



# Suggested best practices for lobbying your governments for book-friendly policies



Presentation to the EIBF London Conference

from

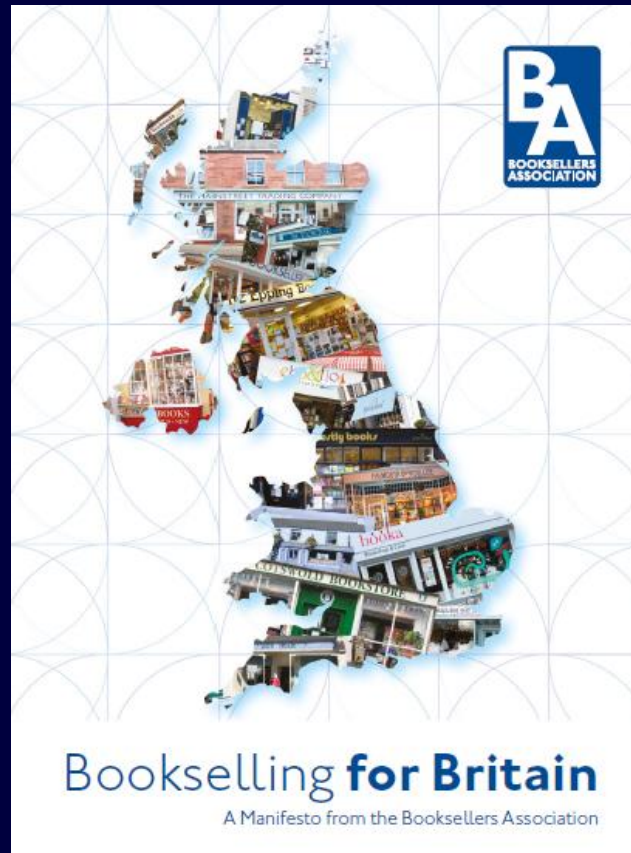
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# What policies do you want your parliamentarians to support? Produce a *Manifesto*





# Get on the radar of our parliamentarians [Members of Parliament and Peers]

## Parliamentary Reception – June 2017



## Parliamentary Book Awards – Dec 2017



# Our battle against Amazon

## BA submission to the competition authorities



## Some MPs raised opposing views

- Good for the UK to have in the country one of the world's leading tech companies
- Digital is the future
- Amazon employs lots of people

# How do we counter these points?

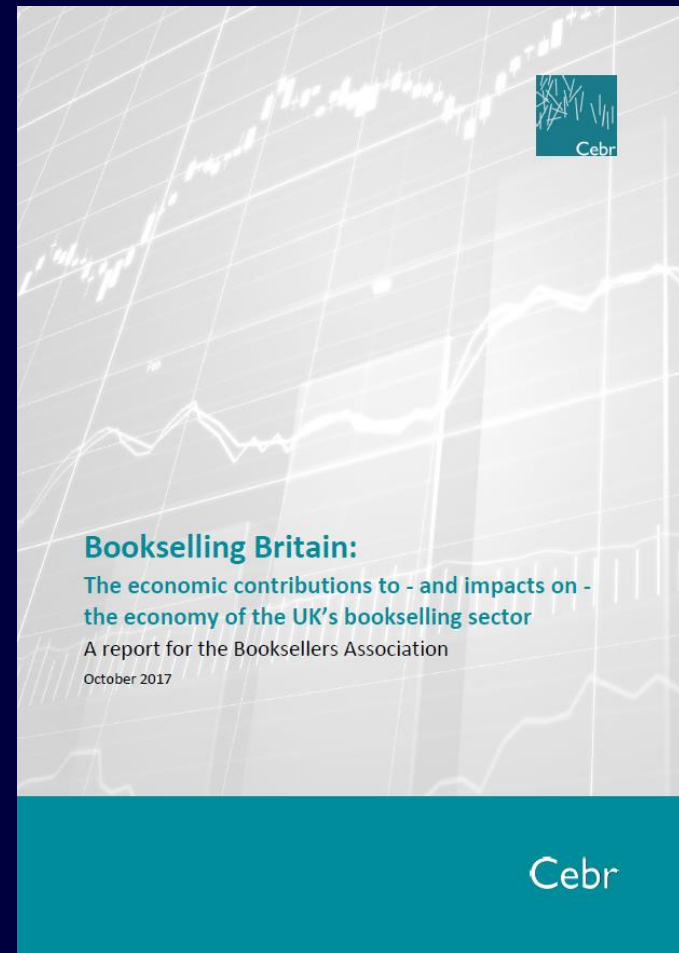
## Our response .....

