



# ABRIAL 4 ELECTIONS



## Proactive. Experienced. A man with a plan.

### A bit about me

Hi. I'm Abrial. I'm standing to be your Elections Officer. I've been a Lib Dem for 13 years and have been involved in running campaigns for 7. I've done a lot of things in that time and my favourite and the thing that I do best has been running campaigns. I've won many (and lost a few as well) and picked up a lot of skills and experience on the way. I'll use all of it deliver my specific and clear plans to transform campaigning in YL. Please give me your vote and the chance to show you what I can do for Young Liberals.

### MY MAIN PLANS

#### What I will do

#### Why?

Make YL action days regional and organise carshares and lifts to action days in areas without quick and cheap public transport.

The main barriers to action day attendance are the duration and cost of travel. It is unrealistic to expect Young Liberals to travel across half the country to go to an action day. Action day attendance would increase with regional action days which can and should be simultaneous (two or more YL action days in the different regions) with thorough transport arrangements making them easy to get to.

Hold online campaign catchups open to all Young Liberals monthly (more often in the lead up to an election) and open a campaigning WhatsApp chat.

Time to discuss ongoing campaigns will give us opportunities to learn from other. In the meetings we can discuss strategies ranging from targeting to literature, discuss data analysis and could have the option to set targets for ourselves of what we want to achieve by the next meeting. Specific areas where more training would be useful will be passed on to the MemDev Officer. It can also be a forum to discuss and establish best practice on campaigning to young voters, something which the party needs to get better at. YL is currently has many great campaigners, let's make it full of great campaign managers as well.

Get in contact with every local party with the help of regional and state chairs, and find an individual involved in running campaigns to take on the responsibility of mentoring any Young Liberals who want to learn and get hands on experience of campaigning skills such as, writing first drafts or editing literature, preparing candidates for hustings, analysing data and deciding strategy based on it and more.

Young and Winning provides support for those who want to stand as candidates and that is essential and great, but this is not inclusive of those who can't or don't want to be candidates (under 18s, significant other responsibilities, not eligible due to citizenship, politically restricted etc.). This would make it easy for any Young Liberal to get hands on experience of how we run a campaign. Training sessions are important but the best way to learn is by being given the chance to do things and maybe make mistakes, which you can learn from with the feedback of experienced campaigners. Making campaign managing experience widespread across YL is the clear next step to building our reputation as a campaigning powerhouse.

### Other things I will do (which really should just be standard practice)

- Work with the ADS to ensure that all action days are accessible.
- Regularly review safeguarding practices with the Designated Safeguarding Lead
- Make sure that a range of tasks are available at every action day (canvassing, delivery, clerical, phoning etc.)
- Be easy to contact for any Young Liberal who wants campaigning advice
- Ensure that decisions about Young and Winning are taken with transparency
- Make sure Young Liberal candidates in winnable seats get Action Day support
- Make sure Action Days are not spread too thinly to make a difference
- Have concise, relevant briefings for every action day

### Who's backing Abrial?



**Tom Jordan**  
East of England  
Regional Chair

I had the pleasure of working with Abrial during this general election as a staff member in South Cambridgeshire. I know Abrial has the Elections experience required to make a great Elections Officer.



**Cheney Payne**  
Honorary Vice  
President of YL

Abrial is one of the most experienced, determined and passionate campaigners I know. He has extensive experience of leading successful election campaigns, holding ground against Labour, whilst delivering victories in Tory facing seats. Thanks to him, campaigning in his home ward is very thorough. Abrial's experience and drive will help make the Young Liberals even more of a force to be reckoned with. Also he's brilliant at hustings prep.



**Arthur Wu**  
International  
Committee

Abrial is very experienced and knowledgeable in campaigning. He has been campaigning long before I got involved in the party. I am convinced that his skills and ability to give good advice would make him a fantastic Election Officer, who would do a great job supporting Young Liberals.