



# **Improvement & Innovation Board**

Agenda

Friday, 14 October 2022  
11.00 am

Hybrid Meeting - 18 Smith Square and  
Online

## Improvement & Innovation Board

Friday, 14 October 2022

---

There will be a meeting of the Improvement & Innovation Board at **11.00 am on Friday, 14 October 2022** Hybrid Meeting - 18 Smith Square and Online.

### LGA Hybrid Meetings

All of our meetings are available to join in person at [18 Smith Square](#) or remotely via videoconference as part of our hybrid approach. We will ask you to confirm in advance if you will be joining each meeting in person or remotely so we can plan accordingly, if you wish to attend the meeting in person, please also remember to confirm whether you have any dietary/accessibility requirements. 18 Smith Square is a Covid-19 secure venue and measures are in place to keep you safe when you attend a meeting or visit the building in person.

[Please see guidance for Members and Visitors to 18 Smith Square here](#)

### Catering and Refreshments:

If the meeting is scheduled to take place at lunchtime, a sandwich lunch will be available.

### Political Group meetings and pre-meetings for Lead Members:

Please contact your political group as outlined below for further details.

### Apologies:

Please notify your political group office (see contact telephone numbers below) if you are unable to attend this meeting.

<b>Conservative:</b>	Group Office: 020 7664 3223	email: <a href="mailto:lgaconservatives@local.gov.uk">lgaconservatives@local.gov.uk</a>
<b>Labour:</b>	Group Office: 020 7664 3263	email: <a href="mailto:labgp@lga.gov.uk">labgp@lga.gov.uk</a>
<b>Independent:</b>	Group Office: 020 7664 3224	email: <a href="mailto:independent.grouplga@local.gov.uk">independent.grouplga@local.gov.uk</a>
<b>Liberal Democrat:</b>	Group Office: 020 7664 3235	email: <a href="mailto:libdem@local.gov.uk">libdem@local.gov.uk</a>

### Attendance:

Your attendance, whether it be in person or virtual, will be noted by the clerk at the meeting.

### LGA Contact:

Jonathan Bryant  
jonathan.bryant@local.gov.uk - 07464652746

### Carers' Allowance

As part of the LGA Members' Allowances Scheme a Carer's Allowance of £9.00 per hour or £10.55 if receiving London living wage is available to cover the cost of dependants (i.e. children, elderly people or people with disabilities) incurred as a result of attending this meeting.

## Improvement & Innovation Board – Membership

[Click here for accessible information on membership](#)

Councillor	Authority
<b>Conservative ( 8 )</b>	
Cllr Abi Brown (Chair)	Stoke-on-Trent City Council
Cllr Nigel Ashton	North Somerset Council
Cllr Peter Fleming OBE	Sevenoaks District Council
Cllr Phil Twiss	Devon County Council
Cllr Laura Beddow	Dorset Council
Cllr Phil North	Test Valley Borough Council
Cllr Philip Broadhead	Bournemouth, Christchurch & Poole Council
Lord Gary Porter CBE (Observer)	South Holland District Council
<b>Substitutes</b>	
Cllr Gwilym Butler	Shropshire Council
Cllr Derek Bastiman	Scarborough Borough Council
Cllr Kris Wilson	Nuneaton and Bedworth Borough Council
<b>Labour ( 8 )</b>	
Cllr Brigid Jones (Deputy Chair)	Birmingham City Council
Cllr Jane Mudd	Newport City Council
Cllr Dr Beccy Cooper	Worthing Borough Council
Cllr Victoria Cusworth	Rotherham Metropolitan Borough Council
Cllr Vince Maple	Medway Council
Cllr Oliver Ryan	Tameside Metropolitan Borough Council
Mayor Damien Egan	Lewisham London Borough Council
Sir Stephen Houghton CBE (Observer)	Barnsley Metropolitan Borough Council
<b>Substitutes</b>	
Cllr Anthony McKeown	High Peak Borough Council
Cllr Kevin Peel	Bury Metropolitan Borough Council
<b>Liberal Democrat ( 3 )</b>	
Cllr Liz Green (Vice-Chair)	Kingston upon Thames Royal Borough Council
Mayor Peter Taylor	Watford Borough Council
Cllr Alan Connett (Observer)	Teignbridge District Council
<b>Substitutes</b>	
Cllr Paul Crossley	Bath & North East Somerset Council
<b>Independent ( 3 )</b>	
Cllr Neil Prior (Deputy Chair)	Pembrokeshire County Council
Cllr Alex Coley	Epsom and Ewell Borough Council
Cllr Mike Haines (Observer)	Teignbridge District Council
<b>Substitutes</b>	
Cllr Paul Hilliard	Bournemouth, Christchurch and Poole Council

