



PRESS RELEASE

LAUNCH OF UK'S FIRST TACTICAL VOTING WEBSITE FOR UK LOCAL ELECTIONS

28 April 2023 - In these local elections over 100 Tory councils stand to be flipped to progressive opposition control, and website StopTheTories.Vote will empower people up and down the UK to make this happen. The site has been given written endorsements by **Carol Vorderman**, **AC Grayling**, **Liz Webster** and **Peter Jukes** as well as political commentator **Marina Purkiss**. Within the first hours of opening the site has already had **75K unique views**.

While tactical voting sites have happened around general elections and constituencies, it has never been attempted before at this scale or in such granular detail. Via the site people will be able to find out which candidates have the best chance of stopping local Tories in their **ward** just by entering their postcode. Visitors to the site can also look into the reason behind the recommendation with links to the previous voting data from local and general elections and also download posters and material to spread awareness of the site themselves to their network locally. The site will be updated up to May 4 to include local knowledge of a seat as it is received.

The unprecedented desire for tactical voting information is both a reflection of how angry people are with the Conservatives at every level of government, as well as democratic deficit of our First Past The Post system. The website is a response to these needs and will enable them to take back control of their Conservative council.

Of the launch Josh Russell, organiser of The Movement Forward, said, "In lieu of the more democratic voting system we must help the electorate to secure more progressive councils. Ultimately, of course, we should do away with any need for tactical voting, by making our democracy, and those that govern, more representative via the adoption of Proportional Representation. The true nature of Britain is progressive, but it's not reflected in our elections."

Who is The Movement Forward?

For the last few months a team of cross-party volunteers at The Movement Forward have been working to provide voters the information they need to remove 1,000s of Conservative councillors from 100s of Conservative led councils on 4 May.

The Movement Forward are a group of progressives who recognise the need to engage the 2.4m more new young voters there will be at the next election. Research shows that this demographic is the most likely to vote progressively. The Movement Forward's campaign activity seeks to get them politically engaged and participating in elections. It'll then be an open goal for bold future leaders to deliver the progressive policies that people want and people need.

If a scratch team of smart, motivated volunteers can work to deliver a tool this powerful, imagine what could be done if they could devote their time solely to progressive campaigning. The campaign needs just a tiny fraction of the funding the think tanks and opaquely funded lobby groups they're up against have.

Crowd-funder details here: <https://www.crowdfunder.co.uk/p/stopthetories>

CONTACT press@mvtfwd.com / T: 07949 107679

<https://StopTheTories.VOTE> <- Tactical voting website

<https://mvtfwd.com> <- Movement Forward campaign

<https://twitter.com/MVTfwd> <- Movement Forward socials #MVTfwd

THE MOVEMENT
FORWARD

MVTFWD.COM
@MVTFWD

Endorsements

Carol Vorderman, TV presenter

"I'm appalled by this government. The scale of corruption and gaslighting is horrendous. They are refusing to call a General Election, and so Local Elections become the time when we can make our feelings known. The new tactical voting website Stop The Tories is very good and simple to use. Just type in your postcode and it will advise you how to vote in your council ward to Stop the Tories."

AC Grayling, philosopher, author and democracy advocate

"Vote for the candidate who is best placed to unseat, or keep out, a Tory: we need to send a clear message that Tory mismanagement is not needed locally or nationally in our country."

Liz Webster, Chair of Save British Farming

"I welcome all initiatives to ensure the majority unite to bring political change. The rural vote is on the move and Britain really needs political leaders who believe in British food. Having a website which guides you on the best person to vote to beat the Tories is an essential tool. Well done to Josh and team."

Peter Jukes, CEO of Byline Times

"With the recent attempts to limit people's access to democracy with Voter ID, it's great to see a project like this that makes information available, helps people engage in elections, and exercise their rights"

