

FIVE THINGS YOU CAN DO TO PROMOTE LOCAL ELECTIONS

1. Hold a coffee morning/small physical event

Now that COVID-19 is receding into the background of daily life – why not hold a coffee morning or similar social event in your village hall or community centre? You could advertise it through your local council/county association website and encourage local community activists to come along. At the session, provide refreshments, invite existing local councillors to speak to attendees, and explain the commitment and the difference they can make to their community. See this general example from Charnock Richard Parish Council (<https://charnockrichardparishcouncil.com/category/coffee-morning>).

2. Hold a webinar/online event

Many of the same principles as a physical event/coffee morning would apply in setting up a short, simple online event on Zoom or MS Teams through your local council or county association – to encourage community activists to consider standing in the local council elections. Ask a couple of passionate local councillors to join the event and speak about the difference being a local councillor can make to their communities – keep contact details of attendees. See this general example from Street Parish Council (<https://street-pc.gov.uk/event/wilder-churches-free-online-event>)

3. Use NALC's Make A Change communications pack

One broader way your local council or county association could encourage community activists to stand in the local council elections could be to use the materials provided in NALC's Make A Change communications pack (<https://www.nalc.gov.uk/library/our-work/elections-1/3685-make-a-change-resources-comms-pack/file>). The pack contains a poster, media release, information flyer, email text, social media posts and visual assets.

4. Use county association elections promotional materials

County associations often prepare their own materials to promote standing in local council elections (sometimes but not always based on NALC's Make A Change materials). If your local council has elections in May 2023 and your county association (<https://www.nalc.gov.uk/about-county-associations>) has its own promotional materials for local use, get in touch with the association, secure and use its own materials.

5. Network with other community organisations and engage with their members

We know from experience that many local councillors have stood for election having been asked to do so by other community organisations that have been active within their community. So whether this is a local village shop, a charity, a network to help elderly residents or a community hub, why not get in touch with these local bodies and ask to attend a meeting/gathering of their members, explain what is involved in being a local councillor (ideally bring current local councillors with you) and how they can make a massive difference to the communities by standing for election. See this example by Curdridge Parish Council (https://www.curdridge-pc.gov.uk/Community_Links.aspx).

For more information, please get in touch at policycomms@nalc.gov.uk.

© NALC 2022