues to be regarded as the least useful.

Table 1: Summary of positive responses³ given for key measures

Year	2012	2013	2014	2015	2016	2017	2019	2020	2021	Change in pp since
Sample size	(937)	(917)	(821)	(831)	(862)	(1004)	(1106)	(1003)	(946)	2020
Knowledge of the LGA	62%	72%	73%	73%	75%	73%	80%	74%	78%	+4pp
I would speak positively about the LGA	63%	73%	72%	74%	74%	73%	79%	76%	79%	+3pp
Satisfied with the work of the LGA	63%	70%	75%	76%	73%	73%	78%	74%	76%	+2pp
The LGA keeps you informed about its work	69%	78%	79%	84%	83%	80%	84%	81%	83%	+2pp
The LGA demonstrates value for money	43%	53%	53%	57%	N/A	59%	57%	58%	58%	0pp
Support for sector-led improvement	59%	62%	63%	71%	70%	78%	78%	N/A	84%	N/A

Note: All statistically significant changes from 2020 are **highlighted**

³ Positive responses are defined as the following: Knowledge of the LGA (know a great deal/fair amount); I would speak positively about the LGA (I speak positively... without being asked/if I am asked about this); Satisfied with the work of the LGA (very/fairly satisfied); The LGA keeps you informed about its work (very/fairly well informed); and The LGA demonstrates value for money (strongly/tend to agree).

Table 2: Proportion who find activities useful

Year	2012	2013	2014	2015	2016	2017	2019	2020	2021	Change in pp since 2020
Sample size	(937)	(917)	(821)	(831)	(862)	(1004)	(1106)	(1003)	(946)	2020
How useful are the following LGA activities to your council or local government as a whole?										
Providing up-to-date information about local government	92%	89%	88%	93%	91%	91%	92%	88%	89%	+1pp
Providing support for councils ⁴	83%	86%	83%	85%	83%	84%	87%	87%	88%	+1pp
Lobbying on behalf of local government	90%	92%	93%	90%	89%	90%	87%	86%	85%	-1pp
Providing a single voice for local government	90%*	94%*	91%*	88%	89%	92%	88%	84%	85%	+1pp
Providing conferences and events	71%	79%	77%	85%	83%	79%	83%	78%	82%	+4pp
Managing local government's reputation in the national media	89%*	93%*	90%*	83%	83%	82%	82%	79%	78%	-1pp
Providing advice and information through the political group offices	72%	78%	78%	78%	76%	79%	70%	70%	67%	-3pp
Negotiating national pay, terms and conditions and providing employment advice	73%	78%	75%	74%	71%	65%	63%	68%	64%	-4pp
Providing legal advice and co-ordination of legal action for councils	67%	78%	73%	72%	64%	62%	55%	55%	55%	0pp

*Prior to 2015/16, respondents were asked whether or not these activities were important which means that these results are not directly comparable.

Note: All statistically significant changes from 2020 are **highlighted**

⁴ There have been some small changes to how this option was worded. In 2019, it was 'Providing improvement support for councils' and in 2012 to 2017 it was 'Providing support for sector led improvement'.

1.5 Finding out about the work of the LGA

- *'First' magazine* remains the most common method for finding out about the work of the LGA (61%), and overall close to three in ten (28%) say this is how they would like to find out about the work of the LGA.
- The most preferred method of finding out about the work of the LGA is the LGA Chairman's e-bulletin (31%), but preferences differ by amalgamated job role. Officers more likely to prefer the Chief Executive's e-bulletin (58%), the LGA website (36%) and events and conferences (28%).⁵ For senior councillors, the most preferred channels are the 'first' magazine (34%), the political group offices' e-bulletin (33%), and the LGA Chairman's e-bulletin (34%), while frontline councillors have a preference for either the e-bulletin (58%) or 'first' magazine (45%).

1.6 Support for councils

- *Access to good practice to help authorities learn from others* is deemed the most useful (85%) aspect of the LGA's improvement support offer, followed by *peer challenges to provide an external view on performance* (80%).
- There has been a significant increase in the proportion of stakeholders regarding *training for councillors* as useful, from 78% in 2019 to 82% in 2021, and the same is true for *supporting, coaching and mentoring for members and officers by their peers* (78% compared to 73% in 2019).
- By contrast, there has been a significant decrease in the proportion of stakeholders who find *access to the LG Inform data service to provide data about the authority and allow benchmarking* useful from 69% in 2019 to 64% in 2021, and in the proportion who find *practical support to help councils save money* 60% compared to 69% in 2019).

⁵ The Chairman's e-bulletin and political group offices' e-bulletins are sent to councillors, whereas the Chief Executive's e-bulletin is sent to officers. 'First' magazine is predominantly sent to councillors.

2 Introduction

2.1 Background

This is the ninth time the Local Government Association (LGA) has undertaken a survey of its members. The LGA's Perceptions Survey is a key measure of: the extent to which councillors and senior officers in LGA-member authorities understand and engage with the LGA and its offer; how they view the LGA and its communications; and their views on and experiences of the support and resources it offers.

2.2 COVID-19 updates

Due to the ongoing COVID-19 pandemic, the 2020 survey was shortened to reduce the burden on stakeholders, and to reflect the reduction in the LGA's offer as a result of the pandemic. Consequently, in some instances, results are not available for 2020. The 2021 survey included two questions specifically related to the LGA's response to COVID-19, so time series data are not available.

2.3 Objectives

The main research objectives were to explore:

- Perceptions of the LGA in a range of areas.
- Views on how the LGA communicates and engages with members.
- Any differences between stakeholder groups in terms of knowledge of or engagement with the LGA.
- Perceptions of the services and benefits members get from the LGA and whether there are other services that would be of value or benefit to members or the local government sector.
- Views on the support provided by the LGA to councils to help address COVID-19 and its consequences.

2.4 2.4. Method

The 2021 LGA perceptions survey was delivered using Computer Assisted Web Interviews (CAWI) and supplemented with Computer Assisted Telephone Interviews (CATI). In total, 465 interviews were delivered via CAWI and 481 via CATI.

The number of CAWI completes represents a substantial increase on previous years (341 in 2020, 191 in 2019 and 6 in 2017). While in 2017 the CAWI option

was only offered to respondents in a limited set of circumstances, since 2019, stakeholders were more readily offered the option to complete the survey online. This approach allowed stakeholders maximum flexibility in order to encourage them to participate. In 2021, all roles except frontline councillors were first offered the opportunity to complete via CAWI. They were contacted by telephone if they did not complete the survey via CAWI. Frontline councillors were only contacted via CATI so that the balance of completes across regions and councils could be more closely controlled.

The survey was designed by the LGA in partnership with BMG Research. In most cases, question wording was retained from previous waves of the survey in order to ensure comparability. As well as this, a small number of questions were added to explore new areas of interest.

Prior to the full launch of the survey, a live pilot was conducted with 20 respondents to ensure that the survey worked correctly. No issues were identified relating to either the functioning of the survey or respondents' understanding of its content.

Fieldwork for the survey took place from 25th October 2021 to 21st January 2022.

2.5 2.5. Sampling

As in previous waves, the research aimed to gather the views of a representative sample of three key stakeholder groups in LGA-member authorities: officers (chief executives and directors), senior councillors (chairs of scrutiny, leaders, leaders of the opposition and portfolio holders) and frontline councillors. Councillors who serve as LGA board members have not been included in this research.

Interlocking role and region quotas were set to ensure that the research achieved a broadly representative sample. As well as this, minimum targets were set by region and by role (both 30) to allow robust subgroup analysis to be carried out. These minimum targets were met for all subgroups.

A sample frame of 17,622 unique and usable contacts (including 12,051 frontline councillors) was provided to BMG Research by the LGA. A total of 946 interviews were conducted, which results in a maximum standard error of 1.58% (similar to those seen in previous waves) at the 95% level of confidence, giving these findings a high level of accuracy. meaning the findings are highly representative of the overall pool of LGA stakeholders. Further details about the standard errors by region and role type are included in Appendix 1.

Prior to 2019, stakeholder responses were automatically linked to relevant data that the LGA held about an individual and their membership, specifically the stakeholder's role and, in the case of councillors, political or non-political affiliation along with information about their council such as council type and

region. However, due to changes in data protection regulations, from 2019, respondents were asked for their explicit consent for their responses to be linked back and used in this way. If they refused, respondents were asked if they would be willing to provide this information themselves by answering a small set of additional questions, while making it clear they could still refuse to answer any individual question should they wish.

Over one in ten (14%) refused to have their responses linked to the information held on the LGA database (an increase on the 5% who refused in 2020), and around half of these declined to answer the additional questions to collect this information. Therefore, the responses of these stakeholders will contribute to the overall total of 946 and not any subgroups.

Table 3 displays the breakdown of completed interviews by region, role and amalgamated role of those who did agree to have their data linked to the LGA database or those who answered the relevant additional question(s) and provided this information themselves.

Table 3: Completed interviews where role & region data is available

Amalgamated role:	Officers	Officers	Senior councillors	Senior councillors	Senior councillors	Senior councillors	Frontline councillors	No role recorded	Regional total
	Chief executives	Directors	Leaders	Chairs of scrutiny	Portfolio holder	Leaders of the opposition	Frontline councillors		
East of England	15	21	9	5	18	11	43	1	123
East Midlands	8	24	7	4	8	10	31	0	92
London	5	20	3	15	12	5	34	0	94
North East	5	7	2	3	7	5	12	0	41
North West	7	21	3	9	18	14	44	4	120
South East	6	32	19	11	22	22	59	1	172
South West	12	16	9	4	9	5	35	0	90
West Midlands	8	11	5	8	14	6	26	2	80
Yorkshire & the Humber	6	18	4	5	8	8	22	2	73
No region recorded	1	3	0	0	0	0	0	57	61
Role Total:	73	173	61	64	116	86	306		
Amalgamated role total:	246	246	327	327	327	327	306	67	946

In addition to Table 3, Table 4 shows the breakdown of respondents by the type of local authority for which respondents are employed.

Table 4: Respondent local authority type where data is available

Local authority	Number of available contacts	% of available contacts	Number of respondents	% of responses
Non-metropolitan district	7,861	46%	429	48%
English unitary	3,800	22%	199	22%
Metropolitan district	2,654	15%	108	12%
London borough	2,023	11%	93	10%
English county	1,267	7%	57	6%
Total	17,605	100%	886	100%

2.6 Analytical approach

This report provides a summary of the top-line frequencies and, where relevant, significant findings from cross-tabulations based upon role type, amalgamated role type, and region.

Z-tests within the groups of interest (e.g. region, role etc.) were conducted at the 95% confidence level to identify where findings are significantly different. Where specific findings from cross-tabulations are discussed in the report, it is because they have been identified as statistically significant unless otherwise stated. Statistically significant changes compared to the previous waves are also discussed.⁶ In all tables in this report, all figures which are significantly higher than at least one other figure in the same row are **highlighted**. Full tables showing detailed cross-tabulations have been provided to the LGA separately.

It is also worth noting that when figures do not add up to 100%, this is either due to rounding or because multiple answers were allowed.

⁶ A statistically significant result at the 95% confidence level means that there is only a 5% probability of the difference being caused by chance rather than by it being a real difference. This is a widely accepted level of confidence.

2.7 2.7. Weighting

The completed number of interviews was slightly below the targets that were set at the beginning of fieldwork. Although the fieldwork period was extended by three weeks to encourage a greater number of completes, it was agreed that leaders would not be further chased to complete the survey due a clash with other LGA communications. This resulted in a slightly different balance of responses by role compared to the targets, as displayed in the table below.

Table 5: Original targets and completed interviews

Role	Target	Completed interviews	% complete
Chief Executives	90	82	91%
Top level Directors	220	202	92%
Leaders	90	64	71%
Chairs of Scrutiny	70	70	100%
Portfolio holders/Cabinet members	120	123	103%
Leaders of the Opposition	90	91	101%
Frontline councillors	310	314	101%

To ensure that results were as comparable as possible with previous years, the data was weighted by role and region. The weighting scheme was based on the original targets for role and region. These targets were consistent with previous years and re-balance the results to correct for any skew by the underrepresentation of leaders and the other officer roles. The table below shows the unweighted and weighted proportions by role.

Table 6: Unweighted and weighted proportions by role

Role	Completed interviews	% of total unweighted	% of total weighted
Chief Executives	82	9%	9%
Top level Directors	202	21%	22%
Leaders	64	7%	9%
Chairs of Scrutiny	70	7%	7%
Portfolio holders/Cabinet members	123	13%	12%
Leaders of the Opposition	91	10%	9%
Frontline councillors	314	33%	31%

The weighting has caused a very small adjustment in the results. As such, we can be confident that the results are sufficiently comparable to previous years, and any changes compared to 2020 are real changes, rather than caused by the slightly different sample profile. The table below demonstrates the impact of the weighting on the five key measures.

Table 7: Summary of positive responses⁷ given for key measures, unweighted results compared to weighted

	Unweighted (946)	Weighted (990)
Knowledge of the LGA	77%	78%
I would speak positively about the LGA	79%	79%
Satisfied with the work of the LGA	75%	76%
The LGA keeps you informed about its work	83%	83%
The LGA demonstrates value for money	58%	58%

The results quoted throughout this report are based on weighted percentages. These figures are often presented alongside unweighted base sizes to show the raw total of individuals spoken to in each category.

2.8 Treatment of don't know responses

The survey included, in many cases, 'don't know' or 'don't know or no opinion' answer options. These options were read out to all respondents completing the survey via CATI or written out in the case of CAWI. This report includes 'don't know' and 'don't know' or 'no opinion' answer options in the analysis.

⁷ Positive responses are defined as the following: Knowledge of the LGA (know a great deal/fair amount); I would speak positively about the LGA (I speak positively... without being asked/if I am asked about this); Satisfied with the work of the LGA (very/fairly satisfied); The LGA keeps you informed about its work (very/fairly well informed); and The LGA demonstrates value for money (strongly/tend to agree).

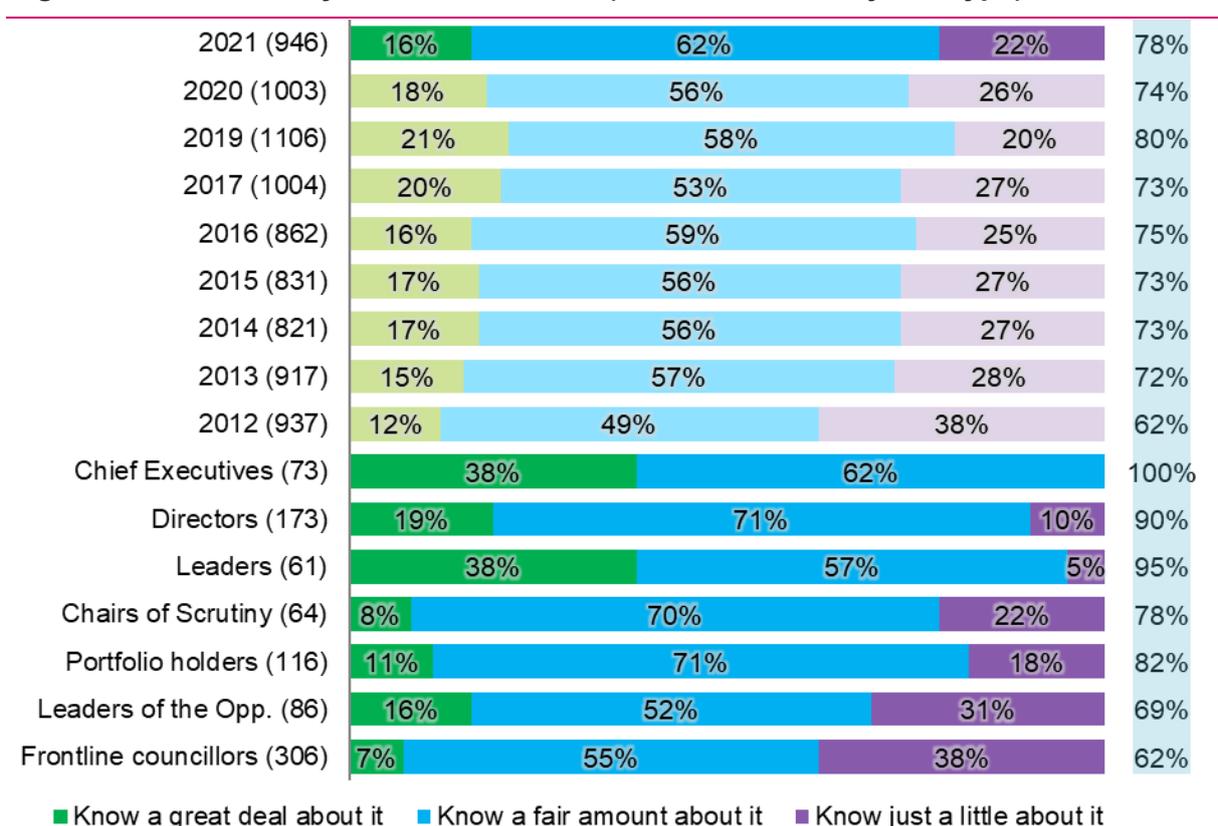
3 Views on the LGA and its services

3.1 Knowledge of the LGA

The proportion of stakeholders who have a great deal or a fair amount of knowledge of the LGA has increased significantly since 2020, from 74% to 78%. The uplift is driven by an increase in the proportion who know a fair amount (from 56% to 62%) rather than the proportion who know a great deal about it (16% compared to 18% in 2020).⁸

Chief executives remain the most aware of the LGA, with all reporting either a great or a fair amount of knowledge of the LGA. This is followed by leaders (95%) and directors (90%). By contrast, fewer than average frontline councillors (62%) and leaders of the opposition (69%) have at least a fair amount of knowledge of the LGA.

Figure 1: How well do you know the LGA? (Cross-tabulated by role type)



⁸ Only respondents who said that they know at least a little about the LGA took part in the survey. If a respondent said that they have never heard of the LGA or had heard of the LGA but knew nothing about it, the survey was terminated. This is because at least a little knowledge of the LGA is needed to be able to answer the later questions in the survey. In total, 29 respondents said that they have heard of the LGA but know nothing about it. None said they have never heard of the LGA.

Stakeholder Perceptions Survey 2021

Unweighted bases in parentheses, single response question

Source: survey of LGA members

*Due to rounding, the sum of 'know a great deal about it' and 'know a fair amount about it' may differ from the summary shown in the 'great deal/fair amount' column

Levels of knowledge of the LGA are consistent by region, unlike 2020 where stakeholders based in London reported higher levels of awareness than those based in the East Midlands and the North West.

