

BE A COUNCILLOR

Planning your local Be a Councillor campaign: checklist

<p>Initial stakeholder engagement</p> <p>Informing & gaining support</p>	Leader of the Council	Have you got agreement from the Leader of the council to run a “Be a Councillor” campaign?
	Chief Executive	As above
	Political group offices	Have you discussed with the political offices? How can you work together? How will you manage current and re-standing councillors? Will there be any specific Party political Be a Councillor activity?
	Communications	Work with your communications team early on, how can they help you develop the campaign, support and promote it?
	Council Services	How can you make the whole council aware, use insights from all services, enlist them to promote? <ul style="list-style-type: none"> • Electoral Services • Member support/democratic services • Corporate Leadership Team • Frontline services
<p>Campaign developing</p> <p>Engagement Materials Activity</p>	<ul style="list-style-type: none"> - Do you want to target geographical areas or under-represented groups? - Which council teams and external and community organisations, groups and individuals can you engage with? - What materials and resources would you like? - How will you engage people – social media, posters, press, events? 	
<p>Events</p>	<ul style="list-style-type: none"> - Who will open, introduce, facilitate and present? - Who would your audience find engaging? - LGA officers and member peers can be brought in to assist. - What do you want the events to cover? - How can the events be interactive and engaging? - Councils have even put on tours of the Town Hall! - Councillors are fantastic at bringing everything to life and sharing what it’s like in practice. You could have a panel of councillors who are asked to contribute to each section of the session; they could do 5mins each on a brief and a Q&A, or both! <p>Typical sessions could include:</p> <ul style="list-style-type: none"> • Motivation for becoming a councillor, how you can positively impact your community, why it is rewarding, examples of local achievements • The role and responsibilities of a councillor, legal, ethical, expectations • Skills and behaviours of effective politicians, how to use your skills and develop further, what do people want from their leaders • Communication, networking and influencing styles, understanding your community, working with officers, partners, organisations and residents • What councils do, your council tiers, services provided, cabinet or committee, current strategic issues, horizon scanning • Realities of working in a political environment, what to achieve in opposition • Interactive exercises, e.g. What do you know about your local area; What qualities do you want in a local politician; How would you balance work/life? • Locally focussed session activities such as looking at community projects, community-led approaches, real scenarios, current issues being grappled with. • Tips from current councillors (from the authority or LGA member peers) • Next steps, process of standing, timescales, contacts • What support available once elected • Marketplace / networking with political groups. 	

BE A COUNCILLOR

Planning your local Be a Councillor campaign: checklist

<p>Identifying dates, times and locations</p>	<p>Depending on when your elections are, you may wish to hold a number of events leading up to deadlines and election.</p> <p><u>Example timetable:</u></p> <ul style="list-style-type: none"> • <u>May:</u> Elections • <u>February:</u> Event for candidates (most parties will have selected) • <u>October:</u> Re-run of earlier event and/or going deeper into the topics • <u>As early as possible:</u> Considering standing for election <p>Look out for times where you can hook your events and marketing to other activity, e.g. National Democracy Week (July), European Democracy Week (October), local activity, any other elections or political events which will pique people's interest.</p> <p><u>What time of day will you hold your event?</u></p> <ul style="list-style-type: none"> • A daytime event may exclude workers • An evening event may exclude people with other commitments • Consider running the event multiple times and at weekends • And in multiple locations • How long will the event be, what refreshments can you offer? <p>We have example event agendas, PowerPoints and resources for candidate and prospective councillor events. Please email beacouncillor@local.gov.uk.</p> <p><u>Location:</u></p> <ul style="list-style-type: none"> • The Town Hall can be interesting and exciting place for newcomers to come • Local cafes and other such venues may attract new and different people
<p>Confirm dates with</p>	<ul style="list-style-type: none"> - Leader - Other Group Leaders - Chief Executive - Officers you may need in attendance - Email/communicate to all members of the council and the political offices - All other stakeholders
<p>Marketing</p>	<ul style="list-style-type: none"> - Use the <i>Local engagement and comms checklist</i> to help plan with comms team. - Which organisations and individuals can you contact to invite or promote? - How can you use social media? - Use online booking (e.g. Eventbrite) to invite and manage but also offer email/phone bookings for accessibility/engagement. - Ask about special requirements at the point of booking. - Use Twitter! Tag organisations to ask if they would like to promote/attend. - Remember to send reminders to delegates in the weeks/days before the event. - Consider your no-show ratio.

BE A COUNCILLOR

Planning your local Be a Councillor campaign: checklist

Logistics	<ul style="list-style-type: none"> - What size room is needed, what layout will you have? - Do you need break-out rooms for people to meet with the political offices? - 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 or do delegates need to be told of security processes? - Is the building/rooms suitable for any special requirements? (e.g. do the hearing loops work, is there wheelchair access?) - Is there parking? - What equipment is needed? E.g. laptops, projectors, stationary, materials - Do all speakers/officers have the details? Do you have their phone numbers for any issues on the day?
On the day/evening	<ul style="list-style-type: none"> - Are reception and security briefed? - Is the building well sign-posted? - Prepare housekeeping instructions for the introduction - Is parking well sign-posted? - Have you prepared sign-in sheets, do you want people to leave their email addresses? - Where will refreshments be? - Check the equipment works! - Ensure delegate packs include follow-up contact details
The weeks following the event	<p>Send a thank you email to all delegates, including:</p> <ul style="list-style-type: none"> • Next steps for standing • Contact details for queries – incl. political contacts • Key deadlines and dates • Any electronic resources
6 months after the event	<p>Follow up with an email to find out how delegates are getting on – have they decided if they want to stand for election?</p> <p>Reiterate above information.</p>