



Elect **JIM WILLIAMS**

to the **Federal Policy Committee**

Lib Dem policy needs to do two things at once: offer a programme for government that would turn this country around, and win the votes we would need to enact it. Sometimes we allow ourselves to focus on one of those, and forget the other. We must always do both.

If I am elected to the FPC I will ensure that our policymakers are supported to make policy that grabs attention, sets the agenda, and wins votes. And when the goals of fixing Britain and getting Lib Dems elected seem to be in conflict, I will work tirelessly to help find solutions that let us achieve both.



“ Jim brings exactly the kind of strategy and communications experience that we need to help ensure Lib Dem policy gets Lib Dems elected. ”

Steffan Aquarone
MP for North Norfolk



“ I encouraged Jim to run for the FPC this year. He's endlessly imaginative: always challenging accepted orthodoxies and looking for ways to improve what we do. I'd be delighted to work with him again. ”

Duncan Brack
Former Vice-Chair, FPC



“ Jim has always impressed me with how hard he works. He really gave it his all when he was last on the FPC. It would be great to see him back on the committee. ”

Christine Jardine
MP for Edinburgh West

Britain is heading in the wrong direction - and the longer we head down this path, the harder it will be to change course. But a better future *is* possible.

Today, millions of people in the UK lack one or more of the absolute basics, whether a safe home, three meals a day, or a fair chance for a decent job. Millions more who are better off struggle nevertheless to feel good about life in Britain today. It's getting harder to love where you live, to sleep easy at night, and to dare to dream big.

To turn things around, we need deep reforms: to kick-start growth, to build homes, to balance the books, to get people well again and back into work, and to lead on tackling climate change.

The only way out is to face up to the toughest problems head on: to build a plan that will make Britain **greener, higher growth and more equal**, that will win enough votes to deliver a government with a mandate to match, and that won't bankrupt the country in the process.

These are ambitious goals to say the least. But we have to choose: duck the hard choices, as the government does now, or face up to how hard they are and try to solve them anyway. There are no other options.

And, like it or not, it's down to us. Labour is unwilling to take on the challenge because they think voters will abandon them if they do, and neither Reform nor the Conservatives are interested.

So we owe it to the people of the UK to aim big. We need to get Liberal Democrats into government in Westminster, Holyrood and the Senedd. That requires much more than good policy - but policy has a role to play.

We need to grab the public's attention, start arguments, and set the agenda. That means we need big, bold, credible ideas that show up how small-minded Starmer's thinking is, and how mean-minded Badenoch and Farage are.

Britain's future can be better than its past.
It's up to us to help people believe that, and to make it happen.

Yours,

Jim Williams

Founder of **Your Liberal Britain**

Former Chair of **Make Votes Matter**

Former **FPC Member**

Co-author of '**What Next for the Liberal Democrats?**' with Party President, Mark Pack

And occasional climber of **very big rocks!**

