

Campaigning against minor and emerging parties

Joanna McIntyre and Rebecca Child

Aims of the session

We will:

- Understand how minor and emerging parties campaign
- Look at how we adapt our campaigns in response

Objectives of this session

- Understand how minor and emerging parties work to undermine our broad coalition of voters, and the work needed to prevent that
- Understand the importance of regular doorstep & leaflet campaigning as defences against minor parties practices
- Be able to consider strategic ways to mount a prolonged and consistent attack on minor parties in your area
- Think about how we localise our “ground operation” to counter the national “air war” that is giving other parties credence among voters

Minor party Strategy

– Lib Dem, “Independent” & Green

- Present themselves as gaining momentum
- Act like as only party able to defeat incumbent
- Show themselves as the “real” opposition
- Target ward by ward
- Distribute lots of leaflets
- Momentum
- If they win, move on to the next ward
- If they lose, repeat
- Try to get all Remain votes

Basic premise of minor party strategy

- Target single ward first
- Local campaigning via leaflets and local surveys
- All year round newsletters in single wards
- Present themselves as gaining momentum
- Act like as only party able to defeat incumbent
- Show themselves as a voice of opposition
- Momentum
- If lose – then repeat
- If win, move to next ward

The Leaflet

- It's regular
- It contains very local news
- Sometimes local adverts
- Has a 'newsy' feel (not too glossy)
- More "community" than political
- Uses tabloid language
- Local pictures
- Often good graphics
- Local surveys
- Casework based



Political tactics for leaflets

- It recognises that there aren't usually enough ideological supporters to win
- Presents candidate as community champion – standing up for local area against “Town Hall”
- Aims to squeeze opposition to a) Party in power and b) specific policies, into support for minor party
- Claims credit for any progress
- Presents candidate as different – change

The big squeeze...

If you would like to sign up, then all you have to do is to fill in the registration form enclosed and send it back to us using the freepost address provided.

Yours sincerely,
John Leech
John Leech MP
Manchester Withington Constituency

PS please help us change Britain by joining your local Lib Dem team today.

John Leech MP delivering for south Manchester

Party	Count
Lab	18,216
John Leech	20,110
Con	5,505

Can't win here

YOUR CHOICE ON 8TH JUNE:

Strong local MPs with the Liberal Democrats

OR

Jeremy Corbyn's weak and divided Labour Party

CONSERVATIVES CAN'T

VOTE FOR MICHAEL GROCE
IT'S YOUR CHOICE ON 13TH SEPTEMBER

ANOTHER LABOUR COUNCILLOR?

- ✗ Told how to vote and what to say
- ✗ No accountability
- ✗ No transparency

OR

MICHAEL GROCE
Free to stand up for Coldharbour

Green Party
for the common good

It's Lib Dem Jo Shaw or Labour in Camden

Party	Count
Lab	14,857
Lib Dem	10,070
Con	5,482

Can't win here

The Conservatives can't win in our area. This election is a two horse race between the Lib Dems and Labour. Only the Lib Dems can beat Labour here.

DON'T FEEL BLUE
DON'T SEE RED
DON'T BE YELLOW
VOTE GREEN

RASHID NIX
2016 ELECTION
MAY 7TH

#TheGreenMan



FOR THE MANY NOT THE FEW

Building momentum

In many parts of Britain...

It's a two horse race



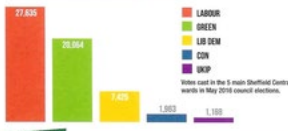
In many areas, the Conservatives are in a distant third place and cannot win.

"You can make a real difference at this election by helping to elect the first Green MP in the North. Sheffield Central deserves an MP who will work hard for our city and stand up for the things that matter to you. The Tories cannot win here. You've got a straight choice between me and Labour. Make your vote count!"

Natalie Bennett

YOUR GREEN PARTY CANDIDATE
NATALIE BENNETT

GREENS FINISHED A CLEAR 2ND IN THE 2015 GENERAL ELECTION AND CLOSED THE GAP ON LABOUR IN 2016



Party	Votes
LABOUR	27,835
GREEN	20,864
LIB DEM	7,425
SNP	1,835
UKIP	1,180

GET IN TOUCH

@natbennett
facebook.com/GreenNatalieBennett
nataliebennett@sheffield.org

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01474 594 539

Chorlton LIFE

Local Battle round here between Victor and Labour.
For the General Election John Leech and Labour's career politician!

"Victor - the LOCAL Choice!"

