

Sunflower

NEWSLETTER OF THE EAST MIDLANDS GREEN PARTY  eastmidlands.greenparty.org.uk

JAM TOMORROW — GERHARD LOHMANN-BOND, EAST MIDLANDS REGIONAL COORDINATOR

Rural folk say that summer begins when elder comes into flower and it ends when its fruit is ripe. The excitement of last May's local elections, in which the Green Party performed generally well, is fading and our minds turn to festivals, holidays, spending time in our parks and gardens, and other pleasant activities associated with the warm season. It is easy to forget that now is the time to sow the seeds of success in future elections.

Take a look at your Target-To-Win manual and you will find that good election results require getting our message out to voters over an extended period. We cannot reasonably expect to do well if all we do is shove a couple of leaflets through random letter boxes during the last six weeks before polling day, no matter how sound our policies are, no matter how valid the points we are making, no matter how vapid the arguments of the other parties. We need to give our ideas the time to sink in, and we need to reinforce them again and again until they are understood and accepted. There is a groundswell of support for green ideas out there and we need to tap into it. That is the reason why it is too early for us Greens to think of summer, because planning our campaign to win council seats next year must begin now.

Local parties need to decide where their resources might be deployed to best effect, who is best placed to represent them, who should be asked to manage their campaign, how many newsletters to write, when they should be delivered - in short, they need to make a large number of small-ish decisions which in the end come together to form a coherent plan. If that sounds like a complex task, let me assure you: you're not wrong. It is too complex to be undertaken on the hoof, too demanding to try to wing it and hope for the best. It is nevertheless eminently achievable and local parties that make a serious stab at it can expect serious support from the regional party. Nothing is ever certain in politics, except for one thing: there can be no greater regret than not having tried. Never doubt that a small group of determined people can make a difference, and if not you, then who? By the time the elderberries ripen, you need to have your plan in place.



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DIARY NOTE

Green Party Autumn Conference 2018
Bristol City Hall – Friday 5 to Sunday 7 October

[CLICK HERE FOR MORE DETAILS](#)

THIS IS YOUR SUNFLOWER

We would really welcome your article for inclusion in the next edition of Sunflower. Please contact Jonathan Elmer, the Regional Field Officer:
jonathan.elmer@greenparty.org.uk

HELP US RE-ELECT OUR RUSHCLIFFE BOROUGH COUNCILLORS — JONATHAN ELMER

NOTTINGHAM — BIG DAYS OUT

NEXT: Sunday 15 July at 10.00am

WHERE: 135 Trent Boulevard
Lady Bay
Nottingham
NG2 5BN

WHAT: Two sessions of targeted campaigning:
10.30am to 1.00 pm
Lunch
2.00pm to 4.00pm

[CLICK FOR FURTHER DETAILS AND SIGN-UP PAGE](#)

It's very exciting that we have so many local parties now able to deliver strong elections campaigns. But we must not lose sight of the fact that we already have two hard working councillors - Richard and Sue Mallender - who represent the Lady Bay Ward on Rushcliffe Borough Council. It's vital that we work throughout the year to raise their profile and ensure they are re-elected.

So I'm pleased to announce that the first Regional BIG DAY OUT will be held on Sunday 15th July. We will meet at Richard and Sue's house at 10:00am for a 10:30 start. Lunch will be from 13:00 to 14:00 followed by an afternoon shift that will end at 16:00 - after the shift, feel free to stay at the Mallenders for a chat or to watch the World Cup Final. To find further details and to sign up [please click here](#).

If you are travelling by bus, catch the Nottingham City Transport 11c from the City Centre or Railway Station which drops off near Lady Bay School and pub. Richard and Sue will provide a vegetarian/vegan lunch and can be contacted on 07976 775 619 or 07788 776 468.

Please sign up using the online form as a knowledge of numbers will help us plan food and training.

During the day we will be 'Door Knocking'. Don't worry if you have never done it before as training will be provided. You don't need to know about local issues, Green Party policy and you won't get stuck in difficult conversations - quite simply, we will be finding out what people care about and using a simple survey form that will be prepared for the day.

YOUR LOCAL PARTY

If your local party is also going to be 'door knocking' this year, I strongly recommend coming along to this BIG DAY OUT. You will learn essential campaigning skills that you can take back to your local party.

Many thanks in anticipation of your support.

Jonathan Elmer
Field Organiser for the East Midland Region

GREEN PARTY'S TARGET TO WIN STRATEGY PAYS OFF — GEZ KINSELLA, AMBER VALLEY GREEN PARTY

It's not just the summer sun were basking in, but a fantastic result for Amber Valley Green Party (AVGP) in May's local elections.

