# LABOUR SOUTH WEST GETTING BACK TO WINNING WAYS

KEIR IN THE SOUTH WEST Exclusive photos

STANDING UP FOR WORKERS Jobs Campaign Community Union

PRESSING MATTERS Get the most from the media

TRAINING UP New training sessions launched

COVID CAMPAIGNING How we can still speak to voters

ANGELA RAYNER speaks about her new role as Deputy Leader

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#### **BACK TO BUSINESS**

Graham Cole and Darren Jones MP talk on why Labour is the political party for businesses

#### **BACK TO LEAD**

Our new General Secretary David Evans introduces himself and reflects on his vision for the party.

#### **BACK TO BASICS**

Phil Gaskin reflects on elections lost and what we can learn from The Red Wall here in the South West



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Promoted by Phil Gaskin on behalf of Labour South West both at Unit B, Bradley Pavilions, Peartree Road, Bristol BS32 0BQ

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#### FEATURE

# OUR GENERAL SECRETARY

I would like to tell you a little about myself, what I think our priorities are and how I believe we can and will win the next General Election.

I joined the Labour Party after seeing my brother, who has a learning disability, get bullied. After calming down, I reflected on why some people were capable of spiteful and reactionary behaviour, whereas others were kind and generous. I knew I wouldn't always be there for my brother and I wanted to join a organisation that for me had an optimistic view of people. Given the right support and opportunity, almost everyone is capable of generosity and kindness.

I worked for the Party from 1986 to 2001, starting off as a local organiser in Croydon, then a regional organiser in London, Regional Director of the North West Region and finally Assistant General Secretary. Every day I woke up feeling it was a privilege to work for the Party.

I left the employment of the Party after the 2001 General Election to set up The Campaign Company (TCC), who specialised in understanding behaviour and helping clients with a pro-social purpose get better at communicating, consulting and changing behaviour.



When the opportunity arose to apply for the General Secretary's job, I knew I had to go for it. I have loved working with councils, health trusts, trade unions and charities but the Labour Party is my family and I feel that I have come home. It became clear to me that despite doing some interesting and important work with TCC, much of it would be built on sand without a Labour Government.

My first three months have been hard work but immensely enjoyable. I have met every member of staff – regrettably not face to face, but on Zoom. I was particularly disappointed that we could not hold our conference this year as it is a particular highlight for me – and I have been to every conference since 1984. But I thought our team did a great job in putting on 'Connected' our virtual event from a standing start.

I said to staff the morning after I was selected that my priority was to put voters at the heart of everything we do. If something helps to influence voters, we do more of it. If it doesn't, then we do less of it.

We all need to learn some hard lessons not just from

the defeat in 2019 but also from the three previous defeats. For me there are a few iron laws that we need to follow to be successful.

All politics is local. We need to reach out to where people are, not where we would like them to be. Most people only ever see politics out of the corner of their eye. So, we need to connect by talking about the issues that are relevant and local to them.

It's all about trust. The uncomfortable truth is that we need to rebuild trust with sections of the electorate. That means first of all listening, then listening some more, and only then, when we have built up trust and rapport, can we hope to persuade and be heard. We need good relationships with people rather than thinking of them as consumers of politics. Of course, at the end of the process we need a transaction to take place – they vote for us and we deliver! But the road to getting there has to be relational, not transactional.

I think all good politics is simple – we must invest in conveying our values to the public in straightforward terms in a relatable way. The populist right have an advantage as they trade in simple solutions to complex problems, but we must rise to the challenge. We have to make sure our arguments are clear and direct, and recognise that people are busy with many competing demands on their attention. So, we also have to be resilient and persistent.

Politics is the art of competitive story telling. We need to get better at this. We need to win hearts before we can win heads. And that means telling stories that convey our message. Stories about real people and how our values are their values. We all think and remember in stories and pictures rather than facts and figures, so we should express our politics in that way. And finally, there is a sequence to successful politics. First, we need to reassure people that they will be safe with us – if people don't feel financially, psychologically or physically safe, they will not hear anything else from us. Second, we need to persuade them that they and their families will get on and thrive with us. Everyone wants to succeed and make progress. And only then when we have satisfied the first two conditions of safety and aspiration, do we earn the right to talk about learning, benevolence and the kind of society that I joined the Labour Party over 40 years ago to create.



David's brother Robert standing for election in his local ward in Bromley

It is the honour of a lifetime to be General Secretary of the Labour Party. A Party that I am proud to say, in the last local elections gave my brother, Robert, also a lifelong Labour Party member, the chance to stand for Labour in his local ward in Bromley.

Thank you so much for being a member of the Party. I look forward to working with you to win in 2021 and of course in 2024.

Words: David Evans, General Secretary of The Labour Party

#### N E W S

### REGIONAL EXECUTIVE COMMITTEE

I am writing this from my spare bedroom which is pretty much where I've been for the last 6 months. In a true sign of the times I am also writing from isolation. My son had a cold and a cough. There is still no sign of the result of the Serco Covid-19 test he had well over the target 48 hours ago, at the local rugby club with a wonky, home-made sign. So, we are trapped.

That is emblematic of the crushing incompetence of this government over the last 6 months. The awful losses and the waste; the pointless privatisation; the cronyism. This test and trace system was meant to be 'world beating' from June. But despite the vast sums of money pumped into Serco and Deloitte, they still can't get a test result within 48 hours or find more than 50-60% of contacts. Our local councils and Public Health departments have been left trying to mop up the mess when they should have been the ones trusted to do the job in the first place.

