

FOR THE MANY NOT THE FEW



**LABOUR
PARTY
GENERAL
ELECTION
2017 REPORT**

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Contents

1. Introduction from Jeremy Corbyn	07
2. General Election 2017: Results	11
3. General Election 2017: Labour’s message and campaign strategy	15
3.1 Campaign Strategy and Key Messages	16
3.2 Supporting the Ground Campaign	20
3.3 Campaigning with Women	21
3.4 Campaigning with Faith, Ethnic Minority Communities	22
3.5 Campaigning with Youth, First-time Voters and Students	23
3.6 Campaigning with Trade Unions and Affiliates	25
4. General Election 2017: the campaign	27
4.1 Manifesto and campaign documents	28
4.2 Leader’s Tour	30
4.3 Deputy Leader’s Tour	32
4.4 Party Election Broadcasts	34
4.5 Briefing and Information	36
4.6 Responding to Our Opponents	38
4.7 Press and Broadcasting	40
4.8 Digital	43
4.9 New Campaign Technology	46
4.10 Development and Fundraising	48
4.11 Nations and Regions Overview	49
4.12 Scotland	50
4.13 Wales	52
4.14 Regional Directors Reports	54
4.15 Events	64
4.16 Key Campaigners Unit	65
4.17 Endorsers	67
4.18 Constitutional and Legal services	68
5. Labour candidates	69

1.

INTRODUCTION

Foreword

I'd like to thank all the candidates, party members, trade unions and supporters who worked so hard to achieve the result we did.

The Conservatives called the snap election in order to increase their mandate. Instead they lost their majority. Labour gained seats in every region and nation of Britain, gaining seats for the first election since 1997. Labour secured the largest percentage increase in the Labour vote since 1945. As a result we are no longer just an Opposition, we are a Government-in-waiting.

Our party is growing again with well over half a million members, and the great resource of our affiliates. That enabled us to reach more people with our message and to encourage and enthuse more people to register to vote and to participate in the election.

Labour is a social movement capable of campaigning and winning in every community of Britain. We must be ready for a general election whenever it may come, and next year we have elections in over 150 local authority areas across England.

We are united in our determination to work together to elect a Labour government that delivers for the many not the few.

A handwritten signature in black ink, reading 'Jeremy Corbyn', with a stylized flourish underneath.

Jeremy Corbyn
Leader of the Labour Party



2.

**General Election 2017:
Results**

General Election results

	votes	%	2015 Comparison		Change in Share
Labour	12,874,310	41.0%	9,347,326	31.2%	+9.8%
Lib Dem	2,371,772	7.6%	2,415,888	8.1%	-0.5%
Conservative	13,628,849	43.4%	11,290,848	37.7%	+5.8%
SNP	977,569	3.1%	1,454,436	4.9%	-1.7%
Plaid Cymru	164,466	0.5%	181,694	0.6%	-0.1%
Green	517,919	1.7%	1,150,791	3.8%	-2.2%
UKIP	596,217	1.9%	3,862,805	12.9%	-11.0%
BNP	3,924	0.0%	1,667	0.0%	+0.0%
EngDem	1,820	0.0%	6,531	0.0%	-0.0%
Others	246,981	0.8%	267,771	0.9%	-0.1%
TOTAL	31,383,827		29,979,757		

	Total Seats	Change	Held	Gain from					
				Lab	LD	Con	Nat	Grn	UKIP
Lab	262	+30	226	-	2	28	6	-	-
LD	12	+4	4	-	-	5	3	-	-
Con	317	-13	297	6	1	-	12	-	1
Nat	39	-20	38	-	1	-	-	-	-
Grn	1		1	-	-	-	-	-	-
Oth	19	-1	19	-	-	-	-	-	-
Total	650		567	6	4	33	21	0	1

Labour gains

Seat	From:
Bedford	Con
Ipswich	Con
Peterborough	Con
Derby North	Con
High Peak	Con
Lincoln	Con
Battersea	Con
Croydon Central	Con
Enfield, Southgate	Con
Stockton South	Con
Bury North	Con
Crewe & Nantwich	Con
Warrington South	Con
Weaver Vale	Con
Brighton, Kempdown	Con
Canterbury	Con
Portsmouth South	Con
Reading East	Con
Bristol North West	Con
Plymouth, Sutton & Devonport	Con
Stroud	Con
Warwick & Leamington	Con
Colne Valley	Con
Keighley	Con
Cardiff North	Con
Gower	Con
Vale of Clwyd	Con
Kensington	Con
Coatbridge, Chryston & Bellshill	SNP
East Lothian	SNP
Glasgow North East	SNP
Kirkcaldy & Cowdenbeath	SNP
Midlothian	SNP
Rutherglen & Hamilton West	SNP
Leeds North West	LD
Sheffield, Hallam	LD

Labour losses

Seat	To
Mansfield	Con
Middlesbrough South & East Cleveland	Con
North East Derbyshire	Con
Stoke-on-Trent South	Con
Walsall North	Con

3.

**General Election 2017:
Strategy**

3.1 Campaign Strategy and Key Messages

When the General Election was called, the local election campaign was underway and we had already placed our strapline – Labour will stand up for you – in the context of a wider narrative about the way people were being held back by a rigged system. We said: “It doesn’t have to be like this. Britain is a wealthy country, but you wouldn’t know it from our antiquated infrastructure and underfunded services. Tax giveaways to the rich have been put before investing in growth in which we can all share.”

This premise was the basis for the adoption of the General Election strapline - For the many, not the few - and for a campaign that would present a transformational manifesto to voters for ‘a Britain where prosperity is shared’. Individual policies would be set in this context as part of an ongoing narrative that people are being held back, reaching a point on polling day where voters could see how Labour’s policies could change their lives and society for the better.

Other early decisions taken by the joint Party and Leader’s office strategy group were that the campaign should:

- Invest in reaching older voters, especially through Facebook, with messages addressing their specific concerns.
 - Hold major rallies in all the English regions as well as in Scotland and Wales.
 - Aim to raise a total of at least £12m for the campaign, including the £4m held in the campaign fund prior to the election being called.
- Going against conventional wisdom, the campaign chose to address directly issues the Tories and many commentators were presenting as Labour weaknesses. We believed Europe/Brexit, Jeremy Corbyn’s leadership, security and the economy were strengths if framed in a different way. Jeremy therefore gave a set-piece speech on his approach to leadership on 29 April and talked about his values in a longer-than-usual party election broadcast directed by Ken Loach. The issue of security was addressed in depth in a speech at Chatham House on 12 May. The economy and Brexit were each dedicated a party election broadcast, and Shadow Chancellor John McDonnell set out the party’s economic strategy in detail in a keynote speech on 7 May.
- The voter registration campaign was launched on 29 April and proved hugely successful. In just over three weeks, more than two million people visited the Electoral Commission’s website, leading to an unprecedented number of successful registrations by young voters.
- The national campaign and Battle Bus for the Leader’s Tour was launched on 9 May with a major rally at Salford

Media City attended by more than 1,000 supporters and the shadow cabinet. The following week the manifesto was unveiled at the University of Bradford where Labour's Harold Wilson, served as Chancellor.

The four main strands of the campaign throughout were: full use of broadcast media opportunities taking advantage of the requirement for balance, a Leader's tour involving more than 100 events and rallies in 82 constituencies, a multi-faceted digital drive reaching millions organically and through paid advertising, and continuous policy announcements to generate content for all communication channels.

Labour's message in this election campaign was summed up by For the many not the few. This strapline defined a contest between two competing visions: Labour's offer of a Britain built and run for the many, versus the Conservative Party which stands only for a privileged few.

This message ran through all of our campaign communications. Our aim was to contrast Labour's programme for a fresh start - to build a fairer Britain where no one would be held back - with the threat of five more years of a Conservative Party that will not, and cannot, stand for the many.

The campaign looked to highlight the reality of a Conservative government



3.1

Campaign Strategy and Key Messages

that has accrued a record of failure and broken promises. In particular our campaign focussed on the following issues:

- Living standards: The Conservatives have spent the past seven years giving the super-rich tax breaks, worth tens of billions, while working families wages are worse off with real earnings lower in 2017 than they were in 2010.
- Public services: The Tories promised to protect public services but through cuts and neglect they have pushed these vital services into a state of emergency. The NHS has suffered soaring waiting lists, staffing shortages and hospitals in financial crisis. Their record on schools is one of cuts and rising class sizes, while those young people who want to go to university face huge debts. And public safety has been compromised with more than 20,000 police officers cut since 2010.

As the campaign progressed our attention turned to the threat posed by another five years of the Tories. In doing this, we exposed the reality of what the Conservatives were offering the British public focusing on:

- The threat to working people posed by a Conservative government which refused to rule out further tax rises on working people, in stark contrast to Labour's promise of no tax increase for 95 per cent of people.
- The Conservative threat to pensioners, exemplified by a manifesto which signalled an end to the pensions 'triple lock', proposal to means test Winter Fuel Payments

and would have seen people having to pay for their care with their own homes (the so-called 'dementia tax').

- The threat to public services posed by further cuts and austerity.
- Their reckless approach to Brexit which threatened to push Britain out of Europe without a plan, putting jobs and the economy at risk.

The threat of the Conservatives was contrasted with a Labour Party under Jeremy Corbyn. Our campaign focussed on the real change that Labour would bring through a positive policy agenda which offered working people a fairer Britain where prosperity is shared, everyone is rewarded fairly for hard work and where a home to rent or buy is affordable. Our message was one of hope looking at how Labour would deliver for the many, by:

- Building a fairer economy with a real Living Wage of £10 per hour, full rights from day one for workers and establishing a national investment bank and regional development banks to finance growth and good jobs.
- Protecting pensioners by guaranteeing incomes with the triple Lock on pensions, keeping Winter Fuel Payments and opposing the Tories' 'dementia tax'.
- Supporting the NHS by investing over £30 billion over the next Parliament to ensure it has the money it needs, ensuring minimum standards of care, tackling the crisis in care and joining up services from home to hospital with a properly integrated health and social care service.

- Stand up for children and young people by reducing class sizes, introducing universal free school meals for primary school children, reintroducing an Education Maintenance Allowance and maintenance grants for students from low and middle income backgrounds and scrapping tuition fees.
- Investing in new affordable homes to rent and buy, building over a million new homes in five years, with at least half of them for social rent.

Campaign management structure

The Labour Party's General Election campaign was led by the National Campaign Coordinators, Andrew Gwynne and Ian Lavery.

In the months running up to and during the General Election, regular meetings of the General Election Strategy Group took place involving the National Campaign Coordinators, other Shadow Cabinet members and the senior teams at Labour Head Office and the Leader's Office. This meeting agreed the strategy for the election and planned the campaign grid.

Daily meetings were held during the campaign to discuss detailed planning and the grid. There were also regular budgeting and financial management meetings, with reports to the NEC Business Board, to ensure the General Election budget was adhered to and spending and staffing allocations were delivering campaign priorities.

National Campaign Coordinators, Andrew Gwynne and Ian Lavery.



3.2

Supporting the Ground Campaign

In previous conventional elections the allocation of party resources was determined by a list of defined 'key seats'. The nature of the 2017 snap election meant that such a list did not exist. This meant we had to decide on an approach for allocating resources on a rolling basis as the campaign progressed.

In addition, without enough time for a recruitment process, we had to manage the campaign on the ground with far less staff than was the case in the 2015 election.

The party went into the campaign with £3.5million in the bank, which enabled us to get the campaign off to a flying start. In the first few days of the campaign we were able to allocate £1.6million to defensive seats. No seats were written off.

This funding for seats was put mainly at defensive seats because:

- Our polling position was between 20 to 25 points behind at that stage.
- This initial deployment of resource coupled with the snap election guide on the previous day gave the sitting MPs greater confidence that the national campaign was well organised and responding to the snap election.

Digital spending was also focussed on offensive seats and voter registration directly from the start of the campaign.

Later in the campaign, with Labour performing better in the polls, additional funds were placed into offensive as well as defensive seats.

Spending was mainly focused on three types of campaigning:

- 1) A set of national direct mails
- 2) Digital spend – covered in detail elsewhere
- 3) Newspaper adverts

In addition the party also set up and managed a full national print and freepost programme that was open to any CLP to use.

3.3 Campaigning with Women

Engaging women voters was a key part of our election campaign. Our manifesto outlined key pledges to advance gender equality, including protecting a woman's right to choose, tackling maternity discrimination and appointing a Violence Against Women Commissioner.

Our pledge to pensioners committed to extra Pension Credit payments to women born in the 1950s who lost out when their State Pension age was increased. Our pledges to end the public sector pay cap, ban zero-hour contracts and abolish employment tribunal fees appealed to women who make up the majority of public sector and insecure workers. Our offer to extend free universal childcare and raise Carer's Allowance recognised the unpaid work as carers that women provide to society. We also committed to gender audit our policy and legislative programme for its impact on women before implementation.

The Leader's tour included a visit with women from the 'Women Against State Pension & Inequality' (WASPI) women, and we engaged with women-focused media to promote our policies. We also targeted women voters through direct mail drops in marginal seats focused on key policy issues, including women's state pensions and childcare. Using Promote we delivered 2.8 million adverts to WASPI women in target seats.

By maintaining a 50 per cent female Shadow Cabinet, we ensured that we had a diverse range of women message carriers to appear in the media with Emily Thornberry, Diane Abbott and Angela Rayner all playing key roles. Our Shadow Secretary of State for Women and Equalities Sarah Champion

delivered our anti-austerity message focussing on the fact that 86 per cent of the money raised from the Tories' tax and social security changes coming from women's pockets.

The Labour Women's Network played a key role supporting women candidates, organising campaign visits and weekly phone banks for women candidates fighting marginal seats and encouraging women to stand. Two of the women currently participating in the Jo Cox Women in Leadership Programme, run jointly by the party and LWN, were successfully elected as MPs. We were pleased to make further progress on women's representation with 45 per cent of the PLP now being women.



3.4 Campaigning with Faith and Ethnic Minority Communities

Campaigning with black and minority ethnic communities has been vital. We published a Race and Faith manifesto to bring together our policy commitments on race equality, and held a manifesto launch event, gaining wide coverage in BAME media outlets.

A renewed focus was also given to developing relationships with the BAME media, with a member of the press team dedicated to engaging with BAME media. During polling week we placed GOTV newspaper ads in a number of BAME and faith newspapers, and faith-based visits and engagement with ethnic minority voters were included as part of the Leader's tour.

BAME Labour also played a key role in supporting Labour's BAME parliamentary candidates, organising campaign days and phone banks with BAME Labour members and mobilising voters up and down the country.

We were pleased to make progress on BAME representation in the PLP with a record high of 32 Labour MPs being BAME, making our PLP more diverse than ever.



3.5 Campaigning with Youth, First-time Voters and Students

Encouraging voter registration and mobilising young people to vote was key to our campaign. Between the calling of the General Election and the registration deadline on May 22, more than two million 18 – 34 year olds visited the Electoral Commission's website, leading to an unprecedented number of successful registrations by young voters.

Prior to the registration deadline, Labour Students' Million More Voices campaign successfully pressed universities to combine voter registration with course enrolment. Working with Cat Smith MP and Baroness Royall, we pressed the Government to improve measures for student voter registration as part of the Higher Education Bill.

