

Still plenty to do. Use time wisely. 10 things YOU can do now.

The current coronavirus crisis is affecting all our daily lives, and in different ways. In the many councils we run and lead up across the country, we are involved in leading the local government response in their areas.

Many councillors have been supporting their local communities with voluntary activity in organised groups. As some people return to work as the lockdown is relaxed, others will still be at home. If you are one of them, what are you up to?

The LGA has produced specific COVID-19 guidance for councillors, to assist elected councillors as you grapple with the worst public health crisis we have experienced in a century. It is intended that this will be a living document and will be updated with new guidance as the situation develops. LGA Liberal Democrat Group Leader Howard Sykes said,

“This is a must read for every Liberal Democrat councillor in the country and is one of the best things the LGA has produced in years.”

Government guidance limits how much we can go out of the house, so here are LGA Lib Dem and ALDC suggestions on **10 ‘Liberal Democrat’ things you CAN do whilst at home:**

STAYING IN TOUCH

1

Use the phone

Phoning residents is the number one task the party is urging members to undertake at the moment. We are phoning local residents – “as their local councillor (or on behalf of their local councillor)” – just to check that people are okay, if people need to be put in touch with sources of help and encourage residents to volunteer.

Our colleagues in the federal campaigns department have created target pools and a script in Connect. Areas that have done this have had a great response and training will be provided soon.

ONLINE COMMUNICATIONS AND PROFILE

2

Keep emailing

This is a great time to email lists to keep in touch with local residents. Content is probably going to be very factual about local services and sources of help and much less ‘political’. If you’ve not already got one why not start a regular members and supporters e-newsletter. Membership development officers could run a members ‘skills survey’.

3 *Build your Facebook page*

Our advice for a number of years has been to have a Facebook presence to share information about local services, local sources of help, local volunteering opportunities or issues that are important to us as Liberal Democrats.

4 *Keep in touch with your local community*

We can keep in touch with our local communities outside of our own email and social media channels. Local villages / towns / urban communities use Facebook groups and other social media channels to consider are community WhatsApp groups and the hyper local 'NextDoor' platform. Have you spoken or kept in contact with local community leaders, your local PC/PCSOs, vicars/Rabbis/Immans etc, and shared information about what can be done in the current situation?

CAMPAIGNING AND ORGANISATION

5 *Have more meetings!*

We can't meet in person, but we can still have meetings, video conferencing facilities such as Zoom, Skype, Google Hangouts, Microsoft Teams etc work really well for council group meetings, campaign team meetings and local party executives all work really well... If you are a council leader/deputy leader where we are in coalition, or group leader are you joining the regular LGA zoom calls to update people on issues around Covid19 and the local government response?

6 *Refresh your skills*

ALDC has had a great response to its webinars (online training) and these will be increased. reaching a maximum capacity quickly. Webinars are on a range of campaigning and councillor related topics – the current list is online at: www.aldc.org/category/events/webinars/

7 *6 May 2021*

Everyone in England, Scotland and Wales will have at least one election, most have at least two and some even have five on the same day.

Here's how we can get ready:

- get your core campaign team up and running, drafting a timetable and consider what target wards/divisions might be
- arrange a catch up session with an ALDC development officer or regional development officer to help with campaign planning
- don't wait on candidate approval and selection, the earlier candidates are in place the more chance we have of winning and this can begin now. We're revising our guidance on approval and selection rules to take account of online and video meetings, this will be available shortly.

LIBERAL DEMOCRAT 'HOUSEKEEPING'

8 *Marked registers*

All of us should be updating Connect with the 'marked registers' from elections – you can ask the council for these up to a year after the election (so hurry for May 2019), and all of us will be able to get the December 2019 General Election. Inputting marked registers is important to enable us to prioritise our campaigning by understanding those who do and don't vote in different types of elections.

Marked registers can be uploaded manually or by using 'Registr' service which has been set up by a group of Liberal Democrat members. There is more information on marked registers on the ALDC website.

9 *Tidy up Connect*

There are plenty of jobs on Connect that need doing that we don't normally have time for when it gets to election time:

- archive old questions and lists; sort out files
- review and create new lists and change permissions
- analyse your existing data and look at trends over the years.

10 *Hard drive/Dropbox*

- organise your photo library label library with useful photos (councillors, candidates, campaigns and local issues) will make your life so much easier for producing literature.
- sort out your archives – old literature files are worth keeping for campaign analysis. Old data exports should always be deleted and campaign files can be shared with colleagues on Dropbox, Google Drive etc.