



**Essential Seminar:** [Being an effective councillor: Making a difference – doing it your way](#)

**10 July: 11:00-15:00:  
Central London**

**Description:**

As a new councillor finding your feet, how do you plan to make your mark? What are the different 'roles' that you as a councillor might focus on, to do the most for your community? (or that your member services staff may help you consider).

This short event will quickly review key findings from main

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**Other forthcoming seminars:**

[An Introduction to Local Government Finance](#), 28 Jun

[Understanding Strategic Thinking](#), 5 Jul

[Supporting Volunteers](#), 12 Jul

[Giving Effective Speeches & Presentations](#), 18 Jul

[Practical Project](#)

reports in the past decade – including *Strong and Prosperous Communities, Representing the Future, Councillors on the Frontline*. We will then explore relevant roles and styles – facilitating community development; fixing resident issues; watching over council decision-making; acting in your party group to promote your manifesto – to help you maximise your impact.

**Participants will develop their understanding of:**

- different roles councillors can prioritise to ‘make a difference’
- different styles councillors can develop and adopt
- recent key reports on the changing expectations of councillors
- personal targets – maintaining voter interest, embedding achievements, passing

[Management](#), 13 Sep

[Being an effective Cllr: influencing skills](#), 2 Oct

[Working effectively with Officers](#), 4 Oct

**In-house Training:**

The LGiU also provide in-house training. For further details contact:

Barry O'Brien at [barry.obrien@lgiu.org.uk](mailto:barry.obrien@lgiu.org.uk)

mob:

07748 116357



on the baton

This event will seek to involve participants throughout the session in discussing and developing their views.

### **Programme**

**11:00 Registration and refreshments**

**11:15 Introduction: what does your community need? how do you want to make a difference?**

- how councillors can make a difference
- discussion about communities' needs/personal priorities
- participant examples of local issues

**12:00 Context – changing expectations of councillors**

- *Strong and Prosperous Communities*
- *Representing the Future*
- *Councillors on the Frontline*
- and other current

research

**12:30 What kind of councillor  
do you want to be?**

- activist
- facilitator
- fixer
- guardian

**and how style can help you  
make a difference**

- enabling
- communicator
- challenging
- participatory
- visionary

13:30 Lunch

**14:00 Maximising your impact**

- setting your goals
- how your council can support you
- communicating with your electorate
- embedding your achievements
- passing on the baton

**15:00 Closes**

15:00 – 15:30 Tea/coffee and

networking before departure

**Who should attend:**

For new or recently elected councillors/member services staff – to develop councillors' thinking/plans for how to make a difference.

**Trainer:**

**Chris Naylor** was a Ward Councillor and Cabinet Member (Housing) for 2006-14 in LB Camden, and in parallel invited on to the Communities and Local Government Parliamentary Backbench Committee, meeting weekly with Ministers. Before that he had a series of leadership and development roles in community and voluntary sector organisations, including the Isle of Dogs Community Foundation, the Rainer Foundation (now Catch 22), and **engage** (promoting access to art and heritage). As LGiU's Head of Partnerships to 2017, He has had close contact with

rural districts, counties, mets  
and unitaries to add to his direct  
experience of London  
Boroughs.

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