

# Communications on behalf of the local authority sector



- Highlight & raise awareness of the work of local authorities
- Advocate on behalf of the sector
- Build understanding of what local authorities do
- Demonstrate evidence of best practice
- Provide sectoral responses to media
- Coordinate national responses to emergencies





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- Public-facing brand
- Represents all 31 local authorities
- Used in conjunction with Local Authorities' own brands, LGMA brand or others, where appropriate

# Who are we talking to?

- Citizens
- Elected members
- Ministers
- TDs & Senators
- Community & voluntary sector
- Local authority staff
- State Agencies
- Government Departments
- Business community



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## Where and how?

- Online and social media
- Media – national & local
- Advertising
- Policy papers/submissions
- Conferences and events
- Meetings & face-to-face
- Newsletters & bulletins

# What are we saying?

- Celebrate & highlight local authority work and achievements
- Promote sectoral policy positions
- Updates on local authority initiatives and shared services



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@LASireland

Get stuck in to the new  
[#HealthyIrelandAtYourLibrary](#)  
collection at your local library to  
find out how you can Eat Well,  
Think Well and Be Well!  
[#LoveLibraries](#)



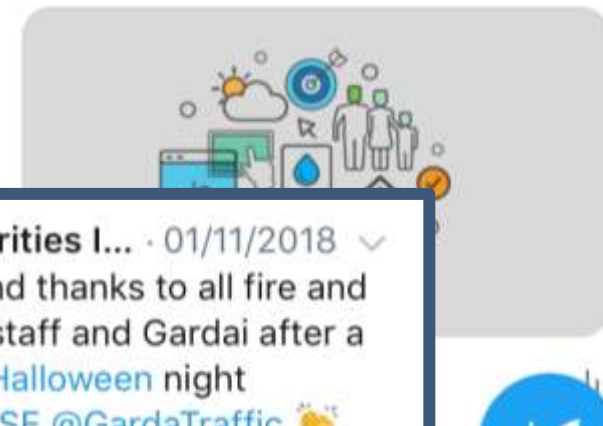
Local Authorities I... · 11/11/2018

The fire service responded to  
32,448 emergency call outs in  
2017. The average time taken to  
mobilise to fire scenes from full-  
time stations was 1 minute 27  
seconds  
Read more from the latest NOAC  
Local Authority Performance  
Indicators Report at [lgma.ie/en/  
news/local-...](#)



Local Authorities... · 08/11/2018

The local government sector  
provides 500 services!  
We are working on a project to  
produce 1 common catalogue to  
better inform the public about local  
authority services and how to  
access them.  
Find out more at [lgma.ie/en/news/  
all-th...](#)



Local Authorities I... · 01/11/2018

[vacanthomes.ie](#) is a dedicated  
website developed by [@MayoCoCo](#)  
for the local government sector.  
You can use the site to let your  
local authority know about vacant  
properties you know of and they  
can follow up to see whether the  
house can be re-used  
[@VacanthomesIRL](#)

Wexford County Co. [@we...](#)

Is there a VACANT HOUSE in  
your area? Give us details and



Local Authorities I... · 01/11/2018

Well done and thanks to all fire and  
emergency staff and Gardai after a  
very busy [#Halloween](#) night  
[@PeopleofHSE](#) [@GardaTraffic](#)

Dublin Fire Brigade [@Dub...](#)

Since 0900 this morning till  
2300 we have received 750+  
"999" calls into our control  
centre

259 ambulance calls



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@LAsIreland



Tune in to [@drivetimerte](#) now to hear [@johncookeradio](#) talking to [@LimerickCour](#) what's involved in getting properties back

22/10/2018, 17:15



7 likes

**localauthoritiesireland** George McDermott, Buncrana Town Gardener and his team have been working on plantings in the town that not only brighten the landscape but also contribute to biodiversity and encourage



Local Authorities I... · 17/10/2018  
[repairmystuff.ie](#) is a national repair directory developed by [@MonaghanCoCo](#) which supports small businesses that offer repair services in their local community - use it to check how you can repair, reuse and reduce your waste!  
[#ReuseMonth](#)



