

Revised Political Strategy Objectives

The below objectives are drawn from the Green Party Political Strategy, agreed by GPRC in January 2018.

The purpose of the Political Strategy (2018 to 2022) is to describe "*the values and political positioning that will guide the Party's strategy over this period and in particular, how these will be used to define target groups of voters for the Party's election work*"

On 1 August 2019 the Political Strategy Working Group¹ met to review the Political Strategy objectives agreed in January 2018. Following this meeting, and a two week internal consultation, the Working Group agreed to propose the following updated objectives to GPRC for approval:

Objective 1

To become a major independent player in a multi-party political system, at all levels of Government

Objective goals:

- Increase the number of Green's elected to Principal Authorities to 1,000².
- Greens to be in control of at least one principal authority.
- Greens to be in a ruling administration in at least 25 authorities.
- Greens to progress beyond 8% average of the vote in seats contested at the next General Election.
- Defend Brighton Pavilion.
- Increase the number of Green MPs and form a Green Group in Parliament
- Increase the Green presence on elected bodies at all levels of Government, in line with the increases in Green vote share outlined above.

Objective 2

To define and clearly communicate our alternative vision for society and the economy, taking positions on the major issues of our age.

To democratically develop principled and up to date policy on major and emerging issues.

Objective goals:

¹ Membership of the Working Group as follows: Adrian Spurrell (GPRC and Facilitator of 1 August meeting), Rob Grant (GPRC Co-Chair), Kat Driscoll (GPRC co-chair), Rachel Collinson (GPRC co-chair), Oliver Dowding (GPRC), David Newman (GPRC), Liz Reason (GPEX Chair), Jonathan Bartley (Co-Leader), Sian Berry (Co-Leader), Anthony Slaughter (Wales Leader), Paul Woodhead (Policy Development Coordinator), Molly Scott Cato MEP, Sally Pickering (AGC), Rob Buckman (Interim CEO), Cath Miller (Chief of Staff to Caroline Lucas MP), Chris Williams (Head of Elections), Natalie Bennett (Interim Head of Communications), Matt Browne (Policy and Governance Manager), Amelia Womack (Deputy Leader), Judy Maciejowska (Elections Coordinator), Tom Beament (Elections Coordinator).

² This figure is derived from estimating Green councillor numbers should we win 10% of all council seats up for election from 2019 to 2022. Considerable extra resource will need to be invested to deliver this scale of ambition.

- Develop a Policy Programme that is progressive and which has built in measures to monitor development and impact of policies, ensuring relevance and effectiveness. This should be underpinned by PfSS and reviewed annually to stress test to our ZC2030 commitments.
- Develop messaging frameworks to ensure that there is messaging continuity and consistency across all party campaigning.
- Develop communication strategies to provide clarity of messaging that is timely and relevant to support campaigns and to inform the general public
- Research and identify the opportunities where our communications can win over new voters
- Develop a summary document that is no more than two pages that provides a clear and inspiring overview of what The Green Party stands for.
- Review the whole of PfSS and complete a major revision programme across PfSS reviewing a third of chapters each year.

Objective 3

To initiate and/or support issue based campaigns that drive the electoral success of the Green Party and to help us be seen as the political voice of the Green movement. A measure of this success will be increased loyalty and support amongst voters, supporters and members.

Objective goals:

- Define strategic campaigns with clear electoral outcomes
- Review other supporting campaigns
- Maximise the impact of campaigns through co-ordinated action across the Party.
- Support Green Cllrs to deliver success through their local campaigns.

Objective 4

To remain in the EU by defending democracy at all levels, through the closest possible ties with allies within the European Union, while focusing on the social and economic issues that caused people to vote leave. To ensure that there is a strong Environmental Protection Act with its own independent court.

Objective goals:

- People's Vote with an option to remain in the EU
- Campaign to remain in the EU

Objective 5

To work with other pro-democracy reform groups inside and outside Parliament to create a fully democratic system at all levels of Government including achieving proportional representation in Parliamentary elections

Objective goals:

- Work with national politicians who share this objective.
- Increase the number of MPs who support meaningful democratic reform.
- Coordinate at a local level with politicians who share our values, to deliver clear local democratic wins (including Councils moving from Cabinet to Committee Structure)
- Cooperate with an increased number of pro-democracy campaign groups.
- Increase support for democratic reform in media and polls.

Objective 6

To scale up the Party's capacity in order to embed the culture of electoral success and political delivery to meet our political objectives (to become a Mean Green Election Machine).

Objective goals:

- Increase membership to 100,000 members.
- Increase the activist base to 20,000³.
- Increase the number of Green supporters/people who identify as Green to 2 million.
- Improve the financial stability of the Party.
- Increase numbers and diversity of election candidates as set by the Inclusion, Diversity and Equalities policy.
- Invest and develop our activist base to run agile and effective election campaigns
- Invest in our elected officials to help and support them deliver Green wins for their communities.
- Maximise the number of local parties that are resilient and flourishing.

³ The Political Strategy Working Group suggested that further work was needed on the definition of an activist.