

# CANDIDATE TRAINING RESIDENTIAL

**27-28 JULY**

Nottingham

**The organisational lessons of the  
Peterborough by-election**

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 Labour

**FOR THE MANY NOT THE FEW**

# Peterborough by-election

- Context
- Our Strategy
- Listening to voters
- A clear message
- Effective targeting
- The importance of digital
- Integrated organising
- Building for GOTV
- 5 things to remember

# Context

- 2017 gain. Lab majority of 607 (1.3%)
- Previous Labour MP was sent to prison for perverting the course of justice and was the first MP to be successfully recalled
- Brexit
- Two party fight or three party free for all?
- Organisational challenges
  - Historic data
  - Length of campaign

# Our Strategy

- Run an extensive listening campaign before election was called
- Build campaign based on the results of the listening campaign
- Stick to those messages
- Aim to identify and retain 2017 Labour coalition and find new Labour voters
- Campaign on the issues that mattered to Peterborough, not on the media and opposition parties' agenda
- Extensive GOTV operation



# Listening to voters and focusing on their priorities

- Deep listening conversations as well as VID
- Identify key issues
- Build campaign around key issues
- Have no preconceptions about what the issues are likely to be

PETERBOROUGH  
**LABOUR PARTY**



 Labour

STANDING UP FOR **PETERBOROUGH**

# A clear message, consistently delivered



- 3 Issues – Crime, Education and Fly tipping
- Clear strategy of delivery
- Message discipline
- Election was about Peterborough, not Brexit
- The other parties had no plan for Peterborough

# Effective targeting

- All elections are about building a winning coalition of voters
- Accurate data
- Identify 2017 Labour coalition, build a relationship with them and deliver a message to ensure they voted Labour again
- Local election campaign focused in the key wards that would be critical to winning the seat – resulting in 2 net gains
- Responsive to the changing nature of the contest – feedback
- Clear segmentation
  - Labour GOTV (and PV sign up)
  - 2017 surge voters
  - Lib Dem/Green squeeze
  - Lab/Brexit retention

# Direct Mail

- Brexit retention letter
- Lib Dem Green Squeeze letter
- Jeremy endorsement letter
- Eid Cards
- GOTPV DM
- **Compound marketing**

# 'That woman off facebook'

## 'Yeah, I've seen her videos'

- Critical to raising Lisa's profile and establishing her as the local champion
- Paid advertising focused on our key messages, complementing our doorstep, print and press work
- Adverts seen on average 23 times



# Holding our opponents to account

- Squeezing the Lib Dems and Greens
  - We used the Brexit Party's competitiveness in the election to drive turnout amongst BAME voters and to squeeze Lib Dems and Greens
- Brexit attack
  - Highlighted the Brexit Party had no plan for Peterborough





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# Integrated organising

- Fully integrated campaign
- Community mapping
- Message discipline at community meetings and on doorsteps
- Laying groundwork for Shadow Cabinet visits
- Communication



# Building for GOTV

- We calculated how many voters we needed to win. All our planning was based on this number
- We knew that we would need differential turnout in our key GOTV areas in order to achieve our win number
- GOTV plan focused on mobilising those areas whilst ensuring that we got our promise out in areas we expected our opponents to win
- Refined our GOTV targets following feedback
- Everyone in the campaign was asked to build volunteer numbers for the last five days of the campaign

# Summary

- Local issues matter
- Keep your message simple
- Know where your vote is and turn it out
- Run an integrated campaign
- A good campaign takes time to build
- **Do it now!**



A faded, light-colored image of St Paul's Cathedral in London, showing its iconic dome and classical portico with columns. The image is semi-transparent, serving as a background for the text.

**Questions?**

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