The Prime Minister and Cabinet are consistently proving themselves utterly not up to the job and the public are beginning to notice the sharp contrast with the Opposition bench. In deepest Cornwall, we are starting to select candidates for all out elections next May. If they do go ahead, there will be huge numbers of crucially



important votes all across the Region with mayoralties and PCCs also up for the taking. We will have had a year of living with Covid, a year of Keir's leadership and 4 months for the realities of Brexit to sink in.

I believe there will also be a heightened awareness of the potential of local government to run things better than an egregious, over-centralised, national government. These elections really matter and we have great potential to make big gains so we can get on with making people's lives better in Bristol and Plymouth, but also in Swindon and Stroud.

It will be difficult as the situation changes nationally and the shadow of Covid hangs over us all, but strong Labour councils can change lives. If they are teamed with a strong Westminster Labour government prepared to share power and invest in the regions, then we could really start to rebuild so much better and greener than the Tories could even imagine.

#### Written by Jayne Kirkham, Vice Chair of South West Regional Executive Committee

## ANGELA RAYNER

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. To do that, we will need all of the collective strength of our Party and our movement in the months and years ahead.

We can all see the trail of destruction that the Tories have left behind in the wake of their austerity policies and incompetent handling of the coronavirus. We are facing a second wave and a bleak winter as a direct result of their failure. And we all know who pays the price for their failure. We all see the impact it has on the lives and livelihoods of people across our region. But as we saw when the Tories voted against extending free school meals to hungry children during the school holidays it's the same old Tories – out of touch and out of their depth. 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 next May and beyond.
The South West is a vital region for our Party and I'm looking forward to visiting as soon as I can.

### OUR MOVEMENT TAKES A GIRL FROM A COUNCIL ESTATE WITH NO PROSPECTS AND IT GIVES HER A CHANCE. IT GIVES HER A VOICE.

ANGELA RAYNER, DEPUTY LEADER OF THE LABOUR PARTY

The local elections taking place next year are absolutely vital as we rebuild and recover and set the foundations to win a Labour government in 2024. That has to be our aim and our focus.

We'll be electing councillors, mayors, metro mayors and police and crime commissioners in May in the biggest set of local elections we've ever seen. The British people will be able to have their say on this hopeless Tory government, and we will fight to elect Labour candidates who will rebuild our communities in the year ahead and fight to make sure it is not the most vulnerable who pay the price for Tory failure.

The South West team have been running a number of engagement events from New Member Zoom meetings, to online training events and Dialogue phone banking sessions. Whilst we might not be able to campaign as we usually would, you'll still find lots of ways to engage and support these crucial campaigns through your regional office.

We're also looking for candidates to stand for local elections in 2021 and beyond, and I want to particularly appeal to members from underrepresented groups to consider standing. I want to support the incredibly talented activists and campaigners that we have in our movement to run for office and fight for our communities.

Our Labour members have been on the front line throughout this crisis, showing the very best of our Labour values. Whether that has been Labour members volunteering at a food bank, keyworkers on the front line in our public services or councillors supporting your residents I want to say a big thank you to all of our members for going above and beyond this year. We must build on the unity and solidarity of the last few months and use that to inspire us through the months and years ahead as we fight to regain the support of voters and form the next government, starting in May 2021. We owe it to the people of the South West and we won't let them down.

Words by Angela Rayner Photos from Angela Rayner



#### CAMPAIGN

### **JOBS JOBS JOBS**

#### **Regional Organiser Hayley Jackson** talks through the campaign to save jobs



The Jobs Jobs Jobs campaign highlights the Governments failure to get a grip on the growing health care crisis gripping the country, and that subsequently the country has been falling into a deeper and deeper economic crisis.

The Chancellor could have acted to protect jobs. There are many questions to be answered about the current Jobs Support Scheme which replaced the Furlough scheme. A Short Term Working scheme that encouraged employers to keep on workers would have given employees the security that they need, but instead our Country looks like it's heading towards 1980's levels of unemployment.



Whilst many employees are facing a winter of uncertainty, the Chancellor has done nothing to support the hundreds of thousands of households of people who have already lost their job due to the health crisis. People need security at a time of crisis, they need oppotunity and vision, but the Government has no plan to give it to them. It doesn't have to be like this.



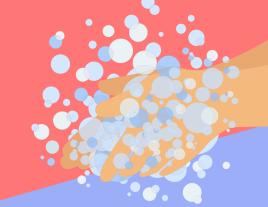
Labour has a plan and you can help us deliver it. Together we can build a fairer, stronger economy that works for everyone.

We're asking members to get involved through their CLP's by building local campaign teams. Get in contact with your local trade unions and look at creating a campaign team together - it's more important than ever for us to work together to achieve our aims. Identify who you want to communicate with. Who are you trying to get involved and who are you seeking to persuade?

The party has some fantastic resources at your fingertips, head over to https://labour.org.uk/action/takeaction-jobs-jobs where you'll find model text, digital assets and leaflets. We need to get Labour's message out now so look at refreshing your delivery networks. People's circumstances have changed dramatically over the last few months so approach membership communications with sensitivity and empathy - it's a good opportunity to touch base with members and see how they are.

If you would like more information, contact Regional Office on southwest@labour.org.uk who can help put you in touch with CLP officers in your area.

