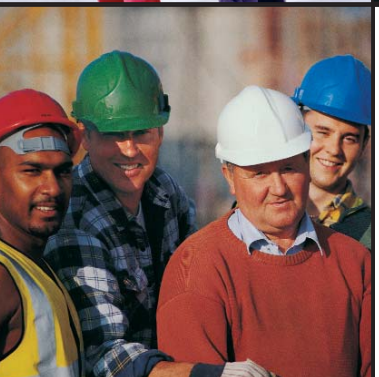

Labour
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"We must rebuild our party at the grassroots. The time is now."

CHOOSE
CHANGE
VOTE CRUDDAS

Dear friend,

Thanks for taking time to find out more about my campaign. As a fellow Labour Party member, you will understand the challenges we face. We are trailing in the opinion polls and we have had bad election results in many areas of the country.

I believe that only real and far reaching change can help us get ready for the challenges ahead and that's why I am standing for deputy leadership of the Labour Party.

I have travelled across the country and met thousands of members since I announced my intention to stand. The vitality of the party is still there – and there is a desire to rebuild Labour as a democratic, organised party ready to take on our political opponents in every area of the country.

The status quo is no longer an option; it's time for an approach that re-connects us with all the communities that brought us into office 1997.

We can rebuild the party and win the next election, but it requires a new agenda with a fresh face. With your help, I can bring that change about.

Now is the time to choose change.

Yours,

My ideas to rebuild the party and win the next election

Rebuilding the Labour Party and winning the next election will take time, effort and new ideas.

I have a plan which will get the party back on its feet in every area of the country. If you elect me, I promise to:

- be a full-time deputy leader of the Labour Party
- reform the National Policy Forum to give members a genuine say in policy formulation
- develop new training schemes for activists in every area of Britain
- be an advocate on behalf of the party with government
- abolish the post of Labour Party chair
- act as a voice for all sections of the party in cabinet.

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The challenge we face

Since 1997, the Labour Party has faced a difficult time.

We have lost more than half our members, dropping last year to well under 200,000.

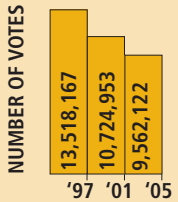
Research suggests that members sometimes disagree with Government policies but it is only when they feel disenfranchised that they take the step of leaving the party. That is why we have to involve and really listen to our members.

Over the last ten years, we have also faced terrible losses from our councillor base. Councillors, the heart and soul of local Labour parties, have faced an uphill electoral battle. In 1997, Labour held 48% of all Britain's councillor positions but, following the 2006 elections, Labour held 28% - our worst position since 1978.

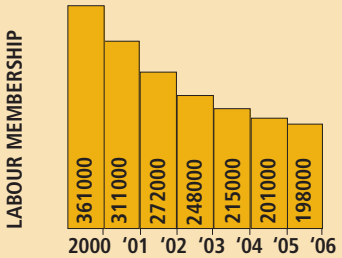
Trade unionists up and down the country have a natural alliance with the Labour Party. We have to re-engage with the unions and bring their members back into party membership.

Clearly, as well as renewing the party, we have to renew our appeal to the many millions of lost Labour voters.

Labour's missing millions: votes for Labour 1997-2005



Labour membership 2000–2006



Labour activists are our most important asset and we ignore them at our peril. The last ten years have shown that sophisticated marketing techniques can take us so far – but it is the activists on the ground who work week in week out for the party who make the real difference.

Over the last few years, the party has not inspired our members to get out on to the streets and, not surprisingly, research has shown that voters don't feel they hear from the Labour Party enough. We need our activists to spread our message to voters.

Labour must involve its members more

61% of members don't think the government listens to them
77% want a deputy leader to focus on the party, not to run a department
45% think we need to change direction to win the next election

Source: YouGov opinion polling

Labour is only as good as its members and the efforts they make on the doorstep and in their communities

Rebuilding our party

Our party is at a critical point. Rebuilding it won't happen by accident and it won't happen if we assume "more of the same" will work out in the end. We have to change the way we operate.

Jon Cruddas has the ideas and the experience to make it happen.

If elected, Jon Cruddas will not be deputy prime minister. Instead, he will work as a full time deputy leader, focusing 100% on rebuilding the party across the country.

We need to remodel our democratic processes to reinvent and reinvigorate a party that is outward-looking, firmly rooted in the society we aim to serve and capable of strong on-the-ground campaigning.

This isn't rewinding to the past, it is a new modernisation of our party. We need to bring Labour's internal processes in line with our fundamental belief in democracy.

Our party must become a campaigning party. Some say that campaigns like Make Poverty History show that political parties are a phenomenon whose time has passed but that is wrong. Parties just need to campaign on the issues that people really care about.

Getting Labour involved in campaigns for example, for trade justice or against climate change can make us relevant again to people's everyday lives.

Trade unions run campaigns at local, regional and national level. We need to connect with these campaigns and harness their campaigning skills.

A democratic party

When elected, Jon Cruddas will reform the National Policy Forum to ensure that it holds real debates and that conference becomes a real forum to decide policies for our party. He will ensure that all members will have a say in the party's policy process. He will be your voice at the cabinet table throughout the year. Because he won't take a government job, and because he will be elected by you, not appointed by the Prime Minister, he'll be a real voice for party members in government.

