

ALC Campaign Booklets Number 6

How to produce **FOCUS** - and live!

2nd Expanded Edition



by TONY GREAVES

75p

INTRODUCTION

by Cllr. Trevor Jones of Dorchester, Chairman of ALC.

The first edition of this booklet was produced not long after the debacle of the 1977 County Council elections when so many of the gains of the 1973 Liberal boom were wiped out. It was one of a series of ALC CAMPAIGN BOOKLETS which have done so much to drag the Liberal Party away from the edge of oblivion and thrust it well and truly on to the political stage, if not into the centre of it.

Since 1977, hundreds of Liberals have become accustomed to a whole new world of FOCUS production, and a whole new language. Wherever two or three activists gather together you will now witness discussions about preferences between Helvetica Medium and Balloon Extra Bold. Words like Swarfega, Instafax and 80g.s.m. bond are bandied about freely as to the manor born. It is as necessary for today's rising successful Liberal politician to be able to talk about such things knowledgeably as it was for his (or her) predecessor in the 1880's to have mastered the oratory of Cicero, or learnt how to hold their fork correctly at banquets and the like!

This booklet is your introduction to a wonderfully demanding, stimulating, satisfying and exhilarating way of politics.

If you read it, and practise what it preaches, we cannot guarantee that it will dramatically change your life and lead to an endless, uninterrupted chain of electoral and political success! But it will almost certainly do the former, and it might do the latter.

This booklet has been written by Cllr. Tony Greaves, Organising Secretary of the Association of Liberal Councillors, which is the local government unit of the Liberal Party.

It is one of a series of ALC CAMPAIGN BOOKLETS, which are edited by Tony Greaves (see back page for a full list), who has also done the typing and layout.

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Thanks are due to the following people who gave very useful help during the writing of the first edition (though they do not, of course, bear any responsibility for the final result!):

Jim Heppell, Trevor Jones, Russell Lloyd, Michael Meadowcroft, Mike Oborski, Colin Rosenstiel, Richard Winch, Phoebe Winch.

Thanks are also due to the very many people who have sent ALC copies of their own FOCUS leaflets, and useful comments and ideas, over the years. All Liberals are asked to send ALC copies (preferably three!!!) of every FOCUS they produce.

Cover drawing by Val Whipp.

WHAT IS FOCUS?

The name FOCUS was invented in Liverpool and spread around the country in the early 1970s. Lots of other names abound...Liberal Letter, Adlib, Hulme News, Close-up, City Centre Circular, Report Back, Todmorden Letter...the name doesn't matter. The content and style do.

Focus is not...

FOCUS is not a Liberal members' newsletter or social circular. FOCUS is not a dissertation on Liberal policy or reprints from Liberal News, Leader's speeches or the Candidates' Bulletin. FOCUS is not an imitation local newspaper (would you vote for your local newspaper editor?) FOCUS is not an objective, unbiassed and uncommitted commentary on events. FOCUS is not produced by anyone except Liberals!

Almost every kind of Liberal leaflet can nowadays be found bearing the title FOCUS, from earnest LPD policy booklets, and Liberal News pull-outs, to pure election addresses. These are not FOCUS as we understand it!

Focus is...

FOCUS is a regular local newsletter, produced and delivered by the local Liberals and delivered to every household in the area it covers.

The key words are:-

LOCAL
REGULAR
NEWS
CAMPAIGNING

which add up to COMMUNICATION.

local

FOCUS must be LOCAL in content and distribution, and cover a recognisable area - town, village, parish, or often a ward.

regular

It takes time to build up your readership and while the use of volunteers may well make perfect regularity difficult to attain, there must be sufficient pattern to the production schedules to give people the impression of a regular publication.

The more often FOCUS is produced, the better. In rural areas, four issues year outside election campaigns may be as many as you can deliver. In urban areas you should aim at six in a year, and monthly is an ideal!

news

FOCUS is first and foremost a news-letter. People will read it again and again if they find news about their local area, Council plans, local campaigns...

campaigning

FOCUS is a highly committed, campaigning newsletter under the control of people who are in the thick of local action. It should be strongly based on your local campaigns and firmly committed to the local Liberal message of more power to the people and less power to local bureaucrats and pompous establishment Councillors! The more good news in FOCUS, the better.



**ALL THE
YEAR
ROUND!**

**Got a grouse?
GET IT OFF
YOUR CHEST!**



HOW TO PRODUCE FOCUS

You can't mess about with FOCUS. It has to be produced in an efficient manner. You have to do four things:

1. WRITE IT - editorial functions including writing, compiling, editing, artwork and layout.
2. PRINT IT or have it printed.
3. DELIVER IT through people's doors.
4. PAY FOR IT.

You need PEOPLE to do these things. First - a warning! FOCUS CANNOT BE PRODUCED BY A COMMITTEE. It can on the other hand be produced by one person, although the effort involved is high. What is needed is a TEAM of people who have the energy, skills, and authority to go away and get on with it.

You need an Editor, or editorial team - very small. A team is also helpful for artwork and pasting up. Writing as such is a skill and the people who have the information (eg Councillors) may need help in putting it into readable format.

If you are a Councillor on your own you may have to go ahead and produce your own FOCUS and possibly pay for it from your Attendance Allowances. But use help if you can get it - it's more fun to do it together as well as less work.

If you want to produce a FOCUS and the Liberal Committee won't agree to it, or want to have every issue edited by the full Committee, your only course of action is to ignore them; go ahead and do it yourself and hope to convert them

by experience. Councillors in particular must produce FOCUS, whatever the Committee-sitting deadlegs say.

Once FOCUS expands and different editions are needed (eg for different wards), a team of people is even more important. All the jobs must be done, and people will have to be trained to do them. Training sessions themselves can be organised around actual FOCUS sessions. Even if you have a full complement of helpers at the moment, someone is always likely to fall ill, move to Heckmondwike or get fed up. By training "reserves" you will help to make sure that FOCUS outlives any particular individual Liberal.

If you are on a Liberal Committee and can't spare the energy, time or skill to get involved in FOCUS yourself, don't forget:- give the FOCUS Editor or team the authority and wherewithal to GET ON WITH THE JOB. Decide whether you like what they produce after it has been produced. If you don't like it, you can sack them afterwards. Do not insist on being involved in the details of production.

Most people reading this guide will probably be amazed at the talk of teams of helpers and the like. If your problem is HOW TO START see the checklist on 14. If your problem is that of expansion and you can't cope with FOCUS in 12 wards twice a month...see the section on COPING WITH EXPANSION later in this booklet.

Editorial

WRITING YOUR FIRST FOCUS FROM SCRATCH: GATHERING THE INFORMATION.

Unless you know your area very, very well you won't have enough information to write your first FOCUS cold. Your first FOCUS will look as if it was composed over a glass of sherry on a Sunday morning and end

up straight in the litter bin...UNLESS you do the following groundwork first:-

1. WALK AROUND the area and MAKE NOTES about ANYTHING you think needs attention or improvement. As yourself questions such as:-

* Are there any empty derelict houses or

other buildings? Who owns them? Why are they empty? What is planned for them?

- * Are there enough litter bins?
- * Are there any dangerous pavements or road signs missing, that you can report for action? Or broken street lights?
- * Are there any dangerous roads or road junctions? (Campaign for crossing?).
- * Any obvious eyesores - dumped cars or mattresses - that you can report?
- * Any waste land, or dangers to children like vandalised electricity sub-stations?
- * (Council estates) - what state are the houses in?
- * What does the area lack, and hence need? (play areas etc.)

When going around the area talk to a few residents about what concerns them.

You can get good answers to the last two questions, and others, by doing a survey with a Questionnaire form.

2. Get hold of recent COUNCIL AND COMMITTEE MINUTES - local reference libraries have them. Look through them and make notes about plans affecting the area.
3. TALK TO LIBERALS who have been active in the area in the past and perhaps stood for election, about what issues used to be important.
4. Try to find out if there are any wider campaigning issues you can use among the very local ones:-
 - * Is the local Council treating OAPs badly with concessionary fares compared with neighbouring areas?
 - * Are they squandering millions on new Civic Centre - or thousands on junketing?
 - * What's happening to expenditure on (eg) education and social services locally?