Cllr Julian German	Cornwall Council
Cllr James Hakewill	North Northamptonshire Council
<b>Independent Observers</b>	
Philip Sellwood CBE	
Richard Priestman	

## Agenda

---

### Improvement & Innovation Board

Friday, 14 October 2022

11.00 am

Hybrid Meeting - 18 Smith Square and Online

---

Item	Page
1. Welcome, apologies/substitutes and declarations of interest	
2. Membership, Terms of Reference and Board priorities 2022-23	1 - 10
3. 'Be a Councillor' update	11 - 18
<b>CONFIDENTIAL ITEMS</b>	
4. Peer Support Review	19 - 26
5. Q2 Sector Support Programme Performance against KPIs 2022/23	
Report to follow	
6. Office for Local Government update	27 - 30
7. Confidential minutes of the previous meeting	31 - 38
8. Any other business	

**Date of Next Meeting:** Thursday, 15 December 2022, 11.00 am, Hybrid Meeting - 18 Smith Square and Online





**Meeting:** Improvement and Innovation Board

**Date:** 14 October 2022

## **Membership, Terms of Reference and board priorities for 2022/23**

### **Purpose**

For decision.

### **Summary**

For IIB Members to review the membership and Board priorities, and agree the Board Terms of Reference 2022/23.

### **Recommendations**

For IIB members to:

1. Note the Board's membership
2. Note the Board's priorities for the coming year.
3. Agree the Board's Terms of Reference

### **Actions**

Members to direct.

**Contact officer:**

Matthew Hamilton/Katharine Goodger

**Position:**

Head of Improvement Co-ordination and Strategy and  
Improvement Co-ordination and Strategy Advisor

**Phone no:**

07818 562 932

**E-mail:**

[matthew.hamilton@local.gov.uk](mailto:matthew.hamilton@local.gov.uk)  
[katharine.goodger@local.gov.uk](mailto:katharine.goodger@local.gov.uk)

18 Smith Square, London, SW1P 3HZ [www.local.gov.uk](http://www.local.gov.uk) **Telephone** 020 7664 3000 **Email** [info@local.gov.uk](mailto:info@local.gov.uk)  
Local Government Association company number 11177145

Improvement and Development Agency for Local Government company number 0367557

**Chairman:** Councillor James Jamieson OBE **Chief Executive:** Mark Lloyd CBE **President:** Baroness Grey-Thompson

**Meeting:** Improvement and Innovation Board**Date:** 14 October 2022**Improvement & Innovation Board – Membership 2022/23**

