



*Local Government Association*

# It's only a Recession – “Don't Panic!”

Cllr Richard Kemp,  
European & International Portfolio Holder, LGA

promoting better local government

# The Roles of Local Government

- To seize the opportunity to make our councils as efficient as possible and defend front line services
- To minimise harm to individuals and prepare them for the up turn
- To minimise harm to commerce and industry and prepare them for the up turn

## To make our councils as efficient as possible and defend front line services

- Lead your community – don't just react to events
- Reduce back office costs
- Innovate new partnerships with private, third sector and other authorities
- Prioritise essential (front line) services
- Move resources to meet recession challenges

## To minimise harm to individuals and to prepare them for the up turn

- Maximise benefit take up
- Expand volunteering
- Extend training programmes
- Arrange diversionary activities
- Holistically target most needy families
- Gear up social services and social housing

## To minimise harm to commerce and industry and prepare them for the upturn

- Support struggling yet viable companies
- Look ahead to employment opportunities of the future
- Expand training opportunities for future employment
- Market the opportunities of our areas
- join up the public sector responses to the problems and opportunities

## To dream dreams for our areas

- Have a clear vision for our area
- Develop strong plans to arrive at that future
- Provide hope for those that need it

*“If you don’t have a dream, how you gonna have a dream come true?”*

*South Pacific*