



# Momentum

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Press pack

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# About us

## Who we are, what we do and a brief history

### Who we are

Momentum is a people-powered, grassroots social movement working to transform the Labour Party and Britain in the interests of the many, not the few.

### What we do

Momentum isn't just an organisation - we're a social movement, made up of tens of thousands of members who share a vision for a transformative Labour government.

Momentum connects, mobilises and empowers ordinary people across the country. Together, we campaign locally and nationally to make our communities better, strengthen our rights and get Labour elected.

Momentum offers networks, skill-shares and tech to strengthen our movement from the grassroots up. We support members to transform the Labour Party to be democratic and member-led.

From Jeremy Corbyn's successful leadership election, to Labour's extraordinary electoral comeback in the 2017 general election, Momentum members are central to Labour's success.

### A brief history

Momentum might be a young organisation, but we've achieved a lot. Our members and supporters up and down the country are transforming the Labour Party and Britain for the better.

The real story of Momentum is made up of the hundreds of thousands of small actions taken by grassroots members across the UK, but here are the major milestones in our growth and development since our establishment in 2015.

#### 2015

- In October 2015, Momentum is created to build up the movement for a Corbyn-led Labour government. Momentum became the vehicle to mobilise those inspired by Jeremy Corbyn's politics.
- Lots of informal pro-Corbyn groups spring up organically, and many become Momentum local groups.

- By November 2015, 75 local groups are established across the country and Momentum's Facebook page has some 25,000 likes.
- By the end of 2015, Momentum members campaign in the Oldham West and Royton by-election, against cuts to working tax credits and the bombing of Syria.

## 2016

- During spring of 2016, tens of thousands of members mobilise to campaign in local elections for Labour candidates and campaign to Remain in the EU referendum.
- In June 2016, in response to the attempt to force out the elected Leader of the Labour Party, Momentum forms the backbone of the campaign to re-elect Jeremy Corbyn as Leader. With just 24 hours notice, over 10,000 people join a rally in Parliament Square, London and over 100,000 calls are made by hundreds of activists.
- Alongside the 2016 Labour Conference, Momentum hosts the The World Transformed (TWT), a four-day fringe festival foregrounding art, music and culture together with political discussions. There are 250 hours worth of sessions and 5,000 people attend.

## 2017

- In January, dozens of Momentum groups host community screenings of Ken Loach's award-winning 'I, Daniel Blake' film and hold collections for food banks across the UK.
- Momentum mobilises thousands of members to campaign for Stoke-on-Trent and Copeland by-elections. Gareth Snell, the Labour candidate wins the Stoke-on-Trent seat.
- Momentum goes on a nationwide Brexit 'Take Back Control' tour, hosting events in marginal constituencies that voted Leave, to discuss priorities for Brexit.
- Momentum mobilises voters and encourages members to campaign on behalf of Labour in the snap general election. Of the 30 constituencies targeted, all but five are won.
- Membership increases by 1,500 within four days of the general election.
- Momentum launches its next election campaign just three weeks after polling day, rolling out an extensive community organising training programme.
- In partnership with Owen Jones, Momentum launches the 'Unseat' campaign, mobilising members to campaign in seats where Conservative MPs have a small majority.
- Membership increases by another 3,000 within two months of the general election.
- The second TWT takes place in Brighton. Over 5,000 people attend 200 events.
- Thousands vote for the Labour Party Democracy Review at Labour Conference.
- 1,500 new members join since the Labour Party Conference in September, meaning Momentum has 31,000 members across 170 local groups and 15 members of staff.
- In the Autumn of 2017, Momentum members join demonstrations against university tuition fees, for votes at 16 and for the protection of vital post office services.

## 2018

- In January, three Momentum-backed candidates - Yasmine Dar, Rachel Garnham and Jon Lansman - were elected as new members to Labour's National Executive Committee.
- In February Momentum launched a new councillor network to provide training and support to left-wing councillors in target constituencies and promote cross-collaboration across different councils ahead of local council elections in May.
- As of February, Momentum has 36,000 members.

# Key statistics

## Our membership, achievements, reach and impact

### Membership

Momentum is a people-powered, grassroots social movement working to transform the Labour Party and Britain in the interests of the many, not the few.

Together, we are campaigning locally and nationally to build power in our communities, strengthen our rights at work and elect a socialist Labour government.

