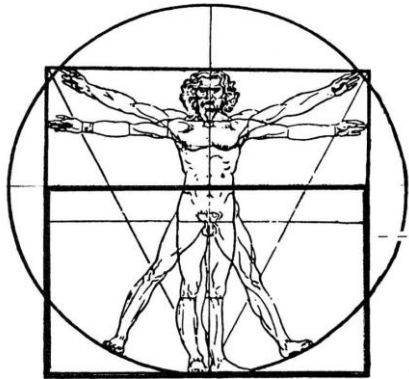


# Political Analysis

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Wednesday 16<sup>th</sup> May 2007

by: Jim Adams

Version PA 1.1

## STATISTICAL ANALYSIS OF THE MAY 3<sup>rd</sup> 2007 BRIGHTON & HOVE CITY COUNCIL ELECTIONS

### FOREWORD.

The following statistical analysis was commissioned for the Labour Party by councillor Kevin Allen on May 5<sup>th</sup> after the local elections. The results of the elections were shocking for Labour, but it is only after an exacting statistical analysis that I have come to a realisation of how deeply shocking they are. Some of my own conclusions that I held after the result are now revealed as no longer tenable. Life cannot go on in the Labour Parties in Brighton & Hove as it has done before.

The work begins by describing the results for the whole city, successively breaking the information down to Parliamentary constituencies and then to the ward level. The drop in the Labour vote, the rise of the Greens, the catastrophic loss of the Lib Dem vote, and the small loss of Conservative votes – expected since 2003 was an all-postal ballot – speak for themselves. Some hypotheses are tested or inferred, notably correlations between voting for particular parties and the variability of this with turnout, and also the possibility of correlations with ward membership and the election results. ‘1,2,3 preference voting’ is analysed. Errors in the statistics are inevitable, given the short time to write this note, and the absence of an independent review.

I have taken on the task (i.e. the liberty) of including some recommendations of my own. These now differ from my original conclusions for this work.

## RECOMMENDATIONS.

1. Join an alliance with the Greens in the council. Although we are the official opposition, the Greens have obtained more votes than Labour in Brighton Pavilion. In Kemptown Labour is still ahead in vote count with the Greens, whereas in Hove the Greens are ranked about equal third with the Lib Dems, against the Conservatives in first position, with Labour in second place. Adding the three, Labour has gained 50,672 votes, the Greens 42,032 and the Conservatives 70,795. We are justified then in saying that such a coalition represents the majority, even though this is not represented in the number of councillors.
2. Our role in the council is now one of an opposition party. Keeping in constructive opposition, we should immediately reorganise our tactics and perspective to publicly attack the Tories whenever they mismanage the council and cut services.
3. Rebrand the Labour Party as Green Labour – with a set of policies to match. Developing green policies for Brighton & Hove needs to be a continuing process. We can also learn from Green organisation – e.g. have regular Labour meetings citywide like Greenspeak at which all citizens are invited.
4. We need to listen to our supporters and not adopt policies which alienate them. We should have known that support for council housing is very strong, and that the ballot would fail, and we would be attacked for wasting money on the ballot. Similar comments could be made for school catchment areas.
5. The Labour Party needs to carefully discuss our strategy, particularly vis-à-vis the Greens, with an eye to the general election. We could face a ‘war on two fronts’.
6. Emphasise Labour’s social policies – this distinguishes us from other parties.
7. Our analysis shows that the percentage of the Labour vote *increases* with turnout, and the percentage of the Tory vote *decreases* with turnout, as does the Green vote when Hove is included. Lib Dem votes are more scattered with little discernable trend in the whole data set. We should increase turnout by encouraging postal voting and running flamboyant general election campaigns.
8. Our analysis shows a slight correlation between membership of the Labour Party and the percentage in our favour in elections. We should encourage listening events and debates to reconnect people with Labour, and mailshot from our database in a membership recruiting drive.
9. We should investigate ways (e.g. a system of regular letters to the editor and regular contacts with journalists) of promoting a more favourable attitude to Labour by the Evening Argus. The Argus reads our web site. It should be regularly updated.
10. Buildings do not have votes – people do. If we are proud of our achievements in promoting certain buildings, the message should be one of the people who use or benefit from them – not the buildings themselves.

## BRIGHTON & HOVE COUNCILLORS

	2003	2007
Rottingdean Coastal	Lynda Hyde	Lynda Hyde
	David Smith	David Smith
	Mary Mears	Mary Mears
Woodingdean	Geoff Wells	Dee Simson
	Dee Simson	Geoff Wells
Moulsecomb & Bevendean	Francis Tonks	Mo Marsh
	Anne Meadows	Anne Meadows
East Brighton	Jack Hazelgrove	Maria Caulfield
	Gill Mitchell	Gill Mitchell
	Warren Morgan	Warren Morgan
Queen's Park	Craig Turton	Craig Turton
	Ken Bodfish	Rachel Fryer
	Simon Burgess	Paul Steedman
Hanover & Elm Grove	Delia Forester	Ben Duncan
	Bill Randell	Bill Randell
	George Wrighton	George Wrighton
Hollingbury & Stanmer	Joyce Edmond Smith	Vicky Wakefield-Jarrett
	Jeane Lepper	Jeane Lepper
	Pat Hawkes	Christine Simpson
Patcham	Tehmtan Framroze	Pat Hawkes
	Brian Pidgeon	Brian Pidgeon
	Carol Theobald	Carol Theobald
Withdean	Geoffrey Theobald	Geoffrey Theobald
	Pat Drake	Pat Drake
	Ann Norman	Ann Norman
Preston Park	Ken Norman	Ken Norman
	Richard Mallender	Amy Kennedy
	Juliet McCaffery	Juliet McCaffery
St Peter's & North Laine	Kevin Allen	Kevin Allen
	Keith Taylor	Keith Taylor
	Sue Paskins	Pete West
Regency	Simon Williams	Ian Davey
	Dawn Davidson	Sven Rufus
Brunswick & Adelaide Goldsmid	Roy Pennington	Hermione Roy
	Paul Elgood	Paul Elgood
	David Watkins	David Watkins
Stanford	Ann Giebler	Paul Lainchbury
	Simon Battle	Ayas Fallon-Khan
	Vince Meegan	Melanie Davis
Hangleton & Knoll	Vanessa Brown	Vanessa Brown
	Jane Bennett	Jane Bennett
Knoll	Brian Fitch	Dawn Barnett
	Peter Willows	Tony Janio
	Gerry Kielty	David Smart

North Portslade	Bob Carden	Bob Carden
	Don Turner	Trevor Alford
South Portslade	Lee Hamilton	Lee Hamilton
	Sue John	Steve Harmer-Strange
Wish	Garry Peltzer Dunn	Garry Peltzer Dunn
	Ted Kemble	Ted Kemble
Westbourne	Denise Cobb	Brian Oxley
	Brian Oxley	Denise Cobb
Central Hove	Averil Older	Averil Older
	Jan Young	Jan Young

Greg Hadfield has ranked the 54 Labour candidates in terms of the change in vote as a percentage of *turnout*. I have taken the opportunity to also rank them in terms of the change in vote as a percentage of the *2007 electorate*. A composite ranking of these two indices (we could also have ranked by change in vote as a percentage of *Labour voters*) is given in the table below.

<b>Candidate</b>	<b>Ward</b>	<b>2003</b>	<b>2007</b>	as % change of electorate	as % change of turnout
<b>Craig Turton</b>	East Brighton	1233	1262	+0.38	+1.0
<b>Juliet McCaffery</b>	Preston Park	1623	1630	+0.07	+1.1
<b>Gill Mitchell</b>	East Brighton	1545	1539	-0.06	+0.8
<b>Warren Morgan</b>	East Brighton	1451	1401	-0.49	+0.2
<b>Kevin Allen</b>	Preston Park	1551	1474	-0.73	+0.5
Nick Jarvis	Preston Park	1448	1324	-1.17	0.0
Greg Hadfield	St Peter's & NL	1103	921	-1.49	-0.4
George Moody	St Peter's & NL	1094	883	-1.73	-0.7
Sarah Ogden	St Peter's & NL	1200	979	-1.81	-0.6
Christine Moody	Patcham	1057	821	-2.17	-0.6
Delia Forester	Queen's Park	1614	1458	-1.40	-1.3
<b>Melanie Davis</b>	Goldsmid	1495	1231	-2.29	-0.8
Vince Meegan	Goldsmid	1490	1201	-2.51	-1.1
Rosemary Collins	Patcham	1083	803	-2.57	-0.8
Simon Burgess	Queen's Park	1647	1418	-2.05	-1.9
Ian Tinlin	Rottingdean Co	744	452	-2.51	-1.1
Ken Bodfish	Queen's Park	1713	1455	-2.31	-2.1
Sue John	South Portslade	1085	998	-1.27	-2.7
Jacqeline Teeboon	Stanford	467	277	-2.37	-2.2
Alun Jones	Goldsmid	1463	1098	-3.17	-1.7
Jack Kiffin	Withdean	1073	692	-3.53	-1.5
Neil Mercer	Rottingdean Co	940	580	-3.39	-1.6
Gary Thurston	Withdean	1135	729	-3.76	-1.5
Lisa Buckingham	Stanford	436	234	-2.39	-2.3
Debbie Lunn	Westbourne	904	670	-3.15	-2.1
Roy Pennington	Regency	736	565	-2.26	-2.8
Rachel Lyons	Central Hove	513	317	-2.72	-2.5
Mohammed Asaduzzaman	Rottingdean Coastal	839	454	-3.63	-2.0
Mike Middleton	Withdean	1192	751	-4.08	-1.7
Peggy Betts	Patcham	1421	942	-4.40	-2.0
Karen Barford	Woodingdean	947	549	-5.28	-2.3
Bernie Katz	Central Hove	544	304	-3.33	-3.3
Alan Robins	Westbourne	813	544	-3.62	-2.9
<b>Jeane Lepper</b>	Hollingbury & Stanmer	1882	1326	-4.92	-2.4
Joyce Edmond Smith	Hanover & Elm Grove	1886	1321	-4.85	-2.5
Mark Maguire	Woodingdean	885	502	-5.09	-2.4
Eddie Sears	Hangleton & K	2175	1509	-6.18	-2.3

<b>Les Hamilton</b>	South Portslade	1347	1119	-3.32	-5.7
Brendan Hanlon	Hanover & Elm Grove	1510	945	-5.03	-2.9
Dan Yates	Regency	720	447	-3.61	-4.9
Simon Gulliver	Brunswick & A	542	263	-3.74	-4.8
<b>Anne Meadows</b>	Moulsecoomb & Bevendean	1635	1018	-5.65	-2.8
Brian Fitch	Hangleton & K	2550	1820	-6.77	-2.4
David Boyle	Brunswick & A	622	284	-4.52	-5.9
<b>Christine Simpson</b>	Hollingbury & Stanmer	1680	1056	-5.52	-3.4
<b>Mo Marsh</b>	Moulsecoomb & Bevendean	1659	1018	-5.97	-3.0
<b>Pat Hawkes</b>	Hollingbury & Stanmer	1711	1049	-5.86	-3.6
Leo Barraclough	Hanover & Elm Grove	1722	1030	-6.16	-3.8
Malcolm Prescott	Wish	1242	801	-6.37	-4.7
Tony Meadows	Hangleton & K	2394	1514	-8.16	-3.6
Lis Telcs	Moulsecoomb & Bevendean	1632	848	-7.18	-4.8
Mark Wright	Wish	1368	814	-8.00	-6.3
<b>Bob Carden</b>	North Portslade	1897	1141	-10.00	-6.7
Nicole Murphy	North Portslade	1755	980	-10.25	-7.7

Warren Morgan has produced a list of factors responsible for the top-ranking East Brighton ward's success. In similar style, I have produced a list of factors for the second-ranking ward, Preston Park.