It's the Lib Dems or Labour

Party	Votes
Lib Dems	15,872
Lab	15,205
Con	3,919
Green	3,515

Other parties can't win here!

The result at the last general election

here!

Liberal Democrat

Winning Here

Lone who lives in Gorton. Lone has already unsuccessfully stood in Whalley Range. Councillor Paul Ankers said, "The selection of the Labour Candidate shows how much they take YOU for granted! Victor is standing because just like me he cares about you - the people of Chorlton." A close look at our map reveals that Anna Lone lives in Gorton. John Leech said, "In a previous election, Labour have made a huge thing that our candidate came from neighbouring Didsbury. Now they select someone from miles away. They are hypocrites of the first order. Don't be fooled by their false promises! Select a Chorlton man - who can continue work alongside our Lib Dem Team!"

Building momentum

- Regular leaflets
- Leaflets every week in last 2 months
- Show growing support for their candidate
- Show Lib Dems can win – last squeeze plea
- leaflet every few days – in last 2 weeks
- The handwritten note
- Good Morning leaflet

44 Portland Street
Kingdown
Bristol
10 May 2010

Dear Neighbour,
I've enjoyed meeting so many people in
Bristol West in the last few weeks. There is an
air of excitement about this election that I
have not seen in previous contests. The election
debates between the three leaders have had
a positive impact. I'm obviously delighted that
Nick Clegg's strong performance have helped propel
the Liberal Democrats to new heights of support.

I've been told by many people that they
see this election as a watershed moment. It's
an opportunity for real and lasting change.
I am standing for re-election as Bristol West's MP
in order to be part of a peaceful restoration at
Westminster. A strong showing by the Liberal
Democrats will turn over the apple cart of
British politics.

I want to be a member of a Parliament that
has your full confidence. You must have a
real say in choosing our government via a fair
voting system.

27 The Walke
Southport

Dear Friend

People aren't stupid. They know that you
can't have your cake and eat it. But
some people, like top bankers, carry on
raking in multi-million pound bonuses, while
the rest of us suffer the consequences.

It's only on election day that we are
all equally powerful - when we make
our choice.

That's our crucial chance to turn our
back on "Punch and Judy" politics. We can
elect people who stand up for our local
community and our public services.

We all work politicians like my
colleague Vince Cable - people who can
work regardless of party for fair and
honest solutions to our current problems.



GOOD MORNING!

Thursday 6th May
YOU have the
chance to make
a difference



KIRSTY CHESTNUTT FOR STEPNEY GREEN
VOTE GREEN ON THURSDAY FOR A NEW VOICE ON YOUR COUNCIL

Kirsty will speak up for the community, hold our council to account, invest in youth services and support local businesses.

CHESTNUTT, Kirsty
 Green Party

কিস্টা এই সমস্যাগুলোর জন্য কথা বলবেন, আমাদের পরিষদের কাছে ক্ষেত্রিকভাবে চাইবেন, তরুণদের সেবার নিশ্চয়তা দেবেন, এবং স্থানীয় ব্যবসায়ীদের সমর্থন দিবেন।

নিম্নলিখিত নির্বাচনে কিস্টা গ্রিন পার্টির প্রার্থী হবেন।
 নির্বাচনটি প্রতিটি স্থানীয় এলাকায়, প্রতি একটি নির্বাচনী এলাকায়, প্রতি একটি ব্লকটিতে বিভাজিত করা হয়েছে।

The Green Party came third in Tower Hamlets in the recent General Election and have a real chance in Stepney. Your vote will make a huge difference.

WWW.FACEBOOK.COM/KIRSTY4STEPNEY

3 things to remember today . . .

1. The Liberal Democrats want a fairer tax system, to cut taxes for people on low and middle incomes
2. Julian Hoggart teaches at the Cathedral, and understands the science of climate change.
3. The Lib Dems want to change politics for good, by introducing a fair voting system to every vote counts

Where do I go to vote?
 You vote here, at the
 The Parish Room, St Laurence's Church, Milton Rd

Cambridge is a two horse race
 Today's election will be very close between Labour and the Lib Dems. Every

Remember, you have THREE votes today
 In the General Election

Only expecting one?



You have two votes on 7 May

- ☒ **Your MP candidate Rupert Read**
- ☒ **Your City Council candidate**

That's one more chance to vote for what you believe in than you might be expecting. Green Party

Labour

FOR

THE FEW

FOCUS

on Kings Hedges



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Thank you

Julian Huppert elected as Cambridge's new MP

"Thank you to everyone who gave me their support," said Julian Huppert, elected on 6th May as Cambridge's new MP.

