

Is your CLP Campaign ready?

Aim

By the end of this session we want ensure that our local Labour teams have looked at what they have **done well, what they **could be better** and what areas need improvement. We want CLPs that our voter centric, looking outwards into the community not focussing on internal issues.**

What we will cover

In this session we will guide you through reviewing your most recent elections and look at how you can plan ahead

- Where we are
- Health Check
- SWOT analysis
- Challenges
- Health check focus
- Targeting
- Mobilisation
- Communications
- Digital
- Print
- Technology
- Looking ahead
- Development plans
- Top tips

Local Elections 2022

The elections on 5 May 2022 will elect:

- Over **6,000** councillors, including:
 - All councillors in Scotland, Wales, London and Birmingham
 - Councillors across England in most districts, many unitaries and some counties
- The Sheffield City Region Metro Mayor and 5+ local mayors



Thursday 5 May

Polls open in 222 Days

Health check

Why do we health check?

It is important to identify areas of weakness and areas where you need support and/or development in your campaign

Guidelines

- Approach the healthcheck with an open mind.
- Use the discussion points in this presentation as a guideline for local discussions.
- Use facts to support your change.
- Look ahead and develop goals.
- This is not about apportioning blame.

Health check

It's important that you've reviewed your election campaigns and to take a moment to take stock of your current situation.

Every constituency is different



What is the challenge in your area?

- 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!

Health check focus

Targeting

- Do you know what you need to do to win or keep control of a Council?
- Do you know where the key areas are?
- Do you know who the key voters are?
- Are you able to use **Insight** to prioritise, shape and focus your work?
- Do members understand why we target?
 - <https://insight.labour.org.uk/>

Member Mobilisation - review

- Did you have enough active members
- Were they trained and mobilised into the right areas
- On average how many activists participated in the following activities during the campaign?
 - Door knocking
 - Leaflet delivery
 - Street Stalls

Member Mobilisation – looking ahead

- Don't wait until you have candidates in place
- How can you build attendance for events? Who had responsibility in your CLP for building capacity?
- Do you have a plan to mobilise members moving forward?
- What support do you need to do this?
- Who will follow up with potential volunteers who were interested in helping in your campaign?
- Will you be offering training?
- Short campaign and polling day

Communicate with and engage members

- Better meetings
- 1 to 1s
- Phone calls
- Emails
- Letters
- Fundraising events
- Hybrid events
- Social events
- Training events
- Membership surveys

Communication with voters



- What local/national issues have you identified and are campaigning on?
- What message/issue is resonating most effectively with voters?
- Did you have a communication plan/grid?

Communication with voters

Develop a handful (definitely no more than 5, fewer is better) of key pledges or messages you want to deliver over the course of the campaign.

Agree these early on, repeat them as much as you can, and do not deviate from them

- Stick to your key messages and repeat them.
- Use short words, short sentences and short paragraphs
- If you can cut out words and retain the meaning then do so
- Talk about the future and how the choice people make changes it – what difference will voting Labour make?
- Focus on people and the change they want, not politicians and the council
- Use endorsers to deliver your message
- Don't use jargon, council and acronyms



