

# Campaigns and Communications Group meeting 29/03/19

## Agenda

**Chair:** Chris Jordan

- 1. Welcome**
- 2. Operational Parameters** “The Executive proposes that this group be the usual forum for discussion and planning of local, regional, national and issue-based campaign activity, as well as matters relating to promoting the borough party and our work through our website, social media and the press. The Working Group will be empowered to make decisions within parameters it pre-agrees with the Executive. (The Executive will however retain overall responsibility and oversight for all the borough party’s activities.)”
- 3. Interaction with Other Working Group** Campaigning and Policy interaction
- 4. London Development Officer and Development Pathway – Importance of Campaign plans, Target Wards and delivery networks** Training. ALDC/KickStart
- 5. Setting up Constituency Based Campaign Groups** Identifying Local issues. Community Involvement. Resources. Personnel. Support
- 6. Setting Up Media and Messaging Sub-Group: being ‘On Message’** Website. Social Media. Press Liaison. Signing off content/code of conduct.
- 7. Producing Literature**
- 8. Measuring success & coordinating campaign activity**
- 9. Create Action Plan/Campaign Calendar** Forthcoming Campaigns. Likelihood of General Election.