



Conservatives
Abroad



Conservatives Abroad

Annual Conference 2014

October 2nd, 2014

9AM - 5PM

CCHQ

4 Matthew Parker Street,
London SW1H 9HQ



Rt Hon David Cameron MP
Prime Minister and Leader of the Conservative Party

October 2014

Conservatives Abroad Conference 2014

It is my great privilege to welcome you to the 2014 Conservatives Abroad Conference, being held in London for the fourth time. I am particularly pleased to be able to welcome, as in previous years, Conservative delegates from across the world. I am delighted that you are all able to attend.

No matter where you are based, there is much for Conservatives to take pride in. Four years ago our economy was in the danger-zone. Now, as we gather together in London, we have one of the fastest growing economies in the developed world. The deficit is down by more than a third; 25 million hardworking people have had their taxes cut; 1.8 million more people are in work; and net immigration has been cut by more than a quarter since the peak under the last government. And, crucially, we have kept our country of four nations together, safeguarding the United Kingdom for future generations.

As Conservatives, we can be proud of all we have achieved in government, but we can also be proud that we are the Party with a long-term economic plan to build a stronger, more competitive economy, and secure a better future for our children and grandchildren. Our long-term plan is grounded on a clear set of Conservative values: that it is wrong to pass on a burden of debt to our children that they have little hope of repaying; that it is right people should keep more of the money they earn; that the best route out of poverty is work. We know that it is not government that creates jobs, it is businesses and enterprise. We know that when it comes to fairness, it is not just what you get out that matters, it is what you put in.

This is what we really care about, so it is vital that we continue our work to build a better Britain: cleaning up Labour's mess; driving our country forward in this global race; and, above all, working to make life better for hardworking people who put in the hours, who contribute, and who do the right thing.

I know that the help, hard work, support and generosity provided by all our supporters across the world has enabled us to continue delivering the strong, responsible leadership Britain needs during these challenging times. And I recognise what a valuable asset people living abroad are to the UK. That is why we are making a manifesto commitment to protect the civic rights of British Citizens overseas. If the Conservative Party wins the next General Election, we will remove the cap on the amount of time that British Citizens living abroad are entitled to register to vote in UK General Elections, giving everyone a full right to vote in British elections for life. I believe that being a British Citizen should give you the lifelong right to vote and I am so encouraged by Conservatives Abroad's support in this regard.

For this, and for so many reasons, we need to win the next election outright. So a huge 'thank you' for everything you have done, and continue to do, for our Party. Let's keep up the momentum and fight with every ounce of energy for a Conservative majority in 2015 – a majority that is within our grasp.

This comes with my very best wishes for an enjoyable and successful annual Conference.

David Cam

Welcome from the Party Chairmen

It is with great pleasure that we welcome delegates from Conservatives Abroad for their annual Conference in London.

Since coming to Government in 2010, we have been working hard to secure a better and brighter future for Britain.

By backing businesses with better infrastructure and lower taxes to create more jobs, we have achieved near record levels of employment. We have cut the deficit by a third and are delivering a programme of welfare reform. We are building an immigration system that is fair to British citizens and tough on those who try to abuse the system.

None of this would have been possible without the support of British citizens abroad. This Conference should act as a reminder that our Conservative family stretches well beyond the British Isles. The delegates here today represent our members around the world, who are an integral part of this family.

The members you represent have not forgotten us, and we certainly will not forget them.

The previous Labour Government reduced the amount of time that British citizens living overseas were entitled to vote in UK General Elections to just 15 years. If the Conservative Party wins the next General Election, we will remove this cap and extend it for life. Because if you're a British citizen for life, no matter where you live, you should have the right to vote for life too.

We are now less than 250 days away from the next General Election. The British people deserve a Government that is on their side and that puts them first. Only a Conservative majority Government can fulfil this duty.

It is wonderful to see, once again, delegates from all over the world. We are both very grateful for all you do for the Party, and we wish Conservatives Abroad a successful Conference and all the very best for the future.



A stylized, handwritten signature in black ink, appearing to be 'Grant'.

A handwritten signature in black ink that reads 'Grant Shapps'.

Conservatives Abroad Chairman's Annual Report Heather Harper



In the run-up to the 2015 General Election, Conservatives Abroad has one overriding objective – to help return a majority Conservative Government.

