



**Cymdeithas Cynghorwyr**

*gweithio dros holl Gynghorwyr Plaid Cymru*

**Councillors' Association**

*working for all Plaid Cymru Councillors*

# 100

## TIPS

### **Some ideas you can use to be a more effective Town or Community Councillor**

You are not expected to do all of these.  
This is just a list of some suggestions you may wish to consider.

Although there is talk of some election strategy here it is mainly intended for Town and Community Councillors who currently hold a seat and wish to keep it.

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19. Get to know them. Invite them to your ward to promote an issue local or national or just for a walk about.
20. Does a local organisation need someone to officially open or launch an event? Persuade the MS MP you have made friends with to do so.
21. Does your branch publish regular newsletters? Make sure that it gives you high profile.
22. Get to know your local press and radio reporters.
23. Get to know your community.
24. Get yourself elected as your Council's representative on influential local groups.
25. Issue regular press releases
26. Send letters to the press.
27. Invite those famous in the world of entertainment or sport to visit your ward
28. Make sure you have a picture and a press release of the event. (as you have obviously done with point 20)
29. Get high quality photos of yourself. Give or email a good copy to the local press to use when you send your press releases in and remind them they have it.
30. Use your mobile phone, iPad or a digital camera and take a snap every time you do something in public. Use the pictures.
31. Browse your other local political parties' websites. What are they doing?
32. Get there first.
33. Join community groups
34. Browse your local community websites. Is there a way you can help / get them on your side?
35. Attack and discredit your opponents
36. Keep your opponents literature.
37. Is there anything there that is attractive or useful that you could borrow and adapt?
38. Keep all your press cuttings and press releases
39. Become a school governor
40. Recruit members and supporters to your Plaid Branch

1. Keep in constant contact with your local branch.
2. If you don't have one attend the nearest one, and then after a while, when you've collected local members, set up your own branch.
3. Use them as extra pairs of eyes and ears to gather local information.
4. Use them to help you distribute leaflets.
5. If you belong to a branch and attend regularly propose yourself as a delegate to Constituency committee, National Council etc.
6. Attend National Council (two meetings a year) and get to learn more about your Party's beliefs and policies, and to network with other colleagues in a similar situation.
7. Attend your Constituency Committee and /or your County Committee.
8. Attend Plaid's conferences when they are within easy reach ( both the spring and autumn National Conferences move around)
9. You are welcome to attend Plaid Cymru's Councillor Association. It meets around four times a year and welcomes representation from every Plaid Councillor.
10. Get to know what your limitations are – what you can and can not achieve as a local Councillor.
11. Find out who to pass on problems you can not tackle. If you have a local Plaid County Councillor that's easy, if not get to know who is a Plaid County Councillor in your authority, if you have one. Make friends with them so that they will help you.
12. Browse your own council's website.
13. Browse your County Council's website.
14. Do you have a constituency office? Use it; get to know the staff and how they can help you and how you can be of help to them.
15. If not then where is your nearest office? Where is your Regional AM's office?  
Use it.
16. Work with local MSs, MPs, Actual or Candidates
17. Every time there is another election e.g. Westminster get yourself on the campaign team when they visit your ward. Go round knocking doors with them, introduce yourself as their local councillor – raise your profile. It looks so good when you canvass in a gang.
18. All of Wales has at least one Plaid Regional Senedd member by now.

41. Ask for help – you will need all the help that you can get at election time.
42. Sponsor a Rugby / Football match
43. Organise petitions for worthwhile ventures.
44. Organise write in campaigns
45. Organise advice surgeries, or if you have a local County Councillor join forces.
46. Organise street surgeries
47. Organise residents' surveys
48. Target 1<sup>st</sup> time voters
49. Do they receive an 18<sup>th</sup> birthday card from Plaid? If not send deliver one.
50. Get involved in Community Audits
51. Get yourself a mentor. Someone with political experience.
52. Draft yourself a letterhead
53. Decide on a clear corporate style
54. Make yourself a “sorry you were out when I called” card
55. Remember to vote leaflet
56. Deliver a Calendar or a card of useful/vital local services
57. Do you have a supply of posters and car stickers to sell to those who ask?
58. Have you got a Plaid car sticker on your car?
59. Keep literature design simple
60. Keep to Arial or a similar San Serif style of print
61. Remember that a print size under 10 is difficult to read.
62. Remember that white print on a black background or the use of colour is difficult for those with sight problems.
63. Election address - keep your manifesto simple
64. Capitalise on a community issue
65. Put all constituents' complaints to your Council or to any other body in writing and keep your email trail.
66. Set up a ward web page.
67. Update it frequently, at least once a week, preferably oftener.
68. Put all local events on it to attract a regular readership.

69. Put plenty of pictures on it and update your own picture regularly.
70. If you must use Twitter remember it's toxic.
71. Experiment with other websites but be careful.
72. Use Canva or a similar program to produce a professional poster or leaflet.
73. Set up a 'what's app' site with your fellow Plaid councillors.
74. Set up a similar site for your activist team.
75. Any issue you can't handle should be referred to the relevant body e.g. County Council, MP, Ms etc'
76. Are you sending letters to the right person? Do some background research.
77. Keep records of progress on complaints.
78. Chase complaints until you have a result or reason.
79. Keep complainants informed about what's happening.
80. Keep a record of EVERYTHING
81. Keep a supply of postal vote registration forms in your car; any one can now have a postal vote.
82. Keep a supply of membership of Plaid forms, also of 'Friends of Plaid'
83. Recruit postal voters, members and friends of, as you visit to help your electors.
84. Keep a regular update of your electoral register
85. Mark those you know are supporters and those you help, or other relevant information.
86. Make a note of Welsh speakers and learn enough Welsh to greet them.
87. Make a note of those who are antagonistic. If short of time do you really need to re-canvass and get this?
88. Use this vital info for your re-election and to aid the election of County Councillors, Assembly Members, and MP's MEP's in your ward.
89. Maybe you could with their permission get missing voters to re-register.
90. Keep a supply of electoral registration forms – they can be filled and sent back any time of year.
91. Target regular supporters to join Plaid Cymru or become 'Friends of'.

92. Collect and read local information leaflets (from your Library, Council Office etc.).

93. File them in your own library and use them as a resource to help others.
94. Never say no. Say I'm not the expert you need, but will try to put you in touch with someone who can help.
95. And do so
96. Do you have friends who would make good councillors? Tell them how cool it is.
97. Persuade them to stand. You never know when there will be a by-election in your or a neighbouring council.
98. A good councillor never says No without explaining why.
99. A good councillor never says 'Yes'; instead, he or she will say 'I will try my best'.
- 100 If anyone asks if they owe you anything –say yes a vote for me and for Plaid Cymru in every election that's all.