



recognising your authority's achievements



# best council to work for

[www.bestcompanies.co.uk/bestcouncil](http://www.bestcompanies.co.uk/bestcouncil)



developing a talented workforce

improvement and development  
agency for local government

### what is Best Council to Work For?

The IDeA's Best Council to Work For initiative offers local councils in the UK the opportunity to be recognised and celebrated as UK best workplaces.

Local government is a dynamic place to work where employees can develop their careers and contribute to their local communities. Despite this, councils are all too often on the receiving end of negative press that damages their reputations. The Best Council to Work For initiative provides local authorities with a chance to combat that negative image and promote themselves positively as employers.

The initiative also provides employers with important data about how their staff feel about where they work.

By gathering and analysing honest opinions from a range of employees within council workforces, the IDeA's partner, Best Companies, compiles an annual list of the Best Councils to Work For, which is then published in The Times.

Best Companies is the name behind The Sunday Times 100 Best Companies to Work For lists and during recent years has gathered views from more than 400,000 employees. Through this experience Best Companies has gained great insight into what is important to the UK's workforce.

### what's in it for your authority?

Employee engagement and morale directly affect customer experience, staff recruitment and retention, productivity and absenteeism, so it makes good sense to find out how employees feel about the workplace.

Participating in Best Council to Work For is free of charge and offers:

- high profile media attention
- improved public image, which will help attract new talent and retain the best employees
- top-line results and feedback on employees' views of the workplace via an online Workplace Insight Tool
- benchmarking against other councils and workplaces
- year-on-year results, allowing identification of trends and enabling improvements
- an optional upgrade to gain additional data, which will help pin point specific areas for improvement.

### how can your authority get involved?

The application process for Best Council to Work For commences in April with results published in September.

Register your interest online at [www.bestcompanies.co.uk/bestcouncil](http://www.bestcompanies.co.uk/bestcouncil)

Alternatively, call a member of the Best Companies team on 01978 856222.

### how to contact us

Please do get in touch to discover how we can help you:

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Find out more at [www.idea.gov.uk](http://www.idea.gov.uk)