

# Capturing the attention of local politicians



# Question: Who are you trying to influence?



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Llywodraeth Cymru  
Welsh Government

Cynulliad  
Cenedlaethol  
Cymru

National  
Assembly for  
Wales

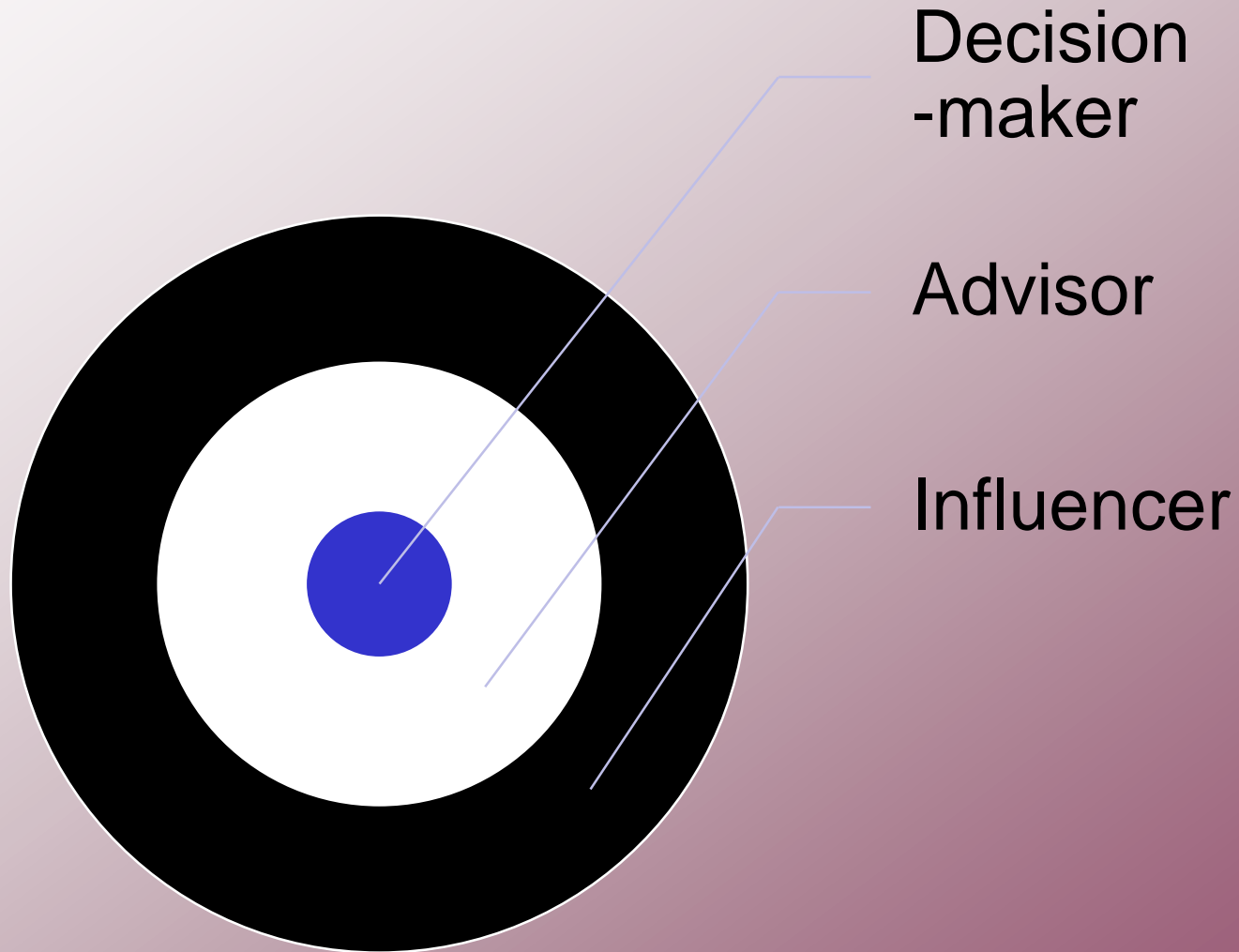


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# Who are you lobbying?

- Cabinet Secretaries / Ministers
  - Civil service lead is key
  - Special Advisers play a critical role
- Minister will be advised by both of these BUT also remember...
  - The National Assembly is a key influencer
  - MPs and others can bring influence to bear
- POLICY OFFICERS draw up manifestos

# Who is the target



# What are you trying to do

- New policy
- ...Or policy implementation?
- Increasing funding
- Is it influencing delivery not policy?
- Is it about prioritisation?
- Pinpoint a problem or offer a solution?

# Lobbying and Influencing

- Who, What, When = all leads to the How
- Key to lobbying is always context:
  - Political – who's in power, where are the priorities
  - Financial – major squeeze in this decade
  - Policy – programmes come straight after an election, based on a manifesto
  - Timing – election cycles
  - Language – who are you trying to talk to and how?

# Opportunities for Involvement

- AMs still very accessible
- Choice of AMs – 5 per geographic area
- Tradition of policy coalitions – free domiciliary care, free prescriptions, organ donation
- Acceptance of outside expert opinion
- Need to be aware of Wales context
- Need to be clear about what you are asking people to do or think about
- Lobbying not resisted



# Why should the politician support you?

- Constituency interests
  - Jobs
  - ‘good local MP/AM’
  - votes
- Support your products or strategies
- Agree with your values
- Personal interest or expertise
- Opportunity for campaign and publicity
- They are decent, helpful people!