## How we won in East Brighton.

Some of the key factors which may have influenced our result:

1. Three **incumbent** concillors/candidates.
2. **Regular work** with constituents and community/resident associations; activity in local events.
3. **Regular newsletters**, council produced and Party produced, over two year period – up to 20 with 6-7 during campaign.
4. **Targeting** of newsletters and mailings at 2300/2800 pool of known or likely Labour supporters, delivery to all households where possible, different formats to suit different electorates.
5. **Key messages often repeated** over a long period: hardworking local councillors/ you don't just hear from us at election time/only Labour can stop the Tories here/a local not national election/ you have three votes, use all for Labour.
6. **Contact with voters** by phone and on the doorstep starting the summer before polling.
7. Using all available people on polling day to **knock up** known supporters – no tellers on polling stations.

8. **Endorsement** on several leaflets/letters by MP and by constituents.

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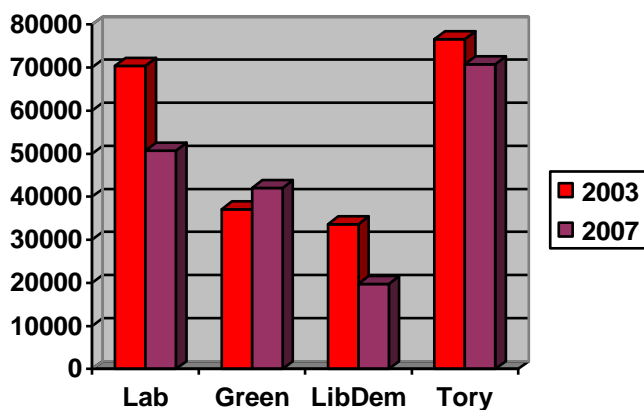
### **How we succeeded (two out of three) in Preston Park.**

1. A **large membership** relative to other wards, stimulated by regular monthly meetings with active policy discussions and report backs by councillors, and an active ward-based administration.
2. An **effective distribution network** regularly stimulated by distribution of the City Rose and the ward's Preston Park Voice to 6000 households, as well as monthly distribution of ward agendas and minutes.
3. **Active councillors** with a track record of effecting results.
4. **Regular doorstep work** a year before polling day, becoming doorstep voter ID in the run-up to the election.
5. In the election period, **planning ahead**, using **targeted mail**, establishing a **telephone voter ID** network.
6. On or just before election day, **targeted eve-of-poll** with an anti-Green message, using **older tellers** at polling stations. **Knocking up**, including with supporters from other wards and from London. **Telephone knocking up** in the last stages.
7. An ineffective Green campaign – they dropped three candidates to candidates outside the ward, their anti waste transfer station vote was taken by the Dump the Dump candidate, and their schools policy (they supported the official Labour policy, not Juliet and Kevin's anti-Labour stance on this) was a shambles made worse by the effective campaigning by the Schools independent candidate who promoted an anti-Green message.

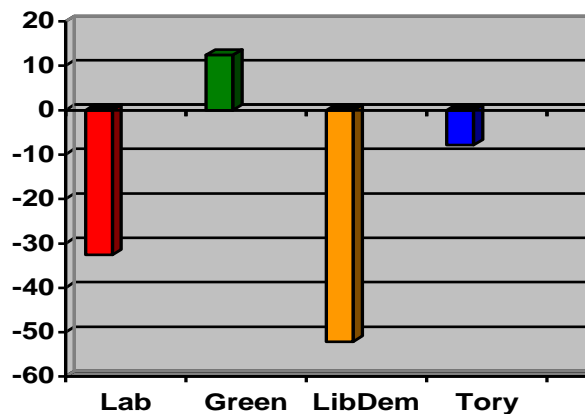
## BRIGHTON & HOVE

The total number of votes cast in all wards in the city (Kempton, Brighton Pavilion and Hove) in the 2007 local elections for each party was as follows. We include the 2003 figures for comparison, the change between these two elections, the average vote for 2003 and 2007, and the computed change in votes for supporters of each major party from these last two figures, as a percentage. The shocking volatility of the electorate is revealed in this percentage change in voting behaviour.

	<b>Lab</b>	<b>Green</b>	<b>LibDem</b>	<b>Conservative</b>
<b>2003</b>	70401	37114	33661	76580
<b>2007</b>	50672	42032	19748	70795
<b>Change from 2003 to 2007</b>	-19729	4918	-13913	-5815
<b>Average of 2003 and 2007</b>	60536	39573	26704	73687
<b>% change of support</b>	-32.59%	+12.43%	-52.10%	-7.89%



The percentage net change of support *relative to its average support* for each party in the above chart is given in the chart below.

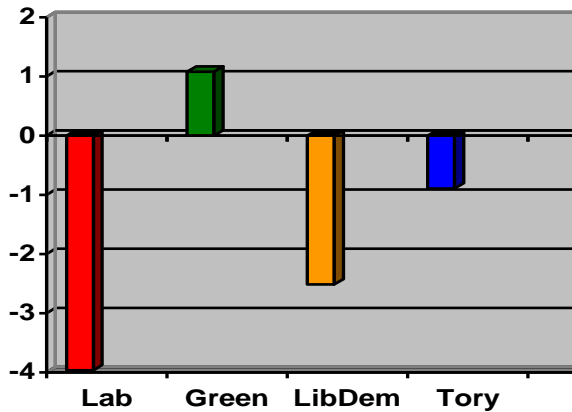




Averaged over the twenty-one wards of the city, the overall decrease in the vote per candidate between 2003 and 2007 was 6.28% of the total 2007 electorate.

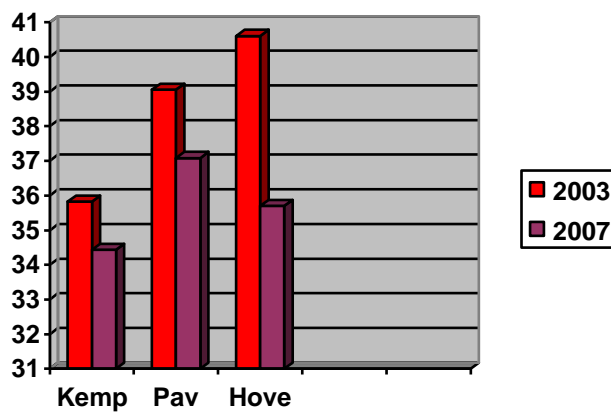
This is split between the parties as follows

Lab	Green	Lib Dem	Conservative
-3.96%	+1.08%	-2.51%	-0.89%



Comparing 2003 with 2007, the voter turnout in city wards, as a percentage of the 2007 electorate, was as follows.

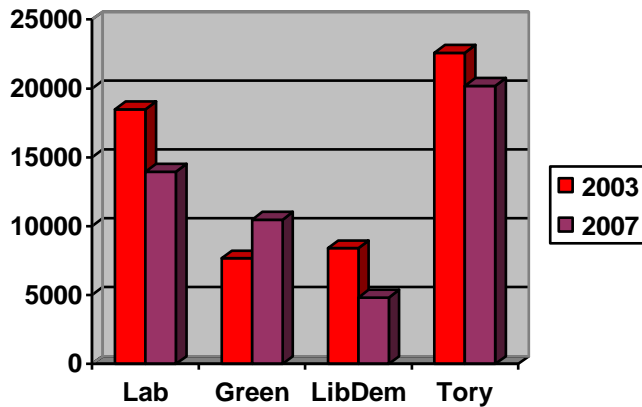
	Electorate	2003 turnout	2007 turnout
<b>Kempton</b>	50527	35.82%	34.43%
<b>Pavilion</b>	74570	39.05%	37.08%
<b>Hove</b>	73762	40.60%	35.70%



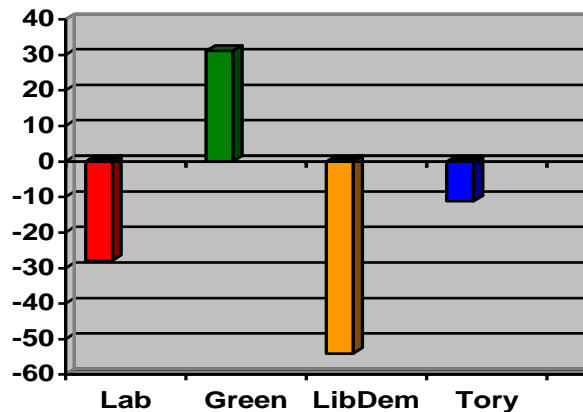
# KEMPTOWN

The total number of votes cast in all wards in Kemptown in the 2007 local elections for each party was as follows. We include the 2003 figures for comparison, the change between these two elections, the average vote for 2003 and 2007, and the computed change in votes for supporters of each major party from these last two figures, as a percentage. The shocking volatility of the electorate is revealed in this percentage change in voting behaviour.

	<b>Lab</b>	<b>Green</b>	<b>LibDem</b>	<b>Conservative</b>
<b>2003</b>	18474	7660	8396	22578
<b>2007</b>	13954	10477	4824	20187
<b>Change from 2003 to 2007</b>	-4520	2817	-3572	-2391
<b>Average of 2003 and 2007</b>	16214	9068	6610	21382
<b>% change of support</b>	-27.9%	+31.1%	-54.0%	-11.2%



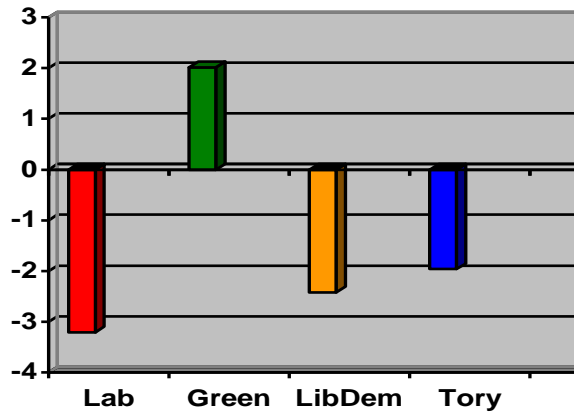
The percentage net change of support *relative to its average support* for each party in the above chart is given in the chart below.



Averaged over the five wards of Kemptown, the overall decrease in the vote per candidate between 2003 and 2007 was 5.56% of the total 2007 electorate.

