

# CAMPAIGNING GUIDANCE

## ENGLAND ONLY: FROM MONDAY 29 MARCH 2021

Following the *issuing of new UK Government advice* please find revised guidance that comes into force from Monday 29 March in England only.

Before you go campaigning, please read the UK Government's advice on stopping the spread of COVID-19 and ensure all other campaigners have done as well. *It can be found here*

Since the return to doorstep on 8 March, local parties have reported a positive response from voters to both leafleting and doorstep activity. Local campaigns are encouraged to build on this to increase numbers knocking and leafleting to ensure that voters receive Labour's message ahead of the important 2021 elections.

### Door knocking

Door knocking can take place following the guidance below:

- ▶ Where possible use the doorstep app.
- ▶ Wash your hands thoroughly before going out and when coming back and use hand sanitizer between households.
- ▶ **Wear a mask, both to reassure the public and to keep yourself and others as safe as possible.**
- ▶ When sharing pictures on social media, please share only individual photos and not groups as it can be hard to tell if you are social distancing in photos.
- ▶ Once you have knocked on a door stand back and allow space to social distance.
- ▶ Do not shout or raise our voice as this increases the chance of spreading infection.
- ▶ Groups should be no more than 6 people.
- ▶ Social distancing must be observed at all times.
- ▶ Please let your local campaign officer or campaign coordinator know before you go doorknocking.
- ▶ Activity on any individual doorstep must be on a one to one basis.
- ▶ Car sharing is not permitted.
- ▶ Campaigners must not collect completed postal ballots from voters under any circumstances.

Please let a campaign lead know when and where you are door knocking and let them know when you are done.

Please ensure you are adhering to government advice on social distancing at all times.

Ensure of all your activists have downloaded the NHS app and have it activated before starting.

**If you or anyone in your household has been told to self-isolate or if you are feeling unwell you must not go doorknocking.**

## Volunteers

It may not be possible for all of your usual deliverers to do their normal delivery routes. This may be because they, or someone in their household is shielding; or they simply feel uncomfortable campaigning at the moment. Please respect this, and don't pressure people to volunteer. Please also be aware that they may not want to talk about their reasons for not campaigning, particularly if it is for medical reasons.

## Delivering Leaflets

CLPs are allowed to continue to leaflet but can now do so in larger groups from the 29 March.

We continue to put the safety of our volunteers and the public first.

It is safe to receive deliveries, and for materials ordered on Labour Connects all Labour Party Print Partners practice social distancing in their factories.

You should clearly follow public health advice when delivering leaflets. Here is our advice for leafletting:

- ▶ Groups should be kept to a minimum and never more than six.
- ▶ Activity on any individual doorstep must be on a one to one basis.
- ▶ Wash your hands thoroughly before going out and when coming back and if you can use hand sanitizer or gloves when out and about.
- ▶ **Wear a mask, both to reassure the public and to keep yourself and others as safe as possible\***.
- ▶ When sharing pictures on social media, please share only individual photos and not groups as it can be hard to tell if you are social distancing in photos.

Please ensure you are adhering to government advice on social distancing at all times

Ensure of all your activists have downloaded the NHS app and have it activated before starting. **If you or anyone in your household has been told to self-isolate or if you are feeling unwell you must not go leafletting.**

You should not meet with other campaigners indoors. It is safer to meet outdoors, where the risk of catching or spreading COVID-19 is much lower, but 2 metre social distancing should still be maintained. Operational collection and delivery of campaign literature should be handled on a 'click and collect' or doorstep drop procedure as for other goods deliveries during the pandemic. Only rarely will two people be required indoors at the same location to manage bulk delivery handling. You should keep these interactions to a minimum to reduce contact and follow the *guidance on how to stop the spread of coronavirus* at all times.

## Road Groups

To ensure deliverers can receive their deliveries as easily, and safely as possible, you should sort the materials into road groups, and supply them with a map with the delivery areas highlighted. This will be particularly important now as some usual deliverers may be unable to do their normal routes. If you are ordering personalised print please run the data in roadgroup order – if you are unsure how to do this please contact your RPM whose details are at the end of this document.

