Kingston Liberal Democrats 2018 Local Election Review

Thank you for taking part in the May local elections. Whatever part you played you made a great difference and ensured that we were successful in regaining control of Kingston Council.

However, there are always lessons to learn for next time, so we can make progress in the London Assembly elections and in any general elections that may come our way.

We would be grateful if you could take some time to complete this survey and e-mail it back to [info@kingstonlibdems.org](mailto:info@kingstonlibdems.org)

Thank you

Roisin Miller  
2018 Local Election Review Coordinator

**Basic questions:**

Please complete these by putting a cross (x) in the relevant box

1. When did you join the Liberal Democrats?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Post referendum |  | Between 5 and 10 years ago |
|  | After the 2015 general election |  | 10 years + |
|  | In the last 5 years ( but before 2015 election) |  |  |

1. Which of the following activities did you participate in during the election? (select all which apply)

|  |  |  |  |
| --- | --- | --- | --- |
|  | Shared the party’s message online |  | Made a donation to the local campaign |
|  | Delivered leaflets |  | Helped with clerical work |
|  | Helped write blue envelopes |  | None of the above |
|  | Canvassed people on the phone |  | Other (please specify below) |
|  | Canvassed people in person |  |  |

1. Do you think the Liberal Democrats inKingston performed better or worse than expected?

|  |  |
| --- | --- |
|  | Much better than expected |
|  | Better than expected |
|  | As well as expected |
|  | Worse than expected |
|  | Much worse than expected |

**Overview of the election:**

What 3 things do you think ***went well*** in the elections?

1.

2.

3.

What 3 things do you think ***went badly/ are areas for improvement***?

1.

2.

3.

What 3 things do you think the ***opposition*** (Conservatives and/or Labour) did well in the elections?

1.

2.

3.

**Literature during the campaign:**

On a scale of 1 to 5 (with 5 being the highest), how would you rate the quality of the literature during the campaign?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** |
|  |  |  |  |  |

If you are one of our regular deliverers, would you say….

|  |  |
| --- | --- |
|  | I managed to deliver my round easily during the campaign. |
|  | I managed to deliver my round with some difficulty during the campaign. |
|  | I struggled to deliver my rounds and did not complete them all/ doubled up my delivery sometimes. |
|  | I could have delivered more leaflets/ completed a larger round during the campaign period if I were asked. |

What do you feel was the most effective message in our literature?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Saving Kingston from Bankruptcy |  | Making Kingston better, together |
|  | Campaigning for more police on our streets |  | Tories: Heartless nationally, hopeless locally |
|  | Invest in our children and elderly |  | Fighting against overdevelopment |
|  | Building affordable housing |  | Other: (please specify below) |
|  | Exit from Brexit |  |  |

Do you have any other comments to make regarding the quality and frequency of literature in the campaign or on the messaging in the campaign?

|  |
| --- |
|  |

**Volunteer experience:**

On a scale of 1 to 5 (with 5 being the highest), how would you rate your volunteer experience?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** |
|  |  |  |  |  |

On a scale of 1 to 5 (with 5 being the highest), how would you rate the communication between the Kington Borough Liberal Democrats office and volunteers?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** |
|  |  |  |  |  |

If contacted by the office or a volunteer coordinator, how was this done?

|  |  |
| --- | --- |
|  | By Phone |
|  | By Email |
|  | By Text |
|  | In Person |

If you receive volunteer emails, do you think they were…

|  |  |
| --- | --- |
|  | Too infrequent |
|  | Frequent |
|  | Too frequent |

Do you have any other comments to make regarding your overall volunteer experience?

|  |
| --- |
|  |

**The Canvassing campaign:**

**During the campaign, in which ward/wards did you canvass (either in person or by phone)?**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Alexandra |  | Berrylands |
|  | Beverley |  | Canbury |
|  | Coombe Vale |  | Chessington South |
|  | Chessington North and Hook |  | Coombe Hill |
|  | Grove |  | Norbiton |
|  | Old Malden |  | St James |
|  | St Marks |  | Tolworth and Hook Rise |
|  | Tudor |  | Surbiton Hill |

On a scale on 1-5 how positive was the experience of canvassing during the election?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** |
|  |  |  |  |  |

Which local issues were raised most frequently?

|  |
| --- |
|  |

On a scale of 1-5, how well-briefed did you feel about these local issues?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** |
|  |  |  |  |  |

Did you attend any of our action days prior to the campaign?

|  |  |
| --- | --- |
|  | **Yes** |
|  | **No** |

On a scale of 1-5 How user-friendly did you find MiniVAN Software?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** |
|  |  |  |  |  |

Do you have any other comments to make regarding canvassing during the campaign?

|  |
| --- |
|  |

**The Digital campaign:**

On a scale on 1-5, how impressed were you with the overall digital campaign?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** |
|  |  |  |  |  |

During the campaign, did you receive any Facebook Advertising from…

|  |  |
| --- | --- |
|  | Liberal Democrats |
|  | Conservative |
|  | Labour |
|  | UKIP |
|  | Green Party |

On a scale on 1-5, how impressed were you with the emails that were sent out?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** |
|  |  |  |  |  |

On a scale on 1-5, how impressed were you were with Kingston Liberal Democrats social media during the campaign?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** |
|  |  |  |  |  |

Do you have any other comments to make regarding the digital campaign?

|  |
| --- |
|  |

**Polling Day**

On a scale of 1-5, how well organised do you feel your committee room was on polling day?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** |
|  |  |  |  |  |

On a scale of 1-5, how well did Connect and MiniVAN work on polling day?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** |
|  |  |  |  |  |

On a scale of 1-5, how would you rate the quality of polling day literature?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** |
|  |  |  |  |  |

Do you have any other comments to make regarding polling day itself?

|  |
| --- |
|  |

**And finally…**

Is there anything else you would like to add about the local election campaign? Please feel free to attach any further documents or comments below)

|  |
| --- |
|  |