

Increasing the pool of talent from which councillors are elected is a key challenge for local government – ultimately, it’s the electorate that decides who becomes a councillor, but we can all help to encourage new and different people to stand for election.

The LGA can help you run your own Be a Councillor campaign. We’ve worked with a number of councils and political groups to help raise curiosity around the role of a local councillor. This flexible offer is built from good practice and provides an oversight of some of the options available. These can be fully customised around your locality and needs – and we’re always keen to develop new ideas!

<p><b>Resources:</b> <i>standard wording available, can be made bespoke to councils</i></p> <ul style="list-style-type: none"> <li>✓ Guidebook – role of councillor, how councils work, councillor viewpoints, next steps and contact details</li> <li>✓ Workbook – interactive learning and development tool, detailed and practical understanding of the role, help in making the decision</li> <li>✓ Talent Spotters recruitment guide for members/political parties etc - on the importance of Be a Councillor and ways for recruiters to tap into new talent</li> <li>✓ Flyers - to market the role of a councillor and the support available</li> <li>✓ Editable posters – to market role of the councillor and any local events, to include dates, quotes etc</li> <li>✓ Council-specific Be a Councillor logo (no cost)</li> </ul>
<p><b>Website creation</b> – microsite to market and host all support materials available</p>
<p><b>Online eligibility quiz</b> - meeting the legal requirements to stand</p>
<p><b>E-learning modules</b> - interactive way of deciding whether it’s for you</p>
<p><b>Banner stands</b> - for use at events or for marketing</p>
<p><b>Media</b></p> <ul style="list-style-type: none"> <li>✓ Animated or motion-picture films to showcase the role of the councillor</li> <li>✓ Photography for materials and campaign</li> </ul>
<p><b>Training sessions for candidates or prospective councillor events</b></p> <ul style="list-style-type: none"> <li>✓ Member peers and/or officers can be included to lead or take part in sessions</li> <li>✓ Session ideas include: motivations for being a councillor; roles, responsibilities; skills and behaviours of effective leaders; communication, networking and influencing styles; what councils do; realities of working in a political environment; tips from current councillors; next steps, timescales, contacts; support once elected.</li> </ul>
<p><b>LGA officers</b></p> <ul style="list-style-type: none"> <li>✓ Be a Councillor Team</li> <li>✓ LGA Communications, Marketing &amp; Design Team</li> </ul>