- We are an important sector
- We employ lots of people
- We pay our taxes
- Booksellers are a force of good in their communities
- ..... but we had no figures to back up our arguments



# Needed to persuade MPs and peers that booksellers provide big benefits to the UK economy

- BA Commissioned an economic impact assessment report from the Centre of Business & Economic Research [“Cebr”]
- Printed report sent to 651 MPs - with personalised letter
- Also sent to 849 peers – with personalised letter
- Two copies of the printed sent to BA members
- PDF version posted onto the BA’s website



# Cebr Report – key findings

## Direct Impacts

- £540 million in GVA (gross value added) contribution to GDP
- £416 million in wages, salaries and other staff costs
- 24,400 bookselling jobs
- Pay £131 million in tax (including £12m in corporation tax, equating to 91p per £100 of turnover, which is eleven times what Amazon pays (8p per £100 of turnover)

## Aggregate Footprint of bookselling throughout the supply chain

- £3.8bn in turnover
- £1.9bn in GVA contribution to GDP
- £1.2 billion in staff pay
- 46,000 jobs (including the 24,400 bookselling jobs)
- For every 10 jobs in bookselling, a further 9 jobs are supported in publishing and the wider supply chain



How did we go about this  
campaign?

To help plan, we asked ourselves  
many questions



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## Question 1

- What were our ultimate objectives? What were we trying to do?

## Answer

- To get MPs to listen to us
- To take us seriously
- To support legislative changes and actions to create a fairer trading environment
- To help members with their own lobbying
- To show our members we were actively lobbying on their behalves

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## Question 2

- What was our timescale?

## Answer

- To have the main findings launched at our Annual Conference
- To send to MPs when they were at their desks in London, and not on holiday!

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### Question 3

- What points did we want the report to cover?

### Answer

- Before approaching any consultant, we sketched out what we would like the final report to look like and cover:
  - The chapters
  - What points we wanted covered in each chapter [We used bullet points]
- Very important: we had a clear idea of what the end product should look like before we started

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### Question 4

- Could we write the report?

### Answer

- No – we hadn't the expertise
- The authors of the report had to be independent of the Association
- The report had to be written by authors who the government would respect
- An independent report would carry more clout

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### Question 5

- How much time would we need from the independent authors starting work and the production of final printed reports?

### Answer

- Allow up to 6 months

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### Question 6

- Who should the report be aimed at?

### Answer

- Those who have the power to bring about change – our members of Parliament [“MPs”], who set the legislative framework



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### Question 7

- How can we try to get the MPs to take our views on board?

### Answer

- Write a personalised letter to every MP and peer (to accompany every printed report)
- Need to build a database containing the addresses of every MP and peer
- Organise events in the Palace of Westminster

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### Question 8

- What points would impress the MPs and peers?

