An Introduction to the Labour Party
Introduce yourself
Session aim

Whether you’re new to the party, or are keen to get more involved, this session will go over how the Labour Party works, the structures you need to be familiar with, and how you can get involved.
Where do you fit in?
How the Labour Party works

- Branch Labour Party (BLP)
- Constituency Labour Party (CLP)
- Executive Committee (EC)
- Regions / Nations
- National Executive Committee (NEC)
- Party Conference
Branches

- A branch can refer to two things. Normally a branch refers to a Labour Party unit, usually organised on the basis of local authority ward boundaries. A branch can also refer to an affiliate branch. An organisation may choose to affiliate one of their own branches to a CLP in order to send delegates to its meetings.
- Campaigning and fundraising body.
CLP

• Constituency Labour Party. Meetings of local parties are organised on the basis of local constituency boundaries.
• CLPs usually contain members from multiple branches.
• CLPs are structured either as all member meetings or as delegate meetings. For the latter, branches elect delegates to attend their CLP meetings.
• Campaigning and fundraising body.
CLP Officers

- Chair
- Vice Chair
- Vice Chair Membership
- Secretary
- Treasurer
- Women’s Officer
- Trade Union Liaison Officer

- Policy officer
- BAME Officer
- Disability Officer
- LGBT+ Officer
- Youth Officer
- Political Education Officer
- Communications and Social Media Officer
From the Rulebook

The team of officers and coordinators, together with the parliamentary candidate and/or member of parliament and the campaign coordinator, shall provide the strategic lead for the development of the party within the constituency.
Get to know your CLP

• You’ll find details of your local contact on your membership card, and on www.my.labour.org.uk
• Meetings, social events, community activities
Regions and Nations

• Each region has its own board. This board effectively works as a regional executive committee. Or in Scotland and Wales Scottish/Welsh Executive Committee
• Regional conferences or Scottish and Welsh conferences
Regional Board / Scottish + Welsh Exec

The Regional Board works similarly to the NEC within the region. As with the NEC, it is made up of representatives from across the region.

- CLPs
- Trade unions
- LCFs
- Labour groups
- Co-operative party and socialist societies
- MPs
- MEPs
- Young Labour
- BAME Labour
- Regional Development Board
- Association of Labour Councillors
- Police and Crime Commissioners
- Regional NPF
NEC

The NEC is the party’s National Executive Committee and it is made up of representatives from across the Labour Party.

- Leader
- Deputy Leader
- Treasurer
- Shadow Frontbench (3)
- Welsh Government Frontbench
- Shadow Scottish Frontbench
- EPLP Leader
- Young Labour
- BAME Labour
- Trade Unions (13)
- CLPs (9)
- Socialist Societies
- Councillors (2)
- PLP/EPLP (3)
The NEC is the administrative authority of the Labour Party. The NEC provides oversight for the party and makes decisions regarding the administration of the party.
Campaigning

It is important to note that organisation by itself will not win you an election. But in a tight battle, effective constituency campaigning does make a difference as studies in the UK and across the world have shown.
• Door knocking
• Phone canvassing
• Community organising
• Social media
• Leafleting
• Street stalls
• events.labour.org.uk
Why do we campaign?

Win Elections!
Promote the Labour Party
Help People
Improve our communities
Have Fun
Identify our supporters
Deliver Labour’s message
Develop our policy platform
Door Knocking

• Face to face contact with voters is extremely valuable
• It’s important that the Labour Party is visible and active within the community
• By being out and speaking to people on the doors, we have a much greater chance of picking up on issues that local people care about
• Whilst on the doorstep we are also able to pick up voter ID information
Community Campaigning

• It’s important that we’re out listening to our communities and building relationships with them

• Door knocking, organising local events and running community campaigns are brilliant ways to campaign locally
Phone canvassing

- Similar to door knocking, but voter contact is over the phone instead of on the doorstep
- Use the Party’s new tool, Dialogue: www.dialogue.labour.org.uk
Leafleting

- Leaflets are produced centrally by the CLP or by the national/regional party.

- They're an effective way of delivering the Labour Party's key messages to a large group of voters, or to target groups of voters.

- The time to grab the reader’s attention is short. Sometimes leaflets are delivered door to door and other times we use a more targeted approach.
Digital Campaigning

- Digital Campaigning involves using social media such as Facebook, Twitter and Instagram to deliver Labour’s key messages.

- This can be done by paying for advertising through promote or though people sharing posts organically.

- Digital campaigning may include videos and photos.
High Visibility Campaigning

• High visibility campaigning is a fantastic way to be visible in the community, speak to large amounts of people, is great fun and can make an excellent local news story.
• Street stalls, which often involve setting up a table with lots of leaflets, petitions and a loud speaker can be a great way of campaigning.
• Rallies, which often is centre around a campaign issue or a high profile speaker, can be useful too.
A good campaign will include all of these techniques (and more)...

