

Developing the Voluntary Party

50% Proposal 4

Proposal 4

To Empower Regional Teams to Create a Culture of Accountability, Responsibility and Expectation

Our objective is to help Regional Teams oversee a change in mindset and ensure that their region is focussed on effective political and social action. The Regions need to create a culture of responsibility, accountability and expectation that feeds down to Area and Association level. Talented and motivated individuals are more likely to come through the Party ranks if they believe there is a structure that can bring about real change.

One of the most important relationships that will determine the success of these proposals is the relationship between the Professional Party and the Voluntary Party. A close working relationship between the Regional Team and the Professionals responsible for the Region is therefore vital. They must have aligned objectives so that our professionals in the field can offer an outstanding support service. This paper therefore proposes a dotted reporting line between the relevant Regional Professionals and the Regional Chairmen.

The Regional Teams should hold Areas to account and work with Area Teams to bring about changes where they are needed.

 [read more on proposal 4](#)

Regional Teams need to focus on supporting the Area Teams, communications within the Region, liaising with Conservative headquarters and the National Convention Team and the raising and spending of funds in the Region.

Regional Conferences provide an ideal opportunity to deliver best practice throughout a Region even to those minority seats which get little professional help. The Regional Chairmen should formally report on progress each year at the Regional Conference.

Regional Conferences can also be used as a way of communicating directly with members, some of whom may feel there is nothing going on in their Local Associations and are keen to get more involved. Regional Conferences could become more open, attracting non members and community based groups and increasing engagement on Social Action issues.

Regional Teams need to ensure good communications with all members and may wish to produce Regional Newsletters.

Regional Teams need to act as the final port of call on disciplinary issues.

Regions should monitor those on the Candidates list in their Region and play a proactive role in sourcing and assessing new candidates.

Regions should also take on more financial responsibility for raising money, budgeting and the targeting of resources. Regional Teams should be made partners in Regional budgets and be more responsible for how money is raised and spent in the Region.

As Campaign North has shown, Regions that demonstrate that donors' money can make a real difference locally tend to raise more money. A greater focus on local projects is more likely to lead to an increase in smaller donors and better understanding about the finances also leads to greater efficiency as all stakeholders are acutely aware of financial limitations.

To deliver proposal 4 we propose the following:

Actions

- a. To encourage Regional Teams to build teams with the right skill set for their Area. This means including a representative for the Members of Parliament and local Councillors, the Regional Field Team, the Professional fundraiser, CWO and CF.
- a. To create a 'dotted line' report between the relevant Regional Professionals and Regional Chairman to ensure focus on delivering objectives and to create alignment.
- a. To encourage Regions to adopt key performance indicators as in target seats.
- a. To establish budgets for all Regions in the North and consider for other Regions. This responsibility means that the concept of "additionality" will apply - if more funds than budgeted can be raised locally then they can be spent locally.
- a. To encourage Regional Teams to 'headhunt' capable people and fast track or co-opt them to drive

a. forward the work that needs to be done.

To encourage Regional Teams to agree that their scope should include:

Representing their Region to Conservative headquarters and to National Convention Officers

Working with Area Teams to agree their objectives and plans

Performance reviews and talent spotting in the Region

Regional communications including newsletters, conferences etc

Candidates eg monitoring and sourcing candidates

Disciplinary issues not dealt with at Area level

Management information from MERLIN and its dissemination to Area Teams

a. Regions and Areas to be encouraged to use the power of the Party Board to resolve performance issues and allocate resources better.

a.

A summary of the professional support we are seeking to deliver the step change in performance is set out in Proposal 5

Your View On Proposal 4 *



I am in favour



I am neutral



I am against

Your Comments On Proposal 4

