

# RURAL CAMPAIGN PACK

## **FOREWORD**

The 2024 General Election showed that Labour can win right across the country. Voters in every part of Britain rejected 14 years of chaos and managed decline under the Conservatives.

Now it's time to consolidate the gains that we made, especially in seats Labour won for the first time in 2024. Many of these seats were in rural areas and places considered not to be traditional Labour territory – but we have won there, and we can win there again. To do so, we need to show voters in these areas that they were right to put their trust in Labour, and that Labour has a plan for change.

Many of the challenges faced by rural communities are similar to those faced by urban communities – crumbling public service and an economy in dire straits after 14 years of Tory government.

Work on Labour's Plan for Change is already well underway. From a pay boost for 3 million workers, to the launch of Great British Energy, to the first stage of the free breakfast club rollout, there's an awful lot to be proud of. Now, we need your help to get our positive message out to voters.

This guide provides some top tips on the tools you can use to build effective campaigns in rural areas, and some case studies where Labour has triumphed in rural areas – often building from a low base.

So, whether you're a seasoned campaigner, or starting to campaign in a rural area for the first time, there's something in this pack to help you get out there and start setting out our plan for change.

**Steve Reed MP**

**Secretary of State for Environment, Food and Rural Affairs**

## TOP TIPS FOR CAMPAIGNING IN RURAL AREAS

### 1. Work with the geography

If your area has people spread across smaller villages, make the most of your time in each village. Ahead of planned campaigning in a village, you could advertise a “meet the candidate” event to take place in the village on the same day as doorstep canvassing. There are “meet the candidate” Connects templates available for *England*, *Scotland* and *Wales*.



Following that action day you could send direct mails on any local issues that came up – you could use a Connects template to create a *letter*, or in the style of a *handwritten note*. If you commit to taking action at a meeting or in a discussion with a voter – make sure you do it, and also tell them about it. *Before and after postcards* and *lots done lots to do leaflets* – both on Connects – are great ways to tell people that you have followed up on your actions, and this in turn helps to build trust and credibility.

If you have one large population centre, and a sparse population for the rest of the area, focus door knocking in the town or large population centre and consider other ways to efficiently reach those outside of the town. For example, online advertising, addressed direct mails or doordrops could all help to reach those who might be harder to contact through canvassing. For more information about how to arrange direct mails or doordrops, contact [printstaff@labour.org.uk](mailto:printstaff@labour.org.uk).

Telephone canvassing can also help you reach voters in harder to canvass areas. To do this, you will need a telephone look up which you can order [here](#)

Telephone lookups can be particularly effective in rural areas, with a higher percentage of voters having a phone number available.

### 2. Visibility

Consider how to build visibility of your candidate(s). If there are homes on key routes, contact members and supporters on these routes and ask them if they would be willing to put up posters and correx boards. Meet the candidate events can also help with this. Local press can also help you to increase visibility – you could start a *petition* on a local issue, collect signatures while out doorknocking, then use the opportunity of submitting it to get some press attention.

### 3. Hyper-local focus

When writing literature, think about what area local people feel like they belong to. Most people don't identify themselves with their electoral geography, especially if the area is large, so putting the name of the constituency or ward on all your materials might not help to connect with residents. Instead, see if you can produce hyper-local print ie a version of a leaflet or letter for each village or area.

Even if you're not able to do small runs of different pieces of print, think about other ways to make as many areas as possible feel included. For example, if using endorsers, try and ensure that they are from different areas or villages. In these areas, having a strong digital operation can become even more important, with Facebook community groups offering the chance to have local and authentic voices sharing your content.

#### 4. Use digital campaigning

Digital campaigning offers an easy way to be able to reach voters in areas more difficult to canvas, particularly in rural areas where voters may be spread out over a large area, making 'traditional' ground campaign methods far more inefficient.

However, digital campaigning is more than simply posting on a Facebook page – you need to make sure you're getting your message in front of the voters who need to see it.

Local community Facebook groups provide a great opportunity to reach out to voters. For starters, the overwhelming likelihood is that users in the group will live in the area the group covers, so you know your messages will be seen by people who can actually vote in the area you're campaigning in.

