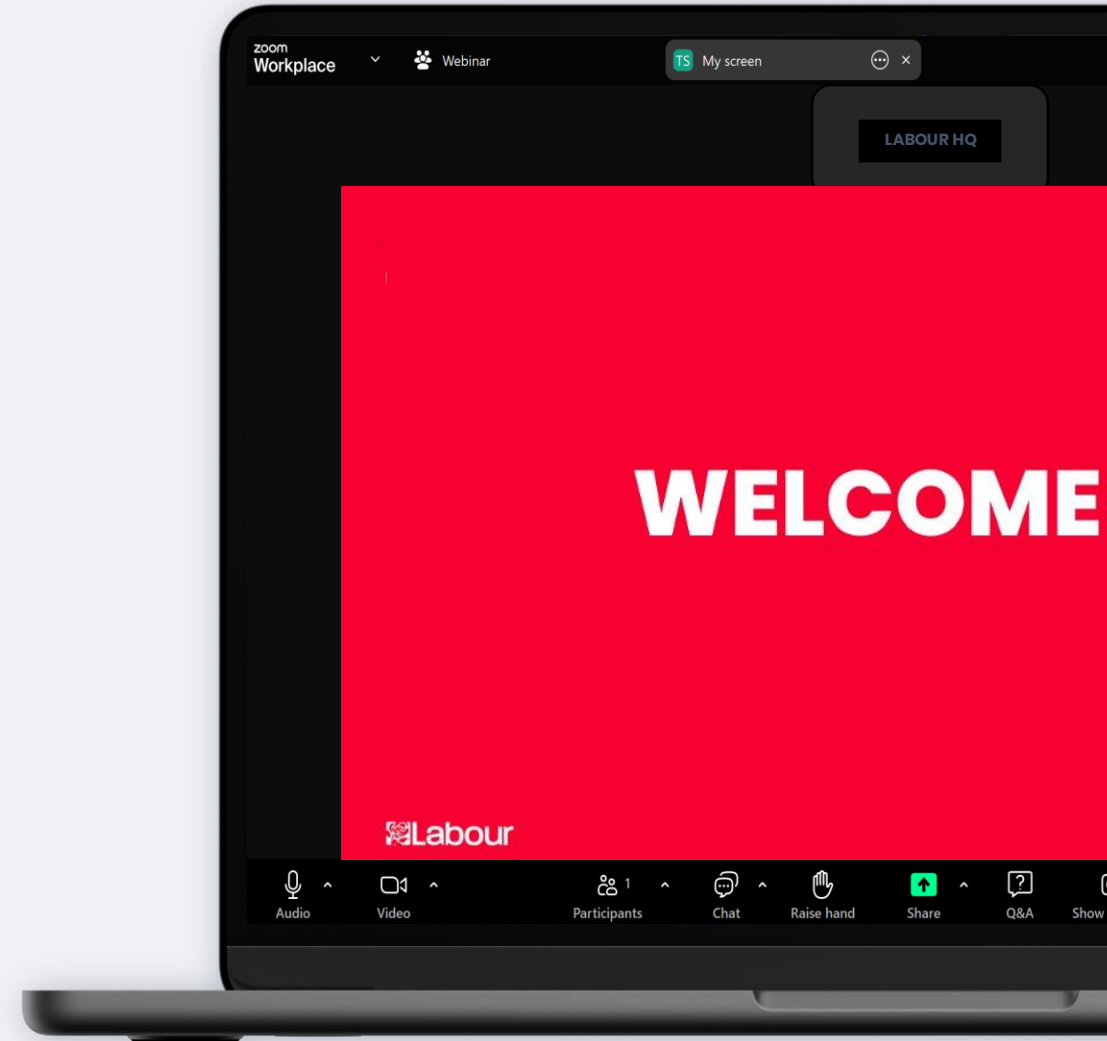


RUN FOR COUNCIL

Why we need you to stand in Scotland in 2027

Welcome!

- › Please introduce yourselves in the chat
- › Closed captions (subtitles) are available – please click CC on the Zoom menu bar
- › A recording and slides will be available on Labour Learn
- › Submit questions in the Q&A



Our aim

We want to have enough candidates standing for council to make sure **every Labour voter has the opportunity to Vote Labour**



What we'll cover today

- Why we need you
- Type of seats up for grabs
- What's expected of a candidate
- The process
- Challenges & support
- Top tips



Tell us about you

How long have you been a **member**?