After all this you should have ample material for your first FOCUS.

Whatever you do on your first FOCUS, make sure that you include a grumble sheet!!! Don't just put a name and address: LEAVE A BLANK PAGE FOR PEOPLE TO PHYSICALLY WRITE ON.

FUTURE FOCUS LEAFLETS

You should get replies from Grumble Sheets which will give you new leads to take action on and report on in FOCUS. Other sources of information are:-

- * Feedback from knocking on doors. See CB8 HOW TO FIGHT LOCAL ELECTIONS AND WIN for advice on canvassing techniques: also the ALC ACTIVISTS GUIDE AG3 titled KNOCKING ON DOORS. Basically, ask people what they are worried about.
- * Surveys and Questionnaires: an excellent way of talking to people about what they think should be done. See CB4 COMMUNITY CAMPAIGNING MANUAL for more details.
- * Council and Committee Meetings. A member of the public, or Liberal Councillor, can report back on what actually happens and what is said (often very different from the dry account in the Minutes, or the standard reports in the local papers).
- * Monitor the local papers for issues. Not always as good a source as you might imagine.

Hints

People will read your FOCUS if the content is good. They will read it more easily if the style is right. They will read it again if they understand it! Don't talk down to people. Do avoid jargon, long or obscure words, and abbreviations. Some other hints:

1. many FOCUS writers do so in the third person, as in newspaper articles. eg: "A major scandal over the Council House modernisation schemes in the Warren area has been exposed by Liberal Councillor Bartholomew Hewitt." This is probably the best style - it helps to build up a movement as well as a personal vote for one person.
2. some Councillors adopt a person-to-person approach. eg: "Quarterly Newsletter from your local Liberal Councillor Marmaduke Jones. Dear Friends, Since I last wrote, the Warren Council House modernisation scheme has hit a big snag..." Suitable for smaller single-member wards in rural areas.
3. try to include stories about all parts of the area covered by your FOCUS. Even if one part of the ward has most problems,

readers in other parts will want to read something about their area as well. Experience suggests that if people can find one item about their street or immediate neighbourhood, they are likely to read the whole FOCUS.

4. don't avoid controversial items when they arise. A regular FOCUS that people have come to welcome and read can be a useful medium for campaigning against local racialisists (but only if they are locally active and a problem).
5. do not preach policy; instead, report on action that is taken. Enlist support by spreading news of campaigns.
6. As far as possible, items should be visual. Use pictures and line drawings to enliven the pages. (Use the talents of yourmembers in this field). Newspaper cuttings can also be used to good effect (but beware of copyright laws: See ALC ACTIVISTS GUIDE NUMBER 10: DON'T PANIC!)
7. if you have a good local "scoop", which you will have in no time, use it in FOCUS before giving it to the local press. After it's been in the local press, you can use the cutting in the next issue of FOCUS as well!
8. FOCUS must be topical. Ideally it should be written, printed and delivered within ten days. Some people say "don't put a date on FOCUS" to avoid embarrassment by late delivery. Others put a date on to force their deliverers and themselves to get it out on time.
9. Number each issue: the cumulative

effect can be impressive and sometimes compensate for a not so regular FOCUS.

- 10 Every FOCUS must contain the names and addresses of Liberal Councillors and/or leading activists: plus phone numbers. As many as possible should include either a grumble sheet, or a feedback section on specific points of local controversy. Every FOCUS must include a request for help in delivery.
- 11 In recent times, more and more FOCUS editors have been including a section on "national" issues. Pure national issues should never take up more than a quarter of FOCUS at the very most: wherever possible tie "national" points into a local context - i.e. the level of local unemployment and what local Liberals are proposing doing about it.
- 12 Avoid spelling mistakes. If you cannot spell, have your FOCUS proof-read by someone who can, before it is printed.

REGULAR COLUMNS

Some FOCUS Editors include a regular column of useful information. Examples are:

- * a welfare rights column or general "This is your Right" section.
- * a "This is the System" column or "Know your local Council" with each issue concentrating on one department.
- * a guide to local organisations and groups.

Do not include things like gardening hints and recipes which have nothing to do with local campaigning.

Production

Once your FOCUS is written you have to get it duplicated or printed. How you go about this will depend on:-

- your financial resources.
- whether you have your own duplicator or small offset litho machine.
- the range and cheapness of your local printing firms.

Possible methods of production are:

- 1 DUPLICATING. Typing on to ordinary stencils. Easy, basic, the way many people start.

- 2 DUPLICATING. Using "electronic" stencils. These are made, from your "artwork", on a special machine. The local office of Gestetner (or whatever) or the local stationers or printers may be able to make them for you. You can include thick headings, drawings, even pictures. But don't make it too black or it will cause problems. Beware of superficially similar stencils made on a heat copier which are not recommended.

CONTINUED ON PAGE 15

FOCUS

EDITOR 1
DEREK MORSE

Liberals on the County Council continue to make all the running while Conservatives & Independents remain largely silent. The last full County Council meeting saw Liberals moving five motions, two amendments and asking thirteen questions on the report of the Police Committee- a committee on which incidentally NO non-Labour Councillors are allowed!

Farce

Derek Morse attacked the farce by which the Labour Party co-opt an extra 8 people from outside the Council onto the Education & Social Services Committees. Surely the object of these co-options is to enrich these committees with men and women with wide experience in education and social service matters. The unhappy truth is that in every case they appointed Labour stalwarts, defeated Labour candidates and other party worthies. Why? Have they not got enough voting fodder already?

School Governors

The obscene partiality of Labour

1. was duplicated using an electro-stencil. This allows you to use thick lettering etc. and possibly photographs.

2. offset litho - allows you to use pictures to good advantage. The newsletters on p.8 and p.9 were also produced by offset printing.

3. ordinary ink duplicating. Heading is drawn on the stencil. Neat layout adds to the impact.

(SEE PAGE 6 OPPOSITE)

All three methods can be highly effective.

MILL PARK NEWS

from
PHIL
GILCHRIST

Mill Park News is paid for by selling old newspapers, catalogues, and magazines.

Phil Gilchrist writes ...

2



OAK HOUSE

COUNCIL TO
DEMOLISH
COMMUNITY
CENTRE



Oldham Rd
near miss

CALVELEY
AVENUE

The paving on the way to the shops, by 44 Mill Park Drive, collects the water from the grass verge, and the water stays for days. I have written to the Engineers about this.

ENNERDALE
AVENUE

Parts of Ennerdale Avenue have poor paving. I have written several letters about this. A drain cover, which disappeared, was replaced after I had drawn attention to it.

DELAMERE
AVENUE

I asked the Council to clear the land near the Social Centre of all the rubbish left after bonfire night. The land has been tidied. It cost £30 to repair the light and light fitting just by the social centre after it had been vandalised.

Special Local Issues of FOCUS

FOCUS

Liberal Newsletter

We've so much local news that won't fit into the ordinary "FOCUS" Newsletter we are publishing this special local issue for this area only. We hope it will be delivered either just before or just after Christmas, but either way, we wish you a very Happy Christmas, and a prosperous year in 1978!

KNOTTS LANE LORRIES

A recent meeting of the Pendle Council's Accident Prevention Sub-committee discussed this problem at the request of Cllr. Sargeant. But the Police who were present "stated that they had checked the traffic use and had found no evidence of excessive speeding by vehicles" - we doubt whether residents will agree although we suppose it depends on what you mean by "excessive"...

The Committee resolved "That the matter be left in the hands of the Police who patrol the road". It was also stated by the Committee Chairman (Colne Councillor Benson, Con) that the vehicles parking at the bottom of Knotts Lane help to slow the lorries down.

We suggest to residents that every time you see a lorry speeding down the hill or otherwise misbehaving, you contact the Colne Police at once (Colne 863161).

Waterside Wards's Councillors:

<u>Walter Sargeant</u> 83 Green Road (Colne 865639).	<u>Celia Duerden</u> 12 North Street (Colne 866119).
--	--

Tony Greaves (Pendle & Lancs. County).
3 Hartington Street,
Winewall. (Colne 864346).