<b>Councillor</b>	<b>Authority</b>
<b>Conservative</b>	
Cllr Abi Brown (Chair)*	Stoke-on-Trent City Council
Cllr Nigel Ashton	North Somerset Council
Cllr Peter Fleming OBE	Sevenoaks District Council
Cllr Phil Twiss*	Devon County Council
Cllr Laura Beddow	Dorset Council
Cllr Phil North	Test Valley Borough Council
Cllr Philip Broadhead	Bournemouth, Christchurch & Poole Council
Lord Gary Porter CBE (Observer)	South Holland District Council
<b>Substitutes</b>	
Cllr Gwilym Butler*	Shropshire Council
Cllr Derek Bastiman	Scarborough Borough Council
Cllr Kris Wilson*	Nuneaton and Bedworth Borough Council
<b>Labour</b>	
Cllr Brigid Jones (Deputy Chair)*	Birmingham City Council
Cllr Jane Mudd*	Newport City Council
Cllr Dr Beccy Cooper*	Worthing Borough Council
Cllr Victoria Cusworth*	Rotherham Metropolitan Borough Council
Cllr Vince Maple	Medway Council
Cllr Oliver Ryan	Tameside Metropolitan Borough Council
Mayor Damien Egan*	Lewisham London Borough Council
Sir Stephen Houghton CBE (Observer)	Barnsley Metropolitan Borough Council
<b>Substitutes</b>	
Cllr Anthony McKeown	High Peak Borough Council
Cllr Kevin Peel*	Bury Metropolitan Borough Council
<b>Liberal Democrat</b>	
Cllr Liz Green (Vice-Chair)	Kingston upon Thames Royal Borough Council
Mayor Peter Taylor	Watford Borough Council
Cllr Alan Connett (Observer)	Teignbridge District Council
<b>Substitutes</b>	
Cllr Paul Crossley	Bath & North East Somerset Council
<b>Independent</b>	
Cllr Neil Prior (Deputy Chair)	Pembrokeshire County Council
Cllr Alex Coley	Epsom and Ewell Borough Council
Cllr Mike Haines (Observer)	Teignbridge District Council



**Meeting:** Improvement and Innovation Board**Date:** 14 October 2022

<b><i>Substitutes</i></b>	
Cllr Paul Hilliard*	Bournemouth, Christchurch and Poole Council
Cllr Julian German*	Cornwall Council
Cllr James Hakewill*	North Northamptonshire Council
<b>Independent Observers</b>	
Philip Sellwood CBE	
Richard Priestman	
(* - new Board members / substitute members for 2022-23)	

**Meeting:** Improvement and Innovation Board**Date:** 14 October 2022**Improvement and Innovation Board: Terms of Reference 2022/23**

1. The purpose of the Improvement and Innovation Board is to provide strategic oversight of the Local Government Association's (LGA) policy and improvement activity in relation to councils improving their performance and productivity - in line with the LGA's priorities and the Grant Determination Letter agreed with the Department for Levelling Up, Housing and Communities (DLUHC).
2. It will maintain strategic oversight of improvement support provided by LGA Boards and other sector owned bodies and provide guidance and advice as new support offers are developed. In doing so, it will work closely with the LGA Boards on the performance of the sector in their subject areas and the arrangements they are putting in place to provide improvement support. The Board will provide an overarching framework for the sector's work on sector-led improvement.
3. The Improvement and Innovation Board will be responsible for:
  - 3.1 Overseeing the programme of work which focuses around the priority areas agreed by the Lead Members of the Improvement and Innovation Board.
    - 3.1.1 Historically the Board has organised its work around a number of different priorities drawing on the LGA business plan. For 2021/22 these priorities were;
      - Improvement (including peer challenge) and Innovation
      - Leadership
      - Climate Change and Sharing Practice
      - Transparency, Productivity and Efficiency.

In addition to these roles, the Executive Advisory Board asked each Board to identify a member to be an Equalities Advocate to raise the profile of any equalities issues within that Board's workstream.
    - 3.1.2 Sharing best practice within the sector is encompassed by all of our improvement work and is the shared responsibility of all Improvement and Innovation Board members.
    - 3.1.3 We have set out below the proposed priority areas for the Board and Lead Members have agreed lead areas of responsibilities for 2022/23 subject to the priorities being agreed. These priorities draw extensively on the priorities set out in the LGA Plan due to be published very shortly and therefore represent a small presentational shift from the priorities in 2021/22
      - **Regional Improvement Support, Finance and Governance**  
Cllr Abi Brown

**Meeting:** Improvement and Innovation Board**Date:** 14 October 2022

Regional improvement support covers the vast majority of our peer support and peer challenge work which is co-ordinated by regional teams in partnership with peers. The LGA has developed a tiered approach to the peer based model, recognising that whilst most support offers will be universal, some councils will sometimes face more significant challenges and will require more bespoke support. This is underpinned by our financial resilience programme which utilises expert financial improvement and sustainability advisors, as well as governance support, which is accessed both through peers, regional teams and through our partnership with the Centre for Governance and Scrutiny.

