

## Completing your Party Council Development Plan

As the political party of the co-operative movement, we know that things work best when we are a strong campaigning force in communities across the country. Despite the challenges of Covid-19, the Co-operative Party's membership is at a record high and we have more Labour and Co-operative councillors than at any point in the recent past. We have ambitious plans to further build the Party and to be a loud voice for co-operative policies at all levels of government. Members are at the heart of this plan, and our local structures are one of the most important ways we engage members in our work.

**All party councils are asked to agree a development plan for the period 2020-2022. The plan is a chance for officers, members, activists and branches in your area to think about the type of local party you want to build and what support is needed to do so. It is important to give branches and party council delegates a chance to help shape the plan and provide feedback. You should aim to sign off your final development plan by the end of September 2020.**

Once your party council has agreed your plan, branches will then be asked to do a shorter development plan, picking up areas from your plan that they should be focusing on. These documents will be used by Head Office to set workplans for the new Regional Organisers to be in post from late 2020.

There are three themes based on the NEC's strategic plan that we are asking you to consider when preparing your development plan. These will help you set targets for the next few years and also think about the types of activity you need to do to achieve them. The development plan will not cover everything you want to do, but will set the broad strategy and direction that will guide your work up to the end of 2022. The three themes are:

- **Developing a strong and sustainable local party** covers our structures and how we get the basics right. Some questions to consider are: How do we make sure our local structures are active and strong? How do we grow the party locally? How do we better promote opportunities to members? How do we support equalities and become more representative? How do we support regional and national keynote events?
- **Becoming an active campaigning voice in our communities** relates to how we raise our profile and increase engagement with our campaigns. Some questions to consider are: How do we use the national resources to run local campaigns? How do we help shape and implement Party policy? How do we elect more co-operators at all levels in our area? How do we support existing elected representatives to champion our policies?
- **Working in partnership with the co-operative and labour movements** is a key part of the work of our branches and party councils. Some questions to consider are: How do we educate our members about the co-op movement and local co-operatives? How do we engage with local CLPs? How do we promote the Co-operative Party to our local Labour Parties? How do we engage with representative of the co-op movement?

The rest of this document gives you an example of a completed development plan. This will give you an idea of some of the things you want to consider when preparing your plan. It is important that you don't just copy the example actions and measurements – the development plan should fit your area and priorities and reflect the strengths, weaknesses, opportunities and challenges of your party council and branches.

**If you have any questions or need support or extra time to complete your development plan, please contact Shane Brogan: [s.brogan@party.coop](mailto:s.brogan@party.coop)**

## Theme 1: Developing a strong and sustainable local party

Target: What do you want to achieve?	Action: What will you do to achieve this?	Measurement: How will you know this has been achieved?	Lead
<b>We have branches that cover all our area, with elected officers and regular events</b>	<ul style="list-style-type: none"> <li>We will ask all branches to prepare a development plan</li> <li>We will do an audit of our branches to see which ones need additional help</li> <li>We will identify new member members who may help us re-launch inactive areas</li> </ul>	<ul style="list-style-type: none"> <li>All active branches have agreed a development plan</li> <li>All branches are meeting at least twice per year, and 50% are meeting four times</li> <li>We will have re-launched all inactive branches</li> </ul>	Person A Officer B Branch C All
<b>We have a plan to grow our Party through the recruitment of new members</b>	<ul style="list-style-type: none"> <li>We will organise street stalls in our area and ask people to sign our petitions</li> <li>We will arrange for speakers to attend CLPs in our area to promote the Party</li> <li>We will organise joint events with other organisations to raise our profile</li> </ul>	<ul style="list-style-type: none"> <li>We will have recruited 50 new members through our local activity (i.e. not joined through the website)</li> <li>We will have seen total membership increase by 10% year on year</li> </ul>	Person A Officer B Branch C All
<b>We develop new ways to communicate with members to increase engagement</b>	<ul style="list-style-type: none"> <li>We will implement plans so that half of all member events take place online</li> <li>We will introduce a new email newsletter with a round-up of local activity</li> <li>We will promote all branches' activities so members of other branches can attend</li> </ul>	<ul style="list-style-type: none"> <li>We will have recorded better attendance at our online and in-person events</li> <li>We will have issued quarterly email roundups to members with opportunities to get involved locally</li> </ul>	Person A Officer B Branch C All
<b>We help create a more open Party by supporting the Equalities Networks</b>	<ul style="list-style-type: none"> <li>We will develop an Equalities Strategy, beginning by inviting a representative of the Networks (BAME, LGBT+, (Dis)ability, Youth and Women) to each of our meetings to discuss plans and activity</li> </ul>	<ul style="list-style-type: none"> <li>We will have met with each network within a year</li> <li>We will have increased recruitment and engagement from those who are currently under-represented in our party</li> </ul>	Person A Officer B Branch C All
<b>We send delegates to and support the regional conference and annual conference</b>	<ul style="list-style-type: none"> <li>We will fill all our places to Annual Conference with a balanced delegation</li> <li>We will help develop the programme and attendance at the Regional Conference</li> </ul>	<ul style="list-style-type: none"> <li>We sent a full AC delegation, reflective of equalities, new/old members, etc.</li> <li>50 members from our area attended the Regional Conference</li> </ul>	Person A Officer B Branch C All