## # StopTheSpread **LEAFLETING GUDDANCE**



#### **Sorting and Distributing Leaflets:**

From Labour South West

Wash hands before handling leaflets.

Include this guidance leaflet with each bundle.

Deliver leaflets to distributors outside and practice social distancing.

#### Before you consider leafleting:

If you have a persistent cough, a high temperature or loss of taste/smell or are generally feeling unwell do not go out leafleting.

Do not leaflet with people from outside of your household or social bubble.





- 1. Wash your hands before and after.
- 2. Use hand sanitizer when out and about.

3. Wear gloves and a mask - for your protection and to reassure others.

4. Be polite, courteous and maintain social distancing.

Promoted by Phil Gaskin on behalf of Labour South West, Unit B, Bradley Pavillions, Peartree Road, Bristol BS32 0BQ.

# PRESSING MATTERS

The Covid-19 crisis has highlighted the crucial role played by local and regional media. During lockdown, more often than not it was local journalists asking the tough questions of the government at press conferences.

The local press have shone a light on the chaos in the Conservative group on Plymouth City Council; and have reported on the ongoing soap opera in the ruling Tory group in Swindon. A good media strategy is going to be a vital tool in our armory as we build to May next year, sitting alongside good print and social media adverts.

The reason why the press from Keir's visit to Falmouth and Plymouth was so good was because it lined up a national story – Labour's call for greater targeted support for the hospitality and tourism sectors – with photos and footage of places in the South West, all delivered by a senior national messenger.

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Sadly, the stars don't always align so neatly, and getting good local press coverage is not an exact science. Preparing a good press release with a pithy quote and relevant local stats only to not see it used is incredibly frustrating. Perseverance is key. One of the best bits of advice I would give to CLPs would be to not feel the need to have to comment on every single issue. In fact, the closer we get to May the narrower the press focus needs to be on the crucial issues to your area, and what our pledges are in those policy areas.

This is where the jobs campaign provides an opportunity to try out a few things and be creative. It's not just about jobs being lost or at risk due to Covid-19, there are many other angles that we can present. For example, are there any businesses out there who have adapted or changed during the crisis? Are there organisations offering people the chance to gain new skills or qualifications? Are there people with compelling individual stories that we can amplify, or emerging businesses who need a helping hand?

The few months between now and the New Year are a good time to try a few things out, as well as develop a media strategy to be used during the short campaign. I'm happy to help devise press strategies and advise on messaging etc. please do get in touch: matthew williams@labour.org.uk

Sir Keir calls for

tourism support

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Western Morning News

#### My top tips for getting good press are:

- Write often and don't be too disheartened if a press release doesn't land
- Be concise, including with quotes they're unlikely to print a sermon
- Check your stats!
- Try to link things back to your core messages
- Have a plan to share articles on social media

Written by Matt Williams South West Regional Communications Officer

# KEIR IN CORNWALL

Keir Starmer visited Falmouth this summer ahead of the launch of the Jobs Jobs Jobs Campaign launch. Here are some exclusive photos from the trip.















# PREET GILL

Preet Kaur Gill is the Member of Parliament for Birmingham, Edgbaston, Britain's first female Sikh MP, and Shadow Secretary of State for International Development.

Born and raised in the West Midlands, Preet was a social worker and a Councillor and Cabinet Member for Public Health and Protection prior to entering Parliament. She is Vice-Chair of the Co-operative Parliamentary Party, a patron of social housing charity Spring Housing, and Vice-President of the Local Government Association. In Parliament she chairs the All Party Parliamentary Group (APPG) for British Sikhs, and co-chairs the APPGs for International Freedom of Religion or Belief and the West Midlands. Preet was recently featured in the Top 10 inspirational Sikh women in the UK as recognition of her work to engage more women and those from BAME backgrounds in politics, and Amnesty International UK's 'Who is Making History?' list which acknowledges the work of women human rights defenders from across the UK.

In Parliament Preet is currently Shadow Secretary of State for International Development and together with Anna Mcmorrin, Shadow Minister for International Development they sat down, virtually, with South West Labour





members to answer their questions. The discussion lasted an hour and covered a variety of topics. Most important was the commitment to maintaining global solidarity through guaranteeing that a Labour Government would keep the 0.7% spending for the Labour Party and it's sister parties across the globe to lead on the setting up of a Global Health Strategy. The aim would be helping Governments set up and invest in universal health care in their countries so that they can bridge these health inequalities which persist globally. It was great of Preet and Anna to give up their time and hopefully we will be able to continue this type of policy engagement with members going forward.

#### Profile by Dom Collins, Deputy Regional Director



Photo from Twitter

HOT TOPIC

### MEET YOUR SOUTH WEST EQUALITY REPS

BAME Representative - Tanbir Siddique Contact : tanbirsiddique@msn.com

> Disability Representative - Mary Aspinall Contact : disabilities.SW.REC@gmail.com

LGBTQ+ Representative - Alex Beverley Contact : alex\_beverley@outlook.com

> Womens Representative - Misri Dey Contact : misridey@outlook.com

Youth Representative - Danny Barnes Contact : danielbarnes22@hotmail.com

#### FOCUS

### CAMPAIGN CORNER By Meg Lambert Regional Organiser

### With face to face campaigning unable to happen, Meg talks through how you can speak to voters using Dialogue

#### What is Dialogue?

Dialogue is a programme developed for the Labour Party which enables members to call electors whilst also complying with all government guidance and laws.