To achieve this we have been working hard over the past year to create a clear strategy and put in place the organisational structures needed to deliver the highest possible level of Conservative votes from Britons living abroad.

In the 2010 General Election a total of just 32,729 British expats registered to vote. That's around 1% of the estimated 3 million eligible expat voters. Our task is to increase this number significantly in 2015.

To achieve this we have identified two clear programmes of work. The first is to remove the practical barriers that prevent people from registering and voting. The second is to engage and mobilise overseas voters.

1. Removing practical barriers

We have identified three practical barriers to voting – the 15 year rule; the process for voter registration; and the process for voting

The 15 year rule

Conservatives Abroad has been campaigning over many years to remove the rule that takes away the voting rights of Britons after they have lived abroad for 15 years. In 2012-13 we worked with Geoffrey Clifton-Brown MP and Lords Lexden and Norton to introduce amendments to the Electoral Registration and Administration Bill which would abolish the 15 year rule. The amendments were not supported by the Liberal Democrats or Labour and were not carried.

Subsequently Conservatives Abroad has been arguing the case for abolition within the Party and in September 2014 the Conservatives became the only party to commit to removing the 15 year rule if it is in government after 2015.

This is a major win for Conservatives Abroad and, although it will not allow long term expats to vote in 2015, it does give us a clear advantage when campaigning for expat votes. I am particularly grateful to our political advisor, Christopher Chantrey for his expertise in guiding us on this issue.

cont...

Chairman's Annual Report

The process for voter registration

Conservatives Abroad has been working with the Electoral Commission to make it easier for expats to register. In 2014 the Commission introduced electronic registration so that you can now register online.

The process for voting

Since postal voting is most convenient for Britons living abroad we have been urging the Electoral Commission to ensure that the system works more effectively. In the past, the short period between issuing of postal ballot papers and election day meant that many postal votes were not received in time to be counted. Following additional pressure from Conservatives Abroad, the period between publishing postal votes and election day has been increased from 17 to 25 days.

Taken together these measures have ensured that it has never been easier to vote from overseas and the 15 year rule pledge will give the Conservative Party the best position to argue for the votes of Britons living abroad.



2. Engaging and mobilising overseas voters

We have identified three key areas of activity to enable us to engage with Conservatives living abroad, as members and potential voters. These activities are - to create the structures for communicating; encouraging and supporting branches; and engaging with expat voters.

Creating the structures for communicating

By the very nature of Conservatives Abroad, we need to be able to communicate regularly using the internet to reach our members and supporters worldwide.

We have therefore reviewed all our web-based tools and made the following improvements –

- Established a Mailchimp account to enable instant emailing to Conservative Abroad lists (chairmen, members, supporters). Our mailing lists now total over 3,000 addresses and I thank Philip Dumville, CA Membership Secretary, for his work in compiling these lists and his communications.

cont...

- Made the www.conservativesabroad.com website more active with news stories and regular updates as well as Electoral Commission downloads for voter registration.
- Made our Conservatives Abroad Facebook page more active with regular news stories. We now have almost 1,100 likes on our main Facebook page
- Encouraged branches to create their own Facebook pages. Six branches now run local Facebook pages
- Increased our twitter output
- Created a SurveyMonkey account to allow us to find out information from members
- Created an Everbrite account to allow us to promote events and sell tickets.

Taken together these provide us with the tools we need to communicate regularly and easily with our members and supporters.

We have also created a comprehensive list of expat media worldwide and developed good working relationships with relevant journalists in key UK national newspapers.

cont...



Chairman's Annual Report

Chairman's Annual Report

Encouraging and supporting branches

Branches play a really important role in engaging Conservatives throughout the world. Branch chairmen and representatives do a brilliant job, giving up their time and energy to support the Conservative Party and on behalf of the Party I would like to thank you all.

Conservatives Abroad now have over 60 branch chairmen or representatives worldwide and we're growing. 2013-14 has seen two new branches in Canada and very recently I launched a new branch in Ibiza with the help of Lindsay Hall the PPC for Westminster North. I visited CA members in Bahrain, Cape Town, Estepona, Tortola and several of the Branch Chairmen in London. I encourage all members to connect with other Conservatives Abroad when you or they are travelling - you are all so welcoming.

