

WHAT IS LOBBYING

Lobbying means influencing people who have the power to make decisions. It involves targeting a key individual or group on the basis of responsibilities they hold, and asks them to take a specific action.

WHAT SHOULD I LOBBY FOR?

Decide what demands you are going to make. What is it you want to change, prevent or start? Successful lobbying is focused on specific decisions or actions you want someone in power to take.

WRITE DOWN THE CHANGE YOU WANT TO SEE HERE:

WHAT ARE YOU ASKING THEM TO DO?

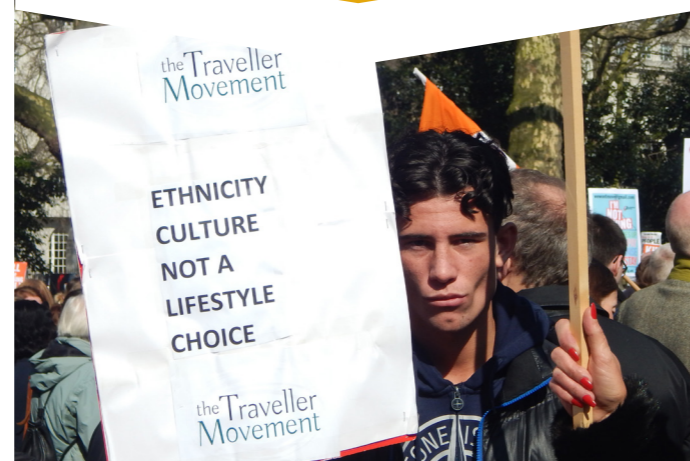
Oppose, amend or support a proposal that has been made?

Be a champion for your issue by, for example, asking questions to government ministers and speaking on the subject in debates?

Instigate a change, such as passing a new law or changing policy?

PICKING YOUR TARGET

- Find out who has the power to make the change you want. What structures are they a part of? Local Government? A political party? A corporate brand?
- Consider whether the change will need to happen at a local or national level.
- How will you communicate with your target? Are they easily contactable or will you need to be persistent and creative?



YOUR LOCAL MP

WRITE DOWN THEIR NAME HERE:

- Find out about your MP: Which party are they in? Have they already expressed views on your issue?
- How can you make this a local issue? The more pressure your MP comes under from constituents who care about or are affected by the issue, the more likely they are to act.
- Contact your MP directly: start by writing or, ideally, meeting them. If they don't offer their support, you can start using other tactics to influence them.

THE RELEVANT MINISTER OR THE PARTY LEADERSHIP

- The Government is led by the Cabinet - a group of MPs with specific ministerial responsibilities.
 - Who is the minister for your issue?
 - Which constituency does the minister represent? Can you mobilise local residents?
 - Contacting the minister: unless the minister is your MP it may not be easy to secure a meeting. To increase your chances you could: build public pressure, ask your MP to write to the minister, or join with other groups to request a meeting.

HOW DO I LOBBY LOCAL POLITICIANS

LOCAL AUTHORITIES SET LOCAL POLICIES AND DELIVER SERVICES.

- Do some research: there are different types of councils - such as county, district and parish. Visit your local authority website to find out how yours is structured and who makes what decisions.
- Identify key people: find out who your local councillor is. A select group of councillors will be appointed to the cabinet - where key council decisions are made. Each Cabinet member has responsibility for a specific service. Identify who the Cabinet member with responsibility for your issue is.
- Contact your elected representatives: you can write to or email them, attend one of their regular 'surgeries' or request a meeting. Other ways of influencing councillors include: getting coverage of your demands in the local paper, on local radio or TV; submitting a petition signed by local residents; and getting your councillor to table a motion to the council on your issue.

QUICK-FIRE LOBBYING TIPS

- Be polite, constructive and firm.
- Always make your requests clear and concise.
- MPs and councillors pay close attention to local media - so use it!