

# LGA and ALDC at the Liberal Democrat Autumn Conference

Saturday 16 to Tuesday 19 September 2017  
Bournemouth International Centre, Bournemouth



# GROWING PLACES

## A GOOD JOB CLOSE TO HOME

With the coming years bringing some of the biggest changes seen in a generation, we're calling for local government to be given the powers, and fiscal freedoms, to ensure the nation remains economically buoyant and continues to thrive.

This party conference season, we're looking in depth at how we can help everyone get a good job locally. We'll be discussing why devolved jobs and skills support will make sure the UK remains a leading economy. Join our high-profile panel as we explore the issue – see right for more details.

To find out more about key asks, visit  
[www.local.gov.uk/growing-places](http://www.local.gov.uk/growing-places)



# Highlights

## **LGA Liberal Democrat Group**

---

### Reception

Sunday 17 September, 7.45pm-9.00pm

Hardy Suite, Hermitage Hotel

Speakers: Cllr Howard Sykes, Leader of the LGA Liberal Democrat Group; Sir Vince Cable MP, Leader of the Liberal Democrats

## **The LGA debate**

---

### Mind the gap: how we can tackle the skills gap

Monday 18 September, 1.00pm-2.30pm

Hardy Suite, Hermitage Hotel

Speakers: Cllr Howard Sykes, Leader of the LGA Liberal Democrat Group (Chair); Cllr Ruth Dombey, Deputy Leader, LGA Liberal Democrat Group; Wera Hobhouse MP, Shadow Secretary of State for Communities and Local Government; Tony Wilson, Learning and Work Institute

### LGA, ALDC

---

#### Be A Councillor: Recruiting, approving and selecting

Explore the approvals process in detail, why it is necessary, how to do it and how to carry out your local selection process

9.30am-10.45am

**Venue:** Blandford, Marriott Highcliff

**Host:** Richard Cole and Neil Fawcett

### LGA, ALDC

---

#### Be A Councillor: Success stories

Come and hear from a diverse group of councillors about the difference you can make once you've been elected

11.00am-12.30pm

**Venue:** Blandford, Marriott Highcliff

**Host:** Jenny Lamb

### LGA, ALDC

---

#### Be A Councillor: Being an effective ward councillor

This session will look at how to strike the right balance between local campaigning, your community and the council

2.45pm-4.00pm

**Venue:** Blandford, Marriott Highcliff

**Host:** Neil Fawcett and Chris White

### LGA, ALDC

---

#### Pick a ward and win it: Getting started

An introduction for beginners on how to pick a ward and win

2.45pm-4.00pm

**Venue:** Purbeck, Marriott Highcliff

**Host:** Richard Cole and Andy Sangar

### LGA, ALDC

---

#### Digital campaigning: Using emails effectively

Discover clever ways to use email to reach more local voters and people who are especially hard to engage

2.45pm-4.00pm

**Venue:** Bryanstone, Marriott Highcliff

**Host:** Ed Stephenson and Zoe Franklin

### LGA, ALDC

---

#### Talking to Voters: MiniVAN

A practical session on how to upload MiniVAN onto your phone or tablet, load a Connect list and use it

4.15pm-5.00pm

**Venue:** Blandford, Marriott Highcliff

**Hosts:** James Baker and Tom Wood

### LGA, ALDC

---

#### Talking to Voters: Knocking on Doors

Effective canvassing helps you pick up issues, bond with local residents and pick up vital information. Find out the best techniques for succeeding and organising sessions

4.15pm-5pm

**Venue:** Bryanstone, Marriott Highcliff

**Host:** Suzy Horton and Abi Bell

### ALDC

---

#### AGM and Campaigner Awards

8.15pm-9.30pm

**Venue:** Dorchester Suite, Marriott Highcliff

### LGA, ALDC

---

#### Community policing: Local solutions for the 21st century

As community police services are being cut across the country, what is the Liberal Democrat alternative?

