



# Young Liberals Executive 2019/2020

## Meeting 2 (Virtual) – December 14<sup>th</sup> 2019

Meeting began at 11:05

### 1. Apologies: Charlie Murphy

**Members Present:** Alex Howarth (AH), Callum James Littlemore (CJL), Chloe Hutchinson (CH), Guy Benson (GB), Harry Samuels (HS), Jack Worrall (JW), James Bliss (JB), Katharine Macy (KM), Michael Chappell (MC), Tara Copeland (TC), Finn Conway (FC), Charlie Murphy (CM), Christopher Wilson (CW), Catriona McDougall (CMc)

### 2. Review Of Action Points From Last Meeting (16/11/2019):

- All matters to do with the General Election were dealt with under “General Election Review”
- *Calendar:* TC is trying to organise our Calendar, but G-Suite is being difficult; FC suggests Slack and/or Trello again for internal communications; **TC to set up a Slack by Friday**
- *HVP bios:* TC emailed HVPs but got no response; **TC to follow up with HVPs**
- *Meeting invitation:* TC invited HP and HVPs to this meeting but received no response
- *Budget:* FC reminds other officers to send budget applications before deadline outlined in his email (28<sup>th</sup> December); **all executive members to consider budget applications**
- *Activate bookings:* **FC to pay invoices ASAP**
- *New shared drive:* **HS to do ASAP**
- *New bios on website:* **HS to do ASAP**

### 3. General Election Review:

- TC thanks the executive for the jobs they did during the General Election and reminds us all that everything isn't quite as terrible as it seems
- **Discussion pertaining to YL strategy in General Election:**
  - CJL says that central promotion and communications could have been better
  - CH notes that there are many new active members as a result of this election
  - FC says that we need to review cooperation and communication with societies and branches, promotion of events, and also our entire spending/financial strategy during elections
  - AH says we need better communications between federal and regions, citing the Sheffield Hallam action day where the date was changed at the last second
  - CJL agrees communication wasn't great and says we need to identify where capacity is and how communications work
  - HS asks what communications were lacking
    - CJL liked the emails
    - CH didn't, due to large volume of other emails coming out of HQ
  - HS asks whether people actually heeded member communications



- AH says no, and that regional lines of communication with branches were more important for turnout at action days
- HS notes that he didn't promote as much as he could have done on social media
- JB recommends cross-posting events and action days in various YL groups in future for a better reach
- CH suggests regionalising emails
  - HS says that this would be a pain, and would take far too long, but notes that emails could have had better/more engaging subject lines
- CH suggests that we need more YL-specific targets and key performance indices for future elections
- TC notes that our guidance on targeting was derived from HQ, who could have communicated with us a bit better, and that we should be more aware of our own capacities and limitations
- CH notes that action days in 2015 felt more cooperative, if less frequent
  - MC notes that they cost us money in terms of Electoral Commission fines, and that we probably shouldn't get fined again
- CJL suggests using Nationbuilder's variance feature for emails to make subject lines specific for each region, and notes that we took advice from HQ on targeting, but did refine them down a bit based on capacity and accessibility
- HS notes that we likely didn't have a 2015-esque "buzz" due to the sudden nature of this election in December, whereas the 2015 GE was a fixed date and in decent weather
- FC agrees that the buzz did die down quickly and that we were demoralised; also notes that party structures often treat us (*i.e.* young people) like leaflet fodder without respect
- CJL reiterates this and states the importance of planning in advance
- TC says she will work with Chessie Flack (CF) to see how we can get people to treat us better within the party
- CW notes that things actually went okay in Scotland, but that membership interaction and communication was a struggle
- CH reiterates that WYL is in a decent place to build going forward
- FC suggests we do our own report of this election; CJL suggests feeding it into the federal party review
- TC wraps up discussion and reiterates several key points **for further review:**
  - We must work out how to hold onto those new members
  - We should prepare literature in advance of elections
  - We must plan everything well in advance
  - We should hold a seminar with chairs and accredited societies
  - We need better dialogue with our local activist base
  - We need better publication of events and activities
  - We need to decide how best to spend money in regulated periods
  - We need to work out capacity and delegation
  - We need to look at other methods of communication to avoid email oversaturation



- We need to decide our own YL targets for elections
- We need to counter member/activist demotivation better
- We need to have a serious conversation with the party about how they treat YL
- We need to get some stats about engagement with our content
- We need to get info on young candidates from HQ/regions
- CM mentions idea of a “wall of positivity”
  - HS notes that this is very difficult
  - CH says we need to strike a balance and share positive stuff more
  - CH adds that there is a distinction between public/private in our role as YL executive members
- JW notes that this was an extremely dispiriting election and that the national campaign seemed largely unresponsive
- FC notes that Federal Board (FB) will soon be doing a review of this GE campaign, and that YL should have a response to it
- **TC to compile a written document of our thoughts regarding the national campaign and submit it to the FB review**

#### 4. LYMEC

- CMC reports that YL submitted three motions to LYMEC conference:
  - On Hong Kong, which has now been submitted to IFLRY too
  - On Catalonia, which was withdrawn because the Spanish were upset
  - On restoring order to Stormont, but that this was not discussed because they ran out of time
- CMC did some social media stuff and passed on a lot of people to the international team who wanted to help out with the GE from abroad

#### 5. Officer Reports (oral)

- AH (Membership Development): focusing on regional development and interactions with accredited branches
- CJL (Campaigns): did the GE; **CJL to get a list of young candidates**
- CH (Welsh Young Liberals): WYL didn't do much during the election; WYL has an executive of 3 people and needs by-elections; lots to do; **FC to email CH with details of who to email at LDHQ for membership list**
- CW (Scottish Young Liberals): disappointed with what was managed in the GE; lots planned, little actioned; access to the bank account is still problematic; young candidates did well and increased vote share; **CW to liaise with FC about bank account access**
- GB (Non-Portfolio): nothing to report
- HS (Communications): nothing more to add
- JW (English Young Liberal): liaising with regional chairs; budget applications to be made; communications flow chart to show who people need to speak to within EYL; **JW to talk to AH about training for regional chairs**
- JB (Policy): Spring Conference drafting deadline is on Wednesday (18<sup>th</sup> December); KM is submitting a motion on children in care; JB is currently looking at the Policy Book and policies that need reviewing soon



- KM (Accessibility): care leavers/children in care motion in preparation; meeting planned for diversity committee; would like a list of candidates to encourage more diverse people to go for candidacy
- CM (Vice-Chair): nothing more to add
- TC (Chair): BAME officer, likely have to wait until LDCRE's AGM to get a representative to YL; chase up officer reports from those not present
- FC (Finance): payments to be made from before the GE; bank signatories to change; budget to be drawn

## 6. AOB

- **Federal Board meetings:**
  - TC asks how we want to be kept informed about meetings; a lot of discussion is confidential, so reports are often vague
  - It was resolved that we would like written reports from JB, JW, and TC for FPC, EC and FB meetings respectively
  - CH and CW to feed back from their NECs to YL
- **Motion to enter closed business**

**Meeting ended at 13:03**

## Action Points:

1. TC to set up a Slack by Friday
2. TC to follow up with HVPs
3. All executive members to consider budget applications by 28th December
4. FC to pay Activate invoices ASAP
5. HS to update shared drive on website
6. HS to update bios on website
7. TC to compile a written document of our thoughts regarding the national campaign and submit it to the FB review
8. CJL to get a list of young candidates in GE 2019
9. FC to email CH with details of who to email at LDHQ for membership list
10. CW to liaise with FC about SYL bank account access
11. JW to talk to AH about training for regional chairs