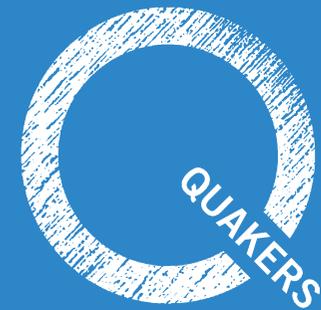
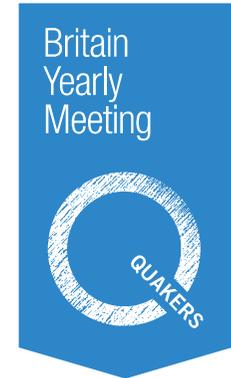


Lobbying for a better world

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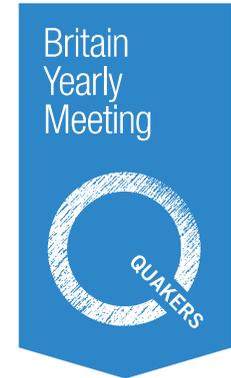


What is Lobbying?



“Any attempt by individuals or private interest groups to influence the decisions of government”

Key take aways



- Culture is upstream of politics (mostly)
- You don't need to convince everyone, but its helpful to consider other views
- Evidence is good, stories are essential
- Have a clear plan, but never let a good opportunity go to waste.

But first some basic info



Parliament



Britain
Yearly
Meeting



Passage of a Bill



Progress of policy through Westminster

How concerns get on the political agenda and become legislation

4: The first camp.

Let's imagine that the MPs take the bag first, and that half way up they get to a bit of flat ground where they need to assemble and test the go-kart. First the MPs have to see the bit of ground and agree that's where they want to go - that's First Reading. Then they have to scramble up a tricky bit of steep path to get to the flat ground - that's Second Reading. And then they need to take the parts out of the bag and put them together - that's Committee Stage. The MPs lead the way, and throughout Committee Stage are on the phone to the people down by the treeline to make sure all the bits are in the right place. The MPs take a picture for the people at the treeline - that's Report Stage and Third Reading - and then hand responsibility over to the Peers.

3: Setting off up the mountain.

Campfire discussions over, some civil servants and a couple of politicians are chosen to write the Bill and take it forward. It's like a small group putting together a bag of assorted parts for a go-kart, and then giving it to two MPs and two Peers to take it to the summit.

2: Above the treeline.

If an idea is good, it emerges from the forested foothills. The small group of political actors who brought it forward normally write a Green Paper or a White Paper about it, and it's publicly consulted on. This is basically the equivalent of building a campfire and talking to anyone who sees the smoke and wanders over.

1: Foothills of ideas.

Politicians wander about speaking to each other. Sometimes they also speak to campaigners and to non-political authorities such as the NHS, civil servants or the police. They gather in small groups, write articles with suggestions for policies and sometimes hold big conferences. If a policy idea comes out of a discussion, a few of them will walk around talking to others about it - most of these ideas come to nothing and they continue discussing, but every now and again one breaks through the treeline.

5. The second camp.

Meanwhile, the Peers are looking ahead to the second bit of flat ground, which is right near the summit. The Peers see the bit of ground ahead - that's the First Reading. Then the Peers pick up the go-kart and scramble up another steep bit - that's Second Reading. And finally they do an inspection of the go-kart and make some changes - that's Committee Stage. Just like the MPs, the Peers are on the phone to people down at the treeline to make sure it's being done right - and maybe by this time the crowd down there has got bigger. Again, a photo is taken - that's Report Stage and Third Reading.

