

Highlighting political leadership offer 2021/22 work update – Annex A

Purpose of report

For decision.

Summary

As part of our Grant Determination with MHCLG, the LGA's Leadership team is tasked with delivering 'an enhanced Be a Councillor campaign to attract new and diverse talent to local government'.

To support this, we commissioned focus group research with members of the public earlier this year in order to help refresh the Be a Councillor campaign.

We are now planning the next steps to embed the learning from the research into the campaign plan. Since the Improvement & Innovation Board papers were published, discussions with colleagues in the Communications Team have highlighted the benefit of having IIB agreement to commence this work and the following annex sets out a high-level plan to enhance the Be a Councillor campaign.

Recommendations

Members are recommended to approve the actions noted in this report, including for a full report to be brought to the next Improvement and Innovation Board on 7 October 2021 to launch the research.

Actions

The LGA's Communications Team and Leadership Team to implement the actions as listed on the following page.

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Background

1. The LGA commissioned The Young Foundation to undertake focus groups with members of the public capturing the views and experiences of under-represented groups in order to help inform the development of the Be a Councillor campaign.

Actions

2. We propose that the initial next steps for the development of the Be a Councillor campaign based on the research are to:
 - 2.1. Bring a full report to the next Improvement and Innovation Board on 7 October 2021 to launch the findings of the research and associated campaign.
 - 2.2. Organise a webinar in October 2021 (linked to Local Democracy Week) to publicly launch the project.
 - 2.3. Add the research onto the LGA website, along with a blog by the Young Foundation.
 - 2.4. Draw up a new campaign plan for Be a Councillor.
 - 2.5. Develop a programme of outreach
 - 2.6. Continue our support to councils with an updated council toolkit.
3. Members are welcome to receive a briefing on the research before the Improvement and Innovation Board on 7 October 2021.