

LABOUR EAST

THE PATH TO POWER

Issue 1 2020

**“The Labour Party is
under new management”**





THE PATH TO POWER RUNS THROUGH THE EAST OF ENGLAND

BY LABOUR LEADER KEIR STARMER

It was the privilege of my life to be elected leader of the Labour Party in April. It came at a moment like no other in our lifetime.

This pandemic has highlighted the desperate fragility of the state's safety net: from our chronically underfunded NHS and care service, to our neglected social security system and the lack of protection for the self-employed and small businesses.

These are just some of the many issues facing our country, issues I am determined the next Labour government will fix.

But to do that, we have to win. And to win, we must first earn the right to be heard.

Because the harsh truth is that across the East of England, as in many other parts of the country, too many voters feel that for too long Labour hasn't been listening to them and, as a result, hasn't been speaking for them.

My job, as leader, is to rebuild trust in our party as a force for change. That is why I've been hosting a number of listening events with voters we have lost in seats we need to win – including many in the East of England.

It is only by understanding the root causes to our four successive election defeats that we can finally begin the process of rebuilding, to put Labour back on the path to power and help deliver the vital change that our country desperately needs.

I look forward to meeting with as many of you as possible as soon as circumstances allow. But in the meantime, keep safe and well, and look out for one another.





The communications union

EASTERN REGION



supporting

 **Labour East**
& trade union politics



THE IMPORTANCE OF STRONG ORGANISATION

ANGELA RAYNER
DEPUTY LEADER OF THE LABOUR PARTY

When Keir and I were elected by hundreds of thousands of Labour members, we made a commitment to do whatever it took to win the next election.

We have seen the trail of destruction that the Tories have left behind in the wake of austerity. We have seen the impact this has on the lives and livelihoods of people up and down the country.

Without power, Labour is a protest group. I got in to politics to deliver

change and to help the most vulnerable. To do that, we need to win.

As Deputy Leader and Chair of the Labour Party, it is my responsibility to make sure that we have an election winning machine ready to take the fight to the Tories.

The Labour Party faces an enormous challenge over the next four years if we are to win in seats right across the East of England and form the next government. But, make no mistake, it is a challenge we will meet together.

Join the Jewish Labour Movement!

The Jewish Labour Movement is one of the Labour Party's oldest affiliates, having affiliated in 1920. We are a growing Socialist Society with over 4000 members and represent the Jewish community in Labour and Labour in the Jewish community.

You can join as a full member or an ally for those who aren't Jewish to join us in solidarity. For more information head to **jewishlabour.uk/membership**



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WELCOME TO THE EASTERN REGION

HOLLIE RIDLEY - REGIONAL DIRECTOR



I hope that this magazine finds you safe and well.

We are living through unprecedented times with a public health crisis and economic crisis likely to send shockwaves through communities right across the East.

It is in such times that the Labour movement always steps up and we have been overwhelmed by the response of Party members and colleagues in the Trade Union movement in response to these enormous challenges.

Next May we face a set of local elections unlike any other in the East of England. We have Metro Mayors, Police and

Crime Commissioners, County Councils and Districts all up for election.

Throughout this magazine, which we hope you enjoy, you'll find some useful tips on running your campaigns but as always, your regional team are on hand to help in any way we can.

The journey to forming the next Labour government is a long one but it runs right through the East of England.

Make no mistake, we have our work cut out but I know that we are up to the challenge and I look forward to working with you to put Keir Starmer in to 10 Downing Street.

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- Proper Social Security System
- Job Security
- Fair Treatment And Equality For All
- Stronger Union Rights

#NewDeal4Workers

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 and Allied Workers





LEARNING LESSONS: WHY WE MUST LISTEN TO VOTERS

VAUGHAN WEST - CHAIR OF EASTERN REGIONAL BOARD

December's General Election was a hammer blow for the Labour Party. We lost dozens of hardworking Labour MPs across the country and now have an 80 seat Tory majority at a time of national crisis.

As we look to rebuild, we have to ask ourselves some tough questions.

