

getting your message across



July 2015



who are Connect?

- Political consultancy based in Westminster
- Long history of working with local government
- Help organisations to get their views heard by politicians from all parties and the Government



session overview

- the current political context
- getting your message across
- practical tips on working with the new government and new parliament



POLITICAL CONTEXT

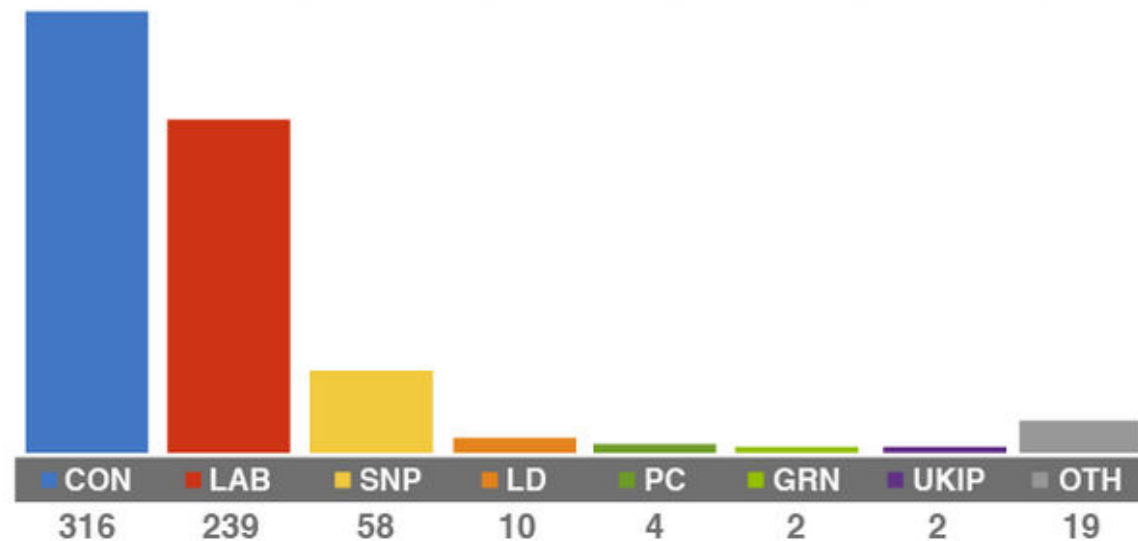


remember before 7 may?



EXIT POLL

326 seats needed to win



BBC
ELECTION 2015

Predicted Result **HUNG PARLIAMENT**

Source: NOP/MORI for BBC/ITV News/SKY News

The exit poll predicts the SNP will be the third largest party in the House of Commons