#### What do I need to have to be able to use Dialogue?

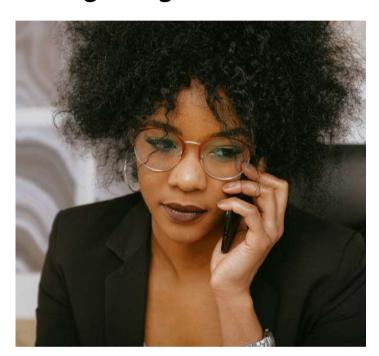
To use Dialogue all you need is a working phone, an electronic device such as a tablet/iPad or laptop/computer and an internet connection.

**Do I pay for the calls if I use Dialogue?** No, Dialogue is free for members to use.



#### Is Dialogue training available?

Yes, Regional Organisers will be running training sessions which any members across the region are welcome to join. The sessions will be run on Zoom and there will be an opportunity for members to make some calls and share their experiences. Keep an eye out for emails and on our social media for more details.



### Why is it so important to use Dialogue to speak to electors?

It is vital that we speak to electors to help get our messages across and to hear about their experiences and concerns. Whilst Covid-19 means many of our usual campaign activities are off limits, we are still able to speak to people on the phone safely. Dialogue can be used to speak to electors in key areas to which we might otherwise be unable to travel, enabling us to campaign in marginal areas regardless of geography.

For more information about campaigning and how you can get involved please do contact your Regional Organiser.

### UPCOMING DIALOGUE PHONE BANKS

•	Monday	2nd	Nov -	Plymouth	focus
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- Monday 2nd Nov Swindon focus
- Tuesday 3rd Nov Cornwall focus
- Wednesday 4th Nov Bristol & WECA focus
- Monday 9th Nov Plymouth focus
- Tuesday 10th Nov Cornwall focus
- Tuesday 10th Nov Gloucestershire focus
- Wednesday 11th Nov Bristol & WECA focus
- Monday 16th Nov Swindon focus
- Wednesday 18th Nov Bristol & WECA focus
- Tuesday 17th Nov Cornwall focus
- Monday 23rd Nov Plymouth focus
- Monday 23rd Nov Swindon focus
- Tuesday 24th Nov Cornwall focus
- Wednesday 25th Nov Bristol & WECA focus
- Monday 16th Nov Plymouth focus
- Monday 30th Nov Swindon focus

Log into your My Labour account to RSVP or email southwest@labour.org.uk for the link

#### UNION FOCUS

### CHAMPIONING THE SELF-EMPLOYED

Kate Deardon, Head of Research for Community Union tells us about what her union is doing to support the self employed.

Community is 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 selfemployed workers.

During the pandemic, the self-employed community have been hit particularly hard. Research shows almost half of self-employed people have lost work due to lack of demand and lockdown restrictions, or health or caring reasons such as shielding and childcare. Many of our members have told us that they did not qualify for help from the government's 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 government to urgently support self-employed workers, and create long-term solutions to address the inequalities faced by self-



employed and freelance workers that this crisis has exposed. The Chancellor urgently needs to provide support to those who have missed out on income support such as the newly self-employed, those who earn less than 50% of their income from selfemployment, and those who are directors of limited companies.

Too many people are in devastating circumstances and there should be no further delay to getting them the help they need. The self-employed will be vital to our national economic recovery and the revival of our local economies. It's time their vital contribution is recognised.

Join the collective voice for the self-employed today: community-tu.org/join.

#### FEATURES

### WINNING FOCUS

Graham Cole, former Managing Director of Agusta Westland and Chair of South West CBI reflects on why he has always supported The Labour Party and why he believes that we are the party for business success

The two great passions of my working life have been my consistent support for British industry and my strong and lifelong support for the Labour Party; I joined more than 50 years ago on my 18th birthday.

There have been times when people I met in the business world would challenge this combination, saying that the Labour Party doesn't really understand wealth creation. I believe that they are wrong, that British industry and British business has always benefited from Labour in government. Indeed Labour has normally come to power having inherited an economic mess left by an outgoing Tory government.

That looks like being the case again. Never before has there been a Conservative government so in thrall to ideology; an ideology that seems to disregard the most basic interests of business. It is astonishing that a Conservative government seems to have completely abandoned any kind of commitment to business in Britain. It is more important than ever therefore for Labour and business to work even more closely together. If Government actions damage a company it damages the prosperity of its workforce. Being born and brought up in Coventry it was no

surprise to anyone that my first job was in the motor



industry, Jaguar Daimler as it was then known. It was and is a great British company, employing thousands of highly skilled people across its range of high quality Jaguar and Land Rover vehicles. Yet its long term future is under threat because of a Conservative government's dogmatic determination to put its Brexit ideology ahead of its responsibilities to British industry.