- Integration of all of these techniques is key
- All of these Labour techniques help us communicate our message to those communities that we seek to represent
- They need to be targeted at the right electors in the right areas at the right time
- None of them will happen without good organisation
And helps us achieve...

• Election success across the county
• Build our movement
• Change and action on the issues that matter to those communities that we seek to represent
The hardest working MP we have ever had

Find out why Chester people have come to rely on Chris Matheson >>>

Let’s do something amazing for Chester...

Re-Elect CHRIS MATHESON

Thursday 8th June
7am - 10pm

The choice in Chester is clear...

Do we want a Tory MP who supports mindless cuts to Chester's schools, hospital, police and council service?

OR do we want Chris Matheson who fights for Chester every day?

“I’m Chester’s voice in London, not London’s voice in Chester!”

Labour

For the many not the few
LET’S WORK TOGETHER:

Let’s talk about your ideas for Upton...

On Saturdays throughout April, our Community Action Team will be in Upton talking to local people about your ideas for the area.

Over the course of the month, Labour supporters, councillors and our MP, Chris Matheson, will take it in turn to run a stall at Bache shops on Mill Lane. If you have any ideas that we could take forward, then pop down between 11am and 12pm for a chat with the team. Hope to see you there!

I’m Chris Matheson

I’m your MP and I’m here to help. If you need my help or have any ideas that I could be working on, then here’s how to get in touch:

COME TO AN ADVICE SURGERY
chrismatheson.co.uk/surgeries

SEND ME AN EMAIL
chris@chrismatheson.co.uk

CALL THE OFFICE
01244 343 214

Contact your local councillor...

Matt Bryan
Local Councillor

☎️ MattBryan
mattbryan.chester@cheshire.gov.uk
📞 07982 090 451
✉️ @climattbryan

FOR THE MANY NOT THE FEW
Since 2015 the Tory government has cut £57 million from your local council services.

Let’s work together:
Let’s talk about your ideas for Upton...

On Saturdays throughout April our Community Action Team will be in Upton talking to local people about your ideas for the area.

Local man, with a local plan.

Fly Tipping
Speeding
Social Isolation
Cuts to Schools & NHS
Regeneration
500 more daffodils planted ready for Spring.

Your councillors
Richard
Gill

Our priorities
No more litter
Neat, clean, tidy

3000 trees planted in Lupton & more planned in 2018.

I'm Gill. Matt Bryan, here are a few of my priorities >>>

- Reducing speeding on our roads
- Supporting Upton High School
- Actively opposing tracking in Upton and everywhere else
- Improving the local environment by planting trees and flowers

3000 trees planted in Lupton & more planned in 2018.

2000 daffodils & tulips planted ready for Spring.

Vicars Cross
You said, we did! #Labour

There are parking issues at the school
We said: There are issues at Green Lane car park.
We did:
- There are parking issues at Green Lane car park.
- We've written to the council to highlight the issue and request action.
- We've met with the local police to discuss the issue.
- We've attended council meetings to raise the issue.

We said: There are no late buses to town.
We did:
- We've written to Stagecoach to raise the issue.
- We've met with representatives of Stagecoach to discuss the issue.
- We've raised the issue with the council.

We said: Can you improve our pavements?
We did:
- We've written to the council to raise the issue.
- We've met with representatives of the council to discuss the issue.
- We've raised the issue with the media.

For the many, not the few.
Best Practice: Chester Labour Party

“A job for everyone” 2017 General Election campaign where members helped out with:

- Office management
- Door knocking
- Street stalls
- Membership mobilisation
- Garden stakes
- Communications
- Event planning
- GOTV planning
Labour will put people before privilege.

Be part of our National Campaign Day on Saturday 28 September.

Sign up to volunteer at your nearest event – http://events.labour.org.uk

FOR THE MANY NOT THE FEW
Achieve

Where to go: achieve.labour.org.uk
Our online learning platform

What is Achieve?

• Our platform for online learning, with purpose-built content
• Uses video, text, quizzes and more

How can it help you:

• Enthuse and train new members
• Power up activists to campaign
• Help roleholders develop skills
Useful contacts and sites to visit

Training Team - training@labour.org.uk | labour.org.uk/training | achieve.labour.org.uk

Labour Party Fundraising and Development Team - development@labour.org.uk

Legal Hotline - legal_queries@labour.org.uk | 020 77831498

Telephone: 0345 092 22 99

Option 3 | Campaign Technology | campaigntechnology@labour.org.uk
Monday – Friday 9:30am – 6:00pm

Option 3, Option 2 | The Organise Team | organise@labour.org.uk
Monday – Friday, 10am – 4pm

Option 5 | Labour Membership | labourmembership@labour.org.uk
Monday – Thursday 9am–5pm, Friday 9am–4:30pm
TRAINING