



Milborne Port Parish Council

Councillor Recruitment Strategy

Summer 2021

Current situation:

We now have a membership of 8 councillors: Cllrs: Debbie Barsby, Tom Campbell, Tim Carty, Philip Lock, Lucy MacArthur, Rob Lockey, Robert Tizzard and Ted Watts.

The Council will be running a co-option process at the Full Council meeting on Tuesday 7th September, so some recruitment work needs to be done as soon as possible following the Full Council's consideration of the following options for actions at the meeting on 6th July.

Success will look like:

- an increased awareness by residents of all the projects the council has done over the last two years
- an increased awareness of what the Parish council is responsible for (and of the other authorities)
- the recruitment of at least two new members (the target is five)

Action	Details
<p>What could be in the publicity/advertising materials</p>	<p>Eligibility requirements, details of committees and their remits, and refer to projects so that candidates can learn about the type of work involved and its impact on the community: play park projects, allotments, churchyard paths, grants, parking, etc. Amount of time per week involved? Quotations from serving councillors about the positives, what they enjoy most. <i>Material for the different forms of publicity will vary. There already exists a wealth of material that can be adapted so no need to re-invent the wheel!</i></p>

How & where we could publicise/advertise the vacancies:	
Social media platforms / Local mag:	<ol style="list-style-type: none"> 1) MPPC Facebook group 2) MPPC & community websites 3) Parish Magazine – deadlines are 24th July & 21st August. 4) Posters in key locations around village: shops, Post Office, noticeboards, Village Hall, etc.
Leafleting:	<ul style="list-style-type: none"> - Delivery of flyer to parish households - printing could be done by a local company like Remous who are quoting between £199 and £215 for 1500 (number of residential properties in the parish), depending on size/format requirements. - delivery could be done by a distribution company like Tudor who would deliver 1,285; note that they do not distribute to all households within the parish, plus we are in a sub rural postcode sector so there will be outlying houses that would not receive a leaflet. However the map below would suggest that outlying areas are covered.* As the minimum order quantity is 3,000 the cost would be rounded up to reflect this to £375. Leaflets could be posted by Royal Mail to every address but the Door-to-Door service cannot reduce a postcode area down to within the parish's boundaries. Volunteers could delivery, or local teenagers employed at minimum wage?
Media video:	<ul style="list-style-type: none"> - Fun promotional video made by a volunteer/teenager? Minimal costs involved, if any, depending on who does it. (Students in the Film Department at The Gryphon School might be interested to do this as a project but could not happen until after the Summer holidays now.)
Paid advertising:	<ul style="list-style-type: none"> - Blackmore Vale magazine – prices range from £52 for a 1/8 page to £600 for a whole page for the August edition – too late now for July edition
Word of mouth:	<ul style="list-style-type: none"> - Word of mouth where existing councillors use village contacts to approach possible candidates to make them aware of vacancies and to encourage people to consider the role
Open day:	<ul style="list-style-type: none"> - Open morning/day – August (Full details to be workout)

Recommendation:

Members to identify any measures in the list above that should not be actioned and suggest any that should be included.



**"Your Parish
Council Needs
YOU"**



**YOUR COMMUNITY
NEEDS YOU**

*Tudor distribution map