What are you **most interested** in getting out of the **session today**?

How do you *feel* about the prospect of being a **Council candidate**?

Why we need you!

2027

- All councils in Scotland and Wales

In England:

- 31 Metropolitan Boroughs (29 in thirds and 2 all out)
- 48 Unitary Authorities (35 all out and 13 in thirds)
- 137 District Councils (99 all out and 38 in thirds)



Region	Councils with elections	Total councillors up for election
North West	31	1,018
Yorkshire and the Humber	12	434
East Midlands	33	1,322
West Midlands	25	799
East of England	40	1,301
London	0	0
South East	57	2,024
South West	18	823
North	11	380
Wales	22	1,234
Scotland	32	1,226

We need you!

- Communities across the UK need passionate dedicated Labour members to listen to and speak up for them
- Labour groups should be diverse, and look like the communities they seek to represent
- You will have many skills and experiences that would make you an excellent councillor
- Don't worry if you think you don't know enough! Knowledge, experience and confidence will soon follow...

We need to contest every seat



By standing candidates in every ward, we:

- Keep pressure on our opponents
- Show every vote is important to us
- Demonstrate Labour's commitment to local communities

What happens if we don't field a candidate in a seat?

- Our opponent wins a seat with no Labour opposition.
- Potential Labour voters are denied the opportunity to vote for the Labour Party.
- People can get out of the habit of voting for us.
- Voters think that we don't care.



Types of seats up for grabs

There's three types of seats up for grabs...

- ✓ "Winnable"
- ✓ "Marginal"
- ✓ "Stretch"

**We need candidates
in all of them!**



What do we mean by each type?

→ Winnable

There's more competition to be a candidate but a strong chance of winning.

You are likely to be expected to support marginal seats.

→ Marginal

There's good competition to be a candidate and you stand a reasonable chance of winning.

There'll be lots of work in order to win and take or keep control of a Council.

→ Stretch

There's less competition to be a candidate and it'll be stretch to win the seat. Often referred to as a **paper candidate**.

You are likely to be expected to support marginal seats.

We need candidates in all of them!

What's expected of a candidate?

Essential qualities for a councillor

- ✓ Enthusiasm
- ✓ Commitment
- ✓ Able to recruit, lead and motivate volunteers
- ✓ Team player and a good leader
- ✓ Political understanding
- ✓ Meet as many target voters as possible
- ✓ Record of regular campaigning
- ✓ Record of attending Council, Community and Labour Party meetings

Seven Principles of Public Life

- Selflessness
- Integrity
- Objectivity
- Accountability
- Openness
- Honesty
- Leadership

Being a candidate...

The main criteria:

- Labour member for 12 months
- A good campaigner
- An interest in your community and local politics
- Labour values
- A willingness to learn

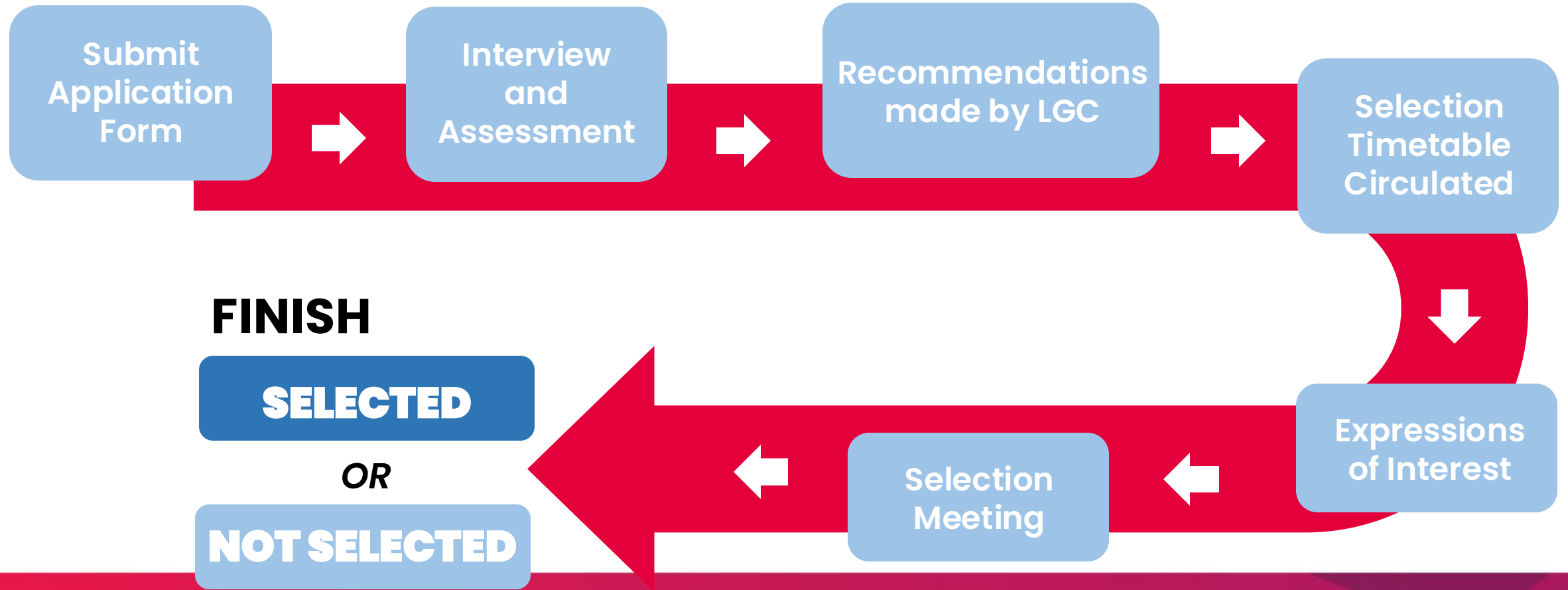
Knowledge, experience and confidence will soon follow...



