



# Conservatives

## BERMONDSEY AND OLD SOUTHWARK CONSERVATIVE ASSOCIATION

### Strategic Plan 2014-2018

#### 1. INTRODUCTION

This Strategic Plan incorporates the time period up to and including the next Southwark Borough Council elections, which are due to be held on Thursday 3<sup>rd</sup> May 2018.

The plan includes a Core Objective, and several Key Targets. The Plan should be used to plan the programme of political, fundraising and social programmes over the next four years; and should be incorporated into any campaign planning for the Parliamentary election in May 2015 and the Greater London Authority elections in 2016.

#### 2. CORE OBJECTIVE

***To elect three Conservative Councillors in each of the two Target Wards, namely Surrey Docks and Riverside, at the Southwark Borough Council elections, due to be held on Thursday 3<sup>rd</sup> May 2018.***

#### 3. KEY TARGETS

3.1 To ensure that there is one voter contact per quarter in the Target Wards: either literature, canvassing, or survey.

3.2 To achieve, by 31<sup>st</sup> December 2017, 1,750 pledges, including 1,400 'C' pledges, in each of Target Wards, through a varied voter identification programme, including surveys, doorstep canvassing, telephone canvassing, and through social media.

3.3 To increase Association membership to a level equal to 3% of the vote achieved at the previous General Election, i.e. 229 members. This should include 30 members in each of the Target Wards.

3.4 To have a strong social and traditional media presence.

3.5 To engage in our communities and be a visible and vocal presence.

3.6 To increase our fundraising activities in order to fund our ongoing campaigning activities.

#### 4. REVIEW

Each year, the Executive Council shall review and update the Strategic Plan.