6. Camp-to-camp communication.

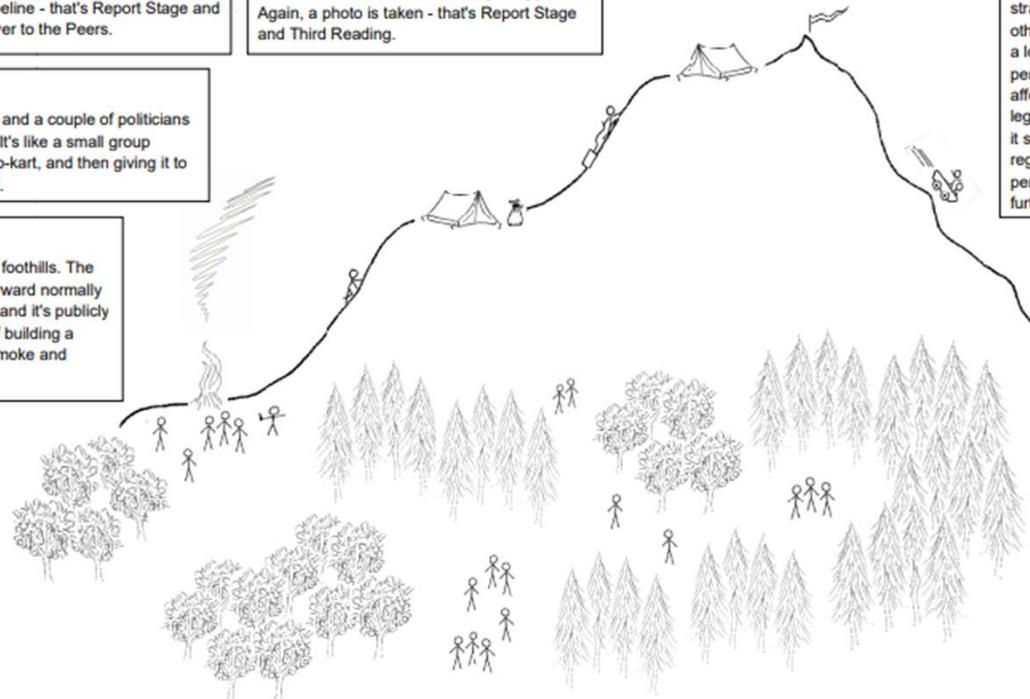
Before the go-kart can be pushed down the mountain, the MPs and the Peers have to agree it's safe. When legislation is passed, this bit is called Ping-Pong, as the two Houses send amendments to a Bill back and forth until they agree.

7: The summit.

Having agreed that it's all ok, the go-kart is taken that last little bit to the top of the mountain. The MPs and Peers get one last phone call - Royal Assent - and then the go-kart speeds off down the hill. The Bill is now an Act and is law.

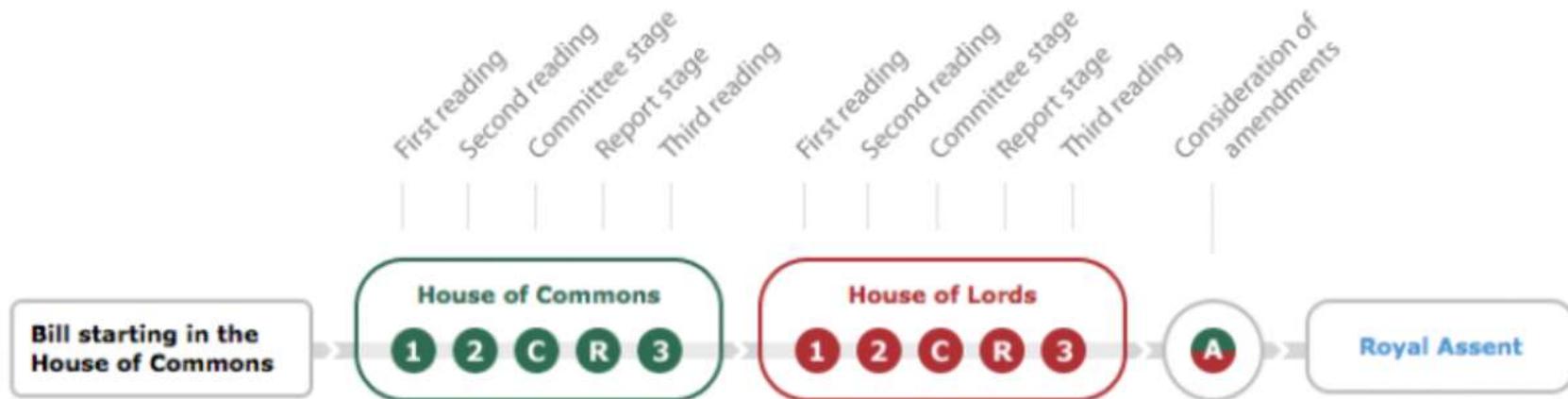
8: Coming down.