Activists need to know they have the support they need. They also need to know they have a meaningful part to play in the party's and the Government's policy making processes.

Conference has become stale – as the steep decline in attendance by CLPs shows. Conference has to be reformed to open up debate, giving members more of a real say in how decisions are made. But conference also needs to be turned into a broader arena for debate, spanning the divide between the conference floor and fringe events and giving a greater role for outside voices and organisations, such as Friends of the Earth and Amnesty International.

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A party organised to win

Jon wants ring-fenced funding for local parties so they can choose how to spend their money. He wants the reintroduction of local organisers who can build strong Labour parties at elections – and between them – right across the UK.

As well as organising to win elections, Labour must become a campaigning organisation again. Electioneering has to be complemented by activity focused on local, national and international issues – from a living wage and the need for new affordable housing to the environment and decent rights at work.

MPs, councillors and candidates already work with communities and trade unions but more could be done to help party activists and CLPs build these relationships.

Jon has already shown his ability to involve people through his own Deputy Leadership campaign. All the other candidates are cabinet ministers and well known but Jon has built a dynamic campaign across the country by communicating with members directly. From a standing start, Jon has become a front runner in this election.

Pursuing a progressive agenda

We have achieved a huge amount since 1997. From the minimum wage, to additional rights to maternity and paternity leave, to tax credits and the reduction of child poverty, Labour has built a fairer Britain.

But our successes in the past won't guarantee our success in the future. And they don't mean that we haven't made mistakes since 2001. Policy mistakes, like the decision to introduce top-up fees for university students or rush the decision to replace Trident have made us unpopular. We have lost millions of votes since our broad coalition brought us to power in 1997 and we need to make sure that our policies appeal to a broader mix of voters again.

We need new policies that meet the needs and aspirations of people. We need to tackle people's material insecurities – new measures to tackle climate change, new housing policies to help first time buyers, new council house building and policies to help parents take care of their children – all these policies need discussion and debate. We need to get back to delivering for every part of the Labour coalition.

As deputy leader, Jon Cruddas will focus on giving members and supporters a new role in building Labour's progressive agenda for the next term in office. It is up to us all to put those progressive policies together.

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Jon Cruddas

Lots of people won't have heard of Jon Cruddas before this Deputy Leader campaign. That's because Jon has always worked hard behind the scenes for the party and for his constituents. From working alongside the party's general secretary in the 1990s, to working as an aide to Tony Blair in Downing Street, and now as MP for Dagenham, Jon has always put ideas into action.

From 1989 to 1997, Jon worked for the Labour Party. In 1993 he worked with Larry Whitty and John Smith to promote the 'one member, one vote' proposals. He worked to get the party elected in 1997 and has a first rate reputation for his campaigning work.

During his time in Downing Street, Jon worked as Deputy Political Secretary, making sure that all sections of the labour movement were listened to. He worked on pioneering legislation like the National Minimum Wage and the Employment Relations Act.

Since 2001, Jon has represented Dagenham in Parliament. He has focused on being a constituency MP, campaigning locally and working on the issues that matter to local people. In Parliament, he has campaigned against top-up fees for students, voted against renewing Trident and has been an ardent campaigner for 'equal treatment' for agency workers.

Jon was born to a father who served in Britain's Navy for 27 years, and to an Irish mother. He was raised with his four brothers in Portsmouth, before going to Warwick University where he gained an MA and a PhD.

"We have to act to rebuild the party. It's no good saying that things will right themselves – we have take measures to make sure the party changes for the better. I'm backing Jon Cruddas because he has the ability to listen to members, and then act to make sure we get back on the right track." Tony Robinson, actor, former NEC member and Labour party activist.

"Jon Cruddas has thought the most about a radical new path." New Statesman

"Jon Cruddas is exciting activists across the Labour movement with his no-nonsense plan to renew the party." Pink News

"Jon Cruddas has been tireless in his campaigning – he always leads the way."
Centre-left think tank, Compass

"Jon is the only candidate who appreciates the challenges we face and has a coherent plan to deal with them." Derek Simpson, General Secretary of Amicus (Unite the Union)

"Jon Cruddas is the only candidate who looks like he has a plan." The Spectator

"Jon Cruddas has the ideas and determination to re-engage young people in the Labour Party."
Gemma Tumelty, NUS President (personal capacity)

This is your party – let's win it back

With your help Jon Cruddas can win the election to be our next deputy leader.

He has thousands of supporters up and down the country – people like you. And we need your help too.

To find out more about Jon's campaign, pledge your support, register as a campaign volunteer or make a donation:

Online: www.joncruddas.org.uk

Phone: 020 7793 2587

Email: mail@joncruddas.org.uk

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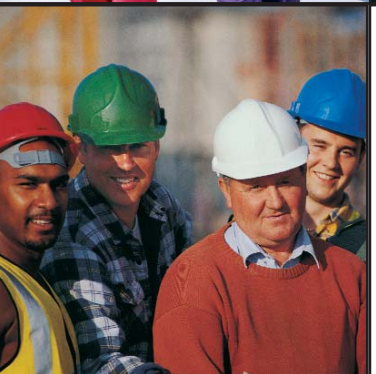

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