Special Local Issue

KNOTTS LANE AREA
(Waterside Ward)
DECEMBER, 1977

PRESSED FELTS - FUMES AND DUST

Residents will have read in the local press of the "fuss" at the last Pendle Council Meeting when Councillor Tony Greaves presented a petition on behalf of local residents. A little mild clapping in the public gallery resulted in the Mayor threatening the public with being thrown out unless this "disturbance stops". Meanwhile, interruptions, cat-calls and chattering by the Councillors themselves goes on apace!!!

The Environmental Health Officer, Mr. Cutler, had told the Committee that he hoped the company would put an end to the nuisances by the installation of new machinery, and proposed to give them another report in six months. The residents were asking for legal action at once, and in the end Mr. Cutler agreed that he could give a report in three months time.

Committee chairman Cllr. Benson (again!) said that the problem had been going on for "longer than the Liberals ever thought of putting up for the Council" but that didn't seem to be a very good excuse for delaying even longer.

The residents who turned up to the Council Meeting made it plain to the "powers-that-be" that people do care about the problem and do want a solution. Cllr. Benson seemed to think that local industry should be allowed to do what it wants. Unlike him, apparently, we believe that industry has a responsibility not to create a nuisance.

If anyone would like to see the two-page report on the problem, from Mr. Cutler to the Environmental Health Committee, we have a copy which we will show you on request.

(Left): heading was printed in offset litho in advance. The newsletter itself was duplicated. This means that you can afford a short run (this was 200) and cover news in detail. It also allows you to issue a leaflet at very short notice. (See page 15).

The FOCUS on the left has been reduced by about 70% from the original.

(Below): a HOTLINE Special - part of a two-sided A4 newsletter which was issued after the announcement of a successful appeal against refusal of planning permission. Note the hand-drawn heading.

This leaflet was obviously produced in a hurry!

HOTLINE special

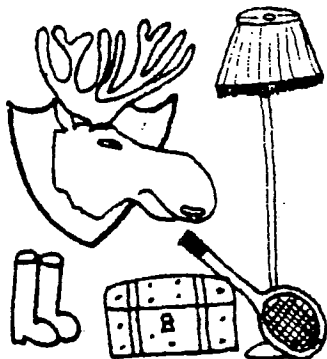
From LARKFIELD & LEYBOURNE
LIBERALS

MINISTER GIVES GO AHEAD FOR 1,000 NEW HOUSES AT LEYBOURNE

As many of you will know, the Secretary of State has allowed the Appeal by Croudace Limited and granted outline planning permission for about 1,000 new houses on 112 acres of land mainly in Leybourne but partly in Larkfield.

The actual area is bounded by the London Road (A 20), Castle Way (A228), Lunsford Lane, and northwards nearly as far as Castle Lake. It includes all the land between Rectory Lane and Lunsford Lane and the whole of the land surrounding "The Chimneys".

The decision follows public inquiries in 1971 and 1975. At the 1975 Inquiry the proposal was opposed by all the local councils, the local M.P., the Leybourne Action Group Against Needless Development, and local residents and councillors.



T. HEATH & SON

BOTLEY ROAD

FAIR OAK

FUNERAL DIRECTORS

Burials

Cremation

Chapel of Rest

Telephone: Fair Oak 2326

Owslebury 268

Jumble

MARCH 12TH 2PM
TRINITY HALL
BROADWAY SW19.

WHEN DID YOU LAST CLEAN
OUT YOUR ATTIC ?

FOR COLLECTION OF JUMBLE
OR OFFERS OF HELP CONTACT

MARY POTTER 74 HAYDONS
PARK ROAD. TEL 540 2892.

WASTE PAPER

Thanks to everyone wh
for us -
We'll be round again :

FOCUS can
help to raise
funds to pay
for FOCUS.

Xmas Fayre

ASSEMBLY ROOMS



SATURDAY 26th NOV.

SEE YOU THERE!



Line drawings enliven FOCUS: this was originally reproduced by electro-stencil.

INFORMATION DIRECTORIES

INFORMATION DIRECTORIES are a special type of FOCUS which bring together local information (Council Departments, Doctors, local groups, etc. etc.) with information on local Liberal Councillors etc.

They may just be one piece of A4 in size or may include several pages, stapled together with a coloured cover.

They are usually an annual publication in a ward or area, and often include local advertisements as well.

There are quite a few Liberal groups who now produce Information Directories, and ALC keep a stock of them...if you would like to see one, please send an s.a.e. to the ALC office.

Among other things, Information Directories may save a lot of very simple casework, provide people with useful information, and keep the Liberals "next to the phone" throughout the year.

(BELOW): A successful FOCUS from Brighton (St. Nicholas Ward). (Reduced to 70%).

NOTE (below): emphasises continuity of Liberal action and makes first announcement of new action which is planned.

NOTE (below): numbering and dating of each issue. A good idea, but needs a reliable system for delivery.

FOCUS newsletter

FEB 77

4.



NOTE: "Letraset" bus and headings

NOTE (left): short follow-up story on County scandal is used to launch local action campaign.

HOMES WASTED

In 1975 we did a Housing Survey which reported a staggering 1 in 10 empty houses in Central B'ton.

We recommended the Council should levy a penal Rate of 200% on property empty for greater than one year and urged the Govt. to give local Councils the powers to use empty houses for a set time to give shelter to those in need.

The Council refused to listen and now many of these houses are only fit for demolition when they could have been improved and modernised.

New Survey

We are now doing a new Survey and this time will be exploring the setting up of a 'Tenants Co-operative' the members of which would themselves renovate empty houses for the homeless and help end this scandal.

UNFAIR FARES

Several more residents have said how unfair the recent slashing of Concessionary Fares to Senior Citizens was. (They now get tokens worth £3-50 round here rather than a pass worth £7-20)

One told us how pensioners in some parts of London get travel completely free! Hardly seems fair does it?

Petition

David is extending his recent petition in 'FOCUS' by starting a door to door petition. If you want to help please let him know at 8, Guildford Street.

CONSERVATION AREAS: THE FACTS

The creation of the new NORTH LAINE and WEST HILL Conservation areas now, together with the Lanes, make almost all of St. Nicholas Ward into a Conservation area.

THIS is what it means:-

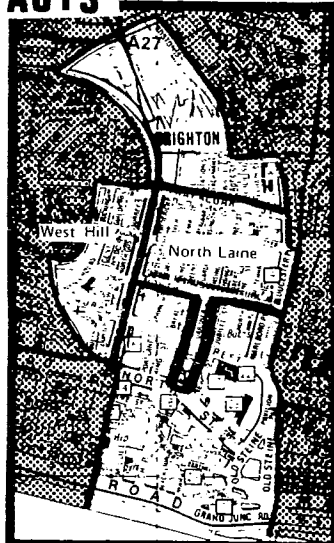
DEMOLITION: No building may be pulled down without Council consent.

EMPTY BUILDINGS: If in disrepair the Council can serve notice on the owner that it intends to carry out repairs and recover the cost from the owner.

PLANNING: All development plans affecting the character of the area must be published in the Press and on the development site. A plan showing details must then be available for 21 days to the Public.

REPAIR GRANTS: Buildings of Historic or Architectural interest may attract Historic Building Grants.

TREES: Are protected as if they were covered by Tree Preservation Orders. Six weeks' notice of felling MUST be given to the Council.



FOCUS - Some Examples

NOTE (left): the Conservation Area story gives people essential information which they have probably not got from any other source.

The map adds life to the story and shows the boundaries of the Conservation Areas.

NOTE: (left): a classic FOCUS story - a local problem known to everyone, feedback from local person, information, and Liberal action.

