

The background features abstract purple geometric shapes, including triangles and polygons, in various shades of purple and magenta, set against a white background.

# #BeACouncillor

2016/17

# The Be A Councillor Campaign

- ▶ promoting the role of the councillor to new talented people, with the hope that they will stand for election
- ▶ encouraging those talent-spotting to look outside of the usual pool of people looking to stand for election or get engaged in other ways (political parties, councillors, councils etc).



[www.beacouncillor.org.uk](http://www.beacouncillor.org.uk)

# Councillor diversity

LGA census of local authority councillors:

- 4% BME
- 14% general population
- 32.7% female
- 51% of population
- Average age: 60
- Population: 40



# The Be A Councillor Campaign

Distributing literature

Training on dealing with the press



Speaking to Unions, women's groups, BME groups

Targeting "difficult" areas

Practical advice on how to get elected

Current councillors talking about "what it's really like"

# Who?

“Local government is only ever as vibrant, effective and relevant as the people elected to run it”.



# How?

## #Modern



**Be A Councillor**  
@beacouncillor

A powercut at LGA HQ, the perfect time to say hi to our new followers! [#newtotwitter](#) 🙌  
check out the link in bio for what it's all about !



## #Relevant

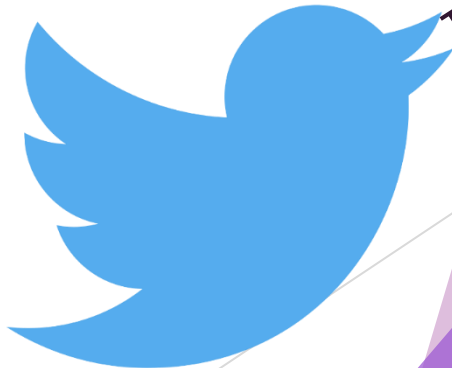
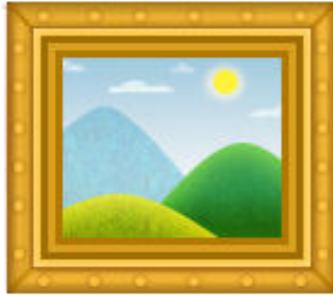
## #Appealing



**Be A Councillor** @beacouncillor · Apr 7

"Knowing you've made a difference to someone's life is fantastic" - [@AbiBrown1](#) on why she chose to [#BeACouncillor](#).

# What's Next?



Tweet Tweet

# Any questions?

#BeACouncillor



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