Over the two years of our establishment, we've grown exponentially. **We now have over 36,000 members, across 170 local groups in all parts of the country.** Currently Momentum is growing by 1,500 members a month, and is on course to be larger than the Conservative Party by 2020.

#### *Key milestones in our membership growth*

- Dozens of informal pro-Corbyn groups sprung up organically after the Labour Party leadership election. These then overwhelmingly became Momentum groups, illustrating the grassroots dynamic to how Momentum evolved.
- By November 2015, 75 local groups were established across the country and Momentum's Facebook page achieved some 25,000 likes.
- Momentum's membership increased by 1,500 within four days of the 2017 general election.
- Membership increased by another 3,000 within two months of the 2017 general election.

### Achievements

Bringing together thousands of people from across the country who want a better life for themselves, their families and future generations, we are winning campaigns, hearts and minds.

From organising around local issues to campaigning for Labour to win elections, we're united in our determination to change Britain for the better.

#### *Key achievements*

- Within two years Momentum's membership has increased by 88%, from 75 local groups to 170 local groups.
- Hundreds of Momentum members successfully campaign in the Oldham West and Royton by-election. The Labour candidate Jim McMahon wins and Labour secures an increased share of the vote.

- Momentum launches '#Momentum4Labour', mobilising tens of thousands of activists to canvass for Labour in the local elections, including the four mayoral elections. Labour wins all four.
- After Jeremy Corbyn's leadership is challenged, Momentum forms the backbone of the campaign to re-elect him as Leader. Hundreds of activists make 100,000 calls and after a nationwide effort, Jeremy Corbyn is re-elected with an increased mandate.
- Through galvanizing support from members, all six of the candidates Momentum supports for the election to Labour Party's National Executive Committee (NEC) are elected to the six available places.
- Momentum mobilises thousands of members to campaign for Stoke-on-Trent and Copeland by-elections. Gareth Snell, the Labour candidate wins the Stoke-on-Trent seat.
- Momentum mobilises voters and encourages members to campaign on behalf of Labour in the snap general election. Of the 30 constituencies targeted, all but five are won.
- Thousands of Momentum members vote for the Labour Party Democracy Review at Labour Conference - it passes with flying colours and the review is now underway.

## 2017 General Election

During the 2017 general election, Momentum mobilised thousands of volunteers to campaign on behalf of Labour through a dynamic mix of online and offline tactics. Being a truly people-powered grassroots movement, every volunteer contributed to Labour's extraordinary electoral comeback. **Of the 30 constituencies we targeted, we won 25.**

MyNearestMarginal.com, a website to source campaigning events in the closest marginal constituencies to volunteers, and ElectionDayPledge.com, where voters pledge to volunteer on Polling Day, were created. A viral Whatsapp messaging tool was developed too.

### *Reach and impact*

- Momentum and organisers from Bernie Sanders' 2016 Presidential campaign held over 40 campaign trainings nationwide - giving some 3,000 the skills and confidence to doorstep campaign more effectively.
- Nearly 10,000 took our election day canvassing pledge to take the day off work volunteer on election day - knocking on more than 1.2 million doors.
- More than 100,000 people used MyNearestMarginal - more than three times Momentum's own membership and one fifth of the Labour Party.
- Momentum contacted over 400,000 mostly young people on June 8 through viral WhatsApp messaging.
- In the last week of the campaign nearly 1 in 3 Facebook UK users viewed a Momentum video. The best performing video, '[Daddy why do you hate me?](#)', achieved 5.4 million views in just two days.

Constituencies such as Battersea, Brighton Kemptown, Crewe & Nantwich, Croydon Central, Lancaster & Fleetwood, Hampstead & Kilburn, Derby North and Ealing Central & Acton all saw large Momentum mobilisations and changed to Labour. Momentum members and volunteers were central to winning these seats.



# Momentum Campaigning

## Current campaigns

Momentum is a people-powered, grassroots movement. From the picket lines with striking workers to door-knocking in new marginals - we're relentless in our goal to transform society at every level.

### *Picturehouse cinema strikes*

Momentum supports Picturehouse Cinema workers striking for the Living Wage across 5 London cinemas. In response to organised strikes, staff have faced threats of sacking and disciplinary action.