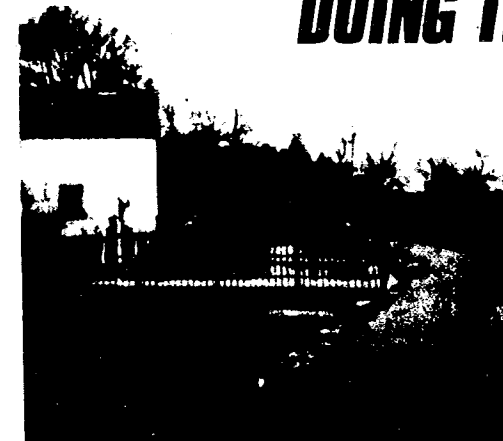
THANKS TO FOCUS TEAMS IN THE FOLLOWING PLACES WHO SENT IN NEWSLETTERS WHICH HAVE BEEN USED IN THIS BOOKLET:-

Rutherglen, Fair Oak, Westfield (York), Wimbledon, Newcastle Central, Chelmsford, Colne, Tonbridge/Malling, Chester-le-Street, Rotton Park (Birmingham), Bebington, Brighton, Harrow, and Dorchester.

(RIGHT). A well-established FOCUS from Dorchester (Dorset), which has a number of Liberal Councillors.

Use of photograph will get the attention of local people who will then read the story to find out what it's all about.

Lots of good information which people will probably read. This is a polished FOCUS: don't worry if yours look much more home-made. Sometimes it can add to the impact.



DOING THE RIVERSIDE WALK

The Riverside Walk isn't the latest dance craze, but Dorchester's walk way from Swan Bridge to Blue Bridge along the north bank of the mill stream. Long a favourite stroll for Dorchester people, and the local lover's lane, it has gradually run down over the years and badly needs a facelift. Dorchester's three local councils have now got together to give it one. Using money from the Government's Job Creation Scheme

to employ some jobless local people, they are giving the walk the once over to bring it up to scratch and make it one of the attractions of the Town. The scheme has been splendidly supported by the Civic Society and the Natural History Society and is the product of a great deal of goodwill from all concerned. The only people who have opposed it are the local Labour Party who regard it as a waste of money. Funny that, when they are always complaining about unemployment as the scheme will take local people off the dole. But then you can't please all the people all the time.



ALL THE YEAR ROUND!

HARROW VIEW

The campaign for a pedestrian crossing near Longley Road is well and truly under way. The Council made a survey, but have said they will take no further action to install a crossing. Headstone Liberals are not prepared to wait for someone to be injured or killed before something is done, and STEPHEN GILES-MEDHURST and CLIFF THOMAS are now collecting signatures for a petition to present to the Council. We will keep you informed.

FLOODS - BROOK DRIVE, HEADSTONE GARDENS, PINNER VIEW

Headstone Liberals are pressing for action to clear the brook, which is blocked, and which has caused flooding in gardens and houses in these roads. A special local FOCUS has gone to all residents affected, and we are raising a petition to back our demands for action.

PORETCOURTS - 166 & 172 PINNER ROAD

The display of cars for sale on these forecourts has continued, and Headstone Liberals have kept up the pressure for this to be stopped. The Council has now issued Enforcement Notices regarding 166 Pinner Rd. and will shortly follow suit with 172. The use at 164 had ceased on the last check.

RAILWAY EMBANKMENT R/O 125/1255 PINNER ROAD

Following Liberal action, the leaseholders of the land are obtaining an estimate for the cost of the repairs needed on this site. After Liberal pressure they made some repairs behind 171 - 179, although a retaining wall would have been better than the wire fence they erected.

--- just some of the action being taken by the Liberal team - STEPHEN GILES-MEDHURST, CLIFF THOMAS and DEREK WISEMAN

CAN YOU HELP?

I would like to help by (please tick box)

Delivering "FOCUS" in my road/nearby

Subscribing to the Liberals

Please send to DEREK WISEMAN at any of the addresses under "Your Say" or phone 868 5778

Published by Headstone Liberal Association 11 Pinner Park Avenue, Harrow.
Printed by Governor Printing Services, Mayes Road, Uxbridge, Middlesex.

YOUR SAY



STEPHEN GILES-MEDHURST, CLIFF THOMAS and DEREK WISEMAN want to hear from you about any of the items in this month's "FOCUS", and about any other "grumbles" you may have. Please use this space - we will take notice and try to help.

Name

Address

Please send to CLIFF THOMAS or STEPHEN GILES-MEDHURST c/o 2 Albert Rd., 11 Pinner Pk. Ave., 13 Manor Way, 10 Beresford Rd., 25 Sussex Rd. or 10A Harrow View, whichever is nearest, or phone 866 2740 or 422 5673.

diary

Fri. 18th November - An invitation to a PUBLIC MEETING to hear and question JOHN PARDOE M.P. (deputy leader of the Liberal Party). Harrow's three Liberal prospective parliamentary candidates will also be present. 4 p.m. Whitmore High School, Porlock Avenue, West Harrow (large car park and on 114 and 140 bus routes).

Sat. 19th November - GRAND CHRISTMAS BAZAAR to be attended by the Mayor and Mayoress of Harrow. Many stalls and Father Christmas. Admission 5p.

11.30 a.m. - 4 p.m. North Harrow Assembly Hall, Station Road, North Harrow.

Sat. 3rd December - GRAND CHRISTMAS FAIR many stalls. Admission 5p.

12 noon - 5 p.m. at the Victoria Hall, Sheepcote Road, Central Harrow.

(Left) a simple format which can be used for both duplicated and lithoed leaflets. This was the latter, and has been reduced by 50% from the original.

NOTE: not much artwork, and that possibly taken from artwork "kits" - it can therefore be put together very quickly.

Typework: NOTE the extra space between paragraphs, and headings, which breaks up the text and adds clarity.

NOTE also the "grumble sheet" section and the "can you help" section to recruit deliverers. Also the adverts for fund-raising events which will help to pay for FOCUS.

The stories: NOTE that they are all written round 1. named streets and local problems; 2. named Liberal activists; and 3. local campaigns and Liberal action. NOTE: there were no Liberal Councillors on the local Council at the time this leaflet was issued.

See next page for a special local FOCUS with a similar format, but duplicated.

help!

Problems, Ideas or Grumbles?

Contact: DAVID ROGERS, 8, Guildford Street, Brighton.

SEAFRONT "EYESORE" MIDDLE STREET...

Concern has been expressed at the scruffy nature of several empty buildings on the seafront.

The Old ARGYLE Hotel in MIDDLE STREET is a good example. A nearby resident wrote saying what an eyesore and how detrimental to their business it now is. Only 5 years ago this person paid £6,000 for a new shopfront and it seems wrong that they are affected in this way.

David is finding out whether he can get the owners to speed up some work on this site and if not will try to get the Council to badger them.

Small businesses suffer enough as it is!

NOTE (above): always include a name and address for people to contact.

NOTE: LAYOUT. The layout of this FOCUS (above) is amateur but bold, readable, eye-catching, with a real feeling of vitality.

PLEASE SEND COPIES OF ALL YOUR FOCUS NEWSLETTERS AND OTHER LEAFLETS TO ALC: The Birchcliffe Centre, Hebden Bridge, West Yorkshire.

Plans, plans, plans... what they are all about

This is a FOCUS from Salford which deals in depth with a major local issue. The other side included details of how Green Belt plans affected local areas.

With the Minister at the moment is the Structure Plan which spells out the broad policies for planning throughout the County. At the same time detailed Local Plans are being prepared by Salford City Council. And the County Council is concentrating at present on the Green Belt. How do they all fit together and what action can the public take?

Structure Plan

This is the overall plan for the County which is now awaiting final approval by the Minister of the Environment. It lays down how many houses should be built in each area and the broad areas of Green Belt. In view of our contributions to the preparation of the Structure Plan over several years Worsley Liberals were invited to the final inquiry into the plan. Salford Council wanted new land to be released for 11,000 houses in the City.

During the inquiry the Tory-controlled GMC agreed to them looking for this land. As Worsley's only representatives the Liberals fought this. The result:

The Minister is saying that excluding houses which have been built in recent years and sites which already have planning permission Salford can look for land for about another 3,600 houses. We have made a final appeal to the Minister to try to increase protection for land in Worsley.

Local Plans

The City's Local Plans will look at the area in detail but they must fit in with policies laid down in the Structure Plan - that's why we took the Structure Plan so seriously.