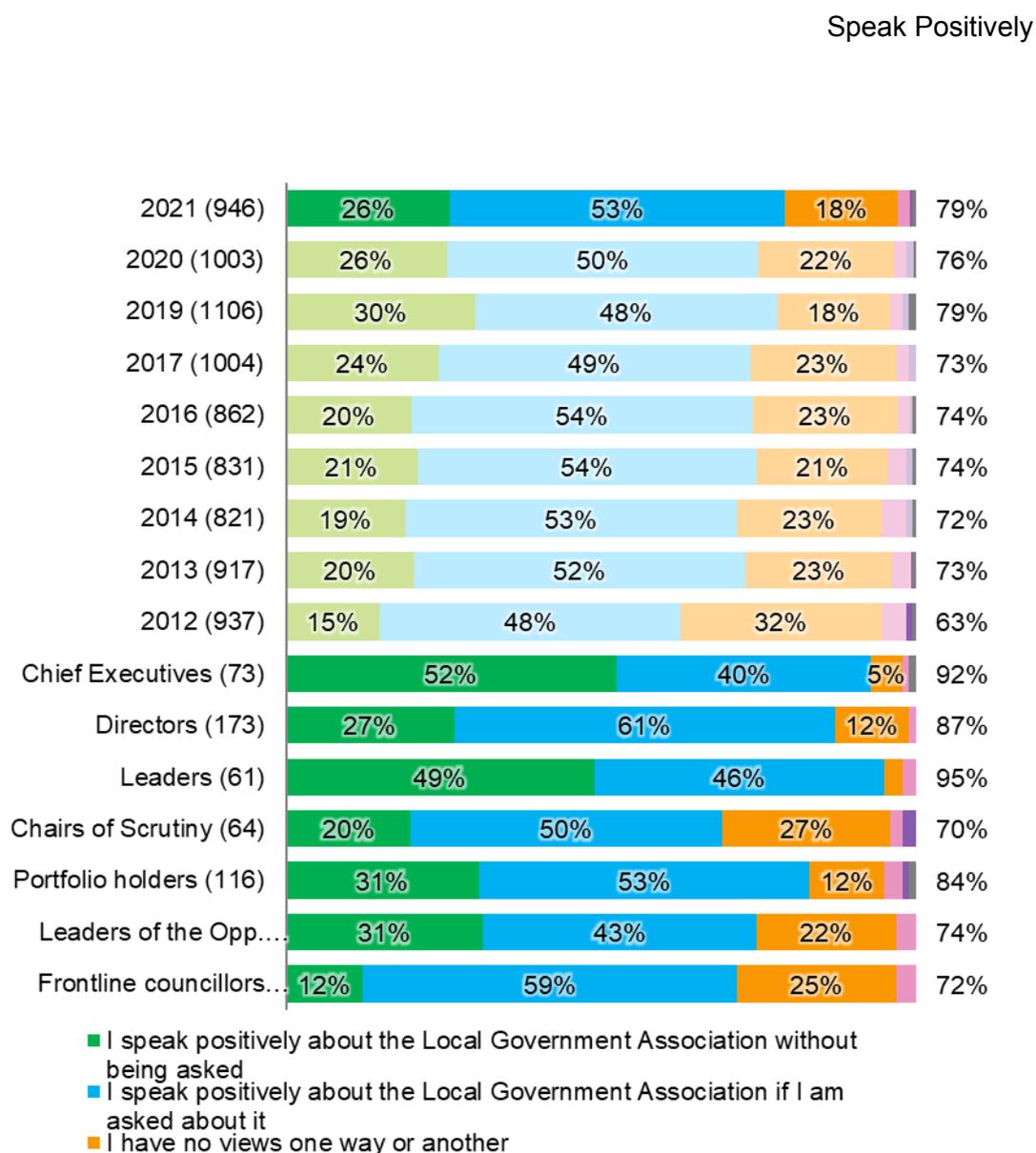
3.2 Advocacy for the LGA

Respondents were asked how positively or negatively they would speak about the LGA. Overall, 79% of stakeholders would speak positively about the LGA, either prompted or unprompted. This is in line with results since 2019. The percentage who would speak positively about the LGA without being asked remains at 26%.

The percentage who would speak negatively about the LGA has remained consistent with the results for the previous round at 3%.

Chief executives (92%), leaders (95%) and directors (87%) continue to be the roles the most likely speak positively about the LGA. Again, chief executives (52%) and leaders (49%) are significantly more likely than other job roles to speak positively unprompted. Frontline councillors are less likely than average (72%) to speak positively about the LGA (prompted or unprompted).

Figure 2: Which of these phrases best describes the way you would speak of the LGA to other people? (Cross-tabulated by role type)



Unweighted bases in parentheses, single response question

Source: survey of LGA members

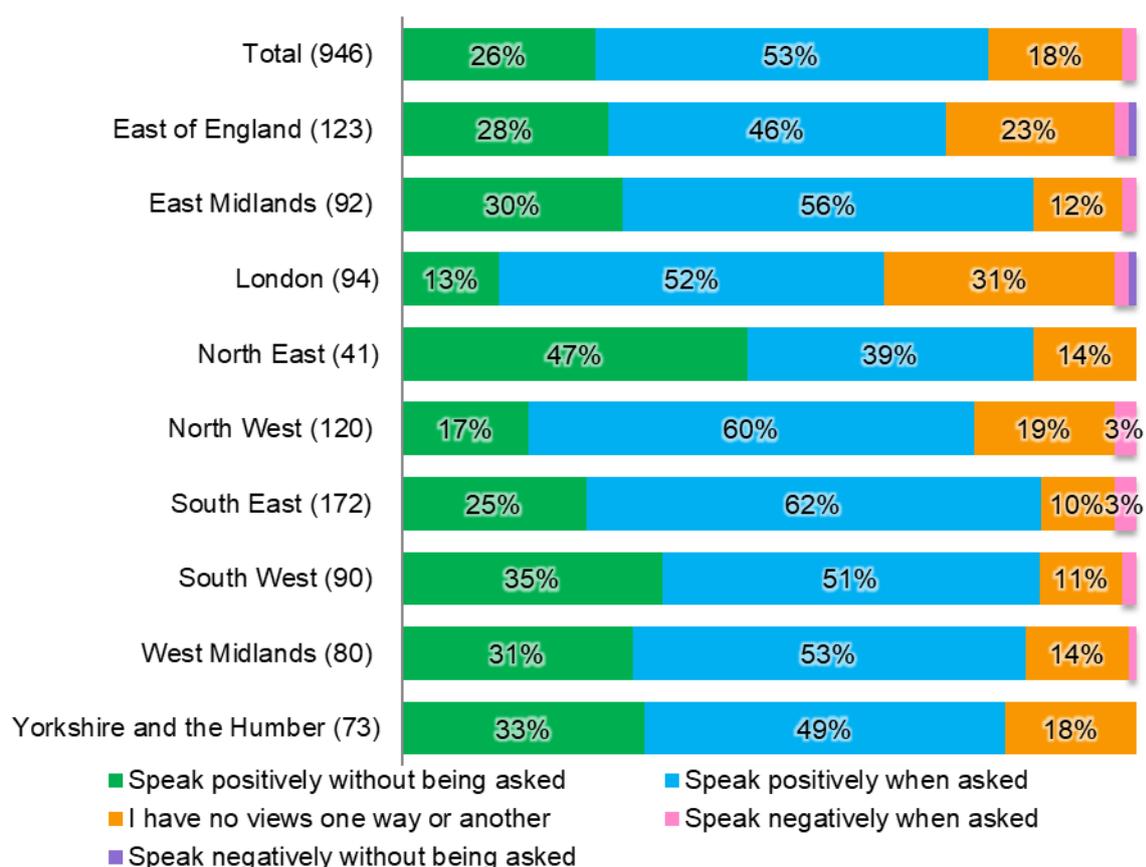
Data labels for values of 3% or lower have been removed

*Due to rounding, the sum of 'I speak positively about the LGA without being asked' and 'I speak positively about the LGA if I'm asked about it' may differ from the summary shown in the 'speak positively' column

By region, stakeholders in the South East continue to be significantly more likely than average to speak positively about the LGA (87% compared to 80% in 2020), and stakeholders in London continue to be significantly less likely than average to speak positively about the LGA (66% compared to 68% in 2020).

Compared to 2020, the only significant change for this question is an increase in the proportion of respondents from the East Midlands who would speak positively about the LGA (+14 percentage points, to 86%).

Figure 3: Which of these phrases best describes the way you would speak of the LGA to other people? (Cross-tabulated by region)



Bases in parentheses, single response question

Source: survey of LGA members

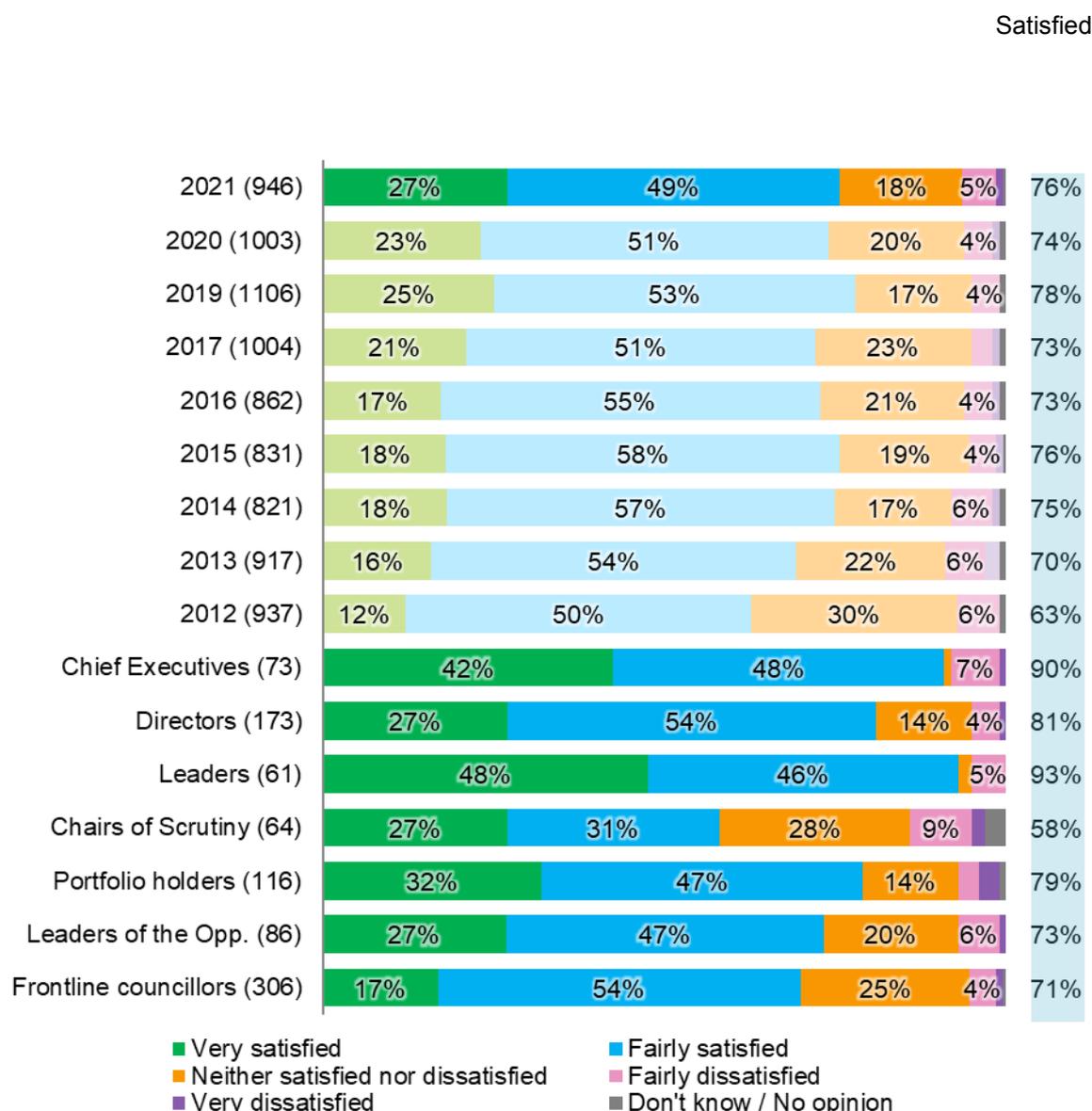
3.3 Satisfaction with the work of the LGA

Overall levels of satisfaction remain consistent with previous years at 76%, and there has been a significant increase in the proportion of stakeholders who are very satisfied with the work of the LGA, from 23% in 2020 to 27% in the latest survey.

Leaders (93%) are the most satisfied group as a result of a significant increase in overall satisfaction of 11 percentage points since 2020 (81%), driven by an increase of 14 percentage points in the proportion who are very satisfied (to 48%, although this difference is not statistically significant). Chief executives (90%) are the next most satisfied group, and include 42% who are very satisfied.

Chairs of scrutiny are the least satisfied (58%), and this represents a decrease on the 74% who were satisfied in 2020 (although again this difference is not statistically significant). Frontline councillors are also less satisfied than average (71%). It should be noted that lower levels of satisfaction within groups are primarily driven by higher neutral ratings rather than by high levels of dissatisfaction, although one in ten (11%) chairs of scrutiny are dissatisfied.

**Figure 4: Overall, how satisfied or dissatisfied are you with the work of the LGA?
(Cross-tabulated by role type)**



Unweighted bases in parentheses, single response question

Source: survey of LGA members

Data labels for values of 3% or lower have been removed

*Due to rounding, the sum of 'very satisfied' and 'fairly satisfied' may differ from the summary shown in the 'satisfied' column

Levels of satisfaction are significantly higher than average among stakeholders in the East (85%) and West Midlands (87%), and significantly lower than average in London (63%).

3.4 Satisfaction with the LGA's COVID-19 support

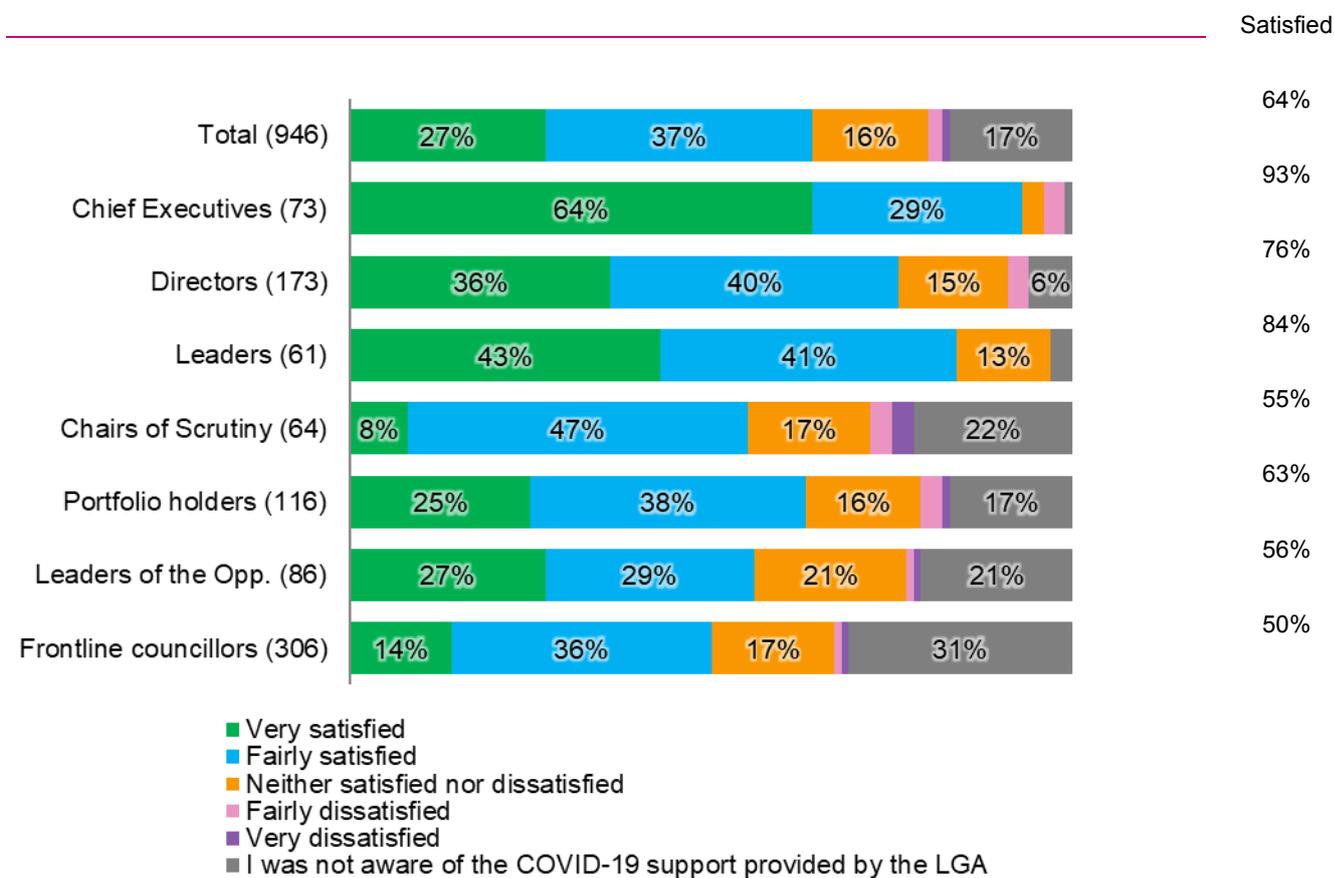
The coronavirus pandemic and corresponding unprecedented social distancing measures the UK Government has put in place since March 2020 have led to new demands on council services and changes to councils' priorities. As a result, the LGA has refocused its support offer to help local authorities address COVID-19 and its consequences. To reflect this context, the 2021 survey asked respondents to consider how satisfied or dissatisfied they are with the support that the LGA has provided to help the sector address COVID-19 and its consequences.

In relation to this, 64% of stakeholders are satisfied with the support that the LGA has provided to help the sector address COVID-19 and its consequences, and 3% are dissatisfied, with the remaining 33% equally split between those who were not aware of the COVID-19 support available (17%) and those who are neither satisfied nor dissatisfied (16%).

By job role, almost all chief executives (93%) are satisfied, and along with leaders (84%) and directors (76%), are significantly more satisfied than average. By contrast, frontline councillors (50%) are significantly less satisfied than average, although it should be noted that only 2% of this group express dissatisfaction, with the remaining 31% of this group unaware of the support available.

