

**SHREWSBURY TOWN COUNCIL
FULL COUNCIL
17 MARCH 2025**

Communications Officer: Max Ball

Promotion of Local Election (1st May)

Website Updates and Public Notices

As part of our statutory obligations and efforts to promote the upcoming local election on Thursday, 1st May, we have taken the following actions:

- The **Notice of Election** for both the Town Council and the Unitary Authority has been uploaded to the Shrewsbury Town Council website.
- This notice has also been delivered and displayed on all **25 notice boards** under the control of Shrewsbury Town Council.
- A dedicated section on the website has been created to provide essential information for prospective councillors, addressing key questions such as:
 - **What does a town councillor do?**
 - **How do you become a councillor?**
 - **Why should you become a councillor?**
 - **Who can become a councillor?**
- These pages also provide links to further resources available on the **Shropshire Council website** and the **Electoral Commission**. A downloadable nomination pack is accessible, which can be printed and submitted to the Returning Officer within the specified dates mentioned in the Notice of Election.

Social Media and Communications Strategy

To ensure broad awareness and engagement, we have aligned our social media schedule with the **Shropshire Council's** communication strategy. The campaign is structured in three key phases:

Phase 1: Encouraging Prospective Councillors (11th March – 2nd April, 4:00 PM)

- Informational posts linking to the website's councillor information pages.
- Promotion of the nomination deadline on **Wednesday, 2nd April at 4:00 PM**.
- Encouragement for residents to consider standing for election.

Phase 2: Voter Registration Awareness (Ongoing until 11th April)

- Posts reminding residents to **register to vote** before the **11th April deadline**.
- Special focus on young voters and those who have recently moved to Shrewsbury.
- Information on applying for **postal and proxy votes**.

Phase 3: Postal/Proxy Voting and Election Day Promotion (Final Week of April – Election Day, 1st May)

- Encouraging voter turnout at polling stations.
- Reminders about the requirement to **bring valid photo ID** when voting in person.

Prospective Councillor Webinar

To further engage and inform potential candidates, we are **organising a webinar** that will:

- Provide an overview of the **roles and responsibilities** of a Town Councillor.
- Highlight the key **functions of the Town Council**.
- Offer guidance on the nomination process and next steps.
- Include a Q&A session for attendees to ask questions.
- Be recorded and made available for later viewing on the website.

Next Steps

- Continue the **communications schedule** across all platforms.
- Ensure all **public notices remain visible** until the election date.
- Finalise the **webinar schedule and promotion**.
- Monitor engagement and adjust communications as necessary to maximise awareness and participation.

This strategic approach ensures that all residents, potential candidates, and voters are well-informed about the election process, encouraging greater democratic participation in the upcoming election.

RECOMMENDATIONS:

That the Report be noted