Monaghan CoCo and 5 others



Liked by **sdublincoco** and 6 others

**localauthoritiesireland** What could the cost of bonfire clean up do for your community? Last year one local authority alone, South Dublin County Council, spent approximately



# #OurCouncilDay

302,312 Potential impressions

**FingalCountyCouncil** @FingalCoCo

Notice: There will be signals on the Airport Wednesday night 11th April at 9pm into Thursday morning 4am, reducing the roundabout by one lane. See details attached

#OurCouncilDay



Notice regarding works at Airport Roundabout

There will be works on the traffic signals on the Airport Roundabout on Wednesday night 11th April at 9pm into Thursday

Traffic Management reducing the roundabout lane with signals

**Cork County Council** @CorkCoCo

Tourism is now the 2nd largest industry in Ireland - we market Cork as a must see visitor destination, whats not to love!

#OurCouncilDay



**Fingal Heritage** @FingalHeritage

#Bremore Castle is another important Heritage Property managed by Fingal County Council

#OurCouncilDay



**Dublin Fire Brigade** @DublinFire

An essential part of our service is Administration Support. They provided HR, Finance, Communications, Business Intelligence amongst general administration work essential to the running of a large brigade

#ourcouncilday



**Bray Municipal District - Wicklow Co...** @BrayTCouncil

We all have a role in keeping our town, our neighbourhood and our street clean. so please use the bins provided or simply take your rubbish with you

#DontBeATosser #KeepOurTownTidy #OurCouncilDay



**Bray Municipal District - Wicklow Co...** @BrayTCouncil

Our clean team @BrayTCouncil do a fantastic job keeping our streets, beaches and parks clean and are supported by many the voluntary groups like Bray Tidy Towns & @Bray\_Coastcare. Thank you!

#KeepOurTownTidy #OurCouncilDay



**Cork County Council** @CorkCoCo

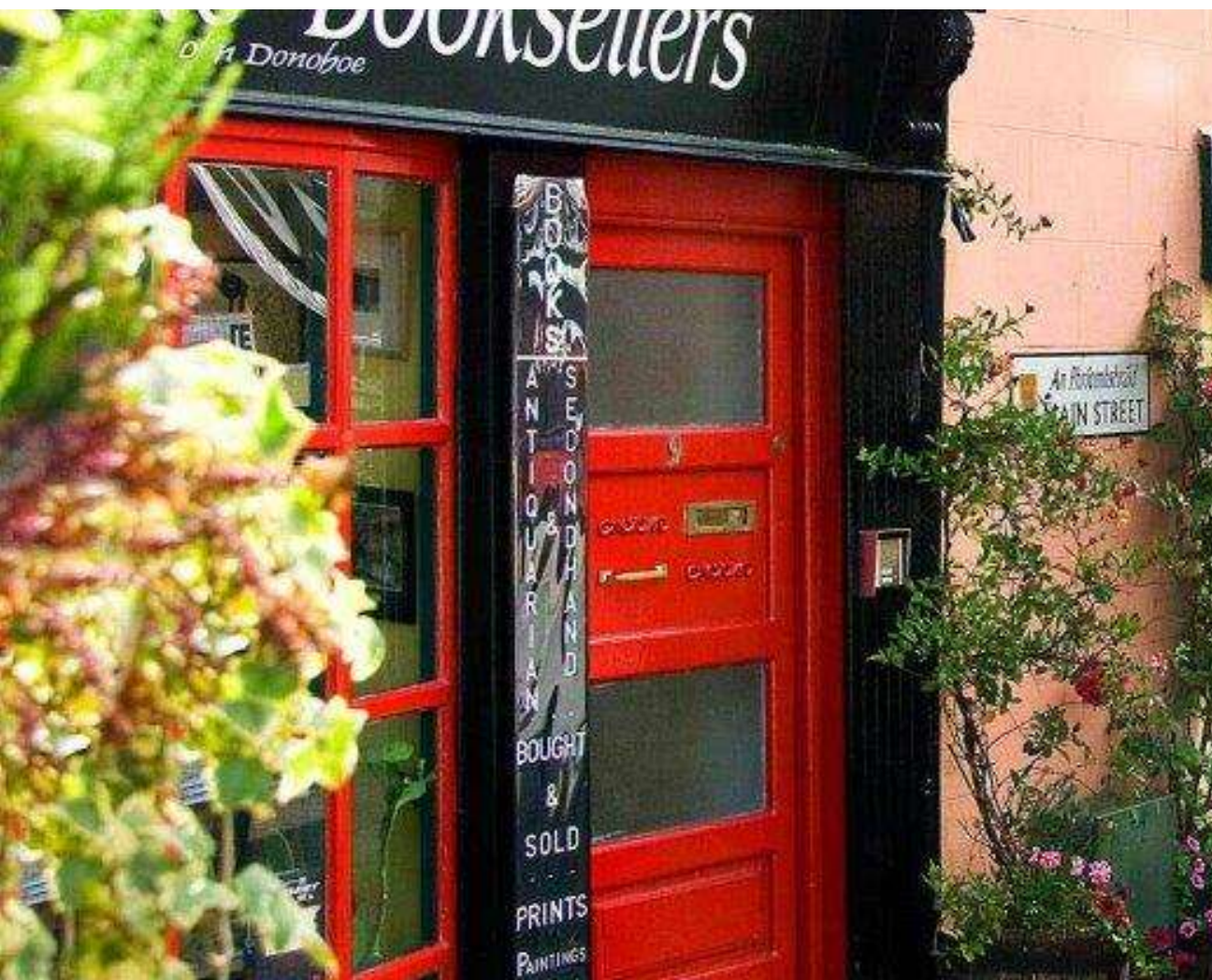
Here at Cork County Council we serve a population of 416,000, have the largest democratically representative body outside of Dublin and over 2,000 staff