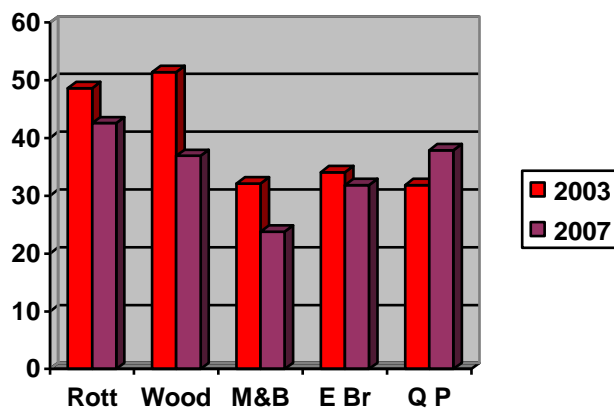
This is split between the parties as follows

Lab	Green	Lib Dem	Conservative
-3.202%	+2.014%	-2.416%	-1.957%



Comparing 2003 with 2007, the voter turnout in Kemptown wards, as a percentage of the 2007 electorate, was as follows.

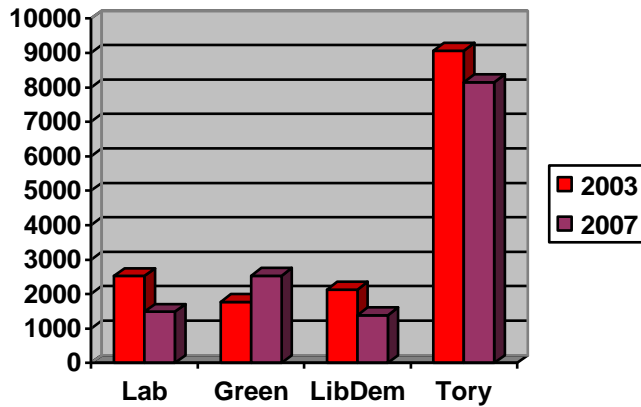
	Electorate	2003 turnout	2007 turnout
<b>Rottingdean Coastal</b>	10613	48.61%	42.57%
<b>Woodingdean</b>	7530	51.40%	36.92%
<b>Moulsecoomb &amp; Bevendean</b>	10916	32.11%	23.76%
<b>East Brighton</b>	10291	34.09%	31.84%
<b>Queen's Park</b>	11177	37.55%	37.91%



# ROTTINGDEAN COASTAL

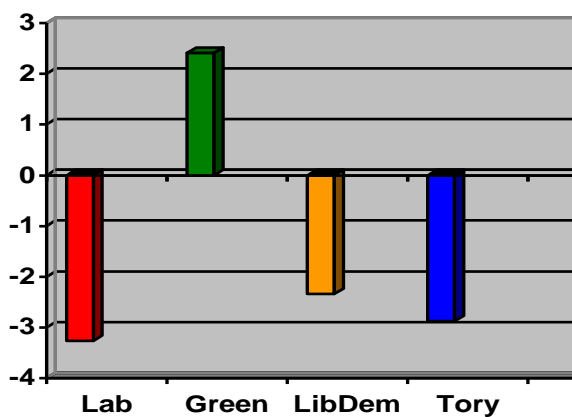
The total number of votes cast in Rottingdean Coastal for the three candidates of each party was as follows.

	<b>Lab</b>	<b>Green</b>	<b>LibDem</b>	<b>Conservative</b>
<b>2003</b>	2523	1768	2129	9060
<b>2007</b>	1486	2536	1384	8147



The overall 2007 turnout was down by 6.06% on 2003 turnout. The average change in a candidate's vote, as a percentage of the 2007 electorate, between 2003 and 2007, was as follows.

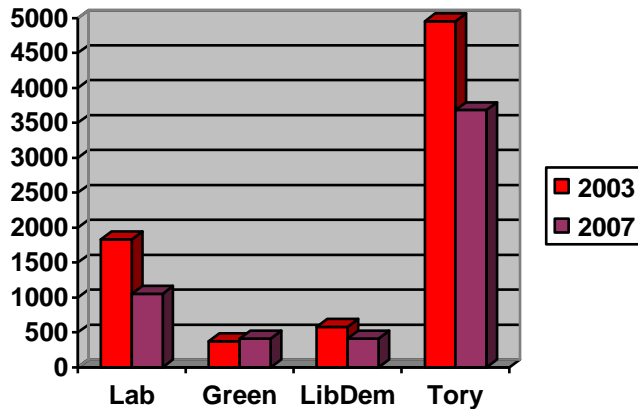
<b>Lab</b>	<b>Green</b>	<b>Lib Dem</b>	<b>Conservative</b>
-3.26%	+2.41%	-2.34%	-2.87%



# WOODINGDEAN

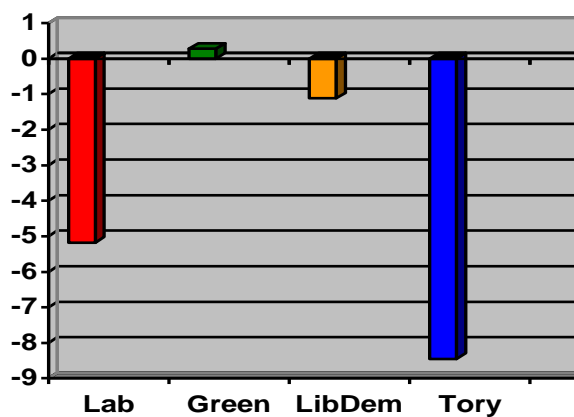
The total number of votes cast in Woodingdean for the two candidates of each party was as follows.

	<b>Lab</b>	<b>Green</b>	<b>LibDem</b>	<b>Conservative</b>
<b>2003</b>	1832	371	581	4956
<b>2007</b>	1051	413	413	3683



The overall 2007 turnout was down by 14.47% on 2003 turnout. The average change in a candidate's vote, as a percentage of the 2007 electorate, between 2003 and 2007, was as follows.

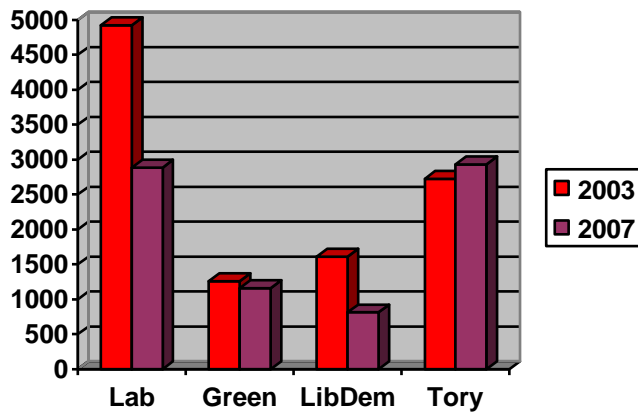
<b>Lab</b>	<b>Green</b>	<b>Lib Dem</b>	<b>Conservative</b>
-5.18%	+0.28%	-1.12%	-8.45%



# MOULSECOOMB & BEVENDEAN

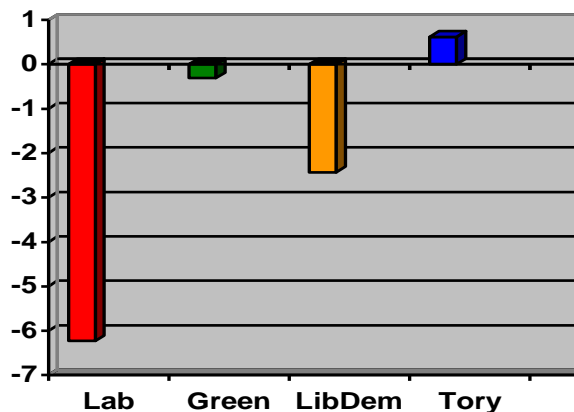
The total number of votes cast in Moulsecoomb & Bevendean for the three candidates of each major party was as follows.

	<b>Lab</b>	<b>Green</b>	<b>LibDem</b>	<b>Conservative</b>
<b>2003</b>	4926	1260	1609	2727
<b>2007</b>	2884	1158	813	2931



The overall 2007 turnout was down by 8.35% on 2003 turnout. The average change in a candidate's vote, as a percentage of the 2007 electorate, between 2003 and 2007, was as follows.

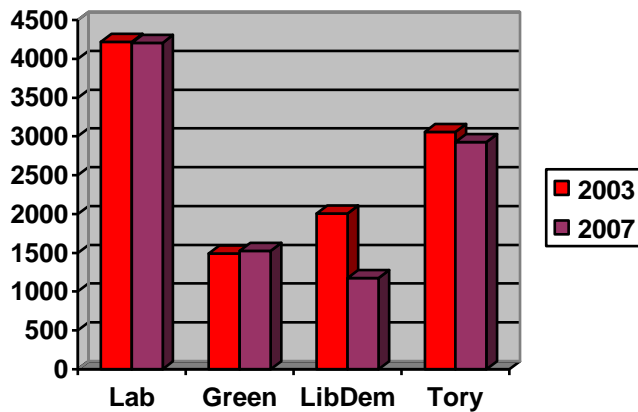
<b>Lab</b>	<b>Green</b>	<b>Lib Dem</b>	<b>Conservative</b>
-6.23%	-0.31%	-2.43%	0.62%



# EAST BRIGHTON

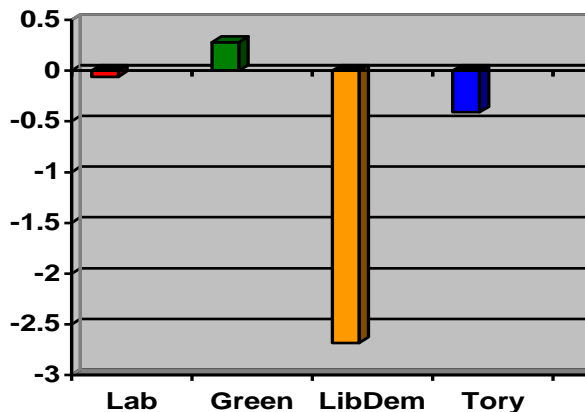
The total number of votes cast in East Brighton for the three candidates of each party was as follows.

	<b>Lab</b>	<b>Green</b>	<b>LibDem</b>	<b>Conservative</b>
<b>2003</b>	4219	1494	2005	3055
<b>2007</b>	4202	1523	1178	2928



The overall 2007 turnout was down by 2.25% on 2003 turnout - NB two independents stood. The average change for the major parties in a candidate's vote, as a percentage of the 2007 electorate, between 2003 and 2007, was as follows.

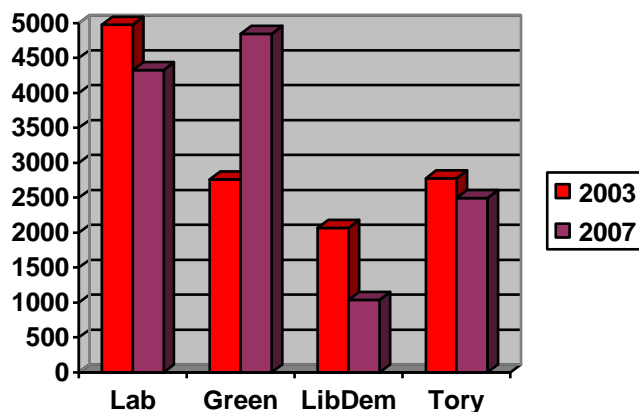
<b>Lab</b>	<b>Green</b>	<b>Lib Dem</b>	<b>Conservative</b>
-0.06%	+0.28%	-2.68%	-0.41%



# QUEEN'S PARK

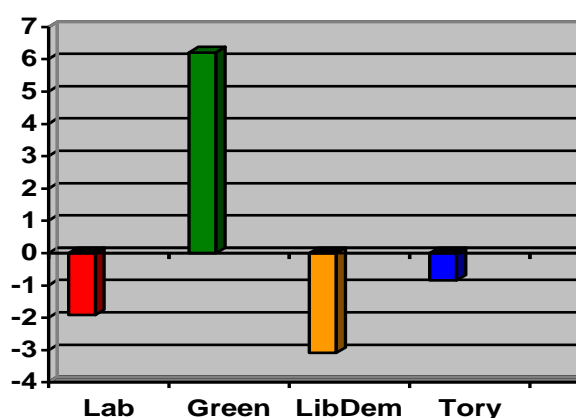
The total number of votes cast in Queen's Park for the three candidates of each party was as follows.

