

# Make A Change resources

A communications pack to help promote local elections and encourage people to stand as candidates.

**MAKE A CHANGE**  
BECOME A COUNCILLOR

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# About

## **Campaign**

Make A Change

## **Summary**

The Make A Change campaign encourages more people from all backgrounds and experiences who reflect their community to put themselves forward for election and for local (parish and town) councils to engage with as many residents from their community as possible. It will not only help improve local councils but make them more representative of their communities.

NALC has designed several resources to help promote becoming a councillor and local council elections, which includes an editable promotional poster and information flyer, press release, email text, social media posts and visual assets.

## **Weblink**

<https://www.nalc.gov.uk/makeachange>

# Example press release

## **<Council/organisation name> backs national campaign urging residents to become and councillor to make a change**

<Council/organisation name> supports a national campaign encouraging residents to stand in the May 2022 local (parish and town) council elections.

The Make A Change campaign by the National Association of Local Councils (NALC) calls on people from all backgrounds and experiences who are passionate about their local area to put themselves forward.

<Council/organisation name> is urging enthusiastic and engaged members of the community who want to make a long-lasting change, have innovative ideas or have concerns about a specific issue to stand as councillors for the opportunity to make a real difference.

The work <council/organisation name> does is exciting and rewarding. An integral part of a councillor's role is engaging with local people, groups, and businesses to determine their needs, making decisions on the services and projects the council should take forward, and getting involved to ensure services meet the community's needs.

Find out more about the local elections and how to become a councillor  
<<https://www.nalc.gov.uk/makeachange> OR your own weblink>

**[Download example press release](#)**

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# Promotional poster

An editable promotional poster — the poster can be edited to include the council name and contact details.

[Download the poster](#)



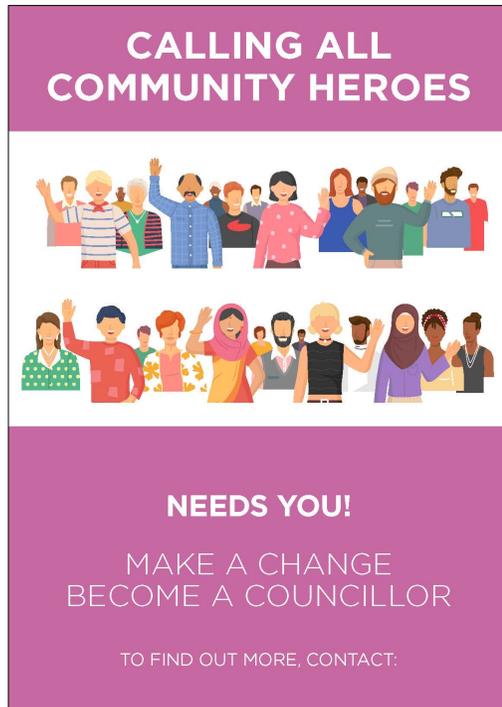
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# Information flyer

An editable information flyer – the flyer can be edited to include the council name and contact details.

[Download the flyer](#)



**CALLING ALL  
COMMUNITY HEROES**

**NEEDS YOU!**

MAKE A CHANGE  
BECOME A COUNCILLOR

TO FIND OUT MORE, CONTACT:

**WHAT DO LOCAL COUNCILS DO?**

Your local (parish and town) council has overall responsibility for the wellbeing of your local community. Their work falls into three main categories:

- Delivery of services
- Improve quality of life for residents
- Give communities a democratic voice

Local councils run numerous services, depending on the size of the council. Many you will see day-to-day, but some are less known. These include introducing solar panels, setting up dementia-friendly groups, organising community buses, creating neighbourhood plans, implementing suitable housing, establishing youth projects, managing allotments and open spaces, maintaining footpaths, public seating and litter bins.

**BECOMING A LOCAL COUNCILLOR**

As a local councillor you can become a voice for your community and make real change. Local councillors are the champions of their community who invest time in local projects and issues to the benefit of residents and the neighbourhood.

Local councillor responsibilities fall into three main categories:

- Decision-making
- Monitoring
- Getting involved locally

Local councillors attend to local needs of residents, local groups and businesses, make decisions on local services, collaborate with district and borough councils to adhere to local needs, and progress vital projects to invest in the future of the community.

**CAN I STAND FOR ELECTION?**

To stand for election to a local council you must be:

- A UK or Commonwealth citizen; or be a citizen of the Republic of Ireland; or be a citizen of another Member State of the European Union
- At least 18 years old
- An elector of the local council; or in the past 12 months occupied land or other premises in the area the local council serves (as owner or tenant); or work in the area local council serves (as your principal or only place of work); or live within three miles of the local council boundary

**FIND OUT MORE AT:**  
[www.nalc.gov.uk/makeachange](http://www.nalc.gov.uk/makeachange)

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# Example email text

<Council/organisation name> supports the national Make A Change campaign by the National Association of Local Councils (NALC) encouraging residents to stand in the May 2022 local (parish and town) council elections.

The campaign calls on people from all backgrounds and experiences who are passionate about their local area to put themselves forward. <Council/organisation name> is urging enthusiastic and engaged members of the community who want to make a long-lasting change, have innovative ideas or have concerns about a specific issue to stand as councillors for the opportunity to make a real difference.

Find out more about the local elections and how to become a councillor  
<https://www.nalc.gov.uk/makeachange> OR your own weblink

**[Download example email text](#)**

# Example Twitter posts

<Your Twitter handle/name> is looking for people passionate about their community to stand for election in this May's local (parish and town) council #elections. You can help #MakeAChange for your community by becoming a councillor.

<https://www.nalc.gov.uk/makeachange> <OR your own weblink>

<Your Twitter handle/name> is joining @NALC in calling for those who want to #MakeAChange in their community to stand to be a #councillor at the local council elections in May 2022.

<https://www.nalc.gov.uk/makeachange> <OR your own weblink>

**[Download example Twitter post\(s\)](#)**

**[Download the visual asset\(s\) to use with your Twitter post\(s\)](#)**

# Example Facebook posts

<Your Facebook handle/name> is holding local #elections in May 2022. If you are passionate about your community and want to help #MakeAChange, stand for election as a councillor! We need people from all backgrounds and experiences who reflect their community to put themselves forward for election and #MakeAChange.

<https://www.nalc.gov.uk/makeachange> <OR your own weblink>

The next round of local elections is coming up in May 2022. <Your Facebook handle/name> and the @NationalAssociationofLocalCouncils are calling on people from all backgrounds and experiences who reflect their community to put themselves forward for election. If you have innovative ideas for the council or have a specific issue in mind, becoming a local councillor will empower you to #MakeAChange.

<https://www.nalc.gov.uk/makeachange> <OR your own weblink>

**[Download example Facebook post\(s\)](#)**

**[Download the visual asset\(s\) to use with your Facebook post\(s\)](#)**

# Visual assets

**MAKE A  
CHANGE**  
BECOME A  
COUNCILLOR

**MAKE A CHANGE**  
BECOME A COUNCILLOR

[Download visual assets](#)

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# NALC information

## About NALC

Established in 1947, the National Association of Local Councils (NALC) is a membership organisation and the only national body representing England's 10,000 local (parish and town) councils and their 100,000 councillors. NALC provides a national voice for local councils by campaigning on their behalf, raising awareness of their work, and providing them with a range of services to support their needs.

## Contact

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[www.nalc.gov.uk](http://www.nalc.gov.uk)

## Lead officer

Nick Howell, campaigns intern — [nick.howell@nalc.gov.uk](mailto:nick.howell@nalc.gov.uk)

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