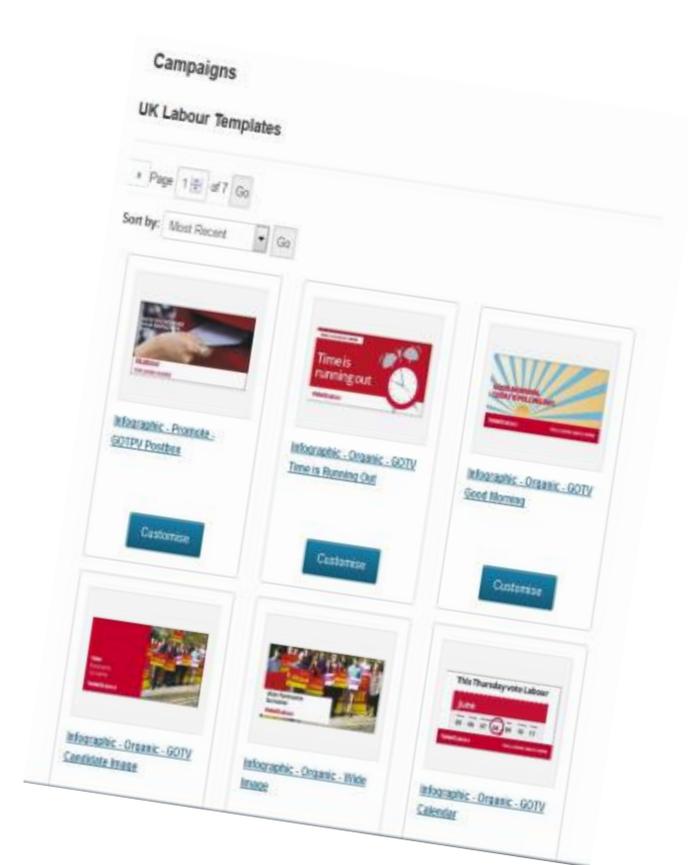
Review of Digital



- Will you be using Reach at all?
- What types of creatives will you use?
- Will you have enough budget for all your digital campaigning?
- Will you have an effective social media presence on Facebook/Twitter?
- How quickly could you get out digital adverts?
- Do you have a digital communication plan going forward?

Review of print

- What items did you need?
- Does your print plan fit your budget?
- What platform will you use to produce leaflets and where will you get it printed?
- Images - think about building a local image library.
- Do you have endorsers?

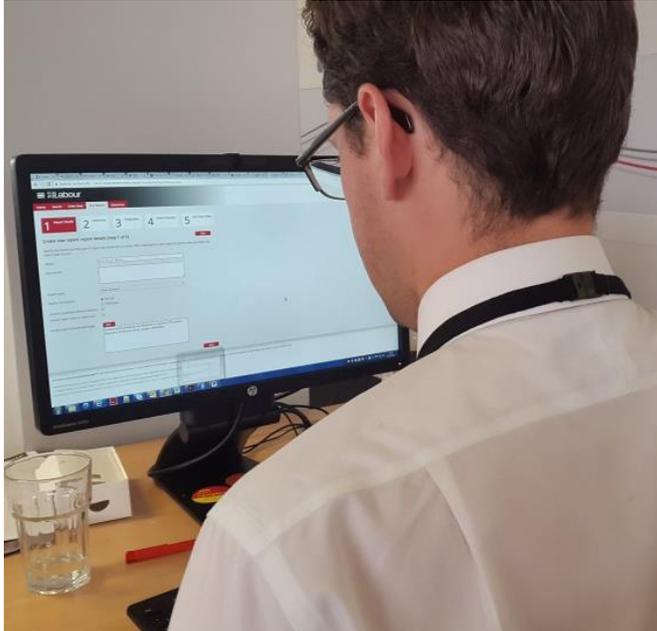


Review of delivery



- Did you have a delivery network?
- How quickly will you be able to get an item of print delivered across the constituency?
- How often and in what quantities will you produce and deliver printed items?

Campaign technology



- Is there someone in the CLP who takes responsibility for Contact Creator?
- Do you need any additional training on any of the Labour Party's campaign technology tools?
- How will casework issues identified through door-knocking and other activity be followed-up?
- Are your road groups fit for purpose during the campaign?
- When will you get your polling stations up to date on Contact Creator?
- Have you inputted the marked register?

Don't forget about...

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?

Agent support given to during the campaign and Support with expenses after the campaign

Visits

Please think about positives and negatives regarding:

- organisation of visits to your constituency
- impact of visits to your constituency

Endorsers

Did you use endorsers during the campaign?

Do you plan on building a network of endorsers for future campaigns?



Vote Labour
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Are your candidates campaign ready?

- Do they know what's expected of them?
- Are they aware of the targeting strategy?
- Are they comfortable talking to voters?
- Do they need training and support ?

Training and support - looking forward



- 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?
- Do you use Achieve?

Constituency Development Plan – to be updated

Aims - The CLP will pursue the following seven objectives in addition to the wider aims and values of the national party.

1. Prepare for and organise election campaigns to re-elect Labour Councillors and MP/Candidate, our Labour MP in Anytown Labour.
2. Support campaigns to raise the profile of the Labour Party, promote social justice and improve the lives of local residents.
3. Increase the number of active members, particularly from BAME communities.
4. Ensure members are informed of the party's activities.
5. Facilitate political education by, for example, inviting speakers to general meetings.
6. Raise funds to support day-to-day campaigning and build up contingency funding for other elections, especially general elections.
7. Ensure the CLP's finances are kept in order.

<https://labour.org.uk/activist-hub/local-party-resources/local-party-guides/>

8 Top tips

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

Our training offer

- Wide range of content – from our history to technology
- Online video training like this at labour.org.uk/training
- E-learning at achieve.labour.org.uk
- Face-to-face training in your local area



THANK YOU!

For links and resources mentioned here,
please head to

labour.org.uk/conferencetraining

www.labour.org.uk/training

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