

This document seeks to build on our plan used for the last GE in 2017.

It seems very likely that we will soon be facing a Snap GE, hopefully not before 31/10 but possibly in November or early in 2020. Obviously further developments, like potential deals with other parties, could change the situation but we need to be prepared for any eventuality.

NB

This Plan covers the South Norfolk Parliamentary constituency.

Our Local Party area also includes parts of the Mid-Norfolk and Norwich South constituencies – our Mid-Norfolk branch area and part of the Costessey branch area.

In both cases the campaigns for these constituencies will be organised by others outside SN but our members in those areas should be encouraged to play an active part in their local campaigns.

Strategy

In order to improve our position compared with 2017 and maximise our vote certain objectives might be recognised –

1. To attract Remain supporters from both the other main parties.
2. To squeeze the Labour and Green vote – “At the most recent public poll in South Norfolk, earlier this year, the Lib Dem share of the vote was 23.5% compared with 5.7% for Labour. Who has the best chance of beating the Tories round here?”

Stats

As at 06/09/19 – will be updated before any polling day

Voters	84,431
Houses	45,074
Phone numbers	27,060
Email Addresses	488
Postal Votes	14,364
LD Supporters	9,439
Lab/Green Supporters	1,226

Roles

Candidate – Chris Brown

Agent - Trevor Wenman

Press Officer – ??

Campaign Coordinator – Richard Carden??

Campaign Team

CB, Agent, PO, Richard Carden, Richard Scoggins, David Bingham, Bob McClenning, Trevor Lewis, Dan Burrill, ++

HQ

In Long Stratton?

Occupied ASAP when date known.

Furniture etc available.

Communications to be sorted.

Manager needed with a local contact?

Postal Votes

Increasingly Important
Encourage known supporter to sign-up.

Literature

Election Address with "Free Delivery" by Royal Mail .
Contents – using ALDC supplied A3 templates??
Printed locally

Distribution

Two possible methods:

1. Unaddressed via RM before the PV ballot papers go out.
2. Addressed in two batches –
first , to the first person on the register and those with PVs
next, everyone else a week later.

Intro/Canvass Leaflet

A5 x 3 Colour
Ready for early distribution?

Other ?

Calling leaflet?

Target Letters

To PVerS by date ?

Methods of printing and stuffing to be checked.
How many areas can do the clerical work and then deliver by ?
Done in 2017 – c.7,000.

Others –

First time voters 18 since last GE.
Labour/Green squeeze.
LD Supporters.

Posters

Poster Boards – strip existing.
Up by weekend before PVs.
Brown Named/National Slogan on each side.
Check stocks.
Big boards on key sites also possible – plenty available.
Car stickers.

Publicity

Regular press releases planned.
Media lists to be checked.

Activities

Canvassing

Main Roads for Poster sites.
Then target areas for CC 21.
Telephone option.

Action Days

Every Saturday in a different centre.
Organise Petition - on Brexit ??
Dates – Locations.

Social Media

Need developing .

Paid Ads?

Campaign Facebook account?

Website updated and equipped to handle donations.

Finance

Appeal to members and via website.

Budget last time was c. £9,000.

Deposit - £500 to be organised.

Hustings Meetings

Normally organised by local churches etc.

Circulate to members.

Communications

Team list.

Activists list.

Weekly "Campaign News" to all members.