The Labour Party delivered a ground-breaking digital campaign, using new platforms like Snapchat and Instagram as well as Facebook and Twitter. We served over four million adverts to young people across the country in the run up to the voter registration deadline with videos featuring high-profile endorsers.

We used interviews with Kerrang, NME, Copa90 football YouTube channel and an ID interview with Grime artist JME to reach a diverse range of young audiences and promote the importance of registering to vote. We worked with a range of celebrities to facilitate social media content both encouraging voter registration – such as Paloma Faith,



3.5

Campaigning with Youth, First-time Voters and Students

Professor Green, Rudimental, Lily Allen, Ricky Gervais and Dynamo – and explicitly endorsing Labour – such as Kate Nash, Rob Delaney, Wolf Alice, Rizzle Kicks, Paul McGann and AJ Tracey. In comparison, the Conservative Party and Theresa May did not use their social media platforms to encourage people to register to vote.

Following the voter registration deadline the focus shifted to turning out the youth vote. We targeted millions of young voters with content around our young voter policies and used high-profile voices to enhance our message. Many of these adverts were targeted into the marginal seats that we gained. Our five key pledges to young voters were packaged into a direct mail targeting 130,000 18-24 year-olds and used as organic Facebook content that reached more than one million people.

In parallel to this, organic movements such as Grime4Corbyn made national news and popular youth-focussed video content from Momentum reached a quarter of all Facebook users. Jeremy's unexpected appearances at events such as Wirral Live Festival at Tranmere Rovers football stadium contributed to this.

On polling day, Labour's Snapchat filter more than doubled the benchmark for swipes and was seen by nearly eight million people, with celebrities such as Stormzy using it.

This creative engagement strategy took our message directly to young people, and amplified the excitement about Jeremy Corbyn amongst young people. As a result, we witnessed a huge swing towards Labour with 63 per cent of

18-29 year old voters voting for Labour compared with 36 per cent in 2015.

Jeremy and the Labour campaign inspired young people across the UK to get out and vote. Youth turnout amongst 18- 24 year olds increased to 58 per cent from 43 per cent in the 2015 General Election. The age at which a voter is more likely to have voted Conservative than Labour is now 47 – up from 34 at the start of the campaign.

3.6 Campaigning with Trade Unions and Affiliates

From the day the election was called, TULO (the Trade Union and Labour Party Liaison Organisation) worked to support and engage Labour's 12 affiliated unions in the 'snap' campaign, and to involve and activate as many trade union members as possible in target seats.

Labour is rightly proud of its relationship with millions of working people through the link with the trade union movement. The snap nature of the campaign meant that unions had to hit the ground running on day one, to ensure that they were able to communicate with their members about why voting Labour is so important, and about why Labour-supporting union members should take the next step and join the campaign on the doorstep.

Across the board, unions rose to this challenge, putting in place their own strategies to maximise voter registration, and to make the case to members that working people are better off with Labour – all this in a short timeframe, and in a difficult regulatory framework, with the Tories' Lobbying Act making it more difficult for third party campaigners (like unions and NGOs) to speak out politically.

Unions were fully engaged in the manifesto process, and the resulting document set out a transformative vision of a fairer Britain. Having a strong set of policies, that would deliver a better life for working people and their families, was key in motivating union members to vote Labour and to join the campaign.

TULO used their own communications channels – the *unionstogether* website and social media feeds – to reach as many people as possible throughout the campaign, seeking to persuade and to mobilise. TULO launched an

interactive website, *whyvotelabour*, designed to persuade people to vote Labour, share with friends, and sign up for a personalised reminder to vote on election day. We coordinated a joint social media event with all the unions, the Leader's Office and volunteers to tweet along with the Leaders Debates.



On the ground

TULO worked closely with Regional TULO Committees and Regional union officials to ensure a huge campaign presence in seats across the country. Over the campaign, there were more than 75 Big Union Campaign Days in local constituencies.

In the final days of the campaign, we coordinated 'Trade Union Tuesday', to give all unions an opportunity to campaign together with a strong, positive message to the public - 'Vote Labour on Thursday'. The day was an overwhelming success, with dozens of new volunteers and strong support from every single union meaning we had almost 200 teams out on the day, distributing over a quarter of a million leaflets across every region of the country.

4.

General Election 2017: The campaign

4.1 Manifesto and Campaign Documents

Labour's 2017 General Election manifesto 'For the many not the few' set out Labour's popular and transformational policies, which inspired people to vote Labour.

Launched on 16 May at Bradford University, the manifesto was the product of an accelerated policy development process, designed as part of the Party's contingency planning in the months following Annual Conference 2016. This process was rapidly implemented following the Prime Minister's snap election announcement and built on the work already of the National Policy Forum (NPF), with input from members, affiliates and the shadow cabinet.

In the short period available, consultations were held with major groups within the party. Over 40,000 people submitted their ideas to the online consultation launched by Jeremy Corbyn the week the election was called. Every shadow cabinet team and, through TULO, every affiliated trade union was asked to input their priorities into the process and was consulted on drafts. Inputs were also sought from socialist societies and other stakeholders.

At the Clause V meeting held on 11 May 2017 the manifesto was discussed chapter by chapter and, with only minor tweaks, was agreed unanimously in a consensual manner.

The manifesto offered a hopeful and positive policy agenda to transform Britain for the many not the few. It made the case for public ownership, stronger rights at work, and properly funded public services funded through redistributive taxation.



In stark contrast to the Conservatives' approach which made a series of vague, unfunded promises, Labour's manifesto was fully-costed and credible. To emphasise this fact, we produced a costing document – 'Funding Britain's Future' – alongside the main manifesto which showed in detail the taxation and spending decisions Labour would take in government, explaining in full how our plans would be delivered.

This was a pivotal moment in the campaign, which was reflected in a further upturn in Labour's polling. It also helped to nullify the Conservatives' false claims about Labour's plans while simultaneously highlighting the flimsiness of Theresa May's offer.

The Labour Party manifesto was produced in both digital and book formats, with the former being viewed over five million times online between publication and election day.

Alongside this we also ensured that our manifesto was accessible to as many people as possible by working with disability organisations to provide the following versions: large print; an audio summary read by the actor Paul McGann; an easy read version; a downloadable Braille file; and a BSL video. In addition, a video was produced of Dawn Butler MP signing some of our key manifesto pledges in sign-supported English to mark Deaf Awareness Week. All the accessible formats were hosted on a dedicated page of the Party website, linked to the full manifesto pages. In addition, a small number of thematic manifestos were produced. These were:

- A 'Creative Future for All' setting out Labour's plan to build on Britain's status as a world leader in culture and the creative industries.
- A Race and Faith manifesto outlining the Party's commitment to racial equality and detailing how the manifesto benefits BAME communities.
- A Manifesto with and for Disabled People produced following Labour's Disability Equality Roadshow, involving extensive consultation with disabled people and their carers across the country.
- Labour's New Deal on Housing: developing on core ambitions outlined in the main manifesto, it outlined policies including building more council and social housing, reforming the private rented sector and ending rough sleeping.



4.2 Leader's Tour



The Leader's Tour was like no other embarked upon by any previous Labour leader. It included not only traditional election visits but also music events and Jeremy's trademark rallies.

The Tour started in Croydon and covered 82 constituencies. It was a remarkable journey that saw Jeremy and Labour launch an inspirational manifesto, capturing the imagination of millions, building support across the country and delivering one of the biggest political shocks of modern times.



Jeremy addressed tens of thousands of people - from the Town Hall steps in Tory-held Leamington Spa to 6,000 people on a beach in marginal West Kirby. At Tranmere Rovers football ground on Merseyside, 20,000 music fans first chanted 'Oh Jeremy Corbyn' which became the unofficial theme tune to this people-powered campaign.

The aim of the tour was threefold. To meet as many people as possible. To

mobilise supporters to campaign for and vote Labour. And to provide great footage and pictures for the media.

The challenge was enormous. Theresa May called the snap election on 18 April for 8 June, leaving little over seven weeks to deliver the tour from a standing start.

But, just hours after the election was announced on the steps of Downing Street, Jeremy and the Labour events team were out on the streets of Croydon.

The campaign and the Leader's Tour were both launched in Salford Media City, with Jeremy's Battle Bus forming the stage backdrop. After the event, the team took the bus on a journey that would cover more than 7,000 miles across the UK.

It was a tour that saw Jeremy listening to the people, motivating activists and highlighting the challenges we face as a nation.



It took in the University of Bradford, where former Labour leader Harold Wilson served as Chancellor, for the unveiling of Labour’s manifesto ‘For The Many Not The Few.’

From 18 April until the polls opened, a period of just over 50 days, the team managed and delivered more than 100 events including 90 rallies.

We often made four or five campaign stops in a day, and the team had to be flexible enough to deliver events at very short notice, including catching Theresa May unaware by turning up in Cambridge to take part in the BBC Leaders’ Debate.

Events got bigger and bigger. In Gateshead, 8,000 people flocked to hear Jeremy speak, drawn there almost entirely by word of mouth and social media.

Two days before polling day more than 15,000 took part in a multi-venue campaign event, with people in Croydon, Brighton, Warrington, Glasgow and Barry linking live via satellite with a mass rally in Birmingham, headlined by Jeremy, Steve Coogan and chart toppers Clean Bandit.

The eve-of-poll tour saw Jeremy travel by train across the UK, starting in Glasgow, travelling to Runcorn, before visiting Colwyn Bay, Watford and Harrow. He then boarded the battle bus to take him back to Islington, to deliver one last rally in front of 900 people packed in to the Union Chapel, with 1,000 waiting outside to welcome him home.

Our team helped deliver a journey of hope.

We are ready and willing to do it all over again. For the many, not the few.



4.3 Deputy Leader's Tour

50 seats in 50 days

Tom Watson visited 50 marginal constituencies across England and Wales during the General Election campaign, setting out Labour's vision for a country that places the needs of the many ahead of the interests of a few.

In cities and towns across England and Wales, Tom met hundreds of members, supporters and activists as well as countless members of the public. The tour reached many thousands more online, with a comprehensive and energetic social media campaign.

In every constituency visited on the tour, Labour's campaign on the ground was energetic and enthusiastic. It was effective, too – either electing a Labour

MP for the first time or returning a Labour MP to parliament in 47 out of 50 of those marginal seats. Our party owes a massive debt of gratitude to each and every person who helped to make that happen.

The tour took in a range of different campaign events, each organised by the Deputy Leader's office in conjunction with regional offices, and with support from the visits team at Labour Party Head Office.

Examples of campaign sessions undertaken during the first stages of the Deputy Leader's tour included a young voter drive with the NME in Leytonstone, a keynote speech at the USDAW Annual Delegates' meeting in Blackpool,



fundraising dinners in Caerphilly and Cardiff, and the official opening of Chris Matheson's campaign office in Chester.

Tom joined other members of the Shadow Cabinet to launch Labour's General Election manifesto in Bradford, and also launched Labour's manifesto for the arts in Hull with Jeremy.

In stark contrast to the Tories' closely stage-managed campaign, the Deputy Leader's tour took in street stalls and social clubs, Sikh temples and stump speeches.

From Wakefield to Wrexham, Burnley to Brigg and Goole – local people were keen to engage with Tom and discuss Labour's vision for a fairer, more equal society.

The national campaign was suspended twice because of the terrorist attacks in Manchester and London. In light of the London Bridge attack, a major speech planned for the final week of the campaign was cancelled, with Tom giving a more low-key speech to members and activists in support of our candidate in Birmingham Edgbaston Preet Gill.

Throughout the tour the energy, commitment and hard work of all our candidates, members and supporters was evident. With the prospect of another general election looming, we must now build on this.



4.4 Party Election Broadcasts



Labour's five party election broadcasts played an important role in promoting key themes of our transformational manifesto and were scheduled so they would underpin the overall campaign narrative.

High creative quality was assured by the involvement of I, Daniel Blake director Ken Loach and his colleagues at Sixteen Films, who produced three of the broadcasts, and The King's Speech maker Bedlam Productions, who produced the other two.

The opening Bedlam-produced broadcast, filmed in Manchester and presented by actor Maxine Peake, was based on the launch campaign script framing the election as a choice between the Tories running Britain for the privileged few and Labour creating shared prosperity, protecting public

services and delivering a fairer society.

The Ken Loach-directed second broadcast was a personal portrait of Jeremy in which he talked about his views and values and what had shaped them, filmed in the informal setting of a coffee bar in his own constituency. It also featured clips of people from different parts of Britain and walks of life speaking about why they support him.

The third broadcast focused exclusively on Brexit. Produced by Bedlam, and narrated by three actors, it made clear that Labour accepted the result of the referendum and that the choice now was between Labour's jobs-first approach to Brexit and a Tory Brexit which would threaten British jobs and living standards. It said the issue is not Brexit or no Brexit but who you trust



Viewing figures		
BROADCAST	Viewers	Audience share
MAXINE PEAKE	6.5m	23 per cent
JEREMY PROFILE	7.2m	23 per cent
BREXIT	2.45m	15 per cent (not shown on BBC)
ECONOMY AND JOBS	3.4m	22 per cent
NHS	8m	23 per cent

to fight for your future and what sort of country you want Britain to be. (We cancelled the showing of this broadcast on BBC1 because it fell during the suspension of campaigning following the Manchester terrorist attack. This did not apply to the other channels, which had scheduled it for subsequent days).

The fourth broadcast moved the narrative onto the economy. Directed by Ken Loach and filmed mainly in the north of England, it featured local people talking about deindustrialisation, zero hours contracts, agency working and inequality, with John McDonnell outlining Labour's plans for rights at work, industrial investment to create jobs and a fair tax system. Shown on all channels in the penultimate week of the campaign, its role was to highlight the economic strategy that underpins Labour's commitment to building a Britain for the many not the few.

The final broadcast, on the Monday before polling day, focused on the NHS. Also directed by Ken Loach, it illustrated the crisis in the NHS through the experiences of doctors and nurses on the front line, with one of them breaking down as he told of how he had struggled to find a hospital bed for a child with severe mental health problems. The broadcast said Labour would reverse privatisation of the NHS and invest over £30 billion in extra funding over the next Parliament to improve patient care.

The Maxine Peake and Brexit broadcasts were both adapted for radio and used by TalkSport, Classic FM and Absolute Radio. All the broadcasts were posted on the Labour and Jeremy Corbyn social media feeds where they were widely shared and viewed by many more millions.

4.5 Briefing and Information

Labour staff from Policy and Communications teams provided frontbenchers, candidates, key campaigners and staff with briefing and information on Labour's messages, policies and rebuttals on the main issues in the General Election campaign.

Throughout the 2015-2017 Parliament the Labour Party Briefing team produced a weekend briefing pack which was circulated to the Labour frontbench and other spokespeople each week. This contained lines to take on the main stories of the week, alongside core scripts on each of the

key policy areas. These scripts were developed in conjunction with shadow ministerial teams, covering both our main messages about our opponents and our most important policy proposals. This was also provided to those participating in major political programmes throughout each week.

During the general election campaign Labour broadened and deepened our briefing service, providing a wider range of products to a larger audience, reflecting the increased demands of a campaign where every word from our spokespeople was subject to scrutiny.



