

# Be the Best Council Candidate

LOCAL  
ELECTIONS  
2020  
TRAINING

Paul Upex

This training session will start at 4pm.  
You will be unable to hear any audio until it starts.

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# Aim of this session

To share with you top tips and advice to ensure that all of our Council candidates are working smart and strategically in the run-up to the 2020 Elections.

# Role of you as a Council candidate

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ELECTIONS  
2020  
TRAINING

Voters will often vote on the basis of local circumstances or on the perceived quality of the candidates, rather than default to the political party they usually support, so it is critical that we use our candidate as effectively as possible.

## **Recruiting, leading and motivating volunteers**

- Candidates are in a unique position to motivate and enthuse members and supporters in their local party to take part in the campaign

## **Meeting as many target voters as possible**

- We know from all the evidence collected that personal contact from the candidate is the most persuasive communication possible



# What we'll be covering

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ELECTIONS  
2020  
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- What elections we have
- Roles to fill
- Building a team
- Offer training sessions
- Mobilising
- Meeting and talking to voters
- Your story
- Top tips as a candidate



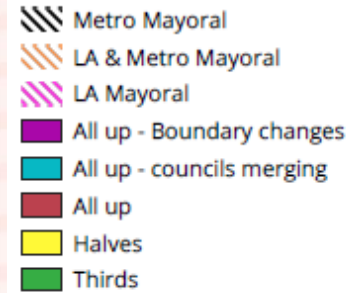
# Local Elections 2020

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ELECTIONS  
2020  
TRAINING

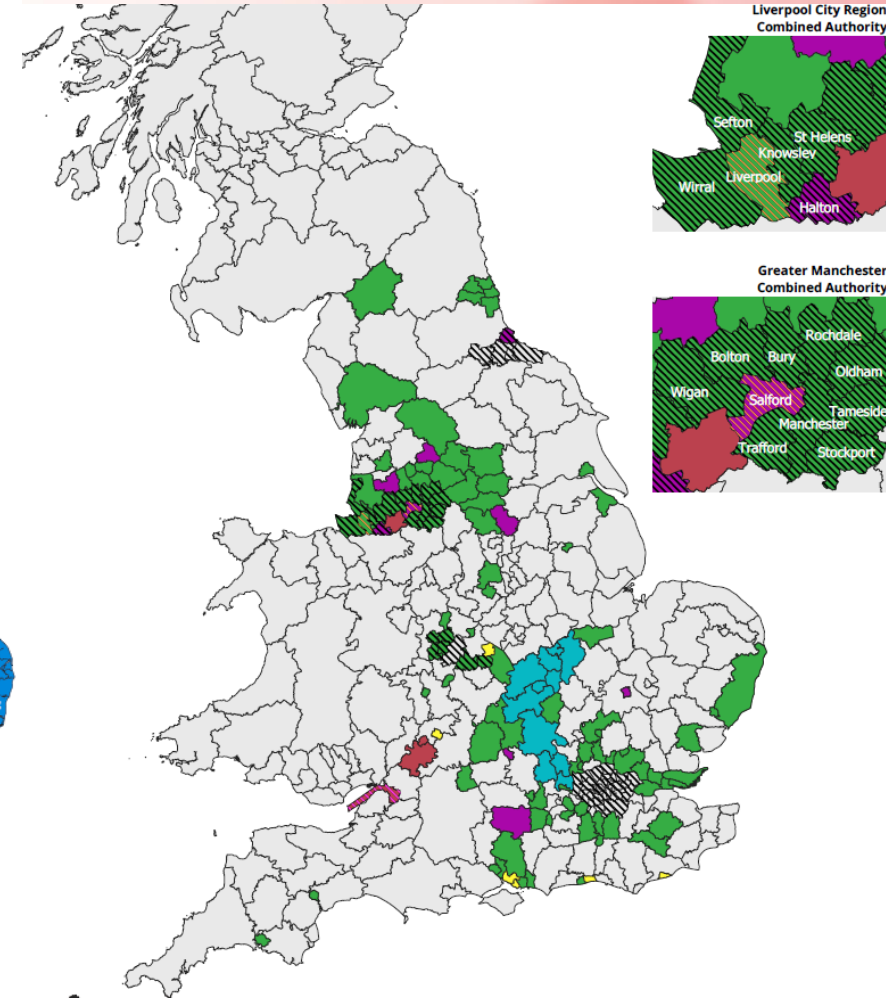
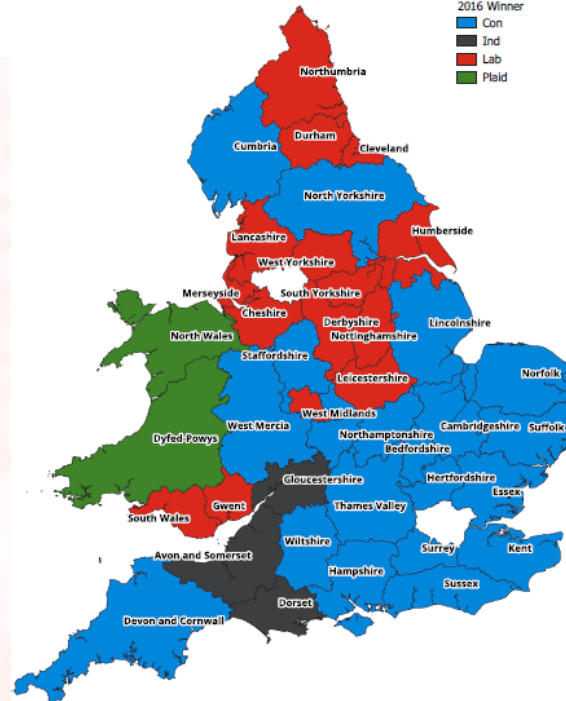
## What's up this year?

