



Lorraine Flawn Manifesto

Regional Executive Elections 2025

The Regional Executive provides the essential linkage between the Party in England and Local Parties, (LPs) It facilitates clear paths of communication between Local Party members and activists, and the policies and people seeking to represent them, which is vital to the proper functioning of the Liberal Democrat Party and to democracy itself.

I was initially asked to join the Regional Executive as secretary after the post became vacant back in 2017 It was a steep learning curve, but well worthwhile. I went on to serve 2 more terms as secretary and learned a great deal about how the party is organised, its strengths and weaknesses and how and where I might put my skills to further use. During this period, I was also heavily involved in organising the annual regional AGM and conference which provided me with further insight into how the Region and Local Parties interacted and operated.

In my second term I realised that with a General Election looming, it was critical that we had PPCs in place across the region enabling them and their Local Parties to mount more effective campaigns and allowing as much opportunity as possible for the candidates to connect with their electorate, understand their issues and gain credibility. I completed the relevant party training to enable me to act as both a Returning Officer and e-ballot administrator and was able to gain some experience in both these roles while still secretary; initially shadowing more experienced ROs and then taking on these roles in my own right.

The Acting RCC having accepted the role on a temporary basis only, I realised I was now in a strong position to undertake it, with experience on the ground of selections and my growing knowledge of the Region and English party procedure requirements. Once elected, persuading Local Parties to start their selection processes was a big task. It became clear that many LPs had a potential candidate in mind, but often as yet not approved. I therefore had to work closely with HQ's Candidates Officer if I was to ensure that the LPs were able to field their preferred candidate. Because of the threatened early election, I became responsible for appointing candidates to a significant proportion of our constituencies. However, the good working relationship I had created with HQ enabled me to ensure all of the most serious contenders were fast-tracked through the approvals process. In general, I believe I gained the trust of HQ and LPs alike in the knowledge that I had a clear plan to complete the task of selecting or appointing 61 PPCs with approved candidates chosen by or at least acceptable to the LPs. Which I did – with just days to spare.

I am really to start the appointment of PPCs across the Region giving them the responsibility as well as the opportunity to campaign and get name recognition before the next election. I see encouraging Young Liberals and ethnic minorities on board as vital to ensuring their views and aspirations are heard and taken seriously and critical to growing our core LD vote and appealing to a wide section of society. We must look to increase our position, which means growing our resource and support manpower. I believe that candidates that clearly appeal to our younger generation and increasingly diverse communities will prove central to this.

Endorsements

I've worked with Lori on regional exec and conference for 3 years. She is one of the hardest working and committed Liberal Democrats I've met. She has consistently been an ally of the Young Liberals and done an excellent job at finding a diverse range of candidates, in a short time span, for the General Election. The membership would be silly not to let her continue this incredible work.' (*Will Tennison Membership Development Officer Federal Young Liberals*)

I would like to take this opportunity to endorse Lorraine Flawn as the regional party executive member and Regional Candidates Chair. As the new Leader of the Opposition and Libdem Group in Luton I was relieved that I had someone in regional who understood the reality on the ground and was supportive rather than imposing. (*Amjid Ali Leader of the Opposition, Luton Libdem Group.*)

The Executive and their Committees are hugely important.

They do a massive amount of the Region's work to transform our local parties into contenders at local and national elections.

I want to work on and with these committees to effect real change for the Lib Dems in the East of England

It's not just the East of England that needs to work on development.

The English Party could be doing more to support promising Parliamentary Candidates who, with proper support, can help consolidate our local successes into national influence as MPs.

Vote Jacqui for:

- ✓ **Vice-Chair**
- ✓ **Executive**
- ✓ **Candidates**
- ✓ **Conference**

VOTE JACQUI MORLEY FOR VICE-CHAIR



Expanding on our success across the Region

We've had some amazing success in the East of England, electing 7 MPs for the first time in our history. But we couldn't have done that without everyone pitching in and I think it's time we return the favour to help put the rest of the region on the path to winning.

