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| **Charter values** | |
| * Member development is an important tool for councils, members and officers to deliver what our communities need. * Inspiring local communities and improving wellbeing for the people and places we represent takes ambitious leadership. * Effective political leadership is at the heart of healthy democracy. * Councillors who are well equipped and supported, resilient in times of challenge or disruption, and confident to make a difference, deliver and be trusted. | * Emphasis on a local approach to a national framework. * Based on the principles of sector-led improvement, whereby councils:   + are responsible for their own performance   + are accountable locally, not nationally   + have a sense of collective responsibility for the performance of the sector as a whole   + access support and tools from the LGA and regional organisations |
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| **Benefits of charter accreditation** | |
| The process for councils | Benefits and impact for councillors |
| * The framework gives concise and clear guidance on how to achieve the charter without being too onerous or overly bureaucratic. * Focuses positively and supportively on what councils already have in place * Helps councils decide what to prioritise and improve * Councillor development needs are better understood and supported * Helps set aside time to reflect and celebrate the good practice already happening * Demonstrates the value placed on councillors carrying out their important and complex role | * The quality of councillor development is improved * New councillors are better prepared for their roles and responsibilities * Councillor progression is better enabled * Helps ensure councillors are operating at their most knowledgeable, skilled and effective * Increases councillors’ competence and confidence. * Helps councillors navigate the ever more complex and demanding role as well as the local government landscape * Motivation, reflection and self-care for councillors through development and growth |
| Wider benefits |  |
| * Strengthens member-officer relationships * Helps ensure effective top team political and managerial leadership * Encourages robust and accountable decision making * Fosters a culture of learning and support within the council and with partners * Helps improve councillor diversity * Helps ensure proactive succession planning * Enhances democracy and participation * Strengthens relationships with residents * Improves outcomes for communities |  |

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| **Additional benefits of Charter Plus accreditation** | |
| * Highest level of commitment and a holistic approach means the benefits filter more widely * Case studies highlight successes and encourages more councillors to participate * Evaluation ensures high quality learning and development is delivered to councillors. * Learning and development for councillors supports the council’s objectives * Councillors have a clear understanding of their roles and responsibilities * Successful and impactful PDPs for councillors * Deeper intel of the impact of learning and development | * Helps prioritise horizon-scan and deliver the ‘next level’ of member development * Strengthened place-based focus by sharing development opportunities and promoting the role of the councillor to other organisations in the local area * Effective succession planning and candidate recruitment activities * Evaluation draws out the impacts on the community through feedback from local partners |
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| **Resource commitment** | |
| * The accreditation process differs across the regions to account for local variations * The framework gives concise and clear guidance on how to achieve the charter without being too onerous or overly bureaucratic * Focuses positively and flexibly on what councils already have in place - a local approach to a national framework * Examples of evidence are clearly detailed in the framework * Many councils are already doing this work - the charter is a chance for this to be recognised * Contact your regional employer organisation or the LGA ([virginia.ponton@local.gov.uk](mailto:virginia.ponton@local.gov.uk)) for more information on | |