

# Reviewing your Local Election Campaign 2019

**This webinar is due to start at 4.30pm.  
You won't hear any sound until the session starts!**

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# Aim

We will help you to ensure that your local Labour team is campaign ready, as we look at capturing what your local team did well and what could be done better.

# What we'll be covering

In this session we will guide you through reviewing your Local Election campaign and will look at:

- **Why do we review our previous campaigns**
- **Where we are**
- **National achievements**
- **SWOT analysis**
- **Communication**
  - **Print**
  - **Delivery**
  - **Digital**
- **Member Mobilisation**
- **Campaign Technology**
- **Fundraising**
- **Endorsers**
- **Looking Forward**

# Why do we review?

It is important to learn locally what you did well, what your campaign team could do better, identify areas of weakness and those areas where you need support and/or development.

## Guidelines

- Approach the review with an open mind.
- Use the discussion points in this presentation as a guideline for local discussions.
- Use facts to support your feedback, rather than generalisations.
- Look ahead and develop goals for the next election.

# Key election facts - Local Elections 2019

- The 2019 local elections were for a total of 8,425 council seats across 248 local authorities and five directly elected mayoral positions as well as the new post of North of Tyne Combined Authority Mayor.
- The results of the mayoral elections were:

Bedford	LD held
Copeland	Ind held
Leicester	Lab held
Mansfield	Lab gain from Ind
Middlesbrough	Ind gain from Lab
North of Tyne	Lab win
- Labour had a net loss of five councils (five gained, ten lost)
- The five councils Labour gained were: Amber Valley, Calderdale, Gravesham, High Peak, Trafford.
- The Conservatives had a net loss of 46 councils (three gained, 49 lost)
- The Liberal Democrats gained a majority in 11 councils.

# Key election facts - Local Elections 2019

The BBC's Projected National Share of the Vote (with previous years shown for comparison) was:

	2019	2018	2017	2016	2015
Lab	28%	35%	27%	31%	29%
Con	28%	35%	38%	30%	35%
LD	19%	16%	18%	15%	11%
UKIP	n/a	n/a	5%	12%	13%

The numbers of seats won were:

	Lab	LD	Con	Ind	UKIP	Grn	Total
Seats Won	2,019	1,356	3,566	1,188	31	265	8,425
Actual Changes – unchanged wards	-37	+458	-867	+435	-109	+120	
Net changes with notional result in New Wards Councils	-45	+255	-479	+232	-17	+54	
Total	-82	+713	-1,346	+667	-126	+174	

# European Elections

Party	Votes	Share	2014 Votes	2014 Share	Change
Brexit	5,248,533	31.6%			
LD	3,367,284	20.3%	1,086,240	6.9%	+13.3%
Lab	2,347,255	14.1%	4,017,246	25.4%	-11.3%
Grn	2,010,909	12.1%	1,243,298	7.9%	+4.2%
Con	1,511,485	9.1%	3,783,842	23.9%	-14.9%
SNP	594,553	3.6%	389,503	2.5%	+1.1%
Change UK	571,846	3.4%			
UKIP	549,348	3.3%	4,346,004	27.5%	-24.2%
PC	163,928	1.0%	111,864	0.7%	+0.3%
Yorkshire	50,842	0.3%			
English Democrats	39,938	0.2%	126,024	0.8%	-0.6%
UK European Union	33,576	0.2%			
Animal Welfare	25,232	0.2%	21,092	0.1%	+0.1%
Women's Equality	23,766	0.1%			
Independence Network	7,641	0.0%			
Socialist Party of Great Britain	3,505	0.0%	6,838	0.0%	=
Independents	77,613	0.5%			
Oths			679,794	4.3%	
<b>Total Votes</b>	<b>16,627,254</b>		<b>15,828,254</b>		
<b>Turnout</b>	<b>37%</b>		<b>36%</b>		

# European Elections

## Seats

Region/Country	Seats Won							Change from 2014							
	Lab	LD	Con	SNP	PC	Grn	Brexit	Lab	LD	Con	SNP	PC	Grn	Brexit	UKIP
Eastern	-	2	1			1	3	-1	+2	-2			+1	+3	-3
East Midlands	1	1	-			-	3		+1	-2				+3	-2
Greater London	2	3	-			1	2	-2	+3	-2				+2	-1
North East	1	-	-			-	2	-1						+2	-1
North West	2	2	-			1	3	-1	+2	-2			+1	+3	-3
Scotland	-	1	1	3		-	1	-2	+1		+1			+1	-1
South East	1	3	1			1	4		+2	-2				+4	-4
South West	-	2	-			1	3	-1	+2	-2				+3	-2
Wales	1	-	-		1	-	2			-1				+2	-1
West Midlands	1	1	1			1	3	-1	+1	-1			+1	+3	-3
Yorkshire and The Humber	1	1	-			1	3	-1	+1	-1			+1	+3	-3
<b>Total</b>	<b>10</b>	<b>16</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>7</b>	<b>29</b>	<b>-10</b>	<b>+15</b>	<b>-15</b>	<b>+1</b>	<b>=</b>	<b>+4</b>	<b>+29</b>	<b>-24</b>



# Communication



- What was your strapline? (e.g. Standing up for you, Working for you etc.)
- What was your message?
- What local/national issues did you identify and campaign on during the campaign?
- What message/issue resonated most effectively with voters during the campaign?
- Did you have a communication plan/grid? Do you have one now?

