

first

first is the flagship publication of the Local Government Association (LGA). It is essential reading for around **18,300 councillors and chief executives** – the decision makers in local government – in the LGA’s member councils in England and Wales. It is delivered free each month to named individuals and provides updates on the LGA’s work, as well as news, features and political comment reflecting current issues facing the local government sector.

Local authorities were expected to spend around **£94.5 billion** on more than 800 vital services for residents and business in England in 2017/18, plus a further £23.8 billion on capital expenditure.

Councillors make decisions about services, agree the council’s budget, and sign off its policy framework. They also act as regulators, dealing with planning applications and licences for pubs and restaurants, and ensuring that businesses comply with the law.



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COUNCIL SPENDING

Total revenue spending – **£94.5 billion**

Housing and planning – **£2.6 billion**

Highways and transport – **£4.2 billion**

Children’s social care – **£8 billion**

Adult social care – **£15.6 billion**

Environmental services (including waste) – **£5.1 billion**

Total capital spending – **£23.8 billion**, including **£16.2 billion** on new construction and conversion, and **£1.5 billion** on vehicles, plant equipment and machinery

All figures are for local authorities in England 2017/18. Sources – ‘Local authority capital expenditure and receipts, England: 2016-17. Provisional outturn & 2017-18 forecast’, and ‘Local authority revenue expenditure and financing: 2017-18 budget, England’, both from the Department for Communities and Local Government

OUR READERS

18,200
circulation

Primary audience:
councillors and chief executives

62%
have additional responsibilities as a councillor



68% are male
32% are female

25%

have brought a product/service to their council’s attention after seeing it in **first**

42% earn over **£35,000**

SECONDARY AUDIENCE:

stakeholders, MPs, peers, other parts of the public sector, lobbying organisations and staff at the LGA

71% have children or grandchildren

12
issues per year

70%
regularly read **first**

60%
donate to charity once a month or more

FIRST IS THE HIGHEST CIRCULATING MAGAZINE IN THE MARKET
Our readers are influential in local government and read **first** diligently

Rates and mechanical details

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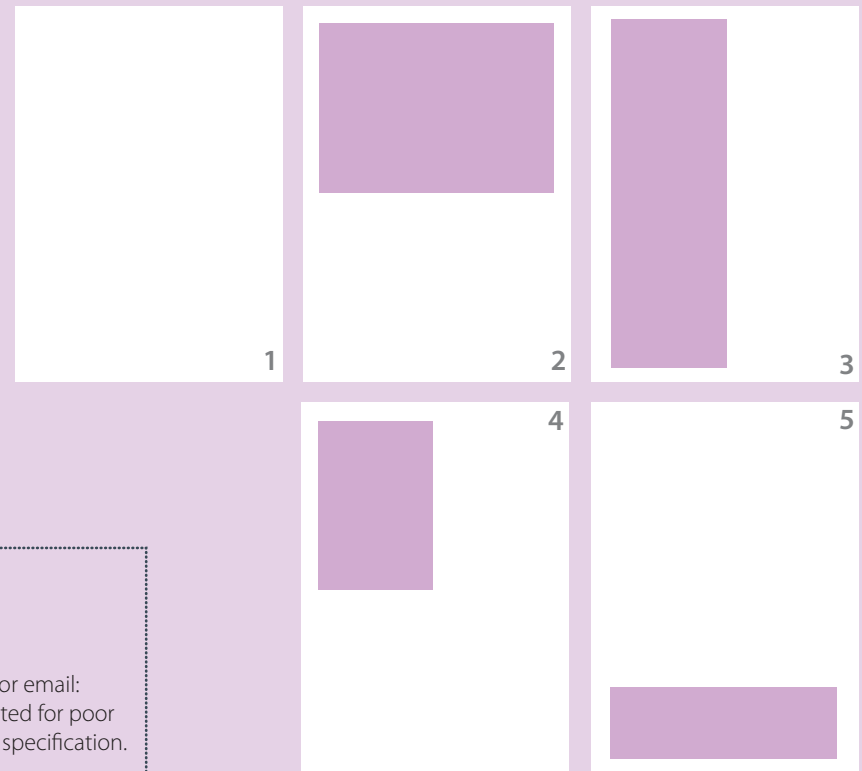
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first features list

The LGA works with councils to support, promote and improve local government. Its policy priorities for 2018 include **inclusive economic growth, jobs and housing; children, education and schools; adult social care and health; devolution; funding for local government; and Brexit.** Consequently, stories on these issues will feature regularly in **first**. Other subject themes are listed below, by edition, but are subject to change – so please contact us for the latest up-to-date information.

May 2018 (published 26 April)

Christmas markets, taxi licensing, data protection, local elections

June 2018 (published 24 May)

Culture-led regeneration, national parks, protecting vulnerable adults, local elections

July 2018 (published 28 June)

LGA annual conference and innovation zone, scams awareness/consumer protection, social care

August 2018 (published 26 July)

LGA annual conference, National Parks Week, social care, allotments, play day

September 2018 (published 23 August)

LGA at the party conferences, Liberal Democrat party conference, school funding

October 2018 (published 20 September)

Labour and Conservative party conferences, centenary of 1WW armistice, adoptions, public health (stop smoking)

November 2018 (published 25 October)

Centenary of partial women's suffrage, gritting and winter weather, children's services and education, adult social care, National Recycling Week

December 2018 (published 29 November)

Finance and funding (Autumn Budget), children's mental health, adult and children's services

January 2019 (published 10 January, tbc)

Finance and funding (provisional local government finance settlement), housing, licensing, libraries, fair trade

February 2019 (published 31 January, tbc)

Housing, public health, children's mental health, culture, tourism and sport

March 2019 (published 28 February, tbc)

Housing, fire and rescue services, finance and funding (final local government finance settlement), National Apprenticeship Week, consumer protection

April 2019 (published 28 March, tbc)

Finance and funding (Chancellor's Spring statement), homelessness

