



ENGLISH YOUNG LIBERALS

Executive Meeting - July 2024 - Minutes

Members Present:

<i>JN</i>	Joe Norris	he/him	EYL Chair
<i>JB</i>	James Bliss	he/they	Policy and Regional Engagement Officer
<i>TO</i>	Todd Olive	he/him	Devon and Cornwall Regional Chair
<i>TJ</i>	Tom Jordan	he/him	East of England Regional Chair
<i>JMN</i>	Josh Nightingale	he/him	East Midlands Regional Chair
<i>TS</i>	Tom Sutton	he/him	North West Regional Chair
<i>GS</i>	George Sykes	he/him	Yorkshire and the Humber Regional Chair

Apologies:

<i>CR</i>	Caitlin Richardson	she/her	Vice-Chair for Membership Engagement
<i>RP</i>	Rebecca Procter	they/them	Vice-Chair for Elections and Campaigns
<i>JLM</i>	Josh Lucas Mitte	he/him	London Regional Chair
<i>TC</i>	Thom Campion	he/him	North East Regional Chair
<i>NE</i>	Nathan Eve	he/him	South Central Regional Chair
<i>ZM</i>	Zeb Mackintosh	he/him	Western Counties Regional Chair

Absent:

<i>TN</i>	Tom Nevill	he/him	South East Regional Chair
<i>TM</i>	Tim Macy	he/him	West Midlands Regional Chair

Agenda: [July 2024 Agenda](#)

Reports: [July 2024 Reports](#)

Meeting opened at 5:00pm.

1. Welcome and apologies

JN welcomed the EYL Executive and took apologies.

2. Action points and matters arising

JN noted the outstanding [action points](#). Several of these have been delayed/put on hold due to the General Election, others are being picked up during this meeting.

3. Regional Updates

Reports were noted for updates pertaining to regions, with most discussion taking place in the next item.

4. Post-election review

TJ noted that having an existing community in the EoE with General Election activities, particularly with attracting members to YL branded action days (as opposed to local party ones that were sign posted by us). The region advertised about 10 action days in total over the course of the GE, with about a 50/50 split between the two types of action day. 30/40 membership activation calls were completed at the start of the GE, with some success.

TS noted that he also did some phoning and received some interest from those, although he doesn't believe this interest was necessarily converted into action day attendance. Members who did attend action days were either in established pockets (i.e. Westmoreland and Stockport), or went with other members who were already going to targets (i.e. from Liverpool). Towards the end of the GE, he stopped advertising specific action days in favour of just getting people to go when and where they could.

JN noted that the EM strategy was about getting people out of the region, was a slightly different task to other colleagues. About 30 membership activation calls were made, but received little interest.

GS noted that getting people to Harrogate from the wider region was difficult, as that was the sole advanced seat in the region. However, Harrogate nonetheless saw a good YL presence and level of activity.

It was observed that overall YL as a whole was caught somewhat unprepared, with many anticipating an autumn general election, and that a lot of the prep

done in Elections Committee during the short campaign could've and should've been done prior.

5. Next year's locals

It was noted that next year's locals needed to be a topic of focus for the remainder of the term, particularly the large number of county elections.

Action point: JN to compile a list of which major councils are having elections in May 2025.

It was requested that YL as a whole push YLers to attend ALDC's kickstart as part of an effort to get more quality YL candidates ready for the locals. Additionally, the current state of YL schemes Future Councillors and Young & Winning was requested.

Action point: JN to push kickstart advertisement at YL Exec.

Action point: JN to ask about YLFC and Y&W at Elections Committee.

6. English Party Elections

It was noted that the English Party elections will be running this autumn, coming to the end of the current 2 year cycle. It was expressed that coordination and forward planning should be done in an effort to stand a YL candidate for each role, so that each person's chances of being elected are maximised.

Action point: JN to start conversations to find candidates for roles.

Action point: JN to invite Lucas North to next month's meeting to coordinate plans.

7. Regional Party Elections

In addition to English Party elections, annual Regional Party elections will also run this autumn. There was a desire to encourage more YLers to run for roles on Regions, as these are often powerful bodies relative to the competition for the roles. A Forum post advertising these elections was suggested.

Action point: JN and JB to discuss with YL RCs about finding candidates in each region.

8. Freshers

Discussion around how the Exec can support the Federal Branch Development Officers with Freshers this year.

It was suggested that each main party region/the English Party could send out an email to local party officers advertising Fresher packs when they become available, as local parties periodically enquire about resources aimed at young people, and could help with fundraising.

Action point: JN to contact Federal Branch Development Officers about how EYL can best support Freshers.