"I will stand up for everyone in Cambridge regardless of who they voted for."

Julian takes over from David Howarth who stood down after five years as Member of Parliament.

"David has a tremendous reputation as our city's MP. I'd like to thank him for all the work he has done."



Julian Huppert (left) has taken over from David Howarth as Cambridge's MP

Simon Brierley elected to Cambridge City Council

Simon Brierley was elected to Cambridge City Council on May 6th with 36.3% of the vote.



Simon has taken over from Neale Upstone who has stood down after four years on the city council.

Simon said "Thank you to everyone who voted for me. I will work hard to represent the views of local

Green View

South Leamington - Willes Edition, number 47

Regular news and views from Martin Luckhurst, Peggy Wiseman, Derrick Knight & the Green Party, June 2017.



Thank you!

'We're committed to South Leamington' says Martin Luckhurst



Campaigner Martin Luckhurst has thanked everyone who took the time to vote for him at the recent local election. The number of people voting Green in the Willes area quadrupled from four years ago. Martin congratulated the winning candidate before saying:

"I was humbled by the support and encouragement I

received—thank you. It wasn't enough to win this time, but I love South Leamington and will continue to work hard to get things done and stand up for the area. Please do contact me with any suggestions about how to improve your street or community."

The Willes Result

Labour	1244 votes
Martin Luckhurst (Green)	940
Conservative	430
Lib Dem	95

Your local Green Team



Martin Luckhurst



Peggy Wiseman



Derrick Knight

Pigeon Poo Protest!



Martin Luckhurst with shop owner David Luckhurst says Network Rail are responsible for sorting pigeons.

The battle to sort out the Pigeon poo under the Clemens St / High Street railway bridge has finally moved forward a step. Green Councillors have received a legal opinion from the Council. Case law indicates that Network Rail who own the bridge must pay to stop the pigeon nuisance.

Pedestrians and cyclists have had to brave pigeon poo raining down from the bridge since the netting was taken down in Autumn 2015. Despite repeated attempts to persuade Network Rail to fulfil its obligations, it has failed to do so.

Martin Luckhurst thanked the Council's legal team for giving clear-cut evidence that Network Rail are responsible and said "if this pigeon poo problem was affecting the suits of Senior

Managers at Network Rail, it would have been sorted out by now. My message to them is 'we're not giving up until this is fixed. It's time for you to accept responsibility and take action."

Green Party: Working for our local area all year round

Printed & Produced by Peggy Wiseman on behalf of Jonathan Osburn and Willes & Leamington Green Party, 41/42 Wharfedale, 17/18, 19/20, 21/22, 23/24, 25/26, 27/28, 29/30, 31/32, 33/34, 35/36, 37/38, 39/40, 41/42, 43/44, 45/46, 47/48, 49/50, 51/52, 53/54, 55/56, 57/58, 59/60, 61/62, 63/64, 65/66, 67/68, 69/70, 71/72, 73/74, 75/76, 77/78, 79/80, 81/82, 83/84, 85/86, 87/88, 89/90, 91/92, 93/94, 95/96, 97/98, 99/100, 101/102, 103/104, 105/106, 107/108, 109/110, 111/112, 113/114, 115/116, 117/118, 119/120, 121/122, 123/124, 125/126, 127/128, 129/130, 131/132, 133/134, 135/136, 137/138, 139/140, 141/142, 143/144, 145/146, 147/148, 149/150, 151/152, 153/154, 155/156, 157/158, 159/160, 161/162, 163/164, 165/166, 167/168, 169/170, 171/172, 173/174, 175/176, 177/178, 179/180, 181/182, 183/184, 185/186, 187/188, 189/190, 191/192, 193/194, 195/196, 197/198, 199/200, 201/202, 203/204, 205/206, 207/208, 209/210, 211/212, 213/214, 215/216, 217/218, 219/220, 221/222, 223/224, 225/226, 227/228, 229/230, 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2007/2008, 2009/2010, 2011/2012, 2013/2014, 2015/2016, 2017/2018, 2019/2020, 2021/2022, 2023/2024, 2025/2026, 2027/2028, 2029/2030, 2031/2032, 2033/2034, 2035/2036, 2037/2

How they operate

- Once they make the breakthrough in a ward they move on
- Ward after ward
- Never target too much