However, it should also be noted that 17% of stakeholders said they are not aware of the COVID-19 support provided by the LGA. This proportion rises to a high of 31% of frontline councillors, and 26% of stakeholders based in London,

Figure 5: Overall, how satisfied or dissatisfied are you with the support that the LGA has provided to help the sector address COVID-19 and its consequences? (Cross-tabulated by role type)



Unweighted bases in parentheses, single response question

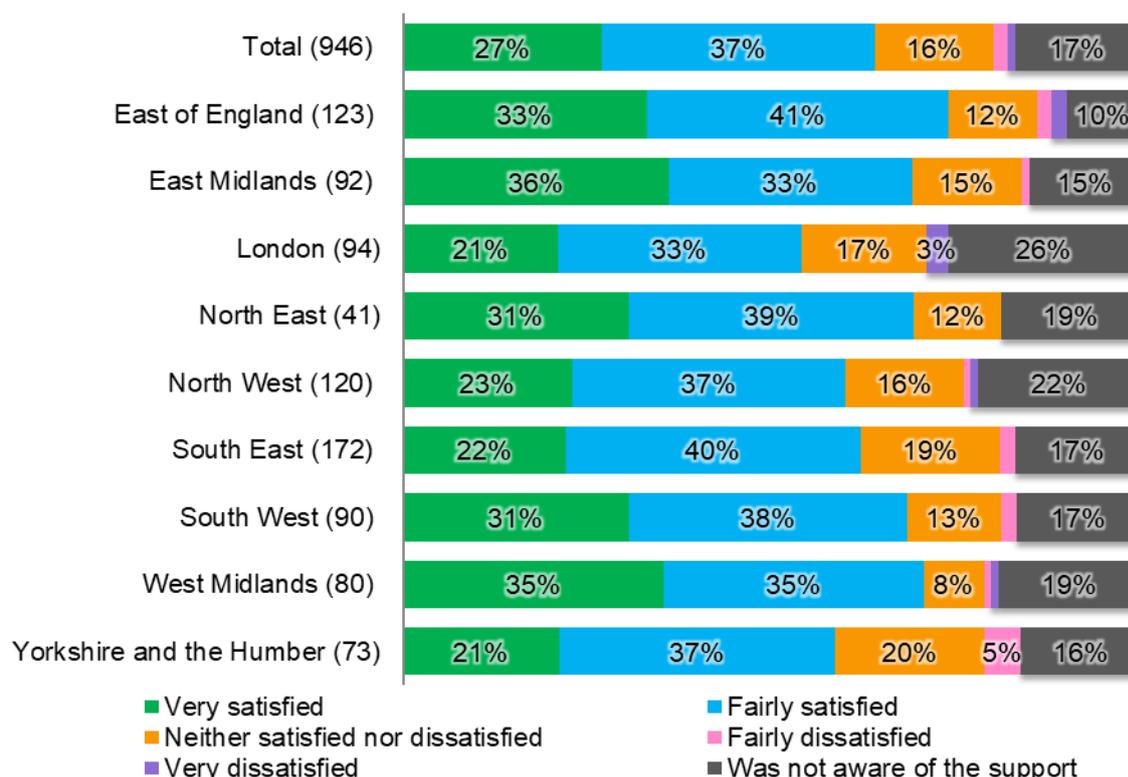
Source: survey of LGA members

Data labels for values of 3% or lower have been removed

*Due to rounding, the sum of 'very satisfied' and 'fairly satisfied' may differ from the summary shown in the 'satisfied' column

By region, stakeholders in the East of England (74%) are significantly more satisfied than average in this respect, and those in London (54%) are significantly less satisfied than average, although neither region has higher or lower than average levels of dissatisfaction.

Figure 6: Overall, how satisfied or dissatisfied are you with the support that the LGA has provided to help the sector address COVID-19 and its consequences? (Cross-tabulated by region)



Unweighted bases in parentheses, single response question
 Source: survey of LGA members

Stakeholders were asked to elaborate on the reasons for their levels of satisfaction with the support that the LGA has provided to help the sector address COVID-19 and its consequences.

Where satisfied, the main reasons are because the LGA provided good or helpful information (38%), that the service provided met expectations (24%), that they communicated well and kept the sector informed (20%), and because they lobbied government (20%).

Where neither satisfied nor dissatisfied, the main reasons are that the LGA have little impact on them (60%) and a desire that the LGA do more to lobby government (19%).

These are also the main reasons provided by the small number of stakeholders who are dissatisfied (28 respondents), mentioned by 12 respondents in each instance.

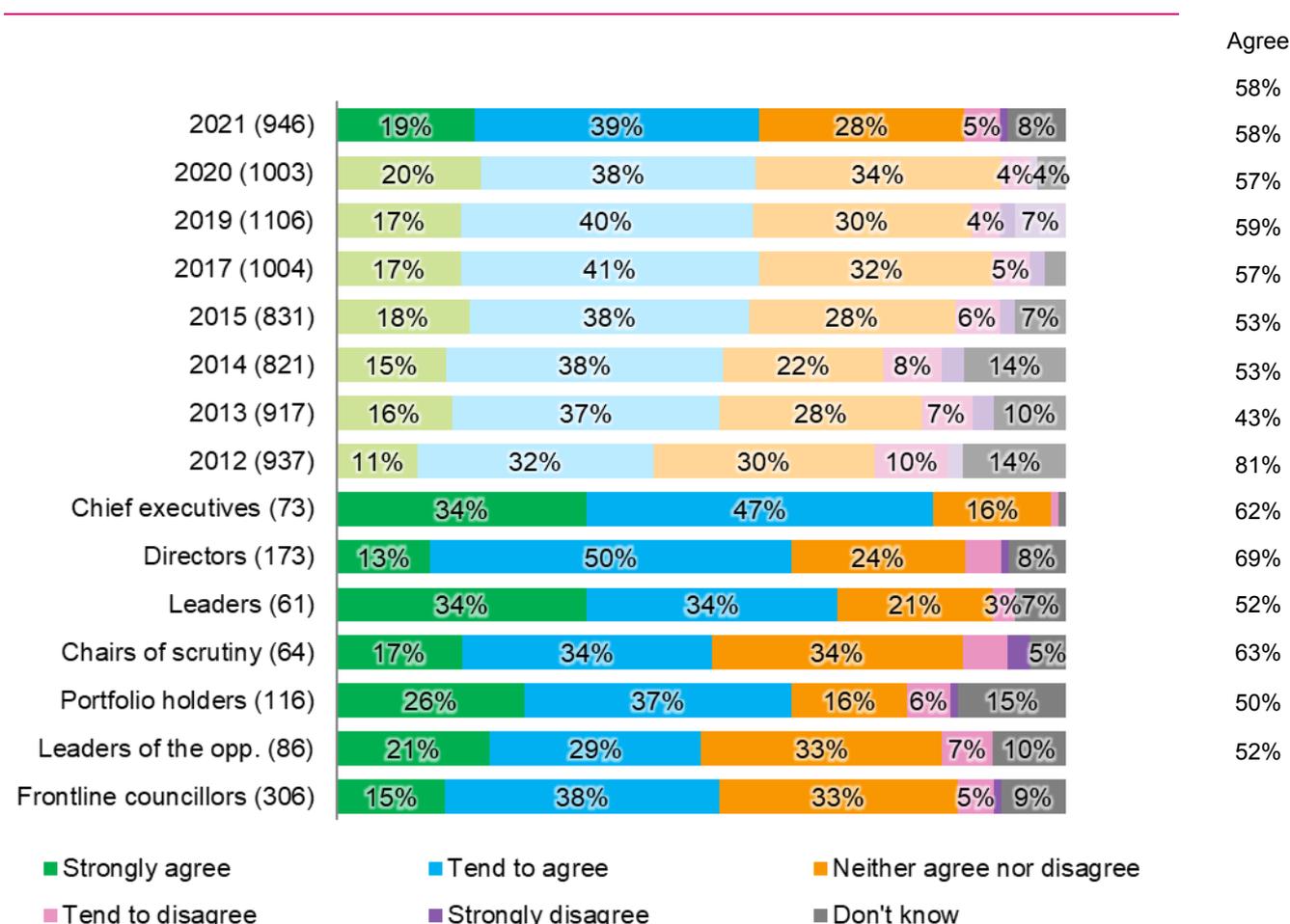
3.5 Value for money of the LGA

Respondents were asked to state the extent to which they agree or disagree that the LGA demonstrates value for money. There has been no real change compared to recent years on this metric, with 58% agreeing that the LGA represents value for money in 2021, in line with 2020. This measure has been largely consistent since 2015.

Chief executives (81%) are the only group that is significantly more likely to agree than average, while by contrast frontline councillors (52%) are significantly less likely than average to agree.

As seen previously, the differences between role types are largely a result of those selecting 'neither agree nor disagree' or 'don't know' rather than being due to higher levels of disagreement.

Figure 7: To what extent do you agree or disagree with the following statement? LGA demonstrates value for money (Cross-tabulated by role type)



Unweighted bases in parentheses, single response question
 Source: survey of LGA members
 Data labels for values of 3% or lower have been removed

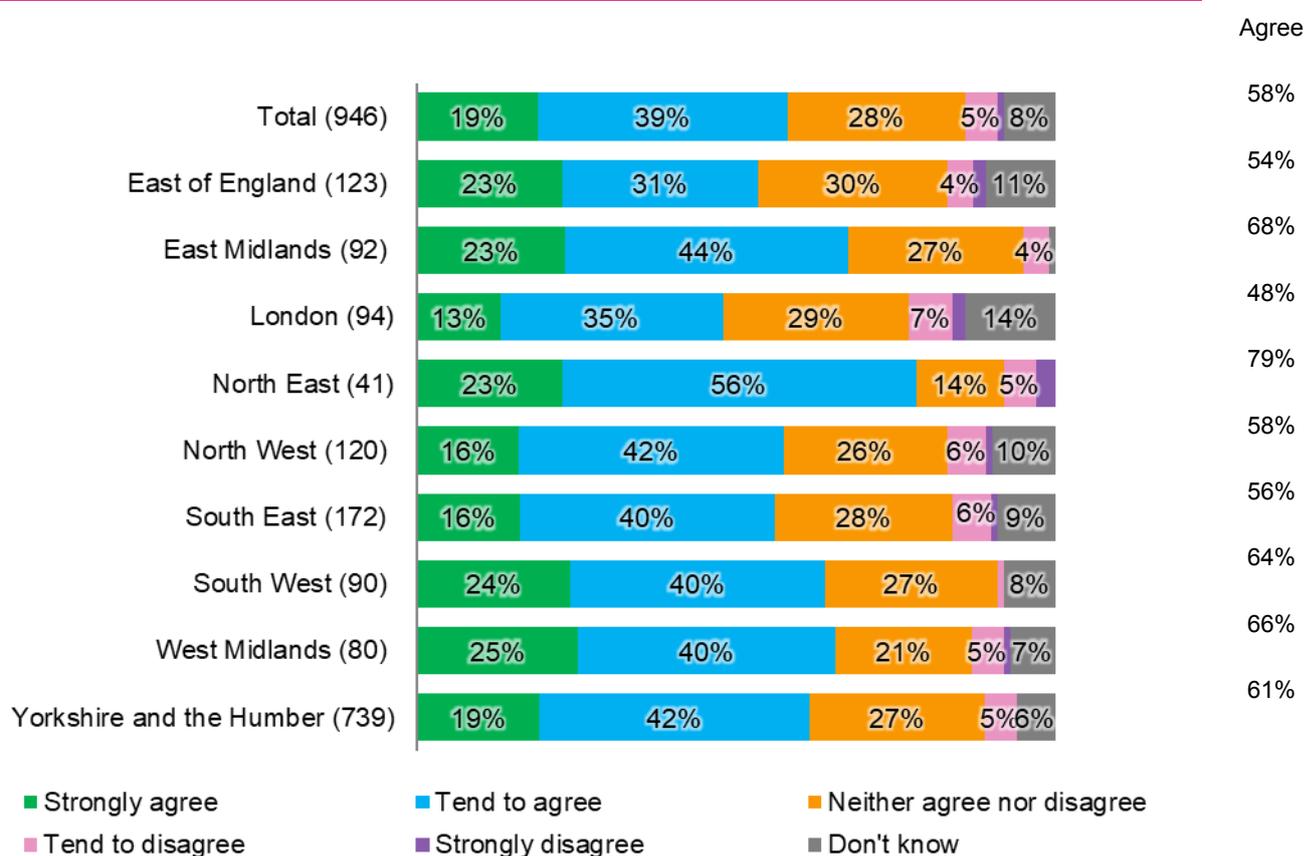
*Due to rounding, the sum of 'strongly agree' and 'tend to agree' may differ from the summary shown in the summary 'agree' column

Unlike the results since 2017, where stakeholders in the South West were the most likely to feel that the LGA demonstrates value for money, in the latest survey, it is those in the North East who are significantly more likely than average to agree that this is the case (79%) following a significant increase since 2020 of 22 percentage points.

Those in London (48%) continue to be significantly less likely than average to agree that the LGA demonstrates value for money.

Levels of disagreement are relatively consistent by region, with the differences between regions largely a result of those selecting 'neither agree nor disagree' or 'don't know'.

Figure 8: To what extent do you agree or disagree with the following statement? LGA demonstrates value for money (Cross-tabulated by region)



Unweighted bases in parentheses, single response question

Source: survey of LGA members

Data labels for values of 3% or lower have been removed

*Due to rounding, the sum of 'strongly agree' and 'tend to agree' may differ from the figure shown in the summary 'agree' column

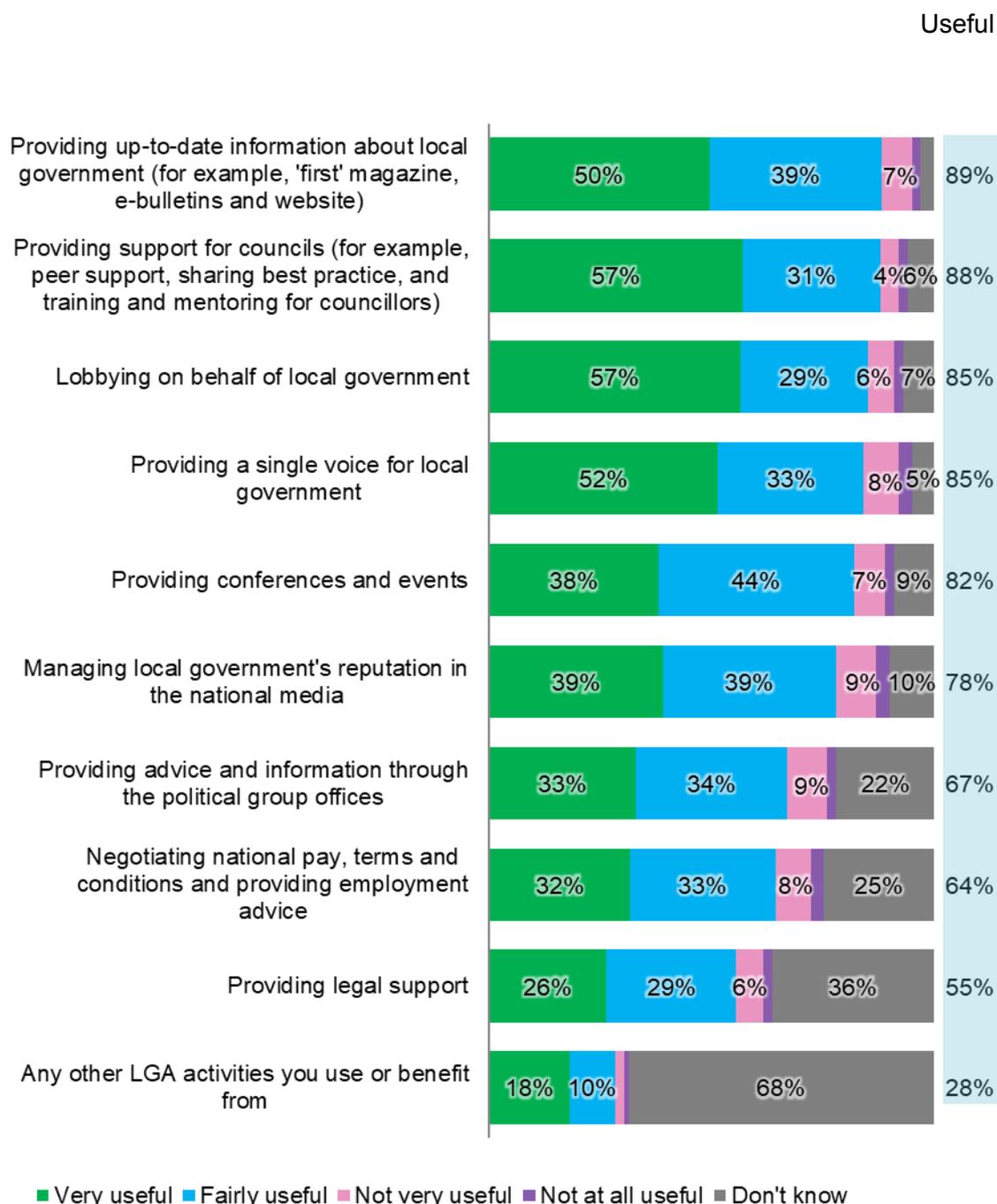
3.6 Usefulness of activities undertaken by the LGA

Figure 9 details how useful stakeholders find various activities that the LGA provides either to their council or local government. As has been the case from 2016 onwards, *providing up-to-date information about local government* continues to perform strongly and is rated the most useful activity this year (89%). *Providing support for councils* (88%), *lobbying on behalf of local government* (85%) and *providing a single voice for local government* (85%) are considered the next most useful activities by stakeholders. Both *negotiating national pay, terms and conditions* and *providing employment advice* (64%) and *providing legal advice and co-ordination of legal action for councils* (55%) remain the least useful activities in the opinion of stakeholders, as has been the case since 2013. However, it should be noted that for these measures that are considered less useful, this is not due to them being considered not useful, but because a higher proportion of stakeholders say they 'don't know' whether the measures are useful or not.

The proportion of stakeholders who find *providing conferences and events* useful (82%) has returned to previous levels following a downturn last year (up by 4 percentage points in 2021).

By job role, officers are more likely than average to find most of the activities listed in Figure 9 useful, while the opposite tends to be true of frontline councillors. One exception to this is in relation to *providing advice and information through the political group offices*, an activity that senior councillors (77%) and frontline councillors (72%) are more likely than officers (52%) to find useful, as was the case in 2020. Another exception is in relation to *providing up-to-date information about local government*, which is viewed as equally useful by all three groups.

Figure 9: Please tell me how useful or not each of the following LGA activities are to your council or local government as a whole.



Base = 946 single response question

Source: survey of LGA members

Data labels for values of 3% or lower have been removed

*Due to rounding, the sum of 'very useful' and 'fairly useful' may differ from the figure shown in the summary 'useful' column

By region, the following findings differ significantly compared to the average:

- London
 - Less likely to find the following activities useful: *providing a single voice for local government* (77% compared to 85%); *providing support for councils* (82% compared to 88%); *providing up-to-date information about local government* (82% compared to 89%).
 - More likely to find the following activities not useful: *managing local government's reputation in the national media* (19% compared to 12%); *providing legal support* (16% compared to 8%).
- South East
 - Less likely to find the following activity useful: *negotiating national pay, terms and conditions and providing employment advice* (50% compared to 64%).
- South West
 - More likely to find the following activity useful: *negotiating national pay, terms and conditions and providing employment advice* (75% compared to 64%).
- Yorkshire and Humber
 - More likely to find the following activities useful: *providing up-to-date information about local government* (97% compared to 89%).

Table 8 shows the usefulness of LGA activities by amalgamated role, combining those who deem the activities either very or fairly useful. Any figures which are significantly higher than at least one other figure in the same row have been **highlighted**.

Officers rate seven of the nine activities significantly more useful compared to at least one of the other groups, one less than 2020. The number of activities that senior councillors find more useful has fallen from six in 2020 to one in 2021.

