



# WELCOME TO CAMPAIGN365

EMPOWERING YOU TO DELIVER **YEAR-ROUND** CAMPAIGNS — NOT JUST AT ELECTION TIME.



# Introductions

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## We want to hear your thoughts...

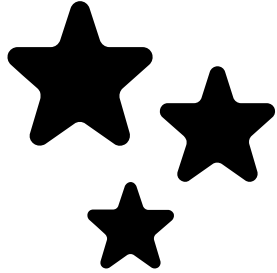
- > Please **write your thoughts** in the comments throughout the programme
- > **Raise your hand** if you want to come off mute
- > A **recording** will be available after – and you'll be emailed all templates
- > And always simply **email us** for slides ([training@labour.org.uk](mailto:training@labour.org.uk))



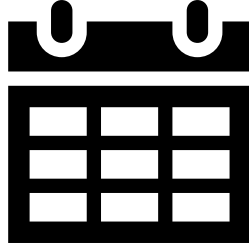


## By the end the Campaign365 programme, you will...

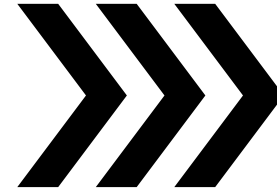
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Advance **existing skills and strategies** alongside others of **similar experience**



Develop a **tangible, tailored 365 Campaign Plan** – and given a **Campaign365 certification**



Gain **exclusive support** through **drop-ins** and **expert insights**



## This is what we'll cover...

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**We'll start today and run until January 2025.**

During the programme, you will be invited to drop-ins to share and discuss insights.

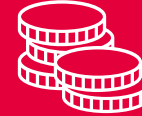
**There will be a short online 'thank you' discussion with a special guest.**



**Your print plan**



**Your targeting plan**



**Your fundraising plan**



**Your boosting membership plan**



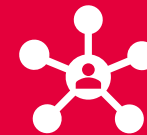
**Your digital campaign plan**



**Your ideas to kick-start in the new year**



**Your doorstep session schedule**



**Communication & Community Champions planning**



**Any immediate questions  
before we get started?**

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**157 days  
until 1 May  
2025...**

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“

We need **all our seats across the country** to be **campaign ready**. This means that all seats should have a plan of activity for voter and membership engagement covering 365 days of the year.

We must work with our most experienced campaigners to have a **campaign presence all-year round** – we must stay on **election footing**.

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**– Labour Leadership**



# The power of 365 planning

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Helps us use **our resources** effectively

Allows us to plan things **in advance of the short campaign and polling day** – staying on election footing

Helps us to **avoid mistakes** and iron out problems in advance





# Questions

Answer three quick questions

Who has **fully reviewed** their general election campaign?

At **local party-level**, what worked well? What could have been better?

What does your **campaign planning** look like for the next five months – 18 months currently?



# Suggested scoping task one

*Pre Christmas*

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## *Internal factors*

*Helpful to our campaign*

### **STRENGTHS**

- 34 Candidates whipped to attend sessions
- Healthy budget to fully fund a print and digital campaign
- Local Pledges that resonates with public
- Four Labour MP's, Metro Mayor and PCC

*Harmful to our campaign*

### **WEAKNESSES**

- Members are disengaged and not seasoned campaigners
- Certain wards had very outdated Voter ID
- Lack of Marked Register Data
- Target Ward with no candidates

## *External factors*

### **OPPORTUNITIES**

- New Labour MP
- Budget
- Upcoming cabinet visit
- Incumbency
- Early planning – using Campaign365

### **THREATS**

- Greens, Reform, Independents are organised, targeted and running attack on difficult issues.
- Council Tax rise going through budget in Labour ran council
- Local press is not favourable

**SWOT | Every seat is different...**

**Template to be shared with Campaign365 participants**



# Suggested scoping task two

*Pre Christmas*

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**Define with your campaign team...**

- Chances of winning
- What's the electorate?
- How marginal is/are the seat/wards you are fighting?
- What capacity do you have?
  - What training/support do candidates, Cllrs and members need?
- What budget do you have?
  - What is your candidate/s' availability?
- Geography and demography