Different community groups may have different rules about what types of posts are allowed, some may explicitly ban 'political' posts. However, that does not mean we can't still use them to campaign. For example, if flytipping is an issue you're campaigning on in your area where you're trying to take control of the council, you might take a picture of a flytipping incident when you next see one to post in your local community group, with text along the lines of "Sad to see yet more flytipping in our community. The council keep saying they're going to do something about it, but we never see any action. It keeps getting worse and worse!" This post isn't explicitly political, but drives the campaign narrative you want to use.

Equally, your local council candidate might set up a community litter pick to clear up some of the rubbish blighting the local area – and this could also be posted about in community groups, with text along the lines of "Great to see the community come together to clear up this mess. Local people restoring pride in our area." Again, this isn't explicitly political, but highlights the local

council candidate as being active and focusing on an issue local voters care about.

Another way you can reach voters is by running paid adverts on Facebook. Running paid ads is a great way to increase awareness about your campaign, or to deliver an online survey or petition where delivering a physical version might be more difficult – but your digital campaigning should always compliment the ground campaign to ensure a joined up message.

It's important to think about who your key voters are, what issues they care about and how to speak in a language that will resonate with their values and priorities when running ads. For example, an advert about the Tories' threat to the triple-lock pension might not be as relevant to students, so you would want to target an older demographic.

As well as issue-based ads, it's important also to run ads at key points during the campaign. For example, running GOTPV ads around the time postal votes will land on people's doormats where you live. But, again, it's key to ensure you're targeting the right audience – we want to make sure we're encouraging Labour supporters to return their postal votes, not opposition party supporters.

## Meet the candidate

This model is suitable for both MP work and councillor/candidate campaigns. For support with MP events, please contact [plp@labour.org.uk](mailto:plp@labour.org.uk) and for councillor & candidate support, contact [councillors@labour.org.uk](mailto:councillors@labour.org.uk).

1. Book a local venue – e.g. a community centre or town hall
2. Order some invite cards and deliver to the local community you're choosing to invite with details about the meet the candidate event (you can exclude the event address at this stage and include a link to register for the event, and send the address later on)
3. Follow up all printed comms with some targeting digital ads
4. Make sure everything is organised for the event – teas & coffees, event format, photos for social media, casework forms, sign-in sheets etc.
5. After the event, send a follow up letter to everyone you invited, letting them know the event was a success, you were pleased to meet so many people and a summary of the key issues you picked up. Do this with your digital ads as well
6. Make sure you also send special follow up letters personally thanking those who came, detailing what your next steps are if they raised specific casework with you
7. Keep using this model and tour all the local villages/areas!

## Pendle and Clitheroe



### Case study – Pendle and Clitheroe

Jonathan Hinder came to Mid Bedfordshire to campaign and was inspired to adapt the model they used for his constituency. He evolved the system to work around his available resources. He had 2 people show up to his first listening event. By the start of the short campaign (before the election was called) he had 30-40 people showing up. Local papers printed all the upcoming dates of his events.

## LABOUR'S PLAN TO GIVE OUR COMMUNITIES THEIR FUTURE BACK.

The top issues for voters in rural areas are the same as those for the rest of the country – the cost of living, the economy, health and immigration, and your communications with voters should focus on these issues, in a local context.

Labour's Plan for Change will deliver for rural voters – below are some policies that are making a positive difference to rural areas within each milestone.

**Kickstart economic growth** to raise living standards in rural communities. This Labour government is:

- ✔ Delivering on our 'New Deal for Farmers' to turbocharge rural growth and boost Britain's food security. We've announced wide-ranging reforms to support food production, protect farmers in trade deals, and boost profitability throughout the supply chain. This comes alongside the £5bn that was allocated to farming as part of the Chancellor's Autumn Budget.
- ✔ Protecting rural communities with a new Floods Resilience Taskforce to build flood defences, protect our rural communities and boost their economic resilience.
- ✔ Rolling out faster broadband to hundreds of thousands of people in rural villages and towns to power economic growth. Over £289m-worth of contracts were recently signed to connect locations including the Shropshire Hills, Dee Valley, and Isle of Anglesey.
- ✔ Protecting nature while getting Britain building. A new Nature Restoration Fund will enable developers to better meet their environmental obligations, while also supporting the government

to build the homes rural communities desperately need.

**Police back on the beat** in every community and a crackdown on rural crime and disorder. This Labour government is:

- ✔ Putting 13,000 more neighbourhood police and PCSOs in every community, including in rural areas, and a named officer in every community through our Neighbourhood Policing Guarantee.
- ✔ Introduce new Respect Orders to crack down on antisocial behaviour. The new powers will be introduced as part of Crime and Policing Bill that will be brought forward this spring.