Whatever your personal view of the merits of Brexit, it must be the case that if the Government's refusal to negotiate pragmatically, Britain crashes out of the EU without a deal, the cost of cars and other products built in Britain and sold to the continent will rise substantially. In what is already a highly competitive car market how can Jaguar Land Rover compete successfully with the likes of BMW and Mercedes Benz, businesses that are always backed by their government? Even if a last minute deal is eventually cobbled together, the damage to British industry caused by the years of uncertainty about the outcome of the negotiations, will be seen in a loss of much needed investment with the inevitable damaging consequences for jobs in Britain. My time at Jaguar stood me in good stead for the following 40

#### FEATURES

#### Graham Cole CBE, Hon LLd, FRAeS

- 1982 Westland Helicopters South America Regional Director.
- 1989 member of Westland Board for Government Business.
- 2007 Managing Director of Westland Helicopters.
- 2011 Chair of Agusta Westland.
- Graham was Regional Chair of South West CBI until 2014.
- Graham has served on a number of UK Ministerial Committees, and in 2014/15 Chaired the Cole Commission on International Trade.
- Graham is President of a South West charity for children under 5 with autism.

years I subsequently spent at Agusta Westland, working at every level of the company, including Group Managing Director before retiring a few years ago as Chairman. I enjoyed a close and mutually supportive relationship with the trades unions - indeed I often felt that they were the very best sales force for the company. We worked together on a number of sales campaigns. We planned together, we lobbied together and ultimately we celebrated together. We worked together also on creating a world class apprentice scheme that developed many young people with exceptional skills. And when challenges and difficulties came along, the Union leaders worked with me, bringing their support and wise counsel to our discussions. I do not believe the Unions felt compromised in any way by their strong involvement with the company.

That unity of purpose is sadly missing today, with a Conservative government that has deeply divided the country over a series of vitally important questions for the future of British business. We were always very aware that the company's helicopters built in the South-West, but using components manufactured all across the country, played a vital role in the high tech supply chain, providing tens of thousands of high quality jobs in both large and small businesses. The multiplier effect of investment in the South-West produced returns for the British economy as a whole. It also created and protected high quality jobs right across the country. Yet in recent years it has become increasingly difficult to persuade Conservative governments of the benefits of backing British businesses. Too often they have looked to other countries to supply vital defence equipment. That would never happen in other countries. Other governments back their businesses by ensuring that





government orders go where possible to national manufacturers. Even the United States, supposedly the strongest supporter of free market competition, ensures that its vital defence and related industries are protected and supported. And it is not only Donald Trump that puts America first!

When Westland won the competition to supply a new Presidential helicopter fleet, almost the first decision by incoming President Obama was to cancel the order and place a new order with an American helicopter manufacturer. An American government was willing to pay millions of dollars in compensation to protect US jobs and US skills.



At Agusta Westland, we always recognised that the country's armed forces were entitled to the very best equipment and the very best support. But we equally believed that British based manufacturers had the capability and were in the best position to help and assist our armed forces wherever in the world they happened to deploy.

I was very proud that highly skilled Agusta Westland employees were working right on the front line in places like Afghanistan, ensuring that British helicopters were available for service in the most harsh and demanding circumstances. Those Agusta Westland employees were prepared to risk their lives in the interests of the country and the company. It takes very special people to run those risks. It also takes a real and continuing partnership between business, the trades unions and



government to create the conditions in which that kind of commitment can flourish.

Sadly I feel that is not the situation in Britain today. Britain is divided – between north and south, city and countryside, old and young. People are profoundly worried about their future , and the future for their children and grandchildren. That is why it is more important than ever that we elect a Labour government determined to bring the country together, to encourage business and enterprise and to provide people with the skills and abilities that a modern 21st century economy requires.

Now is the time for credible leadership to stand proudly at the top of the hill , plant their flag in full view and say for cooperation, for honesty, for worker's rights, and for strong and growing companies - this is the direction. There has never been a time so important that the direction is Labour's direction and that flag on the hill is our flag. That partnership between Labour and business has been central to my working life. We must now make it central to the future of Britain.

Words by Graham Cole

### BACKING BUSINESS

Darren Jones MP reflects on the Labour Party's roots and why our founding purpose means we stand up for workers; but we shouldn't forget celebrating the success of British business and entrepreneurs as well.

In politics, when we talk about 'business', we mean two things. First, jobs. Second, wealth. The Labour Party was created because of the first - to give workers the power to get a fair deal and a fair share.

A fair deal in working hours, health and safety at work, paid holidays, maternity and paternity leave, the right to organise through our unions and the right to be part of decisions that affect our work (although we've not quite finished that one off yet). And a fair share in our pay, with a national minimum wage and equal pay for men and women (something else we haven't finished yet!).

The Labour Party was created over a century ago to rebalance the power between capital and labour, but that fight still goes on. With mass redundancies on the cards due to Covid, over a decade of flatlining wages, inequality ever rising and the ability for workers to earn themselves to being averagely wealthy now impossible. Many workers, and workplaces, still not effectively unionised. And, as we saw in the recent free school meals debate, child poverty on the rise once again with a Government unwilling to do anything about it.

We will never forget our founding purpose, and as a



Labour MP I'm always the first to stand shoulder-toshoulder with our unions to get a fair deal for workers, as I did for former Astra Zeneca workers in Avonmouth last year securing millions of pounds in compensation. Or in my support for jobs support during Covid or coordinating donations to food banks (even though I hate that we need them in the first place).

But this doesn't mean the Labour Party shouldn't talk about wealth either. We should celebrate businesses doing well, entrepreneurs starting successful businesses, innovators finding the best new ideas and British businesses securing deals around the world. Indeed, we shouldn't just celebrate it but we should actively support that to be so.

The Tories, who have long claimed to be the 'party of business', have shown their true colours. They're the party of the wealthy, of the vested interest, not of business. Their handling of Brexit is a disaster for business. Their support for SMEs, freelancers, the hospitality and creative sectors and even our most important manufacturing sectors has been woeful. They say they listen to business, but they don't act on what they've heard. Jobs and wealth suffer as a "The Tories, who have long claimed to be the 'party of business', have shown their true colours. They're the party of the wealthy, of the vested interest, not of business".

consequence, with long term consequences for our economic recovery.