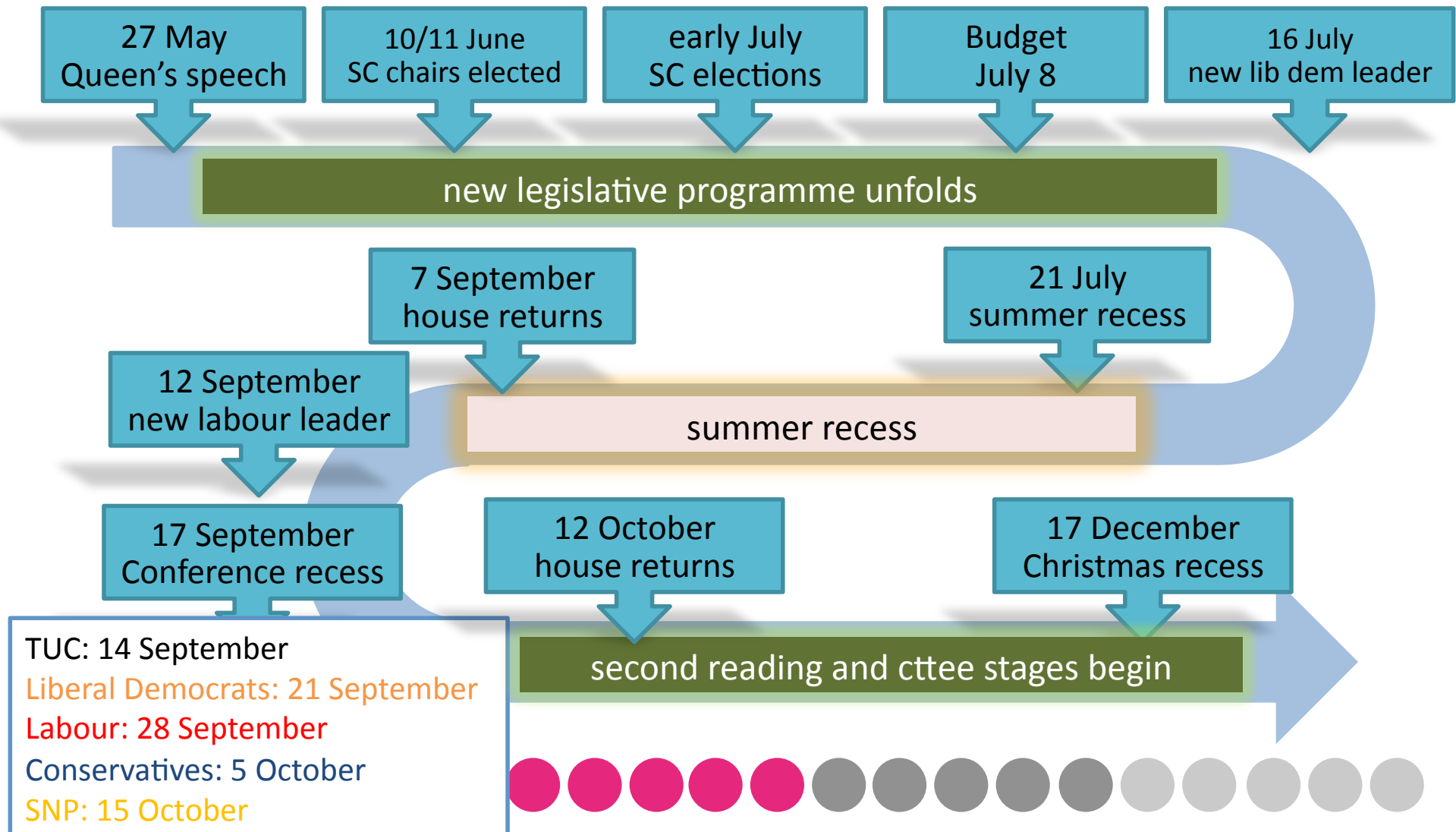
	Seats
	278
	267
	27
	1
	53
	1
	22



political agenda



the political year



GETTING YOUR MESSAGE ACROSS



the what, the who, and the how

- what?
 - your key messages
- who?
 - key stakeholders
 - getting the information
 - finding the hook
- how?
 - securing a meeting
 - getting outcomes



the what: your key messages

- what are your key messages?
- what arguments have the most impact?
- are there different messages for different audiences?
- what is the outcome?



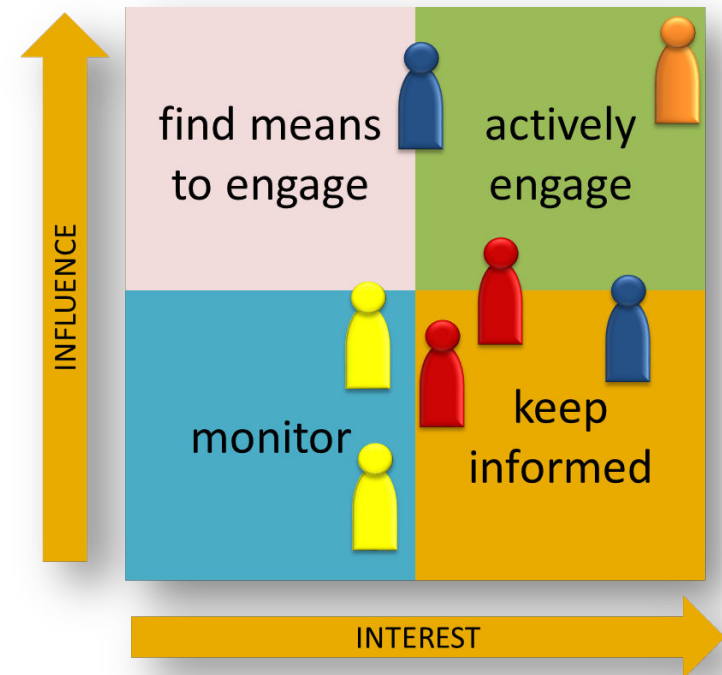
know your “elevator speech”

- Have in your mind your three key points you would make if you have the attention of a key stakeholder for a short time



the who?

- identifying and prioritising
- categorising your stakeholders
 - supporters and opponents
 - level of influence
 - engagement
- where to find the right information



