

## **Draft Development Plan for approval by Executive**

**Our overall objective is to gain an overall majority on Southend Council and seriously challenge for at least one of the parliamentary seats within 5 years,**

Our short term objectives are:

- To have a 'full slate' of Council candidates in place by December 31, 2020 (at least 10 of whom are aiming to win in 2022)
- To select both Parliamentary candidates within 6 months of the Coronavirus restrictions being lifted
- To win the Leigh, West Leigh and Eastwood Park wards in 2021
- To develop the local party with a view to winning at least 10 wards (including 3 in Southend East) in 2022

**Action Points**, each of which needs to be allocated a 'lead' person and a delivery date include:

- Select parliamentary candidates for both seats
- Select council candidates for all 17 wards  
(e-mail members, personally ask members, draw up a prospect list)
- Seek to leaflet at least twice-yearly everywhere, and at least quarterly in 10 target wards
- Maintain a social media presence everywhere
- Develop more seats than the 2021 targets, and use data to decide which seats are given target status for 2022
- Establish an action plan for every ward aimed at the long-term development of the Party – building a team and capacity for fundraising as well as promoting the party

## **Targetting**

For 2021 the target seats are: Leigh, West Leigh and Eastwood Park wards

In 2022 we are aiming to win 10 seats. It is understood that, apart from the 3 seats in which we already have councillors, all seats apart from Thorpe are more or less equally winnable.

The 10 target seats for 2022 will be chosen via the following 3 stage procedure:

1) Each branch wishing to put forward wards as target seats should meet the following baseline criteria:

- An approved candidate being in place
- A deliverable action plan
- 2 ward-wide focuses delivered in 6 months
- A fund-raising plan being in place
- A campaign team of at least 3 key people being in place

2) A draft target list for 2022 will be drawn up in June 2021 using Chelmsford's ABCD criteria (see Appendix for discussion of these) by the Campaigns Committee and endorsed by the Executive

3) A confirmed target list for 2022 will be drawn up in October 2021 by the Campaigns Committee and endorsed by the Executive

This list will be reviewed monthly by the Campaigns Committee, endorsed by the Executive (weekly from mid-March 2022, delegated to the Campaigns Committee) with all changes being DATA led

## **What is a target seat?**

When a seat is chosen as a target seat, the local party will do all it can to ensure a 'full' campaign is delivered. Local party resources will be used across all target wards to ensure the following:

- Year round social media presence
- Leaflet delivery at least every 2 months on average
- 3 blanket leaflets at election time
- Postal vote letters at election time
- Comprehensive delivery of targeted literature at election time
- Eve of poll / good morning leaflets
- Full polling day operation
- 1500 voters spoken to in the 3 months before polling day

Only once this has been achieved will the local party encourage work in other seats.

## **In non-target seats**

The goal is not to do nothing, however the local party is not obliged to provide any support, and all activity should be aimed at the long-term development of the party, rather than short-term success in any particular election

## **APPENDIX – Chelmsford ABCD Criteria**

A ward is scored as A/B/C/D as follows:

A: 'will win' - so resources can be diverted elsewhere

B: 'should win' - resources should preferentially be used here

C: 'could win' - resources can be used here once 'B' wards are covered

D: 'won't win' - do not use resources here – target Bs or Cs

Allocations should be dynamically reassessed, based on data gathered. As polling day approaches, resources should be re-focused on the more winnable wards. This is the function of the monthly (weekly from March 2022) Campaigns Committee review.