As the Chair of the House of Commons Business, Energy and Industrial Strategy Committee I hear from business, unions and trade bodies every week. The Tories are getting it wrong on so many levels. Not just under Boris Johnson, but under previous leaders too. In the past decade, we've only made and exported two new products: leather goods and goat fat. For a country like Britain, that's unacceptable. Ministers have taken their eye off the ball. In that same period, British industrial policy has added around \$1 of GDP per capita compared to over \$150 of GDP per capita in France (note: it wasn't Brussels that stopped us from getting on with it).

As a Labour Party we know that an effective partnership between businesses, unions and the state can create jobs, higher wages, profits (and taxes for our public services) and growth for our country. We have to build on our green new deal to ensure that's sustainable growth in line with our net zero commitments. We need to devolve real power to local Mayors across the whole of England and re-visit the devolution settlements for Scotland, Wales and Northern Ireland. Our Industrial Strategy needs to be updated with the whole of Government putting their energies behind it. Boris Johnson came to power telling the British people that he'd get Brexit done (which was meant as a positive thing!) and that he'd 'level up' the country by creating jobs and wealth in every part of the UK. It's become quickly clear that, quite unsurprisingly, the Prime Ministers rhetoric was merely empty words. I have no expectation of the Tories delivering on their promises. As the Labour Party, under Keir Starmer, we'll show the British people how it can be done.

CLOSING DOL



Darren Jones is the Labour MP for Bristol North West and the Chair of the Business, Energy and Industrial Strategy Committee. He also sits on the Joint Committee on the National Security Strategy and the Liaison Committee, which holds the Prime Minister to account. He tweets at @darrenpjones.

#### ANALYSIS

### REBUILDING THE SOUTHERN RED WALL

Ever since the General Election result last December, the worst for Labour since 1935, there has understandably been much focus on the loss of Labour seats across the North of England, The Midlands, and North Wales. It was the loss of these seats (the so called Red Wall) to the Tories, many of which had previously only ever returned a Labour MP, which handed Boris Johnson his overall majority of 80.

Labour is now beginning the process of rebuilding our relationship with the electorate, and under the leadership of Keir Starmer we have seen opinion polls showing Keir as the voters preferred choice for Prime Minister, and also a recent poll showed Labour leading the Tories. This is a significant achievement particularly given how far behind we were as recently as March of this year.

Within the party there has been a significant amount of discussion and debate surrounding the reason or reasons for our defeat, and of course most analysis tends to support the pre-conceived and already fixed position of the person providing the analysis. Generally speaking the settled opinions tend to fall into two camps, leadership and brexit, with additional walk-on parts for the manifesto, antisemitism, and overall competence.

The reality is that all of these issues (and more) played a significant part in our defeat, and constantly picking over the debris and arguing over the scraps does not seem a particularly productive course of action or way forward for a party intent on winning the next General Election. This is especially true when the discussion is taking place solely within the confines of the party membership, and pays little or no heed to what the



voters who moved from a lifetime of voting Labour to supporting the Tories are actually saying themselves In her excellent recently published book 'Beyond The Red Wall' respected and leading pollster Deborah Mattinson conducted meetings and interviews over a period of months since the General Election with voters in red wall seats in three different areas (Accrington, Darlington, Stoke-on-Trent). Those discussions led to some findings which should be regarded as essential, if often uncomfortable reading for anyone who wants to see a Labour Government elected in 2024. Page after page of first person testimony stating how voters felt let down, left behind, and how they believe Labour left them long before they finally felt compelled to vote Tory last December.

There were a range of policy areas where these voters felt that Labour had no longer best represented their interests, often linked to their local community and the pride they felt in their towns and the proud heritage and history of those towns. The prevailing general view was that their areas had been forgotten and left behind while the South, and London in particular, received all the investment and opportunities being denied to them and their local communities. Beneath the more positive headlines of the recent opinion polls there has been evidence that Labour still has work to do on regaining and rebuilding the trust of these core and key voters,



and the polls have shown that we are still some way behind the Tories on issues such as being trusted to run the economy, law and order, and immigration.

#### The South

Whilst red-wallers' clearly and strongly perceive a northsouth divide, we should avoid over compensating for this when building and developing our campaigning and electoral strategy as we move towards 2024. The reality is that throughout our years in government between 1997 and 2010, the red wall stretched much further South beyond the North and Midlands. The 3 southern regions outside of London delivered 59 Labour MP's in 1997. Those same 3 regions are now represented by only 19 Labour MP's. Here in the South West there were 15 Labour MP's elected in 1997, increasing to 16 with the gain of South Dorset in 2001.

Cornwall, Gloucestershire, Bath and North East Somerset, South Gloucestershire, and Swindon also all had Labour Members of Parliament. Sadly, if you now live in one of the 48 South West constituencies (with the exception of Liberal Democrat held Bath), outside of Bristol, Exeter and Plymouth Sutton and Devonport, you have a Tory MP, and a Tory MP who is most likely sitting on a larger majority than they would have achieved when first elected. This pattern is reflected across the other southern regions. The Eastern Region used to have Labour MP's in Essex, Hertfordshire, and Suffolk. In the South East there were 8 Labour MP's in Kent alone (none of which was Canterbury).

