

#FutureComms

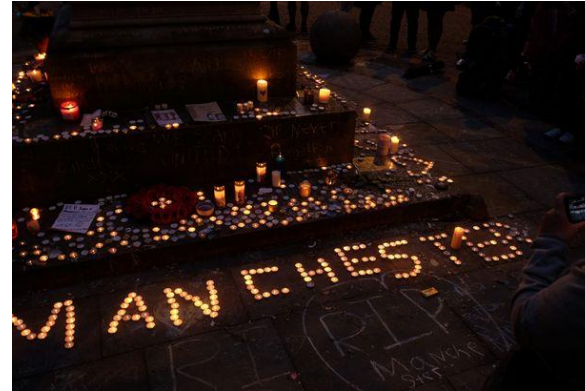
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@mattypn

The context

- The LGA has carried out more than 50 comms peer reviews since 2016 – making more than 500 recommendations
- Common themes have emerged – comms not sufficiently plugged into the council’s leadership, lack of a corporate narrative, under-developed place brand
- Only 35% of heads of comms have a seat at the top table
- Desire from leaders and chief execs to know what ‘good’ looks like

Huge challenges for councils



Changing comms landscape

- Modern comms function more than press releases and publications
 - Today's communicator needs new tools and skills to do the job effectively
 - Need to move on from the traditional silos of 'press', 'marketing' and 'digital' with integrated skills
 - Must understand audiences and advise based on insight and evaluation
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#FUTURECOMMS



www.local.gov.uk/future-comms

- Developed in partnership with LGComms, Solace, and the PRCA
 - 17 sections, 17 leading thinkers, more than 35 case studies
 - More than 4,000 views so far
 - Will be a living resource – regularly updated with fresh ideas and best practice
 - Ongoing work to raise profile with chief execs and leaders
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Discussion

- What would you like to see in #FutureComms?
- Case studies
- What are your main comms challenges?