This is the new Act being implemented. Sometimes it goes straight down, but other times it takes a longer route - perhaps the Act affects other legislation, perhaps it set up a new regulator, or perhaps it included further consultation.

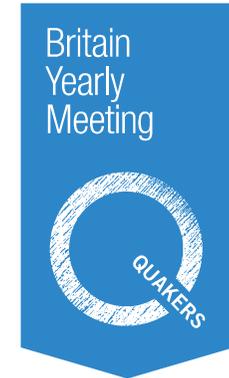


Passage of a Bill

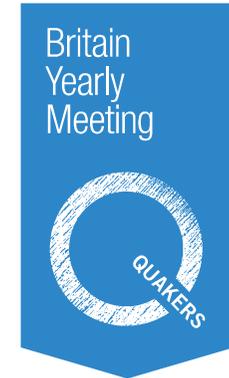
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Who / what are you listening to?



**What do they care about /
why might they oppose
your position?**





(i) Aims

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- What do you want to achieve?
- Break down into SMART objectives
- How will you know if you've achieved it?
- Plan to influence early on in the policy-making process, which is something like:

Manifesto → white paper → draft
legislation → legislation → enactment

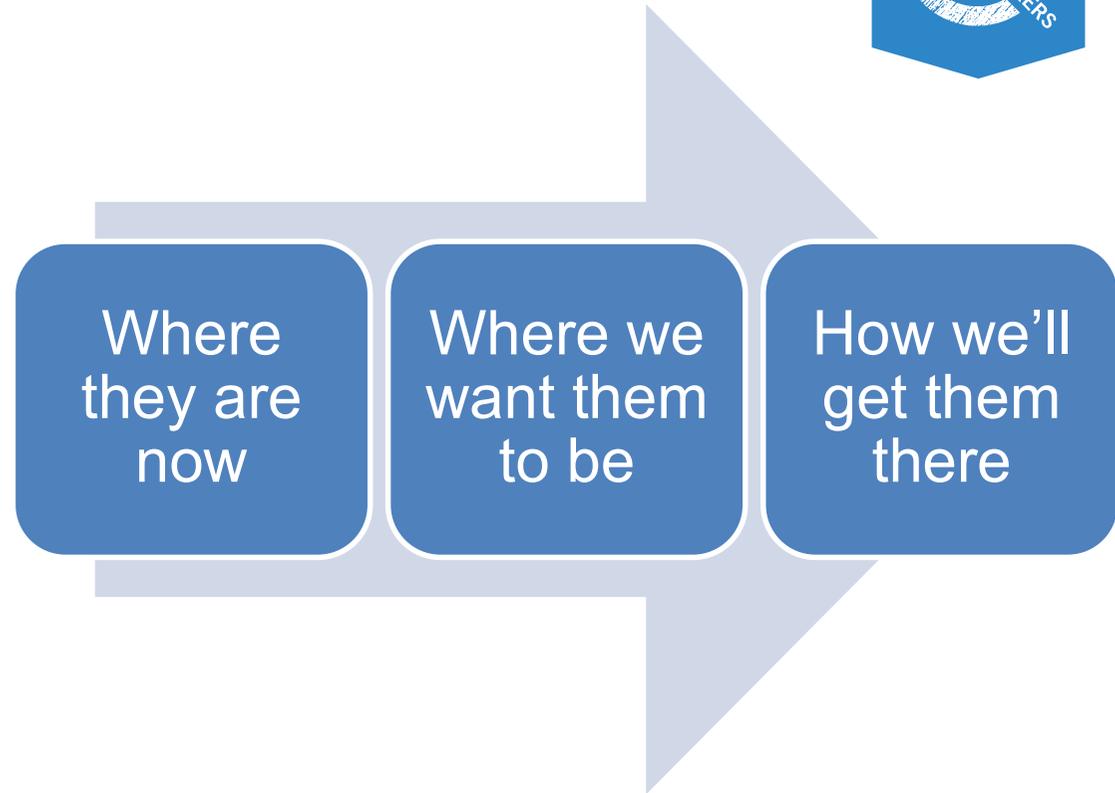
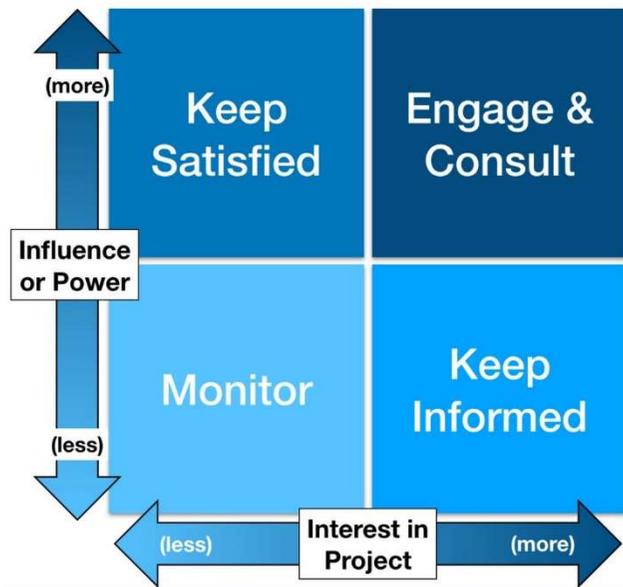
