

THE LOCAL GOVERNMENT INFORMATION UNIT

NEWS RELEASE
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That's A-MORI!

The Local Government Information Unit (LGIU) has been boosted by new polling research showing that the local democracy think tank's services are rated highly by nine out of ten of its members.

Leading opinion researchers MORI interviewed the leaders and chief executives from a representative range of 100 local authorities in England, including a mixture of those affiliated and not affiliated to the LGIU. Sixteen in-depth and 100 quantitative interviews were carried out over the summer and presented to the LGIU by MORI's Ben Page in September.

Key findings from MORI's research included;

- 96 per cent of LGIU members are satisfied with the services provided by the organisation, evenly split between those 'very' and those 'fairly' satisfied. Only one affiliated council was "fairly dissatisfied" and no-one at all was "very dissatisfied". 93 per cent of LGIU member councils had a 'favourable' view of the LGIU, with only one member council having an 'unfavourable' view.
- 90 per cent of LGIU members were very or fairly 'satisfied' with the LGIU's policy briefing service. This compared with 84 per cent of all local authorities interviewed who were 'satisfied' with the briefing on national policies affecting local government provided to their council by external organisations generally.
- 57 per cent of council respondents who claimed to know at least something about the LGIU agreed that the "LGIU provides leading edge thinking about the issues facing local government", with only 17 per cent disagreeing.
- 48 per cent council respondents who claimed to know at least something about the LGIU disagreed with the statement that "the LGIU is too left wing", compared to 24 per cent who agreed. Similarly, 45 per cent disagreed with the statement that the "LGIU is too old-fashioned", with 16 per cent agreeing.
- The awareness and approval ratings recorded amongst councils placed the LGIU in the company of much larger organisations. 64 per cent viewed the LGIU very or fairly favourably. Subtracting the 8 per cent with a very or fairly 'unfavourable' view of the LGIU, the LGIU's net score was 56 per cent. This compared with 78 per cent who had a very or fairly 'favourable' view of the Local Government Association (LGA), with 7 per cent very or fairly 'unfavourable'; and 21 per cent who had a very or fairly 'favourable' opinion of the New Local Government Network (NLGN), with 11 per cent very or fairly 'unfavourable'. These gave net favourability ratings of 71 per cent and 10 per cent for the LGA and NLGN respectively.

The evidence from MORI's research has been echoed in a spate of new affiliations to the LGIU in recent weeks, which have included councils in Plymouth, Torbay,

Hammersmith and Fulham, and the counties of Northamptonshire and Suffolk; and follows news that the LGIU has been reaccredited as an 'Investor in People'.

Dennis Reed, LGIU Chief Executive, said: "It is very encouraging how much the LGIU's member local authorities value our services, our promotion of best practice and innovation in councils and our advocacy for the cause of local democracy. The overall impression is that the LGIU punches well above its weight within the local government community.

"The MORI research also indicates what our colleagues in local government want from us in future in terms of the content of our services and the methods of delivering them. Above all, they want the LGIU to be a strong voice for good local government and decentralisation."