stakeholder checklist

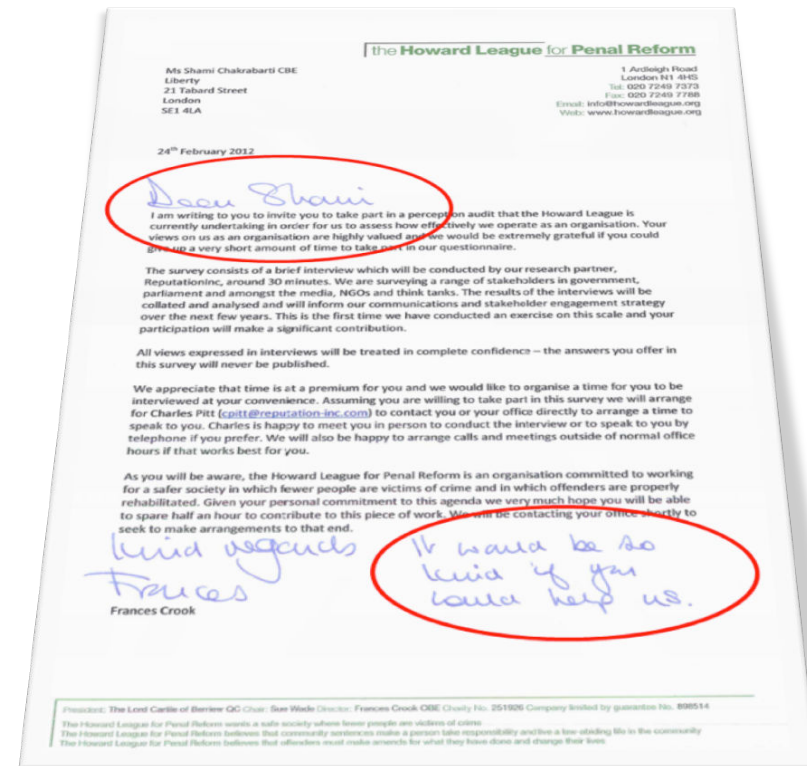
Once you have identified an individual you wish to engage ask yourself the following:

- why is it in **my organisation's interest** to meet this stakeholder?
- what **intelligence** have I gathered about this stakeholder?
- what **motivates them** most of all?
- have we **engaged** this stakeholder **before**?
- how does the stakeholder **see us**?
- what **information** do they want from us?
- when would be the ideal **time** to engage this stakeholder?
- what can I hope to **achieve** from this engagement?



the how: starting a dialogue

- Keep your points brief (no more than one page)
- Focus immediately on the area of shared interest to you and your stakeholder
- If you want to include additional information include separately as an appendix
- Personally top and tail each letter – and include a hand-written greeting
- Sign off by saying you will be following up.



engaging with MPs

- contact via email
 - understand the office
- meetings in House of Commons
 - timing
 - location
- clear asks
 - EDMs
 - Written Questions
 - debates



engaging with new ministers

- engage at the right level
- link to policy responsibilities
- contact via private office
- offer a visit
- use supporting evidence
- special advisers



later life
ambitions

manifesto

Our call:

Keep pensioners moving

Decent, affordable public transport can make all the difference for older people, providing a vital link between their friends, family and local community, and enabling them to retain their independence.

10 million older people in England now own a concessionary bus pass and the scheme has been universally welcomed. Figures from the Campaign for Better Transport show that the average concessionary bus pass is used over a 100 times a year, with the poorest pensioners using their bus pass the most. Crucially, for every £1 of public money spent on the scheme, £1.50 of economic activity is generated.

However, the difficult economic climate has taken its toll on local bus markets, with cuts reducing the number of services available. Some local authorities such as Hartlepool,

Darlington and Southend now spend nothing at all on public transport.

This has resulted in a significant reduction in the availability of concessionary bus services for older people. There are growing concerns about poor frequency of daytime services in rural and more isolated areas, as well as vastly reduced services in the evenings and weekends. In short, there is no point in having a bus pass if there are no buses to use it on.

Cutting services and reducing spending is a short-sighted approach. It risks isolating older people in their communities and restricting their ability to contribute positively, whether that be reaching part-time employment opportunities, providing childcare for grandchildren or spending their well-earned retirement income in local high street shops. **Long term investment in bus transport is urgently required.**

Benefits of the bus pass

- 45% of bus pass use allows older people to contribute directly to the economy, through shopping, eating out or leisure activities
- In 25% of cases the bus pass was used to undertake voluntary work or unpaid care work
- Free access to buses encourages users to be more physically active, which saves the NHS money by reducing inactivity related illness



keep it brief

- be **brief** and **get to the point**
- **stick to the brief**
 - especially if an agenda has been agreed ahead of the meeting



following up

- establish **actions**
- make a **note** of your meeting right away
- send a **note** to your stakeholder's office thanking them and confirming actions.
- identify a “**points person**” (e.g. the chief of staff) who you can check in with more frequently.



CAMPAIGNING

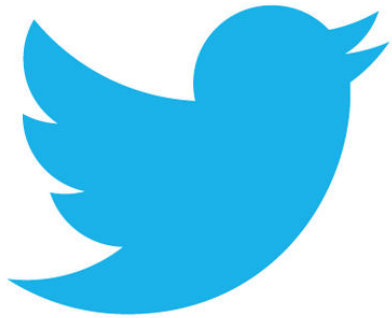


use your strength

- 9,000 local councils
- 80,000 local councillors
- 25,000 staff
- Annual expenditure of £1 bn



use all available tools



what will this achieve?

- change policy and priorities
- raise profile of people/issues/local council
- manage and motivate people
- manage and build your reputation and recognition of your work
- extend your network
- generate positive relationships – with stakeholders, partners, media





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