Why did communities right across the country feel like the Labour Party no longer represents them and, more importantly, how do we win them back?

When the Labour Party speaks directly to people's every day lives, we win. The Peterborough by-election, last year, is a perfect example of that. But by the time of the General Election too many of our

constituents felt that we had stopped listening.

For years, they had been trying to tell us. Now, we have to listen. We have to take their message on board and change.

I am confident that under the leadership of Keir and Angela, and through our unique link with the trade union movement, we will listen and we will change.

The Labour East Regional Executive Committee stands ready to play our part in delivering a Labour Government in 2024.



**OUT ON
THE DOORSTEP
WITH LABOUR
ALL YEAR ROUND**

GMB
LONDON
REGION

From the last two general elections, the county and the district council elections that take place every year, through to the next general election – GMB Union will be working with you to make sure the Labour Party is returned to power locally and nationally.

If you want to know more about what we're up to or to get more GMB members involved in your local area, drop us a line.

Contact our Regional Political Officer Vaughan West at Vaughan.West@gmb.org.uk or call our regional office on 020 8202 8272

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LABOUR IN PARLIAMENT



**CLIVE LEWIS
MP NORWICH SOUTH**

This government's response to this pandemic has been bungled, partial and incoherent.

MPs' offices have had to work extremely hard to get wrongs righted for local people and employers by continually

cajoling and scrutinising ministers and their departments. More intensive but not so different from our work in pre-COVID times.

However, in Parliament, a lot of things have changed.

For the last couple of months, another MP has voted by proxy for me in the House of Commons chamber. That's because as, a black person, I'm in a COVID-vulnerable category.

I'm still able to participate in questions via video link, but the government excludes MPs in my position from debates. So while I've still been able to get some important constituency and national topics discussed, the time available to raise issues in the chamber has been vastly reduced.

LABOUR MUST BE THE VOICE OF THE SELF-EMPLOYED

By Kate Dearden - Community Union

Community union are a proud champion of the five million strong self-employed and freelance community across the UK.

For many people, self-employment is the answer to finding a good work-life balance. It can be extremely rewarding, but it can also mean longer hours, less pay and more worry about your finances. We're a trade union that's here to help and support self-employed workers.

During the pandemic, the self-employed community have been hit particularly hard. According to the Resolution Foundation almost half of self-employed people have lost work, whether for economic reasons (such as a lack of demand and lockdown restrictions) or health or caring reasons (including self-isolation, shielding, and childcare).

Many of our members have told us that

they have not qualified for help from the government's Self-Employment Income Support Scheme and are suffering real financial hardship as a result. They feel like the forgotten self-employed.

We're continuing to call on the Chancellor to extend the scheme to those currently missing out such as the newly self-employed, those who earn less than 50% of their income from self-employment, and those who are directors of limited companies. We're also calling for kick start loans for the self-employed to help our economic recovery.

Too many people are in devastating circumstances and there should be no further delay to getting them the help they need.



LOCAL GOVERNMENT ON THE FRONT LINE

JUDI BILLING - LEADER OF HERTS COUNTY LABOUR GROUP

Labour Local Government in the Eastern Region is faced with the biggest set of elections ever in May 2021.

All the elections that should have been fought in 2020 will be held with the County Council elections in Hertfordshire, Essex, Suffolk, Norfolk and Cambridgeshire. I'm hoping that this will lead to a massive effort with huge teams fighting to win for Labour in all the areas where the Tory Government and its Shire Counties are making crude and incompetent grabs for total power.

It is absolutely clear that the Cummings/Johnson government will do all it can

to wipe out our full areas of control in Cambridge, Norwich, Stevenage, Harlow and Ipswich, and shared control in North Herts, Colchester and Southend, by attempting to impose enormous Unitary authorities in the middle of a pandemic and without any real public consultation.

In Luton the government is happy to starve a council in massive difficulty because of lost income and BAME lives blighted by disproportionate numbers of COVID-19 infections.

We cannot allow any of this to happen in our region and will fight all elections to win and restore whatever fairness we can to our local communities.

JOIN THE LABOUR EAST CAMPAIGN CLUB TODAY!

