



Build-a-Councillor Recruiting the Best

77th Annual Conference – 5 October 2024

Build-a-Councillor



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**Are all the members of
your council already
furpect?**



Build-a-Councillor



- Before thinking about ***how*** to attract candidates, we need to think about ***who*** we are trying to attract.
- Accept the concept that there can be a **person spec** for the role of councillor.
- The make-up of the council can be changed and influenced – for the better.

Build-a-Councillor



- What is the “perfect” councillor?
- What are their skills, qualities and attributes?
- The **three opportunities** to influence
 - Recruitment
 - Induction
 - Training

The “Perfect” Councillor



- **Communication skills** – good listener, responds to e-mails sent by clerk, open to new ideas, computer literate and willing to work electronically.
- **Personal qualities** – honest, decent, confident, visionary, forward thinking, proactive, strategic, flexible, respectful of professional knowledge and objectivity of officers, leadership, supportive, polite, patient but tenacious, sense of humour!

The “Perfect” Councillor



- **Commitment** – prepared for meetings, team player, punctual, available and accessible for scheduled and ad hoc meetings, takes role seriously, willing to participate, interested, enthusiastic, positive outlook.
- **Knowledge** – understands council’s strategy, knows financial rules and regs, understands roles and responsibilities of officers and members, knows council is an employer, understands council’s powers, willing to learn and develop and undertake training.

The “Perfect” Councillor



- **Communitarian** – passionate about community, focused on whole community (not only a single issue).
- **Basics** – stay awake in meetings, have good personal hygiene and respect for personal space, treat others with dignity, have reasonable and respectful dress standards for council meetings, don't turn up smelling of alcohol!

Recruitment



Now we know ***who*** we are trying to attract...

I, the Returning Officer for the said area give NOTICE that under Section 85 of the Local Government Act 1972 and in accordance with provisions of the Representation of the People Act 1983 and all other relevant enactments, an election will be held...

Recruitment



Now we know ***who*** we are trying to attract...

As a councillor representing your community you will help keep it a great place to live and work. You will be supported in your role and will be expected to undertake training. You should be comfortable working electronically. You should have a positive outlook and a can-do attitude and be willing to work as part of a team.

Recruitment



- Put your text in big letters with an eye-catching graphic and include a web address for further information.
- No need to include the boring local government stuff - In the unlikely event you receive an enquiry from someone who is not eligible to stand for election you can always talk that through with them and together think of other ways they can contribute to the council.

Recruitment



- Once you've designed your brilliant ad, put it **EVERYWHERE**.
- Send copies of the ad to the secretaries of all the local groups and organisations.
- Ask the school to put up the ad (and for children to take copies home).

Recruitment



- Put it on the **front page** of the web site and across all social media channels.
- Create a list of people you think might make good councillors and send it to them directly with a short “*saw this and thought of you*” message and challenge all councillors and officers to do the same.

Recruitment



- **Don't**

- Use a picture of Kitchener
- Provide a boring list of the statutory qualifications for being a councillor
- Refer people to the minutes “to find out what the council does”!



Recruitment



- **Do**

- Be positive
- Talk about all the good things the council does
- Position the opportunity as benefitting the person, as well as the community
- Make it fun!



The Challenge



- It's not going to be easy
- It will take time, effort, and money
- It is a challenge for every council, every councillor, and every clerk
- You can only do your best



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