These policies were debated in great detail over several weeks. The Minister has now made his decision - on population, housing needs and the broad area of the Green Belt. The Local Plans and Green Belt plan have to translate this into local detail. Many of the arguments being floated by groups who have just woken up are now dead.

We will be drawing up a completely new submission once Salford has made its detailed proposals known. All that it has done so far is to say it is looking for housing land in Worsley - surprise, surprise! By the way, when the Council talks about housing land it means private and council housing.

Our advice

FORGET the Local Plans for the moment. More information on those will be out in the next few months. But write immediately to the County Planning Officer, Box 432, County Hall, Piccadilly Gardens, Manchester M60 3HS, giving your views on the Green Belt.

The plans can be seen at County Hall or you can contact Coun David Cowpe, 35 Maple Grove, Worsley, phone 790 6949, who also has copies.

Other Liberal contacts: Coun Alex Smethurst, 9 Crossfield Drive, 790 3342; Kerry Holt, the Liberals' prospective County Council candidate, 201 Leigh Road, Boothstown, 790 3401.



East Leeds Road Threat

WE SAY

HOUSES ~ NOT ROADS

WE SAY.

KEEP traffic away from houses

KEEP land for houses not roads
KEEP badly needed sports facilities
DONT build the Northern or the Middle route. If a road has to be built at all lets have the Southern one, one thats out of the way

People In Richmond Hill and East End Park are concerned about the threat of a new road through the area. The new road could go one of three ways. (See map.)