#OurCouncilDay





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## How are we guided?

- Communications Network with communications officers from 31 local authorities
- Communications Working Group



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# Communications Strategy & Plan for 2019





It's Your Council  
#YourCouncil





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## External events

- 120<sup>th</sup> anniversary of local government
- Local government elections

## Internal plans

- Service Catalogue
- People Strategy



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- Work of local authorities
- Range of services
- Influence on improving areas and communities.
- Areas of responsibility
- How function
- Committed staff
- How decisions are made
- How public can interact



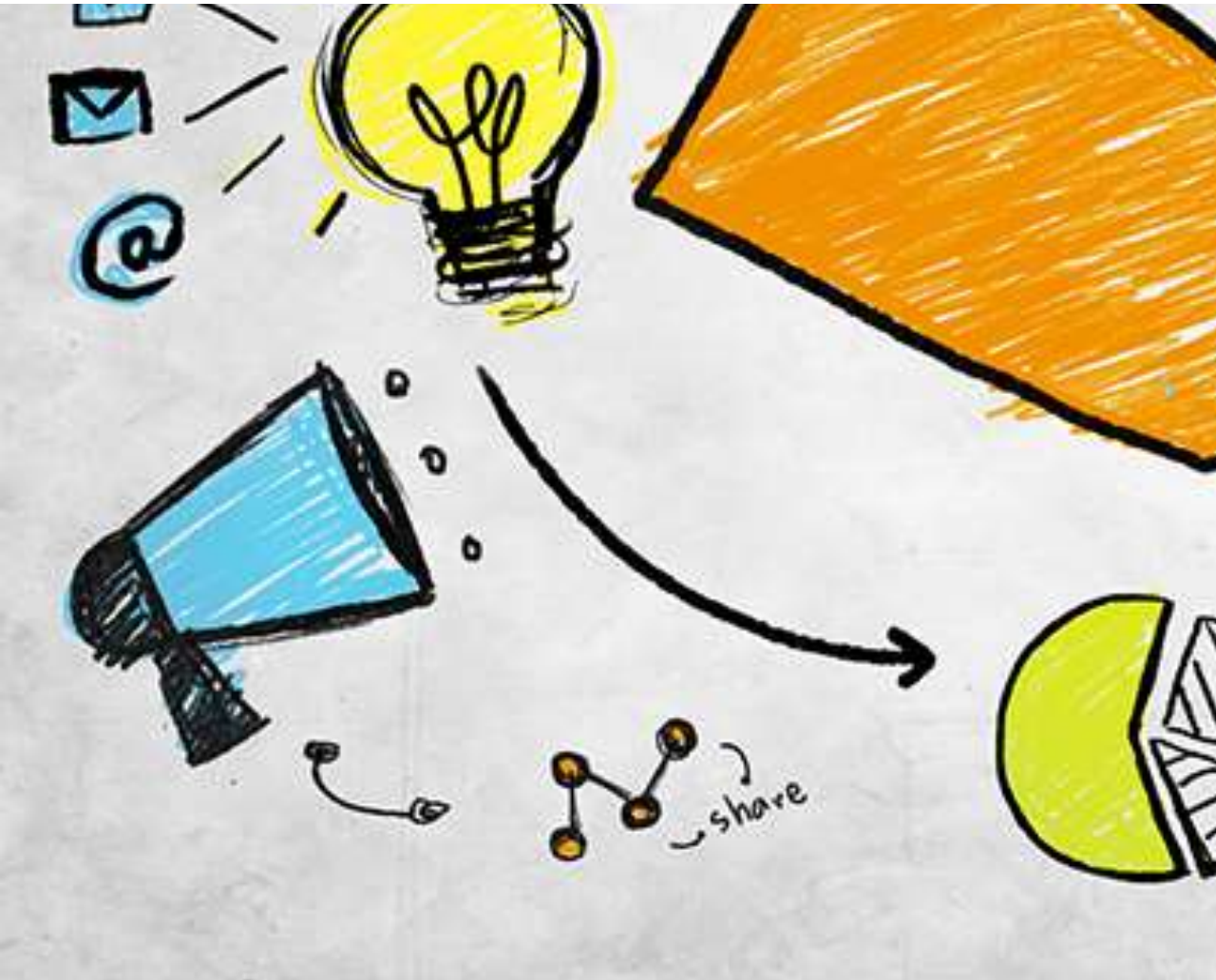
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- Ongoing support for local authority communications
- National campaigns for new initiatives, policy issues, etc.
- Peak focus campaigns and actions



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## Brand development

Develop the Local Authorities Ireland brand

Integrate to the 'It's Your Council' campaign materials + consistent in all future materials.

Catalogue existing and planned shared services projects – implement shared identity