## Theme 2: Becoming an active campaigning voice in our communities

Target: What do you want to achieve?	Action: What will you do to achieve this?	Measurement: How will you know this has been achieved?	Lead
<b>We develop strong local campaigns making use of national resources</b>	<ul style="list-style-type: none"> <li>We will get branches plan to list community assets in our area</li> <li>We will increase the number of councils who adopt Modern Day Slavery Charter</li> <li>We will hold a street stall with the Food Justice /Violence Against Shop Workers / Fair Trade / Sun Cream Petition</li> </ul>	<ul style="list-style-type: none"> <li>We will have 25 community assets listed in our area by end of 2022</li> <li>We will have 50% of Labour-held councils adopt Modern Day Slavery Charter</li> <li>We will have 1,000 email address of people supporting our campaign</li> </ul>	Person A Officer B Branch C All
<b>We support members to develop, engage with and promote Party policy</b>	<ul style="list-style-type: none"> <li>We will make sure that all branches hold a policy discussion with a speaker</li> <li>We will hold an all-member party council meeting on the policy process</li> </ul>	<ul style="list-style-type: none"> <li>All branches hold an event and make a submission to the policy process</li> <li>The party council makes a separate submission to the policy process</li> </ul>	Person A Officer B Branch C All
<b>We support and develop our members to become more active in our work</b>	<ul style="list-style-type: none"> <li>We will organise an all-member training event on Co-op Party campaigning</li> </ul>	<ul style="list-style-type: none"> <li>We will have helped train 3 new branch officers in various roles</li> </ul>	Person A Officer B Branch
<b>We have a plan to grow the number of co-operators elected at our next elections</b>	<ul style="list-style-type: none"> <li>We will review upcoming council elections and the opportunities to grow</li> <li>We will identify other opportunities to elect co-operators</li> </ul>	<ul style="list-style-type: none"> <li>We will double the number of Co-op candidates at our next council elections</li> <li>We nominate candidates in all police &amp; crime commissioner and mayor elections</li> </ul>	Person A Officer B Branch C All
<b>We support our elected co-operators to be a strong voice for our movement</b>	<ul style="list-style-type: none"> <li>We will invite a different councillor to each meeting to discuss their work</li> <li>We will develop a plan to support the campaigns of our councillors and reps</li> <li>We will support our candidates to have strong co-op content in their manifesto</li> </ul>	<ul style="list-style-type: none"> <li>We will have had co-op councillors at all of our events discussing different topics</li> <li>We will have co-ops mentioned in every manifesto where we have candidates</li> </ul>	Person A Officer B Branch C All

### Theme 3: Working in partnership with the co-operative and labour movements

<b>Target:</b> <b>What do you want to achieve?</b>	<b>Action:</b> <b>What will you do to achieve this?</b>	<b>Measurement:</b> <b>How will you know this has been achieved?</b>	<b>Lead</b>
<b>We will ensure we elect delegates to every CLP and LCF/LGC in our area</b>	<ul style="list-style-type: none"> <li>• We will audit what delegates our branches currently send to CLPs</li> <li>• We will collect details of our delegates to help with better communication</li> </ul>	<ul style="list-style-type: none"> <li>• We will know how many vacant delegates places we have to fill</li> <li>• We will know the contact details for at least 75% of our delegates</li> </ul>	Person A Officer B Branch C All
<b>We will get delegates to submit motions and arrange a co-op speaker at their CLP</b>	<ul style="list-style-type: none"> <li>• We will provide template motions to our delegates on Party campaigns</li> <li>• We will help delegates arrange a Co-op Party speaker to come to their CLP</li> </ul>	<ul style="list-style-type: none"> <li>• Our delegates will have submitted at least one motion to every CLP</li> <li>• We will have had a Co-op Party speaker to at least 50% of CLPs</li> </ul>	Person A Officer B Branch C All
<b>We will educate members about the local co-operative movement</b>	<ul style="list-style-type: none"> <li>• We will ensure every branch does at least one event or activity with a local co-op such as credit union, football supporters' trust, housing co-op, or retail society</li> <li>• We will encourage members to trade with local co-ops in Co-ops Fortnight</li> </ul>	<ul style="list-style-type: none"> <li>• Every branch will have held a co-op education event with a local co-op</li> <li>• We have promoted Co-ops Fortnight as a way for members to trade co-operatively</li> </ul>	Person A Officer B Branch C All
<b>We will engage with co-op society elected reps and/or member pioneers in our area</b>	<ul style="list-style-type: none"> <li>• We will hold regular updates with our sponsoring co-operative society</li> <li>• We will support the campaigns organised by our society and local reps or pioneers</li> </ul>	<ul style="list-style-type: none"> <li>• We know who all our local reps and pioneers are and have supported at least one of their activities</li> </ul>	Person A Officer B Branch C All