

# Jeremy Middleton

For Vice President of the National Convention



## If re-elected I will aim to:

- 1. Help the Party win;** by supporting radical decisions about organisation and finances
- 2. Promote a proactive Voluntary Party;** providing a distinctive and coherent voice
- 3. Represent the whole Party;** all regions, all ages and all sections of the Party
- 4. Improve communications;** seeking to canvass and represent both weak and strong Associations
- 5. Use my experience in marketing;** to push for improvement in communications, organisation and campaigning.

## Where do I stand?

Board Members should support the Leader and accept collective responsibility. If re-elected I will continue to do so. However, members have a right to know where I stand on the issues of the day. If re-elected I will argue:

- 1. For better marketing.** We have agreed to abolish the distinction between central and national members. Now we have to develop marketing campaigns that will bring in new supporters, new members and new money.
- 2. For better support systems.** We have agreed to replace our blue chip software. Now we need a new system that will be accessible for every constituency and training to ensure everyone can use it.
- 3. For stronger organisations.** We have agreed on the need for stronger structures. Now we need to prove which organisational models work best and help local parties decide which is the right way forward for them. The best solutions are local and voluntary.
- 4. For more local candidates.** We have agreed to local candidates. Now we need to select candidates who are prepared to put in the work over the years to fight effective campaigns in every constituency.
- 5. For more action.** We need to press ahead to strengthen our Party in the vast majority of areas where there is agreement. We do not need constitutional change to make progress.

## About Jeremy...

"I can honestly say that Jeremy has provided an outstanding level of support. He campaigned in all of our target seats in the last General Election, he has been a loyal supporter throughout the year and he has been an excellent communicator."

**Dudley Bryant**, Chairman, East Midlands

### Experienced in politics...

- Vice President since March 2005
- Regional responsibility for the East Midlands and Eastern Regions, Membership Committee and Audit Committee
- Constituency Chairman; Newcastle East (1995-1998)
- Local council campaigner since 1984
- Campaigned in 25 target seats in 2005 General Election
- Parliamentary candidate; 1997 General Election, 2004 European Election, 2004 Hartlepool By Election
- Area Deputy Chairman; Northumberland and Tyne & Wear (2002-2005)
- "North East Says No" campaign against a Regional Assembly

### Experienced in life...

- Trained in marketing with Procter & Gamble
- Marketing Consultancy with Price Waterhouse and Baker Tilly
- Set up a series of business in 1990s
- Founded Homeserve plc which now employs over 4,000 people
- Active charity fundraiser - ran Great North Run, climbed Mount Kilimanjaro, walked to the North Pole
- Active voluntary worker for Variety Club of Great Britain, Promotions Board of St Oswald's Hospice
- Range of interests - skiing, running and Newcastle United!

...born in 1960 in Burton on Trent, brought up in Wolverhampton, lived in Canterbury and London...living in Newcastle since 1982...married to Catherine since 1988...three children, Jessica 14, Lucy 12 and James 9...

Any questions for Jeremy? Call him on 07831 352029 or email [jeremy@middletonenterprises.com](mailto:jeremy@middletonenterprises.com)