SUPPORT OUR CAMPAIGNS AND BE ENTERED INTO A MONTHLY PRIZE DRAW

"I joined the campaign club to support the work towards a Labour Government. I was blown away when I received the call to tell me I had won £2,500. I am going to spend it on a new garden shed that I have wanted for a long time. I am going to name it Keir Starmer and it will be a permanent reminder that I did my bit when Keir becomes the next Prime Minister. That's why I was more than happy to donate £500 of my winnings straight back to Labour, the monthly draw is a fantastic way to support Labour fundraising and give yourself the possibility of winning a some excellent prizes too"



**WINNER - JOSIE O'KANE
PRIZE: £2,500**

TO BE IN WITH A CHANCE OF WINNING AND SUPPORT OUR CAMPAIGNS, CLICK THE LINK BELOW

https://donate.labour.org.uk/labour_east_organiser_club/1



BUCKING THE TREND - HOW BEDFORD BEAT THE ODDS

Just days after our victory in June 2017 the newly elected MP for Bedford and Kempston, Mohammad Yasin, was out on the doorstep again talking to voters – it was this commitment that was crucial to delivering a result against the odds in December 2019.

The snap election was a formidable challenge. The seat was a key Tory target and they flooded the constituency with digital advertising and direct mail. To compete, we ran a campaign that played to our strengths.

"We had our narrative and it was vital that we stuck to it"

Our campaign team quickly developed an effective message around local issues and Yasin's profile as a campaigning MP.

We used every tool in our arsenal to deliver that message – including doorstep work and a relentless focus on message discipline. We had our

narrative and it was vital that we stuck to it.

Activists were fully briefed with clear instructions to stay on message and as a result, by the end of the campaign, residents were recounting our messages to us on the doorstep.

We won because we created a smart and effective plan and stuck to it; we understood our electorate and talked about issues ***that mattered to them.*** With a lot of hard work thrown in too!



GETTING BACK TO WINNING WAYS

BY BARBARA FOLLETT

Good news is in short supply these days. So, the advent of Labour East's new magazine with its can-do title, is most welcome. Perhaps, under new management, our Party can change the management of our beleaguered country too. It certainly needs it.

Just as it did in 1997. The path to that change was long and, when it came, almost unbelievable. It took me twenty four hours and a thirty mile drive to London from Stevenage to get it. Why? Because every constituency on my previously very blue route had turned red overnight. At last, we had the power, as our campaign song had



repeatedly promised, to ensure that things really did get better.



Well, on the whole, they did. Despite our mistakes. These must be remembered if they are to be avoided in the future. The good things, like the Minimum Wage; Sure Start; Civil Partnerships; Paternity Leave; ending age discrimination and the banning of handguns must be remembered too – and built on. Among these I count the creation of Regional Ministers. Their remit was wide and their access to the top, thanks to the Regional Cabinets that the Prime Minister held regularly throughout the country, was excellent.

“...we desperately need the innovative thinking and political courage that made these changes happen.”

As Minister of the East I found it, of all the jobs I held in government - Equalities; Culture and Local Government Finance – the most satisfying. It was the one in which I felt I could make the most difference. Today, faced with a multitude of seemingly intractable problems, we desperately need the innovative thinking and political courage that made these changes happen.

In other words, we need a Labour government. We cannot get that without power. So, let's get organised – now.



MAKING SURE BAME VOICES ARE HEARD

JOHN LEHAL - BAME REP EAST REGIONAL BOARD

We have in recent months hosted Zoom events for members in the region. Our first event took the theme of “Disproportionately affected: Why BAME people are over-represented in hospitalisations and deaths from COVID-19, and what considerations should we make for the as we move into recovery and renewal”. The discussion was fed into the review of race inequality and COVID being undertaken by Baroness Doreen Lawrence.

Following the tragic death of George Floyd, we considered why his death must be a turning point in the fight against racism.

Both events were very well-attended, and we are grateful to our speakers for taking part. Our next event will take an economic theme and consider why BAME workers are disproportionately hit the downturn. Please let me have your thoughts and ideas for future events.

