

Centre

Quarterly reports

Key
documents

Centre

Date these procedures came into effect: 22/05/2022

Date these procedures must be updated by: 01/01/2023

Written by: Torrin Wilkins.

This document sets out: our review for each quarter of the year including our campaigns and membership figures. It also shows the donations to Centre, spending and our social media engagement each year.

Summary for 2020

Spending and donations:

Donations:

- £150 from our old group Liberals for EFTA. The original donor allowed us to use it for Centre instead when that group disbanded.
- Torrin Wilkins donated: £160.00.
- Two donations through PayPal of £4.56.

Total of £400.56

Spending:

- £300 for the building and hosting of our original website by Ryan Frendo.

Total of £300

Summary for 2021

Spending and donations:

Donations:

- Two donations through PayPal of £13.96.
- Excluded Unity Alliance papers: £250.00.
- Torrin Wilkins donated: £228.

Total of £491.96

Spending:

- Two years of WordPress Premium plan: £168.00
- Banking costs: £30.60
- ICO: £35.00
- HMRC: £76.00
- Vistaprint: £21.35

Total of £330.95

Travel expenses:

Excluded Unity Alliance rally, Liverpool and London: £197.60

Campaigns:

Campaigns:

On our social media pages, we run certain campaigns based around a certain theme, often for around two weeks. These highlight a certain issue or cover a new paper. A few of the campaigns we ran included topics such as:

- Improving mental health support alongside a paper and event.
- Including those excluded from government support schemes during the pandemic. This involved two in person events in both London and Liverpool and three events.
- Why we support a Proportional Property tax along with a video explaining the issue.

Summary for quarter one of 2022

For the months of January, February, and March

Current situation:

Membership stands at 54 as of 30/03/2022 which is down from a peak of 100. This happened due to people not renewing membership either by not actively renewing their membership or telling us they don't want to renew. We need to look at why people have actively not wanted to renew membership and how we retain and grow membership. We also need a better organised membership list to make renewal dates clearer and when members have renewed to ensure both emails are sent - currently only one is sent in mass before memberships lapse, this needs to be corrected but even when two emails are sent still little response.

Social media growth and impressions on twitter have significantly slowed since August. Compared to this time last year followers gained, and social media engagement are a fraction of what they were. This is in part due to the end of the excluded campaign so it will require Centre to improve its presence on social media.

Our target groups are One Nation Conservatives, Social Liberals and Social Democrats. We need to look at how we reach out to them and get support in Labour and the Conservatives.

Increase our output as an organisation. We want to aim for a certain turnout for monthly meetings, number of events, production of papers and podcasts and weekly production of articles to help keep members engaged and retained once they have joined.

Plans:

In the months after local elections, we expect an influx of supporters. We must utilise this to achieve the new aims and re energise our efforts, gaining momentum to achieve these aims.

Our framework for when these supporters join to gain momentum must be clear:

1. Introductory graphics of new supporters shared by all members of the team.
2. Labour list/Conservative home article by Torrin depending on where the supporter is from.
3. New Supporters write articles for local media/party media/Backbench.
4. Podcast with new supporters.
5. Short videos about why they are supporting us which can be taken from our podcast if necessary.
6. Graphics about why they are supporting our campaigns which also encourages engagement from other groups.
7. Intertwined with all this is encouraging people to join the think tank as we renew efforts to build membership.

Questions going forward:

What is our vision for the think tank? Centre should have three objectives: creating new policies, running large campaigns on those policies and working with other groups. Individual members of Centre will also be encouraged to run their own campaigns giving us a greater ability to react to current events. It will also allow individuals to build up personal reputations and followings.

How else can we maximise exposure of new supporters? We need to work out how we reach out to One Nation Conservatives, Social Liberals and Social Democrats. We also need to get support from people in Labour and the Conservatives.

Progress on these goals:

- We commissioned reviews every three months to understand how Centre is viewed and to find feedback from our members and supporters.
- We have started to ensure people know what Centre is and what it stands for. This includes the new slogan “Working Together” and a section on the homepage of the website setting out who we are and what we do.
- To increase membership, we updated our newsletter to improve how interactive and professional it is. We need to look more at the challenges of bringing a think tank and at the same time also offering members.
- Social media interaction starting to increase now we have a new long-term strategy in place. We also have new partnerships and more externally written articles. Centre is also running new longer-term campaigns mirroring our campaign on those excluded from government income support schemes during the pandemic.
- To get One Nation Conservatives, Social Liberals and Social Democrats we have started to reach out more to these groups. We have now started to agree partnerships and to reach out to new supporters. This includes podcasts with Labour MPs and ex-MPs.
- We also set quotas for the number of events we should run, production of papers and podcasts and weekly production of articles to help keep members engaged and retained once they have joined.

