



Federal Policy Committee

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 Policy Committee

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 and in Federal policy making. It was unacceptable that this year's conference in Bournemouth failed to have a local government motion, amendment or key speaker.

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.**

My degree was in biology and while I believe in evidence-based decision making, I also know that most people vote on an emotional basis.

We need policies and messages both for voters and for core supporters.

We must **communicate an engaging but realistic and emotionally based vision to voters,** showing that we listen and produce solutions relevant to them.

For current and potential members and supporters, we need to have **an offer that is exciting and deeply Liberal.** An offer that makes people want to join the party, to deliver leaflets and to go out and knock on doors.



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