NORTHERN ROUTE

~~~~~ This route runs along where the Pretorias used to be. It would cut off Cross Green people from the rest of Richmond Hill and mean more noise and dirt for more people. It would also take away a huge chunk of land which could be used for as many as 130 houses!

## MIDDLE ROUTE

●●●●● This route is almost as bad, as the northern one. It would take away a part of the Cross Green School playing fields, the Sports Ground and the allotments. !

## SOUTHERN ROUTE

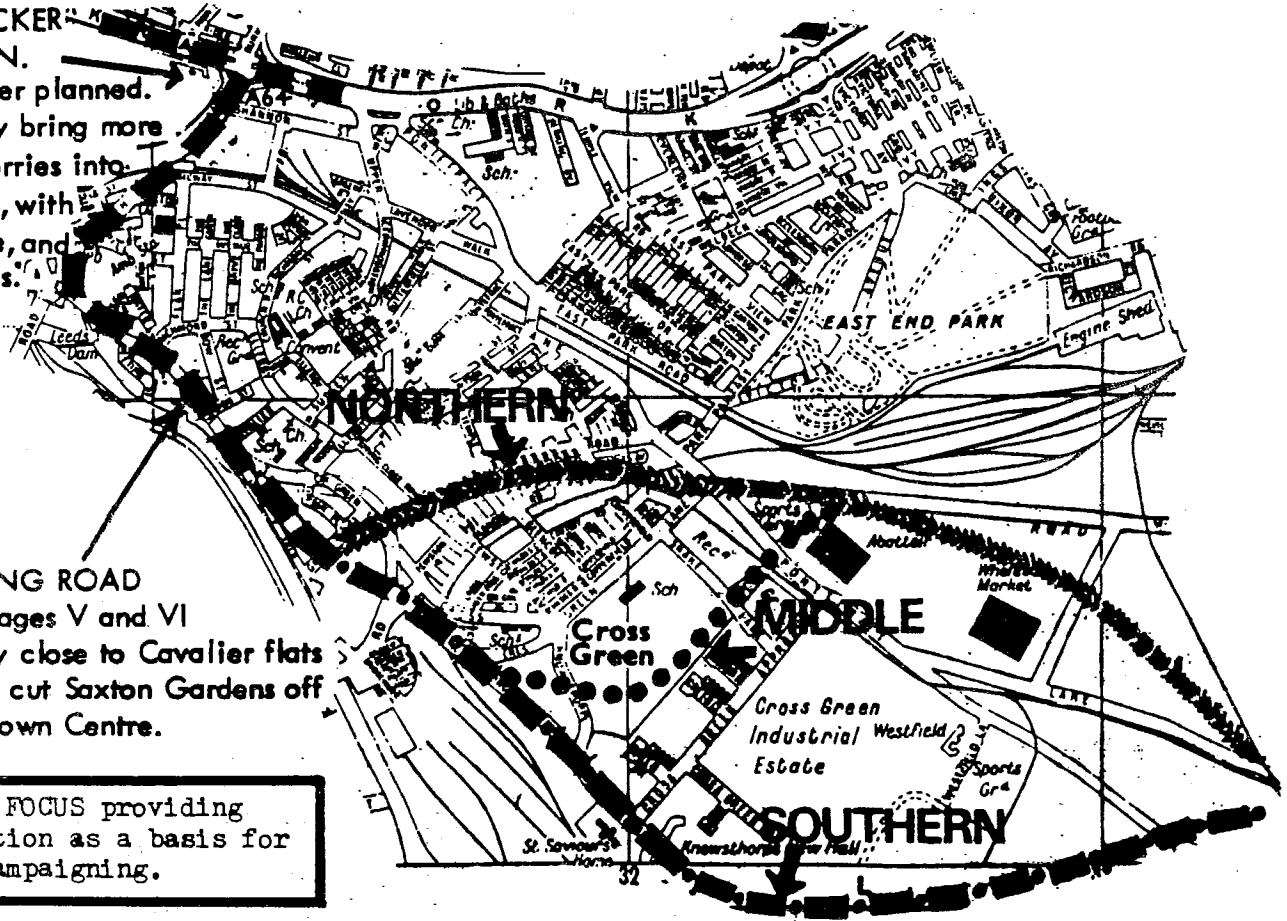
■●■ This route takes the road a long way from any houses in Richmond Hill or East End Park. It connects up with the Cross Green Industrial Estate and is certainly the best route. After all its going to be for big lorries mainly anyway!

# LOCAL LIBERALS SUPPORT LOCAL PEOPLE

WOODPECKER JUNCTION.  
New flyover planned.  
Would only bring more cars and lorries into the centre, with more noise, and more fumes.

INNER RING ROAD  
Planned stages V and VI  
Passes very close to Cavalier flats and would cut Saxton Gardens off from the Town Centre.

Another FOCUS providing information as a basis for local campaigning.



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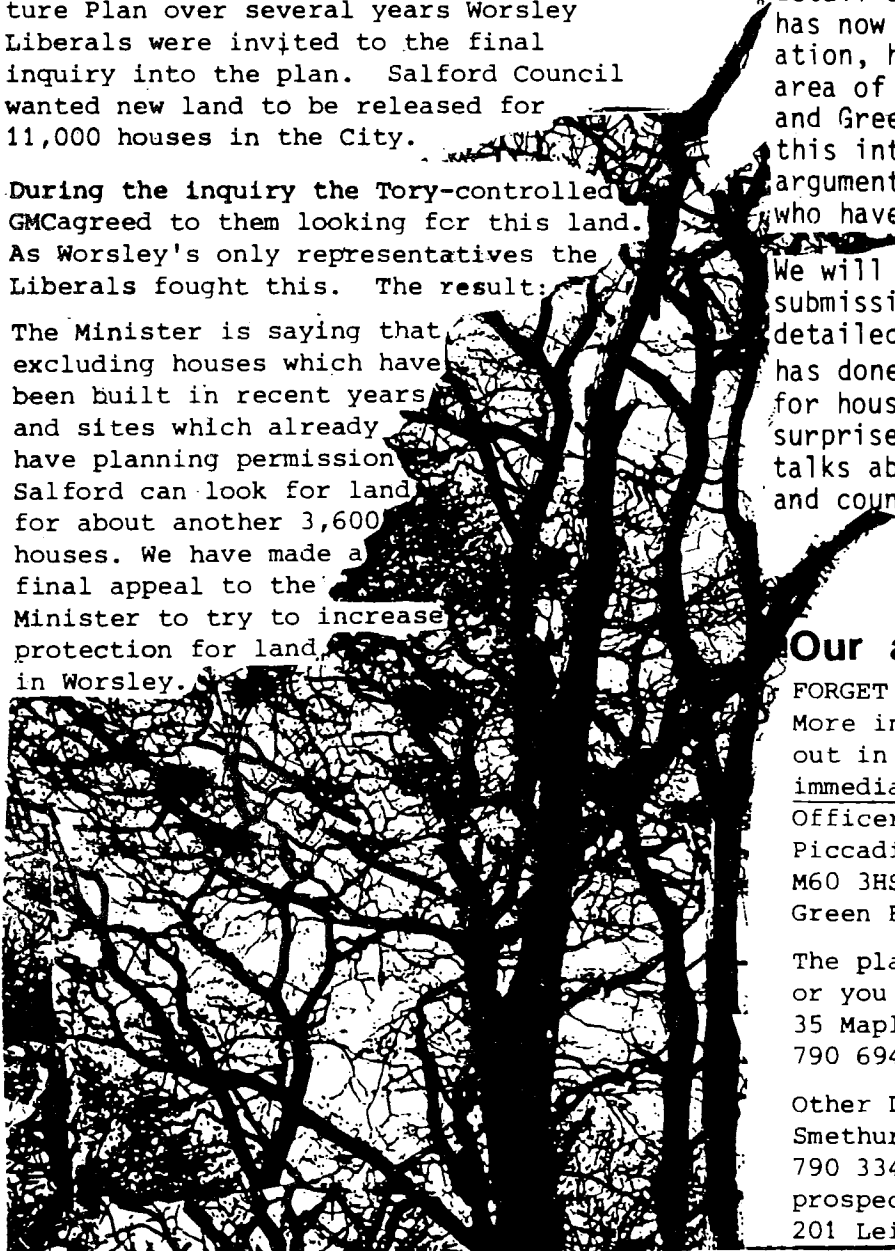
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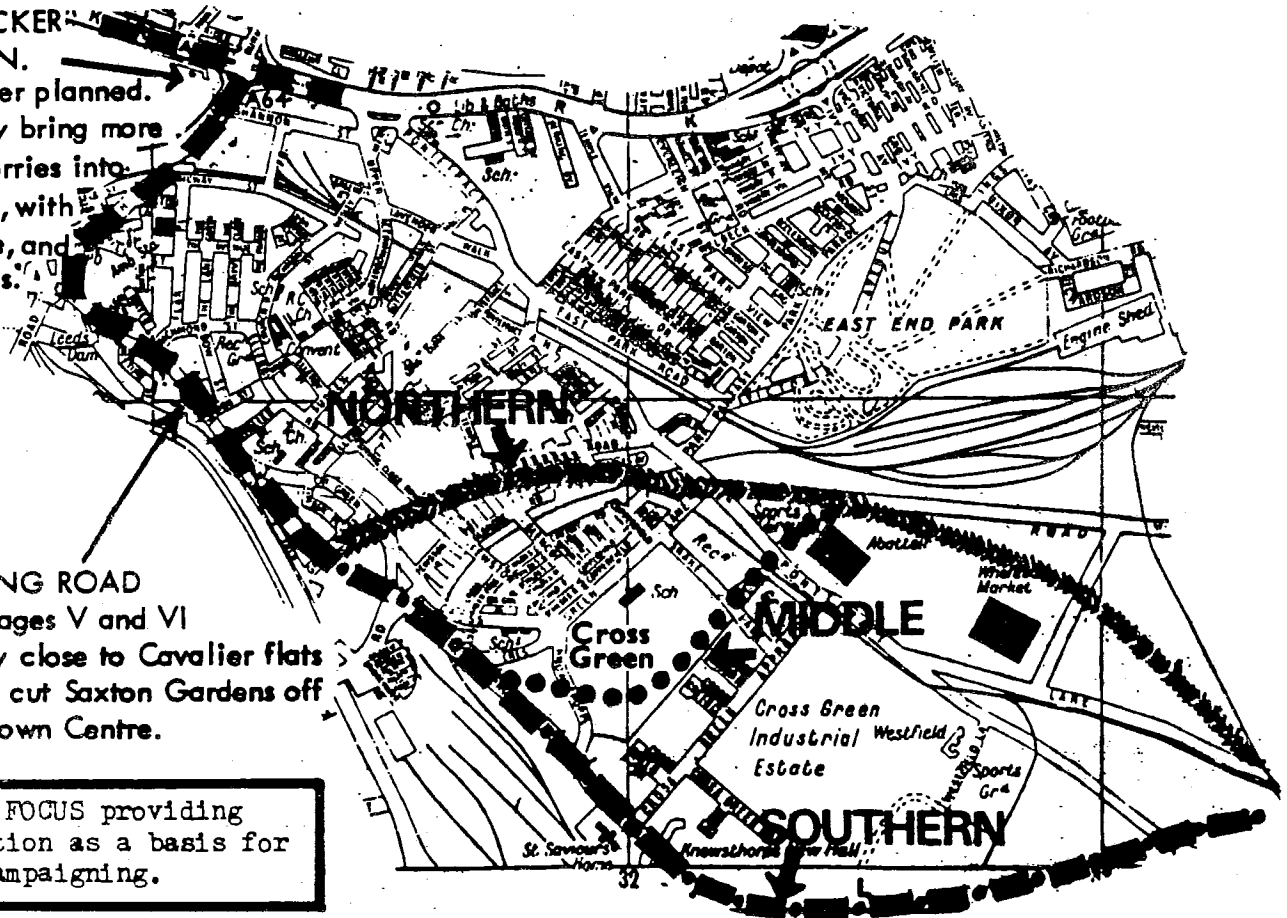
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ON STOCKTON HEATH GRAPPENHALL AND THELWALL

edited by: **Stephen Mulholland**

TORIES' END OF TERM REPORT

SCHOOL: CHESHIRE COUNTY

NAME: TORY CONTROLLED COUNCIL

SUBJECT: EDUCATION



Targets

"We will promote higher standards of reading, writing and arithmetic"

from your M.P. Mark Carlisle's Election Address, May 1979.

"We will ensure that the money available for education is used to the greatest advantage of all children"

from your Tory Councillor's Election Address at the last County Council election.

"We will maintain the best possible pupil-teacher ratio"

from your Tory Councillor's Election Address at the last County Council election.

Attainment

- Drastic cuts in Cheshire have led the Education Committee itself to admit that "CURRENT STANDARDS OF EDUCATION CANNOT BE MAINTAINED" (Cheshire Budget Report 1981-82)

- Despite the drop in standards of general education in state schools, the Tories spent over £3½ million last year educating less than 3500 Cheshire school children in private schools. This money could have bought over one million text-books.

- The cuts will mean a loss of 1448 teachers in Cheshire and a worsening of the pupil-teacher ratio, which is already one of the worst in the Country.

Comments

By Cheshire's Director of Education: (Report - August 1980)
"The effects (of these cuts) will be indiscriminate and have serious effects on the whole organisation of schools and pupils prospects"

By the School Inspectors: (Report - February 1981)
There is evidence of: Teachers teaching subjects they are not qualified to teach; Large teaching groups; Classes widely mixed in ability and in age; Reductions in remedial teaching; Growing dependence on parental contributions; Unsatisfactory supplies of text-books, materials and equipment.

4/10 A VERY POOR PERFORMANCE
- CANNOT BE TRUSTED FOR ANOTHER TERM.

Liberals say:

CHANGES AND CUTS MUST NOT BE ALLOWED TO DAMAGE ANY CHILD'S CHANCE OF RECEIVING A GOOD EDUCATION, REGARDLESS OF THE PARENTS' INCOME OR BACKGROUND. THE WORSENING OF THE PUPIL-TEACHER RATIO CAN ONLY LEAD TO A FURTHER DROP IN THE GENERAL STANDARD OF EDUCATION IN CHESHIRE'S SCHOOLS.

Check-list

1. Decide to produce a regular FOCUS.
2. Collect information for the first issue. (see page 4).
3. Write stories from this information (see page 5) based on:
 - a. named local streets and areas.
 - b. named Councillors &/or activists.
 - c. action that is being taken.
4. Are you using a commercial printer? If so, get competitive quotes. (p 6)
5. Are you using your own duplicator or offset litho machine? If so, check it is working. (pages 6 & 7)
6. Type stencils (page 1) or prepare artwork (p 1).
7. Take to printer, or duplicate/print yourself.
8. Fold and deliver.

The FOCUS on the left was produced shortly before County Council elections. This is a very good example of using FOCUS as a campaigning newsletter before an election.

While the staple diet of FOCUS must always be based on local news and campaign information, on local ward issues, we should not be afraid to tackle bigger and more complicated issues, and whether these are major campaigns (see pages 12 and 13) or major exposures of Tory/Labour incompetence as here, the FOCUS is our means of communication.

CONTINUED FROM PAGE 6

- 3 OFFSET LITHO. Typing direct on to paper plates. Cheap, but the plates are a bit messy to print from.
- 4 OFFSET LITHO. From plates made by a plate-making machine from your "artwork": you will probably be able to include photographs. "Projection" plates will probably give a better result than chemical transfer (contact) plates, but CT plates are much cheaper. Both are usually metal but may be plastic. A local printer (offset) may be able to make plates for you - some Liberals own their own plate-making machines. This booklet has been printed by offset litho, using chemical transfer plates.
- 5 PRINTING. By letterpress, or a more sophisticated form of litho. Probably too expensive, but worth checking on your local printers for prices.
- 6 A MIXTURE OF TECHNIQUES. It may be worth while having a standard side done off-set, and local sides duplicated on the other side.

IF YOU ARE STARTING OFF, consider using the Association's electric duplicator for your first issue.

If you have to go to a printer, SHOP AROUND THE LOCAL PRINTERS and the "instant-print" people. Get competitive quotes and bargain them down: and watch them as prices go up between editions - someone else may become cheaper.

Page 7 shows examples of three newsletters produced originally by methods 1, 2 and 4 (above). Obviously they have all been re-printed by offset litho.

Do not scorn duplicating, or imagine that the more expensive a printer is, the better the FOCUS. Duplicated newsletters are far, far better than no newsletters. Contrary to popular assumption amongst slick advertising type people, people read them avidly if the content is interesting and the layout presentable. Even with offset litho leaflets there is often an advantage if they actually look home-made!

YOUR OWN MACHINE Every active Association and indeed every activist must either have access to, or possess, an electric duplicator. It's a good idea to have one person

who will be in charge of it, who is supervisor and trainer of other people.

If you are thinking of buying an offset litho machine, don't buy a new one, and make sure that you have a person available who will be in charge of it, capable of doing simple maintenance, responsible for supervising and training operators, etc. Basically, start your FOCUS before buying an expensive machine - too many Associations have bought their machine and never got round to producing FOCUS.

If you do have your own offset machine, the advice on training volunteers (page 4) is even more important. It's only too easy to get lumbered with the whole job...

HINTS ON LAYOUT

TYPING A STENCIL FOR A DUPLICATOR

Before you start, clean the typeface (use a toothbrush and meths), put the typewriter on "stencil" or remove the ribbon, and make sure you are getting a clear impression. Use correcting fluid to correct mistakes.