Almost all of the southern seats which were lost by Labour contain significant numbers of traditional working class and aspirational working class voters. There has never been quite the same level of traditional, family, community and employment based loyalty to Labour amongst these voters in the south as experienced in other parts of the country. However it is true to say that when they believe we listen to and understand them, they do and will respond positively to us. After all, these are the very same voters who voted for the governments of Tony Blair and Gordon Brown in 3 consecutive General Elections.

As elsewhere in the country support for Labour in the South has retreated to larger cities with significantly higher proportions of urban metropolitan liberal voters including students attending university. This is not to devalue or denigrate their support, quite the opposite, and is more a recognition that there is not and never has been a route to a sustainable parliamentary majority for Labour (or any other party) which runs largely through the likes of Brighton, Bristol and Cambridge. Perhaps the most notable contrast between the South and the North and Midlands is that the Southern red wall largely collapsed 10 years ago, and has never recovered or looked like recovering during the intervening years. It is sometimes tempting to only consider what happened in 2019, whereas the harsher reality is that support for Labour in Southern constituencies in smaller towns and cities fell away quite dramatically almost immediately following our exit from government in 2010.

Last December was only the final and all too predictable outcome of our doubling down on a strategy of targeting and appealing to the support of a relatively small section of the electorate.



A further risk for Labour would be to assume that the former Labour voters who voted Tory for the first time last year will immediately plunge into a political form of buyer's remorse and return to Labour at the next General Election, the South provides ample evidence that this is highly unlikely. Indeed a very clear guard against complacency for Labour Party Members can be found within 'Beyond The Red Wall' where Deborah Mattinson finds that in a recent poll '70 per cent of Labour Members felt sure that people like these Red Wallers would return to Labour at the next election'. Meanwhile, '76 per cent of those new Tory voters were clear that Labour will need to change very significantly' before they consider voting for the party again.

In his recent conference speech Keir Starmer demonstrated very clearly how the Party under his leadership understands the scale of the challenge we face and the changes we need to make, and will have to



continue making to regain the trust of those voters, many of them previously lifelong Labour supporters. Clearly demonstrating his understanding that those voters believe we left them long before they left us, Keir spoke of patriotism, security, competence and trust and stated that 'I want this to be the best country to grow up in and the best country to grow old in'. As mentioned earlier there is polling evidence which shows that yes we still have significant challenges to overcome, but that by focusing more of our time listening and talking to voters, and less talking to ourselves, that their trust can be regained and we can win again.

Our first electoral challenge will come in 2021, with the largest set of elections between now and 2024. Many of those local elections will be held in local authorities which incorporate the parliamentary constituencies we need to regain at the next General Election. Covid-19 is likely to require us as a party to campaign in new and innovative ways, and it will also require a combined and concerted effort from members across the South West to ensure that we all focus our time and energy towards delivering Labour successes across the region, and most particularly in areas and elections where clear and tangible wins will be the best possible demonstration that Labour is getting back to winning ways.

Written by Phil Gaskin, South West Regional Director

HOT TOPIC

### MEET THE WEST OF ENGLAND METRO MAYOR CANDIDATES

There has never been a more pressing time for Labour to be in power. In contrast to our current missing Metro Mayor, I am known as someone who gets stuff done. As a councillor and cabinet member I have been turning ideas into positive change for people's lives. I am passionate and positive and will bring this focus, energy, and record of delivery to the role of Metro Mayor.

With your support, I can win for Labour in May. As your Labour Metro Mayor, I will:

- Make our transport network fit for purpose, for the whole of the West of England
   from bus regulation to securing investment
- Work alongside council leaders to build sustainable, energy efficient, affordable homes
- Use my experience in business and recruitment to generate training, skills, jobs and investment

Make sure the West of England has a seat at the table, demanding new local powers and money from Westminster to deliver for you. We can do better than Tim Bowles. Let's work together to seize this moment for the West of England.

The second second in the second second

https://www.helen godwin.com/meethelen-sign-up

### Helen Godwin

#### DAN NORRIS - ROOTED. RADICAL. READY.

- Dan's lived and worked locally his whole life and is now living in Pensford
- Dan's a former Bristol councillor, three-term local MP and Environment Minister. He's Associate Editor of a popular newspaper at the heart of our region
- Dan's hugely ambitious for the West of England determined to change things radically for the better
- Dan's a seasoned campaigner with vital know-how from winning the closest of elections. The Metro Mayor contest will be neck and neck and just a handful of votes will decide it!
- To have a Labour Metro Mayor we cannot under perform again outside of Bristol. Dan's unrivalled record of success across North East Somerset, South Gloucestershire and Bath makes him a winner

I'd greatly value your support. Together let's win for Labour.

For more info: www.VoteDan.uk Facebook @votedannorris

Dan Norris

and a set of the



YOUR SAY

# Issue One Feedback

Brilliant magazine.

Nigel from Forest of Dean

Peter from Devizes

-Siân from Kingswood

A truly inspiring read!

Love the magazine....that's fantastic!

John from North Wiltshire

think it is fantastic

Excellent content and brilliantly presented. 🥌 it gives me real hope for what Labour can achieve. And we need that so badly.