The Briefing team expanded in size, providing seven-day, 24-hour cover and ensuring that every spokesperson who needed it could be briefed in advance of any media appearance. The briefing pack was updated on a daily basis, and detailed briefings accompanied every new policy launch. Alongside this, we also briefed spokespeople daily on the major news stories of the day.

The Leader's Office provided preparation for the Party Leaders TV debates and major interviews. The Briefing team also provided briefing support to candidates who wanted support with local hustings, debates and media interviews.

Labour's Policy and Research team produced two key resources to support the General Election campaign: the Policy Guide and the Local Statistics Database. These were designed to provide activists with information and political messages both nationally and at constituency level. The products were intended to help campaigners produce literature, draft speeches, prepare for debates and hustings and to respond to queries from the media and the public.

The Policy Guide set out Labour's key policies and dividing lines, contained

answers to commonly asked questions and included summary "at a glance" sections to help tailor messaging to particular audiences. Alongside this, the Policy Statistics Database contained key localised facts and figures by constituency on a range of policy areas for local campaigners to use. Writing the Guide and compiling the statistics was a substantial piece of work for the Policy and Research team, conducted in a much shorter time period than at previous elections, and provided a vital reference guide for all sections of the Party during the short campaign.

Throughout the short campaign the Policy and Research team sent out regular briefing emails to several thousand key campaigners, communicating the main campaigning messages of the day with supporting information, including details of Labour announcements and our responses to announcements by our opponents and to other developing stories.

The Policy and Research team also worked with the Press Office to respond to media enquiries about Labour Party policy, and provided support to candidates in responding to surveys and questionnaires from a wide variety of organisations and individuals.

4.6 Responding to Our Opponents

The policy and communication teams worked together to expose the dangers of another five years of Tory rule and to counter false claims by the Tories.

Labour's research team provided in-depth analysis and monitoring of our opponents' record, manifestos and campaign activity, helping to shape our messaging and materials throughout the election.

In the face of Conservative efforts to focus the election exclusively on Brexit, the campaign worked from the start to challenge Theresa May's attempt to avoid scrutiny of her record and remind voters that the Conservatives remained the party of a few not the many.

By exposing the Tories' record of broken promises and the real threat they posed to working people, pensioners and our public services, we amplified the choice between Labour's positive offer and a Tory campaign that offered little other than empty rhetoric.

Throughout the campaign, we designed and delivered major set-piece interventions headed-up by Labour's frontbench. These were focused on cutting through Theresa May's empty slogans and lifting the lid on the risk to living standards and our public services posed by a Conservative Party that had run out of ideas.

Examples of this include highlighting the threat to pensioners and working people, revealing the Tories' plan to strip ten million pensioners of their Winter Fuel Payment and exposing the fact that Britain under the Tories risked the worst decade for real household disposable income since 1949.

Attention was drawn to the core choice facing voters: Labour's plan to transform Britain for the many not the few or continuing with the Tories' failed austerity agenda.

**THE TORIES ARE HOLDING
BRITAIN BACK:**

Schools face first funding cut in 20 years, think tank warns
The Telegraph, February 2017

Zero hours contracts reach record levels
BBC, March 2017

NHS calls in British Red Cross as A&Es forced to shut their doors 42 times in one week. The Daily Mirror, January 2017

Homeownership in England at 30-year low
The Telegraph, March 2017

Labour

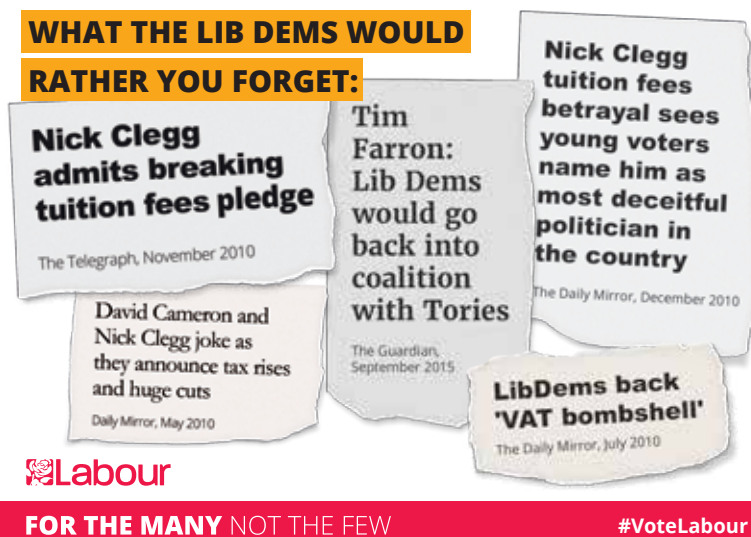
FOR THE MANY NOT THE FEW **#VoteLabour**

With the Tory manifesto promising no new funding and providing no solutions to address the challenges the NHS and our schools face, we built a body of evidence to show how another five years of austerity would lead to 5.5 million people on waiting lists in England by 2022 and cuts to per-pupil spending of around seven per cent. This helped put the Tories on a defensive footing, allowing Labour to spread its message of a fairer more prosperous society.

The research team carried out research on opposition candidates across the country, helping to expose weaknesses of other parties' local campaigns. Feeding into regional campaign teams, this helped inform local messaging and targeted literature, ensuring candidates and activists were provided with relevant intelligence.

The Leader's communications team was responsible for rapid rebuttal of Tory attacks on Jeremy and other leading Shadow Cabinet members and worked with policy and research colleagues to expose Tory claims that Labour's plans would mean increased taxes and a funding gap - instead highlighting the truth that we had put forward a credible plan and a fully costed manifesto, where the Tories had not.

Alongside this, the team focused on exposing the Tories' true nature as the party of a few. This included analysis of the Tories' reliance on donations from hedge fund managers and the oil and gas industries, and their ongoing dependency on a very small group of very wealthy individuals, who pay large sums of money for exclusive access to Tory frontbenchers.



FOR THE MANY NOT THE FEW

#VoteLabour

Ongoing monitoring of the Tory campaign also helped to break down their key 'strong and stable' message. By highlighting Theresa May's weaknesses when taking questions from the public, her refusal to rule out changes to taxation and the pensions triple lock, her u-turn on social care policy, as well as frequent changes in campaign messaging, we managed to expose the Tories as weak and wobbly.

Throughout the election we also monitored other smaller parties, in particular when they were given coverage during interviews, Q&A forums and the debate. The team provided material for briefing and online attack to expose the weaknesses of the Liberal Democrats, UKIP and others. At the same time opposition research work was used to provide briefings for candidates and feed into campaign literature.

The combination of all this work was the basis of dossiers, posters, digital and online content, press releases, campaign leaflets and briefing packs for candidates and activists throughout the campaign.

4.7 Press and Broadcasting

In the week the general election was called, Labour rapidly integrated its press team at party head office, its regional communications officers (RCOs) and the Leader's media team into one unified structure providing a 24/7 service covering all aspects of national, regional and specialist media in both print, broadcast and online.

This included dedicated teams delivering different elements of the campaign strategy:

- A national press desk for briefing national print and specialist press including BAME and women's media.
- A broadcast desk to handle national TV and radio bids and to co-ordinate the briefing of shadow cabinet ministers, MPs and candidates on broadcast media.
- A team supporting the Leader and ensuring maximum positive coverage of his speeches and policy announcements, the rebuttal of attack stories and preparation for his major media appearances.
- A regional press desk co-ordinating the work of the RCOs and delivering regional support for national press events, such as the campaign and manifesto launches in Manchester and Bradford respectively.
- A media monitoring unit (MMU) providing a 24/7 service producing transcripts and our overnight, morning and evening media briefs.
- An international press team dedicated to handling press enquires and arranging interviews for foreign journalists covering the election campaign.



National press desk

The national press desk was the main point of contact for journalists during the campaign. It was staffed from early until late, seven days a week and handled hundreds of inquiries from a wide range of media. The national desk also sent out press briefings and releases, operational notes and media accreditation for speeches and events.

Press Officers on the national desk briefed journalists and placed proactive stories in the media that both promoted the Labour Party's policies and exposed the failings of our opponents. Press Officers on the national desk also provided a dedicated service for BAME media, working closely with the Leader's office to provide articles and support the launch of the BAME manifesto.

The national desk also kept the @LabourPress twitter feed up to date with the latest news from the Party's campaign together with rebuttal lines to correct false claims made by our opponents.

Broadcast desk

A dedicated broadcast team was the first port of call for national TV and radio journalists. They produced a daily broadcast grid and facilitated appearances by Labour spokespeople on TV, radio and online every day, from breakfast programmes to Newsnight. The desk took primary responsibility for briefing Labour's daily stories to all broadcasters.

Leader's communication team

The Leader's team took responsibility for managing the huge media operation surrounding Jeremy's nationwide election tour and all his TV and radio appearances, including major set-piece interviews and TV debates.

The team co-ordinated on-the-road press officers who provided advance preparation and media management for each stop of the battle bus tour, ensuring excellent pictures and delivery of the main message of the day. Working with the RCOs, the team also organised regional media opportunities with the Leader and other senior members of the shadow cabinet across the country.

The Leader's team planned broadcast coverage for large scale events, such as the campaign and manifesto launches, ensuring excellent coverage on prime time news channels. It also managed fair access to Jeremy and ensured he made key media interventions practically every day of the campaign, including daily pool clips, comments for the press, and longer form interviews for both broadcast and print.

Regional desk

The regional media team co-ordinated the work of RCOs across the regions and nations to ensure Labour's message was delivered to both held and target seats, through print, broadcast and a range of social media tools.

The team identified regional angles in each nationally planned story or visit. This often involved working with the policy team to source local statistics

4.7

Press and Broadcasting

where possible; finding local case studies and drafting locally focused quotes and op-eds.

The team drove Labour's daily message into the areas it needed to be heard, seeing every piece of Labour communications activity as an opportunity to speak to voters in the areas where it mattered.

The team also worked closely with regional lobby to place stories and arrange interviews and offered shadow cabinet voices on the issues of the day to BBC and ITV regional news and political programmes.

were provided on demand to assist with policy and research operations. Tracking of daily media appearances allowed colleagues to monitor broadcasters bulletins.

International Media

Interest in the 2017 General Election from the international media was particularly high. Our international media team dealt with hundreds of enquiries from broadcast and print media from around the world.

While our priority was always UK-based media, we ensured that foreign journalists were given good access to our events and briefings. The international media team provided assistance to foreign broadcasters covering our larger events.

Media Monitoring Unit (MMU)

MMU offered round-the-clock coverage for the duration of the short campaign. As well as the usual overnight and AM broadcast briefs, there were additional extensive briefs at lunchtime and in the evening. This meant all news bulletins and all media appearances were covered. Transcripts, articles and DVDs

4.8 Digital Campaigns

Labour's Digital Campaigns team and the Leader's social media team worked closely together throughout the campaign to spread Labour's message on social media organically to millions of voters. The Digital Team supplemented this exceptional organic presence with targeted online advertising and informative and engaging web content.

Jeremy Corbyn's personal social media presence was huge at the outset of the campaign. By polling day, his Twitter following had grown 32% to 1.2m and the likes for his Facebook page had increased 31% to 1.21m. His video posts on both channels were watched by millions: the top post – *We Offer Real Hope* – attracted 8.35 million views on Facebook and Twitter. In total, video posts on Jeremy's social media feeds were viewed 72.6m times during the campaign. Weekly Facebook post engagements (likes, shares and comments) reached 9.48m in the final week alone, while retweets on Twitter exceeded 1.5m during the campaign. Jeremy's following on Instagram and Snapchat reached 91,000 and more than 100,000 respectively by the end of the campaign.

Alongside this, Labour's Facebook page saw likes reaching nearly a million by polling day (up 44% during the campaign), and the party's Twitter following rose to nearly half a million (up 24%). Between 18 April and 9 June Labour gained 230,135 paid likes of vital voters in key constituencies and 220,802 organic likes, which is a 44% increase in our Facebook channel. This helped us reach over 29 million unique users between 15 May - 11 June, nearly 80% of them in the final week.

There were more than 1.2m shares of Labour's Facebook content and more than 400,000 retweets on Twitter. On Instagram, Labour's following increased ten-fold and we received over 124,000 likes and comments. For voter registration, we had a Facebook filter that was used by more than 32,000 people, and one of our main pieces of organic voter registration content reached 1.2 million people.

Across all the social media channels, video was the most engaging of all our content. This was supported by our in-house video team who produced high quality, engaging videos of events and animations. Labour's success in reaching large numbers of people was made possible by having digital experts in the team for years beforehand preparing for a potential snap election.



4.8 Digital Campaigns



Targeted Digital Content

This was the largest area of growth in the Labour digital operation in terms of staffing, resource and budget. Our targeted content strategy was focused around four key goals.

- Targeting key voter groups through digital channels with messages to persuade and mobilise them.
- Growing our social media presence with vital voter groups beyond our organic reach.
- Providing cost efficient and reactive messaging solutions for the campaign.
- Providing rapid digital rebuttal and attack.

Labour advertised across seven channels including Facebook, Twitter, Instagram, Google Adwords, pre-roll video on YouTube, display advertising and Snapchat. We used our own tool Promote and worked with agency partners to ensure that we matched our audiences across all of our channels to ensure there was consistency of messaging.

On top of delivering on our goals at a national level, Labour's digital team supported hundreds of local campaigns to adopt 'Promote' and deliver hyper-targeted electorally significant campaigns in their own constituencies.

Labour's targeted digital operation followed through on many of the key themes of the election such as the NHS, tuition fees, pension changes and social care funding, while also delivering voter registration content, celebrity endorsements and election day content.

In the final days of the campaign, the digital team drove a very large and targeted Get Out The Vote operation, specifically targeting younger voters on channels they use, such as Snapchat, to push them to the polling station finder and remind them to vote. More than 1.2 million people visited the polling station finder with the vast majority of this driven by targeted advertising of voters in key constituencies.

The success of Labour's digital advertising project was possible due to early investment in the team, including developing the tools necessary to deliver a modern, integrated and

targeted campaign. Having trained and experienced advertising staff in place meant that we were able to quickly respond and adapt to the changing campaign landscape.

The substantial funding the digital team received was also vital to being able to explore and try new advertising options which helped us reach millions of voters with hundreds of millions of adverts engaging more people than ever before in Labour's message.

