

CCA Councillor Incumbency Bulletin

February 2022

 Conservative Councillors' Association

Come along to the Local Government Conference

We're looking forward to heading to the Oxford Belfry in Oxfordshire for the 2022 CCA Conference!

Taking place on 25th - 26th February 2022, it is a fantastic opportunity for networking, discussion, and to hear from speakers including members of the Cabinet, Ministers from the DLUHC and senior councillors.

We have several day pass options available, which start from just £40. We have sold out of the CCA Member Full Packages so we are operating a waiting list. Please contact the CCA team [here](#) if you have any questions.

For more information, including how to book your ticket, please visit the [CCA Local Government Conference webpage](#).



Inside this issue...

- **Be Inspired: Levelling Up in Gloucestershire**
- **Policy in the Spotlight: Briefings on Levelling Up**
- **Campaign Action: Utilising Facebook's Tools**
- **Key Dates**
- **Key Contacts**

Green Infrastructure: Levelling Up Access to Nature in your Local Area

The CCA held an event in partnership with the Conservative Environment Network to discuss how we put the restoration of our local environment at the heart of local government.

The world-leading Environment Act contains a range of measures to address this which councils will be tasked with delivering. For example, it will require county councils to develop local nature recovery strategies to map priority local habitats and identify areas where nature can bounce back. It will also introduce a new biodiversity net gain requirement to ensure all new residential developments and infrastructure projects deliver a 10% uplift in biodiversity.

The Rt Hon Chris Grayling MP spoke about the importance of preserving nature corridors. He recommended that councils owning farmlands and estates look at how they can improve the habitat provision for species in these areas, with a particular focus on spreading field margins and planting hedgerows. Cllr Ian Courts of Solihull Council highlighted the Wildlife Ways project which embraces improvements to woodlands, grasslands, wetlands and the borough's verges to make a green network of ecological sites. You can read the blog he wrote for CEN [here](#).

Cllr Jane MacBean of Buckinghamshire Council conveyed the importance of explaining the steps taken to improve biodiversity to residents, bringing them on board with new projects. For instance, the Council had placed signs next to rewilded verges in Chesham to highlight which species would benefit.



CCA Ramadan Special Newsletter

The Conservative Muslim Forum have kindly put together some information about Ramadan and some suggestions about how councillors can celebrate and mark Ramadan which begins on Saturday 2nd April 2022. We would like to thank CMF and particularly Cllr Omar Bush and Cllr Dr Nawaz for their contributions. Please click [here](#) to view the newsletter.

Communicating with your local mosque and community can lead to many benefits. For instance, Cllr Omar Bush and Cllr Adam Bush worked with the Imam and Board of Wimbledon Mosque and Merton Council to arrange Eid prayers for thousands of worshippers in Wimbledon Park. This enabled more worshippers to join in prayer together, including families, as the capacity previously available was limited and it also reduced disruption to neighbouring roads.

Levelling Up in Gloucestershire

Cllr Mark Hawthorne tells us about how he is planning to level up Gloucestershire with the help of grants from central government.

The recent levelling up bids saw Gloucestershire receive £52m from three bids covering Gloucester and the Forest of Dean. Each bid is different, but they all have one overriding theme – supporting young people to stay in our county.

Around two years ago as part of our Vision 2050 project we identified that Gloucestershire had an ageing population, driven partially from people living longer, but also by the fact we lose between 600 and 900 young people net per year. Such a loss couldn't be sustained and would result in the county becoming less attractive for business investment and employment.

Our collective goal therefore became to focus our efforts on helping make Gloucestershire an attractive place for young people to live, study and work. And that's where our levelling up bids came in. Gloucester and the Forest of Dean both worked with their local universities to build bids that

enhanced the Higher Education offer in their area.

For Gloucester, it was a bid with the University of Gloucestershire to bring students back into the heart of the city through the redevelopment of the landmark Debenhams building. This project not only helps regeneration in the heart of the city, but significantly increases the student presence in Gloucester – a key element of keeping the city vibrant and attractive to young people.

For the Forest of Dean, it was a project to reopen a derelict site in Coleford with Hartpury University, giving young people a much-needed local option in further and higher education – as well as opening up disused leisure facilities for local residents.

The county council's element of the funding was the delivery of funding for a section of greatly-needed road and cycling route. On its own nothing special, but it is part of a wider investment by the county council of a £20m dedicated cycle route connecting the urban spine of the county. For us this is another key element of making Gloucestershire an



attractive place for young people to live, study and work.

Levelling Up will mean different things to different people but ultimately it's about helping to give places an aspirational future. To help tackle the things that are potentially holding them back. To fund the investments that will make a difference – and in Gloucestershire that means creating a place that young people will call home.

Briefings on Levelling Up

The defining mission of this Government is to level up the UK and break the link between geography and destiny so no matter where you live, you have the same opportunities.

That is why we published the Levelling Up White Paper: our plan for transforming the UK by raising living standards, spreading opportunity, improving our public services, and restoring people's sense of pride in their community – particularly in places that have felt left behind for decades.

As we build back better from Covid-19, we will seize this moment to create a better quality of life for people in every part of the UK, so everyone can access the opportunities they need to succeed.

Following the publication of the Levelling Up White Paper this week, the Conservative Research Department at CCHQ circulated this [briefing paper](#), which members may find useful.

The Conservative Research Department puts together regular briefings which highlight action the government is taking to level up the UK. You can sign up to receive CRD's briefings by emailing briefing@conservatives.com.

