

# RECRUITMENT CASE STUDY

## MERTON CONSERVATIVES

As a minority administration hoping to take overall control of the council in 2010, Merton's Conservative Group was determined to start its candidate recruitment process early to ensure a wide and diverse pool of talent from which to draw the strongest possible candidates.

The group explored a number of different avenues to try and encourage potential candidates to come forward:

- **'Towards 2010' Conference**

Many Party members are happy to help with deliveries and events but would perhaps not think of standing for their local council unless encouraged to do so. Merton held this event for Conservative activists who had been involved with the local Party and current councillors also helped to identify people from the local community and encouraged them to attend.

- **Advertising**

An advert in the local paper invited people interested in becoming councillors to an informal open evening at a local hotel where they met current councillors and found out more about the role of a local councillor. An invitation was also included on a Party leaflet which they distributed across the borough.

- **Residents' Associations**

The group wrote to local Residents' Associations highlighting the London Councils 'Be a Councillor' campaign. Local groups such as Residents' Associations are a good place to look for candidates as those involved have already shown that they want to help their local community but they may not have considered becoming a councillor.

With their candidate selection well underway, the Merton Conservative Group are now working to create a winning team for the elections. Recognising how important it is to make new members feel part of the team and to make sure that candidates are prepared for the challenges of being a councillor, they have:

- Invited prospective candidates to attend group meetings
- Asked for their input into the 2010 group manifesto
- Encouraged candidates to attend council meetings
- Provided information/literature
- Organised social events to get to know the team

### **Remember:**

Not everyone who comes forward will go on to stand as a candidate, but you may still have found a new activist and Party member. Keep in touch with those who attend events and encourage them to become involved with the local Party.