Labour's Website

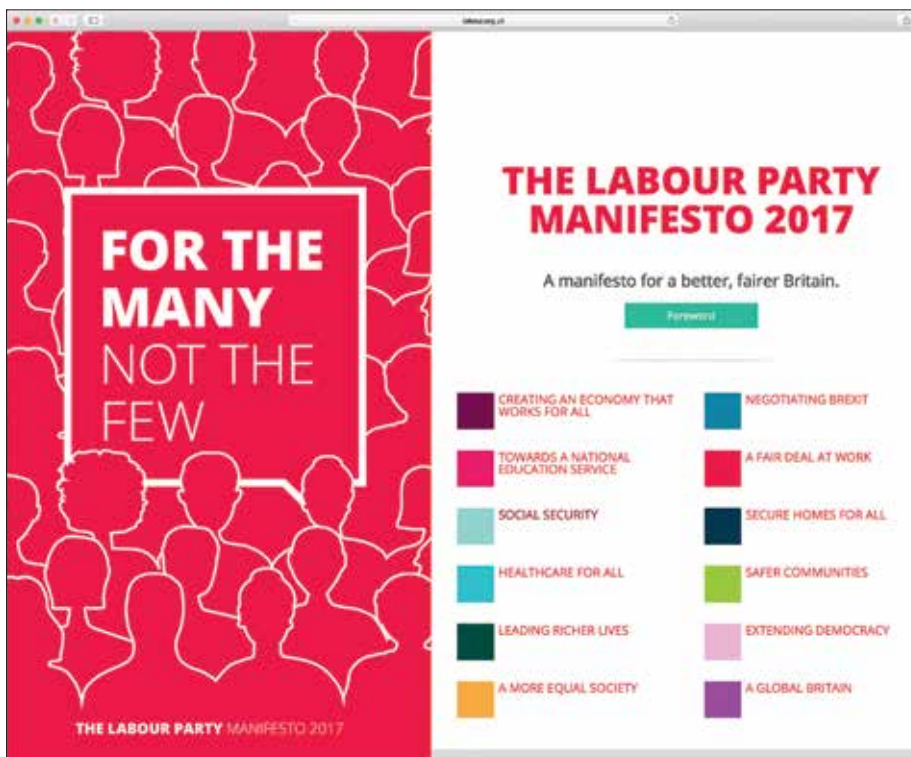
Labour's website continues to be our shop-front to the world online. It attracts millions of users, raises money, persuades voters and is the landing page for all social and advertising campaigns.

Between 18 April and 8 June 2017, the team built over 24 engaging webpages

and tools. These pages attracted more than four million users and 16 million page views. The manifesto alone received over six million page views and was the single most viewed piece of content during the campaign.

Labour produced effective web tools in-house, such as 'Polling station finder', which helped drive voter turnout. Over 1.24 million people visited the polling station finder in the final days of the campaign. The digital team also ran a small but successful digital testing and optimisation programme to help improve email and donation contributions on high traffic pages.

Having a small specialist team of front-end developers working on the website made a significant difference to the overall digital campaigns operation.



4.9

New Campaign Technology

The Labour Party ran the most effective and high tech mobilisation programme of the election, using cutting edge technology to harness the enthusiasm of members and volunteers. We made significant strides forward from 2015's already strong campaign.

Our members were mobilised and motivated to both campaign and to donate. In addition, the ability of organisations such as Momentum to move people around the country was also effective, and something we want to work further with them on ahead of the next campaign.

We mobilised people through emails, calls and a brand new, two-way text messaging tool - Chatter. Online surveys allowed us to assess people's volunteering experience and engagement; followed by a call answering people's questions and directing them towards upcoming events in their area. Volunteer details were passed to local Parties who could follow-up locally.

This was the most complex and sophisticated mobilisation operation in UK political history. Using a combination of technology we turned the enthusiasm of our members and supporters into over 85,000 local volunteers over the course of the campaign.

NEW CAMPAIGNING TOOLS

Promote

The general election allowed us to use our new online paid advertising tool Promote for the first time.

Promote was developed to link the individual voter based targeting that is

present in Contact Creator to the world of online paid adverts. This enabled both HQ and local campaigns to directly target specific sets of voters with paid digital adverts on facebook. The system proved a massive success and we will be continuing to roll it out across the organisation.

Dialogue

We created an online phone banking tool for canvassing voters. Members were able to call across the country from the comfort of their own home using a PC or tablet and a phone. This was promoted to members via email. Dialogue is free for members to use and all costs are borne by the national party.

- 3987 registered users
- 17,279 calling sessions (i.e. times the system dialled out to a volunteer)
- 166,258 minutes, or 11 days of phone calls (to both volunteers & voters)
- 104,508 phones that rang at the other end (not engaged, disconnected)
- 58,323 calls connected to voters
- 24,271 voter IDs

Events Tool

This tool was redesigned as a streamlined campaigns finding tool for activists. It captured all campaigning events across the country, with local parties creating and regions approving. A specific polling day module was used by over 300 CLPs. Information from this tool powered all Labour Party technology and also powered Momentum's "My Nearest Marginal" tool.

- 953,467 visits
- 29,411 RSVPs, including 4,500 on polling day
- 14,722 campaigning events, and 1,608 on polling day

Online

Emails were the main drivers of action, sending people either to specific events, surveys or to a generic “I’m in” message. We created an online Volunteer hub to answer questions, videos, and hundreds of social media posts. Targeted Facebook ads went to all members, registered supporters and affiliated supporters, encouraging them to volunteer:

- 75,000 people pledged to volunteer online (split roughly 50/50 between Labour held and offensive seats)
- Door knocking explainer video had 220,000 views
- Polling day explainer video had 185,000
- Targeted mobilisation ads were viewed over one million times

Chatter

A personalised SMS sent to members encouraging them to volunteer locally, which members could reply to, allowing a team of staff to engage in 1-2-1 SMS conversations. This new technology for UK politics, built in house by a combination of staff and volunteers:

- Sent text messages to 167,000 people, with 33,000 people replying, generating over 10,000 local volunteering leads

- Sent polling day volunteer information via text to 55,000 people on polling day

Local Leads

We provided a streamlined lead delivery system to organisers and CLPs up and down the country. This made it easy for organisers to call through and mobilise volunteers, and to set up campaigning events for activists to attend.

- 73,000 best volunteering prospects given to local parties, prioritised by likelihood
- Over 10,000 were logged as locally confirmed as volunteers and another 5,000 people contacted and said they would volunteer in the future

Mobilisation Calling

We called online volunteer pledges within a few hours of signing-up to confirm their interest and gather more information which could be passed to local parties and sign them up to local campaigning events.

- 6,500 activists spoken to.
- 4,000 activists confirmed as volunteering leads, and passed to local CLPs

OTHER TECHNOLOGY PROJECTS

Candidate profiles

We collected detailed information on all our candidates up and down the country, to better inform voters who they were voting for. 500,000 people looked up and read about their local candidate during the campaign.

4.10 Fundraising

Low value donations:

Our low value fundraising dramatically exceeded expectations. The generosity of members and supporters was outstanding and had a dramatic impact on the amount we were able to spend on online advertising in the closing stages of the election.

Online: almost **£3.5m** income, overwhelmingly coming from emails, including **£470,000** in one day.

Our email list is now at **2.3 million**, a growth of **100,000** from the start of the campaign. Unsubscribe rates were roughly **0.2 per cent**, comparable to 2015.

Offline: **£1m** gross income from direct mail and raffles, including sending a poster to all members and an election handbook.

Overall our low value fundraising was

dramatically more successful than 2015, which was already a very strong baseline for comparison. In 2015 we raised £2m online, with £1.5m coming in the short campaign. Complaints about fundraising were just five per cent of the level of 2015 complaints, showing that we achieved a better balance in both the tone of our fundraising, and the frequency of asks.

4.11

Nations and Regions overview

The calling of a snap General Election during the local election period placed enormous pressure on Regional Offices. There were competing priorities during the early stages as Members of Parliament and constituency officers sought support for the General Election whilst other elections neared polling day.

Prior to the short campaign, Regional staff worked with Labour held seats to deliver printed materials and digital campaigns. Candidates were selected for non-Labour held seats and systems put in place to support local constituencies with the print package.

The campaign featured a number of large events and rallies and the Regional staff were crucial to the organisation and delivery of these events, as well

as regular visits from members of the Shadow Ministerial team and other key campaigners.

Media and digital support was provided to local parties and candidates to maximise the reach of Labour's message, particularly to young people and to first time voters.

Regional Directors and General Secretaries, whilst focussed on their regional responsibilities, participated in weekly phone conferences. This enabled sharing of information and feedback from across the country important to the shaping of the campaign.

Their hard work was reflected throughout the regional network of staff and dedicated activists. The party owes them considerable thanks for an excellent campaign.



4.12 Scotland



Coming just two years after Scottish Labour lost all but one seat, and the disappointment of the 2016 Holyrood election, the snap General Election happened in a challenging environment in Scotland. However, with a positive message, targeted ground campaign and smart use of our resources, Scottish Labour exceeded all expectations.

The General Election result in Scotland marked a turning point in Scottish politics: Labour gained six seats and came within 1,000 votes of winning another seven; the SNP vote went into reverse, losing 21 seats with analysis showing 12 per cent of its 2015 vote switching to Labour, and 12 per cent not voting at all. The Conservatives took their number of MPs to 13 – their best result in Scotland since 1983.

Messaging

Under the leadership of Kezia Dugdale, supported by Scottish General Secretary, Brian Roy and members of party staff, candidates and activists, Scottish Labour fought the election as Scotland's true anti-austerity party, committed to the re-distribution of power and wealth across the entire UK. Rooted in the vision of hope characterised by Jeremy Corbyn, while firm on our support for the UK and opposition to a divisive second independence referendum, the message appealed to both a new generation of voters and sought to maintain and build on our support from 2016.

The fallout from the 2014 Scottish independence referendum still dominates Scottish political discourse.

Scottish Labour is firmly opposed to another referendum and independence because of the turbo-charged austerity it would cause. Scottish Labour's message of Together We're Stronger, launched in early 2017, ensured that voters were clear on our position on Scotland's constitutional future. Coupled with the UK message For the many, not the few during the election campaign, we were the only major party with a dual pro-UK, anti-austerity offer for the people of Scotland.

At every stage, Scottish Labour developed our strategy and message on the basis of a renewed approach to our internal political research. Scottish Labour focused our message on key voter groups, such as those SNP voters who opposed a second independence referendum (25 per cent in October 2016), along with the broader appeal of our manifesto and the weakness of the SNP and Conservative offers, undoubtedly giving the campaign a significant boost in the final weeks.

The Digital Campaign

The digital campaign had three priorities: message, money and mobilisation. A small staff team delivered this key component of the campaign, responsible for the creation of all digital content, including video, animations and graphics. A major targeted advertising campaign was run through Promote, matching online advert delivery to identified Labour or target swing voters, with over two and a half million users seeing our content and over one million video views.

Organisational Strategy

This was always going to be a 'persuasion' campaign, therefore focused on the geographical areas with the highest number of target voters, coupled with demonstrable evidence from recent local elections.

That meant primarily targeting six seats to win back from the SNP with staffing, digital and print support – Coatbridge, Chryston and Bellshill, East Lothian, Edinburgh South, Kirkcaldy and Cowdenbeath, Lanark and Hamilton East and Midlothian – five of which we won.

Conclusion

This election saw the ground move in Scottish politics. A resurgent Tory Party and the fall of the SNP gives Scottish Labour the space to reassert a positive

vision for Scotland, based on the policies put forward in our recent manifestos. The shine has come off the SNP and the next generation of voters in Scotland are looking to Scottish Labour to deliver a future of hope and unity.

A growing membership base - supported by a small, dedicated team of staff - will renew our links with the trade unions, generate our campaigns from the grassroots up, and provide us with our candidates of the future. While seven seats was a significant win for Scottish Labour, we need to achieve much more in Scotland if we are to take our party to where we need to be - in Government. After this election, everyone in Scottish Labour will do this with a renewed sense of determination and optimism - led by Kezia Dugdale and her Shadow Cabinet.



4.13 Wales



Welsh Labour's General Election performance exceeded expectations with Labour seeing a 12.1 per cent increase in its vote share and gaining 48.9 per cent of the vote in Wales, the highest in 20 years. Despite early predictions, Labour held all 25 Labour seats, gained three seats; Cardiff North, Vale of Clwyd and Gower, and came within 700 votes of winning three more.

With the campaign falling in the all-out local elections Labour volunteers, MPs, AMs, councillors and Trade Unionists across Wales faced an extra five weeks of campaigning with gusto, hitting the streets with a positive and united campaign right across Wales, building on the work that was done in the run up to the local elections.

The campaign saw an increase in volunteers, including unprecedented numbers of first time activists.

The usual pressures of a General Election were heightened by limited time created by a snap election, alongside delivery of local election campaigns. It is a huge testament to activists, and agents in constituencies across Wales that such an effective ground campaign was instigated in such a short time.

Led by Welsh Labour leader, Carwyn Jones, the Welsh campaign combined the Welsh Labour Government's pledges and achievements in all devolved competencies with the U.K. Labour's positive and popular content in non-devolved areas.

The Welsh Labour campaign captured an increasingly mature understanding of devolution across Wales. As with other parts of the campaign, the main campaign messages and

communications were a successful combination of UK and Welsh Labour. Exposing Tory risk – a central part of the UK Labour campaign – was different in Wales by necessity, as Welsh Labour has been in Government for almost twenty years. The effective “Don't let the Tories trample all over Wales again” contrasted the Tory historic record in Wales, the Tory chaos and under investment in England with Welsh Labour's record of investment and improvement. The campaign also focused on UK-wide policy areas such as policing, pensioners, pay and conditions and major infrastructure spending.

It was this combination of a distinctly Welsh Labour tone, allied with a positive and popular U.K. Labour offer, delivered through a ground and online campaign, that helped turn an 11 point polling deficit to the Tories on day one into a ten point lead, and also drive Plaid Cymru out of Labour-held seats and run them close in other parts of Wales.

Welsh Labour hosted three major events with Carwyn; and a campaign event with Jeremy and Carwyn, in Cardiff North the week the election was announced, a GOTV rally with Jeremy on live feed in the Vale of Glamorgan in the last week and an eve of poll rally in Clwyd West attended by over 3,000 people.

The Welsh campaign launch was held in Cardiff straight after the local elections with Welsh Labour pledges and national coverage. The Welsh manifesto launch was held in Flintshire in North Wales highlighting specific Welsh commitments in the Labour manifesto. The GOTV campaign was kick started with an ad van launch in Cardiff which travelled round Cardiff and surrounding constituencies.

Furthermore, the Welsh Labour team facilitated key campaigner visits with the Leader, Deputy Leader, Shadow Cabinet members, the Welsh Leader, Welsh cabinet members and celebrity endorsers.

Maximum focus was put on personal contact with increased doorstep work throughout the campaign, with Welsh Labour staff providing support to seats across Wales. A daily Welsh Labour national phone bank, launched by Eddie Izzard, was held in Welsh Labour's office in Cardiff.

Working with the campaign committee, and with support from the Head Office field team, Welsh Labour produced 1.2 million Welsh Labour direct mails and self-mailers, alongside a doordrop leaflet to 225,000 households.

The digital campaign played a more important role in the campaign than ever before. Welsh Labour produced graphics and video content for Facebook, Twitter, pre roll video content and advertising on Welsh news websites. Using the new Promote tool to target Facebook advertising and individual voters allowed a greater reach than ever before.

Welsh Labour staff, working alongside local volunteers, candidates and staff, and with the support of colleagues at Head Office, provided guidance and support with General Election Print and social media, supporting the use of the new Promote tool and 1.5 million pieces of localised print produced through Campaign Creator.

Sadly, Welsh Labour saw the passing of former Welsh Labour leader, Rhodri Morgan, during the election campaign. The campaign was paused as a mark of respect.

As the General Election campaign was called during all out local elections, Welsh Labour staff continued to support local government campaigns as well as preparing for and then working a General Election. As always Labour Party staff worked incredibly hard during the campaigns for the 2017 elections and their dedication and efforts are to be acknowledged.

