
TALKING ABOUT LABOUR'S POLICIES

Labour promises one of the boldest manifestos we've seen from any political party this generation. Labour's agenda will have a huge impact on the lives of ordinary people who have suffered years of austerity, and offers a bold, transformative vision for real change that people can really get behind.

We already know these policies enjoy massive public support. The 2017 manifesto inspired hundreds of thousands of activists to come out in support. This time round, the manifesto will be more inspiring, and our energy is even higher. As canvassers, part of our job is to have conversations and get the message out to as many voters as possible. This is the key to our success in this election.

In this guide we give you some core understandings underpinning Labour's policy programme to help you communicate our values on the doorstep. Here are a few tips to get started:

1. Listen and mirror

To communicate Labour's policies we have to start by working out what matters

to the person you are talking to. See the "response cycle" in the *Canvassing to Win* guide for help in who and when to do this.

2. Be clear and open

To get the message across, we need to be able to be able to talk about the key issues in the manifesto in a clear, human and persuasive way. You are not expected to be policy experts on the doorstep, or know every fact and figure of the manifesto. But it is really useful to have some key talking points at your fingertips when you are addressing people's concerns and challenging misconceptions. The policies that you feel the most passionate about will be the easiest ones to explain.

3. Be meaningful, not technical

When we talk about policies on the doorstep, we don't need to use technical language or abbreviations to get the message across effectively. We are lucky enough to have someone's attention, even for a short space of time. The important thing is to show why these policies are meaningful to them and what difference they would actually make to people's lives.

Think about the difference between "Labour will re-nationalise the railways" and "we're going to lower the price of train tickets making it easier for you to visit friends and family, and use revenues to reinvest in improving the service". Before you go out canvassing, it is useful to think about what the core messages about Labour's manifesto are, and the type of impact they will have on our lives and communities.

4. Tell your story

Before heading out onto the doorstep, have a think about the issues that are most important to you, and prepare one or more stories you'd like to tell about why Labour's policies will address these issues. These will be incredibly helpful in conveying Labour's policies in a human way and building connections with voters.

COMMUNICATING OUR CORE VALUES

The purpose of canvassing is to collect data so that supportive voters can be mobilised to vote. But it can also be about winning people over and getting them on board with our vision. We do this by framing our stories in a way that chimes with people's understandings of the problems our society faces and convinces them that our vision will bring the real change we need.

Brexit is an important issue for many people, and Labour has a realistic, clear and democratic line on this: we will unite the country through an immediate referendum after forming a government that includes a credible leave offer. But we also know that one of the keys to winning this election will be our ability to unify voters on the area we are strongest: building a fairer, more inclusive economy.

Reframing the economy

It is common to hear expressions like: 'Labour is weak on the economy'; 'money is tight' 'we can't overspend' or 'how are you going to pay for it?'. This type of thinking accepts Tory "austerity" arguments about the economy and makes change seem impossible. Compare this to Labour's way of talking about the economy in the past few years. Labour's economic agenda for investing and expanding the public sector to build an economy that works for all emphasises that the economy needs to be about helping people live richer lives.

Our message is that Labour is not only strong on the economy — (think of the national investment fund and fully-costed manifesto) — but also that the economy needs redirecting to meet the needs of ordinary people.

Using stories

Underlying Labour's policies are some key ideas and values — about how our economy and society can work, and who benefits from the gains of economic growth. We build a story of 'us' — people and communities, a story of 'them' — the Tories and their crony banker and establishment allies, a story of the problems with the system — that it is rigged for the wealthy few, and a story of our vision for change — economic strength with prosperity for all.

Our talk about the economy is underpinned by a few core ideas and values — about what is wrong with our economy, the problems people face and Labour's vision for how to change it. These include:

1. The Tory elite vs the people

Johnson and his hard right cabinet represent the establishment and crony bankers. And this Tory government isn't so different from any other Tory government: they will help the rich get richer and make working people pay.

It is important to reinforce how the Tory government acts as a tool of corporations and banks, prioritising the interests of the wealthy at the cost of working people

This appeals to common thinking about our economy: that it is unfair and broken, and lays blame on corporate power, elites and the Tory government.

2. Rebuilding the British economy

Austerity is a political choice, not an economic necessity. Labour will reprogram our economy so that it works for all instead of just for corporate elites.

This shows how the economy is not something out of our hands, we can use policy decisions to redirect our economy, by investing to redress regional imbalances and create decent jobs—making the economy work for the many.

3. Meeting our needs

Labour will rewrite the rules of a rigged system, so that our economy works for the many. Our national investment plan will rebuild our economy and create good jobs. We'll bring rail, mail, water and the national grid into public ownership, so the essential utilities that people rely on are run by and for the public, not just shareholders.

This way of talking about our economy focuses on people and society rather than private profit. It shows Labour's prioritises creating a good society where everyone can lead a meaningful and fulfilling life.

4. Leading the way in climate action

Labour will take ambitious action to tackle the climate crisis with a Green Industrial Revolution supporting a transition to a carbon-free economy with a massive job creation in green industries program.

Labour's Green Industrial Revolution connects far-reaching climate action with people's immediate needs-- for decent jobs, housing, transport and public services. This means that on the doorstep, we can show what a transition to a carbon-free economy would look like in people's daily lives.