My Plan for Development

Lead on a region-wide development review to highlight our strengths and weaknesses and make a plan to develop our weaker local parties and help put them on a path to winning

Work with our strongest local parties to share best practice on how they've managed to achieve success and find ways of using it to expand on this success across the region

Create links across the wider party to help support a diverse group of members, activists and candidates in expanding our party and standing for election

My Experience

- Former **Local Party Chair**
- Member of multiple regional committees, including **Chair of the LPCG Committee**
- Essex **Data and Development Officer**
- **Agent** for Local and General Elections

MPs and key activists from across the East of England are supporting Jacqui

From Hertfordshire



Chris White OBE

Former Leader of St Albans City and District Council

“

Jacqui has a vision for developing local parties across the region and helping them to share in the success that they have contributed to.

I have no doubt that Jacqui would make an excellent Vice-Chair and would work effectively with myself and other colleagues in the East of England to deliver more and achieve even better.

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“

Jacqui has already shown the value she can bring to us in North Norfolk, offering her professionalism and commitment to resolving some tricky issues.

She is capable and knowledgeable and I'm sure would bring a lot to the Vice-Chair role.

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Steff Aquarone MP
MP for North Norfolk

to Cambridgeshire



Cllr Christian Hogg
Group Leader
Peterborough City Council



“

Working with Jacqui has been like a breath of fresh air. She is extremely able, committed and has a calm, no-nonsense approach which we need.

I am confident that as Vice-Chair, she will bring positive change to the Region through her dedication and skills

Clare Delderfield
Campaigns Manager for Ian Sollom MP
(St Neots and Mid Cambs)

”



to Norfolk

VOTE WILL TENNISON

For Regional Exec, Candidates Committee and English Council



MY EXPERIENCE:

2-terms Executive Member (East of England)
2-terms Chair (East of England Young Liberals)
2-terms Chair (Harlow Liberal Democrats)
2-terms Membership Development Officer (Federal Young Liberals)
County and District Council Candidate

1

Improve The Diversity Of Members And Candidates Across The Region

Improve diversity across the region by increasing racial, cultural, age, and gender representation. Empowering members from underrepresented groups to engage actively with the Liberal Democrats and help cultivate a strong, diverse pool of future candidates.

2

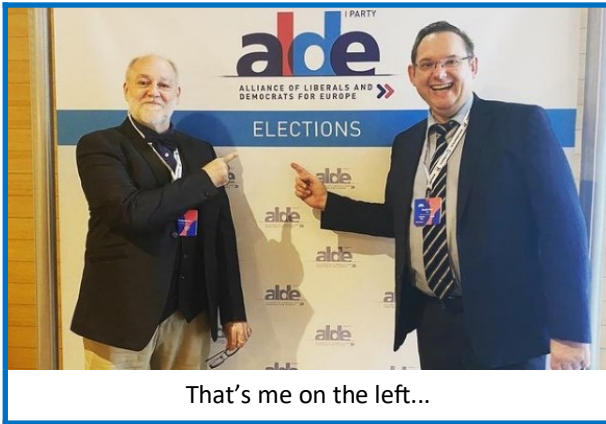
Get More Lib Dems Elected At Every Level

Building on our strong general election results, it's essential that we secure as many seats as possible at all levels. This will strengthen support for our current MPs and help establish new target seats for the next general election.

3

Support Start Up & Development Seats

Support Start-Up and Development seats to ensure a strong Liberal Democrat presence across the region, laying the foundation for new Lib Dem strongholds.



I'm Mark Valladares and I want your vote to be part of the next Regional Candidates Committee. Why me, and why now?

A General Election may be more than four years away, but there's a lot of work to do even now. The Selection Rules are being reviewed, we need to find and approve more potential PPCs, train Returning Officers and Assistant Returning Officers, and encourage Local Parties to start their selections earlier and support them as they go through it. None of it should be left to the last minute.

And this can't be done in isolation, as we need to work across the Party to help meet our wider goals. So, what skills and experience would I bring to the Regional Candidates Committee?

- I know how our candidate systems work, as a veteran Returning Officer over more than thirty years, a past candidate assessor and a former member of the English Candidates Committee.
- I appreciate the burden that our processes can place on Local Parties, having led moves to simplify the Selection Rules and make it easier for non-target seats to choose their Parliamentary candidates.
- As a former Regional Secretary in two English Regions, I understand how Regional Parties work, as well as the importance of reporting back.

I'm a member of the Ipswich Local Party, sit on Federal Council and, in my spare time, I'm the Chair of a small Parish Council in mid-Suffolk. Questions, or simply want to know me better? You can reach me on markv233@aol.com, check me out on [Bluesky](#), or on [my blog](#).