



Local Government Association

Closer to People and Places

Effective Public Engagement

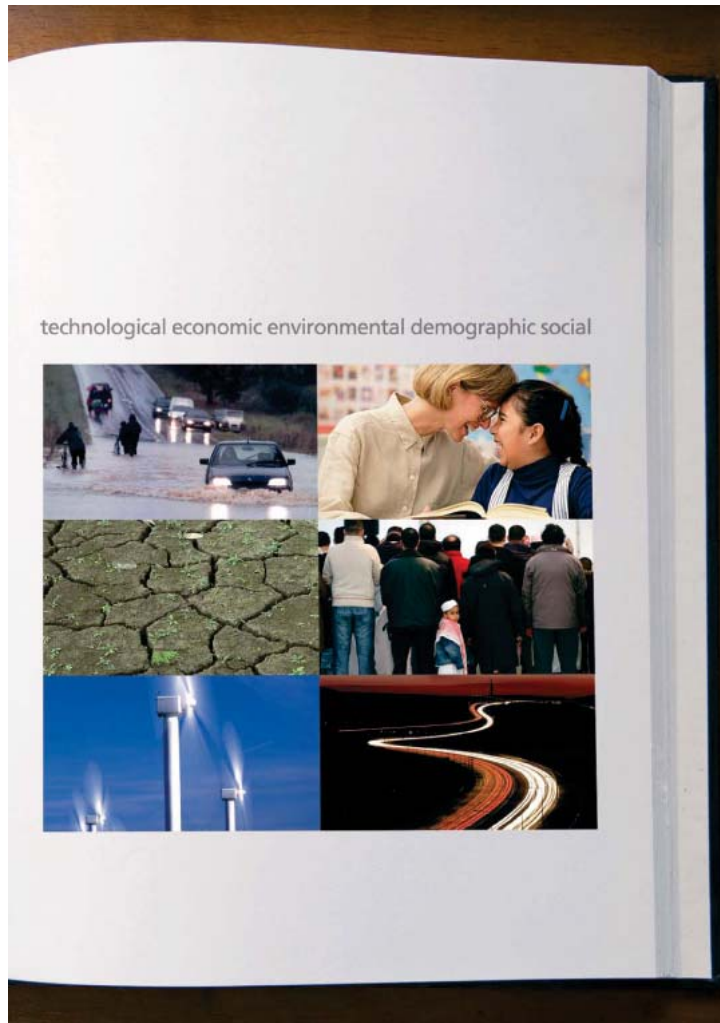
20 November 2006

Paul Coen

Chief Executive, LGA



The challenges ahead



- Global competition and technological change
- Higher expectations of public services
- More diversity – social, age, etc
- Unless we act, continued erosion of trust in politicians and politics



**There is nothing sacred
about local as against
central. It just happens
to work better because it
is closer to the user**

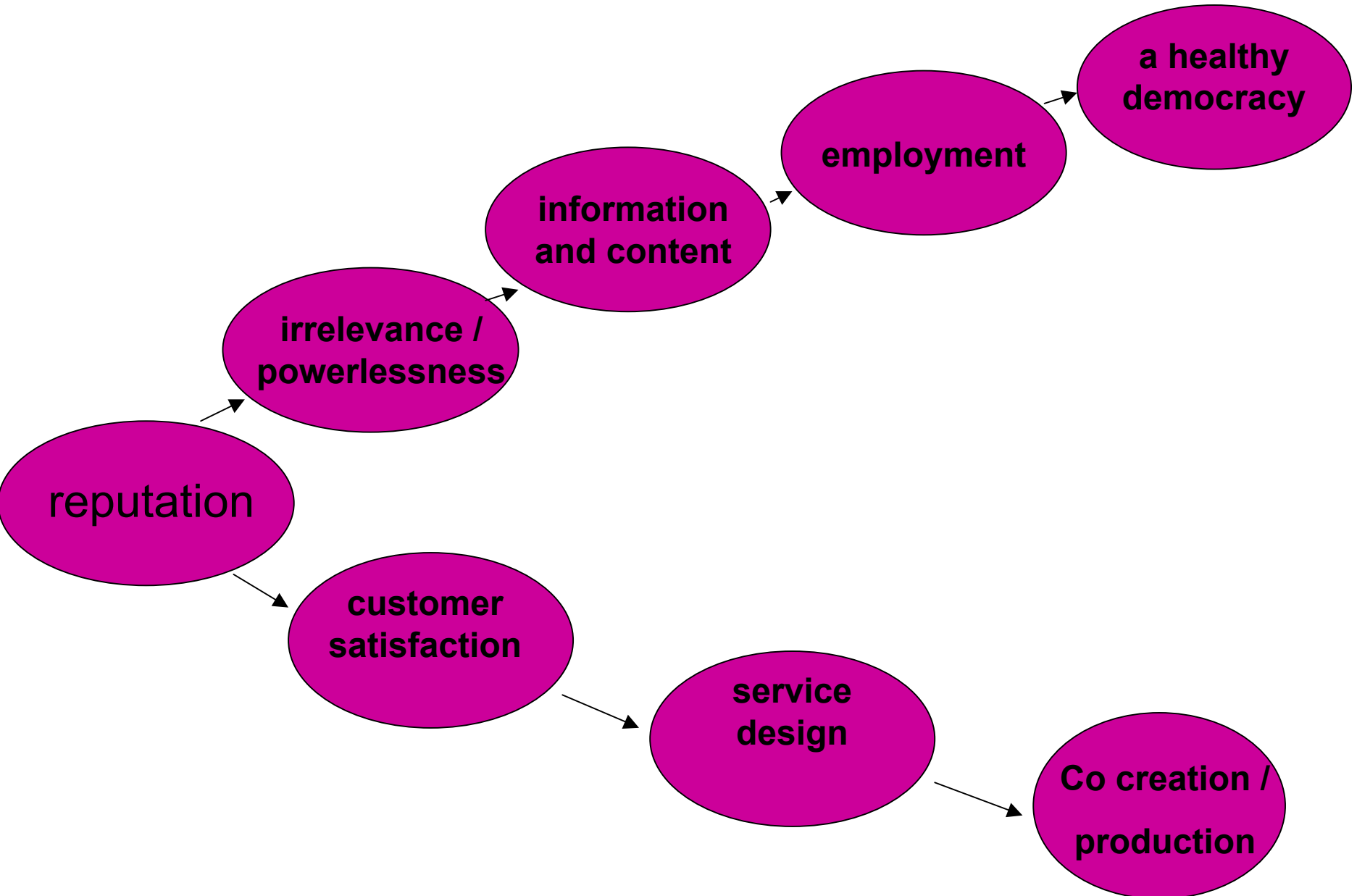
Simon Jenkins, The Guardian, 3 May 2006

**...to make
that
closeness
work we
must engage
effectively**

why public engagement matters



Local Government Association



some of the challenges of engagement



Local Government Association

- to sectoral values and principals
- to the electoral mandate
- to policy of practice standards
- to resources and skills