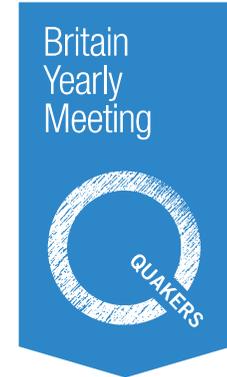


(ii) Audience

- Who has the power to fulfil your aims?
 - Government, parliament, council, company
- Who would be willing/able to help you?
 - www.theyworkforyou.com
 - Other NGOs & coalitions
 - Quakers and general public
 - news.google.com
- What are *their* priorities?
 - Re-election – Reputation
 - Profit – Making a difference



'Stakeholder mapping'





(iii) Channels

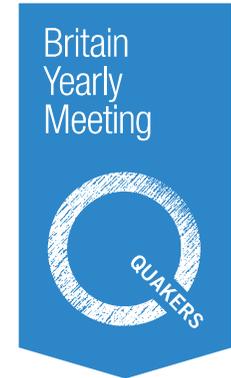
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- How can you reach your audiences?
- What are their communication needs?
- What do you want them to do?
- How will you build a relationship with them?
- What will make your message stand out?
- Use our toolkits for action:

www.quaker.org.uk/toolkit-for-action

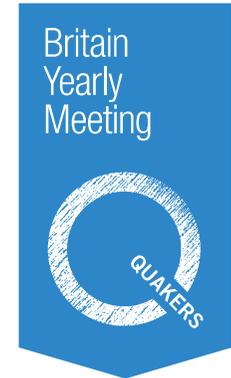
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Resources

- [Contacting your MP guide](#)



Questions

