



Federal Council

Richard Cole

**For relevant,
innovative and
exciting policy**

I served on Federal Policy Committee from 2016 to 2022, with a record of high attendance and engagement. I was a key member of the Housing and Planning Policy Working Party.

I am standing again because there is much work to do to make sure our policy and message is relevant, innovative and exciting. We must avoid the trap of being **too London and Westminster-focused, too risk adverse and too managerial**.

I will be an outspoken **voice for Liberalism, at a local, national, and, yes, European, level.**

My top priorities for Federal Council

Local Government – Councillors and council campaigns remain the bedrock of the Lib Dems. It is the foundation on which our success is built yet is often ignored by the Federal Party. It was unacceptable that this year's conference in Bournemouth failed to have a local government motion, amendment or key speaker. We have to do better.

Europe – We remain too timid in talking about our relationship with the EU and why Brexit was a disaster, despite polls repeatedly showing how there is a clear majority that agrees that Brexit was a mistake and wants us to rebuild our relationship with the EU.

A message for supporters – While the membership of the Green Party and Reform UK grows, ours continues to shrink. Why? Because we don't have a policy message to excite our members, supporters and core liberals. We have a good message for election campaigns – now we need to speak to those who should be our future members, candidates and activists.

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Why me?

I have wide ranging background and experience in campaigning, in business and in communications.

I have worked as a volunteer and as a member of staff across the party for forty years. From being a local campaigner, a councillor through to being Head of Compliance, **I have seen what works ... and what doesn't.**

I will use my experience to support the great work that happens at every level **to get people elected, and to get liberal policies put in to practice.**



However, we are in danger, as a party, of being too centralised, stifling innovation and progress.

As Liberals, we understand that giving people freedom to make decisions and respond to local situations produces better outcomes. We need to make sure that we practice this within the party as well. **The Federal Council should challenge creeping centralisation and champion ordinary members.**

We need to keep the Lib Dems Liberal in practice as well as theory.

About Richard



- Party campaigner for over forty years
- Served as a councillor at both district and unitary level
- Work with council groups and councillors week in, week out
- Experience at local party, regional party and Federal Party level
- Set up Lib Dem Friends of Open Water swimming
- A former Head of Compliance for the Federal Party.
- Ran a small business for over a decade
- BSc in Biological Science