

Project report – UK General election 2015

Summary

We lobbied candidates for the UK General election in May 2015, asking them to consider the impact of population growth and to endorse population concern policies.

Background

Some of the consequences of population growth were prominent political issues before and during the general election campaign: housing; taxation; health care and education. The prominence of migration was also related to population. However, few politicians were referencing population as an issue.

Timing

April to May 2015

Geography

UK

Partners

External mass targeted email software

Methodology

We published a number of briefings on salient political issues and their links to population. We developed a manifesto setting out our policy ‘asks’ and a document interrogating the parties’ policies in relation to population, later updated to address their manifestos. We set up an automated email service, enabling people to contact candidates with a population message. The service enabled members to amend the email message should they so wish. We provided listings of candidates. Responses from candidates which were passed on to us were collated for analysis of attitudes and arguments to inform strategy and communications and to identify potential allies.

Outputs

- List of candidates running for office
- Details of candidates on party websites
- Population and climate change briefing
- Population and health briefing
- Population and housing briefing
- Population and prosperity briefing
- Population and well-being briefing
- Historical population growth by constituency
- Projected population growth by local authority
- Our manifesto for the election
- Questions to ask candidates

- Analysis of responses
- Analysis of respondees.

Beneficiaries

Our members benefited from an easy way to raise population issues with candidates. Candidates were better informed about the issues, while people in general will benefit from any change in attitudes amongst and decisions by policymakers.

Impact

Well over a thousand emails were sent to candidates, over 40% of whom were reached.