**Ending hospital backlogs** in our rural communities. This Labour government is:

- ✔ Delivering faster NHS treatment and more appointments closer to home to cut NHS waiting times from 18 months to 18 weeks.
- ✔ Driving towards the government's first step to deliver 40,000 extra appointments each week.
- ✔ Tackling the mental health crisis facing our rural communities by investing £26m to open new mental health crisis centres.
- ✔ Investing nearly £26 billion at the Budget to fix the foundations of our broken NHS.
- ✔ Developing a ten-year plan, working with staff and patients across our rural communities, to change and modernise our NHS.
- ✔ Delivering a long-term plan for reforming adult social care, so that people can live active and fulfilling lives in the rural communities they call home.

- ✓ Bringing back the family doctor with £900 million of investment so you can book an appointment with a GP of your choice.

### **Make Britain a Clean Energy**

**Superpower** to protect our environment, secure home grown energy and protect billpayers. This Labour government is:

- ✓ Switching on Great British Energy – a publicly owned British energy company – to invest in clean, home-grown energy and create the jobs of the future across rural communities.
- ✓ Protecting our natural environment with our Water (Special Measures Bill) which will block bonuses for water bosses polluting our waterways, enable automatic and severe fines for wrongdoing, and bring criminal charges against persistent law breakers.
- ✓ Rolling out our Clean Electricity Plan to get more clean energy projects connected to the grid, boosting our energy independence and protecting billpayers from volatile international markets.

**A best start in life for children** in our rural communities. This Labour government is:

- ✓ Kickstarting the rollout of free breakfast clubs in all primary schools to boost parents' work choices and children's life chances.
- ✓ Delivering funding for up to 300 school-based nurseries to provide additional places in areas where they are needed most, on the way to 3,000 new school-based nurseries across England.
- ✓ Driving high and rising standards in our schools by putting more qualified, expert teachers in classrooms everywhere.

- ✓ Reforming the SEND system so that every child across the country can achieve and thrive.

### **Attack**

- ✗ The Conservatives' presided over 14 years of stagnant growth, poor investment, and plummeting living standards.
- ✗ This left public services broken, leaving rural communities with sky-high hospital waiting lists, crumbling schools and terrible infrastructure.
- ✗ The Conservatives sold British farmers out in trade deals with New Zealand and Australia.
- ✗ The Tories' failure to invest in cheaper, home-grown British energy meant that we were left dependant on foreign gas markets. As a result, bills went up by £1,060 on average following Russia's invasion of Ukraine, leaving farmers and rural businesses facing spiralling costs.
- ✗ Over 12 thousand farmers and agri-businesses have been forced out of business since 2010 due to Tory neglect, while crime in rural areas skyrocketed by nearly a third since 2011 under the Conservative's watch.

## CASE STUDY

### Mid Bedfordshire By-Election



The 2023 Mid Bedfordshire by-election was a watershed moment for the Labour Party, showing that we could be competitive in all areas of the country.

The Mid Bedfordshire constituency had been held by the Conservatives since 1931, and in the 2019 General Election the Conservatives had won with almost 60% of the vote and a majority of nearly 25,000. This was not natural Labour territory.

Mid Bedfordshire has 60 settlements, with the largest – Flitwick – making up around 10 per cent of the population of the constituency. This meant that canvassing had to be arranged village by village, rather than on the basis of priority rounds. To maximise the impact of visiting a village or area, we made a big deal out of each visit – sending invitations to a meet and greet event with Alistair Strathern a week in advance, and then following up with letters or postcards after the event to remind people that he was there.



Because there were so many smaller settlements, and it wasn't possible for the candidate to be in all of them all the time, ward or village organisers played an incredibly important role in making sure that activity carried on in each area, from delivering leaflets to speaking to neighbours, and asking friends if they could get involved in campaigning.



In many by-elections, Labour is able to increase visibility simply by having a shopfront office in a prominent location such as the main high street in the constituency. Because Mid Bedfordshire was made up of so many smaller villages and towns, each with their own centre, this wouldn't be enough to create a presence in the community. Instead, we turned our focus to getting members and supporters to put up correx boards, particularly on busy roads. This let people know that – perhaps despite their expectations – their friends and neighbours were voting Labour. This gave voters both social permission to vote Labour, but also told

them that Labour was in serious contention in this election.