An NEC Black Asian Minority Ethnic Working Group has been developing the national structures, committee and conference. Once this is agreed we will be able to formalise a regional

BAME Committee to provide additional capacity to organize events, discussions and training. Please give consideration to whether you would like to be part of this. We will also develop template principles/rules to enable local BAME groups and networks to be established.

Several BAME officers from the region joined a call with Keir and Angela, and we seemed to dominate the discussion

on issues relating to organisation and culture. Angela has since hosted a call for BAME members looking to stand as councillors, and on 7th September, our role holders training



will discuss BAME Officer best practice (<https://events.labour.org.uk/event/322402>)

Finally, if you've not done so yet, you can support our efforts to diversify by completing the Labour Party Equalities Questionnaire. The questionnaire helps us to gather information about the diversity of our hugely expanded membership, so we can harness that diversity, and create a mass movement that can transform our society.

<https://equalities-monitoring.labour.org.uk/review>

BATTLEGROUND FOCUS: PETERBOROUGH

It is hard to find a better example of a true Labour/Tory bellwether constituency than the cathedral city of Peterborough.

Since 1974, the seat has changed hands six times, and in ten of the last twelve general elections the party that has won Peterborough has gone on to form a government. You could say that the path to power runs through Peterborough.

The people of Peterborough have been failed by ten years of national Tory rule

and decades of Tory-led councils. Crime has gone up, school budgets have been slashed and fly tipping has become a blight on the area. A Labour government would transform Peterborough with better schools, cleaner streets and safer communities.

The Tories won back Peterborough in December's general election by 2,580 votes. Winning the city is crucial to winning the next general election, getting Keir into Downing Street and delivering for the people of Peterborough.

 OCT 1974	 1979 '83  1992	 1997 2001	 2005	 2010 2015	 2017	 2019
Election winner: LABOUR Peterborough: LABOUR	Election winner: TORY Peterborough: TORY	Election winner: LABOUR Peterborough: LABOUR	Election winner: LABOUR Peterborough: TORY	Election winner: TORY (coalition 2010) Peterborough: TORY	Election winner: TORY (minority) Peterborough: LABOUR	Election winner: TORY Peterborough: TORY

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SOCIALIST SOCIETY FOCUS: JEWISH LABOUR MOVEMENT

Founded in the UK in the early 1900s, the Jewish Labour Movement is one of the oldest Socialist Societies in the Labour Party having affiliated to the Party in 1920.

Born out of the Socialist Zionist tradition, the Jewish Labour Movement today has 4000 members and is a thriving organisation. We aim to be the voice of the Jewish community in the Labour Movement and the voice of the Labour Movement in the Jewish community. Our members come from all sections of the Jewish community and we have a separate 'ally' membership for non-Jews to join us in solidarity.

"At JLM, we're working constructively with Keir Starmer and Angela Rayner to ensure that antisemitism is tackled in our party."

Sadly we saw antisemitism become a doorstep issue for the Labour Party in the general election. The failure of the Labour Party to get to grips with the reality of the situation led not only to record low numbers of Jewish Labour voters at the 2019 election but many voters raising the issue with canvassers.

At JLM, we're working constructively with Keir Starmer and Angela Rayner to



ensure that antisemitism is tackled in our party.

During lockdown we've been keeping our members engaged by running a series of online events ranging from hearing about the work of HOPE not hate to fight fascists, the rise of conspiracy theories with Marlon Solomon, how the Jewish community should support the Black Lives Matter movement and from Jewish councillors about their work dealing with covid-19 in local government.

If you'd like to get involved in JLM, head to our website www.jewishlabour.uk to find out more.

Our Political Education Officer, Tessa Milligan, sits on the Eastern Regional Board as the Socialist Society Representative. If you'd like to get in touch with her, please send her an email at jlmm@jewishlabour.uk.



WINNING BACK TRUST IN OUR TOWNS

LISA NANDY - SHADOW FOREIGN SECRETARY

The last election was devastating for our members who slogged away in the dark and cold only to see Labour wiped out in the northern and midlands towns we've held for generations.

