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MPs BRAND LOCAL AUTHORITIES "UNFAIR" ON CHARITIES

- AS 'COMPACT' DEBATED AT EVERY LEVEL; & AS UK'S FIRST ROLLING SURVEY INTO WHAT LAs THINK ABOUT CHARITIES IS ANNOUNCED

Whilst almost all (96%*) MPs polled agree - 55% *strongly* - that "charities and voluntary and community groups in [their] constituency are a vital force for creating a better local community", scarce *half* (53%) think that "Local Authorities treat charities and voluntary and community groups in [their] constituency fairly" - with *under* half (49%) of all Labour MPs quizzed believing so.**

* Party breakdown - 97% Tory; 95% Labour; 100% Lib Dem. ** Party breakdown - 63% Tory; 49% Labour; 55% Lib Dem.

Moreover, **almost a quarter (23%) of all MPs overtly disagree with the statement; with another quarter (24%) ambivalent or "don't know".**

This poll of a representative cross-section of over 150 MPs, comes as a sector-wide debate rages about the effectiveness of COMPACT, both nationally and locally; and the same day leading not for profit sector think tank and research consultancy, nfpSynergy announces a pilot monitor that will - *for the very first time* - give charities, public bodies and other not for profit organisations the chance to regularly survey what Local Authorities think about them and the wider third sector.

nfpSynergy's Local Authorities Monitor (LAM) is the UK's first and only rolling research project to specifically survey Local Authorities' shifting attitudes and behaviour towards specific charities and the broader environment in which they work. LAM will offer a syndicate of subscribing third sector organisations unique, cost-effective insights into the views of a broad sample of several hundred key operators within local government - from councillors and Local Authority CEOs to staff working in PCTs, social care, housing and education, plus finance and corporate divisions.

nfpSynergy Joint Managing Director, Chris Greenwood, said:

> "MPs claim to value the work of charities in their constituencies whilst acknowledging their oft unfair treatment by Local Authorities. And the sector debates the effectiveness of COMPACT, at every level. Typically, the breadth of local government audiences has made it logistically difficult and financially challenging for many organisations to carry out meaningful research. Our unique, new Local Authorities Monitor (LAM) will provide subscribers with cost-effective insights and intelligence about the *broad* trends in local government and how they might impact on those not for profit organisations that deliver services, or interact with or regulate them. It will also provide regular Local Authority-related feedback to *specific* not for profit organisations and their work."

It is hoped that the research will be conducted twice-yearly, following an initial benchmarking survey; and will cover England and Wales, with plans to expand further throughout the UK. It will monitor Local Authority awareness and assessment of specific charities, public bodies or voluntary organizations and their work over the last six months; and survey Local Authority opinion on a range of policy, commissioning and delivery issues, including the private-voluntary-public balance, full cost recovery, service quality control, fee negotiations, tendering procedures, planning cycles and commissioner-purchaser relationships.

Additionally, a series of one-off thematic reports on a range of topical local government trends and issues are planned, following in-depth interview with experts and senior local government staff – from Local Authority CEOs, council leaders and directors of services, to key commentators such as the LGA or *Local Government Chronicle*. Topics might include anything from third party service provision and joint commissioning, to future trends and successful contract bidding.

LAM is the latest in an expanding raft of syndicated, cost-effective nfpSynergy monitors, delivering charity subscribers with regular insights into other key stakeholders including politicians, business leaders, health professionals, journalists, young people and the wider public – including the Scots!

Organisations interested in signing up to nfpSynergy's pilot Local Authorities Monitor (LAM) before research commences should contact Chris Greenwood - on chris.greenwood@nfpsynergy.net or 020 7415 7161. For more information about nfpSynergy, visit: www.nfpsynergy.net

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MEDIA INTERVIEWS: To interview nfpSynergy Joint Managing Director, Chris Greenwood about the new Local Authorities Research, or nfpSynergy Driver of Ideas, Joe Saxton about the MP poll, please contact:
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Notes to editors:

• nfpSynergy

nfpSynergy (www.nfpsynergy.net) is the UK's *only* think-tank and research consultancy dedicated to the charity sector and not for profit issues. It provides ideas, insights and information to help voluntary and community organisations thrive in an ever-changing world. Regularly harvesting the social and charity-related views of public and parliament, media and business - not to mention not for profit organisations themselves - nfpSynergy has a vast and ever-growing knowledge pool from which to extract and deliver insights.

• Chris Greenwood, Joint Managing Director, nfpSynergy

Chris joined *nfpSynergy* in September 2006, after eight years' experience of advertising and direct marketing planning, delivery, buying and evaluation – on both client and agency sides.

Most recently, Chris was the NSPCC's Head of Brand Marketing, since December 2002, where he managed a multi-million pound awareness/public education budget and line-managed four departments (new media, marketing communications, design and advertising), including twenty members of staff. His role also saw him working with some of the UK's top external marketing and publishing agencies – from Saatchi & Saatchi and NOP/HPI to Zenith and Redwood.

Major projects and achievements whilst working at the NSPCC include him taking lead responsibility for ChildLine & NSPCC's repositioning, known as "Branding for Children"; the negations and branding around the ChildLine merger in Scotland; strategic input into the revised FULL STOP strategy; the commission, planning and launch of "Your Family", NSPCC's customer magazine (distributed through Woolworth's and currently shortlisted for a PPA – Best Customer Magazine); and the NSPCC's website's redesign (due for launch Sept 2006). His teams also won a clutch of Awards, including a Gold for direct marketing at the Cannes International Advertising Festival 2003; and a Gold for public sector advertising at Cannes International Advertising Festival 2004.

Previous work includes a year at direct marketing agency, Clark McKay and Walpole (where his wide range of clients included Porsche, London Stock Exchange, GNER, RSPB, Marbles/HFC, Gartmore Investment Management, WeightWatchers etc); eighteen months at integrated marketing, PR, media buying and consultancy not-for-profit sector agency Burnett Associates/LION (where clients included RSPB, Crisis, Royal College of Nursing etc); and two years at the RSPCA.

Chris was educated at King's College, London (BA (1st) & MA (Distinction) English and American Literature) and Trinity College, Cambridge (PhD English/American/French Literature & Drama,

1993-97), during which time, he also worked at Jimmy's Nightshelter, Cambridge; and managed to squeeze in a Harvard University Kennedy Scholarship (1995/6).

He is a published author; and enjoys sailing and walking.