This priority area also shapes the LGAs position in relation to Government policy on assurance and inspection, including the relationship with the Office for Local Government.

- **Leadership support for councillors and officers**

Cllr Brigid Jones

The LGA's political leadership programmes provide direct support to improve the skills, capacity and capability of councillors and senior managers across local government. The programme includes the Highlighting Political Leadership offer, encompassing our flagship Leadership Academy and Next Generation Programmes, as well as providing development opportunities for councillors across a range of portfolio areas through webinars, e-Learning and face-to-face events. The support also includes dedicated support for disabled councillors.

The Leadership offer also specialises in bringing fresh talent into the sector through our Be a Councillor campaigns and the National Graduate Development Programme for Local Government (NGDP). Managerial leadership development is catered for through our partnership with Solace on programmes such as Ignite, Total Leadership and Springboard.

- **Supporting local people and places (Including climate change) – Improvement programmes:**

Cllr Liz Green

This includes improvement programmes offering a variety of support for councils in areas such as strategic procurement advice and covers a range of technical areas including procurement and commissioning, economic growth and cultural services. It also includes improvement support relating to council's central role in supporting local people and places, including climate change, levelling up and devolution, behavioural insights, effective communications and housing. This priority would include a responsibility to chair the IIB climate change working group.

**Meeting:** Improvement and Innovation Board**Date:** 14 October 2022

- **Data, Digital and Technology**

Cllr Neil Prior

This includes the LGA's work to support councils to make better use of data, including help with the open data and transparency agenda, data standards, and good performance management. In addition, this covers the on-going development of LG Inform, our on-line comparative data and benchmarking service, examining practice in authorities to support sector-led improvement. Also included in this priority is our work with DLUHC to support digitalisation, including cyber security, digital and technology.

- **Peer support**

All Lead Members

Peers help build capacity, confidence and sustainability in local government by sharing knowledge and experience, and enable the transfer of learning across the sector. The use of peers from the local government sector to deliver improvement support is considered an integral element of the LGAs Sector Support programme.

In the spirit of continuous improvement, Lead Members and the wider Improvement and Innovation Board will have a central role in promoting and reflecting on the impact of peer support, to support a culture of continuous improvement.

3.1.4 In addition to the roles outlined above, all members of the Improvement and Innovation board have the opportunity to take on additional responsibilities in the following area:

- **Innovation Zone**

The Innovation Zone is a core part of the LGA's Annual conference which is due to take place on the 4 – 6 July in Bournemouth. The Zone offers an interactive space to share examples of innovative practice from councils as well as public sector and partners (including international organisations), provided that their session is linked to local government. There is an opportunity for members of the Improvement and Innovation Board to be involved in the design and delivery of the Innovation Zone through a member-led working group which will be set up to discuss the approach and format of the Innovation Zone, have political oversight of potential sessions, and to update on the Innovation Zone at the end of the process. This board will be chaired by a member of the Improvement and Innovation Board and representatives to the working group will be politically balanced.

**Meeting:** Improvement and Innovation Board**Date:** 14 October 2022

A paper setting this out in more detail will be brought to the board at the next meeting in December.