The road back is steep, but it doesn't have to be long. Angela Rayner and Labour's new General Secretary are working hard to ensure CLPs have the support we need to campaign effectively all year round. The new leadership team have also been active in getting out of Westminster to hear from people in the towns we need to win back. One of the first "Call Keir" events was in Northumberland where

people impressed on Keir Starmer the need for good jobs.

This is a theme I've heard over and over again. For far too long towns in every nation and region have lost investment, good jobs and with them young people. We cannot allow COVID to widen this divide. The new shadow Chancellor Anneliese Dodds has already pressed the government to provide help for coastal towns where tourism has taken a particularly hard knock during COVID.

The Tories made big promises at the last election and we will hold them to them.

JOIN LABOUR'S ROSE NETWORK

Labour's Rose Network is a network of Labour supporters committed to returning a Labour Government.

Donations from Rose Network members help to fund important campaigning work. This support is a vital resource needed as we prepare to fight next year's elections.

Rose Network members are invited to a series of events and webinars with shadow ministers throughout the year, and receive regular communications including guest edits and policy/campaign updates.

We greatly appreciate the generosity given to the Party by those in a position to do so. If you are able, please consider joining the Rose Network today.

For more information please contact teddy_ryan@labour.org.uk

Join The Labour Movement for Europe

★ We are the **pro-EU** society ★
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Brexit isn't "done." We are campaigning for the closest possible relationship with the EU.

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MAKE FRIENDS WITH YOUR LOCAL MEDIA

CARL MORRIS - REGIONAL COMMUNICATIONS OFFICER

The focus of local media is quickly evolving from print to online - but it's still local.

The conventional press release has a vital role to play - it's the starting point for engagement and your message delivery strategy.

A successful press release will be concise, easily transferable in to the newspaper, deliver our key messages succinctly, contain quotes from a spokesperson, any stats should be well sourced and evidenced and your release should be accompanied by good quality photographs.

But by the time your press release is ready you will:

- **have already pitched the local relevance and importance of your news to the local reporter;**
- **know your message and rehearsed how best to deliver it;**
- **have a plan to share the content on your own platforms**

Getting to know the reporters at your local outlet is key. What stories do they



like to cover? When's their deadline? Do they like to attend events in person or would they prefer a release with photos? Your job is to make the journalist's job as easy as possible.

You also need to remember that your local reporter is as likely to have a camera and a microphone, as a notepad and pencil – so be prepared to be filmed!

For more information please get in touch at Carl_Morris@Labour.org.uk

EASTERN REGION EVENTS: TRAINING IN LOCKDOWN

EMMA TOAL - REGIONAL ORGANISER



Lockdown has been a great way to find new and innovative ways to engage with members. The move onto online has meant we've initiated a range of engaging online events. They have been so successful that in April we have had over 1500 members participate in our expansive range of online events and training.

We have held a series of online discussions and debates, from how Black Lives Matters and the fight against racism to the frontline response to COVID-19 by our Labour Councillors. We held employment rights sessions with an employment lawyer, we celebrated Pride month and have held a series

of exciting events for new members. We had speakers from every county in the region, sharing their expertise in a range of fields from health care, local government and workers' rights.

Recently we have launched our summer training programme with a new session every Monday evening at 7pm. Our summer programme focuses on digital campaigning, communications and role holder training for our local parties. We are currently designing our autumn programme, if you have any ideas or would like to have details of upcoming sessions please email us on eastern@labour.org.uk and see below for a few of our upcoming events.

UPCOMING EVENTS

- **HOW TO PRODUCE VIDEOS - 17 AUGUST @ 7:00PM**

With our campaigning on social media more important than ever, and videos are an important part of that. This session will teach you the skills to produce and edit your own campaign videos.

<https://events.labour.org.uk/event/322404>

- **HOW TO IMPROVE YOUR LOCAL COMMS AND MESSAGING - 24 AUGUST @ 7:00PM**

A session on how to create and improve your communications and develop a strong local message.