# Campaigning Role

- Politicians are bombarded with lobbying material - briefings, press releases, annual reports, questionnaires etc
- Most goes in the bin
- 1001 Good Causes
- How do you capture their interest and keep your material out of the bin?



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# Campaigning Role - A Politician's Focus

- How does this affect my constituency and constituents?
- Do I believe in this cause?
- Do I believe in it enough to be active in supporting it?
- Do I believe in it to be a champion?
- How can I help this cause?
- Who will support me?
- Who will oppose me?
- Should I get publicity?



# Politician's Toolkit

*'I will make representation'*

- **Correspondence -**  
Ministers, Local Authorities,  
Health Boards etc
- **Speaking in  
Assembly**  
Debates / Statements
- **Ask things**  
Questions – oral and  
written
- **Meetings -**  
Ministers and others  
Formal/Informal
- **Seek Publicity**

# Lobbying politicians

## Do's

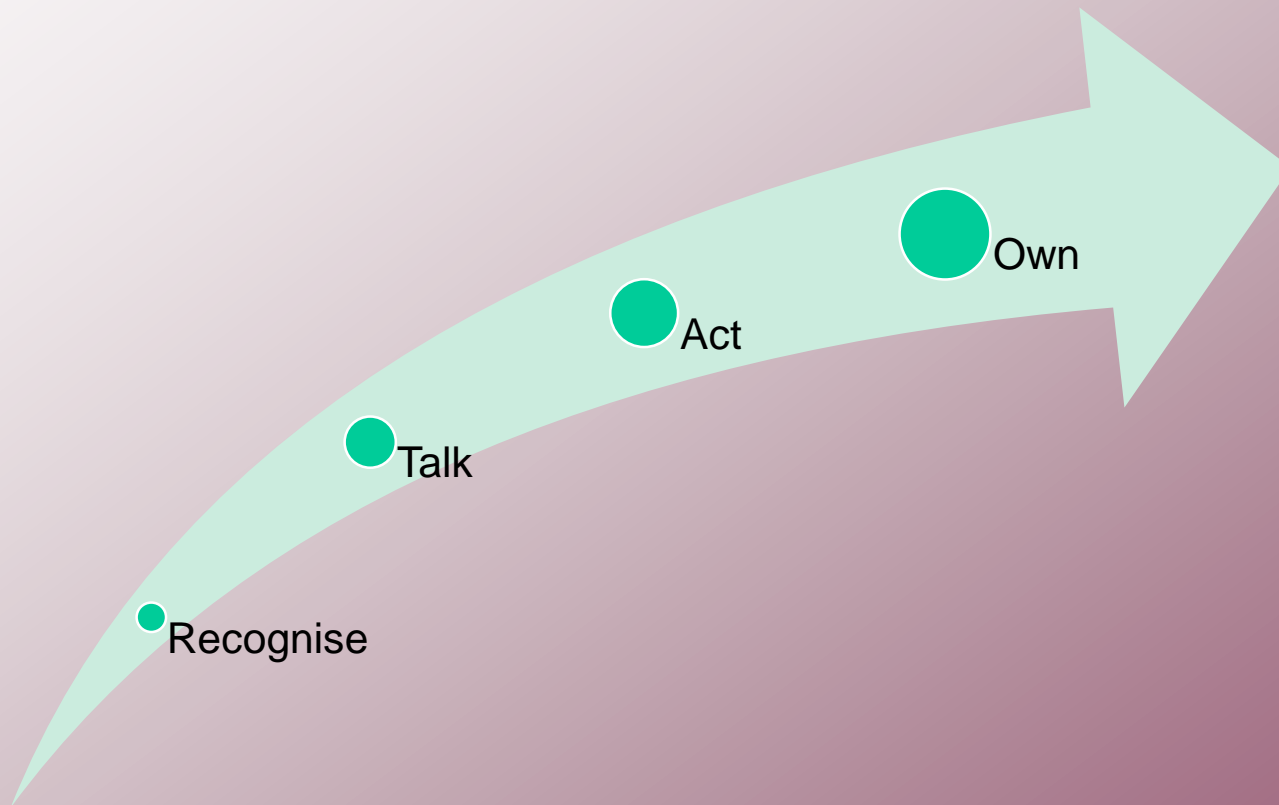
## Don't's

- Research their interests
- Identify 'champions'
- Have clear campaign objectives
- Provide clear, readable, briefing material
- Offer support in terms of expertise, research
- Provide opportunities to have personal experience of the campaign - visits, meetings,
- Remember they have staff who can assist
- Use cross party coalitions

- Don't overwhelm them or be over persistent
- Don't believe your cause is their main priority
- Don't disregard their conflicting loyalties
- Don't expect them to have your expertise
- Don't expect to win all aspects of your campaign at once



# The influence curve





# What do you want to achieve?

- What exactly do you want to achieve?
- Can you describe what you want to achieve?
  - My name is.....
  - I want to .....
  - I am doing.....
  - I want you to.....



# The killer fact

- Things appear complex but are often the result of a simple idea

$$\vec{F} = \frac{d\vec{p}}{dt} = \frac{d}{dt}(m\vec{v}) = \vec{v} \frac{dm}{dt} + m \frac{d\vec{v}}{dt}$$