	<b>Lab</b>	<b>Green</b>	<b>LibDem</b>	<b>Tory</b>
<b>2003</b>	4974	2767	2072	2780
<b>2007</b>	4331	4848	1036	2498



The overall 2007 turnout was *up* by 0.36% on 2003 turnout. The average change in a candidate's vote, as a percentage of the 2007 electorate, between 2003 and 2007, was as follows.

<b>Lab</b>	<b>Green</b>	<b>Lib Dem</b>	<b>Conservative</b>
-1.92%	+6.21%	-3.09%	-0.84%

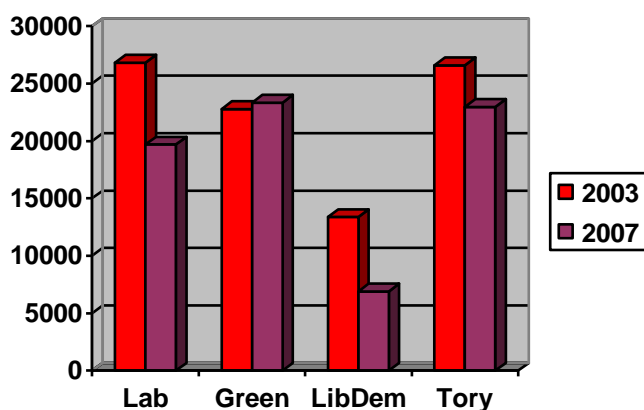




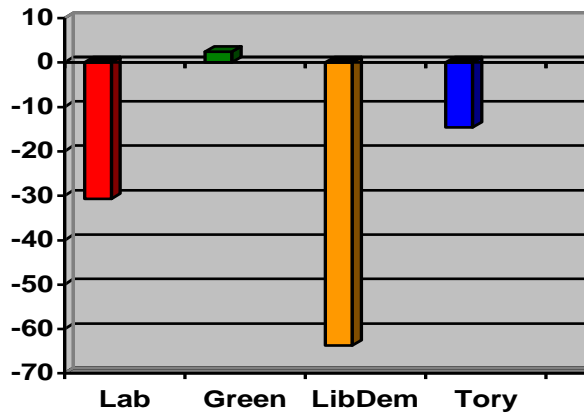
## BRIGHTON PAVILION

The total number of votes cast in all wards in Brighton Pavilion in the 2007 local elections for each party was as follows. We include the 2003 figures for comparison, the change between these two elections, the average vote for 2003 and 2007, and the computed change in votes for supporters of each major party (from these last two figures), as a percentage. The volatility of the electorate – consistent with similar behaviour in Kemptown, although the rise in the Green vote is less – is revealed in this percentage change in voting behaviour.

	<b>Lab</b>	<b>Green</b>	<b>LibDem</b>	<b>Conservative</b>
<b>2003</b>	26827	22784	13376	26604
<b>2007</b>	19688	23333	6912	22982
<b>Change from 2003 to 2007</b>	-7139	+549	-6464	-3622
<b>Average of 2003 and 2007</b>	23257	23058	10144	24793
<b>% change of support</b>	-30.7%	+2.4%	-63.7%	-14.6%



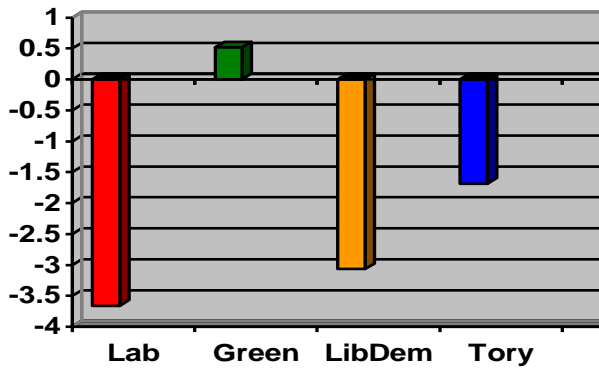
The percentage net change of support *relative to its average support* for each party in the above chart is given in the chart below.



Averaged over the seven wards of Brighton Pavilion, the overall decrease in the vote per candidate between 2003 and 2007 was 7.88% *of the total 2007 electorate*.

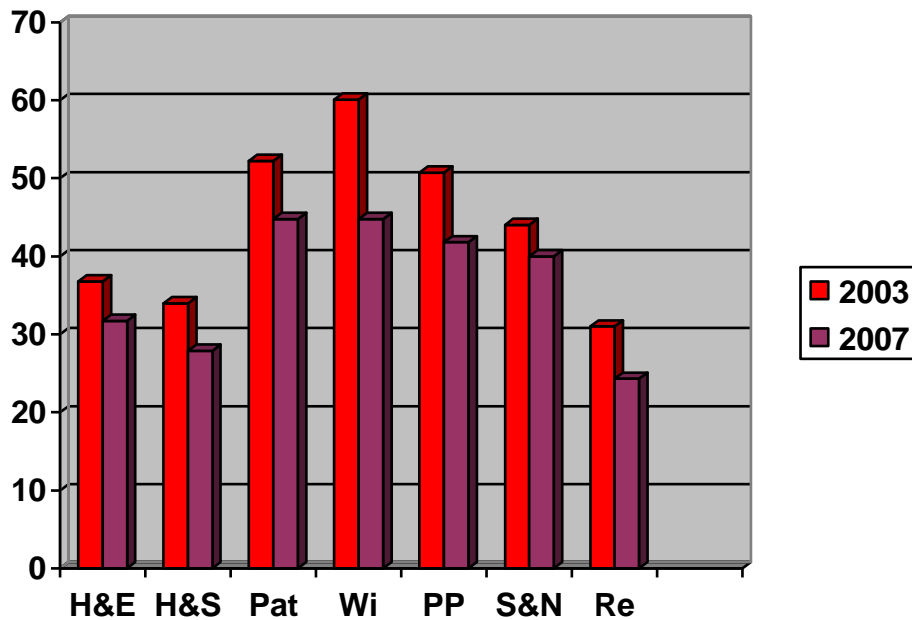
This is split between the parties as follows

Lab	Green	Lib Dem	Conservative
-3.662%	+0.517%	-3.066%	-1.685%



Comparing 2003 with 2007, the voter turnout in Brighton Pavilion wards, as a percentage of the 2007 electorate, was as follows.

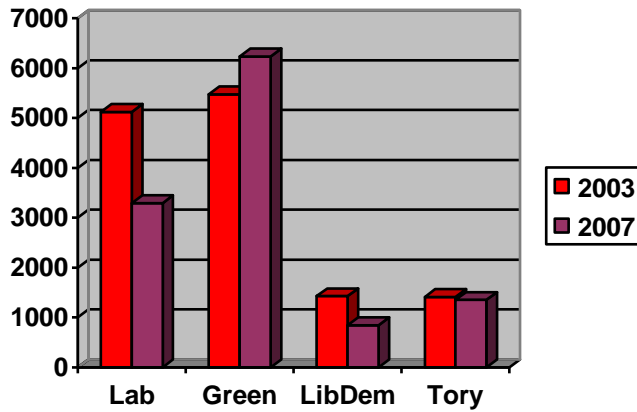
	<b>Electorate</b>	<b>2003 turnout</b>	<b>2007 turnout</b>
<b>Hanover &amp; Elm Grove</b>	11235	35.8%	31.7%
<b>Hollingbury &amp; Stanmer</b>	11296	34.0%	27.9%
<b>Patcham</b>	10873	52.2%	44.8%
<b>Withdean</b>	10804	60.1%	44.8%
<b>Preston Park</b>	10611	50.7%	41.8%
<b>St Peter's &amp; North Laine</b>	12199	44.0%	40.0%
<b>Regency</b>	7552	31.0%	24.3%



# HANOVER & ELM GROVE

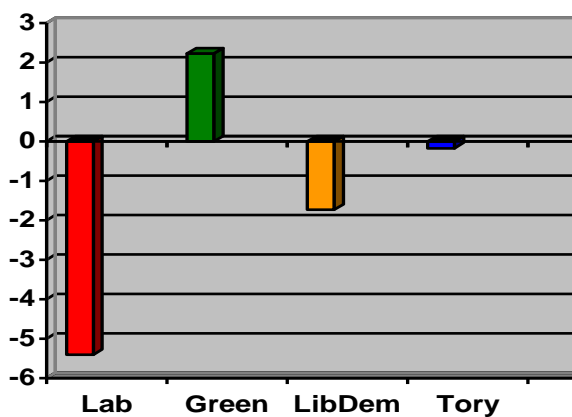
The total number of votes cast in Hanover & Elm Grove for the three candidates of each party was as follows.

	<b>Lab</b>	<b>Green</b>	<b>LibDem</b>	<b>Conservative</b>
<b>2003</b>	5118	5475	1427	1410
<b>2007</b>	3296	6228	849	1352



The overall 2007 turnout was down by 5.07% on 2003 turnout. The average change in a candidate's vote, as a percentage of the 2007 electorate, between 2003 and 2007, was as follows.

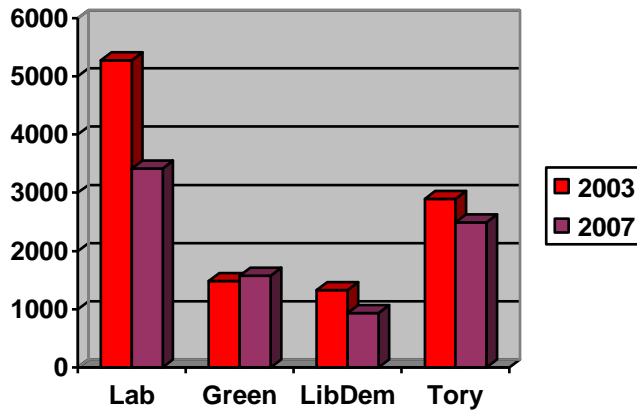
<b>Lab</b>	<b>Green</b>	<b>Lib Dem</b>	<b>Conservative</b>
-5.40%	+2.23%	-1.73%	-0.17%



# HOLLINGBURY & STANMER

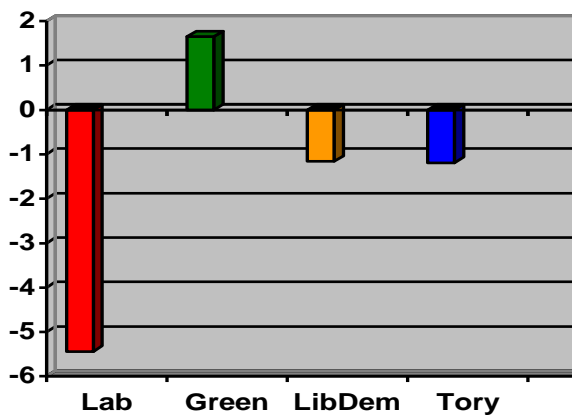
The total number of votes cast in Hollingbury & Stanmer for the three candidates of each party was as follows.