## Dialogue

We appreciate that some people are unable to return to the doorstep and so we encourage those who prefer to use Dialogue to call key voters. You can log into Dialogue here [dialogue.labour.org.uk](https://dialogue.labour.org.uk)

You can use it on your own or as part of an online phonebank – contact your Regional/National office for details or go to [events.labour.org.uk](https://events.labour.org.uk) to find your nearest one.

You can find training and support on how to use Dialogue at [dialogue.labour.org.uk/first-time-video](https://dialogue.labour.org.uk/first-time-video)

\*Masks do not need to be worn by those who are exempt according to Government guidance [www.gov.uk/government/publications/face-coverings-when-to-wear-one-and-how-to-make-your-own/face-coverings-when-to-wear-one-and-how-to-make-your-own](https://www.gov.uk/government/publications/face-coverings-when-to-wear-one-and-how-to-make-your-own/face-coverings-when-to-wear-one-and-how-to-make-your-own)

## Digital campaigning

Please continue to post and promote your campaigns through social media. If you want advice on best practise contact [training@labour.org.uk](mailto:training@labour.org.uk) and sign up for our digital Tuesday training sessions. For advice on how to use Reach for paid digital advertising please contact your regional office or [campaigntechnology@labour.org.uk](mailto:campaigntechnology@labour.org.uk)

## Labour Connects

You are now able to place orders on Labour Connects [connects.labour.org.uk](https://connects.labour.org.uk) We recommend using Connects as all of the Labour Party's print partners are practicing social distancing in their factories. If you are looking to use another printer we would advise you check with them that they are following current government advice.

## Street Stalls

Current guidance does not permit street stalls as they are not compatible with social distancing measures and the rule of six.

## Putting up garden stakes

Please wear a mask at all times when putting up garden boards/stakes. As per other activities we ask that you wash your hands before and after, carry hand sanitizer and have the NHS test and trace app installed and running on your phone. If you are from different households or are not in a support bubble under government guidance you cannot share a car.

If you require further advice about print, you can contact your regional/national print manager (details below):

<b>East</b>	Carl Morris	<a href="mailto:carl_morris@labour.org.uk">carl_morris@labour.org.uk</a>
<b>East Midlands</b>	Neil Rayner	<a href="mailto:neil_rayner@labour.org.uk">neil_rayner@labour.org.uk</a>
<b>Greater London</b>	Jack Price	<a href="mailto:jack_price@labour.org.uk">jack_price@labour.org.uk</a>
<b>North</b>	Laura Repton	<a href="mailto:laura_repton@labour.org.uk">laura_repton@labour.org.uk</a>
<b>North West</b>	Ben Slater	<a href="mailto:ben_slater@labour.org.uk">ben_slater@labour.org.uk</a>
<b>Scotland</b>	James McPhilemy	<a href="mailto:james_mcphilemy@labour.org.uk">james_mcphilemy@labour.org.uk</a>
<b>South East</b>	Alex Mitchell	<a href="mailto:alexander_mitchell@labour.org.uk">alexander_mitchell@labour.org.uk</a>
<b>South West</b>	Hayley Jackson	<a href="mailto:hayley_jackson@labour.org.uk">hayley_jackson@labour.org.uk</a>
<b>Wales</b>	Stewart Owadally	<a href="mailto:stewart_owadally@labour.org.uk">stewart_owadally@labour.org.uk</a>
<b>West Midlands</b>	Harry Taylor	<a href="mailto:harry_taylor@labour.org.uk">harry_taylor@labour.org.uk</a>
<b>Yorkshire &amp; the Humber</b>	Tom Wrigglesworth	<a href="mailto:tom_wrigglesworth@labour.org.uk">tom_wrigglesworth@labour.org.uk</a>

You can find NHS advice here: [www.nhs.uk/conditions/coronavirus-covid-19/](https://www.nhs.uk/conditions/coronavirus-covid-19/)

You can find Public Health England advice here: [www.gov.uk/coronavirus](https://www.gov.uk/coronavirus)