Twitter Thread by Martin Daubney



Martin Daubney
@MartinDaubney

THREAD: So @UKLabour think they can win back the red wall by "use of the union flag, veterans & dressing smartly?" Here's why this is ludicrous fantasy

1. You don't "use" the union flag & especially veterans. You believe in them, from the patriotic heart. Anything else is lies

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Journal



Revealed: strategy for Labour to win back red wall

Exclusive

Aditya Chakrabortty
Jessica Elgot

Labour must make "use of the [union] flag, veterans [and] dressing smartly" as part of a radical rebranding to help it win back the trust of disillusioned voters, according to a leaked internal strategy presentation.

The presentation, which has been seen and heard by the Guardian, is aimed at what the party calls "foundation seats", a new term for the "red wall" constituencies that handed Boris Johnson a landslide in 2019, and other seats it worries about turning blue. It will be seen as a marker of how concerned Labour is about its electoral position.

It reveals that voters could not describe what or who Labour stands for. While Starmer is rated by voters as the party's biggest positive driver, concerns were voiced about him "sitting on the fence".

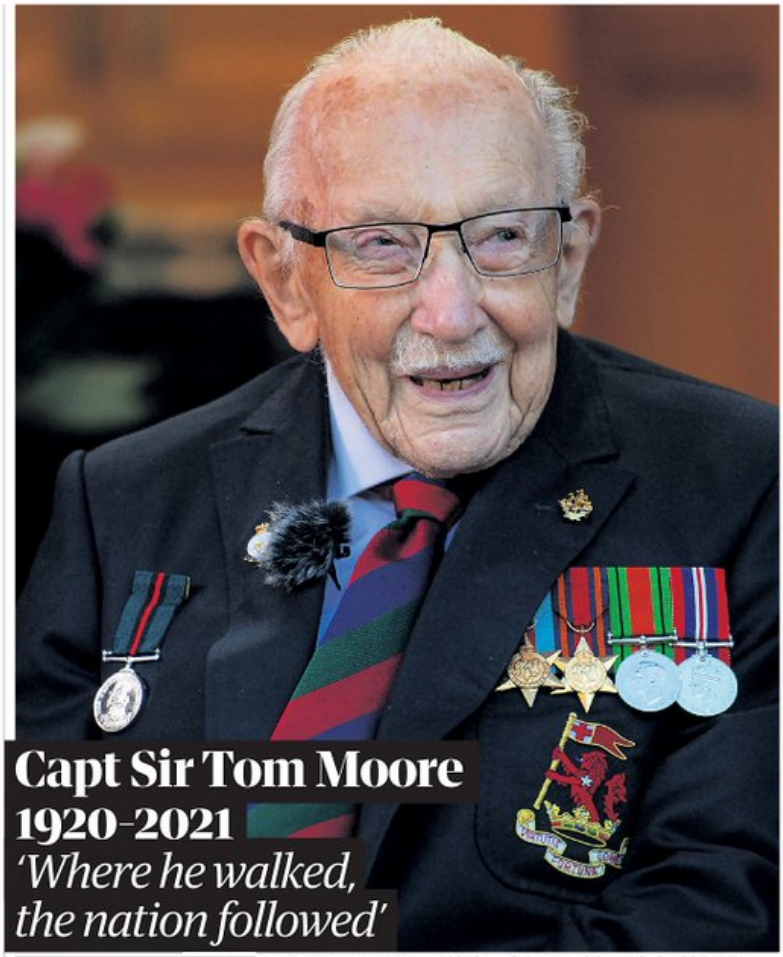
The strategy is yet to be shared with most MPs or staffers, and Labour party managers are understood to be preparing a redacted version because of its "sensitivity". Some party officials who have seen the presentation are alarmed by the language, believing the leadership has not reckoned with the nationalistic sentiments it invokes.

Presenting the strategy last month – including research on the party's brand by agency Republic dating from September – the party's head of research said voters were confused about "what we stand for, and what our purpose is, but also who we represent".

His slides featured comments from the focus groups such as "I don't know anything about the Labour party at the moment, they have been way too quiet" and "he [Starmer] needs to stop sitting on the fence".

Voters see this fog as deliberate and cynical, top officials have been told, proving that Starmer and his team are "not being forthright and honest ... about where we want to be". One Birmingham voter described Labour as "two different parties under one name". An ex-Labour voter from Grimsby is quoted: "They are the voice of the students. They have left real people, taxpayers behind."

