

Securing a Liberal Democrat

Police & Crime Commissioner

With Liberal Democrats winning – and winning big! – across Hertfordshire, we believe we can topple the failing Conservative Police & Crime Commissioner and cement our place as the number one force in local politics across the county.

To pull this off, we're going to need to run the biggest, best and most ambitious campaign ever attempted across the county, spearheaded by a charismatic and tireless candidate willing to go the extra mile.

One thing is for certain, this campaign is going to be fun! With the party soaring high in the polls and with strong local teams spread right across Hertfordshire, we stand an excellent chance of securing the first Liberal Democrat Police & Crime Commissioner in the UK.

1) Do you have what it takes?

We are on the look out for a proactive, talented and highly driven candidate who is willing and able to work closely with LDHQ, Hertfordshire County Coordinating Committee (HC3) and local parties to pull off an ambitious and exciting campaign plan.

You will be expected to campaign hard day in, day out, speaking with residents, attending numerous events, and acting as the figurehead for county-wide campaigning between now and May 2020.

Your public profile will be high. This is a great opportunity to raise and/or enhance your political profile within the Liberal Democrats.

It is not essential that you have had policing experience, but experience leading a large organisation or representing your community in a public capacity would be beneficial.

For more information about the role of a Police & Crime Commissioner, you can visit www.apccs.police.uk.

...more overleaf



2) What is the current political situation?

In 2016, David Lloyd (Conservatives) was re-elected as Hertfordshire's Police & Crime Commissioner with 126,069 votes. Labour finished second, with the Liberal Democrats third (albeit topping the poll in Watford). The likelihood is that the Brexit Party will stand a candidate in 2020 and prove to be our fiercest competition.

Since 2016, the Liberal Democrat's votes share across the county has grown hugely.

Five local authorities in Hertfordshire rank in the top 20 nationally of councils where we have increased our share of the vote since 2015. In May's European elections, we beat both the Conservatives and Labour.

3) How will the campaign look?

← The fun bit!

In order to win, we'll need to run the largest and smartest campaign the county has ever seen; more people, more doorstep conversations, more literature and direct mail, more digital engagement and more fundraising than ever before – in every corner of Hertfordshire.

The campaign will be highly integrated. That means our Police & Crime Commissioner candidate featuring alongside local campaigners and candidates talking about issues relevant to individual areas. This will not be a one-size-fits-all approach.

There will be standalone PCC literature, direct mail and social media content produced and distributed by the central team in addition to the materials distributed by local parties (which should also feature our Police & Crime Commissioner as much as possible).

4) Interested?

To be considered to stand, you will need to become an approved parliamentary candidate – more information at www.LibDems.org.uk/Become_A_Candidate.

You will then need to sit a Police & Crime Commissioner conversion exam.

For more information

If you'd like an informal discussion about the role or campaign, please contact:

Scott Lansdell-Hill

Campaign Manager (England & Wales), LDHQ

07984 069 255

scott.lansdellhill@libdems.org.uk



Chris White

2016 Liberal Democrat Police & Crime Commissioner candidate

07850 843 623

chris.white.stalbans@gmail.com

