

Centre

Quarterly reports

Key
documents

Centre

Date these procedures came into effect: 27/07/2022

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

Progress of actions from last review:

- No discernible actions taken to identify why members actively reject renewal however a review into certain rejecters shows change in political circumstances. We also recognise its decreasing significance as an increasing amount are beginning to actively renew. It is also difficult to find out why people don't renew their membership.
- While we have backed Rosemary Sexton as an independent Cllr we still have no discernible position on backing candidates and elected officials.
- Expected increase of supporters for post locals yet to materialise in full although Tobias Ellwood MP joined us as a supporter more recently. However, movement has been seen in other areas such as engagement with our podcast and writing forewords for our papers.
- Our renewal emails and membership list in process of reorganisation.
- Membership letters have been changed to be more engaging and better designed.
- We have a significantly more structured vision with greater direction. Our initial push on cannabis legalisation and partnerships with key groups alongside external political factors in contributing to a surge in our political significance and progress.
- Little progress on how to individually reach out to target groups but this may mainly be down to lack of direct movement of supportive non-members to fully join.

Questionnaire analysis:

- We had a variety of people fill out the survey including 6 members of our executive, 2 members and 6 non-members. This means 8 respondents, 57.1%, were members.
- The results included individuals from both Scotland and England. 1 from Scotland, 5 from the south of England, 3 from the Midlands and 5 from northern England. Whilst we would hope to receive more responses from Wales and Northern we are happy with the balance within England.
- 12 people were satisfied were satisfied and one person was unsure with our direction including how we present ourselves and our goals. There were no responses for this question.
- We asked about how happy people were with the structure of Centre including accessibility, transparency, ease in contributing, our complaints process and our safeguarding procedures. One person was unsure and 13 said they were happy. We received four responses, two saying there was nothing else needed. Another response was to increase our visibility on social media and to expand the range of papers we release. There was also a request for more presence for members and non members.
- Th responses mainly stated that most of our members are left wing or centre left (6 responses), with Centrist in a close second (5 responses), whilst two people were right of Centre.
- Non members were more likely to be balanced and diverse in views with 1/3rd Centrists, another third Right of Centre and the remainder Left of Centre to Centre left meanwhile members, general and exec, we more likely to be left

leaning with 50% being left of to centre left, and the rest being unsure or centrist.

- However, Centre itself was largely viewed as centrist (9 responses) or left of Centre (4 responses) with one person viewing us as right of Centre.
- Some on the right saw us as left of centre while many on the left also saw us as left of centre, the only rightwing placement came from those who were unsure.
- Generally speaking in policies people wanted to see promoted environment played by far the largest role, but the diverse and extensive ideas set out have inspired us to create a process to allow these ideas to be more easily shared in the think tank.
- The issue of lack of right-wing engagement with the survey is concerning considering considerable interaction with one nation moderate Conservatives, while left wing presence is surprising given lack of proportional engagement with left wing groups.

Funding review:

Spending:

With most of our payments being paid on a yearly basis we only have one payment this quarter:

- On the 15th of June we paid £111.35 for our WordPress pro account.

Funding:

- A key focus this year has been to ensure that Centre not only has enough money to both run and to fund new campaigns.
- We have started to achieve this with two sponsorships which include two papers and one event. We have partnered with WSP global on an event and paper both focusing on rewilding. Centre has also been working with Cranstoun on a new paper looking at the Norwegian justice system. With both of these our main focus has been on both funding our projects but also to work with other organisations that share our goals.
- Alongside this we have new patrons donating to Centre on a regular basis and we are looking to grow the number of patrons we have in the future.

Social Media growth review:

- The earlier mentioned greater direction has materialised into greater growth and engagement on social media.
- The number of followers we have gained May has increased beyond the growth experienced in the last 12 months.
- Our 40 followers gained in May is among the highest numbers gained since Sept 2020.
- Twitter impressions have been steadily growing since March and has plateaued at around 30k in June.
- While profile visits have surpassed the previous highest level in March 2021 for three months in a row, June saw a significant dip below the previous three months.
- Engagement with tweets, number of likes per tweet and general engagement with tweets between the last quarter are above previous quarter but June has

mixed results with engagement remaining high and likes per tweet plateauing at a high level but impressions and link clicks down.

- Thus overall June saw a plateau in individual tweet engagement stumping the instrumental growth we had seen while engagement and exposure with the account and organisation through the account is down significantly.
- The stagnation in June seems to be caused by training up our new social media team. However, once this team is trained up we are hoping to increase our capacity to run social media campaigns.
- Our new drug legalisation partnerships and engagement with high profile figures such as Sir David Hanson seemed to have contributed the most to our increased growth initially.
- All in all social media growth has been significant and a vast improvement on the stagnant growth of the previous quarter and our current methods appear to be successful in promoting growth.

