



**EMBARGOED UNTIL 2100 THURSDAY 9 NOVEMBER**

## **Local Media Works Awards**

**Speech by Head of PM Priority Campaigns, Research and Insight at Prime Minister's Office and Cabinet Office Communications Claire Pimm presenting the Best Strategy Award.**

Thank you Rich.

As you know, local newspapers in print and digital remain a powerful platform for central Government to communicate with people in communities across the UK, reaching 40 million people each week through print and online.

Local media provides a trusted and safe environment for Government messages to appear and offers us access to people in their communities. We use local media in our campaigns and find that it delivers real results.

This is due in part to the unique relationship that local newspapers have with their readers. According to Edelman, trust in institutions is at an all time low, but research shows that 90% of people are proud of the area they live in. They want to hear from trusted local voices and recognizable stories. So using local media to tell these stories is increasingly important in reaching our target audiences, and mobilizing local communities into action.

Through campaigning, local papers take up the causes that matter most to their readers and fight for results on their behalf. Last year alone has provided some powerful examples of this, such as the Manchester Evening News' #WeStandTogether fundraising drive for victims of the Manchester Arena bomb attack, to the Bradford Telegraph and Argus' campaign to crack down on dangerous driving.

For us in Government, being able to reflect and act upon the concerns and aspirations of local audiences matters because in a climate where brand safety and ad fraud are serious concerns, context is more important than ever before.

We know that audiences evaluate us not just on the content of our messages but on how and where they appear.

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Earlier this year Prime Minister Theresa May used local media to highlight the opportunities that exist to the people of Sheffield to forge a fresh identity and shape a new engineering revolution as part of the Northern Powerhouse initiative.

The high levels of engagement we're now seeing in the new phases of the campaign is in part testament to the power of regional media speaking to the hearts and minds of people that live locally.

The Northern Powerhouse and modern Industrial Strategy campaigns will continue to build on these relationships over the next few years, helping to mobilise local activity and the Government's ambition of bringing together the great cities, towns and rural communities to build upon our strong economy and help businesses up and down the country seize the opportunities presented by leaving the EU.

That's why local media remains an important channel for us in Government and why we will continue to look at ways to build upon our existing partnership with the sector.

Now, let's get on with the important business of finding out who has won our next award.