**Template to be shared with Campaign365 participants**



# For the remainder of the programme...

**We'll be utilising our 365 Campaign Planner**



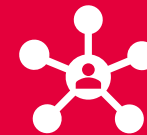
## Your print plan

Local Party 365 Campaign Planner  
November - December 2024

ACTIVITY	Monday 25th November	Tuesday 26th November	Wednesday 27th November	Thursday 28th November	Friday 29th November	Saturday 30th November	Sunday 1st December
Key							
Canvassing schedule		2pm in X ward	10am in X	2pm in X ward		10am in X ward 2pm in X ward	11am in X ward
Phonebank		Delivery of post electionthank you newsletter	Delivery of post electionthank you newsletter	Delivery of post electionthank you newsletter	Delivery of post electionthank you newsletter	Delivery of post electionthank you newsletter	Delivery of post electionthank you newsletter
Print schedule							First of advert post
Digital schedule							
Press / Visits / Mobilisation							
Campaign admin							Send email detailing door knocking next



## Your doorstep session schedule



## Communication & Community Champions planning

Template to be shared with Campaign365 participants



**Time for  
questions  
and  
discussion**



# See you tomorrow...

## Defining your 365 print plan exclusively with Stephen Fairley (Labour HQ Print Lead)

### 6pm kick-off



## WORKING TOGETHER TO BEAT THE TORY

Since 2015 the Tory government has cut £57 million from your local council services.

It means that by 2020 there will be no financial support from central government to fund local council services - not even one penny.

Labour councillors have had to take tough decisions locally, but we have always consulted on the choices we have made. Sometimes the cuts have meant we have had to take unpopular decisions - like ending the subsidy for free car parking after 3pm in town.

This is the challenge of leaders especially in such difficult times we have always put fairness and protection of vulnerable children and adults at the heart of politics and we continue to seek your trust and support to deliver promises and do the right thing.

That's the difference a Labour makes - and working with businesses and other organisations will beat the Tory cuts too.

**Vicars Cross**  
You said, we did!  
Labour  
Hard work & common sense

**You said: There are issues at Green Lane car park**  
**We did:** Chris has written to the council to ask that Highways officers consider the following issues:  
1. An In and Out system for the car park to avoid confusion and help congestion at busy times.  
2. The need for double yellow lines at the junction of Oldfield Drive and Green Lane to improve access to the car park.

**You said: There are parking issues at the school**  
**We did:** Chris Matheson has written to the school to ask that parents are reminded to be respectful of neighbours when dropping off and collecting children during the school year ahead - including not parking on the verges.

**You said: The gate at the playing field is broken**  
**We did:** The gate at the entrance to the Queens Road field (off Sutherland Way) is broken. It was hanging off the post with a chain. This has been reported, removed and we have asked if it will be replaced shortly.

**You said: What can we do about litter being dropped?**  
**We did:** We organised a litter pick with Labour members as a quick fix, but long term it is a social problem that people drop litter. The council do a good job at keeping our city clean but some people just don't seem to care enough about where we live.

**Have you got a different issue? Why not come and see Chris?**  
**Upcoming surgery dates >>>**  
Chester Music Theatre: 22nd October 2017, 9.30am - 10.30am  
United Reform Church: 2nd September 2017, 9.30am - 10.30am  
Sainsbury's Cafe: 17th November 2017, 5.30pm - 6.30pm

**You said: The sign on Lancaster Drive is bent**  
**We did:** This has been reported and will hopefully be fixed shortly. The council has a great mobile app for reporting issues like this. Search for it on your app store - it's called "Smyle".

**You said: There are no late buses to town**  
**We did:** Chris has written to Stagecoach to raise this issue. Other areas of Chester are experiencing the same problem and this is the result of a fragmented and privatised public transport system.

**You said: Can you improve our pavements?**  
**We did:** Residents on Green Lane, Clarence Avenue, Oldfield Drive and Rosslyn Road all brought up pavement repairs as a local issue. Pavements are assessed and a budget allocated annually so we have written to the council to ask that these roads are assessed next time. Cuts to local government mean that money is much tighter these days, but the roads will be scored and the most urgent will be fixed, within budget constraints, each year. Residents can also report road repairs and many other issues on the council website.



Action in Newton Labour

### 2. Planning your print

1. Kick-off and your 365 Campaign Plan

Supported by drop-ins and guest speakers

# Thank you!

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