### Answer

- Number of people employed by booksellers
- Financial contribution booksellers provide to the economy
- Tax revenue booksellers give to our Treasury Department
- Social good booksellers bring to their communities

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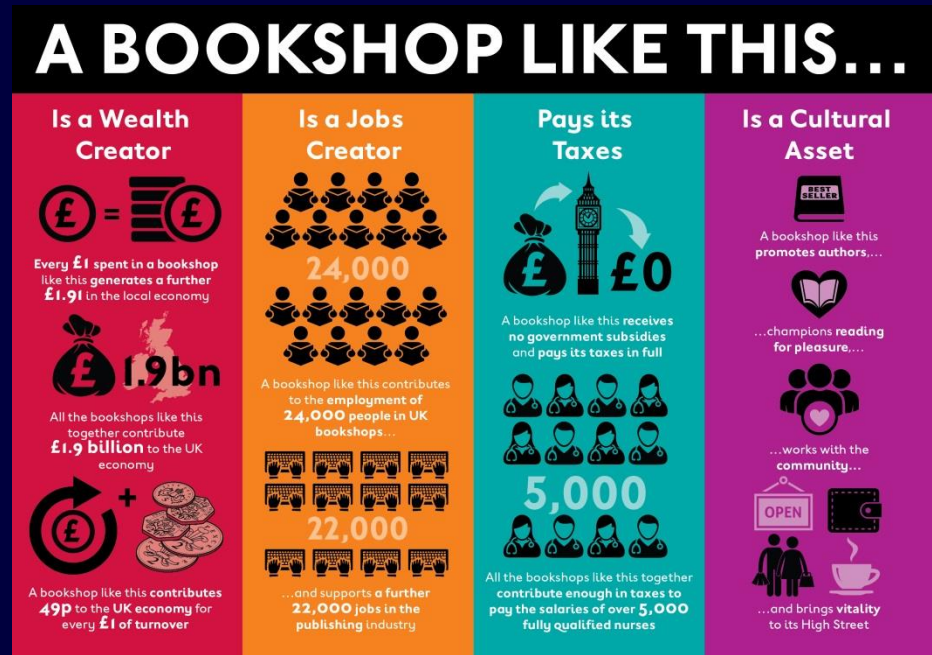
## Question 9

- How could we best get these points across?

## Answer

- MPs are reluctant to read letters and long economic reports
- Need to capture their interest quickly to convey the main points
- Used a professional designer to produce an Infographic to convey the main points

# Infographics



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### Question 10

### Answer

- Apart from booksellers, who might be our allies?
- Some MPs
- Some authors
- Some publishers
- Some journalists
- Trade press

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### **Question 11**

- How can we get the trade press to support us?

### **Answer**

- Give them an embargoed copy of the final report well before publication date so they can write up the story and reproduce tables



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## Question 12

- What are the threats to this initiative?

## Answer

- Amazon
  - Might take the view we were trying to damage their business
- Every BA public statement involving Amazon had to be cleared by lawyers beforehand

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### Question 13

- How can success be measured?

### Answer

- By the MPs and peers actually doing something to support our representations

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### Question 14

- How can we monitor regularly the progress?

### Answer

- By retaining a parliamentary monitoring service that reports to us all activity in the political arena

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## Question 15

- How can we handle this project within the BA?

## Answer

- Appoint a team leader
- Appoint a project team:
  - Corporate affairs
  - Liaison with the economists
  - Media
  - Print and publicity
  - Design of the report
  - Event management

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### **Question 16**

- How can we ensure the members will love us for producing this report?

### **Answer**

- Produce a professional end-product
- Enable members to use the Report in their own lobbying
- Get lots of media coverage

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### Question 17

- How can we get lots of media coverage?

### Answer

- Employ a professional PR firm
- Bring them in right at the beginning so they have time to roll out a media plan



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## Question 18

- How can you put a bit of sparkle to reinforce the messages to the politicians?

## Answer

- Organise a party with MPs and peers in the Houses of Parliament



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### Question 19

- How best to choose the authors of the report?

### Answer

- Invite three firms of specialist economists to consider what we would like the final report to cover
- Ask them to respond with:
  - A price
  - Proposed methodology
  - Timescale

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## Question 20

- Any further steps?

## Answer

- Prepare yourself that however well you plan, there will be unexpected difficulties



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