

CAMPAIGNING GUIDANCE

UPDATE 01/03/2021

ENGLAND ONLY: FROM MONDAY 8 MARCH 2021

Following the *issuing of new UK Government advice* please find revised guidance that comes into force from Monday 8 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.*

Dialogue

Dialogue continues to operate and you can join regional zoom phone banks. Check the events tool <https://events.labour.org.uk/> to find one in your area.

You can find training and support on how to use Dialogue at <http://dialogue.labour.org.uk/>

Digital campaigning

Please continue to post and promote your campaigns through social media. If you want advice on best practice contact training@labour.org.uk to 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.

Campaign Centres

Campaign offices should not be fully open at this time. You can and should still access your office to check mail, keep the premises safe etc but they should not reopen for regular campaigning activities at this time. If you need to go into your office please wear a mask and ensure you are social distancing.

Leafleting

We are now allowing CLPs to distribute printed materials from 8 March following updated government advice.

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

Team size should be kept to a minimum in line with Government guidance. Teams of two are recommended with a minimum distance of 2m between them at all times.

All team members must wear a mask, sanitise hands between visiting different households and wash hands before and after a session to protect yourself and the public.

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

Ensure 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 leafleting.**

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. Collection and delivery of campaign literature should be handled on a click and drop 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.

Deliveries

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

When giving leaflets to your deliverers we recommend wherever possible either leaving them outside your home for collection, or leaving them by the door of a deliverer's home to ensure you are practicing social distancing.

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

- Team size should be kept to a minimum in line with Government guidance. Teams of two are recommended with a minimum distance of 2m between them at all times.
- Don't stop and talk to people but be polite and courteous if approached and maintain a 2m distance.
- Wash your hands thoroughly before going out and when coming back and if you can use hand sanitizer or gloves when out and about.
- Wherever possible wear a mask, both to reassure the public and to keep yourself and others as safe as possible.
- Please do not post pictures on social media as it can be hard to tell if you are social distancing in photos.

Door knocking

Door knocking can take place but only under the following circumstances:

- Car sharing is not allowed. Consider canvassing locally to your area.
- Where possible use the doorstep app to allow for social distancing.
- Wash your hands thoroughly before going out and when coming back and sanitise hands between visiting different households.
- Wherever possible wear a mask, both to reassure the public and to keep yourself and others as safe as possible.
- Please do not post pictures on social media 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 must be kept to a minimum (no more than two) and you must go to doors alone.
- Be polite and courteous at all times, and recognise that some people may not be comfortable having a conversation on the doorstep in the current 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.

Doorstep conversation guide for door-knocking

As we return to door knocking in England we need to be mindful that this remains a difficult and sensitive time for many. Here is our suggested guide to speaking to voters on the doorstep:

Think about having a leaflet you can post through the door first so people know that it is the Labour Party at the door and can choose if they want to open the door or not. Please remember some people will be isolating, shielding or simply uncomfortable speaking on the doorstep at the moment and we must respect that.

Don't start with how they are voting instead ask how they and their family are coping during lockdown and if there is anything they need help with – carry pen and paper to make notes of any casework and ensure it is passed to the relevant person.

Ask if there are any local issues that they want to raise – ensure these are followed up.

Then ask how they are planning on voting in May as well as the other voter ID questions if they are willing to answer them.

Remember if they are unsure about going to the polling station on polling day they can sign up for an early vote/ postal vote.

Always finish by thanking them for their time and completing the GDPR statement.

Street Stall

No street stalls should take place at this time due to government guidance.

Volunteers

It may not be possible for all of your usual deliverers to do their normal delivery routes or your previous canvassers to go doorknocking. 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.

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.

Labour Connects

You are now able to place orders on Labour Connects <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.

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

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

You can find NHS advice here: www.nhs.uk/conditions/coronavirus-covid-19/

You can find Public Health England advice here: www.gov.uk/coronavirus