- 3.2 Overseeing a programme of work to deliver the strategic priorities set by the LGA Board, covering campaigns, research and/or policy, good practice, improvement support and events - as specified in the business plan and in the grant determination letter with DLUHC - and taking into account linkages with other boards where appropriate.
  - 3.3 Developing a thorough understanding of council improvement priorities and the width of councils' responsibilities, using strong networks and robust information.
  - 3.4 Representational activities on behalf of the LGA and responsibility for the promotion of activity through public statements in its areas of responsibility. DLUHC grant funding for improvement will only be used for the purpose set out in the grant determination letter and will not be used to lobby parliament, government or political parties.
  - 3.5 Building and maintaining effective relationships with key stakeholders.
  - 3.6 Understanding the impact of government policy on sector-led improvement.
4. The Improvement and Innovation Board may:
- 4.1 Appoint members to relevant Outside Bodies in accordance with guidance in the Political Conventions.
  - 4.2 Appoint member 'champions' where appropriate (who must be a current member of the Board) on key issues, with responsibility for liaising with lead members on key issues that require a rapid response and contact with councils.

**Priorities and Agenda**

- 5. The work programme for the Board is informed by the improvement activities and direction set out in the grant determination letter agreed with DLUHC and wider improvement needs of the sector. Within this framework, the Board will help to lead the agenda for local government by responding to sector needs and supporting authorities to respond to challenges affecting local government. It will also support the overall objectives of the organisation, as set out in the LGA's Business Plan.
- 6. The agenda for Board meetings will be guided by the priorities outlined at 3.1.3 and includes the following standing and rotating items:

**Meeting:** Improvement and Innovation Board**Date:** 14 October 2022

- 6.1 Updates on progress delivered against the grant determination letter, provided at Board meetings after each quarter of the financial year.
  - 6.2 Regular programme updates from across the priority areas outlined at 3.1.3. Updates from each programme area should take place at least once during the financial year.
  - 6.3 Annual updates on progress from LGA improvement programmes funded separately from the DLUHC grant. This includes but is not limited to, the Children's Services Improvement Programme and Partners in Care and Health.
  - 6.4 At the Board meeting preceding the LGA conference in July 2023, Members will have an opportunity to shape improvement events at the LGA conference 2023, including the Innovation Zone.
  - 6.5 An improvement update on the LGA conference at the Board meeting following the LGA conference.
7. Equalities, diversity and inclusion implications should be considered for all agenda items.

**Equalities Advocate**

8. The Executive Advisory Board have asked each Board to identify a member to be an Equalities Advocate to raise the profile of any equalities issues within that Board's workstream. The advocates will work together to coordinate the messaging across the organisation and report back to the Executive Advisory Board. Due to this cross-board work the decision has been made that these appointments should be politically-balanced and co-ordinated by the LGA's Political Group Offices. The Equalities Advocate for the Improvement & Innovation Board is Cllr Liz Green.

**Quorum**

9. Quorum is one third of the members, provided that representatives of at least 2 political groups represented on the body are present.

**Political Composition**

10. The Political composition of the Improvement and Innovation Board is as follows (including political observers);

10.1	Conservative group:	8 members
10.2	Labour group:	8 members
10.3	Liberal Democrat group:	3 members
10.4	Independent group:	3 members
10.5	Independent observers:	2 members

**Meeting:** Improvement and Innovation Board

**Date:** 14 October 2022

11. Substitute members from each political group may also be appointed.

**Frequency per year**

12. Meetings to be held five times per annum.

**Reporting Accountabilities**

13. The Board will report annually to the LGA Executive at the July meeting.

14. The Board will report regularly to the Councillors Forum throughout the political year on significant improvement activity.

**Implications for Wales**

15. While the DLUHC grant is for England only, knowledge and best practice will be shared with Welsh councils wherever appropriate.

**Financial Implications**

16. There are no additional financial implications arising as a result of this report.

**Next steps**

17. N/A







**Meeting:** Improvement and Innovation Board

**Date:** 14 October 2022

## Be a Councillor: KPI update

### Purpose of report

For direction

### Summary

The report provides an update for Improvement and Innovation Board on progress against the key performance indicators relating to the Be a Councillor campaign.

### Is this report confidential?

No

### Recommendation/s

Board Members are asked to comment on the report, provide feedback and make recommendations on future activity for the campaign.