Table 8: Proportion saying LGA activities are useful (Cross-tabulated by amalgamated role type)

Stakeholder group	Officers	Senior councillors	Frontline councillors
Sample size	(246)	(327)	(306)
Providing up-to-date information about local government (for example, 'first' magazine, e-bulletins and website)	91%	87%	90%
Providing support for councils (for example, peer support, sharing best practice, and training and mentoring for councillors)	97%	90%	79%
Lobbying on behalf of local government	93%	88%	77%
Providing a single voice for local government	90%	85%	80%
Managing local government's reputation in the national media	88%	80%	68%
Providing conferences and events	92%	85%	72%
Providing advice and information through the political group offices	52%	77%	72%
Negotiating national pay, terms and conditions and providing employment advice	74%	66%	54%
Providing legal support	71%	55%	42%
Any other LGA activities you use or benefit from	31%	32%	23%

4 Views on LGA communications

4.1 How the LGA keeps members informed

Over four in five (83%) of stakeholders think the LGA keeps them very or fairly well informed about its work, which is much in line with previous rounds since 2013.

One in ten stakeholders (12%) think that the LGA gives them only a limited amount of information and 3% think that the LGA doesn't tell them much at all about what it does. Again, this is in line with recent years.

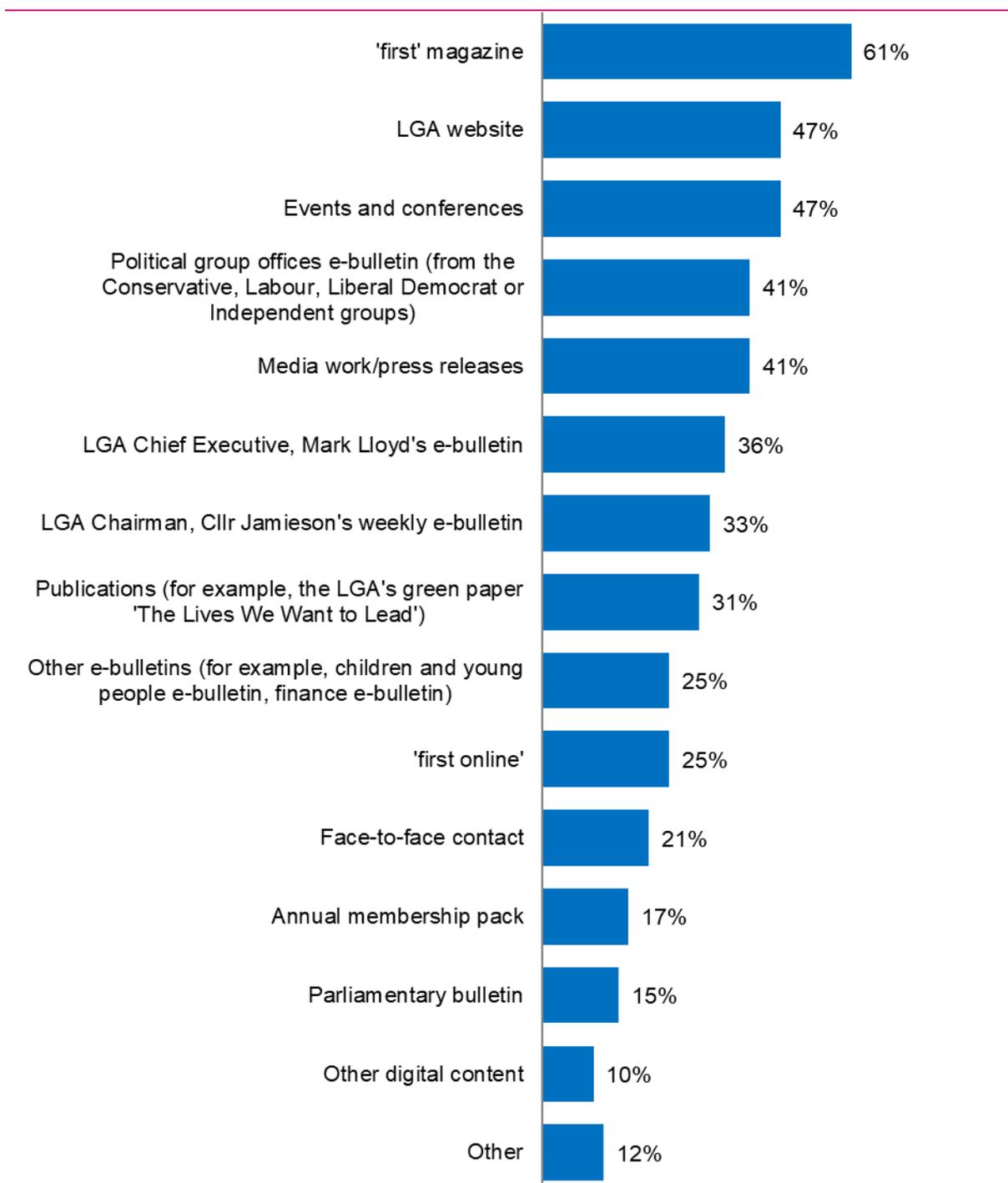
Chief executives most likely to feel informed (99%), while frontline councillors are significantly less likely than average to feel informed (79%).

Results by region are consistent with the average, with the exception that stakeholders in London are significantly less likely than average to feel informed (75%).

4.2 Finding out about the work of the LGA

As has been the case since 2012, *'first' magazine* continues to be the most common method for finding out about the work of the LGA among stakeholders (61%). The *LGA website* and *events and conferences* are jointly the second most common channels (both 47%). The pattern of results is very similar to that in 2020.

Figure 11: How do you generally find out about the work of the LGA?



Base =946, multiple response question
 Source: survey of LGA members

Following on from feedback on how stakeholders generally find out about the work of the LGA, respondents were asked how they would prefer to find out about its work.

The *LGA Chairman's e-bulletin* is the most preferred method of communication, mentioned by 31%, followed by *'first' magazine* (28%), *the LGA website* (20%), *the Chief Executive's e-bulletin* (19%) and *events and conferences* (17%).

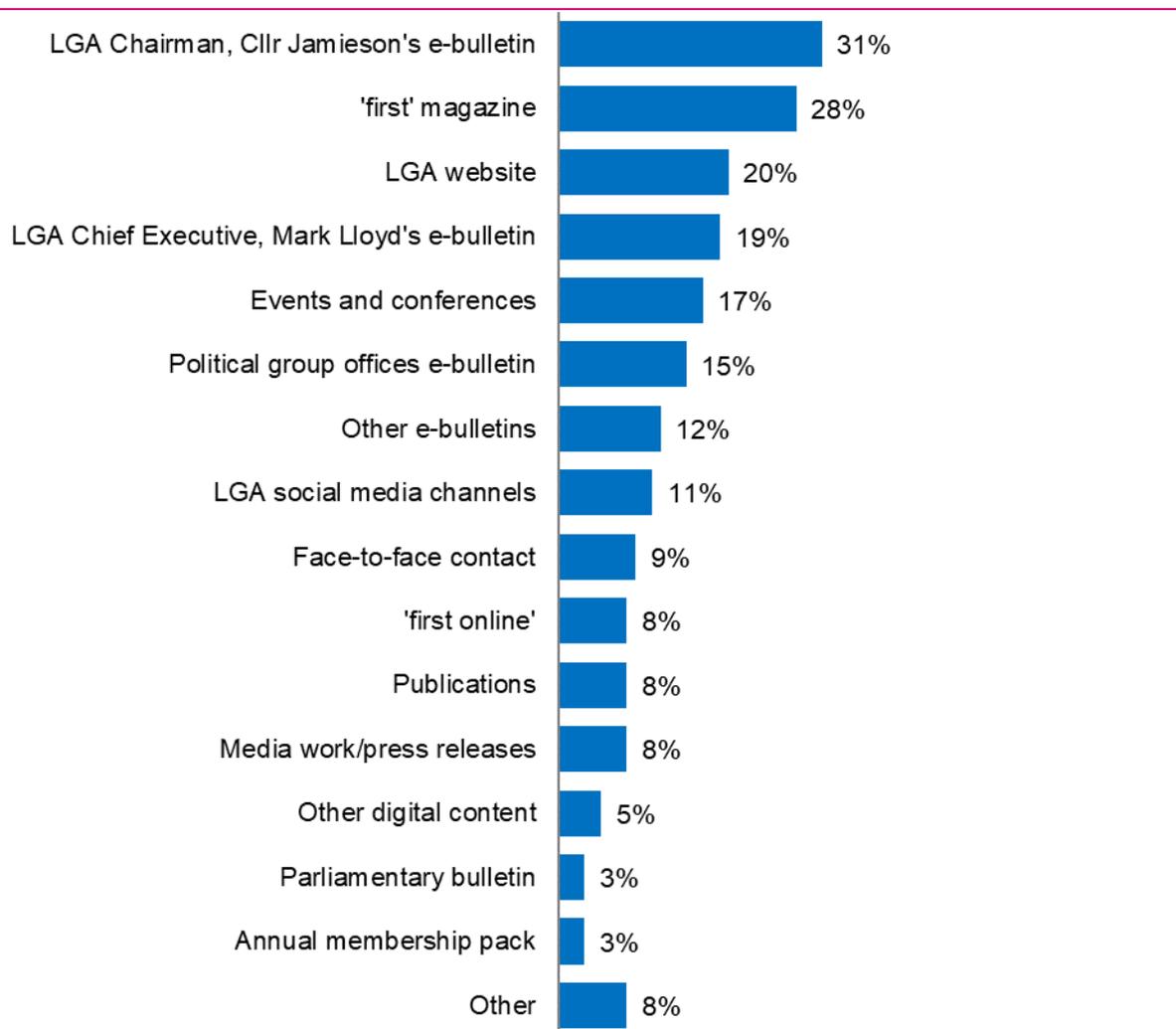
There have been some notable changes over time in terms of preferred channels of communication. Since this question was last asked in 2019⁹, there have been significant uplifts for the following channels:

- LGA Chairman's e-bulletin (from 21% to 31%)
- 'first' magazine (from 19% to 28%)
- LGA website (from 14% to 20%)
- Events and conferences (from 8% to 17%)
- Political group offices e-bulletin (from 8% to 15%)
- LGA social media channels (from 3% to 11%)

It should be noted that respondents were asked this as an open-ended question, without being prompted with response options rather than responding 'yes' or 'no' to each form of communication. This means that the results capture the most 'top of mind' methods of communication.

⁹ The questionnaire in 2020 was shorter because the LGA had a different offer at the time due to COVID-19 and not all of the questions were relevant to their offer at the time, and in order to reduce the burden on members. Consequently, for some questions, data are not available for 2020.

Figure 12: Thinking about the communication methods I just listed, and any others that you might know of, how would you like to find out about the work of the LGA? (All responses above 2%)



Base = 946, multiple response question
 Source: survey of LGA members

There are clear differences in terms of the preferred communication channels by amalgamated job role. Officers are more likely to prefer the *Chief Executive's e-bulletin* (58%), the *LGA website* (36%) and *events and conferences* (28%).

For senior councillors, the most preferred channels are evenly split between the *'first' magazine* (34%), the *LGA Chairman's e-bulletin* (34%) and the *political group offices' e-bulletin* (33%), while frontline councillors' preferences are relatively evenly split between *LGA Chairman's e-bulletin* (54%) and *'first' magazine* (45%).

Table 9: Thinking about the communication methods I just listed, and any others that you might know of, how would you prefer to find out about the work of the LGA? (Cross-tabulated by amalgamated role type; All responses selected by above 2% overall)

	Officers (246)	Senior councillors (327)	Frontline councillors (306)
LGA Chief Executive, Mark Lloyd's e-bulletin	<u>58%</u>	3%	1%
LGA website	<u>36%</u>	16%	10%
Events and conferences	<u>28%</u>	19%	4%
Other e-bulletins (for example, children and young people e-bulletin, finance e-bulletin)	<u>17%</u>	12%	6%
LGA social media channels (for example, Twitter, LinkedIn, Facebook or YouTube)	<u>16%</u>	11%	9%
Media work/press releases	<u>13%</u>	9%	1%
Publications (for example, the LGA's green paper 'The Lives We Want to Lead')	<u>13%</u>	7%	4%
Face-to-face contact	<u>12%</u>	9%	5%
Other digital content	<u>9%</u>	6%	2%
'first online'	7%	9%	6%
LGA Chairman, Cllr Jamieson's weekly e-bulletin	6%	<u>34%</u>	<u>54%</u>
'first' magazine	4%	<u>34%</u>	<u>45%</u>
Annual membership pack	4%	4%	0%
Political group offices e-bulletin (from the Conservative, Labour, Liberal Democrat or Independent groups)	2%	<u>33%</u>	7%
Parliamentary bulletin	2%	4%	1%
Other	5%	7%	<u>11%</u>

5 Areas of support

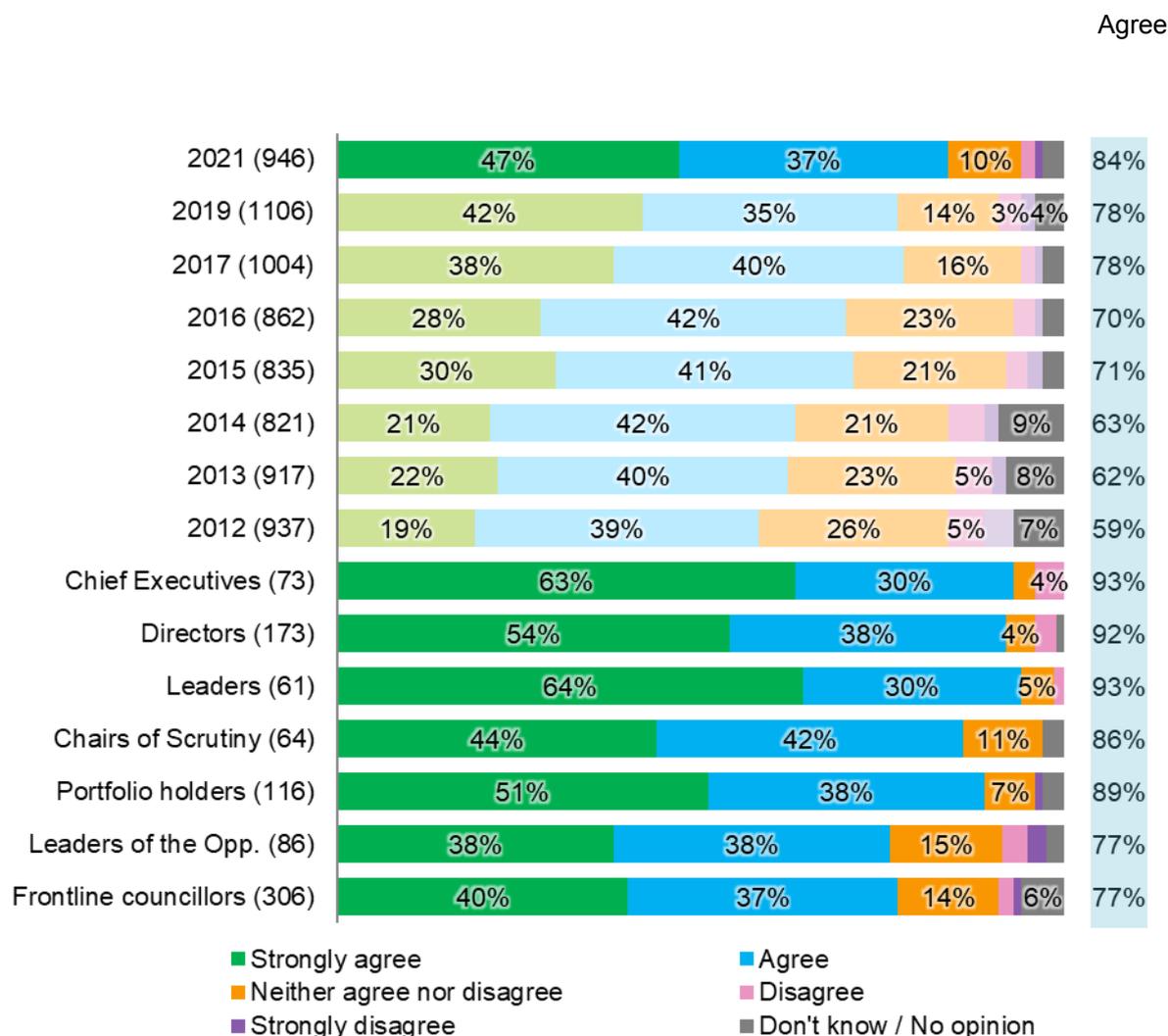
5.1 Views on sector-led improvement

One of the key goals of the LGA is to facilitate the improvement of councils by mobilising knowledge, skills and experience within the sector. This approach is called 'sector-led improvement'. Support for sector-led improvement has increased significantly since 2019 (this question was not included in 2020 due to the coronavirus pandemic), with 84% agreeing that it is the right approach in the current context, an uplift of 6 percentage points.

Chief executives (93%), leaders (93%), and directors (92%) are the most likely groups to agree that sector-led improvement is the right approach. Meanwhile, leaders of the opposition (77%) and frontline councillors (77%) are less likely to agree, but this is mainly due to more people choosing the neutral option in these groups.

There are no significant differences by region on this measure.

Figure 13: To what extent do you agree or disagree that sector-led improvement is the right approach in the current context? (Cross-tabulated by role type)



Unweighted bases in parentheses, single response question
 Source: survey of LGA members
 Data labels for values of 3% or lower have been removed

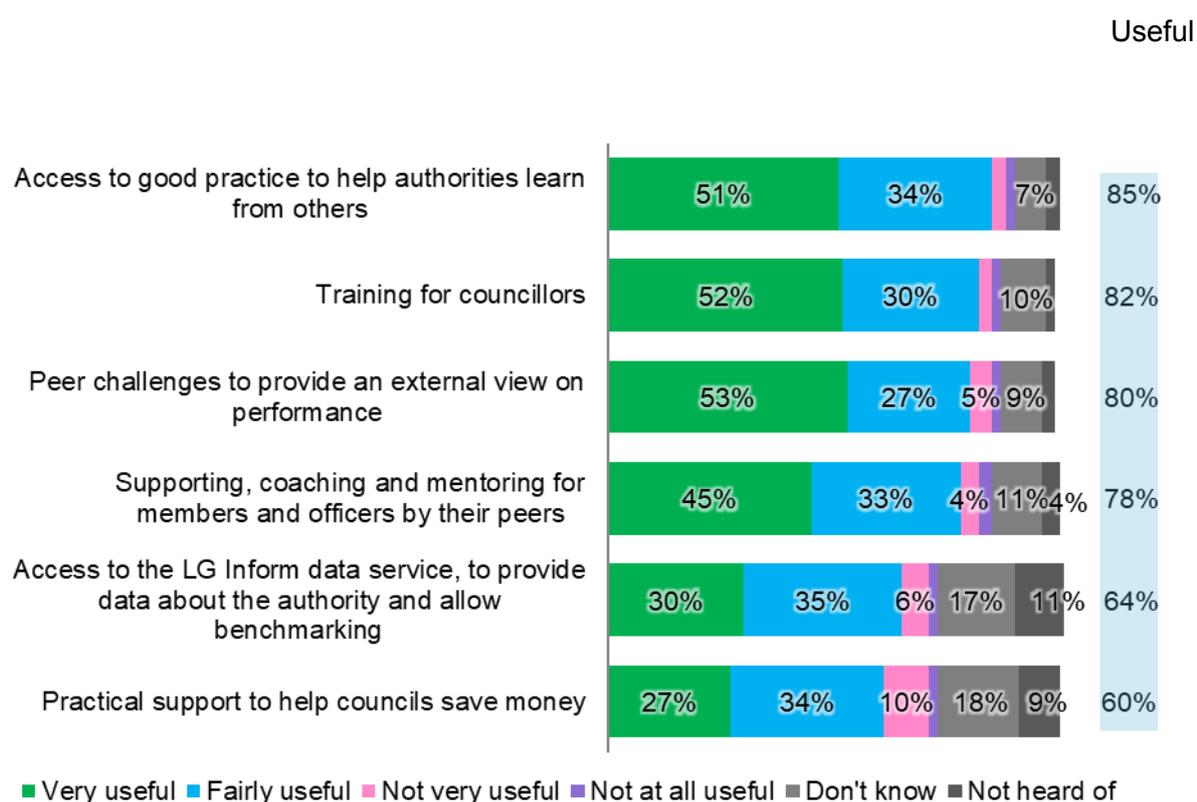
5.2 Usefulness of LGA’s sector support offer

Respondents were asked about the usefulness of specific elements of the LGA’s improvement support offer. As in 2019, when this question was last asked, *access to good practice to help authorities learn from others* is deemed the most useful (85%), followed by *training for councillors* (82%) and *peer challenges to provide an external view on performance* (80%).

