



WLGA • CLILC

Widening Participation Campaign 2006-08



Background

- first Widening Participation campaign in 2004
- primarily a publicity campaign on promoting local government and the role of councillors
- promoted candidature, supported by candidate materials and induction planning and resources
- ran alongside mainstream promotional work of the Electoral Commission promoting the local elections



2006-08 Campaign

- partnership of the Welsh Assembly Government, Electoral Commission, WLGA and SOLACE Cymru
- a combination of existing staff resources and investment and a time-limited Assembly Government campaign fund
- link the campaign into ongoing activities and events – Local Democracy Week, WLGA fringe events at party conferences, WLGA Annual Conference, WLGA member development work and local authorities' own local democracy activities.



Campaign Challenges

- reposition campaign to make it broader – promoting local democracy, citizenship, community engagement, the role of the council and the central role of the councillor
- realistic objectives and activities, limited budgets will not allow large national multi-media marketing campaign.
- avoid making a single judgement on success i.e. whether councils are more 'representative' – the parties are responsible for selecting the majority of candidates and the electorate is responsible for electing councillors. A campaign can only go so far in encouraging people to consider standing.
- closer working with political parties balanced with support for independents



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Campaign Objectives

- encourage public interest in democracy, citizenship and community
- promote role and value of the councillor
- promote interest in candidature and improvements in terms of office
- prepare candidates with information (non-campaigning) materials
- induction support and resources for councillors following elections



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Activities (and lead organisations)

1. publicity campaign on citizenship and democracy with councillor at the centre (WLGA/WAG)
2. promoting registration and voting (Electoral Commission)
3. young people and democracy (Electoral Commission)
4. conditions of office and employers (WAG)
5. political party and group liaison and support (WLGA)
6. web-based materials about the councillor role and local government (WLGA)
7. induction programme and resources for councillors (following election) (WLGA)



Timetable

- Late 2006 - Scoping activity
- October 2006 – March 2007 – WLGA fringes at Party Conferences
- October 2006 - Local Democracy Week – local activities engaging with young people – seek to establish year-round approach to youth engagement
- October 2006 – Local Democracy Conference
- October 2006 – Engaging Young People workshop at WLGA Annual Conference
- March 2007 – Development of Induction Materials and online resources
- Post-May 2007 – Meetings with political parties & employers to discuss candidature
- Post-May 2007 – Discussions with BBC Wales and ITV Wales about public information role and scope for promoting local government and local democracy
- Summer 2007 – WLGA events to promote campaign - WLGA Annual Conference, Local Democracy Conference for Employers, WLGA Member Development Conference, Royal Welsh Show, Eisteddfod
- Summer 2007 – web-based materials and briefings for candidates/potential candidates
- Summer 2007 onwards – National and Local Publicity Campaigns, linking into:
- October 2007 – Local Democracy Week
- Spring 2008 – Electoral Commission activity around promoting elections
- May 2008 – Local Elections
- June 2008 – WLGA Induction programme