



2025

LONDON LIBERAL DEMOCRATS

CHAIRS REPORT

Rob Wilson

2025

This has been a building year. This year and previous we have had great success; we have turned many second places into first places.

We have to make sure our held seats and councils remain so, expand in the boroughs and constituencies we can but we have to also develop some pipeline for the future.

We had an excellent Summer Forum organised by Chris Maines and his team. This was very successful and many other regions have commented how they might like to do the same after hearing of how well it went.

Pete Dollimore has continued to volunteer and lead campaigns for many boroughs, London region could not run without his amazing work and we all thank him for this.

Our By Election Squad including Craig, Eva, Pete, Patrick and many others have consistently been excellent with great success.

Henry Weston has produced an excellent fundraising video which has raised much needed funds for London Regions work.

Thanks to Helen Baxter and Josh Lucas Mitte for their great work as Treasurer and Secretary respectively.

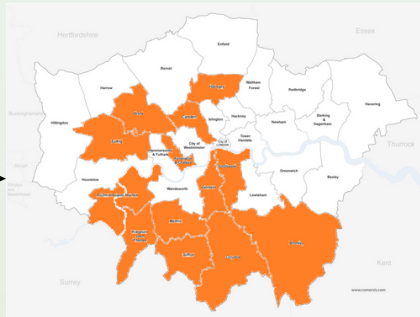
As ever thank you to Craig, Eva, Patrick, Nailah and Jacky our wonderful London staff.



Plans



2002 Election



2022 Election

As the diagrams above show 19 Boroughs in London do not have a Lib Dem councillor, it has taken some time to get here and it will take time to get back to where we want to be. Note: These are referred to as Tier 4 boroughs.

Now is the time to put in place the processes and tools that will prime these areas for success, if not next year, then in 2030.

More effective process and tools benefits everyone and a stronger party city wide in more boroughs creates more of a team to help when needed. In addition none of this is at the detriment of Tier 1,2 or 3 boroughs, they all have their plans run by staff and we will continue to support them in their existing individual plans.

Modern life is getting busier and peoples free time to volunteer is less likely to be at the same time. We have great training and we will continue to develop it. But also for efficiency we need to simplify a lot of what we do so that training is only needed when necessary. We cannot train our way out of a personnel issue, and we have to enable people who have an hour spare to get an hour's work done.

How we are doing the workstreams is detailed on the following pages.



Software

What we have done:

- Identified and got fixed a number of bugs that inhibited donations and volunteer identification
- Produced market research showing why people aren't actually joining after starting the process online. We have fed this back into the party structure with recommendations how to make the member conversion process more efficient.
- Looked at process related to tooling, at how we can get the software to actually enable people to get what they need with little / no training.

What we are in the process of / will do:

- Our software needs simpler access and to proactively enable us.
- We are working with the software teams to produce a simple, quick, reliable way of extracting basic data such as volunteers, donors and members. This will also have to have proactive notification, if you have a new volunteer / member/ donation time is of the essence. The software should notify you, not wait for someone to go in and check often much after the fact, if ever.
- Keep pushing for an improved online member joining experience.
- Working with the software team to put in regular User Interface testing



Fundraising

What we have done:

- Looked at how we can fundraise for region out of election cycles
- Raised money through internal party structure, email appeals and direct appeals. This has allowed us, in conjunction with some very kindly donated legacy money employ 2 additional part time Assistant Regional Development officers for Tier 4 parties.
- Financial planning and saving for mayoral campaign, allowing campaign planning prior to election cycle fundraising

What we are in the process of / will do:

- Create a 100 club, a group of regular donors who will create a 'base load' or regular income for London region. The first club meeting is planned for December 2nd
- Further email and direct appeals for fundraising



Volunteers and Members

What we have done:

- Produced a case study of what impact employing staff for membership services has. A paid member of staff proactively called lapsed members / pending members / registered supporters and promoted membership for one borough for 4 working days. This proved transformational. This made a Tier 4 party the top recruiting party in the whole country for September and grew this party by over 20%. This is repeatable and may well work even better for more established local parties and / or for 'at risk' member retainment.
- Improved process around volunteer and member 'pipelines' (covered elsewhere in this document)
- Chris Maines and team produced an excellent Summer Forum to train, bring together and inspire members.

What we are in the process of / will do:

- Produce a business case for our CEO for wider use of paid membership services for areas that would benefit.
- Continue with work to simplify the volunteering process into getting individuals campaigning asap



Diversity

What we have done / will continue to do:

- Assistant RDO staff have been recruiting new members and talking to our existing members / supporters / potential members in more diverse areas of London. This has resulted in more inclusion of diverse members, for all of the great work done around this area, sometimes just talking to people and inviting them in can yield results.
- Outreach to a multitude of religious and / or ethnically based organisations. This has primarily been around the North and East London areas. This has been underway for around 2 months, whilst any relationships like this take time to bear fruit we are already seeing new members from these areas.
- We have started a group for ambitious new members; this is a support network to help them grow into the future of this party. It is not diverse by design, however when we do enable people to come through, we do end up with groups that represent the makeup of our city.
- We will support LDCRE in their continuing action days



Full Slate 2026

What we have done / will continue to do:

- We are helping Tier 4 boroughs by our ARDOs calling members, supporters and prospects to gain candidates, volunteers and members. Boroughs that have benefited from this already have slates for next year higher than the last two elections. We still have much more to do, we are aiming for 100% across London. We may not get there, but we will get as close as possible.

2026 to 2030

What we have done / will continue to do:

- To build pipeline we need to have a long-term plan for boroughs that do not have councillors and are finding it hard to start campaigning.
- This will need a descriptive plan that needs no more than 5 people at anyone time to progress and prioritises action over training. By this we mean we have items like premade leaflets that are cheap in both cost and time to prepare that only need the barest of localisation, when resource is scarce, we need it to be campaigning, art working etc. can wait until the local party grows. But too many plans right now are too expensive in time, resource and money for people to start. We are working with ALDC to prepare such a plan.



Our Team

I would like to thank all of our team on the London Region Executive
Role 2025/6 Executive Members

President Baroness Caroline Pidgeon MBE

Chair Rob Aaron-Wilson

Vice Chair Sam Foulder-Hughes

Secretary Josh Lucas Mitte*

Treasurer Helen Baxter

Campaigns Committee Chair Pete Dollimore

Conference Committee Chair Chris Maines

Candidates Committee Chair Dave Raval

Chair, London Young Liberals Sam Cumber

Local Parties, Membership and Council Groups Subcommittee Chair Gary Glover

Policy Committee Chair Ulysse Abbate

Diversity Champion Robert Kim

Fundraising Chair Henry Weston

Exec Member Alexandra Ames

Exec Member Benjamin Austin

Exec Member Charlie Clinton

Exec Member Christophe Noblet

Exec Member David Terrar

Exec Member Dawn Barnes

Exec Member Gaetano Russo

Exec Member Gary Glover

Exec Member Humaira Sanders

Exec Member JF Burford

Exec Member Josh Lucas Mitte

Exec Member Mark Twitchett

Exec Member Pete Dollimore

Exec Member Richard Poole

Exec Member Sam Foulder-Hughes

Representative from the House of Lords Baroness Caroline Pidgeon MBE

Representative from the House of Commons Luke Taylor MP

Representative from Local Councillors Cllr Simon McGrath

Representative from the London Assembly Hina Bokhari AM



Our Team

I would like to thank all of our London Regional Staff Team

Craig O'Donnell
Eva Steinhardt
Patrick Gilbert
Nailah Sharif
Jacky Tran

