Wales Networking Group
Campaigning and advocacy for charities in Wales
23 January 2019 | 13.30 – 16.45 | Yr Hen Lyfrgell, Working Street, The Hayes, Cardiff, CF10 1BH
#CCWales

What are the barriers to our doing better campaigning in Wales?

Capacity
- Often this area is covered by a comms generalist doing all aspects of comms (or even all aspects of everything in Wales for their organisation!)
- Lack of time and specialist skills.
- Policy, public affairs and campaigning not separately resourced.

Relationships with 'head office'
- E.g. Not close enough to decision making, 'consultee, not core to process'…
- OR Too much demand - head office recognise importance of Wales, but then invite me to so many meetings I can't get anything done.
- Spending a lot of time reminding HQ colleagues about Wales.

Access to supporters
- Access to Wales-specific comms data – e.g. do UK orgs know which supporters live in Wales?
- Gatekeeping – having to fit into a wider org/England agenda means messages may not go out at the best time/ in the best way.
- How much priority is given to campaigning in the organisation?
- Organisations too focused on delivery to recognise strategic opportunities.

Research data
- Lots of research done by thinktanks or commissioned by charities may be England only or UK wide with too small a Welsh sample to be at all usable. This means a lack of evidence on which to base campaigns.

What can help?
- Use our campaign skills internally! Persuade colleagues/management of the value of investing in capacity in Wales/ investing in specialist campaigning/public affairs capacity.
- For UK organisations: build relationships with staff outside of Wales. Get a Wales strategy agreed at a senior level, so that targets relating to Wales are in other departments' business plans.
- Build the case for prioritising regional communications over national-level. People are most motivated by what's most relevant to them.
- Where possible, input into research design to make sure outputs will be usable at a Welsh level.