As many voters in Mid Bedfordshire are commuters, Flitwick station in the early morning was another opportunity to increase visibility, with advans and leaflets. Although advans may be out of budget for smaller campaigns, it's worth thinking about where pinch points might be where you can reach lots of voters at once and equip volunteers with leaflets to hand out.

These methods – along with an outstanding candidate and continual hard work on the doorstep – overturned an enormous Conservative majority and gave Mid Bedfordshire a Labour MP for the first time in its history.

### **Selby and Ainsty by-election**

When the Selby and Ainsty by-election was called in June 2023 it was considered a traditional Tory safe seat. In 2019 the Conservatives had won over 60% of the vote, with a majority of over 20,000. Until 2023, the Conservatives had won the seat by a larger majority in every General Election since it was created.

The constituency was predominantly rural, with the only towns being Selby, Tadcaster and Sherburn in Elmet. The demographics weren't particularly in our favour either – a large proportion of voters were over 60, a majority had voted Leave, and the constituency was fairly affluent.

### **Gathering momentum**

Within a week of the by-election being called, we launched our campaign with our candidate Keir Mather. For this launch, we mobilized members from across the region. This generated publicity for us and demonstrated the strength of support for Labour. In seats where Labour haven't previously had a track record of success it's

important to set the tone, and show both the opposition and voters that you are a serious contender. Act like you're going to win and people will believe that you might win.



### **Building from a low base**

At the start of the campaign, our contact rate was only 2%. As we were starting from a low base, we cast the net wide and spoke to as many voters as possible early on to establish where our vote was. Previous campaigning had been focused only on Selby, but we knew that to win we would have to adopt a no stone untouched approach.

We canvassed every town, village and hamlet across the constituency, and looked at the issues raised in that place. If, for example, residents mentioned road quality was a local problem, we would write and deliver a direct mail on this from Keir Mather to show that he was listening and cared about local issues.

We tailored our print to the different towns and areas within the constituency, and used real voices from each area as endorsers. This made them relatable for voters in those areas and gave them social permission to vote Labour.

### **Research your opposition**

One of the main attack lines used by the Conservatives was suggesting that Labour would build on the green belt. By researching the Tory candidate, we found that she had backed housebuilding on the green belt as a councillor in East Riding. We got this

story picked up by the local media and this neutralised their attack line.

## Tory candidate for Selby accused of ‘hypocrisy’ over housebuilding comments

The Yorkshire Post

### Digital campaigning

Digital campaigning played a huge role in our success. We ran YouTube and Facebook adverts throughout the campaign, and used local voters and activists to spread organic content. This included attack content, which often had a handmade look to it – we found this would be more widely shared than graphics that looked like they had come from the Labour Party. We also used real voices as part of our digital campaign – these worked well and were perceived to be authentic and credible message carriers.

Such was the strength of our digital campaigning that our candidate became a local celebrity, with voters recognising him everywhere they went, and even on one occasion applauding him as he arrived at the local pub!



### The result

Labour won, and in the process set a record for the largest majority ever overturned by Labour

in a by-election. We achieved a swing of 21.4% to Labour, securing 46% of the vote, and held the seat at the 2024 General Election.

### Lutterworth, Harborough District Council

Like many electoral successes, our breakthrough onto Harborough District Council was built on years of work. Although there had been Labour councillors in the past, between the 2003 election and that of 2019, no Labour councillor had been elected within the district. Lutterworth, where our branch is centred, had been the final seat lost, but we knew Labour voters hadn't vanished and were determined to represent them again. Lutterworth itself is a small town in the South Leicestershire constituency, sandwiched between the M1, M6 and A14. Formerly a Rural District in its own right, it was unwillingly combined with the larger Market Harborough in the government reorganisation of 1974 and has felt overlooked and disregarded since. It looks like archetypal England, but includes pockets of relative deprivation and one of the biggest distribution centres in the country. With the only way being up, the branch put together a three pronged campaign to win once more.

**VISIBILITY** – If you don't know an option exists, you are unlikely to choose it, so the branch worked hard to ensure Lutterworth residents knew their town was home to an active and committed Labour presence. Through regular newsletters, street stalls and door knocking, activists met and listened to local voters. Beginning at the end of 2017, and interrupted only by Covid, we visited every house in the town. We collected for the local food bank – and ensured the press reported our efforts. Through 2022 we also held regular demonstrations protesting the poor air quality in the town centre and the missed opportunity to include a bypass in an enormous residential development planned on the town's edge. People knew we existed and what we stood for.

