

Bess Mayhew

for Social Liberal Forum Council



Liberalism in Britain is faltering. Some of this is due to increasing inequality, people stocking up fear of a 'culture war' and populists seeking to blame others for society's ills.

But, uncomfortable as it is to admit, some of the blame lies with liberals ourselves. We have failed to make the case for liberalism in a way that resonates emotionally with voters; we haven't adopted the technology to drive engagement and organising; and we have shied away from difficult debates.

The SLF has a critical role to play in turning the tide. We need to promote new ways to listen to voters. We need to build networks to come up with new ideas. And we need to support activists making changes in their local area. I would be honoured to be part of the SLF team making this happen.

- ✓ Established new methods of volunteer recruitment and local organising
- ✓ Created tech products to help voters engage with politicians
- ✓ Delivered new types of campaign training for 1,000 members in 2 months
- ✓ Set up More United with Paddy Ashdown to drive cross-party collaboration
- ✓ Recruited 150,000 members to More United
- ✓ Elected to the Liberal Democrat Federal People Development Committee

If elected, I will:

- ◆ Drive efforts to recruit a **large, diverse group of new members** to SLF
- ◆ Promote new methods to drive **mass engagement** of voters and members
- ◆ Create networks to inspire **innovative forms of community organising**
- ◆ Build a **narrative for liberalism** that is emotive and compelling