



Model of Influence

LGPA offers clients a simple but effective 3 step model for lobby campaigns

1

Building Your Case

Successful campaigns are won only from a foundation of unimpeachable evidence and arguments. LGPA works in partnership with leading research organisations to help clients formulate a convincing case that is impossible to ignore.

We recognise that councils may need to build expertise and capacity within specialist areas, such as the Census or population measurement, in order to influence policy or processes. Our inquisitive model of research and expertise in local government issues means we can build a case that is highly persuasive and tailored to individual needs.

2

Support from Key Allies

We recognise that in order to help councils deliver their case for change we need to attract support from key influencers.

We work closely with the organisations that carry weight in specific policy areas. LGPA organises set piece events for clients providing platforms for leading opinion formers to examine issues and lend credibility to lobby positions.

Engagement, research and building credible policy alternatives with key allies helps our clients to win support and help influence policy decision makers.

3

Winning the Debate

Strong, evidence based cases in pro-active lobby campaigns can influence policy decisions. However, where there is a need to campaign publicly on issues we use our excellent relationships with key media contacts to win the public debate.

Over 10 years of local government public relations expertise means we know the right people in the most effective media outlets to speak to about our clients' lobby issues. We work closely with clients to position their causes in the public arena at a pitch that will deliver the right results for them.