**CREDIBILITY** – In our target seats, we selected candidates with care. Existing Conservative councillors had name recognition on their side, so we chose members already familiar within the town. Town councillors were an obvious choice, but we looked too for members with a presence outside politics, whether through their work or their social activities. Living in the ward seemed to add votes. Our first success was someone who had lived in the town all his life and, it seems, whose Mum knew almost every elector personally.

**PERSISTENCE** – In 2019 Labour secured one of Lutterworth's four council seats, with a second missed by fewer than the number of spoiled ballot papers. But this was not enough. With only one Labour Councillor we couldn't create a group or secure seats on committees. Buoyed by success we continued campaigning with more newsletters, meet your councillor events and never ending door knocking. Election day saw tellers at every polling station and a well organised and comprehensive push to ensure promised votes were delivered. Our reward – three councillors and a role in the coalition administration. A 200% increase on 2019, so if we continue at the same rate, by 2035 we could hold all 34 council seats!

**RETENTION** – Already, we look to 2027. Our next targets have been identified; we are planning and getting on with our canvassing campaigns. Plans are in place to hold onto our gains. This year the local Tories were disheartened and disillusioned, but we cannot rely on their incompetence. We put in too many hours securing these seats to let them slip away. Our only limitations now are insufficient ambition and too few active members...and we are working on both.

*Elizabeth Marsh, Misterton with Walcote Parish Council; Leicestershire*

## **Ringwood, New Forest**

### ***Why bother in places like this?***

Many Labour people are amazed that there is any Labour activity in the New Forest. Our Conservative MP had a 24,000 majority in 2019 and in 2015 New Forest District Council was returned with 58 out of 60 Tories.

In 2015, Labour was 261 votes short of winning a seat on the New Forest District Council, in Ringwood North. This showed there was a solid base of people prepared to put their cross next to the rose on a ballot paper.

### ***Start campaigning!***

We started with petitions and street stalls, plus some Facebook campaigning. We found that a petition was a great "permission to knock", and generated media articles.

We decided to try to get on Ringwood Town Council first and in a Town Council by-election in 2017, Labour got a credible vote – but not quite enough to take it. This let us build skills with designing leaflets on Labour Connects and using Contact Creator. I'm a big fan of using the technology that we get from the party.

At the 2019 local elections, we had three town councillors elected in Ringwood – two elected unopposed. This shows why it's important to stand everywhere.

### ***Visibility is key***

In 2019, we delivered an election address during the campaign and ran Facebook adverts. In the final week we delivered targeted eve-of-poll and election day cards with a Get Out The Vote operation helped by Labour Coast and Country. We were only 241 votes short of winning a seat on the District Council in Ringwood North.

### ***Build from the bottom***

Being active as Labour on Town and Parish Councils is important. Get elected then use the platform to show what Labour councillors do for residents.

Put out newsletters, talk to the media, but above all – knock doors. “We’re your Labour councillors, what can we do for you?”. You’ll get casework, some of which you will be able to fix, but some of which you won’t, but you’ll be showing that you listen and care for residents. And all the time you’re improving your data on who might vote for us.

***“I’ve never had a knock from a councillor before”***

After the 2019 local election we set ourselves the challenge to knock on every door in the town during the four year election cycle. The doorstep welcome was warm with people often commenting how nice it was to get a knock from a councillor. Regular knocking meant we were building up our data – contact rates went up and up from a starting point of 7%.

In 2020 the COVID-19 pandemic effectively put local politics on hold. Once campaigning was possible again we restarted with regular newsletters and door-knocking. One resident said “you’re the only party that takes the time to tell us what you’ve been doing for us”.

We came second in the post-COVID county council elections in our ward but failed to win a town council by-election. It was after this that scandal after scandal erupted in Westminster. We could feel things shifting under our feet and it really was quite delicious. “I’m never voting for the Tories again” was the refrain on doorstep after doorstep.

***2023 all-out local elections***

We went into the 2023 local elections with a tight budget, but with help from dedicated volunteers we hand-delivered direct mail to postal voters, posted direct mail to target voters, hand-delivered leaflets and knocked doors. The campaign culminated with a Get Out The Vote operation on nearly 1,250 Labour promises in the two wards.

