

# 2021

Highlights of what we've achieved for you...

## Increased awareness of place-based response to Covid-19

Championed place-based recovery strategies by local authorities across the UK. We raised the profile of this work through publication of an interactive map highlighting the emerging picture of the fantastic work by local authorities.



## Strengthened links across the public sector

We have taken up positions with key stakeholders including the **Institute of Government & Public Policy** and the **LGA**, to expand the influence of work with of our members.



## Improved membership engagement

Created a dedicated two-way dialogue between headquarters and membership through a series of Focus Groups. This has allowed members to feedback in detail thoughts on the society and how it can develop. We will continue this commitment in 2022.

## Brought members key insights from the private sector

We have worked with 42 organisations to showcase best in practice delivery, in areas including diversity and inclusion, leadership, and service design.

## Held our third annual Alumni event

Building on from 2020, we had **nearly 200 attendees** at our celebration event for those who became Leadership Academy alumni this year.

## Better targeted communications

Added a member account section to the website, increased communication through Teams channels, provided themed messages on topics and events of interest, and produced a monthly newsletter.

## Supporting accessibility

Held our first ever accessibility event in February, which included a sign language masterclass. Launched the **Digital Accessibility Maturity Assessment (DAMA)** for members to easily work out their organisation's position on accessibility.

## In Our View Focus

Reported on each Share National event, producing an In Our View Focus, capturing the content from the sessions which was sent to members and made available on the website.

## Links to central government and strategic partners

Directors **Martin Ferguson** and **Nadira Hussain** continued to engage with central government, NHS organisations and strategic partners, including the LGA and Solace, to raise the profile of our people and place-based approach to public services design.

## Post-Covid recovery

We launched this new policy theme at our President's Conference with further coverage at our Share National event in September. Building on the 'doughnut economics' framework, we developed a model approach to ethical, digital place-making, supported by a review of emerging local authority strategies and plans.

## Revamped resource hub

An improved resource hub was launched to provide a 'one stop shop' of content including case studies, webinars, research and policy briefings.

**19** individual publications published in 2021

## Our digital trends policy briefing launched in January 2021

Gave members a detailed review of the upcoming tech and was supported later in the year with a new report focusing on the crucial part local government has to play in the development of a national framework for digital identity solutions.

## St George's House symposium

Hosted a select group of academics, public sector leaders and figures from business to discuss what is required to build 'Resilient People, Resilient Communities & Resilient Places'. Output will support members with their place-based plans in 2022.

## Leadership Academy

We have successfully run...

**21** programmes

in which more than **170 members** have taken part.

We have delivered **customised training sessions** including **one Empowering Women** programme and **eight Managing & Motivating Remote Teams** workshops.

Leadership programme manager **Aidan Matthews** delivered **more than 100 hours of coaching** (combined) during Top Talent and Empowering Women.



Nearly **70 delegates** completed the Return To Work – ICT programme we ran in partnership with the LGA.