	<b>Lab</b>	<b>Green</b>	<b>LibDem</b>	<b>Conservative</b>
<b>2003</b>	5273	1486	1326	2897
<b>2007</b>	3431	1672	933	2495



The overall 2007 turnout was down by 6.14% on 2003 turnout. The average change in a candidate's vote, as a percentage of the 2007 electorate, between 2003 and 2007, was as follows.

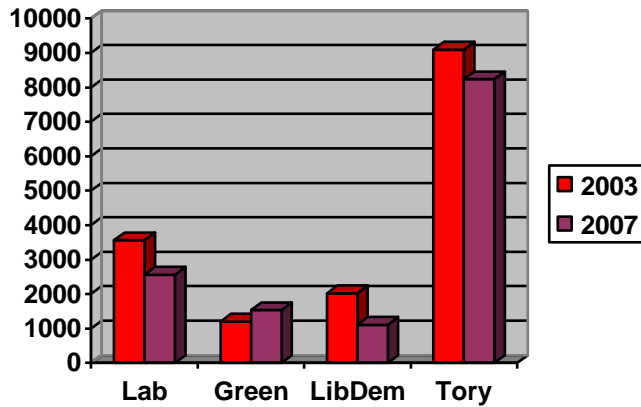
<b>Lab</b>	<b>Green</b>	<b>Lib Dem</b>	<b>Conservative</b>
-5.44%	+1.65%	-1.16%	-1.19%



# PATCHAM

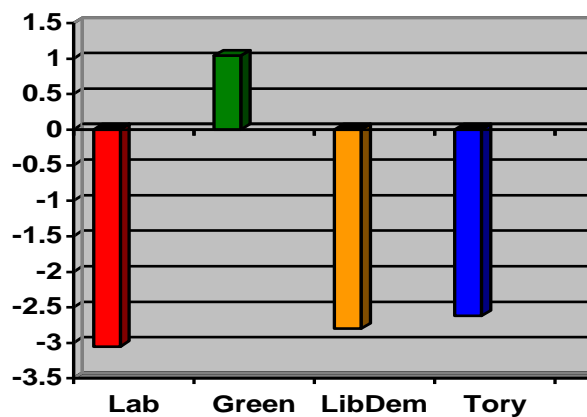
The total number of votes cast in Patcham for the three candidates of each party was as follows.

	<b>Lab</b>	<b>Green</b>	<b>LibDem</b>	<b>Conservative</b>
<b>2003</b>	3561	1195	2018	9093
<b>2007</b>	2566	1534	1104	8237



The overall 2007 turnout was down by 7.43% on 2003 turnout. The average change in a candidate's vote, as a percentage of the 2007 electorate, between 2003 and 2007, was as follows.

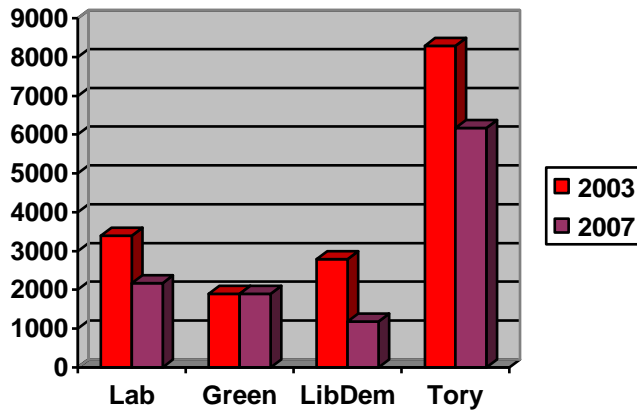
<b>Lab</b>	<b>Green</b>	<b>Lib Dem</b>	<b>Conservative</b>
-3.05%	+1.04%	-2.80%	-2.62%



# WITHDEAN

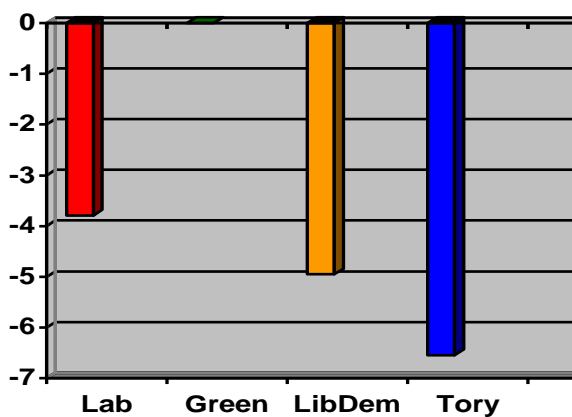
The total number of votes cast in Withdean for the three candidates of each party was as follows.

	<b>Lab</b>	<b>Green</b>	<b>LibDem</b>	<b>Conservative</b>
<b>2003</b>	3400	1897	2783	8284
<b>2007</b>	2172	1896	1178	6164



The overall 2007 turnout was down by 15.28% on 2003 turnout. The average change in a candidate's vote, as a percentage of the 2007 electorate, between 2003 and 2007, was as follows.

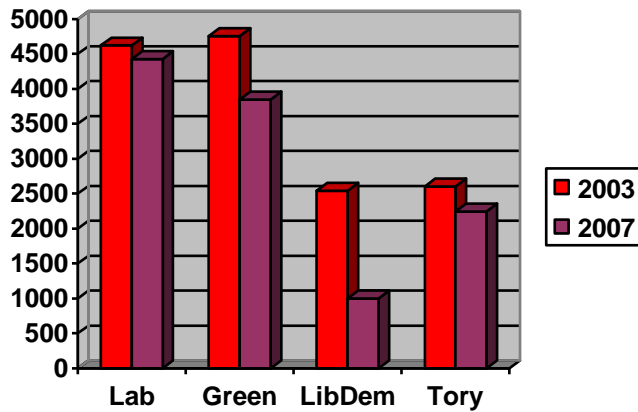
<b>Lab</b>	<b>Green</b>	<b>Lib Dem</b>	<b>Conservative</b>
-3.79%	-0%	-4.95%	-6.54%



# PRESTON PARK

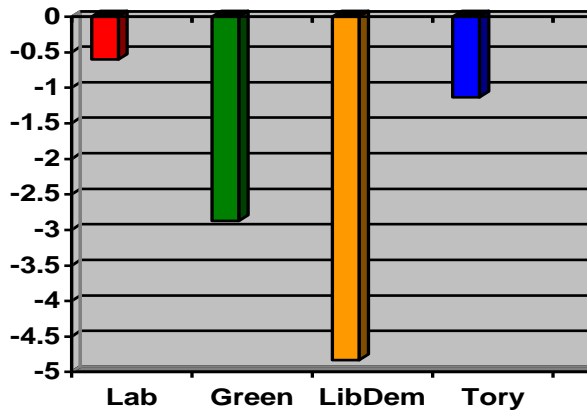
The total number of votes cast in Preston Park for the three candidates of each party was as follows.

	<b>Lab</b>	<b>Green</b>	<b>LibDem</b>	<b>Conservative</b>
<b>2003</b>	4622	4755	2544	2602
<b>2007</b>	4428	3845	1003	2245



The overall 2007 turnout was down by 8.89% on 2003 turnout. The situation is complicated by a Schools candidate with 3.32% of the 2007 electorate's vote and a Dump the Dump candidate with 2.27% of the 2007 electorate's vote. In more normal circumstances most of these votes would have gone to the Greens. The average change for the major parties in a candidate's vote, as a percentage of the 2007 electorate, between 2003 and 2007, was as follows.

<b>Lab</b>	<b>Green</b>	<b>Lib Dem</b>	<b>Conservative</b>
-0.60%	-2.87%	-4.83%	-1.13%

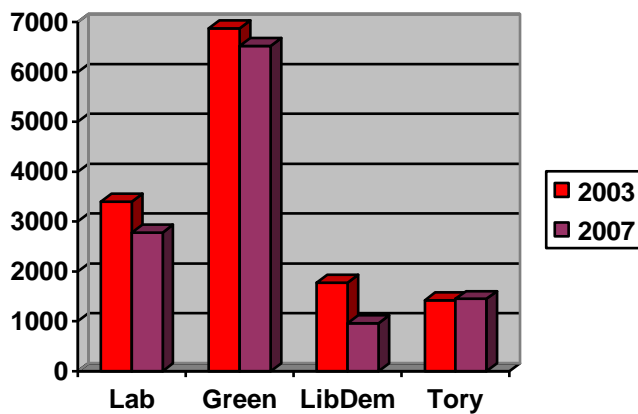




# ST PETER'S & NORTH LAINE

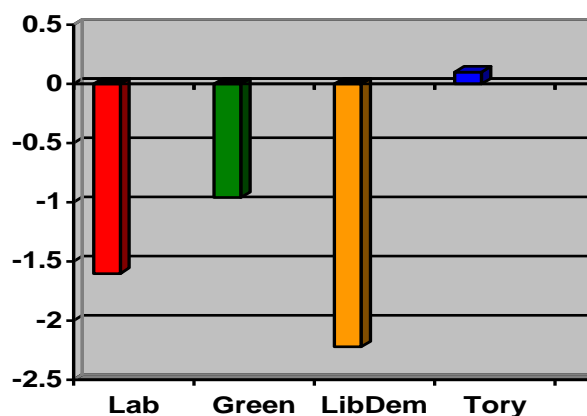
The total number of votes cast in St Peter's & North Laine for the three candidates of each party was as follows.

	<b>Lab</b>	<b>Green</b>	<b>LibDem</b>	<b>Conservative</b>
<b>2003</b>	3397	6867	1777	1419
<b>2007</b>	2783	6514	966	1448



The overall 2007 turnout was down by 3.99% on 2003 turnout. An Independent had 286 votes (0.78% of the 2007 electorate). The average change for the major parties in a candidate's vote, as a percentage of the 2007 electorate, between 2003 and 2007, was as follows.