Membership and supporters progress review:

- Social media growth has not translated into membership growth.
- Membership numbers are at 58, although they have not fallen for over a month straight, the first time this has been the case since we started tracking membership in March.
- There is still a significant level of members actively cancelling membership with the rest allowing it to lapse but renewals have significantly grown in recent weeks, including active renewals.
- Since the last quarter we have lost 9 members and gained 12 members.
- Several supporters haven't provided details to be added to the list.
- Growth in supporters has not been as expected post local elections however there is movement from significant figures with many engaging significantly more.

Recommendations:

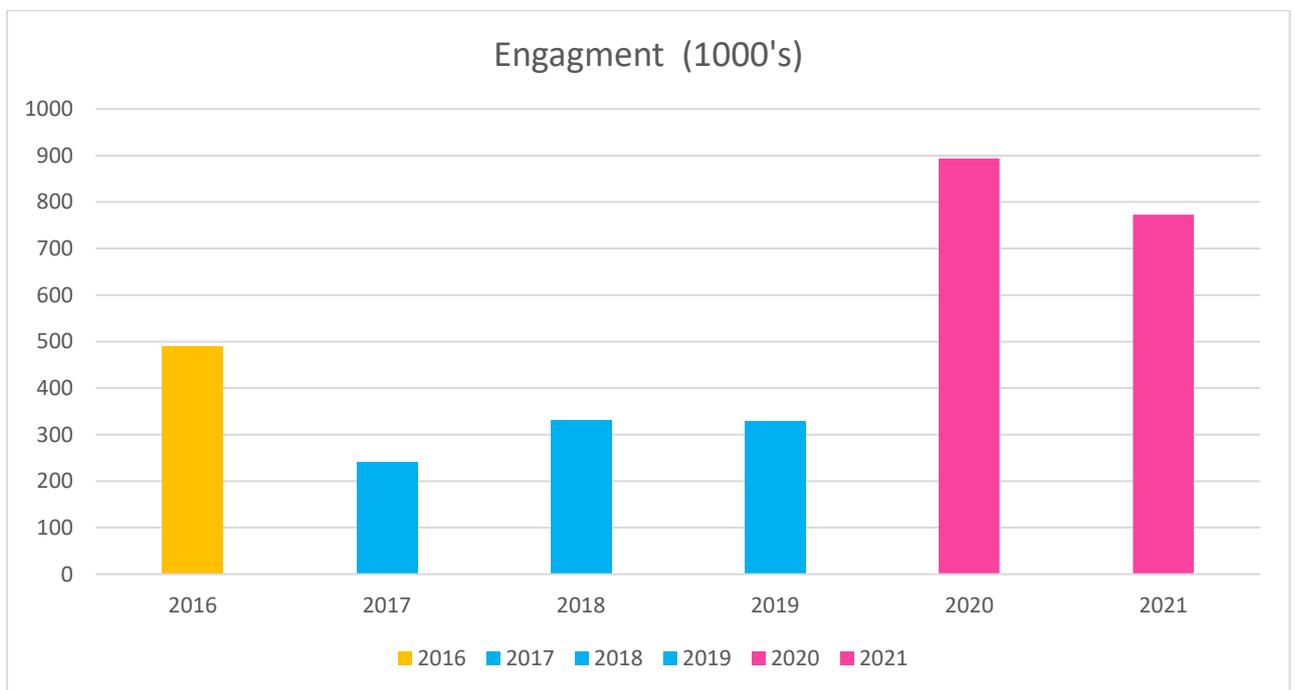
- Create a new position on whether we back candidates and elected officials and, if we do, a process for backing them.
- Torrin is now reviewing how to grow our team with a renewed focus on young journalist groups to not only increase active membership but also expand talent pool.
- We will create new roundtable events for both members and non-members. These will allow individuals to put forward and to discuss new ideas. This will engage more people, increase our membership, create new ideas and engage our existing supporters. We would aim to run one of these discussions every quarter. These will replace monthly team meetings which had low turnout.
- Two new social media campaigns to connect with members and non-members. The first will be the "Let us know your views" campaign building on the questionnaire. This will ask members and non-members for policy ideas. The second is "tell us why you support Centre" asking members and non-members for quotes to go on our social media pages.
- Focus on rebalancing Centre into the middle ground. This includes agreeing more partnerships and encouraging supporters from the left. Centre should also focus on attracting one nation Conservative members and team members.

- Work on ensuring members actively renew membership of Centre.

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.