### Contact details

Contact officer: Helen Jenkins

Position: Head of Leadership

Phone no: 07464 652732

Email: [helen.jenkins@local.gov.uk](mailto:helen.jenkins@local.gov.uk)

## Be a Councillor: KPI update

### Background

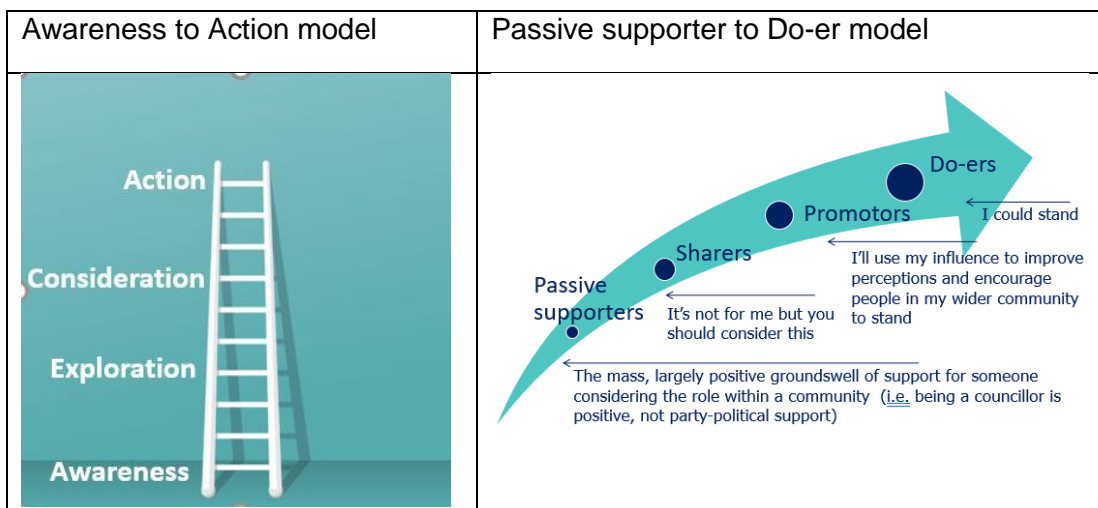
1. The LGA's Highlighting Leadership offer forms part of our wider package of sector-support. We offer a range of programmes, events and resources aimed at supporting and developing councillors and local government officers at all levels. This report focusses on one key part of the deliverables: the Be a Councillor campaign.
2. The campaign has two strands: the LGA's political group office run their own successful campaigns. There is also a national campaign which is focussed on generally raising the profile of the role of councillor, encouraging more people to find out about the role and finding out the route to take if they want to become a councillor. This is achieved through information sharing via the [Be a Councillor website](#) and creating tools and resources for councils to run their own local campaigns. The content of this report is predominantly focussed on the national campaign.
3. The Be a Councillor campaign has two specific Key Performance Indicators (KPIs) in the current Grant Determination Letter with Department for Levelling Up, Housing & Communities (DLUHC):
  - Be a Councillor Campaign to attract interest from at least 500 non-councillors, including through enquiries and attendance at events – by end of December 2022.
  - Long term campaign launched to attract disabled candidates to stand for council elections – by end of September 2022.
4. Progress against these KPIs is outlined in this report.

### Enhanced Be a Councillor campaign

5. The Leadership Team is working to deliver an expanded Be a Councillor Campaign with refreshed approaches to awareness raising about the role of councillor. The campaign aims to ensure better representation in local government of the communities it serves, with the diversification of skills, experience and knowledge from new talent attracted to the role. We are on target to meet our KPI to track interest from at least 500 non-councillors by the end of December 2022. As Be a Councillor often uses 'broadcast' techniques to raise awareness there are challenges with tracking engagement and therefore in reality it is likely that many more people have seen and engaged with the campaign than those we have had direct contact with.
6. At the end of Quarter 2, the campaign had attracted over 489 non-councillors' through events run by the LGA Political Group Offices and the Leadership Team, and through enquiries by email and social media. Further events are planned with partners on Thursday 24 and Saturday 26 November 2022. Our new Be a Councillor newsletter was launched recently, gaining over 60 sign ups in the first day. People can sign up via a

button on the website to receive information throughout the year about being a councillor, how to get involved and to register for events.