There has been a significant increase in the proportion of stakeholders regarding *training for councillors* as useful, from 78% in 2019 to 82% in 2021, and the same is true for *supporting, coaching and mentoring for members and officers by their peers* (78% compared to 73% in 2019).

By contrast, there has been a significant decrease in the proportion who find *access to the LG Inform data service to provide data about the authority and allow benchmarking* useful from 69% in 2019 to 64% in 2021, and in the proportion who find *practical support to help councils save money* 60% compared to 69% in 2019). Both of these elements have seen corresponding rises in the proportion of stakeholders saying they have not heard of them (7% to 11%, and 6% to 9% respectively).

Figure 14: How useful are the following elements of the LGA’s improvement support offer for councils?



Base=946, single response question
 Source: survey of LGA members
 Data labels for values of 3% or lower have been removed

Looking at the usefulness of the LGA’s support offer by amalgamated job role, officers are more likely to find each of the support offers more useful than average, with the exception of *training for councillors*, which is in line with the average. However, the proportion of officers who do find this useful has increased significantly since 2019, from 75% to 83%, and there has been a similar increase in in the proportion who say that *supporting, coaching and mentoring for members and officers by their peers* is useful, from 76% to 83%.

Senior councillors are more likely than average to find *peer challenges to provide an external view on performance* (84%), *training for councillors* (90%) and *supporting, coaching and mentoring for members and officers by their*

peers (83%) useful. As with officers, this group is now more likely to find *training for councillors* useful than was the case in 2019 (90% compared to 81% in 2019) and this is also the case in relation to *supporting, coaching and mentoring for members and officers by their peers* (83% compared to 74% in 2019).

In each instance frontline councillors are significantly less likely than average to find the support offers useful, and significantly fewer of this group find *peer challenges to provide an external view on performance* useful than was the case in 2019 (61% compared to 72% in 2019). There has also been a decline in the proportion of frontline councillors who find *training for councillors* useful (74% compared to 81% in 2019), as is also the case in relation to *access to the LG Inform data service, to provide data about the authority and allow benchmarking* (54% compared to 66% in 2019) and *practical support to help councils save money* (52% compared to 69%).

Stakeholders in every region apart from the London rate *access to good practice to help authorities learn from others* as the most useful element of the LGA's improvement support offer. In London, *peer challenges to provide an external view on performance* is rated the most useful element, and in the East Midlands this element is the joint most useful with *access to good practice to help authorities learn from others*.

With the exception of *access to the LG Inform data service, to provide data about the authority and allow benchmarking* and *practical support to help councils save money*, stakeholders in London are significantly less likely to find each of the support offers useful. The support offer this group finds most useful is *access to good practice to help authorities learn from others* (77%).

Stakeholders in the South West are particularly likely to find *peer challenges and remote peer support to provide an external view on performance* (94%) and *practical support to help councils save money* useful (75%), while those in Yorkshire and the Humber are particularly likely to find *access to good practice to help authorities learn from others* useful (93%).

Table 10: How useful are the following elements of the LGA's improvement support offer for councils? (Cross-tabulated by role type, very/fairly useful combined values shown).

	Officers (246)	Senior councillors (327)	Frontline councillors (306)
Peer challenges to provide an external view on performance	<u>96%</u>	<u>84%</u>	61%
Access to good practice to help authorities learn from others	<u>92%</u>	86%	79%
Supporting, coaching and mentoring for members and officers by their peers	<u>87%</u>	<u>83%</u>	65%
Training for councillors	83%	<u>90%</u>	74%
Access to the LG Inform data service, to provide data about the authority and allow benchmarking	<u>81%</u>	63%	54%
Practical support to help councils save money	<u>67%</u>	64%	52%

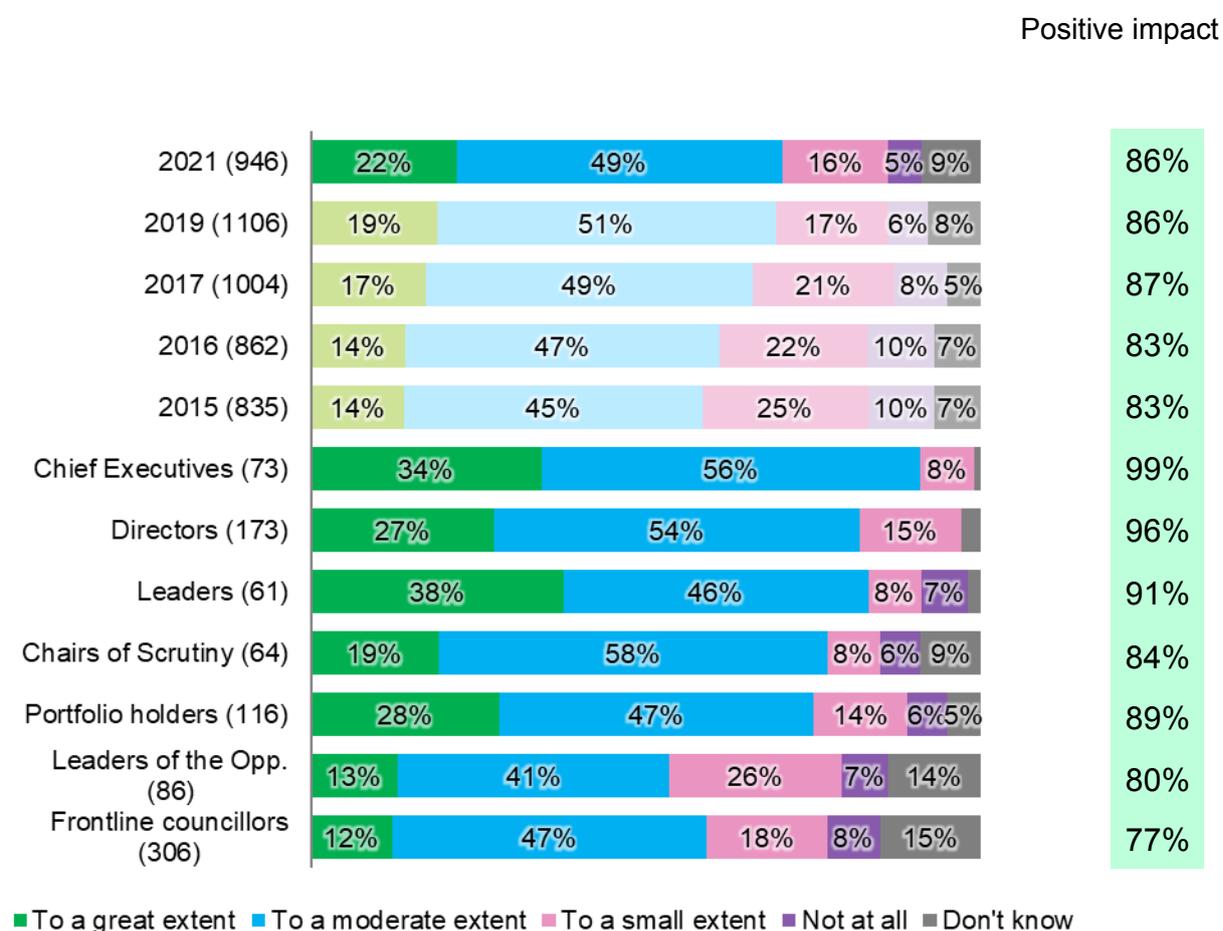
5.3 Impact of LGA's sector support offer

Most stakeholders continue to be positive about the impact that the LGA's improvement support has had on local authorities. Overall, 86% feel that this support has benefited their local authority by a great, moderate or small extent, whereas 5% say it has had no impact at all.

Nearly all chief executives describe the support as having a positive impact (99%), and directors (96%) and leaders (91%) also have overwhelmingly positive opinions.

Frontline councillors and leaders of the opposition are less positive, but over three quarters think the support has had a positive impact (77% and 80% respectively).

Figure 15: Overall, thinking about this improvement support to what extent do you think that these have had a positive impact on your authority? (Cross-tabulated by role type)¹⁰



5.4 New forms of support

Stakeholders were asked to think about the next three years, and suggest what new forms of support, if any, they would like to become part of the LGA’s sector support offer. The responses given to this question were varied and fairly nuanced, most likely linked to the respondent’s individual council and role. Therefore, responses to this question have been analysed in a qualitative manner – though the most common codes are detailed in Figure 17.

Overall, around half of stakeholders mention at least one new form of support they would like to see as part of the LGA’s sector support offer.

¹⁰ Note that the summary ‘positive impact’ figure includes all those who selected the ‘great’, ‘moderate’ or ‘small extent’ answer options.

However, there isn't a strong consensus on what form this support should take. The most common suggestions relate to increased support in specific areas or regions, financial support and management, training and development and increased peer support and review, but only small numbers of respondents suggest each. Each of these suggestions were provided by around 50 to 80 respondents.

There are few regional differences in suggestions for new forms of support, but by amalgamated job role officers are more likely to mention aspects like increased peer support and review, health and social care, and developing and implementing new technology.

Frontline councillors are more likely to focus their suggestions on training and development, communication with and from LGA, and increased support for councillors.

5.5 Views on Local Partnerships

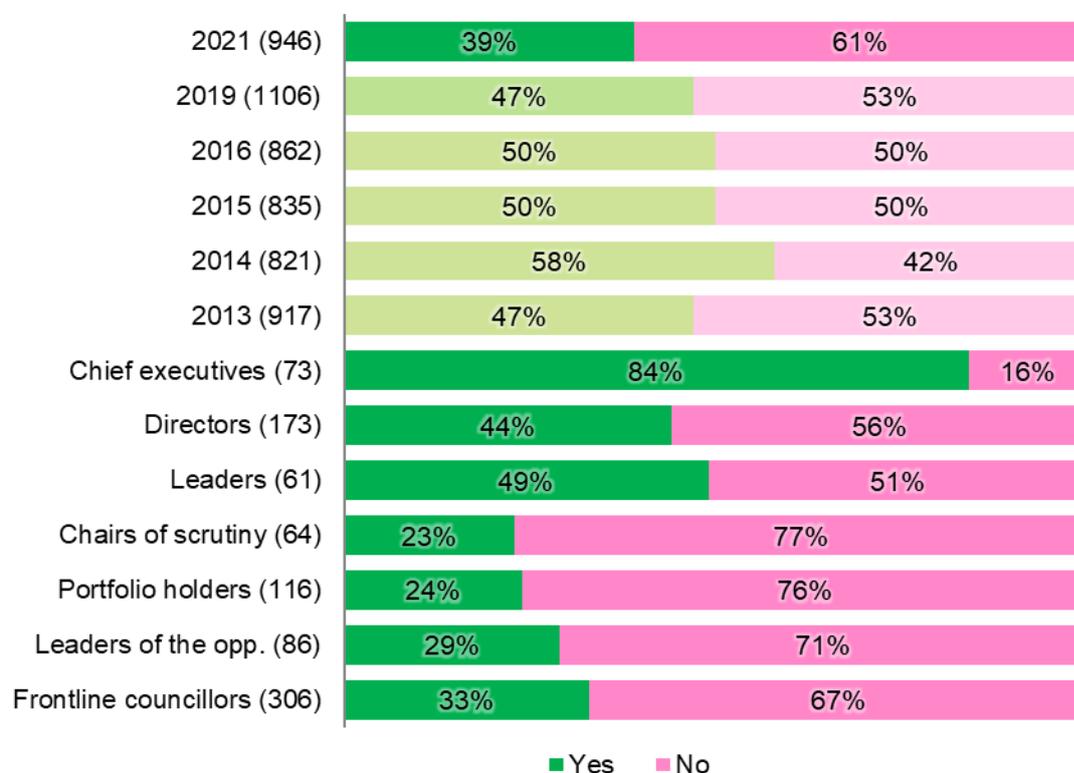
Stakeholders were asked about Local Partnerships – a company jointly owned by HM Treasury and the LGA which provides commercial expertise to public sector organisations on planning and delivering complex projects.

Two in five (39%) stakeholders are aware of Local Partnerships, which is a significant decline on the 47% who were aware in 2019, when this question was most recently asked. This continues a decline across the last three waves, beginning in 2016 (this question was not asked in 2017, 2018 nor 2020).

Awareness has held up among chief executives (84% compared to 84% in 2019), directors (44% compared to 44%), and leaders (49% compared to 47%), with the overall decline in awareness driven by chairs of scrutiny (23% compared to 47%), portfolio holders (24% compared to 36%), leaders of the opposition (29% compared to 38%) and frontline councillors (33% compared to 48%).

Awareness of Local Partnerships is significantly higher than average for stakeholders in the South West (56%) and the East of England (49%).

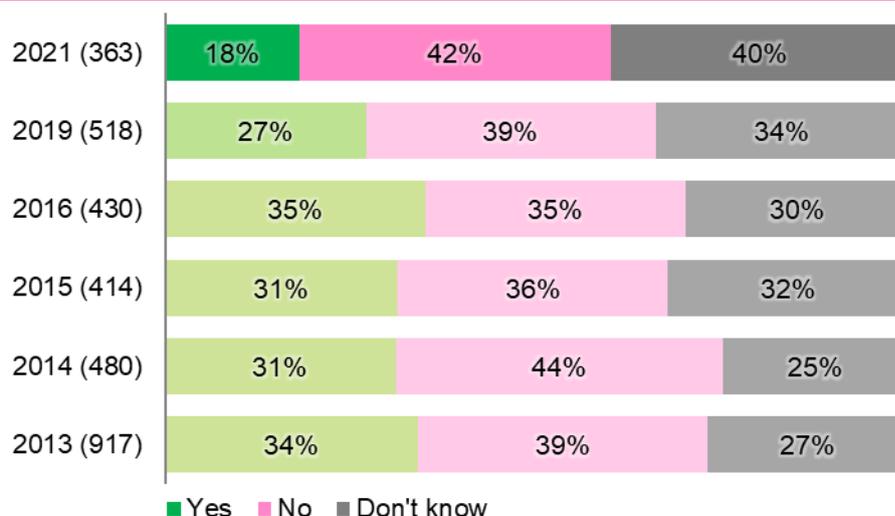
Figure 16: Have you heard of Local Partnerships?



Unweighted bases in parentheses, single response question
Source: survey of LGA members

Stakeholders who had heard of Local Partnerships were asked whether their council has used any of the services it provides in the last year. Overall, 18% report that their council has (equating to 7% of all stakeholders), a significant decline of 9 percentage points compared to 2019, the most recent wave that included this question. 40% of this group say that they ‘don’t know’ if their council has used services provided by Local Partnerships, an increase from 34% in 2019.

Figure 17: Has your council used any of the services provided by Local Partnerships in the last year?



Unweighted bases in parentheses, single response question
Source: survey of LGA members

Stakeholders from councils that had used services provided by Local Partnerships were asked to rate their level of satisfaction. Satisfaction has remained at a consistent level since 2016, with around seven in ten satisfied (72%) with the services provided. While total satisfaction has remained fairly similar, there are significantly more “very satisfied” stakeholders in 2021 (35%) compared to previous years, and nearly double compared to 2019 (18%).

6 Conclusions

This section summarises the main findings and themes evident from this research.

6.1 Is the LGA well known among its members?

78% of stakeholders have a great deal or a fair amount of knowledge of the LGA, a significant increase compared to 2020 (74%). Chief executives remain the most knowledgeable group, with all reporting either a great or a fair amount of knowledge of the LGA. This is followed by leaders (95%) and directors (90%). Frontline councillors (62%) and leaders of the opposition (69%) have at least a fair amount of knowledge of the LGA.

6.2 How would the LGA's members describe it to others?

79% of stakeholders would speak positively about the LGA, either prompted or unprompted. This is in line with results since 2019.

6.3 Are the LGA's members satisfied with its work?

76% of stakeholders are satisfied with the work of the LGA. This is consistent with 2020, and there has been a significant increase in the proportion of stakeholders who are very satisfied (from 23% in 2020 to 27% in 2021). Leaders are the most satisfied group, with a significant increase in overall satisfaction observed from 81% in 2020 to 93% in 2021.

6.4 Are the LGA's members satisfied with its COVID-19 support?

64% of stakeholders are satisfied with the support that the LGA has provided to help the sector address COVID-19 and its consequences, and 3% are dissatisfied. The remaining 33% is equally split between those who were not aware of the COVID-19 support available (17%) and those who are neither satisfied nor dissatisfied (16%).

6.5 Do the LGA's members think it offers value for money?

58% agree that the LGA represents value for money, in line with 2020. This measure has been largely consistent since 2015. Significantly more respondents in the North East than average agree this is the case (79%) following a significant increase since 2020 of 22 percentage points. Significantly fewer respondents in London (48%) than average to agree that the LGA demonstrates value for money, as was the case in previous waves.

6.6 Do the LGA's members consider its work useful?

Stakeholders are largely positive about the usefulness of the LGA's activities, particularly its role in *providing up-to-date information about local government* (89%), *providing support for councils* (88%) and *lobbying on behalf of local government* (85%), and *providing a single voice for local government* (85%).

6.7 Does the LGA keep its members informed about its work?

83% of stakeholders think the LGA keeps them very or fairly well informed about its work, much in line with previous rounds since 2013. One in ten stakeholders (12%) feel that the LGA gives only a limited amount of information and 3% say that the LGA doesn't tell them much at all about what it does. Again, this is in line with recent years. Chief executives are the most likely to feel informed (99%), while frontline councillors are significantly less likely than average to feel informed (79%).

6.8 How do the LGA's members find out about its work?

'*First*' magazine continues to be the most common method for finding out about the work of the LGA among stakeholders (61%). The *LGA website* and *events and conferences* are jointly the second most common channels (both 47%). The pattern of results is very similar to that in 2020.