Every worker, no matter their workplace, deserves a level of pay that provides them with a dignified life. Companies like Cineworld - the parent company to Picturehouse - are prioritising corporate greed over the security and well-being of its workers.

Labour would introduce a £10 Living Wage for all, which we believe would transform the lives of millions of low-paid workers. We back this policy and will join campaigns that fight for a fair wage now.

### *Unseat*

In partnership with Owen Jones, Momentum is mobilising for the 'Unseat' campaign, targeting constituencies where prominent Tory MPs have a small majority and could be vulnerable to a Labour win at the next general election.

Thousands have attended Unseat events in seats held by Education Secretary, Justine Greening, former DWP Secretary, Iain Duncan Smith and Boris Johnson's constituency of Uxbridge and South Ruislip.

Each Unseat event is a culmination of training, day-long canvassing and a social with Shadow Cabinet members.

### *NEC*

Following a historic Labour Party Conference in Brighton, there will now be all member elections for three additional Constituency Labour Party (CLP) representatives on Labour's National Executive Committee (NEC).

In order to identify the strongest possible candidates for these positions, Momentum invited applications from those who have the commitment and ability to represent party members.

After an interview process, the Centre Left Grassroots Alliance (CLGA) - a coalition of left Labour groups including Momentum - recommended support for: Yasmine Dar, Rachel Garnham and Jon Lansman.

### *Labour Democracy Review*

Labour members have successfully pushed for a Labour Party Democracy Review over the next year, which will look at a variety of issues. Increasing diversity in political representation, improving local and regional structures, making better use of social media and making politics more accessible, are just some of the topics it'll cover.

Momentum's overseeing a democratic process that'll enable local groups and individual members to generate ideas, debate and vote on key proposals that will make up Momentum's submission to the review.

### *Training*

After training thousands of activists in persuasion style canvassing during the 2017 election, Momentum has launched a national training network tasked with up-skilling Labour Party members in more than 160 marginal constituencies over the next year.

Operating nationally and aimed at both new and experienced Labour Party members, the network has a specific focus on newly-held marginals. The training is part of a permanent election campaign, so thousands of us across the country will be ready and raring to go for the next general election.

Members can receive training in persuasive canvassing techniques, making viral videos, generating local press coverage, understanding the Labour Party and organising in local communities.

### *Building digital tools to win the next election*

Momentum has launched a digital network for people with digital skills to come together to support the movement and build capacity from the grassroots up.

Digital tools in the 2017 general election were vital in helping to mobilise thousands of ordinary people from across the country to get out and campaign for Labour. While we believe power in our movement should be built up at the grassroots, digital tools can be used to organise, connect and empower.

### *Local campaigns*

Momentum believes change comes from the grassroots, and that local activists building power in their communities is an important part of the political process - through workplace organising, defending public services, community support and arts and culture projects. A few examples of ongoing Momentum campaigns across the UK as of January 2018 are detailed below.

- Stockport Momentum has been supporting the local rail campaign to end rip off train fares and bring it back into public ownership.
- In Manchester Momentum activists have supported local bus strikes, along with organising walks, pub quizzes, bingo nights, disco nights and gigs.
- Lancaster and Gateshead Momentum have been involved in setting up community food clubs.
- In Kensington and Chelsea, Momentum have been heavily involved in community support following the Grenfell Tower fire, alongside organising events on stop and search in BAME communities.
- Members in Glasgow have set up a 'toybank' to make sure children from low income families had toys for Christmas.
- In the highlands of Scotland, the Momentum group toured the local hospitals giving NHS staff thank you cards for all their hard work.
- Groups across the north east have been involved in delivered 'pint and politics' political education sessions across the country.
- In Plymouth activists are hoping to work with Arts Council England on developing community led, bottom up arts programmes to bridge the creative and the political.

### *Toolkits*

To succeed in transforming Britain for the many not the few, and getting Labour elected, we believe every one of us can play our part.

Inspiring and engaging ordinary people is how we make our movement vibrant and inclusive. To do that we need the skills, technology and networks to empower every person to contribute.

We've developed useful tools accessible to all, to help with organising and campaigning at the local level.

The toolkit includes:

- Guides
- Infographics
- Leaflets
- Films
- Press pack

# Contact information

## Momentum's press team

For any press enquiries, please email [press@peoplesmomentum.com](mailto:press@peoplesmomentum.com).

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