

NATIONAL ASSOCIATION OF LOCAL COUNCILS PRESENTS

**STAR COUNCILS 2017**  
PROMOTIONAL PACK

SPONSORED BY AON

# About

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The Star Councils 2017 Promotional Pack is a free tool available here for you to use in help raising awareness and profile of these all important national awards that recognises the hard work, endeavour of the local council sector.

This promotional pack illustrates for you to typical emails, media releases, and social media messages you can send out to local councils, communities and local people to encourage them to nominate for the Star Councils 2017 awards.

If you have any queries please email [starcouncils@nalc.gov.uk](mailto:starcouncils@nalc.gov.uk)

## Email

Dear <insert name>,

The National Association of Local Councils (NALC) will again be running its Star Councils award scheme.

The Star Councils 2017 awards will celebrate the best of local councils, councillors, clerks and county associations through six different award categories.

This year we would like to see even more nominations submitted so that we can highlight the great work being done across <insert county>.

NALC this year has improved the nomination process: you can submit your entry via a simple online form. Links to the forms can be at [www.nalc.gov.uk/starcouncils](http://www.nalc.gov.uk/starcouncils).

The three finalists in each of the six award categories will be invited to attend a special awards reception where the winners will be announced. As previous years, the ceremony will be held in conjunction with NALC's Annual Conference. Details will be published in due course.

Please make sure that the work of your council and its staff is recognised, by sending your nominations to: [starcouncils@nalc.gov.uk](mailto:starcouncils@nalc.gov.uk) by 28 July 2017.

More information on NALC Star Councils 2017 and nomination guide can be found at [www.nalc.gov.uk/starcouncils](http://www.nalc.gov.uk/starcouncils).

Kind regards,

<insert name>

***NB: Please use this copy in your emails, e-newsletters, websites and other publications that goes out to local councils.***

## Media release

NALC Star Councils 2017 awards

<insert organisation> welcomes that the National Association of Local Councils (NALC) has announced that it will be running Star Councils 2017, following the success of previous years.

The NALC Star Council 2017 awards are a great opportunity to recognise the achievements of the local council sector.

There are six different award categories and the three finalists for each category will be invited to a special awards ceremony where the winners will be announced in November 2017.

Specific projects will be highlighted through the County association/Local council project of the Year categories and NALC is making a special call for submissions that cover topical issues of health and well-being.

NALC will once again be using the Star Council awards to honour the hard work of local councils and to highlight best practice and would like to see even more nominations submitted in 2017.

NALC is looking for good practice from the local council sector regardless of size or location. It is looking for individuals and organisations that are really making a difference in their community.

Nominations for this year's awards are now being called for with entries due in by 28 July 2017 and the awards event taking place in November 2017.

<insert name> of <insert organisation> said: "The second Star Councils awards are set to be the biggest event in the local council calendar in 2017. They will recognise the very best in local councils, councillors and clerks, with these bodies recognised for their achievements in representing and delivering for communities. The awards will play a key part in our call for more power to be devolved from Whitehall to England's town and village halls, which is why we would like everyone to submit nominations to highlight the good work local councils are doing."

The six award categories are Young Councillor, Clerk, Councillor, County association outstanding project, Local council outstanding project and Council of the Year.

More information on NALC Star Councils, nomination guide and sponsorship can be found at [www.nalc.gov.uk/starcouncils](http://www.nalc.gov.uk/starcouncils).

***NB: Please post the media release to your website and to send out to local and regional media contacts.***

# Social media

## Facebook

### Example one

NALC STAR COUNCILS 2017

NALC has launched the Star Councils 2017 awards – an opportunity to recognise and celebrate the hard work of parish and town councils and CALCs across the country. Get your nominations in before the 28 July 2017.

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

### Example two

WANT STATUS AMONGST YOUR PEERS?  
ENTER NALC STAR COUNCILS 2017

NALC has launched the Star Councils 2017 awards – an opportunity to celebrate the hard work of local councils and county associations across the country. Get your nominations in before the 28 July 2017.

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

### Example three

BE A SHINING EXAMPLE! ENTER THE  
NALC STAR COUNCILS 2017 AWARDS

NALC has launched the Star Councils 2017 awards – an opportunity to recognise the hard work of local councils and county associations across the country. Get your nominations in before the 28 July 2017.

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

## Twitter

Always use the [#starcouncils](#) hashtag!

### Example one

Want bragging rights? Enter our Star Councils 2017 awards. Details: [www.nalc.gov.uk/starcouncils](http://www.nalc.gov.uk/starcouncils) [#starcouncils](#)

### Example two

Prove results to your community? Enter our Star Councils 2017 awards. Details: [www.nalc.gov.uk/starcouncils](http://www.nalc.gov.uk/starcouncils) [#starcouncils](#)

### Example three

Setting higher standards? Enter our Star Councils 2017 awards. Details: [www.nalc.gov.uk/starcouncils](http://www.nalc.gov.uk/starcouncils) [#starcouncils](#)

