Sutton Liberal Democrats
Ambitious for Sutton

Liberal Democrats

Membership Report

For the AGM November 19th 2026

From the Revd P Martin Broad, Membership Development Officer

Introduction

There are days where I watch and listen to the news and wonder to myself "when will things improve? Why are things in such a mess?" I cheer myself up by knowing however that around me and indeed in every community are many people who are of goodwill and who share a common desire to create a society and world where all are respected and affirmed. This is not a cheesy dream, it demonstrates for me the reality that there is more positivity than negativity.
It's one of the reasons I am a proud Liberal Democrat and I suggest that we Liberal Democrats..a diverse family.. are indeed very much in that domain. So it is with immense gratitude and a real sense of pride that in this annual report I express my warm and sincere thanks to all members of the local Party: for being Liberal Democrats, for your willingness to stand up for our values, for your determination to bring to our local society a true sense of community wellbeing.
THANK YOU. As I said in last year's report, the values we all share as we work hard for a more inclusive and open society are integral to real societal change.

Naturally at an AGM, it is right for the gathered attendees to hear reports and to have the opportunity to evaluate the inner workings of the local Party as well as respond to the legal and constitutional obligations. That allows though every member to reflect on their own situation and contribution .. time to ponder on how, where, when every member can in her or his way be a part of the wider Liberal Democrat family. My gratitude as your Membership Development Officer is to each and everyone of you. There is no league table of levels of activity or not! It is though , as I say, an opportune moment to reflect further on whether there are indeed areas where perhaps you can contribute afresh and anew. There is never any pressure or obligation on anyone. Your membership is the greatest contribution. Having said that, the wonderful success of the 2026 local elections was very much in part down to the hard and determined work of members across the Borough and yes, I for one am grateful for that.
So yes, I say a huge THANK YOU for your MEMBERSHIP and for everything you are and do.
If I am once again given the privilege of serving you and the Party as your Membership Development Officer, then I pledge that I will work alongside you and we can together ensure that working with our wonderful MPs, councillors and devoted staff, continue to embed in Sutton the Liberal Democracy we all uphold.

THANK YOU

And what has Broadey been up to?

The work of MDO (sometimes referred to as Membership Secretary) involves many different tasks. I do not want to overuse the word "privilege" but it truly is a privilege because I am able to share in the Lib Dem journey so many of you travel. The occasional ad hoc chat, the reminders about events, the pointing out if you're due to lapse, meeting you at social events and our local Conference and of course also on Friday afternoons at the Cheam Office..all these opportunities to engage with you are special and once again THANK YOU.
Working with me on lots of membership tasks has been our Young Liberal Lead, Tally Blute. I take the opportunity here to thank her for her commitment and enthusiasm.
She and I have tasked ourselves this past year with communications and in particular I mention..

- Updating our database LIGHTHOUSE
- Getting details of all former councillors over the last 40 years
- Liaising with our many supporters

Of course the task does have certain key responsibilities: viz:

- Engaging with the wider Party..nationally as well as locally
- Production of reports and attending meetings
- Working alongside other elected officers of the local Party ensuring proper governance and upholding of our partisan and legal guidelines
- Ensuring contact with new members and supporters and liaising with the wards.

All of this I have been doing but of course this last year has seen me doing a great deal of campaigning across the Borough but particularly in Cheam . I have also worked hard on preparation for the local Party Conference. I have also weekly kept adrift of issues internally and have kept in regular contact with the office teams and the staff as well as the MPs. And the local Party is clearly part of London Region and there has been much liaison with other MDOs across the region. One new and key task given to us by London Region is contacting those they have registered as potential activists in the Borough.

I love hearing from members..please keep in touch with me..contact me on 07961 984901 or indeed by email martin.broad@suttonlibdems.org.uk

Sutton Liberal Democrats
Ambitious for Sutton

Liberal Democrats

Membership Report

For the AGM November 19th 2026

From the Revd P Martin Broad, Membership Development Officer

Money

A word we Liberal Democrats hear a lot and often we sigh! But it would be unfair and indeed wrong of me as your MDO to first of all thank you for your on-going generosity BUT also at the same time remind you all that your local Party is always in need of additional funds. This enables us to be efficient and business like in our affairs and also of course helps us produce professional and effective literature for our residents to receive on a pretty regular basis.