Labour's new strategy is based on extensive focus 20



Capt Sir Tom Moore 1920–2021

'Where he walked, the nation followed'



Helen Pidd

Britain was a fortnight into its first lockdown last spring when Capt Tom Moore shuffled into the nation's consciousness with his trusty walking frame.

The morgues were filling up, hospitals were becoming overwhelmed and Boris Johnson had just been moved into intensive care. For many, this new world of shutdowns and sickness felt alien, destabilising and frightening.

▲ *Capt Sir Tom Moore. Archbishop of Canterbury Justin Welby said: 'Where he walked, the nation followed'*
PHOTOGRAPH: JACOB KING/PA

The country badly needed a boost and BBC Breakfast provided it: an interview with a second world war veteran raising money for the NHS by walking up and down his garden 100 times before his 100th birthday. At that point, Moore had raised just over £9,000, smashing his £1,000 target. He wanted to say thank you for the treatment he had received for skin cancer and a broken hip, as well as to celebrate the health service at its time of crisis.

In an era of ultra-marathons and Iron Man triathlons, Moore's modest garden challenge might not have caught the country's imagination in the way it did, were it not for what he said at the end of the interview.

"Just reading all of the things you've done; in the 2

Industry and unions call for furlough extension

Exclusive
Richard Partington
Economics correspondent

Rishi Sunak has been warned by the business leaders and trade unions that he risks plunging Britain into a period of mass unemployment unless he extends the furlough scheme.

Before the budget on 3 March, both sides of UK industry told the chancellor that the economy was too fragile to end the wage subsidy scheme at the end of April and that he risked undoing the efforts to protect jobs over the past year if he did so. Frances O'Grady, 10

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2. How can Keir Starmer pretend to love the Union flag, when he knelt to BLM, who set fire to it at the Cenotaph? No way will patriots swallow this co-opting of the flag for votes

3. Labour MPs are secretly or even openly ashamed of our flag & history, esp Corbynistas



4. Labour want to win back working class voters? First, believe in Brexit. Except Starmer led Labour's #PeoplesVote movement to cancel Brexit & most Labour MPs are ardent Remainers, so there goes that one

5. Labour are so soaked in identity politics, their top brass believe the white working classes are "privileged" - even though WWC boys are the least likely to go to Uni & perform worst at school. Instead, they are fixated with minority projects, so get minority numbers of votes

6. Trans issues: huge majority of British people are not "transphobic" & want people to live happily. But they don't want trans women in women's toilets, jails, changing rooms or sports. That is a majority position. Crying "transphobe" doesn't help: it repels moderate voters

7. Palestine. A fringe foreign affairs issue that is totemic of Labour's woes. Makes most think Labour are anti-Semitic, which they've been proven to be. Labour like to call their opponents racist, but they are the only Party to have been investigated for racism by the @EHRC

8. Working class roots. How many Labour MPs can say they come from working class communities? They feel like graduates spat out of a machine

9. Owen Jones. He actively helps Tories to win seats when he campaigns for Labour. Might be worth a rethink?

10. Sadiq Khan, David Lammy, Dawn Butler etc: when they make everything about race, or paint Britain as intolerant/unwelcoming, they basically accuse all white people of being racist. They can deny this all they like, but that's how it pans out on doorsteps

11. Supporting open borders. Even suggesting this is insanity. The past five national elections shows this. It totally ignores ordinary, working class voters who struggle to get low-paid work, school places, doctor's appointments, etc. Again, ignore it, but it's how voters feel

12. Be a party of Opposition! Demanding more lockdowns, sooner, harder, longer - more of the same - isn't a point of difference. What does Labour stand for? Nobody knows ATM. Get off the bloody fence! We currently do not have a functioning Opposition



13. I could go on... but even if Labour adopted all of the above – which they won't in a trillion years – they would lose most of the students, public sector workers, middle class professionals, Guardianists & BAMEs who vote for them now.
CONCLUSION: Labour is screwed ATM

BTW I say all of this with a sense of sadness. I was born into Labour, voted Labour for decades, when it was a "proper" party, not a superannuated, minority interests grievance workshop. They've totally lost their way, perhaps terminally. It's time for real change! A new party