

Your candidate for the Scottish
Liberal Democrats Deputy Leader

Cllr Jeff Goodhall

Aberdeenshire Council, Vice Chair
Business Services, Vice Chair Marr
Area Committee, Vice Chair Local
Review Body and Chair of NESAG
(North East Scotland Agricultural
Advisory Group)



Friends,

When you cast your vote in this election for a Deputy leader of the Scottish Liberal Democrats, it is vitally important that you know the background, experience and abilities of your candidates. After working in business for most of my life, I am now a senior councillor in the administration group within Aberdeenshire Council. Over the past seven years or so I have not only fought and won my Cllr seat but have also stood as a candidate for our party in the Westminster election of 2024 and recent Holyrood election, increasing our vote by 20% in 2026.

So why me and why now?

With the SNP Government proposing changes to local authority structures and powers while also seeking to centralise the NHS, we need a Deputy leader who not only supports our Leader but can strengthen communication with our members and Councillors in the North East, Borders, Perthshire, Highland, the South West and the Islands who feel remote from Edinburgh. I believe I can fulfil this role and bring my extensive experience within a Local Authority to help drive the vital campaign in 2027. and to shape our position on the SNP's proposals for Local Authorities and the NHS in Scotland.

Scottish Liberal Democrats are not beholden to any particular interest groups but have an ethos and approach based on the grassroots and on the principle of subsidiarity. Our elected representatives pride themselves – with justification – on working for their constituents first and foremost, with their well-being coming a long way ahead of any “party line”. Liberal Democrats have

always derived real strength through local councils, recognising their importance in the day-to-day lives of the people of Scotland through the delivery of vital services, rather than policy formulation.

Yet this fundamental approach is not always recognised in the hierarchy of the party, either politically or geographically. Inevitably, disproportionate attention is given to the national political landscape – to the Parliament at Holyrood and consequently to the corner of Scotland in which it sits. This is not deliberate or planned but simply a result of how our population is distributed. Around 70% of the people – and thus about 70% of the electorate and 70% of parliamentarians – live and work in the Central Belt.

It is essential for the party to recognise this and to recognise the importance of the North East of Scotland in particular, and rural Scotland in general.

Aberdeenshire Council has the largest Liberal Democrat Group in Scotland and has formed part of the Administration for all but two of the years since 1996. After a great deal of work, we now have a Regional MSP again, demonstrating the real potential for rebuilding and growing Liberal Democrat representation in the North East and in other rural areas of Scotland.

What could send a clearer message of Liberal Democrat commitment to those parts of Scotland remote from the centre, overlooked and underfunded by the Scottish Government, than electing our Deputy Leader from the North East and from a local authority? A different voice in the leadership of our party. A rebalancing away from the centre. A real opportunity to strengthen our position in rural Scotland.