- 34 Metropolitan Boroughs
- 19 Unitary Authorities
- 17 District Councils (all-up)
- 56 District Councils (thirds/halves)
- 4 Metro Mayors
- 3 Local Authority Mayors (Bristol, Liverpool, Salford)
- Also: All Police & Crime Commissioners

### Council and Mayoral Elections 2020



Police & Crime Commissioner elections with 2016 winners



# Thursday 7 May

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ELECTIONS  
2020  
TRAINING**

## Polls open in 78 Days



# What is the political challenge in your area?

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ELECTIONS  
2020  
TRAINING

- Main opposition – who is it, is it credible?
- What is our positive message?
- What is the contrast with your main opponents line and how to back it up?
- What are they saying about us –is it effective?
- Who are the key voters, what are they key wards?
- Complacency!

**You can't do this alone**



# Top 10 roles to fill

***Candidate, a definite must – that's you!***

1. Agent, legally responsible for the campaign and all its materials and activities
2. Campaign Organiser/ Campaign Coordinator
3. Volunteer / Membership Coordinator
4. Fundraising Co-ordinator
5. Ward Organisers / leaflet delivery organisers
6. Print (leaflets and direct mail) and Digital Coordinator
7. Doorstep Canvassing Leaders, you can have as many of these as you need to help the Organiser manage multiple canvassing sessions
8. Candidate's Aide / Diary Coordinator
9. Data-entry Coordinator
10. Committee Room Leaders for polling day

**As we said,  
you can't do this alone...**

**So what are the challenges  
you face in building a winning team?**



# Challenges & opportunities

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ELECTIONS  
2020  
TRAINING

- General election result
- Loss of an MP
- Need to build up skills of volunteers and prepare them to win
- CLPs can often focus on internal processes and structures rather than looking outward
- To motivate voters and volunteers, we need to understand the issues which resonate in the area
- The selection process may have brought out tensions, now we need to unify
- Tools and platforms can be confusing for volunteers
- New leader
- More members
- Great candidates
- Opportunity to have a different conversation
- Track record
- Local manifesto
- National Campaign Day
- A convention in many areas is to suspend ordinary meetings during the short campaign and focus on the campaign
- Lighter evenings
- Opportunity to demonstrate that Labour will carry on fighting

# Engaging members







# How do you get people campaigning?

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ELECTIONS  
2020  
TRAINING

- Talk to members - find out what they care about
- Focus on issues rather than tasks e.g. "Save the NHS" or "save our local Sure Start centre"
- Mixture of local and key national issues
- Get their input on the strategy from the start
- Provide introductory sessions and training
- Make it social
- SAY THANK YOU



# A job for everyone

- Office management
- Door knocking
- Street stalls
- Membership mobilisation
- Garden stakes
- Communications
- Event planning
- GOTV planning

## Training and support you can offer

- Doorstep training and support
- What is GOTV and how do we do it?
- What happens at the count?

