

Developing the Voluntary Party

38% Proposal 3

Proposal 3

To Help Area Teams deliver Best Practice to their Associations

Our objective is to help Area Teams ensure that Associations are vibrant and are challenging themselves to play a bigger role in their communities.

The Area Team should be closest to local Associations and is best placed to disseminate best practice to Local Associations.

The composition of Area Teams is a matter for local people. However, The Area Team should embrace all those who want our Party to succeed. There are opportunities to co-opt members onto the Area Teams such as local Parliamentarians and Councillors, local professionals and fundraisers who bring with them different skills. The Teams should also include the various parts of the Party such as CWO and CF.

 [read more on proposal 3](#)

Area Teams need to focus on helping local Associations improve their performance. This means they should be encouraged to offer expertise in a wide range of skills including Campaigning, Social Action and Performance Improvement. Area Teams also need to be experts in managing disciplinary issues and be familiar with the full powers of the Party Board.

Area Teams should be able to access the management information about the performance of all their Associations available through MERLIN, eg membership, pledges, etc and to be able to use this to help target their efforts.

Area Teams should also play a critical role ensuring that the infrastructure of the Voluntary Party is fit for purpose. Area Teams need to be able to offer potential solutions to help Associations become more effective such as cooperation between Associations or the establishment of Campaign Centres.

Area Teams should include talent spotting as one of their roles to find supporters who could be encouraged to become more involved within the Associations.

Area Teams should have more authority in some areas – for example Area Chairmen should be empowered to take difficult decisions with non-performing Associations using the full power of the Party Board.

To help Area Teams deliver against these demanding objectives they will need support. In particular a structured programme of guidance and a suite of tools that will allow them to disseminate best practice. These have to come from Party professionals.

No one wishes to see Area Teams impose change upon Associations, and there will be different solutions needed in different Areas. However the Area Team should be able and empowered to encourage and facilitate changes within the Voluntary Party structure where it is needed.

To deliver proposal 3 we propose the following:

Actions

- a. To encourage Area Teams to build teams with the right skill sets for their area. This means including a representative for Members of Parliament, local Councillors, CWO and CF and offering expertise in all areas where Associations may benefit from support and guidance. This is likely to include volunteer recruitment, fundraising, Social Action, the Policy Forum, management information (MERLIN) and disciplinary procedures.
- a. To encourage Area Teams to take responsibility for performance monitoring of local Associations using MERLIN.
- a. To encourage Area Teams to attract new people into leadership roles using headhunting and co-opting where appropriate.
- a. Regional Officers and the Professional Team to provide the right support for Area Teams. This to include support in recruiting new volunteers, induction training, provision of best practice materials and ongoing advice and support.
- a. The Board to confirm that Area Teams have primary responsibility and authority for performance improvement, for disseminating best practice and for party discipline including making recommendations for suspensions, expulsions and supported status applications. To also have primary responsibility for

a. party organisation including assessing opportunities for campaign centres, cooperation agreements, mergers and groupings.

Your View On Proposal 3 *

I am in favour

I am neutral

I am against

Your Comments On Proposal 3