

# BE A COUNCILLOR

## Arranging a “Be a Councillor” Event – Checklist for Councils

<b>Initial stakeholder engagement</b>  Informing & gaining support	<b>Leader of the Council</b>	Have you got agreement from the Leader of the Council to run a “Be a Councillor” event?	
	<b>Chief Executive</b>	As above	
	<b>Political group offices</b>	Have you informed the political group offices/political assistants?	
	<b>Communications</b>	Ensure your Council’s communications department/team is aware and supportive of your event at an early stage.	
	<b>Council Services</b>	Have you identified which council services you need support from and informed them of the date/plan? - Facilities? - Electoral Services? - Member support/democratic services? - Corporate Leadership Team?	
<b>Identifying a date</b>	Depending on when your elections are, you may wish to hold a number of events.  Example timetable:  May 2018: Elections February 2018: Event for candidates (most parties will have selected their candidates at this stage) October 2017: Prospective candidate event October 2016 – February 2017: Early indication prospective candidate event.  We have example session plans and timetables for candidate and prospective councillor events. Please email <a href="mailto:beacouncillor@local.gov.uk">beacouncillor@local.gov.uk</a> to request a copy.		
	What time of day will you hold your event? - A daytime event may exclude workers - An evening event may exclude carers  Have you considered running the event twice? Have you considered running the event at a weekend?		
	<b>Communicating the date of the event – step 1</b>		
<b>Communicating the date of the event – step 2</b>	Confirm the date with the Leader & Chief Executive (or any other senior officers/Members that are required to attend).		
	Send an email/communicate the date with all Members of the council and the political assistants		
<b>Communicating the date of the event – step 1</b>	Identify any officers that you may need in attendance and inform them of the date		
	Use the document “Local Comms package” to brainstorm who to contact.		
		Set up an online booking form (e.g. EventBrite) to produce invites and track who is attending.	

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	Have you asked about special requirements? (Disability, hearing etc).	
	Have you organised a communications campaign for social media?	
	Have you spoken to your communications team and arranged a press release?	
	Have you arranged for reminders to be sent to delegates in the weeks/days before the event?	
<b>Logistics</b>	Have you booked a large enough room?	
	Do you need additional break-out rooms for private conversations with the political groups?	
	Have you considered webcasting the event?	
	Consider what refreshments, if any, will be ordered.	
	Do you need to make arrangements to have the building open later than usual?	
	Is the building/rooms suitable for any special requirements? (e.g. do the hearing loops work, is there wheelchair access?)	
	Is there parking?	
	Is all the equipment booked? E.g. laptops, projectors, stationary	
<b>On the day/evening</b>	How do you want the room to be laid out? <ul style="list-style-type: none"> <li>- Usually theatre style for the main event</li> <li>- Consider whether there are any requirements for break-off areas if running any workshops.</li> </ul>	
	Are reception and security briefed?	
	Is the building well sign-posted?	
	Prepare housekeeping instructions	
	Is parking well sign-posted?	
	Have you prepared sign-in sheets?	
	Where will refreshments be?	
	Check the equipment works!	
	Ensure delegate packs include follow-up contact details	
<b>The weeks following the event</b>	Send a thank you email to all delegates, including: <ul style="list-style-type: none"> <li>• Next steps for standing</li> <li>• Contact details for queries</li> <li>• Any key deadlines or dates</li> </ul>	
<b>6 months after the event</b>	Follow up with an email to find out how delegates are getting on – have they decided if they want to stand for election?	