Huge thanks must go to Welsh TULO and the Trade Unions in Wales for their support in the campaign both in resources and in mobilising their members across Wales.

This election campaign saw Welsh Labour increase the number of MPs in parliament but also laid the ground work to be able to make further gains in seats like Arfon, Preseli Pembrokeshire and Aberconwy which will be the focus of Welsh Labour development work going forward.



4.14 Regional Directors reports

Labour North

Across the North East and Cumbria, candidates, members and staff worked extremely hard, securing Labour victories in heartland and marginal seats. Paul Williams's success in winning the offensive marginal of Stockton South from the Tories was a fantastic result, and despite a swing to the Tories across the region, we held every Labour seat aside from the loss of Middlesbrough South & East Cleveland. Gaining that seat back at the next general election, whenever it comes, alongside Copeland and Carlisle are key for Labour.

Staff, candidates, agents and activists moved extremely quickly to ensure agents were appointed, and crucially that funds and infrastructure was in place for all campaigns extremely quickly. Labour North held a regional training event for all agents, and one to one support for each campaign, alongside briefings and media support for new candidates.

The hard work of staff to do this, while still delivering the local and Mayoral campaigns, was amazing and their efforts and utter dedication was vital.

With four sitting Labour MPs retiring in the region, providing support to new candidates in these seats was an early priority, and Mike Hill, Laura Pidcock and Liz Twist are already contributing hugely as new MPs and to the Northern Group.

Regional staff supported candidates, agents and campaigns across the region, with nominations, fundraising and print via Campaign Creator and using the Newcastle Head Office print resource. The level of each campaign was unprecedented with sessions

taking place and members mobilised via the Labour events tool, email, texts and targeted support. In particular in the region, we gave bespoke support to a huge number of Labour held and offensive seats with the new Promote tool, and conducted very successful regional digital campaigns which complemented our adverts and wraparounds in regional newspapers. The support of Trade Unions on the ground and with financial support was key to the campaign across the North.

The highlight of Labour North's campaign in the region was the huge rally in Gateshead with Jeremy Corbyn. Our thanks to the staff and Trade Union stewards who delivered an amazing event.

It was a fantastic boost to the campaign regionally on the Monday before Polling Day, and was the culmination of a two day visit to the region that included a speech in Carlisle and campaign stops in Middlesbrough South and East Cleveland and Blyth Valley and a visit to North West Durham. Other key visits to marginal seats included Ian Lavery, Keir Starmer, Angela Rayner, Eddie Izzard, Emily Thornberry and Jonathan Ashworth.

The efforts, dedication and hard work from across the Labour movement was exceptional and ensured Labour delivered successful campaigns in the North. Huge thanks to all who played a part.



Labour North West

Unprecedented numbers of members and supporters delivered excellent campaigns right across the North West region. From Crewe & Nantwich in the South to Barrow & Furness in the North, activists from across the Labour movement came together to deliver victories in every Labour held constituency and in the four formerly Tory held constituencies of Crewe & Nantwich, Warrington South, Weaver Vale and Bury North.

In other seats too, there were big increases in the Labour vote share and in Southport, Labour moved into second place, making the seat a key target for a Labour gain at the next general election.

Due to the General Election being called during local and Mayoral elections and the Gorton by-election, regional staff were required to continue to support these campaigns whilst providing the necessary support to a large number of Labour held and marginal seats for the General Election. The staff worked incredibly hard during the campaigns of 2017 and their efforts are hugely appreciated.

As a result of the successful Mayoral campaigns in Greater Manchester and the Liverpool City Region, new candidates were required for the Liverpool Walton seat, formerly held by Steve Rotheram, and Leigh where Andy Burnham had been the Member of Parliament. Following the cancellation of the Manchester Gorton by-election, Afzal Khan was elected as the MP at the General Election. Tony Lloyd was selected to stand for the Rochdale constituency and was successfully elected.

Congratulations to Dan Carden, Jo Platt, Tony Lloyd, Afzal Khan, Laura Smith, James Frith, Faisal Rashid and Mike Amesbury who join the North West Parliamentary Labour Party.

Working alongside local volunteers and staff and with the support of the Head Office teams, the Regional staff supported candidates across the region with print, social media and newspaper advertising as well as fundraising and campaign support. Social media played an important part of the campaign and through the use of Promote many local parties were able to deliver very successful digital campaigns.

The Regional phone bank in Warrington saw lots of volunteers, many phoning voters for the first time.

The North West hosted a number of high profile events during the campaign including the Campaign Launch at Event City in Trafford and the launch of the 'Manifesto With and For Disabled People' in Manchester. A rally with John McDonnell was held in Liverpool and there were frequent visits from celebrities and members of the Shadow Cabinet. Jeremy Corbyn visited Manchester, Warrington South and Crewe & Nantwich to kick off the campaign and returned on eve of poll to visit Weaver Vale. A rally at West Kirkby beach saw thousands of people gather to hear speeches from Jeremy Corbyn, Steve Rotheram and Margaret Greenwood. Attendees at the Warrington Rally were linked to rallies across the UK to hear Jeremy Corbyn speak and enjoyed live entertainment and speeches.



4.14

Regional Directors reports



Thanks go to the local parties, regional staff and particularly to the Trade Unions who provided stewarding support for the large events and helped ensure that all were safely and effectively delivered.

Young people were a vital part of the 2017 General Election campaign. The engagement of many younger people in the party's campaigns brought new ideas and fresh enthusiasm and the party will build on this as it prepares for the next general election.



Yorkshire & The Humber

Thanks to the huge number of members and supporters who came out to support Labour candidates, Yorkshire and the Humber delivered one of the strongest election campaigns that the region has seen for many years. Not only did the party hold all of the 33 existing Labour seats in the region, the party also managed to secure victories in the former Tory seats of Colne Valley and Keighley while also taking Leeds North West and Sheffield Hallam from the Liberal Democrats. Unfortunately, the candidates in Pudsey and Calder Valley narrowly missed out on defeating the incumbent Tory MPs, but with a huge increase in the number of Labour voters they managed to slash current majorities ahead of the next general election.

Labour gains in the region mean that the Parliamentary Party in the region has been joined by John Grogan (Keighley), Jared O'Mara (Sheffield Hallam), Alex Sobel (Leeds North West), and Thelma Walker (Colne Valley) who have been welcomed alongside Stephanie Peacock who replaces Michael Dugher in Barnsley East and Emma Hardy who takes over from Alan

Johnson in Hull West and Hessle.

Theresa May's decision to call the snap General Election a few weeks before the local elections put extra pressure on hard working activists and regional staff who had been campaigning for the May elections in North Yorkshire and Doncaster. The regional team switched straight on to the general election campaign producing our largest level of bespoke local print, social media and newspaper adverts, fundraising and advice to support both our target and Labour held seats. The regional Trade Unions also provided financial support as well as importantly encouraging a huge number of trade union members to join Labour candidates out on the campaign trail.

Jeremy Corbyn's positive campaign alongside the 2017 Manifesto not only helped motivate our members and supporters to campaign it also helped produce large increases in Labour votes in many of our seats. One of the biggest groups in the region that helped swell Labour's vote share was first time and young voters. This provides even greater hope for the next general election campaign and we will be working over the coming months to build on the new ideas and enthusiasm that many of our younger voters can bring.

Yorkshire and The Humber was proud to host a large number of visits during the election campaign, including Jeremy Corbyn and the entire Shadow Cabinet for the National Manifesto Launch in a crowded atrium at Bradford University. Jeremy also visited seats across the region speaking to packed out campaign events and rallies in many locations including Colne Valley, Leeds, Sheffield,



Scarborough, York, Calder Valley, Hull, and Rotherham.

Eastern

The result of the General Election in the East of England saw a very positive outcome for Labour. The party won three seats from the Tories, we held our four Labour seats with significantly increased majorities, and we saw a large increase in our share of the vote in almost every part of the region.

Thanks goes to our local parties, members, candidates, trade unions and other affiliates who campaigned hard for the successes achieved. We saw unprecedented levels of activism, and well organised campaigns across the region – a consequence of new members and activists bringing new ideas and enthusiasm, and working well with experienced campaigners.

Congratulations and welcome to our newly-elected MPs - Mohammad Yasin in Bedford, Sandy Martin in Ipswich and Fiona Onasanya in Peterborough. They will bring new energy and diversity to the PLP in the East. Alongside Daniel Zeichner in Cambridge, Luton MPs, Kelvin Hopkins and Gavin Shuker, and Clive Lewis in Norwich South they will be a fantastic team standing up for their constituents and for Eastern region.

When the General Election was called local parties and regional office staff were already working hard on County Council elections across the East and the Mayoral election in Cambridgeshire & Peterborough. They quickly adapted to the new circumstances and ramped up their campaigns.

The regional office team worked closely with many local parties, particularly in Labour-held and marginal seats, to provide support with campaign planning, printed materials and advertising. The party also provided support with a variety of new campaign technology developments like Promote, our platform which enables parties to serve targeted advertising on social media. Eastern Labour had a team based at regional office working to mobilise activists into Labour-held and marginal seats.

There were also a number of high profile events in the East during the General Election campaign. The Party's BAME manifesto was launched in Watford, and Watford town centre was also the venue for a big eve of poll rally with Jeremy Corbyn. Jeremy also gave a major speech on Labour's approach to Brexit in Basildon, where he was supported by Keir Starmer and Emily Thornberry. Jeremy made other visits to Stevenage, Bedford, Peterborough, Lowestoft, Great Yarmouth and Norwich during the campaign. Several of these events were attended by hundreds of supporters. Regional office staff and local parties, who in some cases provided stewards, played a central role in ensuring these events were successful and safe so huge thanks to them.

Because of the hard work of activists and the party's subsequent achievements on 8 June Labour is in a strong position to make further gains in the East at the next general election, for which we will be ready whenever it comes.



4.14

Regional Directors reports

East Midlands

Excellent campaigns powered by members in East Midlands seats saw Labour adding three new MPs in the formerly Tory seats of Derby North, High Peak and Lincoln, sending Ruth George and Karen Lee to Parliament for the first time and welcoming back Chris Williamson. The retirement of Graham Allen also saw the election of Alex Norris in Nottingham North. Congratulations to all of our newest members of the East Midlands group of MPs.

Several other seats saw the party running the Tories incredibly close with us finishing just short in Broxtowe, Northampton North and South amongst others. Our campaigns in these and other areas were innovative and energetic – a stark contrast to the Conservative offer. The vote share in these areas was increased, along with the turnout, and seats like these are going to be key in the next election to ensure a Labour government is returned.

The region did see some disappointments on the night and are incredibly sad to say goodbye to Alan Meale having lost by just over 1,000 votes in Mansfield, and Natascha Engel in North East Derbyshire. In some of the traditional coalfield areas we underperformed in what were at one time our heartland seats, this is cause for serious reflection to help us ensure this is turned around for next time.

The election being called in the midst of largescale County Council elections meant staff were providing support to a large number of seats to ready them for the General Election, whilst continuing to provide support for the County

Council elections. As ever they went above and beyond, and their hard work and dedication is hugely appreciated.

Candidates, members and staff all put in a fantastic performance in what was an intense General Election campaign given the short timeframe. Support was provided to seats with regards to print, high profile campaign visits, newspaper adverts, member mobilisation and social media. New campaigning tools which were provided by the Party were able to help mobilise activists and target messaging effectively, particularly to groups of voters who had previously been difficult to reach.

During the campaign the East Midlands welcomed a number of Shadow Ministers and key campaigners to the region on high profile trips to the region. John McDonnell and the campaign bus visited Lincoln and Derby, with a fantastic turnout despite less than fantastic weather! On the final weekend of the campaign we also welcomed Jeremy Corbyn, visiting target areas including Lincoln and Broxtowe where huge crowds turned out to hear from him.

A big thank you to the thousands of members and activists who helped to take our message out on the doorsteps of the East Midlands, and to our Trade Unions and other Stakeholders for supporting the campaign throughout. There are some exciting opportunities, notwithstanding some tough challenges for Labour in the East Midlands, but with the significant number of activists and members who were engaged with the campaign, the party can now build on these opportunities and meet the challenges head-on to gain the additional seats needed at the next general election.



West Midlands

When the General Election was called in April the West Midlands Regional Office was in the final stages of supporting the West Midlands Mayoral Campaign, as well as supporting ground campaigns in the County Council.

The General Election result left the region with a net loss of one seat, down to 24 from 25, with two losses (Walsall North and Stoke-on-Trent South) but gaining Warwick & Leamington. A number of seats in the region have been left with very slim majorities - Dudley North (majority 22) and Newcastle-under-Lyme (majority 30).

The party did however improve majorities in a number of seats including: Birmingham Edgbaston, Birmingham Erdington, Birmingham Northfield, Birmingham Yardley, Coventry North West, Coventry South, Wolverhampton South West and Walsall South. Congratulations to Preet Gill, Eleanor Smith and Matt Western who join the West Midlands PLP.

The party also thank Rob Fello and David Winnick for their years of dedicated service to both the party and their constituents.

Regional staff, despite already working hard on the West Midlands Mayoral campaign and supporting efforts in the County elections went above and beyond to support local parties and candidates in the General Election and their efforts are hugely appreciated. This, on the back of the Stoke-on-Trent Central by-election at the start of the year represented an exceptional effort by our dedicated staff.

On top of this we must acknowledge the efforts of our volunteers.

The dedicated army of party volunteers out in the constituencies ran excellent campaigns supported by more members. The campaign also benefited from a small number of talented volunteers at a regional level, helping with visits and supporting the work of the staff on events as well.

Warwick & Leamington and Telford both received multiple high-profile visits including Leader's visits. Worcester also received a Leader's visit, as did Birmingham. The region hosted six Leader's visits to: Worcester, Telford, Warwick & Leamington and Birmingham.

The Leader's rallies were extremely popular and attracted large audiences.

The West Midlands office worked with colleagues at Head Office to bring celebrity endorsers to the region; including Steve Coogan, David Neilson (Coronation Street) and Eddie Izzard. These visits were immensely useful for member mobilisation.

All visits by the frontbench team and celebrity endorsers provided positive press coverage for Labour and we were extremely visible across all regional press outlets on broadcast, radio and print. There was a high level of local press access to the Leader for one-to-one interviews, something that was welcomed by local journalists. A particular success was a long-form sit down interview with the Shropshire Star at their offices, something we should look into replicating with other regional papers in the future.



4.14 Regional Directors reports



The accepted and well-tested campaign formula of literature, Voter ID schedules and other traditional campaigning activities such as street stalls were complimented during the snap Election by the party's new social media tool, Promote.

The Promote tool empowered local parties to campaign on social media giving many of our local campaigns an edge on Facebook.



Clearly it was disappointing in the West Midlands region to end the campaign with a net loss of one seat. However, there were significant steps forwards in a good number of seats. The General Election result gives a clear indication of key marginal seats that need attention in the coming weeks and months for the next general election.



London

The General Election in London showed the London Labour Party at its best. Despite the pressures of the snap election campaign the whole movement came together to deliver an excellent election campaign across the capital. Our candidates were supported by elected representatives, trade unions, London Young Labour, CLP officers and many thousands of party members and other volunteers as well as by Labour Party staff.

