

How to...

INFLUENCE GOVERNMENT & REACH MPs

A GUIDE FOR WOMEN'S GROUPS

Workshops on offer

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| 1 | Politics and Parliament | <i>A basic, intermediate or advanced workshop covering lobbying local MPs, Ministers and Parliament</i> |
| 2 | Cabinet and Government | <i>Who's who in the current Cabinet and Government, political histories and possible ideological threads</i> |
| 3 | Briefings, information and events | <i>How to liaise with politicians regarding information and events</i> |
| 4 | Talking Tory | <i>Exploring how charities and campaigning groups can better communicate with the current Government</i> |
| 5 | Local Government | <i>How to approach local authorities and work on a local level</i> |
| 6 | Consultations | <i>How to respond to Government consultations and get your message across</i> |

Politics and Parliament

What's it about? A basic, intermediate or advanced workshop covering lobbying local MPs, Ministers and Parliament.

What's included in the session?

- Engaging with MPs
 - Local MPs
 - Surgeries and Green Cards
 - Newsletters and local press

- Engaging in policy
 - Local MPs
 - Ministers
 - Types of campaign
 - Green and White Papers
 - Consultations

- Raising an issue
 - PQs
 - Party conference
 - Round table debates
 - EDMs
 - Party taskforces

Cabinet and Government

What's it about? Who's who in the current Cabinet and Government, political histories and possible ideological threads.

What's included in the session?

- Cabinet, government and opposition
 - Political tribes
 - Personal beliefs
 - Professional approaches

- Influences on parliamentarians
 - Central party politics
 - Local party politics
 - Constituency issues
 - APPGs
 - Business
 - Civil servants and local government servants

Briefings, information and events

What's it about? How to liaise with politicians regarding information and events.

What's included in the session?

- Getting the timing right
 - Monitoring topics
 - Second-guessing when the next stage will occur
 - Parliamentary business schedule
- Sending debate information to MPs
 - What to send
 - When to send it
- Identifying and securing speakers and participants
 - Objectives of the event and the audience
 - Balancing the panel
 - Stakeholder management – staff members
 - Communicating with MPs and listening to MPs
- Running into problems
 - Unwillingness to take a side
 - Pulling out at the last minute
 - Logistical issues

Talking Tory

What's it about? Exploring how charities and campaigning groups can better communicate with the current Government.

What's included in the session?

- Who's who in government
 - Political tribes
 - Personal beliefs
 - Professional approaches
- The Conservative triangle
 - Libertarians
 - One Nation Tories
 - Social Conservatives
- Conservative themes
 - The role of the state
 - Choice and freedom
 - Utopia and pragmatic approaches

Local Government

What's it about? How to approach local authorities and work on a local level.

What's included in the session? How local councils function

- Cabinet
- Officers
- Backbenchers
- Scrutiny – how councils are held to account
- Money – why councils are cautious
- Partnerships – what local government covers

Who to influence

- Councillors
- Officers
- County vs borough
- Mayors and Devolved Government
- Regional Development Agencies and Local Enterprise Partnerships

What are you asking for?

- Funding
- Acceptance and joint working
- Responsibility and referrals

How to help local councils

- Remind them of the legislation
- Invoke the danger of quietism
- Use case studies of what other authorities have done

Consultations

What's it about? How to respond to Government consultations and get your message across.

What's included in the session? Evidence and rationale

- Logical and well argued
- Answers the question
- Do they have any statutory criteria?
- Well structured
- Provides options
- Explains knock-on effects and implications

Group exercise looking at particular case studies