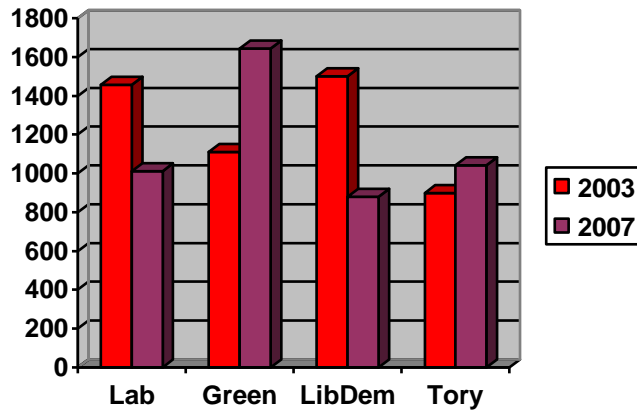
<b>Lab</b>	<b>Green</b>	<b>Lib Dem</b>	<b>Conservative</b>
-1.60%	-0.96%	-2.22%	+0.10%



# REGENCY

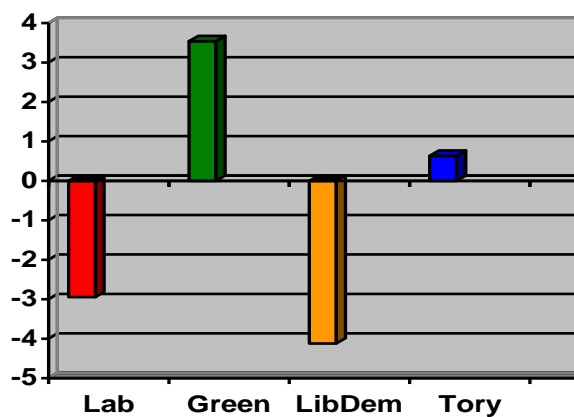
The total number of votes cast in Regency for the two candidates of each party was as follows.

	<b>Lab</b>	<b>Green</b>	<b>LibDem</b>	<b>Conservative</b>
<b>2003</b>	1456	1109	1501	899
<b>2007</b>	1012	1644	879	1041



The overall 2007 turnout was down by 2.89% on 2003 turnout. The average change in a candidate's vote, as a percentage of the 2007 electorate, between 2003 and 2007, was as follows.

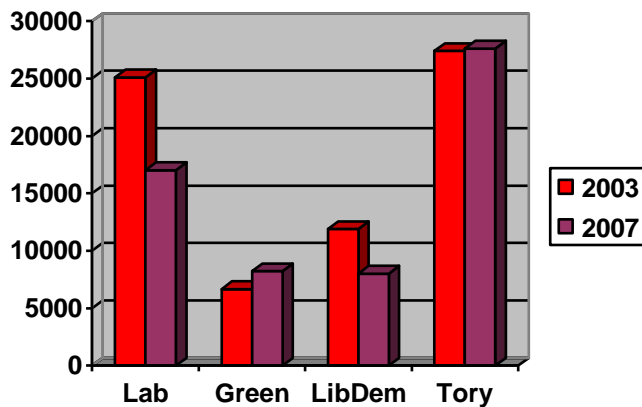
<b>Lab</b>	<b>Green</b>	<b>Lib Dem</b>	<b>Conservative</b>
-2.94%	+3.54%	-4.12%	+0.63%



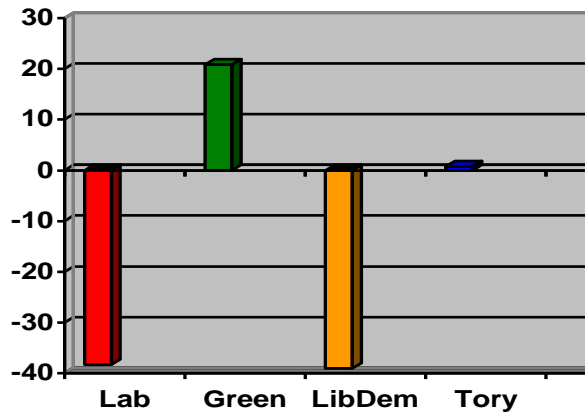
# HOVE

The total number of votes cast in all wards in Hove in the 2007 local elections for each party was as follows. We include the 2003 figures for comparison, the change between these two elections, the average vote for 2003 and 2007, and the computed change in votes for supporters of each major party (from these last two figures), as a percentage. The volatility of the electorate – consistent with similar behaviour elsewhere, although here the Conservative net vote is stable – is revealed in this percentage change in voting behaviour.

	<b>Lab</b>	<b>Green</b>	<b>LibDem</b>	<b>Conservative</b>
<b>2003</b>	25100	6670	11889	27398
<b>2007</b>	17030	8222	8012	27626
<b>Change from 2003 to 2007</b>	-8070	+1552	-3877	+228
<b>Average of 2003 and 2007</b>	21065	7446	9950	27626
<b>% change of support</b>	-38.3%	+20.8%	-39.0%	+0.8%



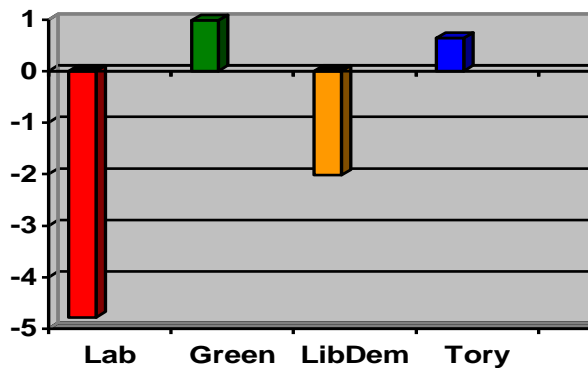
The percentage net change of support *relative to its average support* for each party in the above chart is given in the chart below.



Averaged over the nine wards of Hove, the overall decrease in the vote per candidate between 2003 and 2007 was  $-5.17\%$  of the total 2007 electorate.

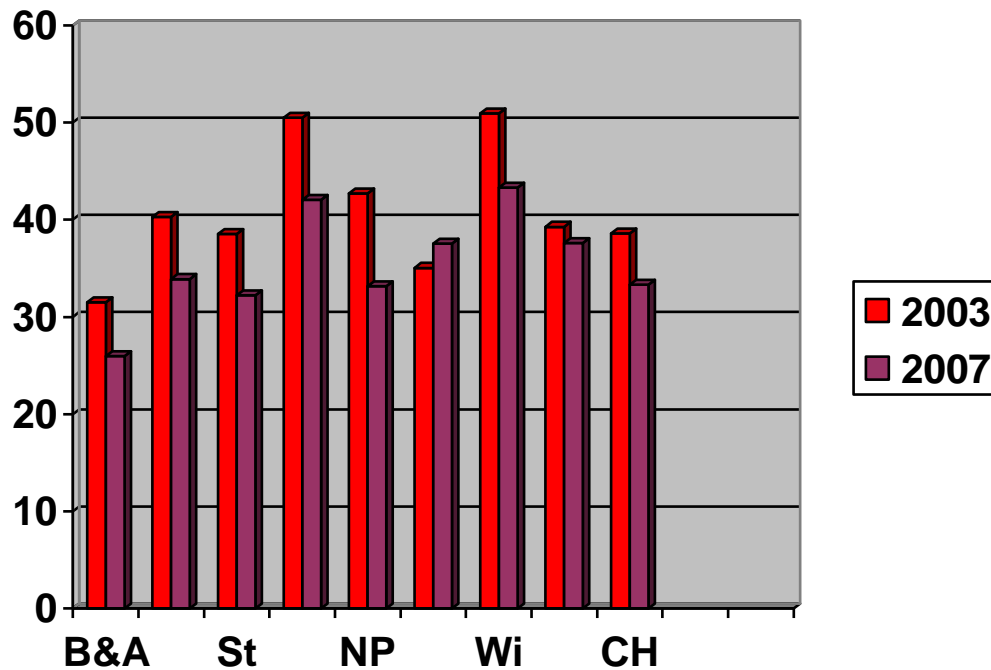
This is split between the parties as follows

Lab	Green	Lib Dem	Conservative
-4.78%	+0.98%	-2.02%	+0.64%



Comparing 2003 with 2007, the voter turnout in Hove wards, as a percentage of the 2007 electorate, was as follows.

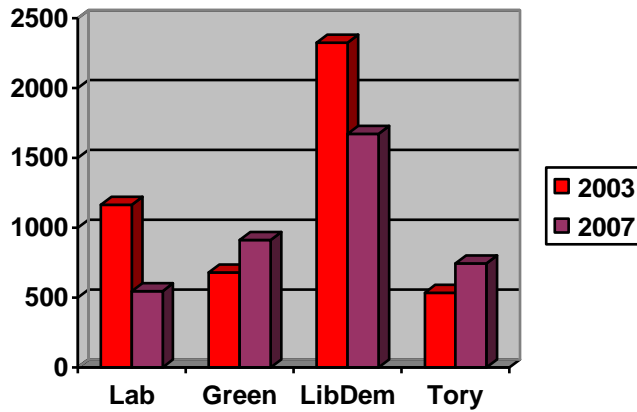
	<b>Electorate</b>	<b>2003 turnout</b>	<b>2007 turnout</b>
<b>Brunswick &amp; Adelaide</b>	7468	31.49%	25.94%
<b>Goldsmid</b>	11528	40.27%	33.90%
<b>Stanford</b>	8021	38.56%	32.21%
<b>Hangleton &amp; Knoll</b>	10781	50.50%	42.04%
<b>North Portslade</b>	7559	42.73%	33.18%
<b>South Portslade</b>	6864	35.05%	37.54%
<b>Wish</b>	6921	50.96%	43.32%
<b>Westbourne</b>	7422	39.28%	37.59%
<b>Central Hove</b>	7198	38.60%	33.34%



# BRUNSWICK & ADELAIDE

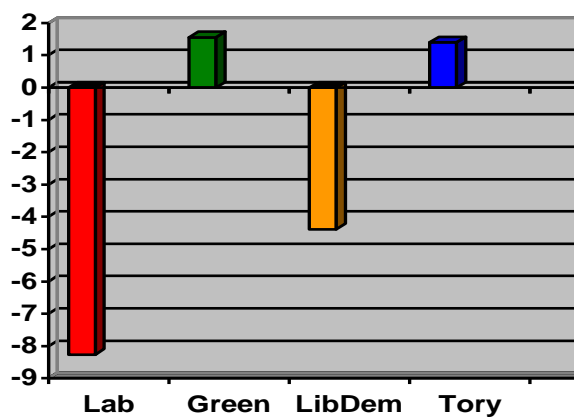
The total number of votes cast in Brunswick & Adelaide for the two candidates of each party was as follows.

	<b>Lab</b>	<b>Green</b>	<b>LibDem</b>	<b>Conservative</b>
<b>2003</b>	1164	680	2325	535
<b>2007</b>	547	913	1671	743



The overall 2007 turnout was down by 5.55% on 2003 turnout. The average change in a candidate's vote, as a percentage of the 2007 electorate, between 2003 and 2007, was as follows.