Action point: JN to draft an email to local party officers advertising Freshers packs.

9. Regional Conferences

To help plan for Regional Conferences, JN asked RCs to keep an eye out for dates of each conference when they're announced. To support our presence at each conference, JN will procure new leaflets and additional merch.

Action point: RCs to inform JN of regional conference dates as they become available.

Action point: JN to procure new leaflets and merch for regional conferences.

10. Funded project

Pertaining to the offer of £500 of project funding from the English Party, it was agreed that EYL should propose purchasing social media advertising from HQ to target young people in an effort to boost membership recruitment.

Action point: JN to explore the purchase of social media advertising from HQ in cooperation with the English Party.

11. Phonebanking

It was noted that phonebanking of members occurred during the GE, and that this was a broadly positive and worthwhile endeavour. It was agreed that this should be pursued in the future, with JN suggesting this could be tied in with future Exec meetings.

12. Annual General Meeting

a. Time

The Federal Events Officer had offered various options for when to hold the AGM at YL Summer Conference. It was agreed that it would be held on the Friday afternoon, prior to the start of conference, with hybrid capability. Exact time TBD.

b. Items

The AGM will have to include an Exec scrutiny session and a business session for motions and CAs.

It was observed that Honorary Officers would have to be reappointed via business motions, with some discussion over who should be asked to fill these roles.

There was also the possibility of having a small training section, with title suggestions including "What it's like being a first timer" and "What is it like working for an MP".

Action point: JN to approach potential Honorary Officers.

Action point: JN to liaise with Federal Membership Development Officer over a possible training session.

c. Key dates

It was agreed that the AGM's deadlines and key dates would follow the schedule as listed in the timetable:

https://docs.google.com/document/d/1eJrxl1Wwl_EYYV1HfemfbV8vne07kdbC5EnroNJRIT0/edit?usp=drivesdk

13. Questions on reports - July 2024 Reports

No questions were raised on reports.

14. Co-options

a. Update on co-option for English Council Rep and Events Committee Rep

Due to the General Election, the co-option of English Council Rep and Events Committee Rep was postponed.

Action point: JN to run co-options for English Council Rep and Events Committee Rep.

15. AOB

No AOB was raised.

16. Date of next meeting - TBD

Meeting closed at 6:15pm.

Appendix 1: Action Points from the last meeting

Action Point	Date Set	Person(s)	Status
Sort out dormant/locked social media accounts	11.6.23	JN	In progress ▾
Write a report from English Council	2.7.23	JN	Cancelled ▾
Ask Regions to set up regional YL emails	5.11.23	RCs	In progress ▾
Recruit reps from branches and societies in the region to the regional executive.	3.12.23	RCs	In progress ▾
Co-opt a Campaigns Officer and Membership Engagement Officer to the regional executive.	3.12.23	RCs	In progress ▾
Draft a funded project proposal for submission to the English Finance and Administration Committee (EFAC).	04.01.24	JN	In progress ▾
Get in contact with relevant regional staff member and form a working relationship with them	4.2.24	RCs	In progress ▾
Begin a list of resources to order	19.5.24	JN	Not started ▾
Publish info of the new EoE Exec co-optee on the website	19.5.24	JN	Completed ▾

Appendix 2: Action Points from this meeting

Action Point	Date Set	Person(s)	Status
Compile a list of which major councils are having elections in May 2025.	14.07.24	JN	Not started ▾
Push kickstart advertisement at YL Exec.	14.07.24	JN	Not started ▾

Ask about YLFC and Y&W at Elections Committee.	14.07.24	JN	Not started ▾
Start conversations to find candidates for English Party roles.	14.07.24	JN	Not started ▾
Invite Lucas North to next month's meeting to coordinate English Party election plans.	14.07.24	JN	Not started ▾
Discuss with RCs about finding candidates for Regional Party elections.	14.07.24	JN	Not started ▾
Contact Federal Branch Development Officers about how EYL can best support Freshers.	14.07.24	JN	Not started ▾
Draft an email to local party officers advertising Freshers packs.	14.07.24	JN	Not started ▾
Inform JN of regional conference dates as they become available.	14.07.24	RCs	Not started ▾
Procure new leaflets and merch for regional conferences.	14.07.24	JN	Not started ▾
Explore the purchase of social media advertising from HQ in cooperation with the English Party.	14.07.24	JN	Not started ▾
Approach potential Honorary Officers.	14.07.24	JN	Not started ▾
Liaise with Federal Membership Development Officer over a possible training session.	14.07.24	JN	Not started ▾
Run co-options for English Council Rep and Events Committee Rep.	14.07.24	JN	Not started ▾