

# Ipswich Constituency General Election 2024 Summary Report

## Table of Contents

<i>Campaign goals:</i> .....	1
<i>Result:</i> .....	2
<i>Observations:</i> .....	3
<i>Box counts:</i> .....	3
<i>Website &amp; Social Media:</i> .....	4
<i>Finance summary:</i> .....	4
<i>Assessment:</i> .....	4
<i>What next:</i> .....	5

## Campaign goals:

There were four goals outlined at the start of the campaign:

- i. Ensure the Liberal Democrat message was seen by every household sending a Royal Mail delivered leaflet to every door in the constituency (55,200 leaflets). The local party cannot (at present) deliver to every door, so regardless of the household response it gives a rare chance of broader exposure.

- ii. Consolidate and attempt to strengthen our position across the town with a view to the upcoming County Council elections in May 2025.
- iii. Attempt to add new supporters, deliverers and members.
- iv. Achieve a retention of the General Election deposit (narrowly missed in 2019)

This was the best-funded General Election campaign in some years and no specific fund-raising initiatives undertaken to support it.

The objectives were in general met, against a background of a tactical squeeze for the Liberal Democrat vote, primarily by Labour.

## Result:

Labour took the seat with 43.3% of the vote, up 4% on 2019. The Lib Dem vote share was very slightly up, but crucially crossed the 5% deposit-retention line.

 Labour <b>Jack Abbott</b>	Votes Share Share change	19,099 43.3% +4.0
 Conservative <b>Tom Hunt</b>	Votes Share Share change	11,696 26.5% -23.8
 Reform UK <b>Tony Love</b>	Votes Share Share change	7,027 15.9% +13.0
 Green <b>Adria Pittock</b>	Votes Share Share change	3,652 8.3% +5.7
 Liberal Democrat <b>James Sandbach</b>	Votes Share Share change	2,241 5.1% +0.2
 Communist Party of Britain <b>Freddie Sofar</b>	Votes Share Share change	205 0.5% +0.5
 Heritage Party <b>Terence Charles</b>	Votes Share Share change	151 0.3% +0.3

