

LGA and ALDC at the Liberal Democrat Spring Conference

15-17 March 2019
York



The Local Government Association (LGA) and the Association of Liberal Democrat Councillors (ALDC) are again active at this year's Liberal Democrat Spring Conference. Local government speakers will feature in a number of debates, seminars, training sessions and roundtables hosted by a variety of partner organisations.

EXHIBITION

Come and find the ALDC team in the hall on stand 22 and 23 where we'll be exhibiting with our colleagues from the LGA Liberal Democrat Group.

You'll be able to pick up information on our current and future events; buy our books – including our latest one, **Fundraise to Win**; get some advice from our political officers; and if you're not yet already a member of ALDC, join us and get a free travel coffee cup!

LGA LIBERAL DEMOCRAT EVENTS AT YORK CONFERENCE

Going for gold

FRIDAY 15 MARCH

NOVOTEL, MEETING ROOMS 3+4

20.15-21.30

Want a Liberal Democrat council? Hear how South Cambridgeshire won last year and what they are now doing. Speakers: Councillor Bridget Smith, Leader, South Cambridgeshire Council and Councillors Ian Sollom and Brian Milnes.

Chair: Councillor Ruth Dombey OBE, Deputy Leader LGA Liberal Democrats

Refreshments provided

FRINGE MEETINGS

Liberal Democrat local action for our environment

SATURDAY 16 MARCH

NOVOTEL, MEETING ROOMS 3+4

18.15-19.15

Hear the latest green good practice from Liberal Democrat councils and councillors. With Councillor Graham Neale, Chair, Green Liberal Democrats, Councillor Andrew Waller, Environment Cabinet Member, City of York and Baroness Kate Parminter, Member Liberal Democrat House of Lords Environment Team.

Chair: Councillor Howard Sykes MBE, Leader, LGA Liberal Democrat Group

Refreshments provided

BE A
COUNCILLOR

Local
Government
Association
Liberal Democrat Group

ALDC
Liberal Democrat
CAMPAIGNERS & COUNCILLORS

Green
Liberal Democrats

ALDC AND LGA TRAINING PROGRAMME

SESSIONS AND TIMES ARE SUBJECT
TO CHANGE – PLEASE SEE THE
OFFICIAL CONFERENCE GUIDE
FOR MORE DETAILS

SATURDAY 16 MARCH 2019

Agents' training

09.30-12.30

NOVOTEL, MEETING ROOM 5

(jointly with Liberal Democrat Compliance)

A comprehensive course on being a local
election agent, delivered over two sessions.

You have the data; now how do you use it in the last week?

09.30-10.45

HILTON, WALMGATE ROOM

A look at how to interpret Connect data to
make targeting and tactical decisions in
the last week or on polling day (requires
a significant knowledge of Connect and a
good understanding of data).

Talking to voters – knocking on doors

09.30-10.45

HILTON, BOOTHAM ROOM

Talking to voters is a key part of effective
campaigning. This session is for those
who have not yet started but want
to. It introduces MiniVAN, the party's
canvassing app.

Diversifying your local membership and building inclusive teams

(jointly with Liberal Democrat Diversity
and Membership Team)

11.00-12.30

NOVOTEL, MEETING ROOM 4

Does your membership reflect the
communities you seek to serve? Probably
not as much as it should – and we all
have a part to play in fixing that. Come
and find out how you can help diversify
your membership.

Winning the postal vote

11.00-12.30

HILTON, WALMGATE ROOM

From recruitment to an effective postal
vote polling day operation, this session
shows you how to do it and why it needs
to be a vital part of every campaign.

Using direct mail

14.30-15.45

HILTON, WALMGATE ROOM

Industry still spends billions on direct
mail because it works as part of
communication and fundraising. We will
discuss who you should write to and what
a good piece of direct mail looks like.

Be a councillor – effective council groups

14.30-15.45

HILTON, BOOTHAM ROAD

Big or small, control or opposition, council groups need good structures and processes to be effective and coherent. This session looks at ways to make your group work better.

Be a councillor – building a candidate brand

16.00-17.30

HILTON, BOOTHAM ROOM

A look at all the ways you need to think about developing your candidate brand, both online and offline, and how to turn it into electoral success.

GOTV – the last week of the campaign

16.00-17.30

HILTON, WALMGATE ROOM

Thinking about how you are going to plan for your final week of the campaign and get the most out of your 'Get Out The Vote' operation.

ALDC members drinks and catch up

SATURDAY 16 MARCH

NOVOTEL, MEETING ROOM 5

18.15-19.15

Chat to the team and learn about our latest initiatives in the run up to the local elections.

HELP US TURN YORK GOLD

In York, our councillors and members have been working hard to run City of York Council since forming a joint administration in May 2015.

This year they are looking to build on their position in the May 2019 local elections. If any councillors attending conference want to join the team and help out during this crucial campaign, York Liberal Democrats have a range of campaigning opportunities.

If you are interested in helping us elect more councillors (eg on the Friday or Sunday) or would like accommodation in the city (for a donation to the local party), email Councillor Keith Aspden and the team: info@yorklibdems.org.uk

Important dates for your diary

LGA/ALDC COUNCIL GROUP LEADERS' DAY **4 JUNE 2019**

ALDC SUMMER KICKSTART 2019 AND LGA/ALDC COUNCILLORS WEEKEND **28–30 JUNE 2019**

ALDC AUTUMN KICKSTART 2019 **22–24 NOVEMBER 2019**

LGAALDC GROUP LEADERS WEEKEND **22–24 NOVEMBER 2019**