## Online development

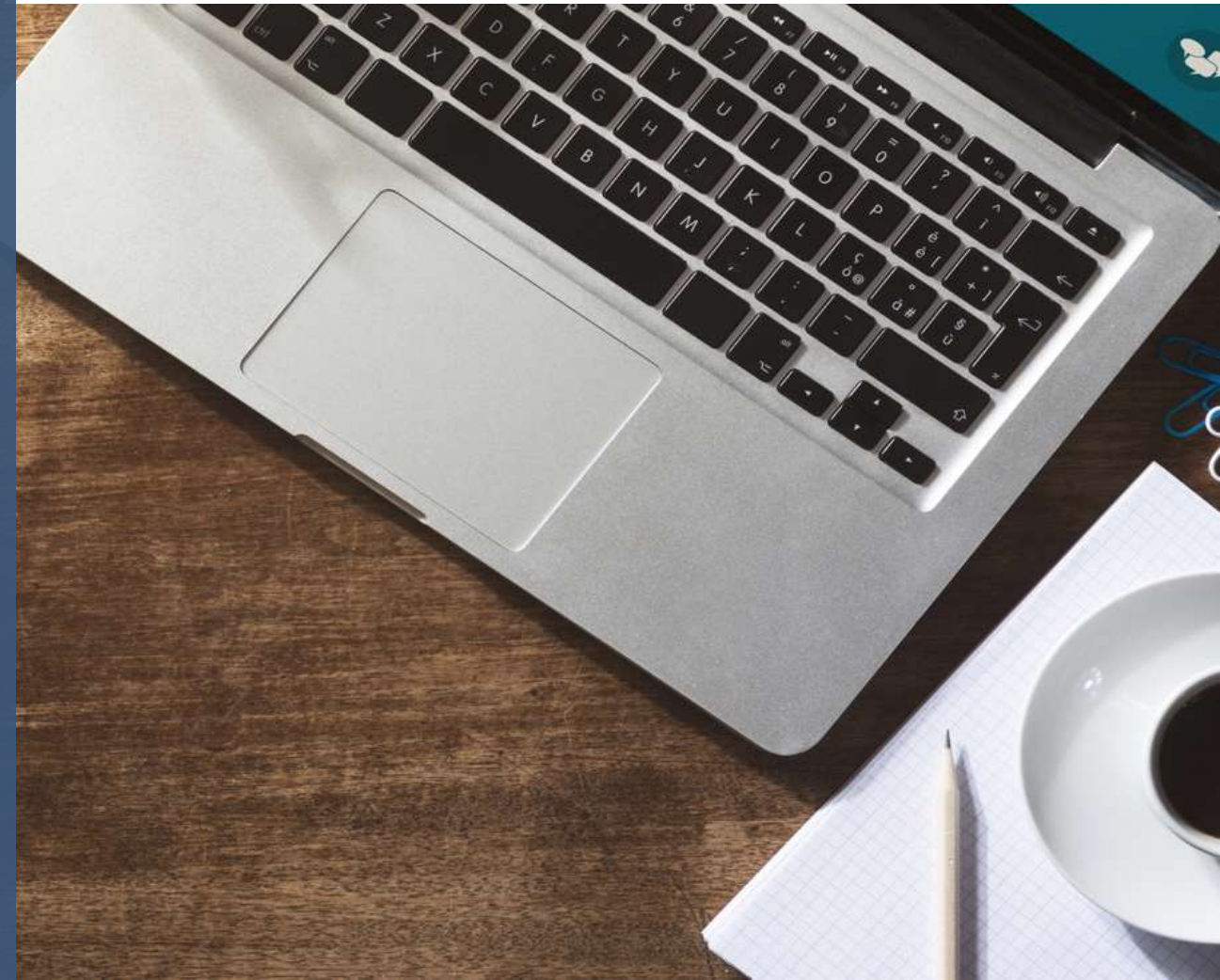
Redevelopment of LocalGov.ie

Ultimately, central source of information on local authorities and host of Service Catalogue

Provide access to other shared service sites, data, etc. along with general information on local authorities



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# Libraries repositioning

- New Libraries Strategy
- Phasing out of library fines
- Open libraries
- Digital equipment
- New website

Media, PR, features

Video

National and local advertising

Online and social media

## Video content

Available to local authorities for use in-house screens, online, advertising

Showcase what local authorities do – informational

How local authority services impact on daily life – big life events and everyday



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## People strategy

Employer of Choice

Support recruitment & retention.

Dual purpose - promote the value of those working for local authorities & what they do to public

[LocalGovernmentJobs.ie](http://LocalGovernmentJobs.ie)  
redevelopment



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## 120<sup>th</sup> Anniversary

Collaboration with  
Department of Housing,  
Planning and Local  
Government & the AILG on  
a campaign to celebrate the  
anniversary of local  
government

Achievements and  
responsibilities



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## Local Elections

- Encourage voter registration
- Highlight local authorities' role in maintaining the electoral register
- Importance of local government & local initiatives
- Explain how elected council interacts with local authority

# Tourism

Tourism Conference March

Showcase tourism initiatives  
and best practice

Role in place-making,  
heritage and environment.

Media/PR, feature  
development, video and  
social media content.



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## Ploughing

Bring together aspects of  
#YourCouncil campaign

Direct engagement with  
public

Expand the number of  
local authority staff

Showcase / launch  
e-Planning system





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## Performance Indicators

Highlight achievements of the sector.

Concrete statistics translated to real impacts

Graphics and imagery to illustrate the most positive aspects of the report.