6.9 How do the LGA's members want to find out about its work?

The *LGA Chairman's e-bulletin* is the most preferred method of communication, mentioned by 31%, followed by '*first*' magazine (28%), the *LGA website* (20%), the *Chief Executive's e-bulletin* (19%) and *events and conferences* (17%). There are clear differences in terms of the preferred communication channels by amalgamated job role. Officers prefer the Chief Executive's e-bulletin (58%), the LGA website (36%) and events and conferences (28%). For senior councillors, the most preferred channels are evenly split between the '*first*' magazine (34%), the political group offices' e-bulletin (33%), and the LGA Chairman's e-bulletin (34%). Frontline councillors' preferences are relatively evenly split between the *LGA Chairman's e-bulletin* (54%) and '*first*' magazine (45%).

6.10 Is sector-led improvement the right approach, according to the LGA's members?

84% of stakeholders think sector-led improvement is the right approach in the current context, a significant increase from 78% in 2020. All elements of the LGA's sector-led improvement offer are considered useful by most stakeholders, particularly *access to good practice to help authorities learn*

from others (85%), training for councillors (82%, a significant increase since 2019) and peer challenges (80%).

6.11 Has the LGA's improvement support to councils had a positive impact?

86% of stakeholders agree that the LGA's improvement support has had a positive impact on their authority.

6.12 What support do members want the LGA to focus on?

44% of stakeholders mention at least one new form of support they would like to see as part of the LGA's sector support offer. The most common suggestions relate to increased support in specific areas or regions (8%), financial support and management (8%), training and development (7%) and increased peer support and review (5%).

7 Appendix 1: Analysis excluding don't know responses

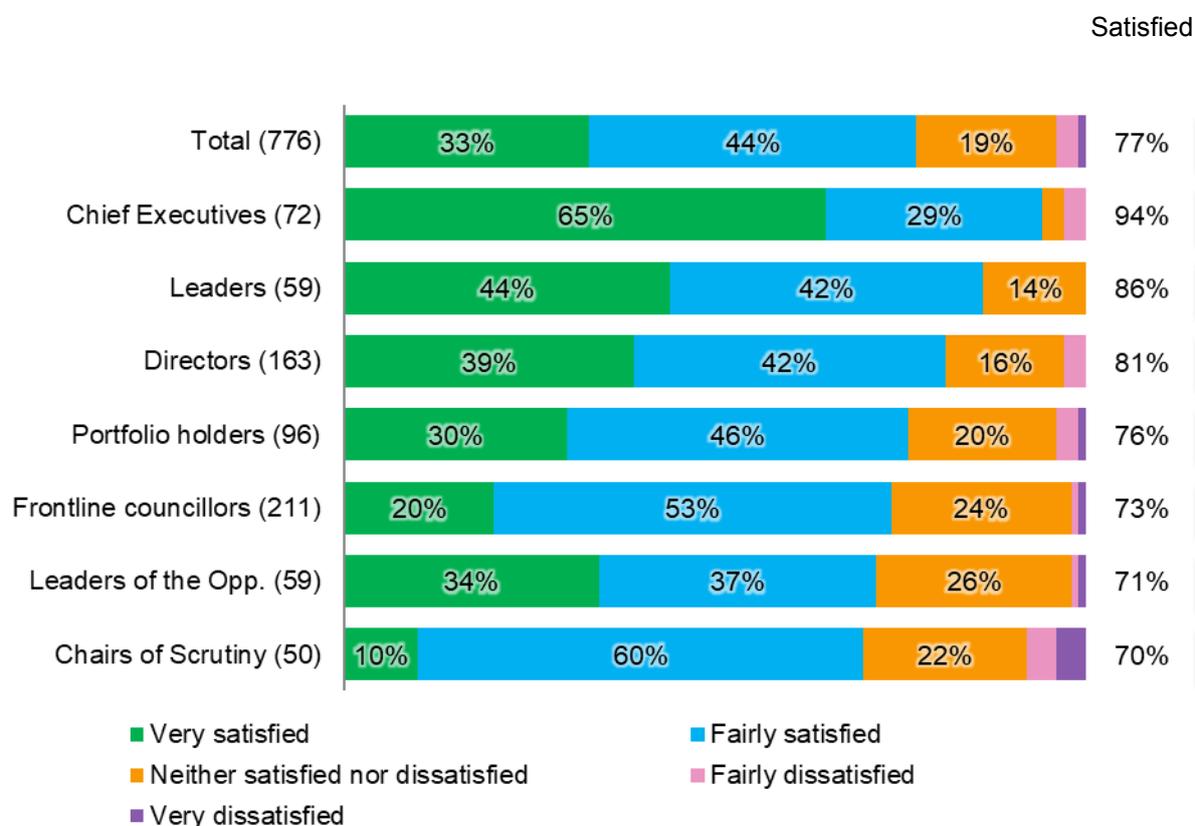
As seen in many of tables throughout this report, 'don't know' or 'not aware' answers often make up a significant proportion of the responses to a question. In these cases, to contextualise the results, percentages of respondents excluding those who answered 'don't know' or equivalent have been provided in the following section. Insights are not tracked against previous reports in order to avoid confusion where comparing these results to reports from previous years.

In order to connect these insights back to the main report, the section numbering has been replicated with the addition of an "a". For example, section 3.4.a below relates back to section 3.4 in the main report.

7.1 Satisfaction with the LGA's COVID-19 support

When only looking at those aware of the LGA's COVID-19 support, over three quarters (77%) of respondents are satisfied with the support provided. Of the remaining proportion, most say they are 'neither satisfied nor dissatisfied' (19%), with only 3% saying they are dissatisfied. Chief Executives remain the most likely to say they are satisfied (94%) with Chairs of Scrutiny the least likely to be satisfied (70%).

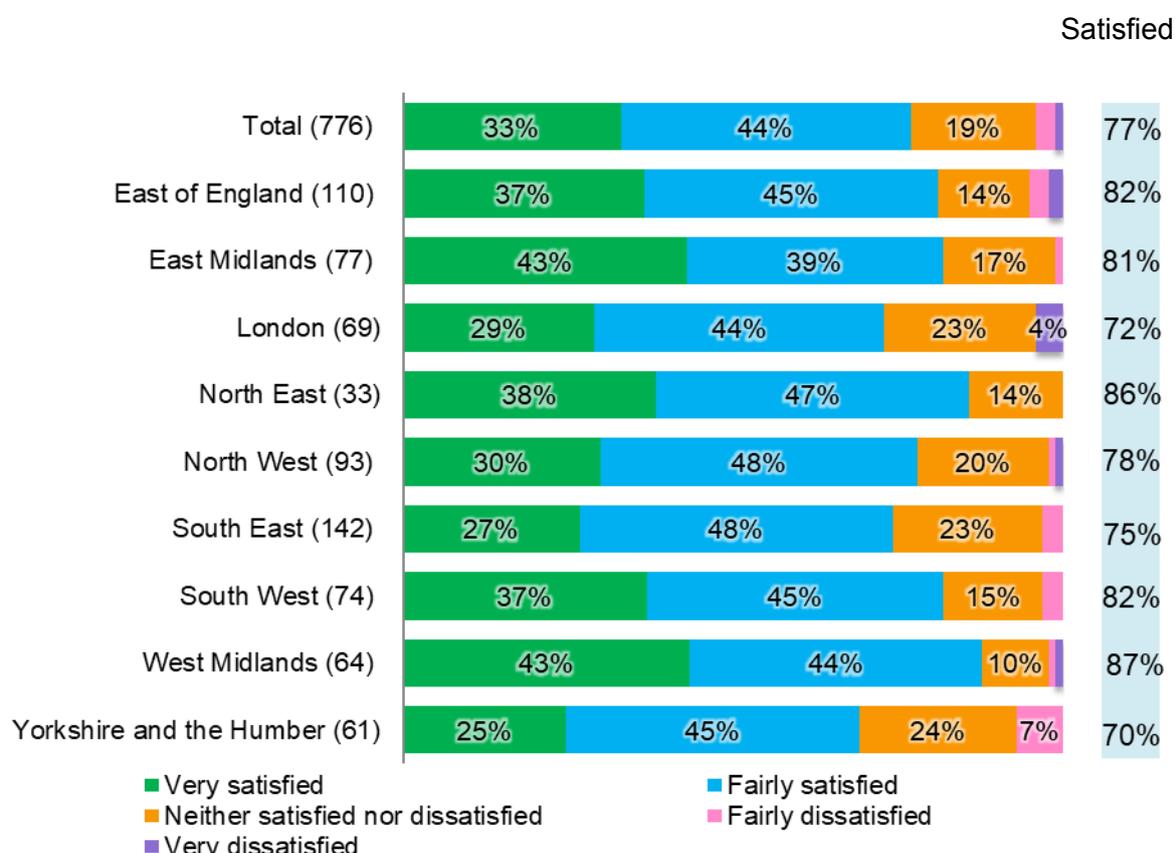
Figure 19a: Overall, how satisfied or dissatisfied are you with the support that the LGA has provided to help the sector address COVID-19 and its consequences? (Cross-tabulated by role type). Exc. 'don't know'



Unweighted bases in parentheses, single response question
 Source: survey of LGA members

When analysing this by region those in the West Midlands (87%), and the North East (86%) are the most likely to say they are satisfied with the LGA’s COVID-19 support. While those in Yorkshire and the Humber are most likely to say they are dissatisfied, though this is still only 7%.

Figure 20a: Overall, how satisfied or dissatisfied are you with the support that the LGA has provided to help the sector address COVID-19 and its consequences? (Cross-tabulated by region). Exc. 'don't know'

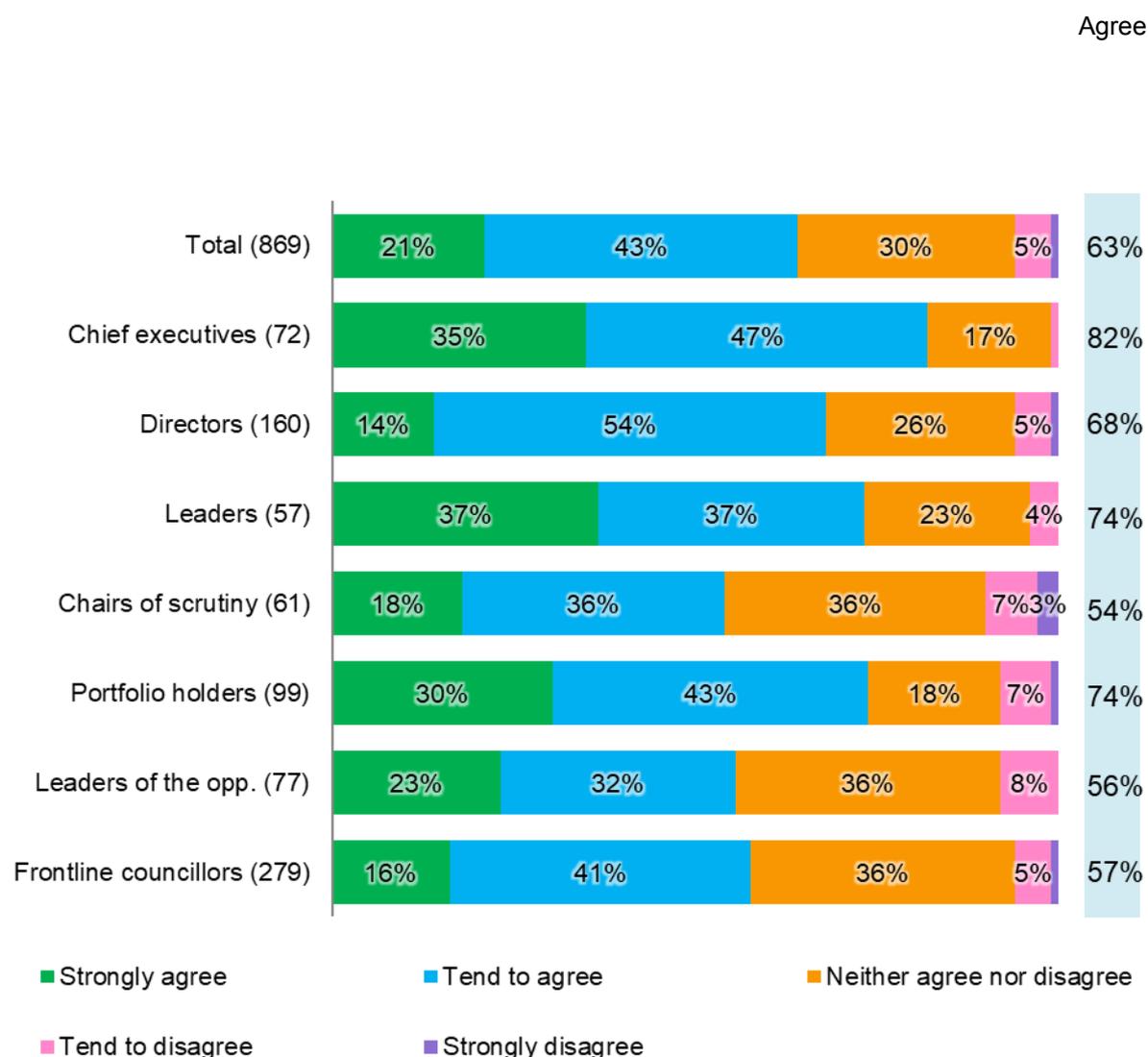


Unweighted bases in parentheses, single response question
 Source: survey of LGA members

7.2 Value for money of the LGA

Excluding respondents who say they 'don't know' whether the LGA provides value for money, over three fifths (63%) of those remaining say that they agree that it does provide value for money. It should be noted that those not agreeing with this are far more likely to say they 'neither agree nor disagree' (30%) rather than actively disagreeing that it provides value for money (7%). Chief Executives (82%) are the most likely agree with the statement, while Chairs of Scrutiny are the least likely (54%) – however they are also unlikely to actively disagree (10%).

Figure 21a: To what extent do you agree or disagree with the following statement? LGA demonstrates value for money (Cross-tabulated by role type). Exc. 'don't know'



Unweighted bases in parentheses, single response question

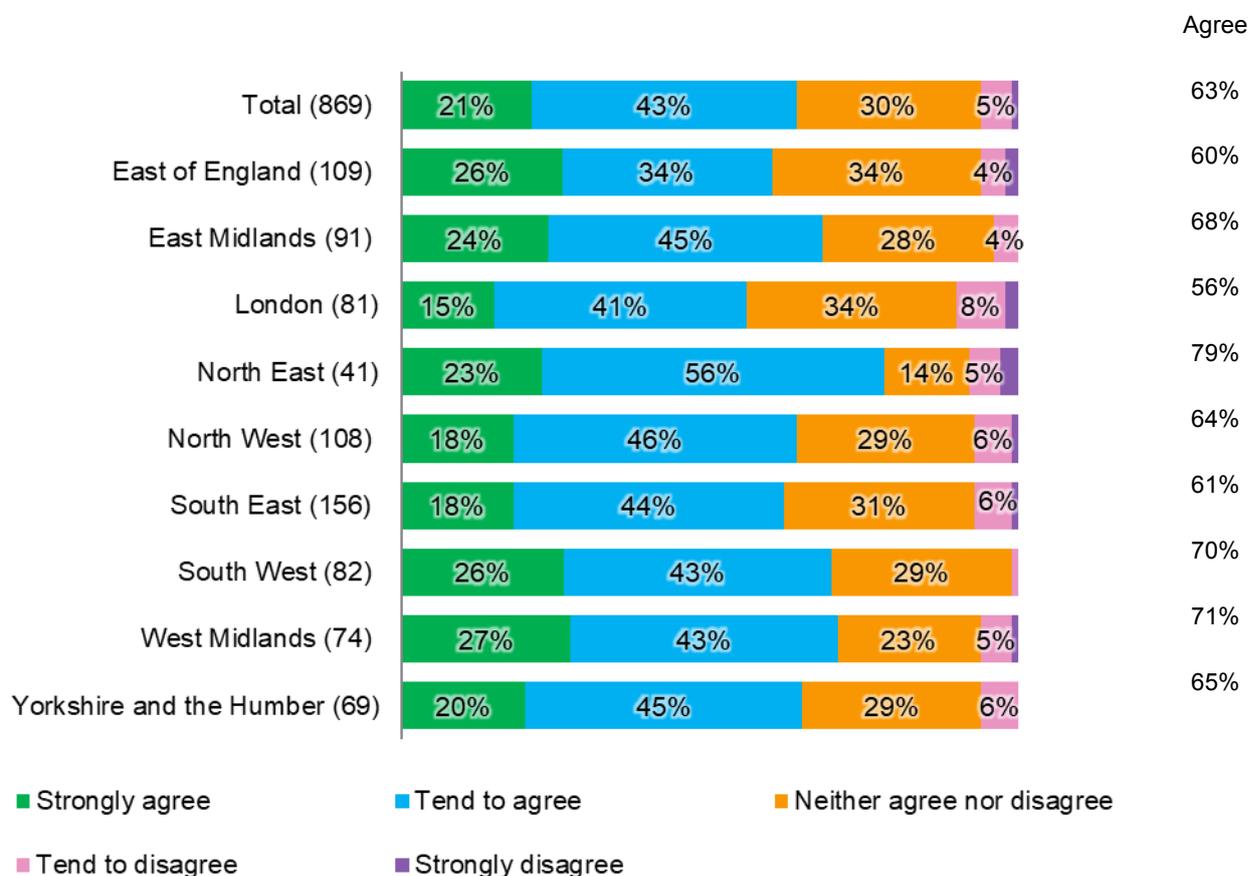
Source: survey of LGA members

Data labels for values of 3% or lower have been removed

*Due to rounding, the sum of 'strongly agree' and 'tend to agree' may differ from the summary shown in the summary 'agree' column

Fourth fifths (79%) of respondents in the North East, who didn't give a 'don't know' answer, agree that the LGA provides value for money. This makes it the region in England most likely to agree. There is a significant proportion of respondents giving the answer 'neither agree nor disagree' in each region, ranging between a high of 34% in the East of England and London, to a low of 14% in the North East. Disagreement is no higher than 10% in any region (London being the highest).