<https://events.labour.org.uk/event/322405>

- **DIGITAL ADVERTISING - 31 AUGUST @ 7:00PM**

A session to take you through the basics of digital advertising, and how to use it to campaign.

<https://events.labour.org.uk/event/322406>

MEET THE EASTERN REGION TEAM



HOLLIE RIDLEY - REGIONAL DIRECTOR

As Regional Director it is my job to set the strategic direction of the region and help to deliver the Party's key aims and objectives in the East. I work closely with my team to make sure we are out there campaigning to win as many seats as possible in 2024.

Interesting Fact: *I have climbed the world's smallest volcano and I collect all things frogs, I have over 300 pieces in my collection.*

TEDDY RYAN - DEPUTY REGIONAL DIRECTOR

As Deputy Regional Director I help Hollie to set the strategic direction of the Region. I also focus on fundraising, making sure we have enough money in the campaign budget as a region to fight as hard as we can to win in our key areas.

Interesting Fact: *I was named after the former England striker Teddy Sheringham.*



MEGAN McCANN - REGIONAL ORGANISER

If you live in Bedfordshire, Hertfordshire or Suffolk, I am here to work with your CLPs and to help you. You can call the office and talk to me if you have any questions, worries or concerns. I help to ensure that we are campaigning hard in those vital counties and, when it comes to Election time, I will be out there campaigning in those key seats that we need to win to take power in 2024.

Interesting Fact: *I'm an Accrington Stanley fan and I once shared a slice of birthday cake with Shane Warne.*



EMMA TOAL - REGIONAL ORGANISER

If you live in the counties of Cambridgeshire, Essex or Norfolk I am your Regional Organiser. I regularly work with your CLPs on everything from internal party processes to campaigning. If you ever need help with anything feel free to call or send me an email. There are so many key seats in those three counties so I help to make sure that we are campaigning in all our key areas when it comes to election time.

Interesting Fact: *I've been learning British Sign Language over the course of lockdown as a new skill.*



CARL MORRIS - REGIONAL COMMUNICATIONS OFFICER

I look after press and social media for the East. It is my responsibility to make sure Labour's voice is heard in media outlets across the region. When press enquiries come to the Regional Office, I work with the relevant CLPs on a response. I also post on the East's social media channels and manage our website. If you ever need help with anything press related, call the office and ask to speak to me.

Interesting Fact: *I'm a fan of the mighty Hammers (it's the hope that kills) #COYL, Ballet, Opera and Theatre. I enjoy good TV, live music and socialising with friends.*



JULIE JENKINS - REGIONAL ADMINISTRATOR

It is my job to make sure everything in the Regional office runs as efficiently as possible whether it be the region's finances, the maintenance of the office or managing and responding to enquiries in the email inbox. I make sure everything runs like clockwork. It will more than likely be my voice you hear if you ever need to call the office for anything.

Interesting Fact: *I was a pioneer of women's rugby in the 1980s and appeared on Welsh TV with my university team playing in a match against a touring side from Seattle USA. Still a huge rugby fan but alas no longer fit enough to play.*



MATTHEW REILLY - TRAINEE ORGANISER (NORWICH)

As a Trainee Organiser, I am responsible for organising Labour Party campaigns in the fine city of Norwich. Most recently, that meant managing the General Election campaign in the key target seat of Norwich North. Now, I'm turning my attention to ensuring Labour retains control of Norwich City Council and taking out the Tories at County Hall! I also help out the regional team with delivering online training and pulling together the new monthly e-newsletter.

Interesting fact: *This September, I will be attempting to walk all 84 miles of the Norfolk Coast Path in just one week – wish me luck!*

LIAM KERRIGAN - TRAINEE ORGANISER (WATFORD)

As the Trainee Organiser in Watford, it is my role to coordinate election campaigns across the constituency. With the County Council elections and deferred local elections coming up next year, I am currently working with the Labour Group to develop our key messages and a targeting strategy to put us in the best position to retain our current seats and hopefully make further gains. I also work with the Eastern Region office to deliver online training sessions and digital content.

Interesting Fact: *I have performed onstage at Her Majesty's Theatre in London.*



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