A layout in columns, with an extra space to separate headings and paragraphs, will give a neat readable appearance. Large headings can be drawn (neatly - use a plastic stencil or ruler) with a fine-tipped ball-point pen.

DOING YOUR OWN ARTWORK

Whether you are doing artwork for electric stencils or for offset plates, do your own layout: you will save a lot of money. But check first that your local printing firm will accept your own artwork. You will soon get the hang of doing it, but here are some hints:-

1. Electric typewriters are better than manual ones: best is a compensating electric typewriter, or a "golf-ball" typewriter which will allow you to change typefaces. But you can get a good result from any typewriter with an even typeface.
2. Use a carbon ribbon in your typewriter. You can usually buy them for manual typewriters as well as electric ones. If you can't you can buy one of the correct length and wind it on to the spool from your typewriter. CLEAN YOUR

TYPEFACE BEFORE TYPING particularly if you have been cutting stencils.

3. Use LETRASET or a similar instant lettering for headlines. It is also a good idea to save headings and drawings from old FOCUS leaflets, ALC BULLETIN, etc. etc. for use in future. (Again watch copyright). ALC also produce and market Artwork Sheets (see elsewhere for details). File your collection of bits of artwork (e.g. in brown envelopes) under suitable headings such as "housing", "maps", etc.
4. PHOTOGRAPHS. Take and use photographs of local places of interest (derelict houses, juggernaut pounding past local school, eyesores, Liberal Councillors/activists taking action etc.). You can use a Polaroid type camera to get on-the-spot instant pictures: otherwise organise one of your members to take the pictures you will need, well in advance. Photographs will have to be "screened" - that is, turned into little dots - for use on offset plates or electronic stencils: your platemaker may do this for you.
5. Drawings. Line drawings, cartoons and sketches can be included and will not need to be screened. If you have a member who can draw use his talents!
6. MAPS. Must be clear to be understood by most readers. Can bring a highways or planning problem to life.
7. Do your typing and other artwork on separate pieces of paper, and paste them up on to a piece of clean white paper (or, for offset work, card).

8. Use "Cow Gum" for Pasting up, or a "spot stick" or similar gum at the edges only of the pieces of paper that you are pasting up. Do NOT brush all over with a wet gum that will cause wrinkling (and don't use wet gums like "Gloy").
9. If you make your offset plates on a "contact" platemaker (chemical transfer system), your artwork must be the same size as the leaflet will be. If your plates are made by a "projection" system, it can be larger, but obviously in the same proportions as you want your plate to come out. If you get your plates made by a printer, they will probably be of the second type.

GENERAL

Whether you are duplicating or offset-printing, make sure that you leave margins which are wide enough. The leading edge is particularly important.

But don't get carried away by the call, often heard from so-called media "experts", for "lots of white space", and as little copy as you can get away with. It might work for selling soap powder: it's no good for FOCUS.

FOCUS should be packed with news and information. As long as the layout is clear and neat, white space is wasted space.

Don't be worried if your FOCUS looks as if you've produced it yourself. It will have far more impact than a slick and glossy publication would.



DON'T PANIC!

50p

A FOCUS EDITOR'S GUIDE TO LEGALITIES

(40p to ALC Members)

plus 20% (minimum 25p) for postage, packing etc.

ALC ACTIVISTS GUIDE NUMBER 10
Order from ALC.

Essential for all FOCUS
writers, editors, publishers.

Written by members of the Association of Liberal Lawyers

Distribution

17

Having got your FOCUS written and printed, you have to go out and deliver it!

A team of three or four people can deliver FOCUS throughout most wards quite quickly. If it's a small ward, or you are really on your own, you will have to do it yourself and pick up helpers as you go.

It is always worth asking people to help who:-

1. owe you a favour (eg for help last year with Council problem).
2. have contacted you with local problem or issue, or helped with local campaign.
3. have ever said "if ever there is anything I can do to help..."
4. say they like Focus.
5. complain they have not received the last issue of Focus!

Always include an appeal for help in Focus particularly where you have a feedback

section (grumble sheet, questionnaire etc) It should provide a steady trickle of helpers.

Don't be shy of asking non-Liberals to help, or worry if some of your deliverers are not paid-up Liberals. Don't expect all your Focus deliverers to be prepared to do the same with pure propaganda.

Two ideas: first, it's a good idea to give your deliverers a rest every so often. Second, an occasional free invitation to a social event (that others pay for) will help to keep them sweet, particularly the non-Liberals.

MAKE SURE THAT EVERY HOUSEHOLD GETS FOCUS. Remote cottages, doors round the back, flats above shops, each household in multi-occupied houses, people in communal homes etc...all must get Focus. People who do not have an individual letter-box should have an individually addressed envelope made out for every delivery.

Finance

You may be able to persuade the Liberal Association to pay for Focus from normal funds and fund-raising events - or by stepping up these activities! Councillors may be able to finance their newsletters from their Attendance Allowances (see Liberal Councillors Tax Guide for ideas on how to do this and offset it against tax).

An effective way of raising money is to spend less - not by doing less, but by doing it more cheaply. Do as many of the editorial and production jobs as you possibly can, yourselves. Shop around for supplies, particularly paper which is the biggest item - buy in bulk from a paper merchant who specialises in cheap lines (use the Yellow Pages). Don't buy from your high street stationers.

FOCUS CAN BE USED TO RAISE MONEY.

Adverts Some people finance all or part of their newsletters by selling advertising space. You may be able to get Liberal sympathisers to advertise; others get advertising on a purely commercial basis from local shops.

Fund-raising events You can advertise fund-raising and social events in Focus, and indeed create them. Some people may well work to raise money for Focus when they would not do so for the Liberals.

Jumble You can use Focus to advertise the sales - and more importantly, to get Jumble. Suitable items for sale in a local Liberal Auction Sale can be collected in a similar way. Always say it is for Focus.

Totes A regular Tote can be kept going through Focus: advertise for members, and use it to list the prizewinners.

Waste paper collection You can build up a regular waste paper collection round by asking people in Focus.

There are obviously a lot more variations on this theme. Your Focus should at least help to pay for itself and in this way the community are helping to pay for it. However, fund-raising must always remain just a small part of Focus - it must never detract from the main, political, reason for its existence.

ELECTION FOCUS

