



Member Development Group

Thursday, 19 May 2022

Become a Councillor Guide and Events

Report of the Service Manager – Corporate Services

1. Purpose of report

- 1.1. In February 2022, the Group considered the 2018 “Be a Councillor Guide” and made a number of insightful suggestions about the 2022 version of this document. They also considered the supporting events and media campaign that ran alongside the publication of the document.
- 1.2. This report presents the draft document and associated media campaign for information.

2. Recommendation

It is RECOMMENDED that Member Development Group endorse the campaign and Become a Councillor Guide for 2022.

3. Reasons for Recommendation

- 3.1. To enable officers to publish the 2022 “Become a Councillor Guide” and deliver the associated events and media campaign with existing Councillor’s support.

4. Supporting Information

- 4.1. A draft copy of the 2022 “Become a Councillor Guide” will be circulated in advance of the meeting. Officers would welcome any feedback from the Group before this document is finalised.
- 4.2. An event at Rushcliffe Arena has been organised for Thursday 14 July at 6pm. This event, entitled ‘Become a Councillor – all you need to know’ will be delivered by Kath Marriott and will include reflections from a number of Councillors. It is intended to give prospective candidates for Borough, Town and Parish councillor positions a flavour of what being a councillor means, what can be achieved and what the commitment might be. This event will be advertised through social media and various Council newsletters as well as in Rushcliffe Reports.
- 4.3. The Guide and event will feature in the June edition of Rushcliffe Reports which is delivered to every house in the Borough. There will also be an associated social media campaign featuring current Councillors from across all political parties.

4.4. A short video is also in production. This video will bring to life the content of the “Become a Councillor Guide” with information about the Borough, updates on major projects, and short interviews with a range of Councillors. The video will be featured on the Council’s YouTube channel and linked to from social media posts.

5. Recommendations

It is RECOMMENDED that Member Development Group endorse the campaign and Become a Councillor Guide for 2022.

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Background papers available for Inspection:	None
List of appendices:	