All 45 Labour seats in London were retained, many on significantly increased majorities. We also gained four seats in Battersea, Croydon Central, Enfield Southgate and Kensington. The last of these has never been held by Labour although part of the

seat was represented by Karen Buck MP before the last set of boundary changes. Encouragingly for the future, the Tory majority in many seats that they did retain was dramatically cut. This includes in seats that we have held before such as Finchley & Golders Green and Hendon, as well as seats which the party have not previously held such as Chingford & Woodford Green or Uxbridge & South Ruislip. At 54.5 per cent our vote share in London was the highest for any Party in the city for many decades and the swing from the Conservatives to Labour was the highest of any region. The election results also further improved the diversity of the London Group of Labour MPs. Of the five new MPs elected three are women, two are BAME and one has a disability. 28 of London's 49 Labour MPs are now women.

The Regional Office rapidly expanded and reorganised into a taskforce structure to provide a full election service and thanks are due to all of the individuals and organisations who supported this effort. Taskforces had responsibility for:

- Organisation – supporting organisers in the field, lay campaign coordinators and agents.
- Print – delivering the regional print scheme and fulfilling millions of print items across hundreds of variants.
- Media and visits – delivering the party's press, broadcasting and digital strategy, organising events and supporting the Leader's Tour and other frontbench visits, including Jeremy's visit to Croydon the morning after the election was called and

finishing with stops in Harrow and Islington on eve of poll.

- Member mobilisation – running our phone bank, working with stakeholders and activist groups and supporting the effective use of the Party’s member mobilisation tools and techniques.

Whilst a snap election may be limited in some of the lessons we can draw for the future a number of themes are relevant. This was the first General Election since 2005 with a Labour Mayor at City Hall. Sadiq Khan worked effectively with the Regional Office to play an effective member mobilisation role both at events and digitally as well as making numerous supportive media interventions.

The other distinguishing feature of this election was the very high numbers of activists who became involved, many campaigning for the first time inspired in particular by Jeremy’s leadership and the radical promise of our manifesto. This presented a series of exciting challenges and opportunities with organisers and experienced volunteers laying on ongoing programmes of training to engage and empower people campaigning for the first time. It also made a huge difference to the volume of work achieved, with the party contacting twice as many voters across London in the week before polling day as had been achieved at the 2015 General Election.

South East

The snap General Election campaign saw huge numbers of members and supporters deliver excellent and energetic campaigns across the South

East. The party held all our seats and gained four from the Tories doubling the number of MPs from four to eight. The South East group of Labour MPs is now Alan Whitehead, Peter Kyle, Anneliese Dodds, Tan Dhesi, Stephen Morgan, Rosie Duffield, Lloyd Russell-Moyle and Matt Rodda. The party also increased the Labour share of the vote in all but two seats and came second in the majority of seats. The number of votes for Labour in the South East increased from 804,774 (2015) to 1,326,279 (2017).

Regional staff worked extremely hard during the campaign, putting long planned holidays on hold and rearranging other commitments. Their efforts are very much appreciated. The election was called during the County Council elections which meant that at the start of the General Election campaign staff were required to continue to provide support to these campaigns whilst supporting parliamentary seats in getting campaigns up and running, ensuring candidates were nominated and meeting early print deadlines. The Regional Office working with colleagues from Head Office provided day to day support and guidance to seats on press and media, print, social media, newspaper adverts and training for local volunteers and activists. They also supported local campaigns in their use of Labour Party tools such as the events tool, Promote, Chatter and Dialogue. There was a phone bank based at our regional office and we were able to support a number of campaigns in speaking to voters.

There were a number of visits and events throughout the election campaign.



4.14

Regional Directors reports



Jeremy Corbyn visited Southampton to launch our policing pledge and visited Oxford on the day of the County Council election; he also attended a rally in Reading. The rally held in Brighton in the final days of the campaign was linked to rallies across the UK; over 400 members heard Jeremy Corbyn speak via video link and enjoyed live music and poetry from local acts and speeches from the local Parliamentary Candidates. There were a number of other Shadow Cabinet and celebrity visits across the region which helped to secure positive local media coverage.

As always Trade Union colleagues across the South East were very supportive. Thanks to them for their donations as well as support to seats in mobilising volunteers and providing other resources. Parliamentary Candidates, agents, local volunteers and local staff should also be acknowledged for rising to the challenge of a snap General Election and running positive campaigns.

There remain tough challenges for Labour in the South East but the results point to a number of potential gains at the next general election including Southampton Itchen and Hastings and Rye. The significant numbers of members and activists who engaged in this campaign and the many young people who got involved also gives an opportunity to gain seats at the next election and keep local parties energised.

South West

The levels of activism and number of members campaigning in seats across the South West Region was almost

unprecedented. This was demonstrated both through the hundreds of campaigning events posted by CLPs across the region on the events tool throughout the campaign, but also on polling day where we saw very high numbers of members out and about in many constituencies.

With the General Election being called mid-way through the County Council and Metro-Mayoral Campaigns, regional staff were required to continue providing support for these campaigns, whilst helping to administer the process for General Election Candidate Selections and Candidate nominations, alongside the very early stages of building campaigns, managing print for the General Election. As always Labour Party staff worked incredibly hard (some cancelling long planned holidays) during the campaigns for the 2017 elections and their dedication and efforts are to be acknowledged.

Regional staff, working alongside local volunteers, candidates and staff, and with the support of colleagues at Head Office, provided guidance and support with General Election Print, social media and newspaper advertising. These are always significant requirements and tasks during a General Election campaign, and with the additional time pressures imposed by the calling of a snap election, it is once again a huge testament to all of those involved in delivering successful campaigns. Social media played an important part of the campaign and many local parties were able to deliver improved and successful digital campaigns through the use of Promote. It is likely that the significance of digital campaigning

will only increase, and it will therefore be extremely important that our use and understanding of tools, such as Promote, is enhanced, and advanced training is provided to local volunteers and also Labour Party staff.

The Regional Phone Bank based in Regional Office (Bristol) was a constant and successful resource, providing support to a number of campaigns in the South West.

As ever fundraising proved vital to our ability to properly resource our campaigns, and a special mention and thanks must be offered to our South West Trade Union colleagues who once again, and at very short notice provided vital support for our Labour held seats, and also target marginal gains.

There were a number of campaign visits throughout the short campaign, which included early Leader visits to South Swindon and Bristol North West. Perhaps the biggest single day of the

campaign for visits/events was when the party were able to stage three separate rallies (Swindon/Stroud/Bristol) all to very large and enthusiastic crowds.

Labour increased the number of South West MPs from four to seven, retaining our seats in Bristol East, Bristol South, Bristol West and Exeter, and also making gains in Bristol North West, Plymouth Sutton & Devonport, and Stroud (all from the Conservatives).

Overall the number of votes for Labour in the South West increased from 501,684 (2015) to 875,213 (2017).

There is still a Parliamentary Boundary Review in process. The excellent results in the South West point to some very strong potential gains at the next general election including (on current boundaries) two in Cornwall (Camborne & Redruth, Truro & Falmouth).

4.15 Events

The events team are proud of the professional look, feel, style and tone of the events they delivered across the country. Due to the nature of a snap election, planning was a luxury, delivery was challenging and pressure enormous. Due to the 'Jeremy effect', never has such large audiences and crowds attended events. Never before have we delivered so many large events, specifically outdoor, in a short period of planning and delivery.

Despite lack of planning time, we were still able to think innovatively and creatively.

We organised 71 events around the country from the 19 April up until 8 June including:

- The campaign launch at EventCity, Manchester
- The manifesto launch at University of Bradford and the separate Disability, BAME, and Culture manifesto launches
- six simultaneous satellite-linked #YourVoiceYourVote rallies, where the Leader addressing an audience in Birmingham was shown live at sites in Warrington, Brighton, Croydon, Glasgow and Vale of Glamorgan
- Six separate outdoor rallies including: an NHS workers rally in Bristol and Leader of the Labour Party rallies in Hull, Wirral West, Gateshead, Birmingham and Islington
- Numerous stump speeches and campaign stops for the bus tour
- Six ad-van launches including five in one day in Glasgow, Weaver Vale, Colwyn Bay, Watford and Harrow
- Several press conferences
- Key-note speeches for the Leader of the Labour Party and Shadow Cabinet on topics such as Industrial Strategy, Brexit and health and social care.

4.16 Key Campaigners Unit

The Key Campaigners Unit in the General Election was responsible for all Shadow Cabinet, Frontbench MPs and Peers visits to our priority seats. These visits helped mobilise members, get local, regional and sometimes national media coverage, increase campaigning, raise funds, stakeholder engagement and gave a boost to the candidates' campaigns.

The visits team at Head Office worked closely with our Regional and National Visits staff based in the Regional/ National Offices along with the Regional Communications Officers, Regional Directors and Regional and Local Organisers to ensure all visits by our key campaigners were well planned, organised and executed.

We worked closely with the Leader's Tour and the campaign bus staff to ensure we had an even spread of visits

across our priority seats enabling a parity of media coverage throughout the regions and nations.

The visits were tailored to suit each individual campaign focussing on the themes the candidates and regional offices wanted to highlight whilst reflecting national messaging in coordination with our planning grid.

In addition to visits relating to a key campaigners' policy briefs such as to hospitals, businesses, or nursery, the key campaigners unit also organised house meetings, street stalls, high street walkabouts, school gate campaigning, high visibility campaign kick offs and Q&A events.

In conjunction with the events team, the Key Campaigners Unit organised the Shadow Cabinet attending the election campaign launch and the manifesto launch. In addition to this the team



4.16 Key Campaigners Unit



helped organise press conferences, speeches, BAME Manifesto launch, disability manifesto launch, industrial strategy launch, childcare, national education policy launch, national railways announcement and ad-van poster launches.

In partnership with the endorsement team, the Key Campaigner's Unit managed some really successful celebrity visits which rallied the troops and made for some great local paper stories. A visit that went down well was David Neilson, aka Roy Cropper from Coronation Street, endorsing the candidate in Stoke-on-Trent North visiting a café to try out the local delicacy. Labour had Eddie Izzard all over the country motivating members and getting some good local press. Another boost for the candidates was the Prescott Express in Yorkshire and Humber, North West, East and West Midlands. John managed to encourage members out campaigning that hadn't knocked doors in years or if at all

before and gave rabble rousing stump speeches that were appreciated by the local parties.

In the six weeks of the short campaign of the General Election the Key Campaigner Visits Unit organised nearly 350 visits across the regions and nations with over 30 key campaigners.

The Key Campaigners Unit worked with the Conference Services Office to book all travel and accommodation for visits, we provided full programmes and briefings for those campaigning, enabling them to focus on our message and the campaign, knowing all the logistics were taken care of.

We are grateful to all the staff that were seconded to the Key Campaigners Unit from around the organisation. Without such a dedicated and hardworking team, always prepared to be flexible, polite and do so with good humour, the unit would not have been the success it was.

4.17

Business Relations and Endorsements

Overview

The Business Relations and Endorsements team were tasked with sourcing endorsers (celebrity and people with compelling stories) for major election events and rallies, digital campaigns and print material during the seven week campaign. Given the nature of a snap election there had been minimal preparation done to sure-up these endorsers in advance and most of the work done was very last-minute, but with great success.

The team was also responsible for helping to source business-locations for major speeches during the campaign and organised a manifesto engagement day for around 50 businesses who came to Labour HQ to speak to the Shadow Business Secretary, Shadow Chief Secretary to the Treasury and Shadow Secretary of State for International Trade.

Specific Endorsements

- 9 May campaign launch at EventCity, Manchester – Julie Hesmondhalgh (Coronation Street and Broachchruch) spoke, Jermain Jackman attended. Both recorded videos for digital campaigning.
- 16 May Manifesto launch at Bradford University – secured two local people to speak and share their stories.
- 31 May Bristol NHS rally – Paul McGann and three people with compelling stories spoke.
- 31 May speech by the Shadow Secretary of State for International Trade at the ACCA, including building a business audience of 100 for the event.

- 5 June Gateshead rally – Billie JD Porter spoke at the rally.
- Six simultaneous satellite-linked #YourVoiceYourVote rallies on the 6 June – Steve Coogan, Clean Bandit and the Farm performed in Birmingham and Ben Elton, Jermain Jackman and Tanya Franks in London.
- Paul McGann recorded the audio manifesto.
- Numerous videos recorded for our digital campaigns including Emily Berrington, Maddie Hill, Shaun Dooley, Ben Elton and Ann Mitchell.

Staffing

The team of two was joined by two secondees from the House of Lords team who were a brilliant addition and extremely helpful to us during the campaign. They responded to last minute requests to find endorsers and travel around the country with them with good humour.

The team did an admirable job in securing many top-level endorsers, often at very short notice.



4.18

Governance and legal services

Despite the short notice, the Governance and Legal Unit provided comprehensive legal and compliance advice and training to staff, organisers, agents, candidates, treasurers and other members during the General Election campaign. This included a series of webinars and written legal briefings available to download from Membersnet and in print.

A dedicated legal hotline was already in operation for the local elections, but this was extended to operate seven days a week from 1 March 2017 until all the general election results had been declared. The hotline responded to hundreds of calls and emails on a variety of subjects including the nomination process, election expenses, data protection, opposition activity, the campaigners' code of conduct and the counting of votes.

Governance staff were supported by our solicitors Gerald Shamash, Frances Randle, John Sharpe and Josh Jaskiewicz. Candidates and agents were covered by election legal insurance and motor insurance was available to members using their cars for election activities.

The Governance and Legal Unit compiled and submitted the statutory weekly donation reports to the Electoral Commission during the short campaign and as well as providing support to regional offices on the local government and mayoral election spend returns, which were due to be submitted on 9 June.

A deposit scheme was offered to all CLPs in conjunction with Unity Trust Bank PLC which supplied a bankers' draft for £500 as the candidate's deposit, which was repayable after the election.

5.

Labour candidates

5.01 Selections

Following the calling of an unexpected General Election it was clear that the Party would need to select candidates in 631 seats before the statutory nominations deadline of 11 May 2017.

Aside from sitting Labour MPs, there were no Parliamentary candidates selected at this point in the electoral cycle. The NEC agreed at its meeting on Wednesday 19 April 2017 to advertise vacancies, shortlist and select candidates, but that it would be simply impossible to hold trigger ballots, selection hustings or meetings in constituencies in this timeframe, especially considering members were needed most campaigning in the local and general elections.

In accordance with the Party's rule book, the NEC has the authority to produce modified procedural rules and guidelines to meet the particular circumstances of a snap General Election. This includes the power to impose candidates where it deems this is required.

Sitting MPs

All sitting MPs were asked to confirm by 6pm on Thursday 20 April whether they intended to stand again. Those who did intend to stand again were automatically deemed reselected subject to NEC endorsement.

Applications process and due diligence

Applications for candidates in all seats opened on Friday 21 April and closed on Sunday 23 April at 12 noon.

During that period a team of 15 Governance Staff worked late into the night on processing those applications

and conducting a series of compliance checks. This included checking all applications to ensure they were qualified to stand legally, as well as freeze date checks, NEC and arrears status checks. A due diligence document was created to bring to the attention of selection panels should it be deemed necessary.

In the 79 hours while applications were open, Governance and Legal Unit staff each worked for approximately 56 hours. Across the three days and nights, Governance and Legal Unit staff left the building for only seven hours each per day.