Figure 22a: To what extent do you agree or disagree with the following statement? LGA demonstrates value for money (Cross-tabulated by region). Exc. 'don't know'



Unweighted bases in parentheses, single response question

Source: survey of LGA members

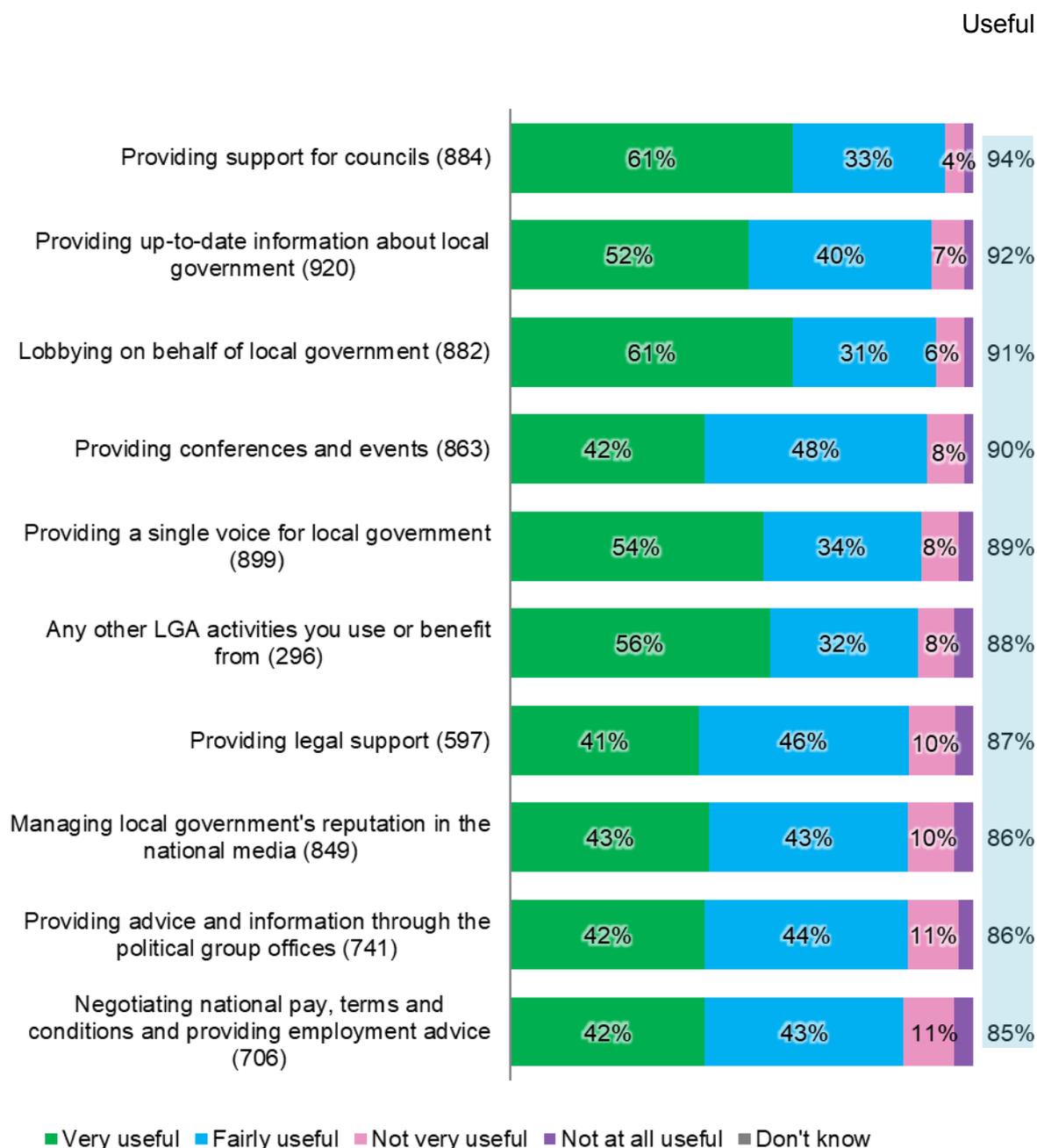
Data labels for values of 3% or lower have been removed

*Due to rounding, the sum of 'strongly agree' and 'tend to agree' may differ from the figure shown in the summary 'agree' column

7.3 Usefulness of activities undertaken by the LGA

When excluding respondents who say they 'don't know' how useful given activities of the LGA are, the vast majority of remaining respondents find all activities tested 'very' or 'fairly' useful. Two fifths (61%) say they find the LGA's *support for councils*, and *lobbying on behalf of local government* 'very' useful. *Negotiating national pay, terms and conditions and providing employment advice* is the least likely to be seen as useful, but even this is seen as such by 85% of respondents not supplying a 'don't know' answer.

Figure 23a: Please tell me how useful or not each of the following LGA activities are to your council or local government as a whole. Exc. 'don't know'



Unweighted bases in parentheses, single response question

Source: survey of LGA members

Data labels for values of 3% or lower have been removed

*Due to rounding, the sum of 'very useful' and 'fairly useful' may differ from the figure shown in the summary 'useful' column

Comparing results by region, most are broadly in line with the responses at a total level. However, there are a few which have significant differences

- **London:** Respondents in London are significantly less likely than respondents overall to say that they find the LGA *acting as a single voice for local government* (82%), *lobbying on behalf of local government* (82%), or *providing legal support* (76%) useful.
- **South East:** Respondents in the South East are less likely than respondents overall to say that the LGA *negotiating national pay, terms and conditions and providing employment advice* (75%) is useful, but they are more likely to say that its *provision of conferences and events* (95%) are useful.
- Respondents in the **East Midlands** are more likely to say that the LGA's *support for councils* is useful (99%), those in the **West Midlands** are more likely to find use of *legal support* (96%), and those in **Yorkshire and the Humber** are more likely to appreciate being *kept up-to-date with information about local government*.

When looking at job roles, officers who do not provide a 'don't know' answer are consistently more likely to find the LGA's support useful, whereas frontline councillors are less likely to say so.

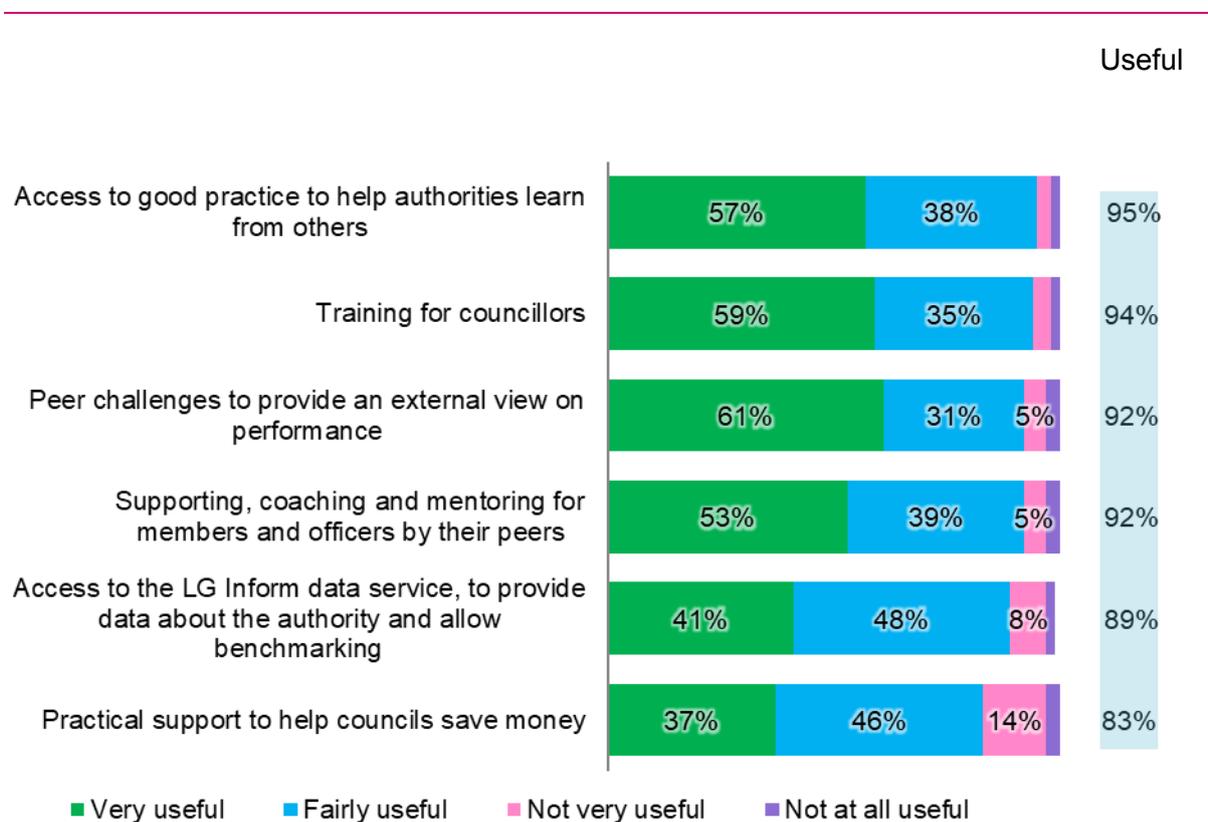
Table 11a: Proportion saying LGA activities are useful (Cross-tabulated by amalgamated role type). Exc. 'don't know'

Stakeholder group	Officers (81-243)	Senior councillors (120-320)	Frontline councillors (78-298)
Sample size			
Providing up-to-date information about local government (for example, 'first' magazine, e-bulletins and website)	91%	89%	87%
Providing support for councils (for example, peer support, sharing best practice, and training and mentoring for councillors)	+96%	91%	-88%
Lobbying on behalf of local government	87%	86%	86%
Providing a single voice for local government	+91%	82%	85%
Managing local government's reputation in the national media	+92%	87%	-81%
Providing conferences and events	+99%	94%	-91%
Providing advice and information through the political group offices	+93%	84%	84%
Negotiating national pay, terms and conditions and providing employment advice	94%	89%	93%
Providing legal support	+96%	91%	-85%
Any other LGA activities you use or benefit from	+95%	84%	90%

7.4 Usefulness of LGA’s sector support offer

Removing those who have ‘not heard of’ each element of the LGA’s improvement support offer, and those who say they ‘don’t know’ how useful each is, all elements are seen as useful by the remaining respondents. *Access to good practice to help authorities learn from others* (95%) and *training for councillors* (94%) are the most likely to be seen as useful. The only element to be seen as useful by less than nine tenths of this group is the LGA’s *practical support to help councils save money* (83%), but less than a fifth (17%) say this is ‘not very’ or ‘not at all’ useful.

Figure 24a: How useful are the following elements of the LGA’s improvement support offer for councils? Exc. ‘don’t know’



Base=678-843, single response question, excluding those answering ‘don’t know’ or ‘not heard of’
 Source: survey of LGA members
 Data labels for values of 3% or lower have been removed

Of those not giving a ‘don’t know’ or ‘not heard of’ answer, officers are significantly more likely than respondents overall to find *peer challenges and remote peer support to provide an external view on performance* (97%), *training for councillors* (97%) and *support, coaching and mentoring for members and officers by their peers* (96%) useful, while frontline councillors are significantly less likely to think this (85%, 89%, and 87% respectively).

Table 12a: How useful are the following elements of the LGA's improvement support offer for councils? (Cross-tabulated by role type, very/fairly useful combined values shown). Exc. 'don't know'

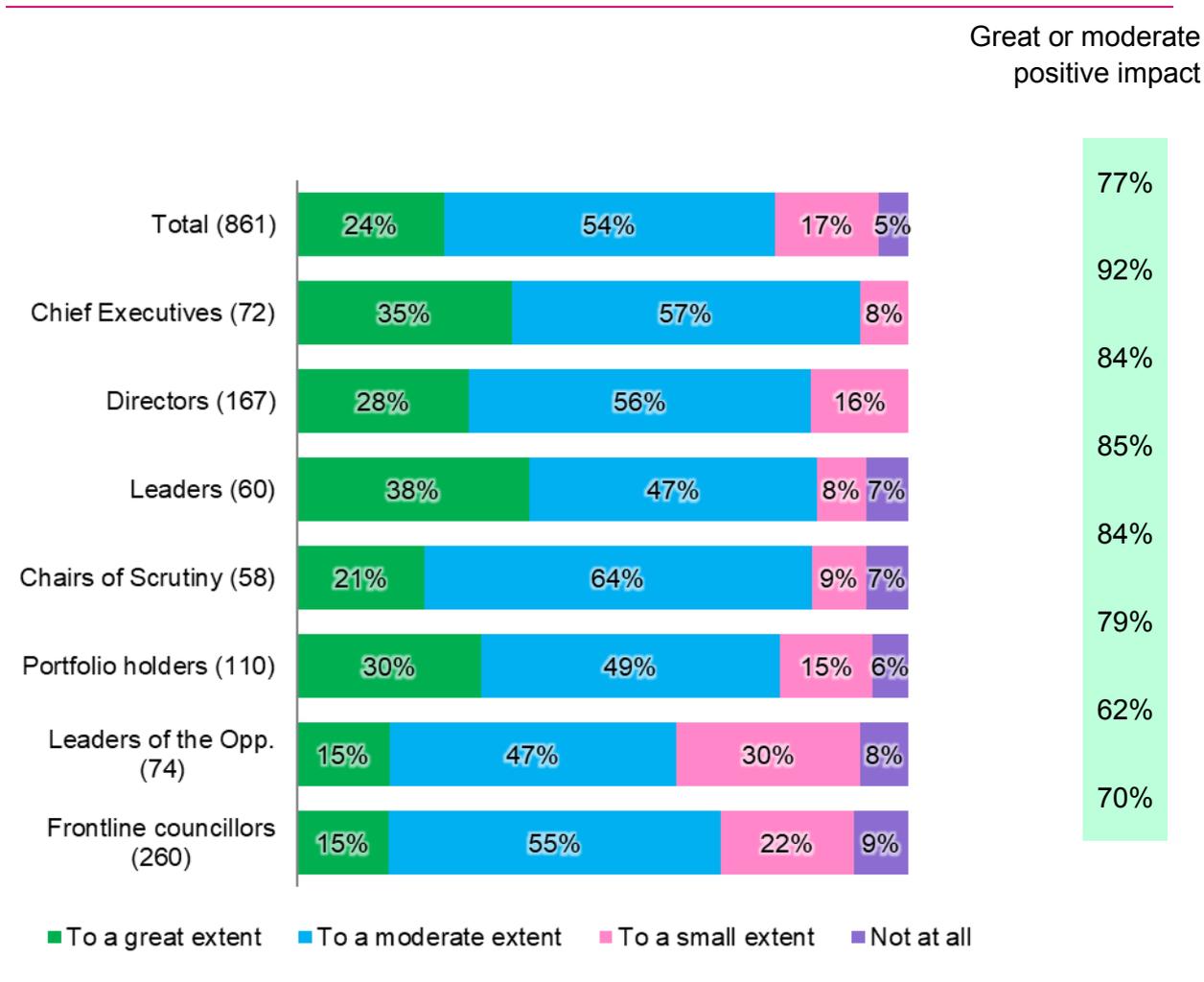
	Officers (200-244)	Senior councillors (225-305)	Frontline councillors (189-254)
Peer challenges and remote peer support to provide an external view on performance	+97%	94%	-85%
Supporting, coaching and mentoring for members and officers by their peers	+96%	94%	-87%
Access to good practice to help authorities learn from others	96%	96%	95%
Access to the LG Inform data service, to provide data about the authority and allow benchmarking	92%	91%	87%
Practical support to help councils save money	83%	86%	84%
Training for councillors	+97%	+96%	-89%

7.5 Impact of LGA's sector support offer

Of those providing an opinion, a quarter of respondents (24%) say that the LGA's sector support offer has had a positive impact on their authority to 'a great extent'. A further 54% say that it is having a moderately positive impact. Only a twentieth (5%) think it is not having a positive impact at all.

Almost two fifths (38%) leaders and over two thirds (35%) of chief executives to say that it is having a 'great impact' on their authorities, making them the most likely job roles to do so. Frontline councillors are the most likely job role to say that it is not having an impact, but even in this case only 9% say this.

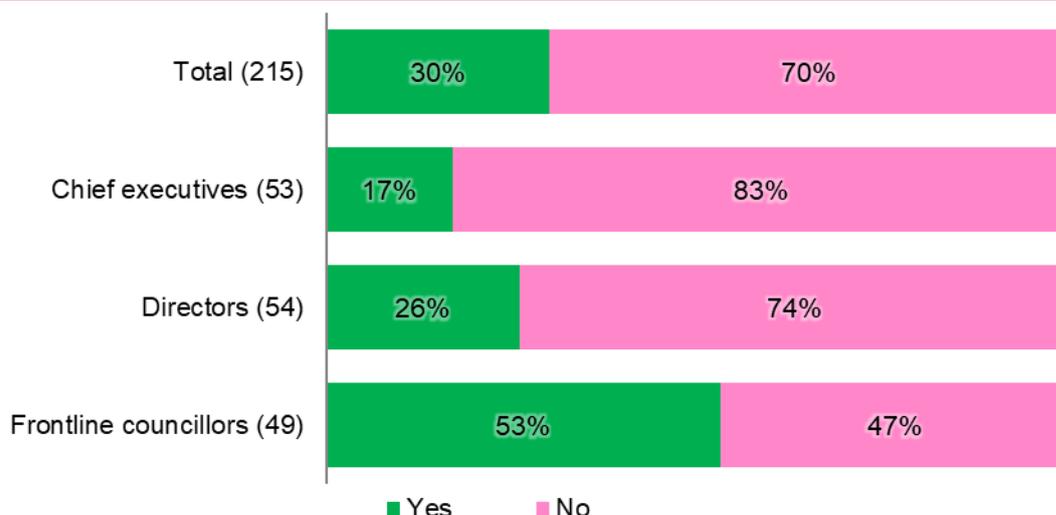
Figure 25a: Overall, thinking about this improvement support to what extent do you think that these have had a positive impact on your authority? (Cross-tabulated by role type) Exc. 'don't know'



7.6 Use of Local Partnerships

Of respondents who had heard of Local Partnerships, and who are aware of whether or not their own council has used any of the services provided as part of it, 30% say that their council had done so. Frontline councillors are most likely to say that their council had used it, with over half (53%) saying it had, but only 17% of chief executives say the same thing.

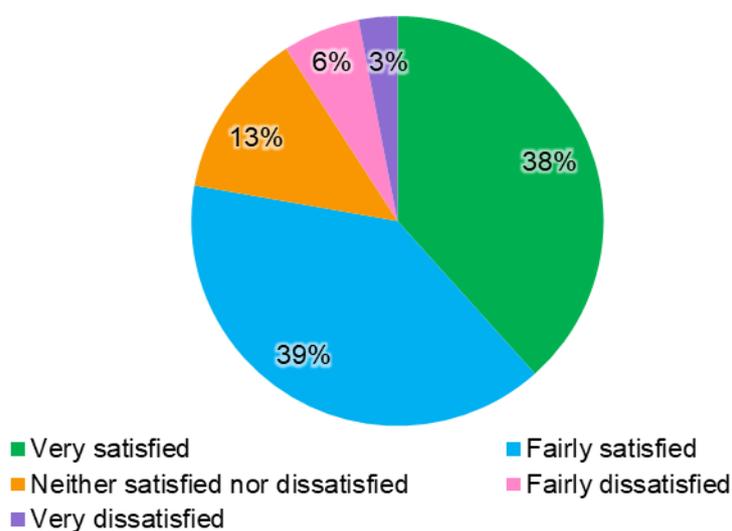
Figure 26a: Has your council used any of the services provided by Local Partnerships in the last year? Exc. 'don't know'



Unweighted bases in parentheses, single response question
 Leaders, Chairs of Scrutiny, Portfolio Holders, Opposition Leaders excluded due to low base
 Source: survey of LGA members

Of those who recall their council using Local Partnerships over three quarters (77%) are satisfied with the services provided. Only 9% say they are dissatisfied.