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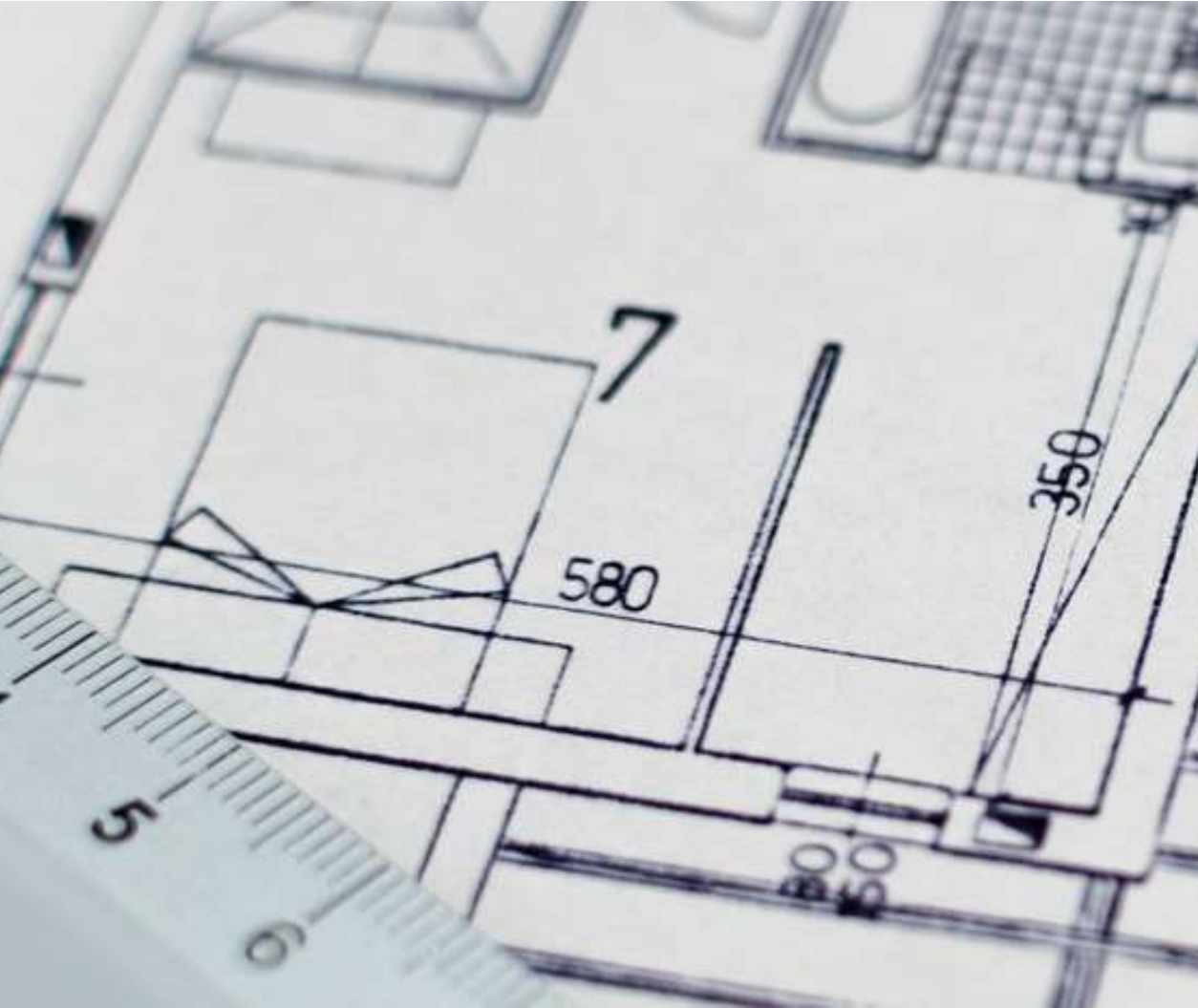
## Planning focus

New e-planning system provides an opportunity to promote councils' work in planning and development

Promotion campaign – conference/event, guide to the planning system, showcase exemplar staff



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## Research and advocacy

LGMA research projects on housing and climate prioritised in 2019

Provide opportunities for proactive policy focus/advocacy/media engagement

A large crowd of people is shown from the chest up, with their hands raised in a gesture of participation or agreement. The background is slightly blurred, focusing attention on the hands in the foreground. A green rectangular box with a white border is centered over the image, containing white text.

It's Your Council  
#YourCouncil