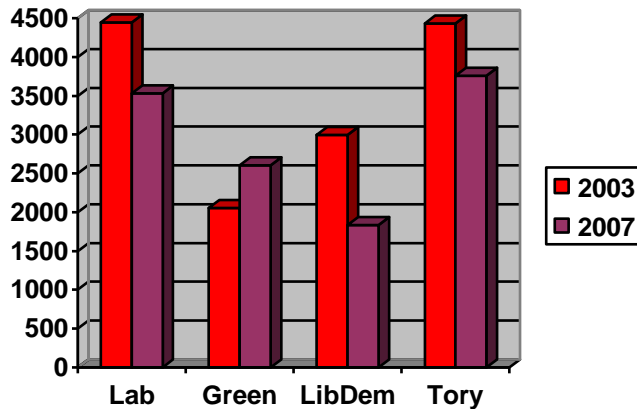
<b>Lab</b>	<b>Green</b>	<b>Lib Dem</b>	<b>Conservative</b>
-8.26%	+1.56%	-4.38%	+1.40%



# GOLDSMID

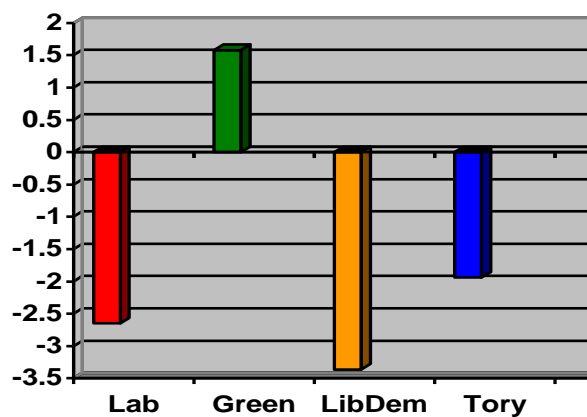
The total number of votes cast in Goldsmid for the three candidates of each party was as follows.

	<b>Lab</b>	<b>Green</b>	<b>LibDem</b>	<b>Conservative</b>
<b>2003</b>	4448	2055	2996	4428
<b>2007</b>	3530	2603	1835	3757



The overall 2007 turnout was down by 6.37% on 2003 turnout. The average change in a candidate's vote, as a percentage of the 2007 electorate, between 2003 and 2007, was as follows.

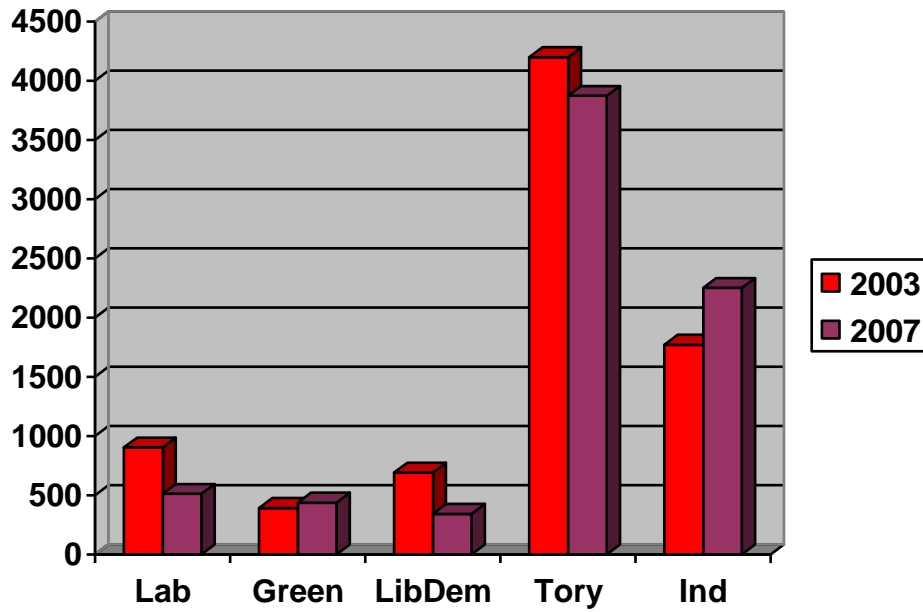
<b>Lab</b>	<b>Green</b>	<b>Lib Dem</b>	<b>Conservative</b>
-2.65%	+1.58%	-3.36%	-1.94%



# STANFORD

The total number of votes cast in Stanford for the two candidates of each party, or in the case of the Independent who got in, that candidate, was as follows.

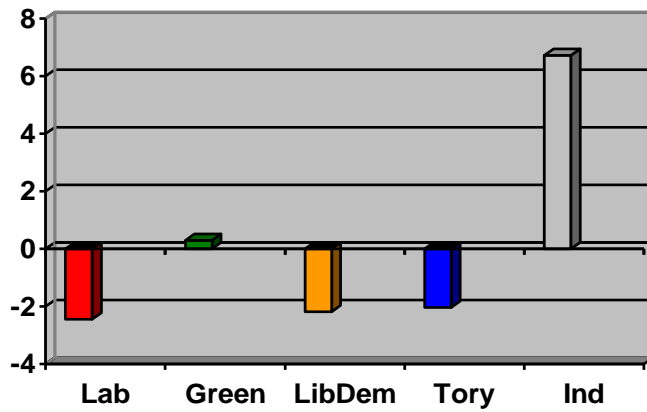
	<b>Lab</b>	<b>Green</b>	<b>LibDem</b>	<b>Conservative</b>	<b>Independent</b>
<b>2003</b>	903	391	692	4197	1771
<b>2007</b>	512	439	342	3871	2250





The overall 2007 turnout was down by 6.35% on 2003 turnout. The average change in a candidate's vote, as a percentage of the 2007 electorate, between 2003 and 2007, was as follows.

<b>Lab</b>	<b>Green</b>	<b>Lib Dem</b>	<b>Conservative</b>	<b>Independent*</b>
-2.44%	+0.30%	-2.18%	-2.03%	+6.72%

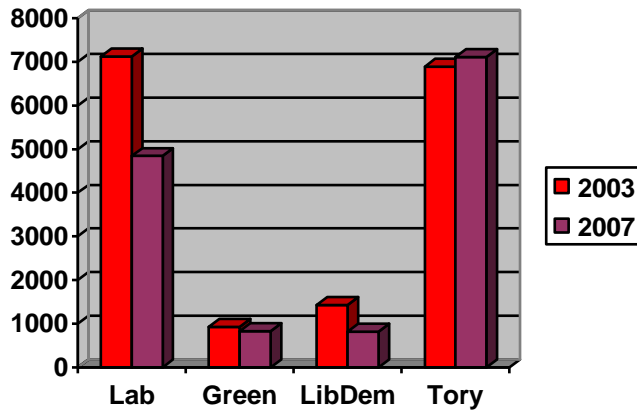


\* Percentage change in vote divided by two, for compatibility with other parties with two candidates.

# HANGLETON & KNOLL

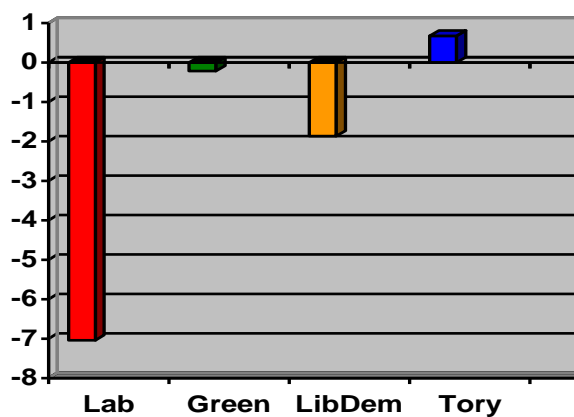
The total number of votes cast in Hangleton & Knoll for the three candidates of each party was as follows.

	<b>Lab</b>	<b>Green</b>	<b>LibDem</b>	<b>Conservative</b>
<b>2003</b>	7119	925	1428	6887
<b>2007</b>	4843	827	824	7103



The overall 2007 turnout was down by 8.46% on 2003 turnout. The average change in a candidate's vote, as a percentage of the 2007 electorate, between 2003 and 2007, was as follows.

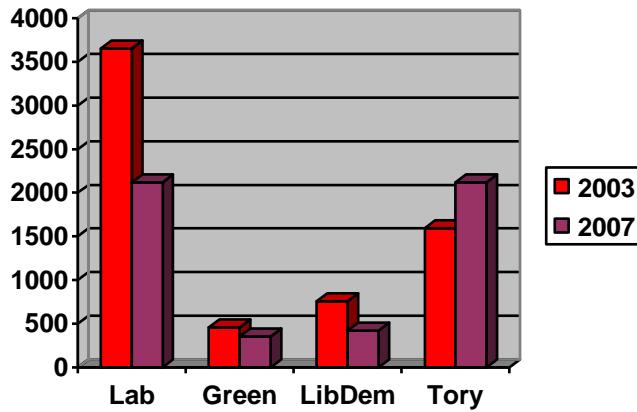
<b>Lab</b>	<b>Green</b>	<b>Lib Dem</b>	<b>Conservative</b>
-7.04%	-0.22%	-1.87%	+0.67%



# NORTH PORTSLADE

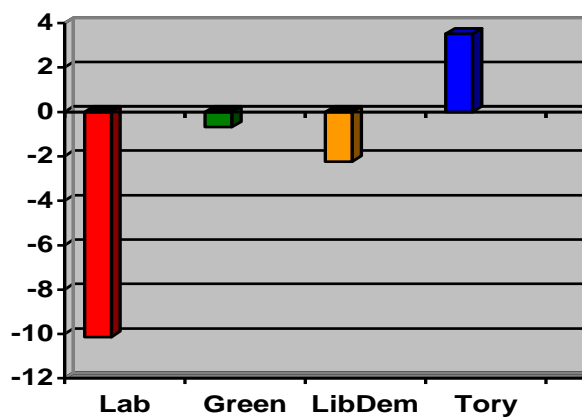
The total number of votes cast in North Portslade for the two candidates of each party was as follows.

	<b>Lab</b>	<b>Green</b>	<b>LibDem</b>	<b>Conservative</b>
<b>2003</b>	3652	459	758	1591
<b>2007</b>	2121	354	420	2121



The overall 2007 turnout was down by 9.55% on 2003 turnout. The average change in a candidate's vote, as a percentage of the 2007 electorate, between 2003 and 2007, was as follows.

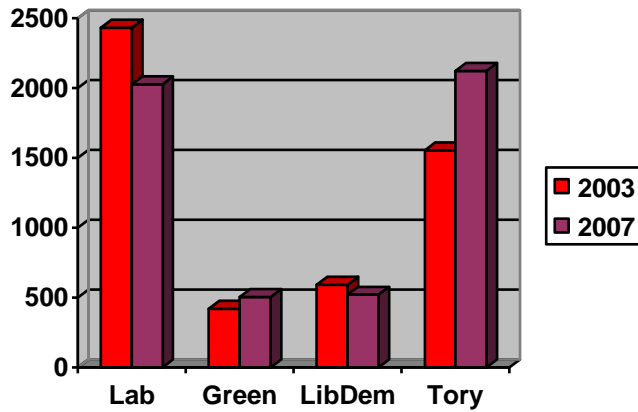
<b>Lab</b>	<b>Green</b>	<b>Lib Dem</b>	<b>Conservative</b>
-10.13%	-0.69%	-2.24%	+3.51%



# SOUTH PORTSLADE

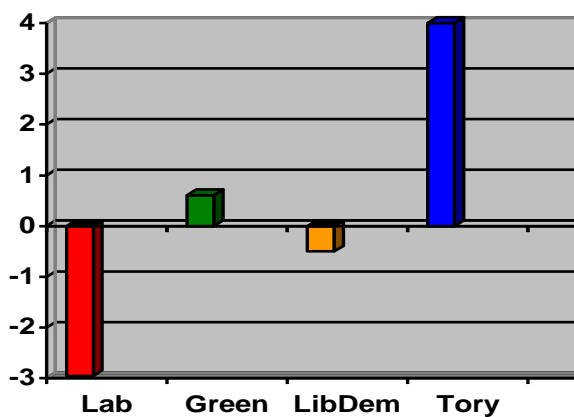
The total number of votes cast in South Portslade for the two candidates of each party was as follows.