8.00am-9.00am

**Venue:** Blandford, Marriott Highcliff

**Speakers:** Richard Adair; Cllr Anita Lower, Deputy Chair of the LGA Safer Communities Board; Lord Brian Paddock; Police Federation (invited)

### LGA, ALDC

---

#### Be a Councillor: Building a councillor and candidate brand

A look at how to think about developing your candidate brand online and offline, and turning it into a success

9.30am-10.45am

**Venue:** Blandford, Marriott Highcliff

**Host:** Tim Pickstone and Alan Connett

### LGA, ALDC

---

#### Pick a ward and win it: Recruiting volunteers

Even in a small ward you can't do it on your own; we'll look at what jobs need to be done, how to recruit people and how to motivate them

9.30am-10.45am

**Venue:** Purbeck, Marriott Highcliff

**Hosts:** Neil Fawcett and Zoe Franklin

### LGA, ALDC

---

#### Pick a Ward and win it: Success stories

Panel discussion on how to make the breakthrough and win a ward from scratch  
11am-12.30pm

**Venue:** Purbeck, Marriott Highcliff

**Host:** Veronica German

### LGA, ALDC

---

#### Taking forward the liberal approach to free school lunches

Join us to discuss why free school meals are important, and if the Conservative government will endanger this

1.00pm-2.00pm

**Venue:** Westbourne, Bournemouth International Centre

**Speakers:** Layla Moran MP, Shadow Education Secretary; Cllr Lucy Nethsingha, Deputy Chair of LGA Children and Young People's Board

### LGA, ALDC

---

#### Local solutions for ending homelessness

What is the best way to ensure an enduring solution?

1.00pm-2.00pm

**Venue:** Blandford, Marriott Highcliff

**Speakers:** Wera Hobhouse MP, Shadow Secretary of State for Communities and Local Government; Cllr Adele Morris, Deputy Chair, LGA Environment, Economy, Housing and Transport Board; Baroness Olly Grender

## LGA, ALDC

---

### Be a Councillor: Recruiting, approving and selecting

Explore the approvals process in detail, why it is necessary, how to do it and how to carry out your local selection process  
2.45pm-4.00pm

**Venue:** Blandford, Marriott Highcliff

**Host:** Richard Cole and Zoe Franklin

## LGA, ALDC

---

### Pick a ward and win it: Introduction to Focus

We'll look at Focus is, why literature is important, how you produce it and what makes a good leaflet

2.45pm-4.00pm

**Venue:** Purbeck, Marriott Highcliff

**Host:** Claire Halliwell and Ed Stephenson

## LGA, ALDC

---

### Digital campaigning: Taking it to the next level

We look at moving from the basics to creating effective, co-ordinated campaigns across platforms

2.45pm-4.00pm

**Venue:** Bryanstone, Marriott Highcliff

**Host:** Tim Pickstone and Tom Stubbs

## LGA, ALDC

---

### Digital Campaigning: Campaigning with video

We discuss using graphics and video and take you through a real campaign

4.15pm-5.00 pm

**Venue:** Bryanstone, Marriott Highcliff

**Host:** James Baker and Claire Halliwell

## Campaign to Protect Rural England

---

### Can we build more and affordable homes without sacrificing the countryside?

'How can national and local government ensure we satisfy the need for more and affordable homes without sacrificing the countryside?'

6.15pm-7.15pm

**Venue:** Durley Room, Bournemouth International Centre

**Speakers:** Cllr Heather Kidd, Member of LGA People and Places Board

## ALDC

---

### Liberals in local government 1967-2017

Celebrate the ALDC's 50th anniversary and discuss Liberal Democrat achievements in local government

7.45pm-9.00pm

**Venue:** Bayview Suite 2, Bournemouth International Centre

**Speakers:** Cllr Ruth Dombey; Cllr Sara Bedford; Lord Tony Greaves; Cllr Kath Pinnock; Matt Cole

## LGA Liberal Democrat Group

---

### Evening Reception

7.45pm-9.00pm

**Venue:** Hardy Suite, Hermitage Hotel

**Speakers:** Cllr Howard Sykes, Leader of the LGA Liberal Democrat Group; Sir Vince Cable MP, Leader of the Liberal Democrats  
Refreshments provided

### LGA, ALDC

---

#### Be a Councillor: Being an effective ward councillor

A session looking at how to strike the right balance between local campaigning, your local community and the council