Conservative Abroad members have also been active in supporting our five adopted seats from the key 40/40 marginals (Mary Robinson in Cheadle, Douglas Hansen-Luke in Walsall North, Anna Soubry in Broxtowe, Flick Drummond in Portsmouth South and James Heappey in Wells) through telephone canvassing and fund raising.

Conservative Abroad branches will have a central role to play in encouraging conservatives to register and vote in 2015 in the campaign I am outlining below.

Engaging with expat voters

The centrepiece of our activity is a campaign to encourage Britons living abroad to register and then vote Conservative in 2015. Our new Head of Campaigns, Paul Barnes, has devised a professional campaign which has been approved by the Party Chairmen.

The campaign seeks to engage overseas voters to show them why they should vote in the general election, given that only 1% did so in 2010. The strategy is to create a flow of stories in media that expats read and watch which demonstrates the importance of them voting in 2015. We are also planning to target directly specific sectors of Britons living abroad.



cont...

To inform the campaign we have completed a survey of Conservatives Abroad members and others. This has identified the media you read and watch so we know which to work with for maximum effect. The survey has also highlighted issues of concern to Conservatives living abroad which will help us to campaign on issues that will interest them.

To front the campaign we have established a Conservative Backbench Group for the Rights of Britons Living Abroad jointly chaired by Geoffrey Clifton-Brown MP and Sir Roger Gale MP. Conservative MPs and peers have agreed to champion different elements of the campaign, supported by Conservatives Abroad.

The campaign will launch formally after Party Conference.

3. The Conservatives Abroad Team

In 2014, after many years of outstanding service for Conservatives Abroad, Lesley Taylor BEM retired and we will be eternally grateful for her hard work on which we are now building.

2014 has been a very difficult year for me personally, and I would like to thank everyone who has given me support in many different ways. Your letters and messages of sympathy have been of great comfort during this time, thank you.

Throughout the year I have been supported by a team of fantastic individuals who give their expertise and time freely and tirelessly. I would like to thank Christopher Chantrey OBE, Tristan Feunteun, Paul Barnes, Peter Freeman, Philip Dumville, Rula Al Adasani, Gaile Griffin-Peers and Jonathan Lytle.

I would also like to thank the International Office, led by Geoffrey Clifton-Brown MP and supported by Philippa Broom, Victoria Fryer and their team.

But most of all I would like to thank Conservatives Abroad members worldwide who give so much of their time and energy to the organisation. We are all volunteers for the Party and we work for the satisfaction of supporting our Party in whatever ways we can.

2015 will be a hugely important year for the Conservative Party. If we can mobilise just a fraction of the 3 million overseas voters we can make a big difference and help to return a majority Conservative government on May 5th. I am confident that we can meet this challenge.

Chairman's Annual Report



Conference Agenda

9:30 Introduction by Heather Harper, Chairman of Conservatives Abroad

9:35 Welcome from Conservative Party Chairman Lord Feldman of Elstree

9:45 – 11.00 SESSION 1. ***THE CAMPAIGN FOR A CONSERVATIVE VICTORY IN 2015 – MOBILISING THE EXPAT VOTE***

- Introduction and overview - Christopher Chantry OBE
- Campaign strategy and tactics – Paul Barnes
- Conservative Backbench Group for the Rights of Britons Living Abroad – Geoffrey Clifton-Brown MP
- Statement of Support for Britons living overseas – draft to discuss
- Input from CA Chairs, reps and delegates (open discussion)

11.00 – 11.45 Campaigning and Coffee with Lynton Crosby

11.45-12.45 SESSION 2 – ***ENGAGING BRITONS ABROAD***

- How expats fit within the emerging constitution of the United Kingdom - Rt. Hon. Dominic Grieve QC MP
- With only 1% of British expat voters registering in 2010, how do we engage people to register and vote in 2015?
- Issues of importance to Britons abroad
- Ideas for engagement
- Communicating effectively
- Working locally

12:45-14:00 Lunch Break

Conference Agenda

14:00 – 15.00 SESSION 3 - ***OVERSEAS ELECTORAL REFORM AND VOTER REGISTRATION***

Keynote Speaker – Rt Hon Greg Clark MP, Minister of State, The Cabinet Office

- The importance of overseas voters
- The 15 year rule
- Making registration easier
- Making voting easier
- Q&As