**And we were successful!** We gained the first Labour councillor elected by ballot since New Forest District Council was first formed in 1974. Then at the 2024 General Election we returned the biggest Labour vote ever in New Forest West, slashing our MP’s majority to just 5,600. Next stop, the county council and more district councillors.

*Cllr John Haywood, District cllr for Ringwood North & Ellingham, Town cllr for Ringwood North and parish cllr for Ellingham, Harbridge and Ibsley*

## EXTERNAL RESOURCES

### Labour Coast & Country

Labour: COAST&COUNTRY emerged from the work of a country-wide group of party members who recognized the need to bring together non-urban members for the long term, to take on the baton of others, from Labour Rural Revival, the Southern Discomfort task force to Operation Toe-Hold.

LCC has worked across the country, and the movement, to share practice and to develop policies that show Labour is part of communities of coast and of country, is listening, and has thought about how best to respond to issues, concerns and opportunities with these communities.

In offering a platform for members to be supportive, share, interact, and air issues particular to their community we have come to appreciate the important role played by Labour/Cooperative Party members who are Community, Parish or Town Councillors.

We aim to convene members to be supportive, share, interact, and air issues particular to their community or situation. Whether this is rural poverty, housing or transport; agricultural wages or educational opportunity; flood defence or gang-masters, or indeed how best to canvass a village or be a parish councillor; you can have your say and see what others have to offer. We are developing policy and practice collectively and garner numbers behind our input to the party. Above all, members no longer need feel isolated. There are many of us, fighting for Labour and Labour solutions on the coast and in the country.

### Contacts & next steps

Labour: COAST&COUNTRY – If you would like to know more, please find us at:  
[www.labourcoastandcountry.org](http://www.labourcoastandcountry.org)  
 Or on X @LabourCC

## NEXT STEPS

We hope this pack will be useful and help you campaign effectively in rural areas.

Here are some contacts for further support.

If you are an MP please contact  
[plp@labour.org.uk](mailto:plp@labour.org.uk).

If you are a councillor or candidate, please contact [councillors@labour.org.uk](mailto:councillors@labour.org.uk).

If you have a query about election law or need legal guidance to do with your campaign, please contact Legal Queries on [legal\\_queries@labour.org.uk](mailto:legal_queries@labour.org.uk) or 0207 783 1498.

Any issues with: Contact Creator, Insight, Doorstep App, Dialogue, and anything else related to Contact Creator or directly contacting voters –  
[campaigntechnology@labour.org.uk](mailto:campaigntechnology@labour.org.uk)

Any issues with Organise  
[Organise@Labour.org.uk](mailto:Organise@Labour.org.uk)

Any issues with membership queries  
[labourmembership@labour.org.uk](mailto:labourmembership@labour.org.uk)

For queries regarding print  
[Connects@labour.org.uk](mailto:Connects@labour.org.uk)

### Labour Party Regional and National Offices

East Midlands  
[eastmidlands@labour.org.uk](mailto:eastmidlands@labour.org.uk)

Eastern  
[eastern@labour.org.uk](mailto:eastern@labour.org.uk)

London  
[london@labour.org.uk](mailto:london@labour.org.uk)

Labour North  
[north@labour.org.uk](mailto:north@labour.org.uk)

North West  
[northwest@labour.org.uk](mailto:northwest@labour.org.uk)

Scottish Labour  
[scotland@labour.org.uk](mailto:scotland@labour.org.uk)

South East  
[southeast@labour.org.uk](mailto:southeast@labour.org.uk)

South West  
[southwest@labour.org.uk](mailto:southwest@labour.org.uk)

If there's any campaigning tools or techniques mentioned in this pack that you're not familiar with, or haven't used for a while, the Labour website has resources which can help you get up to speed or refresh your knowledge. Visit [labour.org.uk/resources/](https://labour.org.uk/resources/) or [help.labour.org.uk/support/home](https://help.labour.org.uk/support/home) for live training webinars, how to guides, step by step videos and much more.

We're always looking for new examples of best practice – if you've got a story to share about how you've helped Labour win in rural areas please get in touch with [campaign\\_materials@labour.org.uk](mailto:campaign_materials@labour.org.uk) and you could feature in a future version of this pack.