The process

The Selection Process in a competitive seat

START



Positive Action Measures

In Local Authorities where the Labour Group is made up of more men than women, the party can implement positive action measures to ensure better representation.

In wards where we are only standing **one candidate**, we may use **all women shortlists (AWS)**. This means that at the selection meeting, only women who are on the panel of candidates can be nominated.

In wards where we intend to stand **two candidates**, we may use a **reserved space**, meaning that for the first seat, only women can be nominated and selected. The second seat will then be an 'open' selection, where anyone can be nominated regardless of gender.

Challenges candidates have told us they face

Challenges

- ✓ Safety and support
- ✓ No knowledge of selection process
- ✓ Managing caring responsibilities
- ✓ Not sure of the expectation
- ✓ Lack of knowledge on local issues
- ✓ Not sure who to listen to
- ✓ Inexperienced in Labour Party campaign techniques
- ✓ Inexperienced in Labour Party campaign technology
- ✓ What else.....?



Where to find support:

- ✓ Fellow candidates and Councillors
- ✓ Local Party (<https://hub.labour.org.uk>)
- ✓ Scottish Labour (scotland@labour.org.uk)
- ✓ National Party (councillors@labour.org.uk)
- ✓ Labour Learn training & resources:
 - Councillor training page: <https://learn.labour.org.uk/leading-locally/>
 - Campaign guide for Council candidates
 - 'Run for Council' course
 - 'The Selection Process' course

Q&A...

How long do I need to have been a member?

12 months

Do I need to be a Union member?

Yes

How many hours a week?

On average 15 hours plus Labour Party and Community activities.

Do I get paid?

Councillors in Scotland receive a basic salary of £26,839.

What support is available?

Local Party, Region and National Party – once elected, Local Authority and COSLA

Can teachers stand?

Yes – there is no general issue with being a teacher and a candidate, providing you're not employed by the local authority you're standing for.

When do selections start?

Decided by Local Government Committee and Scottish Labour – get in touch with them now!

5 top tips!

1. Think about why and where you might like to stand – how much time could you give to it?
2. Familiarise yourself with the local politics and make-up of your local council
3. Be active in your local party and speak with members and supporters
4. Think about your experience relevant to the role – absolutely doesn't have to be Labour Party experience!
5. Don't be worried about feeling like you don't know enough. Knowledge can be gained as you move through the process.

If you don't know, ask!

DISCUSSION!

Will you consider putting yourself forward as a candidate in the next set of local elections?

What **type of seat** would you consider standing in?

"Winnable"

A strong Labour seat with a good chance of winning

"Marginal"

A marginal seat that will be a tight race

"Stretch"

A stretch or non-target seat that we're unlikely to win in the next set of elections

Any seat, excited to be a candidate

I need more information before I can decide

Where to find resources & training:

Go to **learn.labour.org.uk/leading-locally**

- Campaign guide for Council candidates
- 'Run for Council' & 'The Selection Process' courses
- Labour Watch best practice examples

Please send any questions to **training@labour.org.uk**