

CLP Vice Chair (Membership)

An enthusiastic and committed Vice Chair (Membership) can ensure a local party continues to grow, remaining vibrant, diverse and inclusive. This role suits an organised, personable individual who is committed to developing local membership and activity.

As Vice Chair (Membership) you will act as a direct liaison with our members to ensure your party is an effective unit and all members get as much as they possibly can out of their membership.

Key Responsibilities and Tasks

- Retain existing members.
- Recruit new members.
- Provide a welcoming and supporting environment to all members.
- Ensure membership is at the heart of all CLP activity.
- Have a good understanding of the different rates of membership, as well as the rights of Registered and Affiliated Supporters.

Activity

A rich variety of activities will both promote the value of membership and ensure everybody gets the most out of their membership. You should aim to have a range of different activities and events to include longstanding members, but also to engage with newer members.

As Vice Chair (Membership), you'll play a key role in ensuring the CLP is a welcoming and supportive environment for both new and existing members. You should encourage members to attend meetings and campaign events, to get involved and take action on issues that matter to them, regardless of their interests, experience and skills.

Some members may not be as actively involved as others, but their contribution and support is still just as vital to the CLP. Using MemberCentre, it is important to ensure that members are fully up to date with their payments. Sometimes a simple phone call from you can be the difference between a member falling out of membership and renewing their membership.

Membership recruitment will be an important part of your role. This is not only about building support and a financial base on which to campaign, but also about building capacity and developing your local campaigning ability. You should encourage your local party to be in a habit of asking others to join, and promoting membership as much as possible. Wherever possible, members should encourage new people to come along to events and activities as part of their journey into becoming a member.

You'll receive the fortnightly Membership Action Report, which gives you a regular update on your CLP's membership, including new members and members in arrears. You should be aiming to make contact with everyone appearing on the report, but this doesn't all have to be done by you alone! You should think about setting up a small membership group who will be responsible for getting in touch with members on the Membership Action Report.

Meetings

Local meetings are a fantastic opportunity to increase membership recruitment and activity. At each CLP meeting, you should:

- Actively encourage each member to contribute to any discussions and find out more about their interests.
- Work with members to plan new and creative ways to increase membership participation and new methods of recruitment.
- Report what activity you have been doing to increase retention, recruitment and engagement.
- Present any membership reports as an engaging and lively talk, rather than an administrative task.
- Ask members to provide any new or updated contact details for you to record on MemberCentre.

Working with branches

If your CLP has a branch structure, you should work with and offer support to branch secretaries and membership secretaries to share out tasks on member engagement and retention. Particularly in larger CLPs, delegating work to branches will make your job easier and lead to a more effective and cohesive CLP.

- It is the responsibility of CLP officers to ensure branch officers are fully supported and confident in their roles. You should ensure that important information is cascaded down to branch level, and that any training opportunities are also offered to branch officers.
- Organise one-to-ones with new Branch Membership Secretaries, so you can talk through the role and pass on any important information and training such as how to use MemberCentre.
- Think about appointing branch captains or buddies who can help with member engagement work and to welcome new members.
- Share out the information in the Membership Action Report with branch secretaries and branch membership secretaries so branches are aware of new members and resigners in their branches and can make contact with them.

- Keep in touch with branch membership secretaries to ensure member engagement work is being carried out, and that new members are being welcomed by their Branch.

MemberCentre

As Vice Chair (Membership), you'll have access to MemberCentre, Labour's online membership database, to access and update information about your CLP. You can use MemberCentre to update members' details, run membership reports and maintain information on CLP roles. You can access the [full MemberCentre guide here](#).

Useful links and contact details

- MemberCentre, our online membership database, can be found by logging into Membersnet (members.labour.org.uk). A User Guide is available [online](#) in MemberCentre. If you have any queries regarding accessing or using MemberCentre please call our membership team on 0845 092 2299 or email labourmembership@labour.org.uk
- Remember, you can always refer an issue to your National or Regional Office. Visit labour.org.uk/pages/scottish-welsh-and-regional-offices and call them for advice and help
- Contact the Labour Party Governance and Legal Unit at legal_queries@labour.org.uk or visit members.labour.org.uk/legal_and_compliance_downloads
- Our online training offer can be found at members.labour.org.uk/about-labour-training and you can subscribe to our regular training emails by visiting labour.org.uk/w/training-emails
- You'll find lots of useful guides and resources on member engagement, as well as membership forms and the full MemberCentre guide in the Membership & Supporters area on Membersnet here> members.labour.org.uk/members--supporters
- Keep up to date with our latest campaigns by visiting members.labour.org.uk/campaign-resources
- You can purchase and download a host of membership recruitment materials from Labour's Campaign Shop at shop.labour.org.uk