POLICY IN THE SPOTLIGHT

We are levelling up the whole of the UK by:

- **Improving education and raising numeracy and literacy standards** across the country, giving people the tools they need to succeed. 55 new Education Investment Areas will drive further school improvements in places where attainment is lowest, with intensive investment available for these areas to increase teacher retention and address wider societal issues. Our new UK National Academy is a free Digital Education Service that will help children from all backgrounds develop skills and succeed.
- **Increasing local leadership** by introducing a new model of devolution for counties and giving every part of England the opportunity to gain new powers. Every part of England that wants one will have a devolution deal with powers and a simplified, long-term funding settlement. Trailblazer deeper devolution deals with the West Midlands and Greater Manchester combined authorities are set to begin. We will simultaneously strengthen transparency so that local leaders are accountable.
- **Increasing R&D investment** and making sure that more of it is outside the South East, stimulating innovation and productivity growth. Public R&D investment outside the Greater South East will increase by at least one third over the Spending Review period, and we are targeting £100 million of investment into three new Innovation Accelerators – private-public-academic partnerships that will replicate the success of the Stanford-Silicon Valley collaboration in Manchester, the West Midlands and Glasgow.
- **Bringing London levels of local transport connectivity** to the regions, improving services with simpler fares and integrated ticketing. We will implement the £96 billion Integrated Rail Plan, improve the rail network in the North and Midlands and invest £24 billion in our busiest roads and motorways, £5.7 billion in City Region Sustainable Transport Settlements and £5 billion for buses, cycling and walking networks.



MARCH

- 1 Self-injury Awareness Day
- 1 Shrove Tuesday
- 1 St David's Day
- 2 Ash Wednesday
- 3 World Book Day
- 5 Cornwall's Day
- 6 Quadragesima Sunday
- 8 International Women's Day
- 14 Commonwealth Day
- 17 Purim
- 17 St. Patrick's Day
- 17 Holika Dahan
- 18 Holi
- 20 County Durham Day
- 27 Mothering Sunday
- 29 Yorkshire - West Riding Day
- 31 International Transgender Day of Visibility

APRIL

- National Pet Month
- Stress Awareness Month
- 2 Ramadan begins
- 10 Palm Sunday
- 14 Puthandu
- 14 Vaisakhi
- 15 Good Friday
- 15-23 Passover
- 17 Easter Sunday
- 18 Easter Monday
- 18-24 MS Awareness Week
- 21 HM The Queen's Birthday
- 22 Earth Day
- 23 St George's Day
- 24-1 May World Immunisation Week
- 25 Huntingdonshire Day
- 28 Stop Food Waste Day
- 29 Laylat al-Qadr

MAY

- National Walking Month
- Local community history month
- 1 The county day of Staffordshire
- 2-3 Eid-al-Fitr
- 5 Polling Day
- 6 Vesak
- 8 Garden Day
- 9-16 Mental Health Awareness Week
- 11 The county day of Somerset
- 12 International Nurses Day
- 16-20 Walk to School Week
- 16 Middlesex Day
- 22 International Day for Biological Diversity
- 26 The county day of Kent

Utilising Facebook's Tools

CAMPAIGN ACTION

Using Facebook groups to connect with constituents, voters and supporters

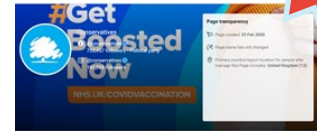


Steve Hawkins, CCHQ Digital Campaigns Manager, gave a presentation at the CCA Councillor Development Weekend about digital campaigning tricks that work.

He highlighted the tools that can be used on Facebook to help you create engaging content as campaigners and give you insights into what the opposition are spending money on in your local area.

Facebook has pages dedicated to [best practice](#) on the site. This includes how-to guides on [getting started](#), [connecting with your audience](#) and [advertising](#). There is also guidance on [best practices for local government](#), including guidance on [online safety for women in government](#); [using Facebook groups to connect with constituents, voters and supporters](#); and [tips and tools for public service announcements](#). There is a [creative gallery](#) where you can see examples of content government organisations across the world have been producing. The examples come with a commentary from Facebook about what has proved effective.

Steve also highlighted Facebook Blueprint which has free online courses to help users build up their marketing skills across Facebook, Instagram, Messenger and WhatsApp. It is predominantly targeted at businesses



but may be helpful for you to learn more about how to set up and manage [advertisements on Facebook](#).

The [Facebook Ad Library](#) is an extremely useful tool to identify what opposition parties have been spending money on in your local area and what kind of advertisements they have been running.

You can search for any opposition parties' Facebook page on the Ad Library page. It will show you when the page was created, how much the page has spent on ads in the last two years and how much they have spent in the last 7 days. You can then see the ad they have spent money on, when the ad ran, the estimated audience size, approximately how much was spent on it and the number of times the ad appeared on a screen. If you click "see ad details", you can identify who was shown the ad broken down by age and gender.

These tools on Facebook are really valuable ways of identifying how you can improve your content and expand your reach. Furthermore, you can keep track of what opposition parties are spending money on in your area and what messages they are trying to push out. Facebook also has lots of free resources which you can use to upskill yourself.

Key Contacts

Conservative Research Department
Sign up to receive CRD's briefings at briefing@conservatives.com.

Conservative Party Membership Team

Check whether your Party membership is up to date at membership@conservatives.com.

Reporting Abuse

The Party has launched a reporting system for elected representatives at any level who suffer hate or abuse, online or otherwise. If you, or someone you know, has suffered such abuse, please do report it to Report.It@conservatives.com.