Figure 19a: How satisfied or dissatisfied are you with the services provided by Local Partnerships? Exc. 'don't know'



Unweighted bases (63)
 Source: survey of LGA members

8 Appendix 2: Standard error

The following table shows the maximum standard error for each of the region and role types considered in this report¹¹.

Category	Number in sample population	Number of interviews achieved	Maximum standard error (%)
Region			
East of England	2,417	123	4.39%
East Midlands	1,778	92	5.08%
London	2,024	94	5.04%
North East	862	41	7.63%
North West	2,427	120	4.45%
South East	3,384	172	3.71%
South West	1,772	90	5.14%
West Midlands	1,666	80	5.46%
Yorkshire and the Humber	1,292	73	5.69%
Amalgamated role type			
Officers	2,548	246	3.03%
Senior councillors	3,325	327	2.63%
Frontline councillors	12,051	306	2.82%
Role type			
Chief executives	312	73	5.13%
Directors	1,846	173	3.62%
Leaders	248	61	5.57%
Leaders of the opposition	566	86	4.97%
Chairs of scrutiny	750	64	5.98%
Portfolio holders	1,849	116	4.50%
Frontline councillors	12,051	306	2.82%
Local authority type¹²			
English county	1,267	57	6.47%
English unitary	3,800	199	3.45%
London borough	2,023	93	5.07%
Metropolitan district	2,654	108	4.71%
Non-metropolitan district	7,861	429	2.35%

¹¹ Please note, the total base sizes for local authority, region and role subgroups are not equal due to some respondents refusing to disclose this information.

¹² The total population size for local authority type is larger than the total population due to the presence of duplicates between local authority types. However, it should be noted that for sampling and analysis purposes, each councillor is only counted once (i.e. they will only be counted in one row in the number of interviews achieved column).

9 Appendix 3: Questionnaire

FOR CATI SURVEYS

Introduction – INITIAL CALLS

Good morning, afternoon, evening. My name is from BMG Research, an independent research organisation.

We are conducting a survey on behalf of the Local Government Association – the LGA – to help them in their role supporting councils.

As you are a key stakeholder of the LGA, we are keen to hear your views. The survey should take 15 minutes to complete. We would really appreciate it if you could take part.

Are you able to take part now, or would you like to arrange a suitable time for me to call you back?

Introduction – WHERE CALLING FOR A SCHEDULED INTERVIEW APPOINTMENT

Good morning, afternoon, evening. My name is from BMG Research, an independent research organisation.

I am calling you, as agreed, so you can take part in the survey we are conducting on behalf of the Local Government Association to help them in their role supporting councils.

The survey should take around 15 minutes of your time. Are you able to take part now, or would you like to arrange a suitable time for me to call you back?

Appointments, assurances, and refusals – USE IF NEEDED IN ALL CALLS

IF WANT TO RE-ARRANGE – CONFIRM TIME AND PHONE NUMBER, THANK AND CLOSE.

SEND ASSURANCE EMAIL IF REQUESTED

IF NEEDED AT ANY POINT DURING INTRODUCTIONS READ THE FOLLOWING ASSURANCES:

Just to confirm, your responses will be treated in the strictest confidence. No individual or authority will be identified in any publications without your consent. BMG Research abides by the Market Research Society Code of Conduct and data protection laws at all times.

You can find out more information about BMG's surveys and what we do with the information we collect in our Privacy Notice which is on our website www.bmgresearch.co.uk/privacy

IF REFUSE TO TAKE PART AT ANY POINT, WHY?

No time/too busy
Don't do surveys
No interest in helping LGA
Other, PLEASE WRITE IN:

Commencing the interview

Please note that this call may be monitored or recorded for training purposes.

Just to confirm, your responses will be treated in the strictest confidence. No individual or authority will be identified in any publications without your consent. BMG Research abides by the Market Research Society Code of Conduct and data protection laws at all times.

You can find out more information about BMG's surveys and what we do with the information we collect in our Privacy Notice which is on our website www.bmgresearch.co.uk/privacy

ASK Can I confirm that you are happy to participate in the survey?

Record on script 'YES'

Thank you for agreeing to take part in this survey.

ARE YOU INTERVIEWING THE ORIGINAL CONTACT? IF NOT, PLEASE CONFIRM JOB TITLE WITH REFERRAL AND CODE ACCORDINGLY:

Officer – Chief Executive
Officer – Deputy/Assistant Chief Executive
Officer – Director/Assistant Director/Head of Communications
Councillor – Leader of the council
Councillor – Deputy leader of the council
Councillor – Cabinet member of the council/portfolio holder
Councillor – Chair of scrutiny
Councillor – Backbench member of the council
Councillor – Leader of the opposition
Other: PLEASE CLOSE

ASK ALL

Q1. How well do you know the Local Government Association (the LGA)?

READ OUT OF SCALE. SINGLE CODE ONLY

Know a great deal about it	1	CONTINUE
Know a fair amount about it	2	CONTINUE
Know just a little about it	3	CONTINUE
Heard of but know nothing about it	4	THANK & CLOSE
Never heard of it	5	THANK & CLOSE
Don't know/ No opinion	6	THANK & CLOSE

ASK ALL

Q2. Which of these phrases best describes the way you would speak of the Local Government Association to other people?

REVERSE READ OUT OF SCALE. SINGLE CODE ONLY

I speak positively about the Local Government Association without being asked	1	CONTINUE
I speak positively about the Local Government Association if I am asked about it	2	CONTINUE
I have no views one way or another	3	CONTINUE
I speak negatively about the Local Government Association if I am asked about it	4	CONTINUE
I speak negatively about the Local Government Association without being asked	5	CONTINUE
Don't know	6	CONTINUE

ASK ALL

Q3. Overall, how satisfied or dissatisfied are you with the work of the Local Government Association?

REVERSE READ OUT OF SCALE. SINGLE CODE ONLY

Very satisfied	1	CONTINUE
Fairly satisfied	2	CONTINUE
Neither satisfied nor dissatisfied	3	CONTINUE
Fairly dissatisfied	4	CONTINUE
Very dissatisfied	5	CONTINUE
Don't know/No opinion	6	CONTINUE

ASK ALL

Q4. To what extent do you agree or disagree with the following statement? The LGA demonstrates value for money.

SINGLE CODE ONLY

Strongly agree	1	CONTINUE
Tend to agree	2	CONTINUE
Neither agree nor disagree	3	CONTINUE
Tend to disagree	4	CONTINUE
Strongly disagree	5	CONTINUE
Don't know	6	CONTINUE

ASK ALL

Q5. Overall, how satisfied or dissatisfied are you with the support that the LGA has provided to help the sector address COVID-19 and its consequences?

REVERSE READ OUT OF SCALE. SINGLE CODE ONLY

Very satisfied	1	CONTINUE
Fairly satisfied	2	CONTINUE
Neither satisfied nor dissatisfied	3	CONTINUE
Fairly dissatisfied	4	CONTINUE
Very dissatisfied	5	CONTINUE
I was not aware of the COVID-19 support provided by the LGA	6	CONTINUE

ASK THOSE ANSWERING Q5 CODE 1-5

Q6. Could you briefly explain why you are [DELETE AS APPROPRIATE: satisfied/neither satisfied nor dissatisfied/dissatisfied] with the support that the LGA has provided to help the sector address COVID-19 and its consequences?

Open response

ASK ALL

Q7. Please tell me how useful or not each of the following LGA activities are to your council or local government as a whole.

RANDOMISE READOUT OF STATEMENTS. REVERSE READ OUT OF SCALE. SINGLE CODE ONLY FOR EACH A-J.

Q7 A Providing a single voice for local government

Q7 B Lobbying on behalf of local government

Q7 C Providing advice and information through the political group offices

Q7 D Negotiating national pay, terms and conditions and providing employment advice

Q7 E Managing local government's reputation in the national media

Q7 F Providing support for councils (for example, peer support, sharing best practice, and training and mentoring for councillors)

Q7 G Providing legal support - securing new burdens funding, legal interventions, and co-ordination of legal action for councils (for example, NHS Foundation Trust claims for business rate rebates and Truck Cartel compensation claims)

Q7 H Providing up-to-date information about local government (for example, 'first' magazine, e-bulletins and website)

Q7 I Providing conferences and events

Q7 J Any other LGA activities you use or benefit from (please specify)

Very useful	1	CONTINUE
Fairly useful	2	CONTINUE
Not very useful	3	CONTINUE
Not at all useful	4	CONTINUE
Don't know	5	CONTINUE

ASK ALL

Q8. How well informed, if at all, do you think the LGA keeps you about its work?

READ OUT. REVERSE READ OUT OF SCALE. SINGLE CODE ONLY.

Very well informed	1	CONTINUE
Fairly well informed	2	CONTINUE
Gives me only a limited amount of information	3	CONTINUE
Doesn't tell me much at all about what it does	4	CONTINUE
Don't know/No opinion	5	CONTINUE

ASK ALL

Q9. How do you generally find out about the work of the LGA?

RANDOMISE READ OUT OF STATEMENTS. MULTI CODE. ASK EACH METHOD ONE BY ONE

LGA Chairman, Cllr Jamieson's e-bulletin	1	CONTINUE
LGA Chief Executive, Mark Lloyd's e-bulletin	2	CONTINUE
Political group offices e-bulletin (from the Conservative, Labour, Liberal Democrat or Independent groups)	3	CONTINUE
Parliamentary bulletin	4	CONTINUE
'first' magazine	6	CONTINUE
'first online'	7	CONTINUE
LGA website	8	CONTINUE
Media work/press releases	9	CONTINUE
Publications (for example 'Build Back Local')	10	CONTINUE
Events and conferences	11	CONTINUE
Face-to-face contact	12	CONTINUE
LGA social media channels (for example, Twitter, LinkedIn, Facebook or YouTube)	13	CONTINUE
Annual membership pack	15	CONTINUE
Other digital content (for example, videos or podcasts) [ANCHOR]	14	CONTINUE
Other e-bulletins (for example, children and young people e-bulletin, finance e-bulletin) [ANCHOR]	5	CONTINUE
Other [ANCHOR]	16	CONTINUE

ASK ALL

Q10. Thinking about the communication methods I just listed, and any others that you might know of, how would you prefer to find out about the work of the LGA?

UNPROMPTED DO NOT READ OUT. CODE UP TO THREE

LGA Chairman, Cllr Jamieson's e-bulletin	1	CONTINUE
LGA Chief Executive, Mark Lloyd's e-bulletin	2	CONTINUE
Political group offices e-bulletin (from the Conservative, Labour, Liberal Democrat or Independent groups)	3	CONTINUE
Parliamentary bulletin	4	CONTINUE
'first' magazine	6	CONTINUE
'first online'	7	CONTINUE
LGA website	8	CONTINUE
Media work/press releases	9	CONTINUE
Publications (for example 'Build Back Local')	10	CONTINUE
Events and conferences	11	CONTINUE
Face-to-face contact	12	CONTINUE
LGA social media channels (for example, Twitter, LinkedIn, Facebook or YouTube)	13	CONTINUE
Annual membership pack	15	CONTINUE
Other digital content (for example, videos or podcasts) [ANCHOR]	14	CONTINUE
Other e-bulletins (for example, children and young people e-bulletin, finance e-bulletin) [ANCHOR]	5	CONTINUE
Other: please specify	16	CONTINUE

The LGA also uses the knowledge, skills and experience in councils to help other councils improve, for example through peer challenges and leadership training for members and officers. This is delivered through the LGA's sector support programme.

ASK ALL

Q11. To what extent do you agree or disagree that sector-led improvement is the right approach in the current context?

READ OUT. SINGLE CODE

Strongly agree	1	CONTINUE
Agree	2	CONTINUE
Neither agree nor disagree	3	CONTINUE
Disagree	4	CONTINUE
Strongly disagree	5	CONTINUE
Don't know/No opinion	6	CONTINUE

ASK ALL

Q12. How useful are the following elements of the LGA's sector support offer for councils?

RANDOMISE READOUT OF STATEMENTS. REVERSE READ OUT OF SCALE. SINGLE CODE ONLY FOR EACH A-F.

Q12 A: Peer challenges and remote peer support to provide an external view on performance

Q12 B: Supporting, coaching and mentoring for members and officers by their peers

Q12 C: Access to good practice to help authorities learn from others

Q12 D: Access to the LG Inform data service, to provide data about the authority and allow benchmarking

Q12 E: Practical support to help councils save money

Q12 F: Training for councillors

Very useful	1	CONTINUE
Fairly useful	2	CONTINUE
Not very useful	3	CONTINUE
Not at all useful	4	CONTINUE
Don't know	5	CONTINUE
Not heard of	6	CONTINUE

ASK ALL

Q13. Overall, thinking about this sector support offer, to what extent do you think that this has had a positive impact on your authority?

REVERSE READ OUT OF SCALE. SINGLE CODE

To a great extent	1	CONTINUE
To a moderate extent	2	CONTINUE
To a small extent	3	CONTINUE
Not at all	4	CONTINUE
Don't know	5	CONTINUE

ASK ALL

Q14. Thinking about the next three years, what new forms of support, if any, would you like to become part of the LGA's sector support offer?

Open response

- Don't know

READ OUT

Local Partnerships is a company, jointly owned by HM Treasury and the LGA, which provides commercial expertise to public sector organisations on planning and delivering complex projects.

ASK ALL

Q15a. Before today, had you heard of Local Partnerships?

SINGLE CODE

Yes	1	CONTINUE
No	2	CONTINUE

ASK THOSE WHO ANSWERED "YES" TO Q15a

Q15b. Has your council used any of the services provided by Local Partnerships in the last year?

SINGLE CODE

Yes	1	CONTINUE
No	2	CONTINUE
Don't know	3	CONTINUE

ASK THOSE WHO ANSWERED “YES” TO Q12b

Q15c. How satisfied or dissatisfied are you with the services provided by Local Partnerships?

REVERSE READ OUT OF SCALE. SINGLE CODE ONLY

Very satisfied	1	CONTINUE
Fairly satisfied	2	CONTINUE
Neither satisfied or dissatisfied	3	CONTINUE
Fairly dissatisfied	4	CONTINUE
Very dissatisfied	5	CONTINUE
Don't know	6	CONTINUE

ASK ALL

Q16. Finally, do you have any other comments about the LGA generally or how you would like the LGA to support you further?

OPEN RESPONSE

--

ASK ALL

Q17a. The LGA would like to use the information collected in this survey to provide targeted support and further information to local authorities. Do you consent to us sharing your responses linked to your contact details with the LGA for this purpose (your responses will remain anonymous in any wider publications, and the LGA will keep your response confidential)?

SINGLE RESPONSE

Yes	1
No	2

ASK ALL

Q17b. The LGA would like to link the responses you provide to information they hold about you and your membership. Specifically, your organisation type, your role, where in the country your authority is based, and your political affiliation. This helps to ensure that we gather and understand the views of a representative mix of authorities and individuals. Do you consent to this information being used in this way?

SINGLE RESPONSE

Yes	1
No	2

THOSE WHO ANSWERED 'NO' AT Q17B

In order to ensure that we speak to a representative mix of stakeholders, I'd like to ask you a few more questions regarding your role and your council. I recognise that you might not wish to give this information, in which case you are free not to answer

Q18. Are you happy to be asked these questions? [IF NECESSARY: You can still refuse to answer any individual question should you so wish]

Yes	1	CONTINUE
No	2	GO TO END SCREEN

THOSE WHO ANSWERED 'NO' AT Q17B

Q19. Could you please confirm your job title / role that you have in your council?

Single code. Probe to precodes

Officer – Chief Executive
Officer – Deputy/Assistant Chief Executive
Officer – Director/Assistant Director/Head of Communications
Councillor – Leader of the council
Councillor – Deputy leader of the council
Councillor – Cabinet member of the council/portfolio holder
Councillor – Chair of scrutiny
Councillor – Backbench member of the council
Councillor – Leader of the opposition
Other: Specify
Refused

THOSE WHO ANSWERED 'NO' AT Q17B

Q20. What is the name of your council?

SINGLE CODE. IF MULTIPLE COUNCILS GIVEN CODE FIRST ONE MENTIONED.

LIST OF COUNCILS	1
Refused	999

THOSE WHO ANSWERED 'NO' AT Q17B

Q21. What type of council is this?

READ OUT. SINGLE CODE.

English County Council	1
English District or Borough Council	2
English Unitary Authority	3
London Borough	4
Metropolitan Council	5
Don't know	6
Refused	7

THOSE WHO ANSWERED 'NO' AT Q17B

Q22. In which region is your council located?

SINGLE CODE.

East of England	1
East Midlands	2
London	3
North East	4
North West	5
South East	6
South West	7
West Midlands	8
Yorkshire and the Humber	9
Refused	10

THOSE WHO ANSWERED 'NO' AT Q17B AND JOB IS COUNCILLOR AT Q19 (4-9)

Q23. Could you please confirm your political party affiliation?

SINGLE CODE.

Conservative	1
Green	2
Independent	3
Labour	4
Liberal Democrat	5
Other	6
Refused	7

Thank you very much for taking the time to answer these questions.

Just to confirm, your responses will be treated in the strictest confidence. No individual or authority will be identified in any publications without your consent. BMG Research abides by the Market Research Society Code of Conduct and data protection laws at all times.

You are in control of any personal data that you have provided to us and the LGA in your response. You can contact us at all times to have your information changed or deleted. You can find out more information about BMG's surveys and what we do with the information we collect in our Privacy Notice which is on our website

www.bmgresearch.co.uk/privacy

10 Appendix 4: Statement of Terms

Compliance with International Standards

BMG complies with the International Standard for Quality Management Systems requirements (ISO 9001:2015) and the International Standard for Market, opinion and social research service requirements (ISO 20252:2012) and The International Standard for Information Security Management (ISO 27001:2013).

Interpretation and publication of results

The interpretation of the results as reported in this document pertain to the research problem and are supported by the empirical findings of this research project and, where applicable, by other data. These interpretations and recommendations are based on empirical findings and are distinguishable from personal views and opinions.

BMG will not publish any part of these results without the written and informed consent of the client.

Ethical practice

BMG promotes ethical practice in research: We conduct our work responsibly and in light of the legal and moral codes of society.

We have a responsibility to maintain high scientific standards in the methods employed in the collection and dissemination of data, in the impartial assessment and dissemination of findings and in the maintenance of standards commensurate with professional integrity.

We recognise we have a duty of care to all those undertaking and participating in research and strive to protect subjects from undue harm arising as a consequence of their participation in research. This requires that subjects' participation should be as fully informed as possible and no group should be disadvantaged by routinely being excluded from consideration. All adequate steps shall be taken by both agency and client to ensure that the identity of each respondent participating in the research is protected.

Stakeholder Perceptions Survey 2021

With more than 25 years' experience, BMG Research has established a strong reputation for delivering high quality research and consultancy.

BMG serves both the public and the private sector, providing market and customer insight which is vital in the development of plans, the support of campaigns and the evaluation of performance.

Innovation and development is very much at the heart of our business, and considerable attention is paid to the utilisation of the most up to date technologies and information systems to ensure that market and customer intelligence is widely shared.