



Member Development Group

Monday, 28 February 2022

2022 Be a Councillor Guide

Report of the Service Manager – Corporate Services

1. Purpose of report

- 1.1. This brief report presents the 2018 Be a Councillor Guide (Appendix One) to the Group to act as a springboard for the development of a 2022 equivalent. This document is due to be published later in the Spring in line with the 'party' nomination processes and also to enable other interested parties to consider standing for election in 2023.
- 1.2. A number of updates to the existing document have been proposed (paragraph 4.1) and potential new content has been identified (paragraph 4.3). The Group's views on these are sought and there will be an opportunity at the meeting for Councillors to put forward their own ideas for discussion and potential inclusion.
- 1.3. A range of supporting activities have also been proposed at paragraph 4.5 and the Group are asked to consider whether there is anything else the Council could be doing to promote the role of a Councillor prior to the next Borough, Town and parish elections in May 2023.

2. Recommendation

It is RECOMMENDED that Member Development Group:

- a) Discusses the proposed changes contained in paragraph 4.1 and any additional ideas Councillors may bring to the meeting
- b) Discusses the proposed new content contained in paragraph 4.3 and any additional ideas Councillors may bring to the meeting
- c) Discusses the supporting activities outlined at paragraph 4.5 and any additional ideas Councillors may bring to the meeting
- d) Gives officers a clear mandate to move forward with the 2022 Be a Councillor Guide and associated activities to promote the role of a councillor in advance of the May 2023 Borough, Town and parish elections.

3. Reasons for Recommendation

- 3.1. To enable officers to go away and update the 2018 Be a Councillor Guide and deliver an updated Guide, and range of supporting activities at the appropriate time to coincide with residents of the Borough considering standing for election in May 2023.

4. Supporting Information

- 4.1. The following updates / changes to the 2018 Be a Councillor Guide have been identified by officers:

- Page 2 – new introduction from the Chief Executive needed
- Pages 3 and 4 – minor updates to content / data
- Page 7 – remove comment relating to Brexit
- Page 9 – add in comment about webcasting meetings
- Page 11 – change text relating to length of induction programme, EMT buddies and training courses (include e-learning)
- Page 13 – update allowance figures
- Page 17 – check data with Jeff Saxby
- Pages 6, 8, 10, 14, 15, 18 and 19 – Update Councillor Quotes
- Pages 5, 7, 9, 11, 12, 13, 15, 17 and Front Cover – Update Photographs

- 4.2. The Group is asked to identify any further changes they feel need to be made.

- 4.3. The following ideas for additional content are put forward by officers for consideration:

- Section on diversity – councillors from all backgrounds and experiences are required to represent the community – possibly with some demographic information
- What I wish I'd known four years ago – section specifically focusing on the experiences of new Councillors in 2019

- 4.4. The Group is asked to highlight any further ideas they may have for inclusion.

- 4.5. The following supporting activities have been identified to run alongside the publication of the 2022 Be a Councillor Guide:

- Outreach events for prospective councillors (mainly at the Town and Parish level) in three or four different locations across the Borough – presentation and FAQs led by the Chief Executive.
- Social media campaign including a number of videos with councillors – preferably highlighting younger councillors, those from non-white backgrounds, and those that have achieved something tangible (and therefore engaging on video) for their community.

4.6. The Group is asked to put forward any further activities they may have for discussion.

5. Recommendations

It is RECOMMENDED that Member Development Group:

- a) Discusses the proposed changes contained in paragraph 4.1 and any additional ideas Councillors may bring to the meeting
- b) Discusses the proposed new content contained in paragraph 4.3 and any additional ideas Councillors may bring to the meeting
- c) Discusses the supporting activities outlined at paragraph 4.5 and any additional ideas Councillors may bring to the meeting
- d) Gives officers a clear mandate to move forward with the 2022 Be a Councillor Guide and associated activities to promote the role of a councillor in advance of the May 2023 Borough, Town and parish elections.

For more information contact:	Charlotte Caven-Atack Service Manager - Corporate Services Tel: 0115 9148278 ccaven-atack@rushcliffe.gov.uk
Background papers available for Inspection:	
List of appendices:	Appendix One – 2018 Be a Councillor Guide