



# Councillors Weekend

1<sup>st</sup> - 3<sup>rd</sup> July 2022

ALDC

Local  
Government  
Association  
Liberal Democrat Group

## Introduction

All of us here at ALDC are very excited to welcome you to our Councillors Weekend, in partnership with the LGA Liberal Democrat Group, which will be running alongside Kickstart.

Registration opens at 4pm.

Tonight: Dinner is in the main restaurant area from 6pm.

We're running two exciting courses over the weekend:

- **Councillors Weekend** - A mixture of training, discussion and fringe, the Councillors Weekend will support you to represent your community and make a liberal difference whether you are in control or opposition.
- **Kickstart** - We've got hours of training and mentoring to help get you and your team in shape for the next elections and beyond. Kickstart delegates can go to all training and take part in amazing bespoke mentoring too.

**Help and advice:** The ALDC help desk will be on the first floor through the weekend. Staff are available through the day if you have queries or issues. If you've forgotten anything the Yarnfield Park accommodation desk sells essential items.

I hope you have an enjoyable and useful weekend that sets you up for electoral success.

Best wishes,

Councillor Tim Pickstone  
Chief Executive, ALDC



## Friday 1<sup>st</sup> July



Arrivals starts at 4pm on Friday. You'll be welcomed, given the key to your room and then settle down to some dinner before the all important introduction plenary session and time in groups.

- **4pm** - Registration opens - Check in and receive your workbook
- **6pm - 8pm** - Dinner is served
- **8pm** - Welcome and introductions in Howden.
- **8:30pm - 9:45pm** - Councillors Weekend delegates head to the Councillors weekend introduction session. Kickstart delegates go to their mentor groups.
- **9:45pm** - Social time

# Saturday 2<sup>nd</sup> July

Room	Howden A	Howden B	Meeting Room 7		Leighton A	Leighton B	Meeting Room 5	Room
7:30 - 9:00	Breakfast							7:30 - 9:00
9:00 - 10:15	Recruiting and working with volunteers	Community Campaigning	Cllrs Weekend Keeping your Council Seat		Hi-Vis Campaigning	Getting Your Message Right	Cllrs Weekend - Using the Council to Campaign	9:00 - 10:15
10:15 - 10:45	Coffee break							10:15 - 10:45
10:45 - 12:00	Party messaging and strategy with Mike Dixon and Mark Pack Howden A+B				Gaining and keeping control of your Council Leighton A+B			10:45 - 12:00
12:00 - 13:00	Group A and Cllrs Weekend lunch/Group B mentor time				Group A Lunch			12:00 - 13:00
13:00 - 14:00	Cllrs Weekend: A view from the LGA - Maple		Cllrs Weekend: Celebrating the success of 2022 - Willow			Group B Lunch/Group A mentor time		13:00 - 14:00
14:00 - 15:15	Finding Great Candidates	Using Facebook to Campaign	Campaigning effectively with surveys and petitions		Cllrs Weekend - The power of scrutiny with CfGS	How to write great direct mail	Cllrs Weekend - Levelling Up: Fact or Fiction with APSE	14:00 - 15:15
15:15 - 15:45	Coffee break							15:15 - 15:45
15:45 - 16:30	How to win a by-election	How to build your email list	ALDC Artworker		Good photos, used well	Holding your opponents to account	Cllrs Weekend - Ask us anything!	15:45 - 16:30
16:30 - 18:00	Kickstart Mentor time				Cllrs Weekend - Policy in action - Maple			16:30 - 18:00
19:00 - 19:15	Drinks reception - Main reception area							19:00 - 19:15
19:15 - 20:00	Summer BBQ							19:15 - 20:00

## Sunday 3<sup>rd</sup> July

Room	Howden A	Howden B	Meeting Room 7		Leighton A	Leighton B	Meeting Room 5	Room
7:30 - 9:00	Breakfast							7:30 - 9:00
9:00 - 10:30	Mentor time				Councillors Weekend - Resilience and making a liberal difference - Maple			9:00 - 10:30
10:30 - 11:00	Coffee break							10:30 - 11:00
11:00 - 12:15	Knocking on doors	Raising the funds you need to win	Single issue campaigning		Cllrs Weekend - Public Speaking	How to write a great Focus article	Cllrs Weekend - Managing casework	11:00 - 12:15
12:15 - 12:30	Coffee break							12:15 - 12:30
12:30 - 13:15	Presentations and closing speeches - Howden				Presentations and closing speeches - Howden			12:30 - 13:15
13:15 - 14:15	Lunch							13:15 - 14:15
14:15	Close							14:15

# Councillors weekend

Our Councillors Weekend is run in partnership with the Local Government Association Liberal Democrat Group, and is designed to give you in depth training to help you engage in the town hall and in your community.

Whether you are a brand new councillor, or have been elected for many years, this weekend will give you the tools you need to succeed as a Liberal Democrat councillor.

## Keeping your council seat

So you've won! Brilliant! Now learn how to keep your seat and grow your team. A must for all councillors, especially those elected for the first time.

## A view from the LGA

Join Sally Burlington, Director of Policy (People) at the Local Government Association to share thoughts on the pressures facing local government and to hear from you what challenges you feel lie ahead.

## Managing casework

We explore different strategies and tools that Councillors and candidates use to keep on top of their case load.

## Levelling Up: Fact or Fiction with APSE

Scrutiny is a vital part of an open democracy - but at times can feel low impact. Hear from the Centre for Governance and Scrutiny on how you can make a difference.

## Using the council to campaign

The council can be a great asset to your campaign. Understand how people perceive the jobs the council does and how to use that to your advantage.

## Public speaking

Join us in this sessions for tips and tricks on how to make an impact when you speak in public. Learn how to plan what you are going to say and then deliver with confidence.

# Councillors weekend

## Celebrating the success of 2022

After a mammoth set of elections across the country, we hear from Lib Dem councillors about the success in their area. Whether its taking control or being the only Lib Dem elected.

## Using the council to campaign

The council can be a great asset to your campaign. Understand how people perceive the jobs the council does and how to use that to your advantage.

## Ask us anything!

Have a burning question? See how many your facilitators can answer in 45 minutes! Complete a speakers card and return to the Help Desk by 12 noon on Saturday.

## Resilience and making a liberal difference

The final session of the weekend will cover building your personal and team resilience. We will then recap the weekend and plan what action you will take in your local authority.

## Policy in action

This session will walk you through how to develop policy, sourcing inspiration and using your ideas to make a liberal change. Choose between two themes: 'Green Your Council' or 'Homes for People'.