7. Further and more detailed information about the work undertaken to achieve the KPI is set out below.
8. In October 2021, the Leadership team updated the Improvement and Innovation Board on focus group research undertaken by The Young Foundation which captured the views and experiences of under-represented groups to help refresh the Be a Councillor campaign.
9. Since then, progress has been made through the following work:
  - **Engaged with expert under-represented group organisations:** Elect Her, My Life My Say, Operation Black Vote and Shout Out UK.  
These partnerships will focus on events, social media communications and resources to help us reach key target audiences. An event with Shout Out UK was held in June 2022 and the partnership was officially launched on social media on International Youth Day.
  - **The ‘Awareness to Action’ and ‘from passive support to do-er’ models from the Young Foundation Research have been built into the campaign:** For example, through refreshed social media posts to help raise awareness of the role; and partnering with the organisations for more intensive activities to support people to take action and stand for election.



- **New website content** with additional detail asked for by the focus groups. For example, more detail about the day-to-day role, and on the practical considerations of being a councillor such as remuneration and time commitment.
- **Refreshed social media messaging and new photography** with councillors across the country (and more photoshoots to take place later this year). The

photography has a new look, focussing on councillors in action in their community to help raise greater awareness of what the role entails in practice.

- **Embedding a stronger outreach and targeted marketing approach** to the campaign – by carrying out stakeholder mapping to link up with organisations which share our aims, and commissioning events with our partners to reach out to target networks.
  - **New case study template and case studies** to provide a stronger focus on the day-to-day role and the specific impacts and achievements councillors have made, with some [new case studies on the Be a Councillor website](#) and more to follow.
  - **Signposting more clearly to Debate not Hate and Civility in Public Life** on the Be a Councillor website, and also as discussion points in events with partners.
10. Crucially the elements detailed above also form the basis of new toolkit resources for councils to run their own local Be a Councillor campaigns, in the spirit of sector led improvement – for example supporting councils’ outreach to under-represented groups with stock social media posts and photography that councils can use on their own platforms, as well as email templates to make initial contact with and engage local partner organisations.

### **Support for Disabled Councillors and Candidates**

11. In January 2022, the Leadership team received additional funding from (DLUHC) to deliver a package of support for disabled councillors and candidates which was extended into the grant agreement for 2022/23.
12. This support offer is designed to increase the representation of disabled people in local politics and accelerate their development to become leaders in local government. It covers the whole life cycle of a councillor: from taking the first step to go for election, to developing your leadership skills as an experienced councillor.
13. The main KPI objective from Government that relates to the Be a Councillor campaign is:
- To launch a long-term campaign to attract disabled people to stand for council elections (by the end of September 2022)

Additionally, the Leadership team is delivering on the following disability-focused KPI objectives:

- To deliver a coaching programme which gives support to at least 20 disabled councillors, with at least 85% of participants indicating the coaching has had a positive impact on their development (by the end of March 2023)
- To deliver a bespoke leadership development programme for disabled councillors, which provides councillors with unique networking opportunities and support.
- To implement recommendations to improve the accessibility of the NGDP in time for the 2022/23 programme.

14. The LGA's most recent councillor census found that disabled people are consistently underrepresented on councils. In 2022, 15.5 per cent of councillors declared a disability or long-term impairment. This compares to just over 20 per cent of the general population having a limiting long-term illness, condition or impairment.
15. A national campaign is now underway to attract more disabled people to consider becoming a councillor. This campaign has been co-produced with disabled people and councillors and led by community engagement specialists Vocal Communities. In line with the extensive user testing and research carried out, the campaign will provide focused and targeted support for disabled people whilst integrating into the main Be a Councillor campaign. This is also consistent with the recommendations of the Young Foundation research from 2022.
16. We are taking a holistic approach to inspire a new generation of disabled councillors, but also recognise that there are practical considerations. Our new guide, [Improving Access to Local Government Elected Office for Disabled People](#), has marked the launch of the campaign.
17. This guide aims to break down what it means to be a councillor and offers specific advice and support for disabled people who are considering the role. It has been shaped with the involvement of currently elected disabled councillors, who have also contributed to the campaign's photography and case studies. The guide is accompanied by practical support for councils, which aims to improve awareness, accessibility, and inclusion at every stage of becoming a councillor.