# Communication

## Review of Print

- What items did you do?
- What was your most successful piece of print during the campaign?
- Which received positive comments from voters?
- How did your print plan fit your budget?

## Direct Mails

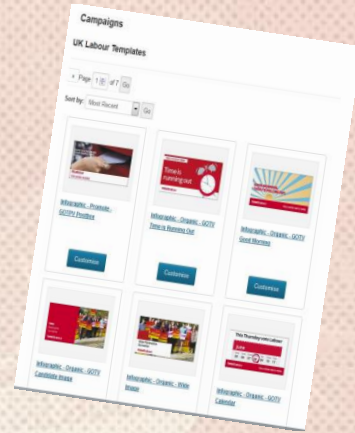
- Did you use Direct Mails? If not, try to plan them into year round activity

## GOTPV

- Did you do this?
- How successful was it?
- Posted Direct Mails/Self Mailers?

## GOTV

- How much literature did you have for Polling Day?
- Did you have last 5 days, morning drop and time running out?



# Review of delivery



- Did you have a delivery network?
- How quickly were you able to get an item of print delivered across the constituency?
- How often and in what quantities did you produce and deliver printed items?
- Did you have someone, who had responsibility for your printed materials?
- Would they benefit from any additional print training?
- Do you have a print plan for the next 6 months?

# Review of digital and social media

## Review

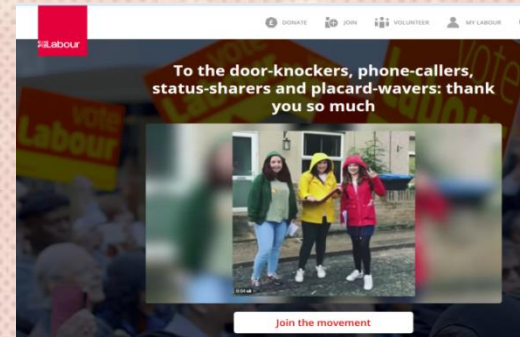
- Did you have an effective social media presence on Facebook/Twitter?
- Do you have a digital communication plan going forward?
- What worked well and which didn't?
- What types of creatives did well?

## Going Forward

- Create fun content door-knocking
- Share relevant articles with Labour top lines
- Create Facebook events to drive attendance
- Host a Twitter Q&A
- Share content from supporters

# Member Mobilisation

- On average how many activists participated in the following activities during the campaign?
  - Door knocking
  - Leaflet delivery
  - Street Stalls
- How did you build attendance for events? Who had responsibility in your CLP for building capacity?
- Did each branch send out an email or did more people respond to a CLP or candidate email?
- Were you submitting your events to [events.labour.org.uk](https://events.labour.org.uk)?
- Was training offered or requested?
- Do you have a plan to mobilise members moving forward?
- What support do you need to do this?



# Campaign Technology



- Is there someone in the CLP who takes responsibility for Contact Creator and/or Organise?
- Do you need any additional training on any of the Labour Party's campaign technology tools?
- How were casework issues identified through door-knocking and was other activity followed-up?
- Were your road groups fit for purpose during the campaign?
- Did you get your polling stations up to date on Contact Creator?

# Endorsers

- Did you use endorsers during the campaign?
- Do you plan on building a network of endorsers for future campaigns?
- Did all endorsers need to sign release forms.



# Fundraising and Facilities

- Moving forward, how do you plan to raise money and do you have a local fundraising plan?
- Does someone in the CLP take responsibility for fundraising?
- Were the campaign facilities in your campaign office sufficient?





## Looking Forward

- Identify the areas that are your electoral priorities for coming year(s)
- Working with your elected representatives, plan a listening campaign to engage with your electorate and identify issues to build local campaigns around
- Ensure your communications have a 'Team Labour' to ensure we promote MPs, Cllrs and candidates

## Support

- Did you find the our guides useful?
- Did you join any of our webinars?
- Moving forward, what other additional resources would you find helpful?
- Can you identify the top training needs to support your CLP in becoming an even better campaigning unit?

## Ideas

- Thank you campaign
- Continue campaigning into the summer – look out for our Summer Campaign
- Marked register entry
- Local doorstep training sessions
- What training can we offer to encourage candidates to come forward

# Checklist for mobilisation

- ✓ Make a plan
- ✓ Build mobilisation into all your activity
- ✓ Add all your campaign events to [events.labour.org.uk](https://events.labour.org.uk)
- ✓ Think about how you ask members to get involved
- ✓ More likely to turn up if they've RSVP'd
- ✓ One to one - contact
- ✓ Hold a mobilisation phone bank
- ✓ Follow up
- ✓ Build relationships with neighbouring CLPs.



# Useful contacts and sites to visit

**Training Team** - [training@labour.org.uk](mailto:training@labour.org.uk)

<https://labour.org.uk/training>

<https://achieve.labour.org.uk>

**Labour Membership** – [labourmembership@labour.org.uk](mailto:labourmembership@labour.org.uk)

**Call** 0345 092 22 99 Option 5  
Monday – Thursday 9am–5pm, Friday 9am–4:30pm



**Thank you!**

**TRAINING**