9.30am-10.45am

**Venue:** Blandford, Marriott Highcliff

**Host:** Neil Fawcett and Chris White

### LGA, ALDC

---

#### Pick a ward and win it: Winning the postal vote

Winning amongst postal voters is increasingly important; this session explores how to do it

**Venue:** Purbeck, Marriott Highcliff

**Host:** Ed Stephenson and Zoe Franklin

### NHS Providers, Royal College of Psychiatrists

---

#### Mental health lunchtime discussion

12.30pm-2.00pm

**Venue:** Royal Bath Hotel

**Speaker:** Cllr Doreen Huddart, LGA Community Wellbeing Board

### LGA

---

#### Mind the Gap: How we can tackle the skills gap

This session will explore how we can help everyone get a good job locally and why devolved jobs and skills support will make sure the UK remains a leading economy

1.00pm-2.30pm

**Venue:** Hardy suite, Hermitage Hotel

**Speakers:** Cllr Howard Sykes, Leader of the LGA Liberal Democrat Group (Chair); Cllr Ruth Dombey, Deputy Leader, LGA Liberal Democrat Group; Wera Hobhouse MP, Shadow Secretary of State for Communities and Local Government; Tony Wilson, Learning and Work Institute

### LGA, ALDC

---

#### Be a Councillor: Building a Brand

A look at all the ways you need to think about building a candidate brand, both online and offline, and turn it into a success

2.45pm-4.00pm

**Venue:** Blandford, Marriott Highcliff

**Speaker:** Tim Pickstone and Alan Connett

### LGA, ALDC

---

#### Pick a ward and win it: The last week

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

2.45pm-4.00pm

**Venue:** Purbeck, Marriott Highcliff

**Host:** Claire Halliwell and Ed Stephenson

Monday 18 September

### LGA, ALDC

#### Digital Campaigning: Facebook advertising

How to use Facebook as an effective tool for targeting your key voters and delivering your message online

2.45pm-4.00pm

**Venue:** Bryanstone, Marriott Highcliff

**Host:** James Baker and Tom Wood

### LGA, ALDC

#### Be a Councillor: More diverse candidate pools

This session looks at ways to find new candidates and help your pool of candidates look like the communities you are trying to represent

4.15pm-5.30pm

**Venue:** Blandford, Marriott Highcliff

**Hosts:** Cllr Ruth Dombey and Helena Cole

#### Exhibition

As always, the LGA Liberal Democrat Group will be sharing a stand with ALDC, making it the home of Liberal Democrats in local government at Bournemouth Stands 22 and 23. Find out more about each organisation's work, or discuss your local political circumstances with experienced political officers.

The LGA's national advice peer Alan Connett (Teignbridge) will be available for political advice. Visit the stand and speak to a member of the team to arrange an appointment.

Tuesday 19 September

### LGA, ALDC

#### Talking to voters: Doorstep campaigns, design, discussions and data

A session looking at setting up canvassing sessions, choosing who to canvass, briefing and debriefing teams and manage data

9.30am-10.45am

**Venue:** Purbeck, Marriott Highcliff

**Host:** Richard Cole and Alice Bridges-Westcott

### LGA, ALDC

#### Digital campaigning: Success stories

A panel discussion on how digital campaigning has been used successfully

11.00am-12.00pm

**Venue:** Bryanston, Marriott Highcliff

**Host:** James Moore

### LGA, ALDC

#### Talking to voters: Success stories

A panel discussion on the importance of voter connection in campaigning

11.00am-12.00pm

**Venue:** Purbeck, Marriott Highcliff

**Host:** Paul Clark



### Local Government Association

Local Government House  
Smith Square  
London SW1P 3HZ

Telephone 020 7664 3000  
Fax 020 7664 3030  
Email [info@local.gov.uk](mailto:info@local.gov.uk)  
[www.local.gov.uk](http://www.local.gov.uk)

© Local Government Association, September 2017

For a copy in Braille, larger print or audio,  
please contact us on 020 7664 3000.  
We consider requests on an individual basis.

REF 6.42

We would like to thank the following organisations for supporting us at this year's Liberal Democrat Autumn Conference:



# Prospect



Liberal Democrat  
CAMPAIGNERS & COUNCILLORS