



Richard Fuller CBE MP
Chairman of the Conservative & Unionist Party

TO: All CPF Members

15th October 2024

I wanted to share my gratitude for the continued contributions from CPF members, and my personal reflections on the 2024 Conservative Values Survey that was conducted by the CPF during September.

Over 5,500 CPF members responded to the survey, and I found many of the results intriguing.

The ranking of the importance of 40+ values given by CPF members registered strongly with me. These values covered a wide range including the family, tolerance, safety, free speech, rule of law and many more, with the top three values being: integrity, personal responsibility and security.

That theme of integrity is critical to the recovery of the trust of voters and one that I believe should be woven into many aspects of how we identify, train and protect those who want to be Conservative Councillors, PCCs, Mayors or MPs.

I also noted the comparatively low ranking that the survey gave to the influence of CPF on making policy. The Conservative Research Department at CCHQ and Minister's Special Advisers also ranked similarly to the CPF.

This needs attention. In my opinion we need to strengthen the influence of *internal* Party sources of research and ideas. Whilst we should always be open to policy recommendations from SpAds and think tanks, it should be the structures of the Conservative Party itself – CRD and the CPF – that should play a more decisive role in shaping our agenda.

My third and final observation was about the need for a compelling overarching vision statement. At Conference, I heard many Members say that we needed a simple statement of core Conservative principles to act as our anchor in government. A credo that policy initiatives can be assessed against to see if they are consistent with our core beliefs. I have asked Lord Hannan to help draft such a credo taking in many of the excellent suggestions already prepared by Members.

I would like to thank you all members of the CPF for participating in this study and for sharing its results.

Yours sincerely,

Richard Fuller CBE MP
Chairman of the Conservative & Unionist Party