Running the Party is not cheap..and I know you know that. Where possible, do please consider making a one-off payment or increasing your monthly donations.

Of course you could consider either joining or indeed increasing your contributions to the 400 Club. This is an excellent and easy way to make regular offerings to the local Party AND you always have a chance of winning something each month.
Please contact our Party Chair Steve Penneck for more details. He with a small team of diligent helpers manages the Club.

The Future

The work of MDO is not in isolation. It is as I highlight elsewhere in this report, an integral part of the local Party machinery and a role collaborating with others to keep that machinery truly well oiled!

We are a democratic Party and if I am once again given the privilege of being your MDO, I will, again as highlighted elsewhere, pledge to do all things necessary to ensure positive membership engagement

What the future brings is of course an unknown and in the ever changing world where politics acts, no one can predict what lies ahead.

However, locally as MDO the usual round of tasks I have highlighted will continue.

Through THE SUTTON LIBERAL..our weekly electronic mailing, I will endeavour to make sure you are kept fully up to date with key membership matters

Once again, I express my sincere gratitude to you all for your on-going membership, commitment and also your support to me. I wish you and all yours well.

With warm regards in Libdemmery

Martin (aka Broadey.)

STATISTICS AND

DEMOGRAPHIC SURVEY

(Please note this data has been freely given by all who have joined the Party since the AGM in November 2025. This includes all up to and including October. It is important to stress that not all give full data and some have opted out altogether.
Last year I was able to report that since AGM 2024, 49 had joined the Party. This year it is 20% lower at only 40. ALL of these we warmly welcome.

I set us all a challenge for this next year. Before AGM 2027, is it possible to recruit up to 100 new members? That's a bold challenge, but I think we can all work with those with whom we come into contact and encourage them to join. It could not be a better time to do so.

Please Note the blue figures in brackets are the figures presented at the AGM 2025, given here as a comparison.

SUTTON LIBERAL DEMOCRATS MEMBERSHIP NUMBER AT AGM 2026: 483
Sutton and Cheam: 268 Carshalton and Wallington 215
(502: S&C 286 C&W 216)
MALE 20 FEMALE 20
(MALE 30; FEMALE 17; NOT DECLARED 2)
16-25 4; 25-45 11; 45-60 10; 60-65 0; 65-80 7; 80 plus 1; Not declared/unknown 7
(16-25 4; 25-45 15; 45-60 12; 60-65 3; 65-80 3; 80 plus 0; Not declared / unknown 12)
White British 21; White Other 0; Black British 3; British Asian 8; Asian 2; Chinese 2; Other 0 ; Not declared/unknown 4
(White British 24; White Other 7; Black British 3; British Asian 3; Asian 5; Chinese 1; Other 1; Not declared/unknown 5)
F/T 9; P/T 0; Retired 8; Student 3; Unemployed 1; Other 4; Not declared/unknown 15)
(F/T 23; P/T 0; Retired 5; Student 3; Unemployed 1; Other 3; Not declared/unknown 14)
Lesbian 0; Gay 0; Bi-sexual 2; Heterosexual 28; Not declared/unknown 10
(Lesbian 1; Gay 1; Bi sexual 1; Heterosexual 31; Not declared/unknown 15)

Disabled Yes 4; Disabled No 21; Not declared/unknown 15
(Disabled Yes 4; Disabled No 29; Not declared/unknown 16)

Own Home 17; Pvt Rent 3; Social Housing 1; Housing Assoc. 0; Other 4; Not declared/unknown 15
(Own Home 20; Pvt Rent 2; Social Housing 5; Housing Assoc. 0; Other 6; Not declared/unknown 16)

Constituency : S&C 23; C&W 17
Top wards: On 4 each North Cheam; Carshalton Central
On 3 each Stonecot; Sutton North; Sutton South; Beddington & WallingtonSouth
(S&C 29; C&W 20
Top wards: On 5 each Cheam; Sutton West and East Cheam; Carshalton South and Clockhouse
On 4 Worcester Park North)