Our fantastic second place vindicates our decision to target Duffield: a complacent sitting Tory, abandoned by Labour, and lots of electoral information to test the electorate's appetite for something different.

And the result would suggest this is what they want, putting paid to the argument 'a Green vote is a wasted vote':

Party	Total Votes	Percentage
Conservative	898	48.0%
Green	637	34.1%
Labour	225	12.0%
Lib Dem	110	5.9%
Spoilt	3	
	1873	

HOW DID WE DO THIS?

- Following 'Target to Win'
- Maximising intelligence and data – only contact those who vote, only contact those who are likely to vote Green
- Door knocking, door knocking and door knocking some more
- Selecting a hard-working candidate (thanks Dave!)
- A structured 'short campaign, with some excellent election material
- Focusing on key messages (well, okay, we could've done this better!)

WHAT NEXT?

More of the same:

- We've just delivered our 'thank you' newsletter to all Duffield residents.
- Local campaigning, such as:
 - joining the Duffield Community Association,
 - organising a Speed Watch campaign,
 - having a stall at the Duffield Carnival,
 - attending Parish Council meetings
- More door knocking, focusing on Conservative postal voters –

LEARNING FROM CAMPAIGN SCHOOL — STEVE MILLER, NORTHAMPTONSHIRE GREEN PARTY



Steve Miller

Towards the end of last year, I was lucky enough to attend Campaign School in Wales where, along with another 2 dozen activists from across the country, I benefitted from the knowledge of our Party's wisest election campaigners and returned to Northampton safe in the knowledge that I had the tools available to ensure our local party could up its game and start campaigning seriously in the town.

But first, we had to select a target ward. We had been campaigning in one particular ward for a year or so, but it was based on little more than gut feeling, so we got stuck into the Target Ward Selection Spreadsheet, identified a few likely candidates, and started knocking on doors in those wards, armed with our 60-second surveys.

The most critical factor in identifying a ward is a lazy incumbent councillor. It sounds obvious, but it isn't. We tend to focus on green issues or student populations or past results. All of those things are important, but none of them is as critical as the quality of the opposition. If you can find a ward where the councillor is coasting along based on the

colour of their rosette, and nobody is really bothering to challenge him, that ward is going to be a strong candidate.

We found a ward like that, and we've been campaigning there for 4 months now. Residents have been receptive to our newsletters, we've started canvassing sessions, and we've taken on casework and performed litter picks.

As things move towards an election, we're hoping to step up the pace and build a team that enables us to become more active. And then, at an election, who knows what might happen...

The only real downside is that we don't know when that election might be, or if our target ward will still exist. Local government in Northamptonshire is imploding, and our 8 local councils will soon become 2. But we can only campaign with the information we have, so we're cracking on.

There's going to be another Campaign School later this year. If you get the chance to attend, then I heartily recommend it. I know that it's given us a fantastic opportunity here in Northampton, and I really hope that we can make the most of it when we get the chance.

LINCOLN GREEN PARTY — FIONA MCKENNA AND JOHN RADFORD, JOINT COORDINATORS

As the newly elected coordinator team we would firstly like to thank our predecessor Ben Loryman and deputy Coordinator Sally Horscroft for their time and efforts over the last year. We think that the local party really took things to the next level and came together in a very effective way during the recent local elections.

After some research and doorstep surveys we selected our target ward based on evidence gathered. We were able to efficiently get three newsletters out for this campaign in our newly selected target ward. Positive feedback was received from residents about the content of our newsletters too.

Team Green in Lincoln did us proud with around 14 activists helping to create and deliver our leaflets, as well as running a social media campaign that was fully engaged with and allowed us to build our presence online. We were thankful to Natalie Bennett for stepping in at the last minute

to represent us in an online video interview with the local press, after we were informed that candidates could not represent parties in this interview. We thought she did a fantastic job at representing us and it certainly raised our profile locally. We managed to get out and canvas too in the final stages of the election. We were well received on the doorstep by most and discovered that this ward had, as we suspected, been neglected by other parties in the past. We want to increase our doorstep presence, both in numbers and duration over the next year.

Having had a positive response and actually increasing our vote share in the target ward, we will continue following the target to win methodology in this ward and putting out regular communications. Lincoln elects in thirds so we will have another crack at elections here again next May. So our job now is to carry on talking to residents, campaigning on issues and taking action wherever possible to help residents.



John Radford and Fiona McKenna