



Japan Local Government Centre, London

Monthly Report for July 2010 (England) – Local Government Group branding

At its 2010 annual conference in Bournemouth, the Local Government Association unveiled the new brands for the constituent organisations which make up the Local Government Group (or LGA Group). It says the move was designed to enable its branding to *“give more clarity to councils about what [it] can offer; deliver better value for money; consolidate and ensure efficiency savings; and develop a stronger position with more direction and the ability to exert more influence on government departments.”*

Old name	New name	New abbreviations
Local Government Association Group (LGA Group)	Local Government Group	LG Group
Local Government Association (LGA)	Local Government Association	LGA or LG Association
Improvement and Development Agency (IDeA)	Local Government Improvement and Development	LG Improvement and Development
Local Government Employers (LGE)	Local Government Employers	LG Employers
Local Authorities Coordinators of Regulatory Services (LACORS)	Local Government Regulation	LG Regulation
Leadership Centre for Local Government	Local Government Leadership	LG Leadership

There have been several previous attempts to consolidate and rebrand the various organisations as one unified Local Government Group, though after the last such review in 2008 the plans were vetoed by the then Local Government Minister John Healey, as the Department for Communities and Local Government part funds the group from a ‘top-slice’ of the Revenue Support Grant.

The Local Government Association was formed in 1997 from a merger of the Association of County Councils, the Association of District Councils and the Association of Metropolitan Authorities. In 2007, the Local Government International Bureau (which also handled international affairs on behalf of the Scottish and Northern Irish local government associations) was folded into the LGA

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(as the European and International Unit) following an independent review into its functions.

The Improvement and Development Agency was formed in 1998 as the successor to the Local Government Management Board and provides advice and support to local authorities on improvement and performance issues on a national and regional basis, as well as promoting knowledge and best practice exchange.

Local Government Employers (LGE) was formed in 2006 when the former Employers' Organisation (EO) was disaggregated between it (as a subsidiary of the LGA) and the IDeA following a review into its operations and efficiency. LGE acts as the employers' side in the National Joint Council for Local Government Services, the pay bargaining structure for local government in England. It also provides HR consultancy to local authorities.

Local Authorities Coordinators of Regulatory Services (LACORS) is the local government central body responsible for overseeing local authority regulatory and related services in the UK (not only England). Its activities cover trading standards, food safety, animal welfare, licensing, gambling, environmental protection, health and safety and private sector housing.

The Leadership Centre for Local Government was formed in 2004 on the initiative of the then Local Government Minister Nick Raynsford following his Leadership Development Commission in order to promote better local leadership and put in place a national strategy. The centre acquired charitable status in 2008 (though remains hosted by the LG Group) and in addition to its political development role was heavily involved in the modelling of the Total Place agenda.

Local Partnerships is not affected by the rebrand and will retain its name and logo. Local Partnerships (formerly the 4ps organisation) was formed as a joint venture between the LGA and Partnerships UK (formerly the Treasury Taskforce, now part-privatised) in 2009 to advise and guide all public private partnerships at the local level. However, PUK's interest will shortly transfer to HM Treasury.

Finally, the LG Group has announced that is on course to save £18.2m in efficiencies over the next decade through its outsourcing contract with Liberata. The organisation entered into a partnership with Liberata Ltd two years ago to outsource its Finance, Human Resource administration, IT, Facilities Management, Customer Services, and Design and Print departments. The Group's contract is on a fixed price basis, which reduced over the first three years. The 10 year contract will be delivered at a fixed price of £82.8m, providing savings of £18.2m over the full term, net of price inflation. Savings to date compared with the in house provision are £1.25m.

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