In that time the Governance and Legal Unit processed 3619 applicant emails. 2,913 of those email contained eligible applications and of those 2,163 arrived in the final 12 hours.

Staff logged, recorded, created files and folders for 3032 eligible applications. They further performed full due diligence checks and created reports for 546 applicants from the 889 applications for retirement seats. This is more work than 632 individual CLP procedures secretaries would ordinarily undertake in two years.

Retirement seats

The process for seats where an MP declared by this deadline their intention to retire and not seek selection in their own seat was completed first.

Following shortlisting conference calls, NEC Officers, split into panels of three members each and spent the 25, 26 and 27 April conducting interviews with longlisted candidates in London in those retirement seats.

The NEC initially agreed that retirement seats held by women should be selected on the basis of an All Women Shortlist, so that the number of women candidates at the election in seats currently held by Labour is at least equal to the current number of women Labour MPs. The NEC further agreed to ensure that representation for other under-represented groups should be improved.

Of those 13 retirement seats three were held by women in the previous Parliament – Gisela Stuart in Birmingham Edgbaston, Pat Glass in NW Durham and Fiona Mactaggart in Slough. After the NEC panel process the party was represented by ten women candidates and three members of the BAME community. All but Tracy Harvey in Middlesbrough South East and Cleveland won their seats, including Labour's first Sikh woman MP Preet Gill and first turbaned Sikh man MP Tan Dhesi.

Candidate applications for other seats

All other seats were selected via panels of the NEC alongside a Regional Board representative, who appointed candidates on the basis of examination of candidate application forms and local knowledge without an interview.

The panels considered CVs and applications of all candidates on a seat by seat basis, and make a determination of the best candidate for each seat.

Those panels gave a preference to any 2015 General Election candidates who had decided to stand again, but then

also considered any new candidate expressing a preference for that seat and then any other candidates who had applied for seats in that region.

Those panels sat on Sunday 30 April, Monday 1 May and Tuesday 2 May.

Scotland and Wales

The changes to the Party's rules in 2016 mean that the process for selecting candidates in Scotland and Wales were a matter for the Scottish Executive Committee and Welsh Executive Committee respectively. The SEC and WEC agreed their own candidate selection process similar to that agreed by the NEC, although with minor differences to timings, application procedures and candidate interviews. Scottish and Welsh candidates remained subject to full NEC endorsement.

Simon Danczuk

One candidate – the former MP for Rochdale Simon Danczuk – was under an administrative NEC suspension pending a hearing of the National Constitutional Committee at the time the election was called.

The NEC officers determined that in accordance with the rule book he should be interviewed by a panel of the NEC to determine whether they were to recommend his endorsement as a candidate. After considering in detail his case and speaking to him in an interview, the Labour Party's NEC endorsement panel unanimously recommended he should not be endorsed as a Labour candidate. He was therefore not able to stand as a Labour candidate in any constituency at the

5.01 Selections

General Election.

The application process for the constituency of Rochdale was re-opened, and following the standard longlisting and selection process for a retirement seat, Tony Lloyd was chosen as Labour's candidate. Simon Danczuk stood as an independent candidate against the Labour Party and was thus automatically excluded from membership. He received 883 votes compared to Labour's 29,035 votes.

Liverpool Walton

Although Steve Rotheram had confirmed that he intended to stand again as Labour's candidate in Liverpool Walton, following his election as the Mayor of the Liverpool City Region he decided on the weekend of 6 May – just days before the nomination deadline – to withdraw his candidacy. The NEC swiftly convened another retirement panel and Dan Carden was selected on Tuesday 9 May.

Labour candidates

SCOTLAND

Aberdeen North	Orr Vinegold
Aberdeen South	Callum O'Dwyer
Airdrie & Shotts	Helen McFarlane
Angus	William Campbell
Argyll & Bute	Michael Kelly
Ayr, Carrick & Cumnock	Carol Mochan
Banff & Buchan	Caitlin Stott
Berwickshire, Roxburgh & Selkirk	Ian Davidson
Caithness, Sutherland & Easter Ross	Olivia Bell
Central Ayrshire	Nairn McDonald
Coatbridge Chryston & Bellshill	Hugh Gaffney
Cumbernauld, Kilsyth & Kirkintilloch East	Elisha Fisher
Dumfries & Galloway	Daniel Goodare
Dumfriesshire, Clydesdale & Tweeddale	Douglas Beattie
Dundee East	Lesley Brennan
Dundee West	Alan Cowan
Dunfermline & West Fife	Cara Hilton
East Dunbartonshire	Callum McNally
East Kilbride, Strathaven & Lesmahagow	Monique McAdams
East Lothian	Martin Whitfield
East Renfrewshire	Blair McDougall
Edinburgh East	Patsy King
Edinburgh North & Leith	Gordon Munro
Edinburgh South West	Foysof Choudhury
Edinburgh South	Ian Murray
Edinburgh West	Mandy Telford
Falkirk	Craig Martin
Glasgow Central	Faten Hameed
Glasgow East	Kate Watson
Glasgow North East	Paul Sweeney
Glasgow North West	Michael Shanks
Glasgow North	Pam Duncan
Glasgow South West	Matt Kerr
Glasgow South	Eileen Dinning
Glenrothes	Altany Craik
Gordon	Kirsten Muat
Inverclyde	Martin McCluskey
Inverness, Nairn, Badenoch & Strathspey	Mike Robb
Kilmarnock & Loudoun	Laura Dover

Labour candidates

Kirkcaldy & Cowdenbeath
 Lanark & Hamilton East
 Linlithgow & East Falkirk
 Livingston
 Midlothian
 Moray
 Motherwell & Wishaw
 Na H-Eileanan An Iar
 North Ayrshire & Arran
 North East Fife
 Ochil & South Perthshire
 Orkney & Shetland
 Paisley & Renfrewshire North
 Paisley & Renfrewshire South
 Perth & North Perthshire
 Ross, Skye & Lochaber
 Rutherglen & Hamilton West
 Stirling
 West Aberdeenshire & Kincardine
 West Dunbartonshire

Lesley Laird
 Andrew Hilland
 Joan Coombes
 Rhea Wolfson
 Danielle Rowley
 Joanne Kirby
 Angela Feeney
 Ealasaid MacDonald
 Chris Rimicans
 Rosalind Garton
 Joanne Ross
 Robina Barton
 Alison Taylor
 Alison Dowling
 David Roemmele
 Peter O'Donnghaile
 Ged Killen
 Chris Kane
 Barry Black
 Jean-Anne Mitchell

WALES

Aberavon
 Aberconwy
 Alyn & Deeside
 Arfon
 Blaenau Gwent
 Brecon & Radnorshire
 Bridgend
 Caerphilly
 Cardiff Central
 Cardiff North
 Cardiff South & Penarth
 Cardiff West
 Carmarthen East & Dinefwr
 Carmarthen West & South Pembrokeshire
 Ceredigion
 Clwyd South
 Clwyd West

Stephen Kinnock
 Emily Owen
 Mark Tami
 Mary Clarke
 Nick Smith
 Dan Lodge
 Madeleine Moon
 Wayne David
 Jo Stevens
 Anna McMorrin
 Stephen Doughty
 Kevin Brennan
 David Darkin
 Marc Tierney
 Dinah Mulholland
 Susan Elan Jones
 Gareth Thomas

Labour candidates

Cynon Valley
 Delyn
 Dwyfor Meirionnydd
 Gower
 Islwyn
 Llanelli
 Merthyr Tydfil & Rhymney
 Monmouth
 Montgomeryshire
 Neath
 Newport East
 Newport West
 Ogmore
 Pontypridd
 Preseli Pembrokeshire
 Rhondda
 Swansea East
 Swansea West
 Torfaen
 Vale of Clwyd
 Vale of Glamorgan
 Wrexham
 Ynys Mon

Ann Clwyd
 David Hanson
 Matthew Norman
 Tonia Antoniazzi
 Christopher Evans
 Nia Griffith
 Gerald Jones
 Ruth Jones
 Iwan Wyn Jones
 Christina Rees
 Jessica Morden
 Paul Flynn
 Chris Elmore
 Owen Smith
 Philipa Thompson
 Chris Bryant
 Carolyn Harris
 Geraint Davies
 Nick Thomas-Symonds
 Chris Ruane
 Camilla Bevan
 Ian Lucas
 Albert Owen

ENGLAND

Amber Valley
 Ashfield
 Bassetlaw
 Bolsover
 Boston & Skegness
 Bosworth
 Broxtowe
 Charnwood
 Chesterfield
 Corby
 Daventry
 Derby North
 Derby South
 Derbyshire Dales

James Dawson
 Gloria de Piero
 John Mann
 Dennis Skinner
 Paul Kenny
 Chris Kealey
 Greg Marshall
 Sean Kelly-Walsh
 Toby Perkins
 Beth Miller
 Aiden Ramsey
 Christopher Williamson
 Margaret Beckett
 Andrew Botham

Labour candidates

Erewash	Catherine Atkinson
Gainsborough	Catherine Tite
Gedling	Vernon Coaker
Grantham & Stamford	Barrie Anthony Fairbairn
Harborough	Andrew Thomas
High Peak	Ruth Stephanie Nicole George
Kettering	Michael John Scrimshaw
Leicester East	Keith Vaz
Leicester South	Jonathan Ashworth
Leicester West	Elizabeth Kendall
Lincoln	Karen Lee
Loughborough	Jewel Miah
Louth & Horncastle	Julie Speed
Mansfield	Joseph Meale
Mid Derbyshire	Alison Martin
Newark	Chantal Lee
North East Derbyshire	Natascha Engel
North West Leicestershire	Sean Sheahan
Northampton North	Sally Keeble
Northampton South	Kevin McKeever
Nottingham East	Christopher Leslie
Nottingham North	Alex Norris
Nottingham South	Lilian Greenwood
Rushcliffe	David Mellen
Rutland & Melton	Heather Peto
Sherwood	Michael Anthony Pringle
Sleaford & North Hykeham	Jim Clarke
South Derbyshire	Robert Pearson
South Holland & the Deepings	Wojciech Kowalewski
South Leicestershire	Shabbir Aslam
South Northamptonshire	Sophie Johnson
Wellingborough	Andrea Jayne Watts
Basildon & Billericay	Kayte Block
Bedford	Mohammad Yasin
Braintree	Malcolm Fincken
Brentwood & Ongar	Gareth Barrett
Broadland	Iain Simpson
Broxbourne	Selina Elizabeth Norgrove
Bury St Edmunds	William Paul Edwards

Labour candidates

Cambridge
Castle Point
Central Suffolk & North Ipswich
Chelmsford
Clacton
Colchester
Epping Forest
Great Yarmouth
Harlow
Harwich & North Essex
Hemel Hempstead
Hertford & Stortford
Hertsmere
Hitchin & Harpenden
Huntingdon
Ipswich
Luton North
Luton South
Maldon
Mid Bedfordshire
Mid Norfolk
North East Bedfordshire
North East Cambridgeshire
North East Hertfordshire
North Norfolk
North West Cambridgeshire
North West Norfolk
Norwich North
Norwich South
Peterborough
Rayleigh & Wickford
Rochford & Southend East
Saffron Walden
South Basildon & East Thurrock
South Cambridgeshire
South East Cambridgeshire
South Norfolk
South Suffolk
South West Bedfordshire

Daniel Zeichner
Joseph Patrick Cooke
Elizabeth Hughes
Christopher Vince
Natasha Osben
Tim Young
Liam Preston
Mike Smith-Clare
Philip Waite
Janice Rosalind Scott
Amanda Jane Tattershall
Katherine Chibah
Fiona Katherine Smith
John Hayes
Nik Johnson
Sandy Martin
Kelvin Hopkins
Gavin Shuker
Peter William C Edwards
Rhiannon Meades
Sarah Simpson
Julian Vaughan
Kenneth Rustidge
Doug Swanney
Stephen Burke
Iain Ramsbottom
Joanne Rust
Christopher Nicholas Jones
Clive Lewis
Fiona Onasanya
Mark Daniels
Ashley Dalton
Carol Jane Berney
Byron Taylor
Daniel Greef
Huw Jones
Danielle Glavin
Emma Bishton
Daniel Scott

Labour candidates

South West Hertfordshire	Robert Angel Wakely
South West Norfolk	Peter Smith
Southend West	Julian Ware-Lane
St Albans	Kerry Pollard
Stevenage	Sharon Taylor
Suffolk Coastal	Cameron Matthews
Thurrock	John George Kent
Watford	Chris Ostrowski
Waveney	Sonia Valerie Barker
Welwyn Hatfield	Anawar Babul Miah
West Suffolk	Michael John Jefferys
Witham	Phil Barlow
Barking	Margaret Hodge
Battersea	Marsha Chantol De Cordova
Beckenham	Marina Ahmad
Bermondsey & Old Southwark	Neil Coyle
Bethnal Green & Bow	Rushanara Ali
Bexleyheath & Crayford	Stefano Borella
Brent Central	Dawn Butler
Brent North	Barry Gardiner
Brentford & Isleworth	Ruth Cadbury
Bromley & Chislehurst	Sara Hyde
Camberwell & Peckham	Harriet Harman
Carshalton & Wallington	Emine Ibrahim
Chelsea & Fulham	Alan De'Ath
Chingford & Woodford Green	Bilal Mahmood
Chipping Barnet	Emma Whysall
Cities of London & Westminster	Ibrahim Dogus
Croydon Central	Sarah Jones
Croydon North	Steve Reed
Croydon South	Jennifer Brathwaite
Dagenham & Rainham	Jon Cruddas
Dulwich & West Norwood	Helen Hayes
Ealing Central & Acton	Rupa Huq
Ealing North	Stephen Pound
Ealing, Southall	Virendra Sharma
East Ham	Stephen Timms
Edmonton	Kate Osamor
Eltham	Clive Efford

Labour candidates

Enfield North	Joan Ryan
Enfield, Southgate	Bambos Charalambous
Erith & Thamesmead	Teresa Pearce
Feltham & Heston	Seema Malhotra
Finchley & Golders Green	Jeremy Newmark
Greenwich & Woolwich	Matt Pennycook
Hackney North & Stoke Newington	Diane Abbott
Hackney South & Shoreditch	Meg Hillier
Hammersmith	Andy Slaughter
Hampstead & Kilburn	Tulip Siddiq
Harrow East	Navin Shah
Harrow West	Gareth Thomas
Hayes & Harlington	John McDonnell
Hendon	Mike Katz
Holborn & St Pancras	Keir Starmer
Hornchurch & Upminster	Rocky Gill
Hornsey & Wood Green	Catherine West
Ilford North	Wes Streeting
Ilford South	Mike Gapes
Islington North	Jeremy Corbyn
Islington South & Finsbury	Emily Thornberry
Kensington	Emma Dent Coad
Kingston & Surbiton	Laurie South
Lewisham East	Heidi Alexander
Lewisham West & Penge	Eleanor Reeves
Lewisham, Deptford	Vicky Foxcroft
Leyton & Wanstead	John Cryer
Mitcham & Morden	Siobhain McDonagh
Old Bexley & Sidcup	Danny Hackett
Orpington	Nigel De Gruchy
Poplar & Limehouse	Jim Fitzpatrick
Putney	Neeraj Patil
Richmond Park	Catherine Tuit
Romford	Angelina Leatherbarrow
Ruislip, Northwood & Pinner	Rebecca Lury
Streatham	Chuka Umunna
Sutton & Cheam	Bonnie Craven
Tooting	Rosenna Allen Khan
Tottenham	David Lammy

