

INDEPENDENT NETWORK

BE A COUNCILLOR PROGRAMME 2025

Welcome and introduction to Councils, to the trials and tribulations of being an Independent councillor and what support is available. We meet fortnightly noon Saturday on Zoom. Access from 11.50am Start promptly 12 - 1pm. [LINK](#) Please register and join us!

Hosted by Cllrs **Karen Lucioni** and **Marianne Overton MBE**

Week one 25th January

Why be a Councillor? Success stories

Who might be a councillor – can you recruit others to join you?

Recruiting candidates and helpers

Week 2 1st February

Understanding your area, canvassing with volunteers, postal votes

Using the electoral register, keep all receipts

Developing your key issues, Your communication strategy

Week 3 8th February

Recap communication strategy, strapline,

Getting engaged in the community.

Social media, press, videos

Week 4 15th February

Drafting your ideas in a leaflet, posters, podcast

Writing a newsletter, imprints

Week 5 22nd February

Elections on a shoestring - funding

How to get elected – fine tuning your strategy

Week 6 1st March

Election run-up and the day itself – good luck!

Top Tips from our winning teams.