

Good ideas for promoting candidacy at the parish/town council elections in May 2021

The following is a list, in no particular order, of good ideas, tips and suggestions that we've heard in conversation with councillors, clerks and fellow CALC officers.

Idea/tip/suggestion
Get the clerk to contact anyone that has put themselves forward for co-option in the past but who wasn't successful on that occasion. Write to them to tell them about the new opportunity to join the council and how much their skills would be valued.
Use Gladys. There's at least one Gladys in every community... a person who knows everything that's going on in the village/town and whose influence reaches into every corner. They are sure to be talking about the election anyway, so make sure they are well informed and that they are talking positively about it. They might end up being your most active and vocal recruiter!
Trawl through the committees of all the groups and organisations in your village/town. Those people have already put themselves forward in one capacity and so might be interested in serving the village in another capacity. And don't forget the school governors!
Get every councillor to recruit at least one new candidate. If the councillor is leaving the council ask them to recruit at least two new candidates. That way you're almost guaranteed to have a contested election.
Ramp up the recruitment drive during March. The "soft sell" in January/February plants a seed but people are unlikely to take action there and then. During March, especially when the nomination packs become available, you can actually call people to action and ask them to request a nomination pack and get the forms filled in.

This list will be added to whenever we hear a good idea. If you have one send it to info@northantscalc.com. If you would like to be credited just say so in your e-mail.