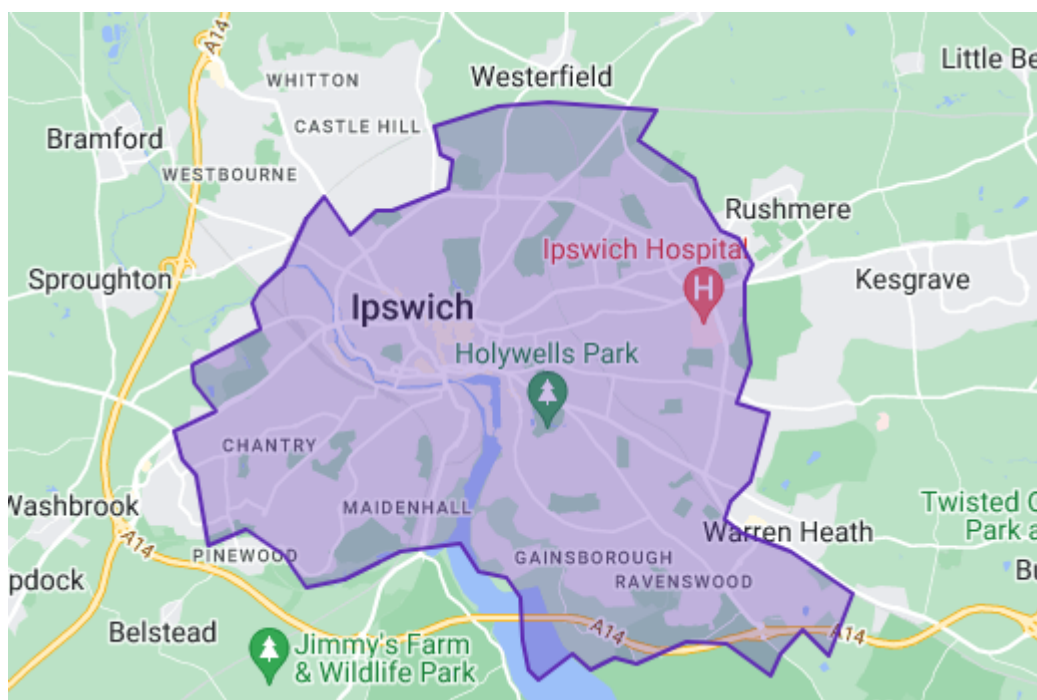
Change compared with 2019

## Ipswich turnout

Registered voters:	76,319
Ipswich turnout:	58%
Change since 2019:	-8.30%

## Observations:

The entire constituency is urban, comprising three-quarters of the Borough of Ipswich.



The Ipswich urban area within the last few successive years of Borough elections has been progressively returning more Labour councillors, with Conservatives now largely confined to two wards (Bixley and Castle Hill, with a singleton councillor still in Stoke Park). There are no Green councillors (yet - see later), with three Liberal Democrats confined to the single-ward fortress of St Margarets.

## Turnout:

Please see separately printed sheets.

### Ipswich Constituency - Turnout

	<i><b>Electorate</b></i>	<i><b>Turnout</b></i>	<i><b>Percent</b></i>
Polling Stations	53627	26631	49.66%
Postal Votes	22692	17616	77.63%
<b>Total</b>	<b>76319</b>	<b>44247</b>	<b>57.98%</b>

**Box Count Commentary:**

Redacted from the publicly available version of this document. Talk directly to Martin Pakes for more information.

## Website & Social Media:

There was no specific website and / or social media campaign. Thanks to Martin Hore, Amy Bendall and Trevor Powell for their efforts in making sure we met a minimum standard here.

## Finance summary:

<i>Item</i>	<i>Value</i>
Donation from Ipswich LP	5,250
Deposit	500
Freepost leaflet	2478
Tabloid	707
Bixley paid delivery	275
The Key meeting	230
Hire of branded items from Ipswich LP	30
Agent's travel expenses re nomination	48.59
Candidate's travel expenses	339.79
Website & social media	23.2
Returned deposit	-500
<b>Total costs</b>	4131.58
Returned surplus	1,118.42

## Assessment:

It is important to note that what was achieved in Ipswich constituency was against a backdrop of much activity elsewhere. Key individual members made significant contributions in our nearest target seats (South Cambridgeshire and Chelmsford), which helped elect our new MPs there. The fact that the Ipswich constituency agent was also the only activist in the Ipswich part of CS&NI meant his time was compromised, especially in the final week of the campaign.

We got away with a minimalist campaign and were lucky to do just enough to retain our deposit. Some might argue that the tabloid and its delivery was a very high price to pay in both monetary and activist time terms for a £500 political virility test only of interest to the cognoscenti, but on balance this was time well spent. Opposing cognoscenti would frame a lost deposit to prove we were not worth voting for in subsequent elections.

We were also lucky to have a candidate in James who knew the score and the objectives and worked very hard to achieve them.

## What next:

The major factor inhibiting Liberal Democrat growth in Ipswich is the lack of potential council candidates willing and able to spend several years developing ward campaigns and campaign teams. Activity needs to be year-round and consistent to achieve breakthrough and thus develop the town for a serious General Election effort in the future. The box count table suggests Alexandra, with AB district (part of the County Electoral Division of St Margaret's) needing especial work. Any ward with an enthusiastic candidate / campaign leader stands as good a chance as any other of achieving a breakthrough.

At some point the Ipswich Greens are going to get severely coached by their rural cousins and will start using similar tactics to us. We need to stay ahead of them to ensure we get a hearing with an electorate that can find it difficult to separate us from the Greens.

We also need to urgently develop the Liberal Democrat membership and canvassed support to permit wider and more intense campaigns less dependent on heroics by key individuals.