Political tactics

- Oppose
- Claim
- Squeeze

An Effective Opposition

- "Be wicked, act shamelessly, stir endlessly."
- On page 23, it says:
- "Don't be afraid to exaggerate. For example, responses to surveys and petitions are always 'massive'. If a council is doing something badly public expressions are always of 'outrage'."
- And on page 4, it states:
- "Positive campaigning will NOT be enough to win control of the council."
- On page 6, it says that "you can secure support from voters who normally vote Tory by being effectively anti-Labour and similarly in a Tory area secure Labour votes by being anti-Tory."
- It goes on to say:
- "Oppose all service cuts ... No cut is going to be popular and why court the unpopularity that goes with the responsibility of power?"
- "You are NOT running the council. It's NOT your problem."

Emerging party strategy – Brexit Party

- Present themselves as the “voice of the people”
- Use the media extensively
- Campaign on Brexit rather than any local issues
- Use leader as message carrier more than local candidate
- Ground campaign of leaflets more than voter ID
- Did not stand in May locals but now standing in some local by elections



Taking them on - beating minor parties

- Keep them squeezed
- Don't allow them to be seen as "different"
- Match them leaflet for leaflet
- Claim credit for action
- Surveys, petitions
- VOTER ID and targeting

Taking them on – the organisation

- Build the capacity of your local party
- Be at the forefront of local issues
- Voter ID – **ALWAYS ASK QUESTION 4**
- Target mail shots
- Link to other campaigning organisations
- Be the community champion

Case study – How we won Peterborough

- Extensive conversations with voters before the by election was called
- Asking voters what issues mattered to them
- Campaign was run on the issues that were raised by voters
- Focus was kept on local issues and local candidate.



THE TORIES CAN'T BE TRUSTED TO KEEP THE PEOPLE OF PETERBOROUGH SAFE

Police 'not sustainable' as crime rises 30%
- Peterborough Telegraph 19/07/17

Big rise in burglaries and other crimes recorded in Peterborough
- Peterborough Telegraph 07/02/18

Knife crimes more than double in Cambridgeshire
- Hunts

SCHOOLS IN PETERBOROUGH HAVE LOST £2MILLION IN FUNDING UNDER THE TORIES

Peterborough schools have been cut to the bone and academic standards are falling. Our teachers need the resources to help our children reach their potential.

number of police funding and rough safe.

L FOR PETERBO

Lisa Forbes
A better deal for Peterborough

Labour will make sure schools are properly resourced by reversing the Conservatives' cuts and ensuring that all schools have the resources they need.



Labour

FORBES, Lisa
Labour Party

"I'm really worried about the impact cuts are having on our children's future in Peterborough. I'm voting for Lisa because she will campaign to give our schools the funding they need."

SHAKILA ANWAR

TEXT SCHOOLS TO 83080

All text messages are charged at the standard network rate. When you text a number, you are sending a text message to a mobile phone. Your mobile phone may not be able to send a text message if you are not connected to the internet. Please check your mobile phone settings. If you are not connected to the internet, you may not be able to send a text message. Please check your mobile phone settings. If you are not connected to the internet, you may not be able to send a text message. Please check your mobile phone settings.

©2018, 18th November 2018. In support of Lisa Forbes MP at 11 Chapel Walk, Peterborough PE1 1DE. Photo: David J. Cole

Greetings from your
Tory Council



Lisa Forbes

A better deal for Peterborough

Dear Resident,

The Tory Council here in Peterborough recently claimed that they are taking action and reducing fly-tipping.

That's not what the numbers say, with incidents of fly-tipping more than doubling and rates of enforcement falling significantly.

Over the last five years, Peterborough Council has issued just one fine for fly-tipping, totalling £321.

Help us send a message to the council to get them action on fly-tipping

Labour

TEXT 'RUBBISH' TO 83080
TO TELL THE TORIY COUNCIL TO CLEAN UP THEIR ACT.

THE TORIES' PETERBOROUGH SCHOOL REPORT	
SUBJECT	GRADE
Funding schools properly	FAIL
Exam results	FAIL
Class sizes	FAIL
OVERALL	FAIL

TORIES ARE FAILING CHILDREN IN PETERBOROUGH

Labour

FOR THE MANY NOT THE FEW

Finding out what to campaign on

- Talk to people
- Knock on doors
- Surgeries
- Surveys
- Casework
- Public meetings
- Coffee mornings
- Community leaders
- Labour community links
- Meetings with local workers
- Trade Union reps
- Local & social media

Task

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