# What language would we use to motivate people to volunteer?

# Language that mobilises and inspires action

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ELECTIONS  
2020  
TRAINING

- You should think carefully about what is unique to your area e.g. in Wandsworth:

*“This was Margaret Thatcher’s favourite council. We can make history by winning it for the first time in 40 years.”*

- How many votes are in it
- Local issues that matter to members
- A new leader needs us to win here to start the fightback
- Opposition attack



# 5 things that you can do as a candidate

1. Be active alongside, and speak with, members and supporters
2. Build good relationships with other councillors, candidates, MPs and Parliamentary candidates
3. Reach out to unions and local campaign groups
4. Make a commitment to phone key activists
5. Organise a membership mobilisation event before the start of the short campaign

# Engaging voters

# Meeting voters

All research shows that voters believe that meeting the candidate is very important – even if it's only for a few seconds. Meeting as many target voters as possible is therefore the number one priority and the majority of your time should be focussed on it.

- Doorstep campaigning and 'blitzing'
- Street stalls
- School gates
- Local groups and relationship building
- Follow-up calls with vital voters



# Who have you worked with and built a relationship with?

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ELECTIONS  
2020  
TRAINING

- Local business forums/ chambers of commerce
- Community associations
- Tenant and residents groups
- Religious groups
- Single issue groups
- Park Friends
- Pensioner forums
- School groups
- Homewatch schemes, local police panels
- Community/Parish councils

# Building relationships with local groups

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ELECTIONS  
2020  
TRAINING

This work is important as people in these groups tend to represent the concerns of wider sections of the public and as such often reflect the concerns of large sections of your electorate.

Talking to local groups, whilst crucial, is no substitute for quality time spent on doorsteps talking to voters on an individual basis.

# Key voters

- **Phoning or direct mail vital voters.**

‘Vital voters’ will have been identified by volunteers during the campaign and a follow-up phone call from the candidate can make all the difference.

- Obvious examples of vital voters are:

- **Retention** - electors who previously voted Labour but are undecided this time or Labour voters who only vote at the General Election
- **Potential Switchers** - supporters of your principal opposition who are now undecided and considering voting Labour
- **Squeeze** – supporters of minor parties who prefer Labour to the Conservatives.



# Building your story

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ELECTIONS  
2020  
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***Q: Why do you want to be a councillor?***



***Q: Why should they vote for you?***



***Q: What have you done before?***

***Q: What will you do?***

# Your role, your story and achievements

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ELECTIONS  
2020  
TRAINING

- Your story is key for differentiating yourself from the other candidates. As a sitting councillor you will likely already have a profile in the local area but it will still be important to outline your experience and what differentiates you from your opposition, e.g. do you live locally, do your children go to school in the ward, etc
- Since you last stood it is likely you have achieved many things for residents; when talking to voters, it may be helpful to put these achievements into context by localising them (as a councillor what have you done to benefit this street or part of your ward?). For print, think about your narrative and how your achievements fit into this

# Your role, your story and achievements

- Once you have developed your narrative and know the key points you wish to communicate, repeat them and ensure you keep coming back to them (e.g. everyone knows that Sadiq is the son of a bus driver)
- Focus on the positives; as a sitting councillor your opposition will find it easy to attack you, make sure to highlight the work you have done and the key achievements of your administration (when in power)
- If in an opposition council/mixed ward: present the election as a choice, presenting your positive plan with the failure of the opposition councillors



# Incumbency

- Look back and celebrate your successes
- Have you built up a good photo library?
- Be wary of using too much council speak
- Check what you said you would do at the last election and what will you do at this election
- Don't be afraid to go back to people
- People will remember who you are

# Using social media locally

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ELECTIONS  
2020  
TRAINING

- Check out local Facebook or Nextdoor groups, hyperlocal news sites and message boards
- Get involved, make comments and make Labour's case online
- BUT be cautious how and who you engage with, and the tone you take

## Connect with Westminster Police on Nextdoor

Get in touch with your neighbours and local police officers to help keep your neighbourhood safe

Nextdoor is the free and private social network for neighbourhoods where members:

- Find local help and advice
- Get crime and safety alerts
- Discuss community issues
- and more...