15.00 – 15.45 SESSION 4 - ***THE FUTURE OF BRITAIN AND BRITONS IN EUROPE***

Keynote Speaker – Syed Kamall MEP , Leader of the Conservatives in the European Parliament

Q&As

15.45 – 16.15 Tea and coffee break

16:15 – 16.55 SESSION 5 - ***HOW CONSERVATIVES ABROAD CAN HELP TO SECURE A CONSERVATIVE VICTORY IN 2015***

- Open, interactive discussion
- Questions and observations about the issues discussed during day
- Ideas for mobilising Conservatives living abroad
- Commitment to action

16.55 – 17.00 ***CLOSE OF CONFERENCE*** - Heather Harper

Speaker

Heather Harper
Chairman, Conservatives Abroad



Heather was appointed Chairman of Conservatives Abroad by Lord Feldman in 2012.

She was an expat in the Arabian Gulf for over 10 years where she worked in broadcasting in the Kingdom of Bahrain for Channel 55 and early CNN reporting.

She was Chairman of Beaconsfield Constituency Conservative Association from 2008-2011 and is an Honorary Vice-President.

She set up, and is Patron of, Gulf Tories for Conservatives Abroad and is a Patron of the Conservative Foundation

Heather's early career was in advertising in London, producing TV commercials. She now works in the family solar energy business.

She is passionate about reforming the democratic voting rights of all Britons living overseas, recognising the 'unofficial ambassadors' who fly the flag for us overseas and securing a Conservative majority in 2015.

W

Speaker

Lord Feldman of Elstree
Co-Chairman of the Conservative Party



Andrew Feldman was created a life peer in 2010.

He has a degree in Jurisprudence from Brasenose College Oxford and subsequently went to the Inns of Court School of Law.

He was a management consultant with Bain & Co before being called to the bar in 1991. He worked as a commercial barrister until 1995. He subsequently joined his family fashion firm serving as Managing Director and then Chief Executive.

He was Conservative Deputy Treasurer and then Chief Executive of Conservative Campaign Headquarters playing a key role in the 2010 election campaign.

Following the 2010 general election the Prime Minister appointed him Co-Chairman of the Conservative Party.

Lord Feldman has been fundamental in supporting the growth of Conservatives Abroad.

W

Christopher Chantrey OBE

Political Advisor, Conservatives Abroad

Speaker

After a degree in French and German at Oxford, Christopher has lived in France since 1973, where he has pursued a career in international marketing and advertising, gaining an MBA from INSEAD on the way.

Based in Paris, among other responsibilities in the British community, he served for five years as Chairman of British Conservatives in Paris, of which he is now President, and for three years as Chairman of the (non-political) expat representative body, the British Community Committee of France.

In both those organizations and in Conservatives Abroad, he has campaigned vigorously for several years for the abolition of the 15-year rule and for easier registration and voting systems for the British abroad.



EW

Paul Barnes

Head of Campaigns, Conservatives Abroad

Speaker

Paul has lived in Languedoc in the South of France for 9 years.

Previously he was, for 10 years, a Conservative District Councillor in North Norfolk.

He has been a Constituency Vice-Chairman and Treasurer in both North Norfolk and Chipping Barnet. At the age of 23 he became the UK's youngest mayor.

For 10 years he was Chair of Governors of Hackney Community College.

Paul has a degree in Politics and Economics and is a professional political campaigner, latterly as the Managing Director of the UK's largest public affairs agency.



EW

Speaker

Geoffrey Clifton-Brown MP *Chairman, International Office*



Geoffrey has been a Member of Parliament since 1992, first for Cirencester and Tewkesbury then, following boundary changes, for The Cotswolds.

He is a Vice-Chairman of the Conservative Party and Chairman of the Party's International Office. He is also Chairman of the Conservatives Friends of the Chinese. In 1995 he was appointed PPS to the Agriculture Minister, Douglas Hogg. In opposition he held a number of front bench posts including that of Shadow Minister for Local and Devolved Government Affairs, Shadow Minister for Foreign Affairs, Trade and Investment, Shadow Minister for International Trade and Development and a Whip.

