

Developing the Voluntary Party

25% Proposal 2

Proposal 2

To help Associations Broaden their Appeal in their Communities by involving more people including Parliamentarians, Councillors and new supporters

Our objective is to develop Local Associations and ensure that they are fully involved with their communities. In particular, we hope to help them attract new people and to move the emphasis from committee meetings, onto activism.

 [read more on proposal 2](#)

At the grassroots level, The Conservative Party wants to change. Long term members are aware of their Party's declining numbers, and they know that new members – of which there are many – will only be retained if they are engaged in ways that are appropriate to their varying interests and outlooks.

If the Voluntary Conservative Party is to be revitalised effectively it must come from the level of the Local Associations. We know from the experience of target seats from Conservative Future and from Campaign North that when local people are given responsibility then they can rise to the challenge.

A new intake of MPs provides new opportunities too. Many will have come to Parliament used to working with Campaign Teams and we must create opportunities for those people who have fought hard to help our candidates to get elected to continue to be involved in their Associations and with local campaigns.

We propose that local Associations set out to involve new people, and that they embrace technology to help manage performance and to reach out into local communities.

To deliver proposal 2 we propose the following actions:

Actions

a.

a. To encourage Local Associations to involve all those with an interest in the Conservative cause in their Campaign Teams. The composition of the right team is a matter for local people. However, it should include all wings of the Party, including when possible the local Member of Parliament, representatives of local Councillors, any local professional agent and a representative from the local business club.

a. To encourage Local Associations to attract new people to leadership roles. Specifically to use the Campaign Team to find capable people and 'fast track' or co-opt them into posts to deliver the work that needs to be done. Appointing volunteer 'headhunters' is one way of approaching this. New positions running the Social Action Teams and Policy Forum would provide opportunities for new people.

a. To encourage Local Associations to adopt Key Performance Indicators, as in target seats. These should reflect the Association's primary objectives on political campaigning and Social Action. These should be summarised in the annual Association's Strategic Plan (as required in the current constitution).

a. To encourage Campaign Teams to embrace the latest electronic campaigning methods especially MyConservatives.com as this provides an ideal platform to reach out into local communities. Once bedded in MERLIN can produce the objective data. Associations need to monitor and improve their performance.

a. The National Convention to launch a "**Campaigning Action Fund**" to provide financial support for development initiatives to support development initiatives for the Association or to provide 'seedcorn' for Social Action and Policy Forum projects in Local Associations. Associations would be encouraged to apply to a centrally funded grant. This would follow similar processes to securing funding as has been applied in target seats.

a. The Party Board to reconfirm that Local Associations run themselves within the rules set by the Board. In particular they are responsible for their performance and they select their councillors and their parliamentary candidates.

Your View On Proposal 2 *



I am in favour

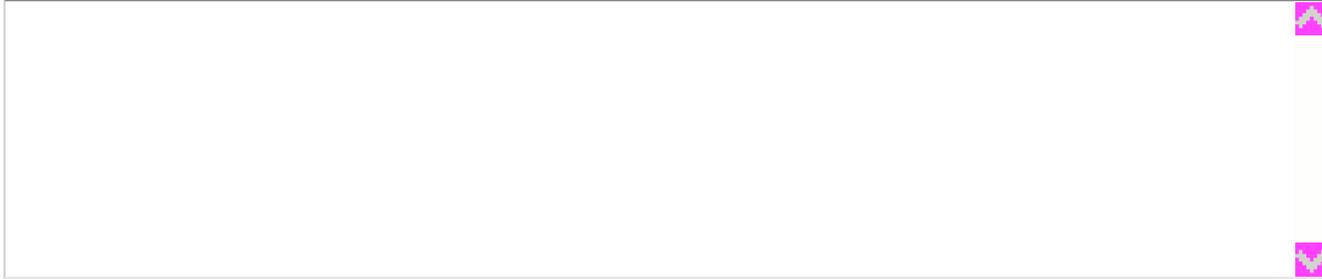


I am neutral



I am against

Your Comments On Proposal 2

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