

Saturday 28th October 2023, 10am – 3.45pm (doors open 9.30am)

📍 Trinity Methodist Church Rainsford Road, Chelmsford, CM1 2XB

9:30am	Doors open / refreshments	
10am	Introduction + opening remarks	
10:10	Our strategic aims in 2024 (Local elections, PFCC and General Election) Stephen Lambert - HQ & Regional overview Sarah Dyke MP + Marie Goldman, next MP for Chelmsford	
11:00	Refreshments - get a drink and move to your specific session	
	Strategy sessions	Tech sessions
11:15	1. A plan for each local party to achieve the 2024 objectives In LP groups with mentors	2. Fleet and Targeted Email Mary Regnier-Wilson Jon Whitehouse
12:00	3. Winning in May 2025 - Essex-wide aim; each team's plan Stephen Robinson + mentors	4. Getting your message and photos right. Jon Whitehouse
12:45	LUNCH	
13:30	5. Using MiniVAN to campaign Are we all making the best use of new features? (NB In advance, download the app to your phone if you don't already have it.)	6. Managing a "blue ink" envelope project. Mary Regnier-Wilson
15:15	Today's key learning points. Implementation over the next 19 months.	

NB Every local party needs to have a representative in the Strategy Sessions. If you have more than one member of your LP present, you can split them between the two
For the strategy sessions, be prepared to summarise your Local Party's campaign plan.

Session 1 – Our plan for 2024

A group for each local party, with a mentor to help develop your plan.

NB The advert to select the LD candidate for Police, Fire & Crime Commissioner is [online](#). The election will be held on Thursday 2 May. District elections take place on the same day in Basildon (all-up), Brentwood (all-up), Castle Point (all-up), Colchester, Epping Forest (all-up), Harlow (all-up), Rochford. This is also a potential date for the next general election.

Session 2 – Bring your tech-related queries

Party HQ has rolled out new tech tools to improve our campaigning - see <https://tech.libdems.org.uk/>. Find out how to make the best of them.

- Jon Whitehouse is Regional Development Officer and can help with training queries.
- Mary Regnier-Wilson is Tech Engagement Lead at Party HQ and will talk about how we best use the tools we have available.

Session 3 - Winning in May 2025

Strategy for Essex CC (and unitary) elections and division boundary update: Stephen Robinson. Formal proposal to agree to start the ECC approvals process now:

Then break up into a group for each local party, with a mentor.

- Stephen Robinson is Leader of Chelmsford Council, an Essex County Councillor and member of the East of England Campaigns Committee

Session 4 - creating content for literature with impact

Bring your leaflet and messaging queries to discuss.

Session 5 - practical experience of how we canvass

miniVAN has been updated recently. Learn about the new features. (We will provide lists for real life experience.)

Session 6 - “blue ink” target mail done efficiently

Getting your “blue ink” envelopes written and distributed is a huge logistical exercise. Regnier-Wilson will explain how Chelmsford has streamlined this process and show how it's done.