Labour candidates

Twickenham	Katherine Dunne
Uxbridge & South Ruislip	Vincent Lo
Vauxhall	Kate Hoey
Walthamstow	Stella Creasy
West Ham	Lyn Brown
Westminster North	Karen Buck
Wimbledon	Imran Uddin
Berwick-Upon-Tweed	Scott Dickinson
Bishop Auckland	Helen Goodman
Blaydon	Liz Twist
Blyth Valley	Ronnie Campbell
Carlisle	Ruth Elizabeth Alcroft
City of Durham	Roberta Blackman-Woods
Copeland	Gillian Troughton
Darlington	Jenny Chapman
Easington	Grahame Morris
Gateshead	Ian Mearns
Hartlepool	Michael Hill
Hexham	Stephen Powers
Houghton & Sunderland South	Bridget Phillipson
Jarrow	Stephen Hepburn
Middlesbrough	Andy McDonald
Middlesbrough South & East Cleveland	Tracy Harvey
Newcastle Upon Tyne Central	Chi Onwurah
Newcastle Upon Tyne East	Nicholas Brown
Newcastle Upon Tyne North	Catherine McKinnell
North Durham	Kevan Jones
North Tyneside	Mary Glindon
North West Durham	Laura Pidcock
Penrith & the Border	Lola McEvoy
Redcar	Anna Turley
Sedgefield	Phil Wilson
South Shields	Emma Lewell-Buck
Stockton North	Alex Cunningham
Stockton South	Paul Williams
Sunderland Central	Julie Elliott
Tynemouth	Alan Campbell
Wansbeck	Ian Lavery
Washington & Sunderland West	Sharon Hodgson

Labour candidates

Workington	Sue Hayman
Altrincham & Sale West	Andrew Western
Ashton-Under-Lyne	Angela Rayner
Barrow in Furness	John Woodcock
Birkenhead	Frank Field
Blackburn	Kate Hollern
Blackley & Broughton	Graham Stringer
Blackpool North & Cleveleys	Chris Webb
Blackpool South	Gordon Marsden
Bolton North East	David Crausby
Bolton South East	Yasmin Qureshi
Bolton West	Julie Ann Hilling
Bootle	Peter Dowd
Burnley	Julie Cooper
Bury North	James Frith
Bury South	Ivan Lewis
Cheadle	Martin Miller
Chorley	Lindsay Hoyle
City of Chester	Chris Matheson
Congleton	Sam Corcoran
Crewe & Nantwich	Laura Smith
Denton & Reddish	Andrew Gwynne
Eddisbury	Catherine Reynolds
Ellesmere Port & Neston	Justin Madders
Fylde	Jed Sullivan
Garston & Halewood	Maria Eagle
Halton	Derek Twigg
Hazel Grove	Navendu Mishra
Heywood & Middleton	Liz McInnes
Hyndburn	Graham Jones
Knowsley	George Howarth
Lancaster & Fleetwood	Cat Smith
Leigh	Joanne Platt
Liverpool, Riverside	Louise Ellman
Liverpool, Walton	Daniel Carden
Liverpool, Wavertree	Luciana Berger
Liverpool, West Derby	Stephen Twigg
Macclesfield	Neil Francis Puttick
Makerfield	Yvonne Fovargue

Labour candidates

Manchester Central	Lucy Powell
Manchester, Gorton	Afzal Khan
Manchester, Withington	Jeff Smith
Morecambe & Lunesdale	Vikki Singleton
Oldham East & Saddleworth	Debbie Abrahams
Oldham West & Royton	Jim McMahon
Pendle	Wayne Blackburn
Preston	Mark Hendrick
Ribble Valley	David Hinder
Rochdale	Tony Lloyd
Rossendale & Darwen	Alyson Barnes
Salford & Eccles	Rebecca Long-Bailey
Sefton Central	Bill Esterson
South Ribble	Julie Patricia Gibson
Southport	Elizabeth Savage
St Helens North	Conor McGinn
St Helens South & Whiston	Marie Rimmer
Stalybridge & Hyde	Jonathan Reynolds
Stockport	Ann Coffey
Stretford & Urmston	Kate Green
Tatton	Samuel Rushworth
Wallasey	Angela Eagle
Warrington North	Helen Jones
Warrington South	Faisal Rashid
Weaver Vale	Mike Amesbury
West Lancashire	Rosie Cooper
Westmorland & Lonsdale	Eli Aldridge
Wigan	Lisa Nandy
Wirral South	Alison McGovern
Wirral West	Margaret Greenwood
Worsley & Eccles South	Barbara Keeley
Wyre & Preston North	Michelle Bentley
Wythenshawe & Sale East	Mike Kane
Aldershot	Gary John Puffett
Arundel & South Downs	Caroline Fife
Ashford	Sally Gathern
Aylesbury	Mark Bateman
Banbury	Sean Woodcock
Basingstoke	Terence Bridgeman

Labour candidates

Beaconsfield	James English
Bexhill & Battle	Christine Bayliss
Bognor Regis & Littlehampton	Alan Butcher
Bracknell	Paul Bidwell
Brighton, Kemptown	Lloyd Russell-Moyle
Brighton, Pavilion	Solomon Curtis
Buckingham	SPEAKER
Canterbury	Rosie Duffield
Chatham & Aylesford	Vince Maple
Chesham & Amersham	Nina Dluzewska
Chichester	Mark Farwell
Crawley	Tim Lunnon
Dartford	Bachchu Kaini
Dover	Stacey Blair
East Hampshire	Rohit Dasgupta
East Surrey	Hitesh Tailor
East Worthing & Shoreham	Sophie Cook
Eastbourne	Jake Lambert
Eastleigh	Jillian Payne
Epsom & Ewell	Ed Mayne
Esher & Walton	Lana Hylands
Fareham	Matthew James Randall
Faversham & Mid Kent	Michael Desmond
Folkestone & Hythe	Laura Davison
Gillingham & Rainham	Andrew Stamp
Gosport	Alan Edward James Durrant
Gravesham	Mandy Garford
Guildford	Howard Smith
Hastings & Rye	Peter Chowney
Havant	Graham Giles
Henley	Oliver Kavanagh
Horsham	Susannah Brady
Hove	Dr Peter Kyle
Isle of Wight	Julian Critchley
Lewes	Daniel Anthony Chapman
Maidenhead	Patrick McDonald
Maidstone & the Weald	Allen Simpson
Meon Valley	Sheena King
Mid Sussex	Greg Mountain

Labour candidates

Milton Keynes North	Charlynn Pullen
Milton Keynes South	Hannah O'Neill
Mole Valley	Marc Patrick Green
New Forest East	Julie Renyard
New Forest West	Jo Graham
Newbury	Alexander Skirvin
North East Hampshire	Barry Jones
North Thanet	Fran Rehal
North West Hampshire	Andy Fitchet
Oxford East	Anneliese Dodds
Oxford West & Abingdon	Marie Tidball
Portsmouth North	Rumal Abdullah Khan
Portsmouth South	Stephen Morgan
Reading East	Mathew Rodda
Reading West	Olivia Bailey
Reigate	Toby Brampton
Rochester & Strood	Teresa Murray
Romsey & Southampton North	Darren Paffey
Runnymede & Weybridge	Fiona Dent
Sevenoaks	Chris Clark
Sittingbourne & Sheppey	Michael Rolfe
Slough	Tanmanjeet Dhesi
South Thanet	Raushanara Rahman
South West Surrey	David Black
Southampton, Itchen	Simon Letts
Southampton, Test	Alan Whitehead
Spelthorne	Rebecca Geach
Surrey Heath	Laween Al-Atroshi
Tonbridge & Malling	Dylan Jones
Tunbridge Wells	Charles Woodgate
Wantage	Rachel Eden
Wealden	Angela Airlie
Winchester	Mark Chaloner
Windsor	Peter Shearman
Witney	Laetisia Carter
Woking	Fiona Colley
Wokingham	Andy Croy
Worthing West	Rebecca Claire Cooper
Wycombe	Rafiq Raja

Labour candidates

Bath	Joseph Rayment
Bournemouth East	Melanie Semple
Bournemouth West	David Stokes
Bridgwater & West Somerset	Wes Hinckes
Bristol East	Kerry McCarthy
Bristol North West	Darren Jones
Bristol South	Karin Smyth
Bristol West	Thangam Debbonaire
Camborne & Redruth	Graham Robert Winter
Central Devon	Lisa Robillard Webb
Cheltenham	Keith White
Chippenham	Andrew Newman
Christchurch	Patrick Canavan
Devizes	Imtiyaz Shaikh
East Devon	Janet Ross
Exeter	Ben Bradshaw
Filton & Bradley Stoke	Naomi Rylatt
Forest of Dean	Shaun Stammers
Gloucester	Barry Kirby
Kingswood	Mhairi Threlfall
Mid Dorset & North Poole	Stephen Brew
Newton Abbot	James Osben
North Cornwall	Joy Anne Bassett
North Devon	Mark Cann
North Dorset	Patrick Osborne
North East Somerset	Robin Moss
North Somerset	Gregory Chambers
North Swindon	Mark Dempsey
North Wiltshire	Peter Neil Baldrey
Plymouth, Moor View	Sue Dann
Plymouth, Sutton & Devonport	Luke Pollard
Poole	Katie Taylor
Salisbury	Tom Corbin
Somerton & Frome	Sean Dromgoole
South Dorset	Tashi Warr
South East Cornwall	Gareth Derrick
South Swindon	Sarah Church
South West Devon	Philippa Davey
South West Wiltshire	Laura Pictor

Labour candidates

St Austell & Newquay	Kevin Neil
St Ives	Christopher Drew
Stroud	David Drew
Taunton Deane	Martin Jevon
Tewkesbury	Manjinder Kang
The Cotswolds	Mark Huband
Thornbury & Yate	Brian Peter Mead
Tiverton & Honiton	Caroline Julia Kolek
Torbay	Paul Raybould
Torridge & West Devon	Vince Thomas Barry
Totnes	Gerrie Messer
Truro & Falmouth	Jayne Susannah Kirkham
Wells	Andy Merryfield
West Dorset	Lee Rhodes
Weston-Super-Mare	Tim Taylor
Yeovil	Ian Martin
Aldridge-Brownhills	John Fisher
Birmingham, Edgbaston	Preet Gill
Birmingham, Erdington	Jack Dromey
Birmingham, Hall Green	Roger Godsiff
Birmingham, Hodge Hill	Liam Byrne
Birmingham, Ladywood	Shabana Mahmood
Birmingham, Northfield	Richard Burden
Birmingham, Perry Barr	Khalid Mahmood
Birmingham, Selly Oak	Steve McCabe
Birmingham, Yardley	Jess Phillips
Bromsgrove	Michael Thompson
Burton	John McKiernan
Cannock Chase	Paul Dadge
Coventry North East	Colleen Fletcher
Coventry North West	Geoffrey Robinson
Coventry South	Jim Cunningham
Dudley North	Ian Austin
Dudley South	Natasha Millward
Halesowen & Rowley Regis	Ian Cooper
Hereford & South Herefordshire	Anna Coda
Kenilworth & Southam	Bally Singh
Lichfield	Christopher Worsley
Ludlow	Julia Buckley

Labour candidates

Meriden	Thomas McNeil
Mid Worcestershire	Fred Grindrod
Newcastle-Under-Lyme	Paul Farrelly
North Herefordshire	
North Shropshire	Graeme Currie
North Warwickshire	Julie Anne Jackson
Nuneaton	Philip Johnson
Redditch	
Rugby	Claire Edwards
Shrewsbury & Atcham	Laura Davies
Solihull	Nigel Knowles
South Staffordshire	Adam Freeman
Stafford	David Williams
Staffordshire Moorlands	David Mazzocchi-Jones
Stoke-on-Trent Central	Gareth Snell
Stoke-on-Trent North	Ruth Smeeth
Stoke-on-Trent South	Rob Ffello
Stone	Sam Hale
Stourbridge	Peter Lowe
Stratford-on-Avon	Jeffrey Kenner
Sutton Coldfield	Rob Pocock
Tamworth	Andrew James Hammond
Telford	Kuldip Singh Sahota
The Wrekin	Dylan Harrison
Walsall North	David Winnick
Walsall South	Valerie Vaz
Warley	John Spellar
Warwick & Leamington	Matthew Western
West Bromwich East	Tom Watson
West Bromwich West	Adrian Bailey
West Worcestershire	Samantha Charles
Wolverhampton North East	Emma Reynolds
Wolverhampton South East	Pat McFadden
Wolverhampton South West	Eleanor Smith
Worcester	Joy Squires
Wyre Forest	Matthew Lamb
Barnsley Central	Dan Jarvis
Barnsley East	Stephanie Louise Peacock
Batley & Spen	Tracy Lynn Brabin

Labour candidates

Beverley & Holderness	Johanna Boal
Bradford East	Imran Hussain
Bradford South	Judith Cummins
Bradford West	Naseem Shah
Brigg & Goole	Terence Smith
Calder Valley	Joshua Fenton-Glynn
Cleethorpes	Peter John Keith
Colne Valley	Thelma Walker
Dewsbury	Paula Sherriff
Don Valley	Caroline Flint
Doncaster Central	Rosie Winterton
Doncaster North	Ed Miliband
East Yorkshire	Alan Clark
Elmet & Rothwell	David Patrick Nagle
Great Grimsby	Melanie Onn
Halifax	Holly Walker-Lynch
Haltemprice & Howden	Hollie Devaney
Harrogate & Knaresborough	Mark Swards
Hemsworth	Jon Trickett
Huddersfield	Barry Sheerman
Keighley	John Grogan
Kingston Upon Hull East	Karl Turner
Kingston Upon Hull North	Diana Johnson
Kingston Upon Hull West & Hessle	Emma Ann Hardy
Leeds Central	Hilary Benn
Leeds East	Richard Burgon
Leeds North East	Fabian Hamilton
Leeds North West	Alex Sobel
Leeds West	Rachel Reeves
Morley & Outwood	Neil Dawson
Penistone & Stocksbridge	Angela Smith
Normanton, Pontefract & Castleford	Yvette Cooper
Pudsey	Ian McCargo
Richmond (Yorks)	Daniel Perry
Rother Valley	Kevin Barron
Rotherham	Sarah Champion
Scarborough & Whitby	Eric Broadbent
Scunthorpe	Nic Dakin
Selby & Ainsty	David Bowgett
Sheffield Central	Paul Blomfield

Labour candidates

Sheffield South East	Clive Betts
Sheffield, Brightside & Hillsborough	Gillian Furniss
Sheffield, Hallam	Jared O'Mara
Sheffield, Heeley	Louise Haigh
Shipley	Steven Clapcote
Skipton & Ripon	Alan Woodhead
Thirsk & Malton	Alan Philip Avery
Wakefield	Mary Creagh
Wentworth & Dearne	John Healey
York Central	Rachael Maskell
York Outer	Luke Charters-Reid

#VoteLabour



UKLabour  labourparty



MANY NOT THE FEW