### Examples from the campaign

**Image 1:** Councillor Steve Darling (Leader of Torbay Council, Liberal Democrat) and Councillor Mandy Darling (Mayor of Torbay, Liberal Democrat) featuring on the front cover of the Be a Councillor guide for disabled people.



**Image 2:** Councillor Lana Hemsall (Broadland and South Norfolk Council, Conservative) featuring on the LGA twitter account (@LGAcemms).



**Image 3:** Councillor James Rathbone (Lewisham Council, Labour) featuring on an editable poster for councils from the Be a Councillor toolkit for council campaigns.



**Image 4:** Councillor David Beaman (Waverley Borough Council, Independent) sharing his journey as a councillor in a case study on the Be a Councillor website.

Be a councillor > Case studies

## Councillor David Beaman

I was diagnosed with Parkinson's in September 2000. I ran my own bus company until 2010. Because of my condition, I would struggle to maintain a traditional full-time job, but I was always interested in politics, and it is important to me that I remain as active as possible.

---



I was first elected to Farnham Town Council in 2011 and to Waverley Borough Council in 2018. I am also Chair of the Disability Empowerment Network for South West Surrey which is funded by Surrey County Council.

### 18. Next steps for Be a Councillor:

- Deliver an expanded national Be a Councillor campaign, in collaboration with Political Group Offices; our partners Elect Her, My Life My Say, Operation Black Vote and Shout Out UK; new disability expert organisations; and by supporting councils with our refreshed toolkit.
- Deliver a series of Be a Councillor online and in-person events with partners for under-represented groups.
- Produce bespoke resources and materials for under-represented groups, with the support of our campaign partners.
- Provide enhanced social media and press promotion to raise greater awareness of the role and the support available (e.g. new website content and guide for disabled people) as well as focussing on key dates such as Black History Month, Disability History Month and International Day of Disabled Persons.
- Provide support to councils to deliver local Be a Councillor campaigns and activities and promote the new Be a Councillor toolkit with all councils in England.

- Establish the new Be a Councillor newsletter to respond to frequently asked questions and emerging topics and to encourage and support people to stand for election.
- Championing role models by engaging a diverse range of councillors in producing case studies, taking part in photoshoots, and writing promotional material for our resources and campaigns; including raising the profile of disabled leaders in local government.
- Recommendations are currently being finalised from a research project that focusses on the barriers facing younger people when standing for election. Outcomes of the project will include the creation of resources specifically aimed at making the role of councillor more accessible to younger people. This will include guidance for employers, practical information about the logistics of the first few months of being a councillor and resources to support earlier education about the role of the councillor.

### **Proposal**

19. Board Members are asked to comment on the report, provide feedback and make recommendations on future activity for the campaign.

### **Implications for Wales**

20. There are no direct implications for Wales as the Be a Councillor campaign is funded by the Improvement Grant for English Councils. However, the team periodically share practice with the WLGA, who run their own Be a Councillor campaign.

### **Financial Implications**

21. All actions will be accomplished within the agreed budget for Be a Councillor.

### **Equalities implications**

22. The Be a Councillor campaign is aimed at increasing the pool of people that stand for election, so that councils are representative of their communities.
23. As part of the LGA's Support for Disabled Candidates and Councillors, a targeted and bespoke campaign is being delivered to support disabled people to become councillors. This forms part of the Be a Councillor campaign and aims to increase the representation of disabled people in local government.

### **Next steps**

24. The Be a Councillor team will take on board comments and recommendations by the Board.



Document is Restricted



Document is Restricted



Document is Restricted