Join at [nextdoor.co.uk](https://nextdoor.co.uk) or download the Nextdoor app on iOS or Android

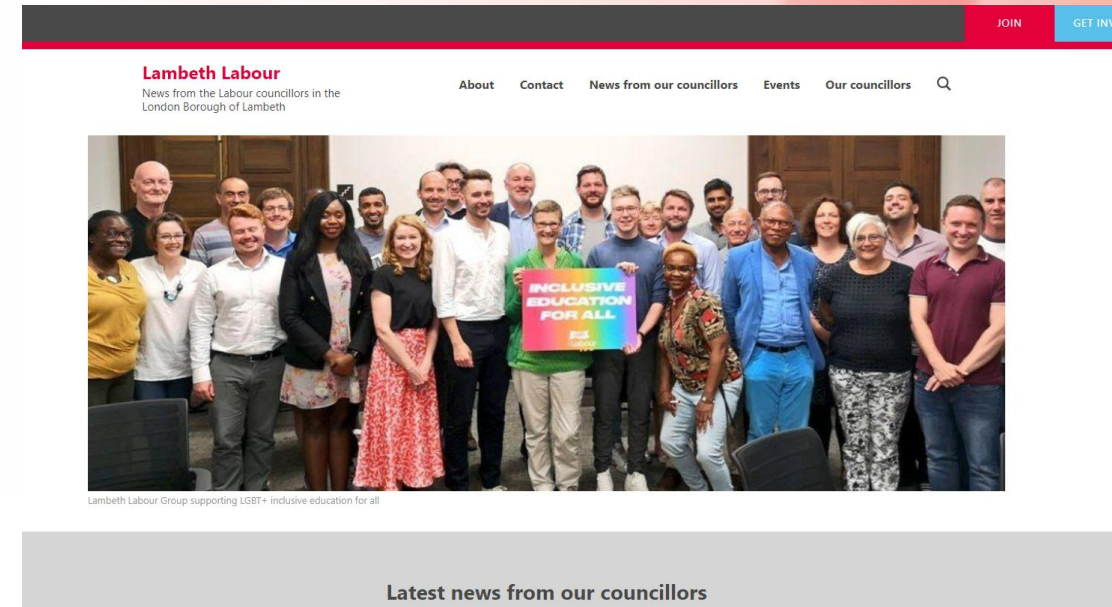


# facebook

# Making your case online

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ELECTIONS  
2020  
TRAINING

- Consider a dedicated Facebook page for your ward team
- Make sure your content is engaging, relevant and frequent
- Use video or images to get the most reach
- Keep it concise on Facebook - but link to your local website
- Get a good local Labour website at [www.laboursites.org](http://www.laboursites.org)





# Polling Day

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ELECTIONS  
2020  
TRAINING

- Be available – take the week off and get there when you're asked to
- Are you where you need to be? Help Labour's efforts where they're most useful – which may not be your ward
- Be visible with volunteers, get stuck in and say thank you
- Maximise your time meeting voters – on the doorstep and at school gates or at train/bus stations

# Achieve

Where to go: [achieve.labour.org.uk](https://achieve.labour.org.uk)  
Our online learning platform

LOCAL  
ELECTIONS  
2020  
TRAINING

## 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 role holders develop skills
- Knowledge of the Labour Party



# 8 Top tips

1. Ring new members
2. Build your team
3. Make campaigning your top priority
4. Increase frequency and vary time and day of sessions
5. Plan your message and keep in consistent
6. Grid out your campaign – start planning now for polling day
7. Be part of the bigger picture
8. Co-ordinate your campaign with Police and Crime Commissioner Elections and any regional Mayoral Elections



# How to get in touch

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## **Training Team**

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

0207 77831360

**Telephone:** 0345 092 22 99

**General local government and ALC  
queries, campaign advice, print and  
training**

**[councillors@labour.org.uk](mailto:councillors@labour.org.uk)**

**Option 3 | Campaign Technology |  
[campaigntechnology@labour.org.uk](mailto:campaigntechnology@labour.org.uk)**

Monday – Friday 9:30am – 6:00pm

**Option 3, Option 2 | The Organise Team |  
[organise@labour.org.uk](mailto:organise@labour.org.uk)**

Monday – Friday, 10am – 4pm

**Option 5 | Labour Membership |  
[labourmembership@labour.org.uk](mailto:labourmembership@labour.org.uk)**

Monday – Thursday 9am–5pm, Friday 9am–  
4:30pm

**Legal Hotline – 020 77831498  
[legal\\_queries@labour.org.uk](mailto:legal_queries@labour.org.uk)**

# Take our Training Survey

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2020  
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<https://labour.org.uk/training-survey-2020-form/>

**THANK YOU AND GOOD LUCK!**