

Communicating in the political environment

LGcomms Academy 2023

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Thursday 9 November 2023

The current context

- More than 100 councils in No Overall Control
- Many authorities led by multi-party groupings
- LGA under new political leadership
- Local elections next year will bring more political change and uncertainty
- Growth of elected mayors and combined authorities changing the local government landscape
- General Election on the horizon

Member/Officer relations



The legal requirements

- Important all teams are across the [Code of Recommended Practice on Local Authority Publicity 2011](#)
- Be prepared for the pre-election period
- Updated LGA guidance in the New Year
- Your council's Code of Conduct sets out the formal basis for the relationship between officers and members

Navigating choppy waters

- Uncertain times can be unsettling – but you’ve never been more relevant
- ‘Comms needs to be front of the queue post-election’ – but the planning needs to start now
- Manifesto mapping
- Be prepared to forge new relationships

Post-election

- Comms has a role to play in bringing calm and order
- You're not there to defend the past – even if it feels like it
- Support for new councillors – walk in their shoes
- Show your worth, but be patient
- Be clear what your team is there to do – and not to do
- Shape the narrative
- Be prepared to move into the public affairs space

Help is at hand...





Further reading and resources

[Publicity Code](#)

[LGA pre-election period guidance](#)

[LGA workbook on member/officer relations](#)