- Chris from Taunton Deane

Just a note to say that this first issue is excellent. Great to hear from Ben. And I particularly enjoyed reading Michael Wills' piece - a powerful message about what we should be doing across the country. - Richard from Bristol West

What a great magazine! Informative, entertaining and educational. Congratulations to all involved in putting it together. - Martin from Exeter

It's excellent, I particularly liked the way you've balanced important issues with fun. - Liz from Filton and Bradley Stoke

Hayley, what a joy to receive your email and attachment. My lovely husband died on 1st June and the new South West members mag – first issue – has really cheered me up, comforted me.

I am getting on in life (86) having first joined Labour League for Youth in the 60's, but I hope to get to a Launceston branch (N Cornwall) soon.

- Joan from North Cornwall

I just wanted to say that I really enjoyed the first edition of the magazine. I am so pleased that you highlighted the good work taking place here in Plymouth. that has been - Gwen from Plymouth Moor View

Have your say and let us know what you think! southwest@labour.org.uk

### **TRAINING CORNER** By Sonia Wright Regional Organiser

### Sonia leads on training for Labour South West and has created an impressive training package for members.

Labour South West have pulled together a training schedule to help CLPs prepare for the May 2021 local elections. The May 2021 elections will be the first chance Labour have of holding the Conservatives to account in 17 months and for many authorities it will be our only chance to make gains before the next General election. We want all CLPs to be in the best position to campaign safely and effectively.



We have also worked with officers of the Regional Executive Committee to bring you a range of equalities training sessions. Under the current circumstances we are still unable to hold in person training, therefore all of the training sessions will be held over Zoom. If you wish to attend any of the sessions below please make sure you RSVP to receive the Zoom link.

If you or your CLP have any additional training needs or suggestions please email me at: sonia\_wright@labour.org.uk

#### **Campaign Training**

- Campaign Basics Wednesday 14th October, 7:30pm
- Creating good print Thursday 26th November, 7.30pm
- Engaging new members –Wednesday 13th January, 7.30pm
- Social media campaigning –Thursday 14th January, 7.30pm
- Dos and Don'ts of social media for candidates Tuesday 19th January, 7.30pm
- Effective messaging Wednesday 27th January, 7.30pm

#### **Role Holder Training**

- Youth officer training– Wednesday 7th October 7.30pm
- Disabilities officer training Thursday 8th October 7.30pm
- CLP Chair & Treasurer training– Wednesday 18th
   November 7.30pm
- CLP Secretary Training Thursday 19th November 7.30pm
- Women's officer training Thursday 21st January 7:30pm
- BAME officer training Wednesday 20th January 7.30pm

Check out your My Labour account to sign up for training, search southwest@labour.org.uk in your inbox or head over to our Facebook Events where you'll find all of our training sessions advertised.

# FUNDRAISING CORNER By Amber Booth

Fundraising & Events Officer



### Launch of the Rose Network and South West Campaign Club.

For anyone interested in giving more support to the Party and able to give more than their membership fees, the national Rose Network (formerly the Thousand Club) is an important source of income for the Party. As a member you will have the opportunity to join likeminded supporters of the party in attending a programme of events throughout the year, which this year included a series of webinars to meet members of the shadow cabinet.

Members of the Rose Network have collectively donated millions of pounds to the Party over the years. These donations allow us to step up campaigning and compete with the Conservatives' funding from their wealthy supporters, and they have never been needed more. The Coronavirus crisis has shown how incompetent the Conservative government really is, as well as how much good can be done by our local, hardworking Labour councillors. Next May there will be elections in every area in the country after 2020's elections were postponed. Donations from the Rose Network will provide resources for Labour to win power and transform areas where change is badly needed.





There are several membership options and you can find out more about those, and the Rose Network generally, here: https://labour.org.uk/page/rose-network/.

In the South West we will also be launching a Campaign Club for our members, with proceeds funding our local campaigning work. Any members who sign up for a set monthly donation of £6 will be entered into a quarterly draw for £500 – look out for the email with details to sign up!

### JIM MCMAHON

Jim was elected to parliament in 2015 representing Oldham West and Royton after a successful career in local government.

He was first elected onto Oldham Council in 2003 eventually becoming the Leader of the Council in 2011. He immediately established it as a "Co-operative Council".

His focus on regeneration, education and social and health care were recognised nationally with Jim winning "Council Leader of the Year" in 2014 and receiving an OBE for Services to the Community in Oldham in 2015. Jim is currently the Shadow Secretary of State for Transport and we were lucky enough to have a virtual visit from him on Zoom where members were able to ask him questions.

Transport is a hot topic in the South West and there was a lively discussion that covered issues across the region. Kerry McCarthy, MP for Bristol East was also on the call and spoke about the importance of green transport reform and cycling infrastructure. Jim spoke extensively





Photo from Twitter

about the important need for helping local authorities and creating a better integrated transport network. It's these discussions which not only help members better understand what our Shadow Front Bench are doing but also is a great chance for members to feed into the policy discussion in the Party.

> Profile by Dom Collins, Deputy Regional Director



Photo from Twitter

Over

### **40,000** potential members who will see your advert

# ADVERTISE IN OUR MAGAZINE

Email us to discuss options: southwest@labour.org.uk

### **Solve the Anagrams**

**Clue:** Former Prime Ministers

- Harbour Artful
- Shear Meaty
- Cattle Element
- Tanned Honey
- Disallow Horn
- Overlaid Doggedly
- Rob Litany

# WORDSEARCH

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### A Labour South West Publication

Promoted by Phil Gaskin on behalf of Labour South West both at Unit B, Bradley Pavilions, Peartree Road, Bristol BS32 0BQ

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