He attended the Royal Agricultural College and is a chartered surveyor. He is managing director of a farming company.

Speaker

Lynton Crosby



Lynton Crosby is the 2015 General Election Campaign Director for the Conservative Party.

He has a degree in economics from the University of Adelaide.

In the 1980s he advised the Liberal Party of Australia. From 1994 to 2002 he was first the Party's Deputy Federal Director and then Federal Director. He ran the successful General Election campaigns for former Australian Prime Minister, John Howard, in 1998 and 2001.

In 2002 he set up his consultancy firm which has since run over 250 campaigns in 57 countries.

In 2005 he managed the Conservative Party's General Election campaign when the Party won 33 seats, the first net gain from Labour since 1992. He subsequently ran both of Boris Johnson's successful mayoral campaigns in London in 2008 and 2012.

Rt. Hon. Dominic Grieve QC MP

Speaker

Dominic Grieve has been the MP for Beaconsfield since 1997. He was the Attorney General for England and Wales and the Advocate General for Northern Ireland from 2010 to 2014.

He went to Magdalen College Oxford, where he studied Modern History. He was called to the Bar in 1980.

In 1999 he was appointed Conservative spokesman for Scotland and in 2001 he was appointed Conservative spokesman for criminal justice and community cohesion. From 2003 to 2009 he was Shadow Attorney General. In 2008 he was appointed Shadow Home Secretary and in 2009 he became the Shadow Secretary of State for Justice.

Dominic Grieve is currently president of the Franco-British Society, vice-chairman of the Franco-British Council and Honorary Recorder of the Royal Borough of Kingston upon Thames.



EW

Rt. Hon. Greg Clark MP

Minister of State, The Cabinet Office

Speaker

Greg Clark is the Member of Parliament for Tunbridge Wells. His Ministerial responsibilities include constitution affairs.

Having studied economics at Cambridge University and earned his PhD at the London School of Economics, Greg joined the Boston Consulting Group, one of the world's leading business strategy firms.

He became Special Advisor to the Secretary of State for Trade and Industry, Ian Lang, from 1996-97 before joining the BBC as Controller, Commercial Policy.

From March 2001 he was Director of Policy for the Conservative Party before being elected to Parliament in 2005.

In May 2010, Greg was appointed Minister of State at the Department for Communities and Local Government and in July 2011 he was appointed Minister for Cities. In September 2012, Greg was appointed Financial Secretary to the Treasury before becoming Minister of State in the Cabinet Office in October 2013 and, latterly, Minister for Universities, Science & Cities in July 2014.



EW

Syed Kamall MEP

Leader of the Conservatives in the European Parliament

Speaker

Syed Kamall became Leader of the Conservative Party in the European Parliament in November 2013 having first been elected as a London MEP in 2005.

Syed studied Engineering at the University of Liverpool before earning an MSc from the London School of Economics and a PhD from City University, London.

He is a Visiting Fellow at Leeds University Business School where he has lectured MBA students in international business and strategy and supervised doctoral students' research. He has written a number of articles on the international strategies of firms and foreign investment.

Before entering the European Parliament, he worked as a consultant to companies on marketing, strategy and public affairs. In 2003, he started a diversity recruitment business.



Conservative Abroad Members

Speakers

Conservative Abroad members have been active in the Conservative Party for over 30 years.

They bring a wealth of experience and a deep commitment to the Conservative Party

The give their time freely to spread the Conservative message to Britons living all over the world and encourage British expats to register and vote Conservative.



Britons living abroad could decide the outcome of the 2015 Election

An estimated 3 million Britons living abroad are entitled to vote in 2015.

In 2010 only 1% registered to vote. That's an average of just 50 voters per constituency. But if Britons living abroad registered at the same rate as those living in the UK that would average at more than 4,500 extra votes per constituency.

Registering and voting from abroad has never been easier. You can now register electronically. Postal vote times have been extended.

And the Conservatives are the only party pledging to abolish the unfair 15 year rule which prevents millions more from voting.

Let's work together to engage and mobilise the lost 3 million votes.

Visit www.conservativesabroad.org to find out how you can help.

Conservatives Abroad

heather.harper@conservatives.com

www.conservativesabroad.org

www.facebook.com/conservativesabroaduk

follow us on twitter@consabroad