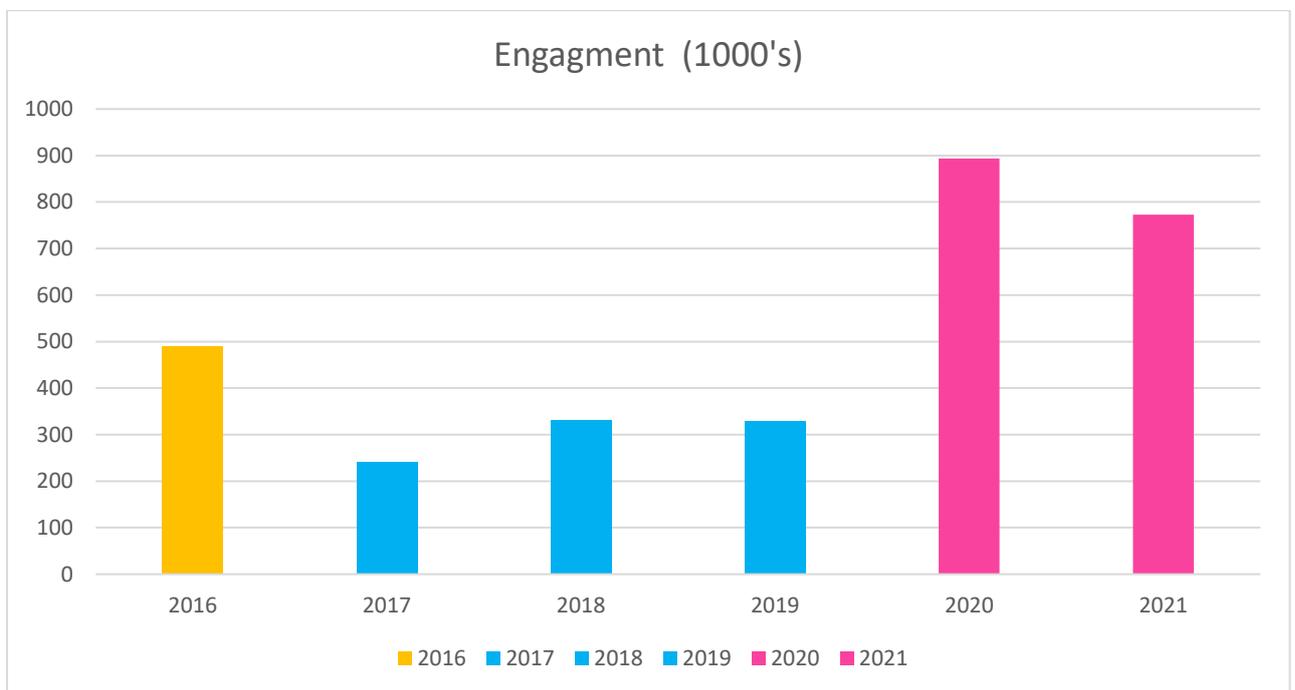
Summary for quarter two of 2022

For the months of April, May, and June

Social media engagement:

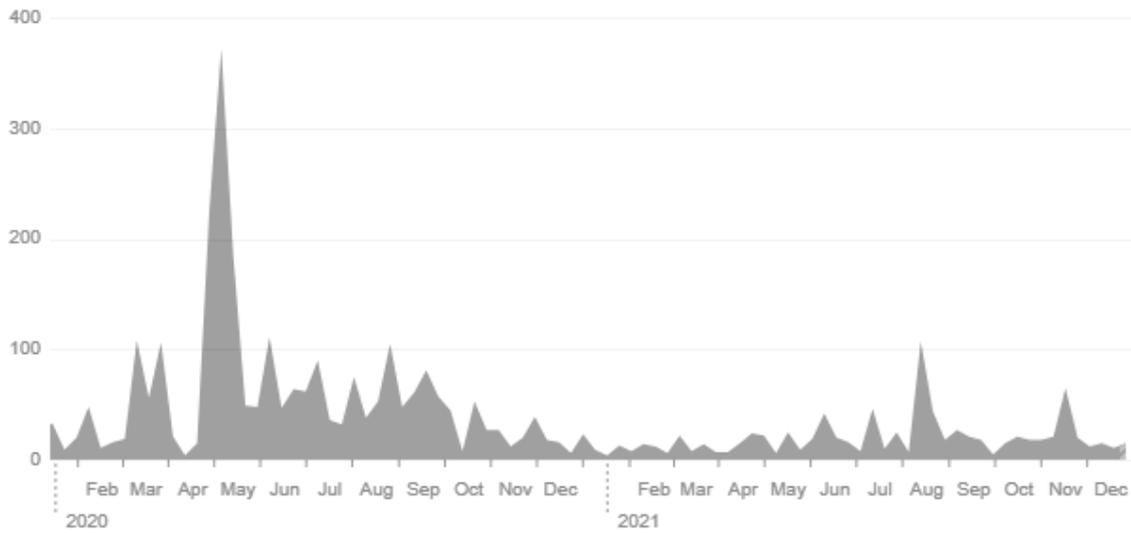
Twitter engagement:

- The yellow bar is the EU referendum under Liberal Leave where we saw almost 500,000 people view our twitter page over the course of 2016.
- Our social media presence was relatively flat during our time as New Liberals which is blue in this graph (2017-2019), the highest two years reaching just over 300,000 people.
- Centre, which is in pink, has seen its social media presence stay at high levels. It reached 900,000 people in 2020 and almost 800,000 people in 2021.
- Our Twitter account now has over 2,400 followers which is growing steadily, helped by higher engagement during campaigns and paper releases.



Facebook engagement:

- Our total engagement for Facebook is lower.
- We only have data for Centre as we moved from our old Facebook page for New Liberals and Liberal Leave.



Ensuring these measures are kept up to date. These measures will be reviewed once a year.

Availability of these measures. To ensure these measures are accessible to those that may need to consult them, this document will be available on our website.

Have any ideas to make this document better? Let us know by submitting any ideas on the “Contact” page of our website.