By and large, old-fashioned style election leaflets are a thing of the past for successful campaigners. If you have been distributing regular FOCUS newsletters in a ward for some time, your election leaflets should be basically "election editions" of the regular FOCUS. In the intensity of the election campaign, they are inevitably going to be more frequent, probably once a week at least.

The content should be the same local campaigning and news material which forms the staple diet of FOCUS throughout the year. In fact, a lot more copy is likely to be found at election time since there is a lot more knocking on doors and leafletting going on, and therefore a lot more feedback from the public.

At least one of your leaflets is likely to be a "candidate presentation leaflet" - the successor to the boring old format of the election address. This leaflet, too, should be produced, written and presented in a FOCUS format, though the content is likely to be most different from the normal all the year round leaflets. (Examples of this kind of "candidate presentation leaflet" are held by ALC: send a s.a.e. for examples.)

The advantage of producing election FOCUS leaflets is that people will more easily identify the candidates and election campaign with the regular FOCUS campaigning during the year. It also encourages both electors and workers to see the election campaign as an integral part of the overall campaigning rather than as a one-off event on its own.

This general question of election leaflets is covered much more thoroughly in the ALC CAMPAIGN BOOKLET NUMBER 8: HOW TO FIGHT LOCAL ELECTIONS AND WIN.

Why FOCUS is a Good Name!

In spite of the opening comments on page 3, it is becoming more and more obvious that there are advantages for Liberals in calling their newsletters FOCUS. As more and more Liberal groups take to distributing local FOCUS type newsletters, the spin-off from one area to another grows. This is most obvious in a particular area - a constituency, District or whatever, where friends, relatives and visitors come across FOCUS - which they already know from their own home - in other people's houses. At the same time, people move from one area to another and lo and behold! - there is FOCUS, already known and loved, waiting on their new doormat in Liverpool, Colne, Northampton, Luton, Norwich, Sutton...

It also helps in the production of artwork, national publicity, party political broadcasts, etc. to have the same name: it helps to build up a FOCUS identity too.

In some places there are special reasons why it is difficult (the existence already of some other FOCUS for instance): and after 12 years of continuous production, no doubt newsletters such as CITY CENTRE CIRCULAR have built up their own local identity and following which it would be silly to break just for the same of a name.

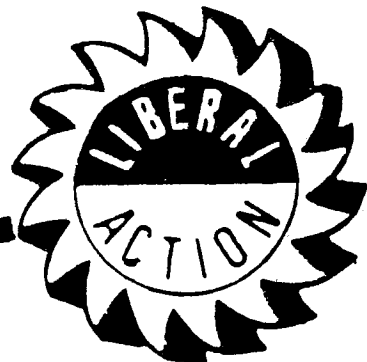
Otherwise we do now recommend that Liberals producing a FOCUS type newsletter do call it FOCUS. We also recommend that other kinds of leaflet...policy statements...traditional election addresses... Liberal News supplements...should find another name.



Artwork Sheets



All that a FOCUS compiler needs...headings, drawings, fancy borders, cartoons, slogans and symbols.
Send a s.a.e. to ALC for a full list of Artwork Sheets currently available. There are dozens and dozens...



Special FOCUS leaflets for a street or very local area are a very good idea. Sometimes there is a local problem which you want to explain in much greater detail than you could fit into the ordinary FOCUS.

Sometimes an issue comes up suddenly and you want to circulate news, or a survey sheet, to a very local area that is affected by the issue.

Sometimes the volume of news is just so great that you can best deal with it by splitting up the ward into a number of different local editions.

In view of the small numbers of leaflets often needed for Special Local Issues of FOCUS, printing may be too expensive. Duplicating (possibly spirit duplicating) is often done, although a standard heading can be printed beforehand. (See page 10 for examples).

If you have your own duplicator, you should be able to get a Special Local Issues of FOCUS delivered within 24 hours of something happening, which is an extremely effective way of making an impact on an issue.

LEGAL PROBLEMS

It is sensible for anyone concerned with writing and publishing newsletters to have a brief and practical knowledge of the law of libel and that of copyright. You can wait until you get a letter threatening a writ...or worse still, a writ. But it is best to take precautions against such an event. It can be quite expensive.

Most criticism of FOCUS from opponents in the Council is a good thing. Even better when they start to distribute abusive anti-Liberal propaganda. It means you have them worried and you are winning!

But if you do get a letter from a solicitor treat it seriously: if you get a writ act immediately since time is money.

There is not room here to set out the basis of the laws of libel and copyright, but a very useful - perhaps essential - guide for Liberals and particularly for FOCUS editors etc., is:-

DONT' PANIC! A FOCUS EDITOR'S GUIDE TO LEGALITIES. This is written by members of the Association of Liberal Lawyers, and published by ALC as ACTIVISTS GUIDE NUMBER 10. Price 50p from ALC (plus 25p p & p). It covers the laws of libel, contempt of court, and copyright.

WHY

WHY IS FOCUS NEEDED?

1. People should know more about what is being done locally (open local government). FOCUS can help to open it up.
2. People should have more influence over what goes on. They should be involved in campaigns to influence their local area.
3. Councillors should be more in touch with the electors than the average Labour/Tory member.
4. Liberals should win local elections more often.
5. Liberals should promote a better and clearer campaigning image of Liberalism - (propaganda by example, and not by preaching to people).

The question you have to decide is never WHETHER to produce FOCUS: it is HOW.

GET ON WITH IT!



More A.L.C. Booklets

This is one of ALC's series of CAMPAIGN BOOKLETS, all written by prominent Liberal campaigners, edited by Tony Greaves, and published by ALC. The full list as at September 1981 is as shown below. Orders for any of these booklets should be sent to ALC, The Birchcliffe Centre, Hebden Bridge, West Yorkshire HX7 8DG. Money must be sent with orders. Prices are subject to changes as booklets are reprinted or revised. An amount must be added to cover postage, etc, as follows: 25% of the total cost, with a minimum of 20p.

| <u>TITLE</u> | <u>PRICE</u> |
|--|--------------|
| (CB1) COULD YOU BE A LIBERAL COUNCILLOR. (Tony Greaves and Trevor Jones: a basic guide for candidates). | 20p |
| (CB2) CASEWORK: HOW TO COPE AND STAY SANE. (Elisabeth Wilson: how to keep your casework in order). | 50p |
| (CB3) ON THE COUNCIL: A GUIDE FOR LIBERALS (Trevor Jones) | £1 |
| (CB4) COMMUNITY CAMPAIGNING MANUAL. (John Smithson: a guide to the techniques of community campaigning). | 75p |
| (CB5) PARISH POLITICS. (Phoebe Winch: what Parish Councils can do and what Liberals can do on them). | 60p |
| (CB6) HOW TO PRODUCE FOCUS AND LIVE! (Tony Greaves: how to produce a Liberal ward newsletter). | 75p |
| (CB8) HOW TO FIGHT LOCAL ELECTIONS AND WIN. (ALC's basic guide for Liberal campaigners). | 75p |
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