

# The LGA in the West Midlands



**Cllr Mike Wilcox**  
Conservative  
(Lichfield DC and  
Staffordshire CC)



**Cllr Helen  
Holland**  
Labour  
(Bristol)



**Cllr Lisa Smart**  
Liberal Democrats  
(Stockport)



**Cllr Alan Seldon**  
Independent  
(Herefordshire)



**Helen  
Murray**  
Principal  
Adviser



**James  
Millington**  
Adviser



**Raj Khera**  
Member  
Engagement  
Officer



**Claire  
Burgess**  
Children's  
Improvement  
Adviser



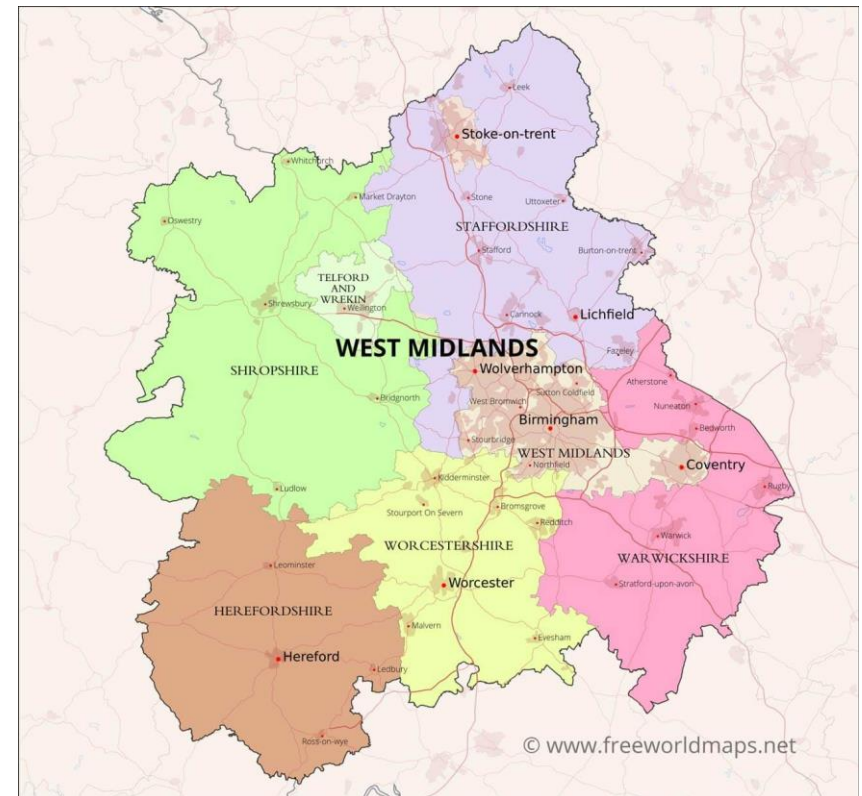
**Chris West**  
Finance  
Improvement  
and  
Sustainability

# Overview of the West Midlands

- 33 Councils - 7 Metropolitan, 4 Unitaries, 19 Districts and 3 County Councils
- West Midlands Combined Authority (WMCA)

## Key Regional issues:

- COVID-19 Recovery:
  - Inequalities, levelling up, employment, HS2, housing, public transport
- Local Government Finances
- Climate change



# How we support you

- Member events
  - Council specific activity e.g. workshops and development
  - A range of support and guidance available to support councillors, including:
    - New Councillor Hub and online resources (e.g. workbooks and eLearning)
    - Political leadership programmes (national)
    - Bespoke councillor training and development
    - Market place sessions
    - LG Inform (e.g. ward/division profiles)
    - programmes tailored to specific service areas such as children's, adults', health, care, financial, planning services
    - First magazine
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# Knowing your patch



**Understanding the ward**

**Representing local voices**



**Communicating and influencing**

**Managing casework**



# Social Media

## Digital citizenship: support and resources for councillors

### Rules of engagement

Welcome to my page, which aims to communicate my activities as a councillor.

If you wish to be a part of this online community, you must agree to abide by this code of digital engagement, which is designed to keep everyone safe.



#### RULE 1

Debate and disagreement are welcome on this page, but only if expressed with courtesy, respect and politeness.



#### RULE 2

Posts should not contain abuse, harassment, intimidation or threats of any form.



#### RULE 3

Posts should not contain any form of discrimination – including racism, sexism, ageism, ableism, homophobia, transphobia or religious intolerance.



#### RULE 4

Posts should not spread false or unverified information.



#### RULE 5

For transparency reasons, users should not post anonymously.



If any of these rules are broken, page admins reserve the right to delete posts, block users and report content to the police if necessary.



It may not be possible to respond to all queries on this page due to time constraints - if you have specific enquiries or casework, please send directly to my official email.

# Social Media – Top Tips

1. **Be a person** - "Organisations don't tweet, people do"
2. **Don't let it replace traditional engagement work**
3. **Think about the platform you'll use** – which platforms are popular locally?
4. **Don't have a row** or say anything you wouldn't be happy saying in a public meeting with the Press there.
5. **See how other councillors use it**

## Enjoy it!

It's not meant to be scary. It's not meant to be hard work. Relax. Be yourself. Be a responsible elected member.



**Helen Murray**

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