	<b>Lab</b>	<b>Green</b>	<b>LibDem</b>	<b>Conservative</b>
<b>2003</b>	2432	420	590	1553
<b>2007</b>	2027	504	521	2121



The overall 2007 turnout was down by 2.49% on 2003 turnout. The average change in a candidate's vote, as a percentage of the 2007 electorate, between 2003 and 2007, was as follows.

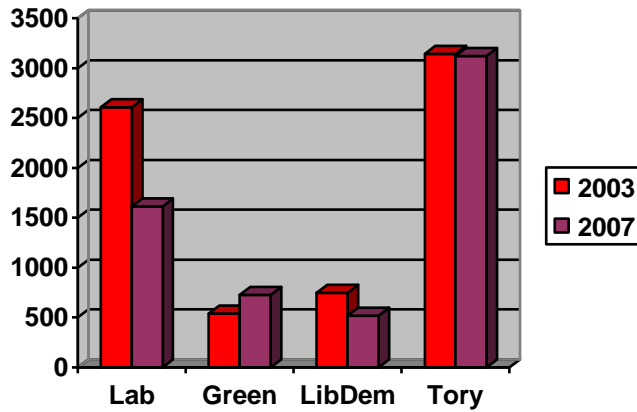
<b>Lab</b>	<b>Green</b>	<b>Lib Dem</b>	<b>Conservative</b>
-2.95%	+0.61%	-0.50%	+4.00%



# WISH

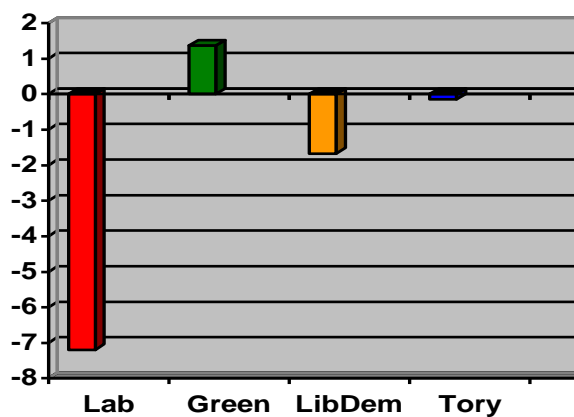
The total number of votes cast in Wish for the two candidates of each party was as follows.

	<b>Lab</b>	<b>Green</b>	<b>LibDem</b>	<b>Conservative</b>
<b>2003</b>	2610	539	750	3140
<b>2007</b>	1615	729	519	3119



The overall 2007 turnout was down by 7.64% on 2003 turnout. The average change in a candidate's vote, as a percentage of the 2007 electorate, between 2003 and 2007, was as follows.

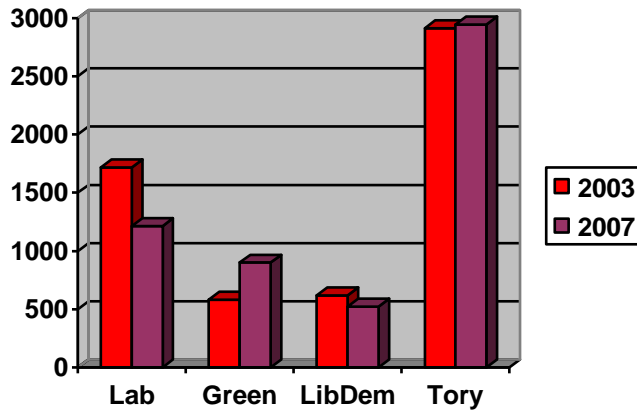
<b>Lab</b>	<b>Green</b>	<b>Lib Dem</b>	<b>Conservative</b>
-7.19%	+1.37%	-1.67%	-0.15%



# WESTBOURNE

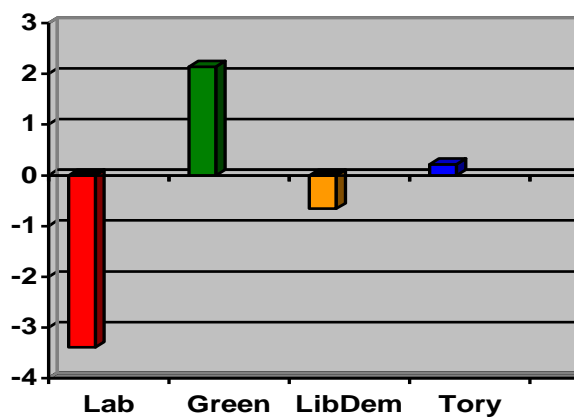
The total number of votes cast in Westbourne for the two candidates of each party was as follows.

	<b>Lab</b>	<b>Green</b>	<b>LibDem</b>	<b>Conservative</b>
<b>2003</b>	1717	583	619	2913
<b>2007</b>	1214	900	521	2945



The overall 2007 turnout was down by 1.69% on 2003 turnout. The average change in a candidate's vote, as a percentage of the 2007 electorate, between 2003 and 2007, was as follows.

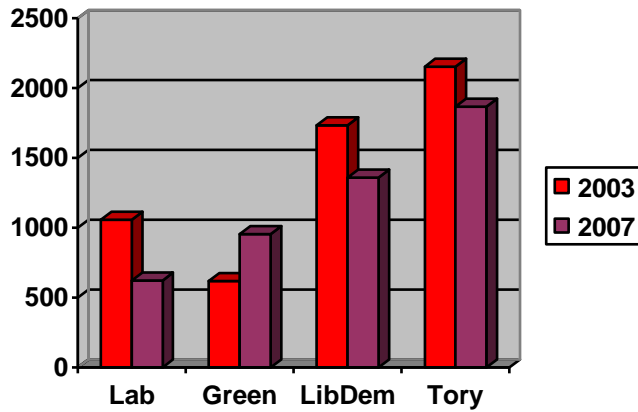
<b>Lab</b>	<b>Green</b>	<b>Lib Dem</b>	<b>Conservative</b>
-3.39%	+2.14%	-0.66%	+0.22%



# CENTRAL HOVE

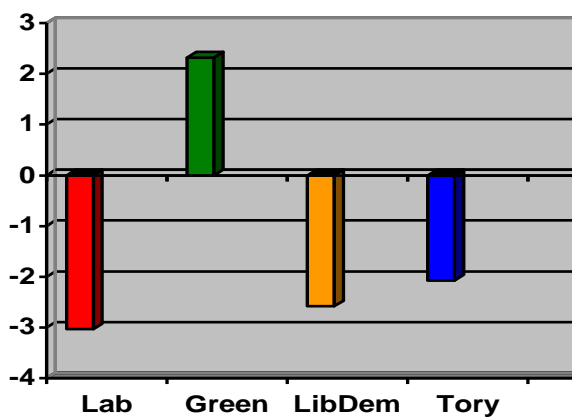
The total number of votes cast in Central Hove for the two candidates of each party was as follows.

	<b>Lab</b>	<b>Green</b>	<b>LibDem</b>	<b>Conservative</b>
<b>2003</b>	1057	618	1731	2154
<b>2007</b>	621	953	1359	1865



The overall 2007 turnout was down by 5.36% on 2003 turnout. The average change in a candidate's vote, as a percentage of the 2007 electorate, between 2003 and 2007, was as follows.

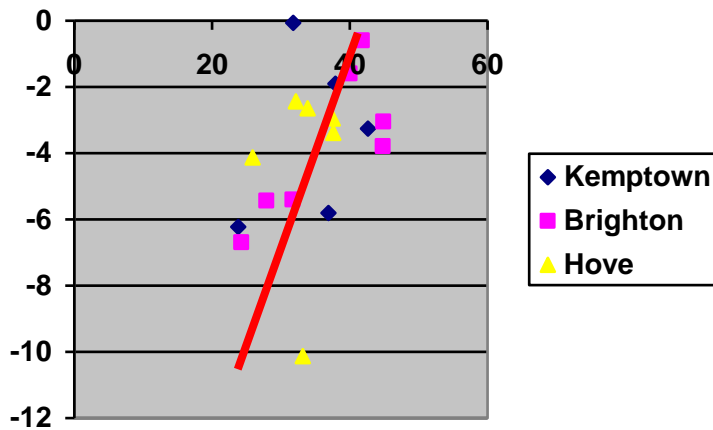
<b>Lab</b>	<b>Green</b>	<b>Lib Dem</b>	<b>Conservative</b>
-3.03%	+2.32%	-2.58%	-2.07%



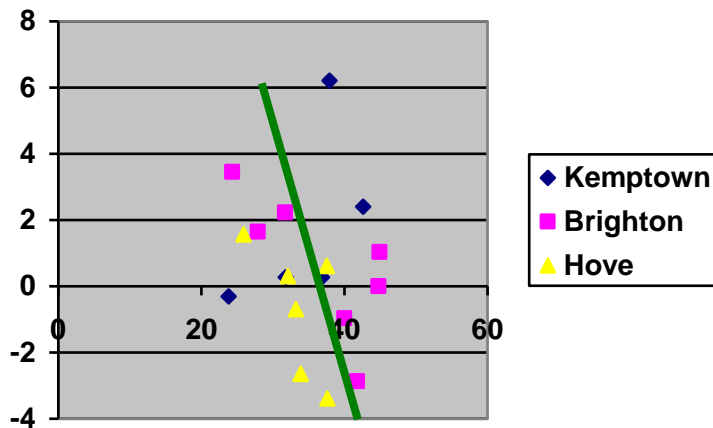
# APPENDICES

## 1. How do votes change with turnout?

It is well known that the *Labour* voting percentage increases with total turnout at elections. We demonstrate this in the following graph, combining Kemptown, Brighton Pavilion and Hove figures for the *percentage turnout* on the horizontal axis, against the *gain or loss of votes* as a percentage of the electorate on the vertical axis. The Hove figures on their own seem to show no correlation.

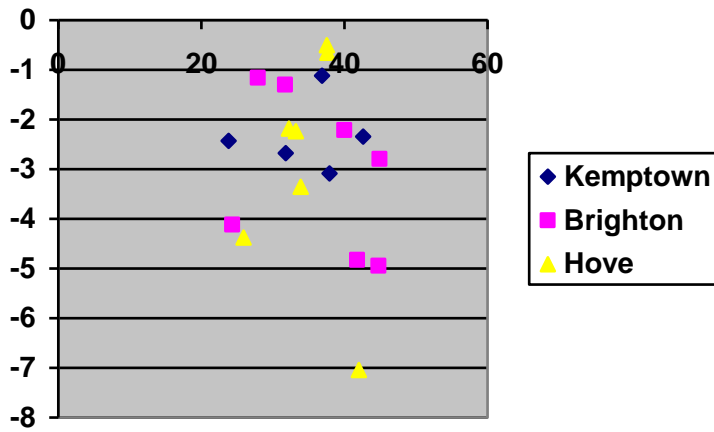


For the *Greens*, for Kemptown and Brighton Pavilion the corresponding graph has no discernable trend, but when the Hove figures are added it seems the Green's vote goes down with increasing turnout.

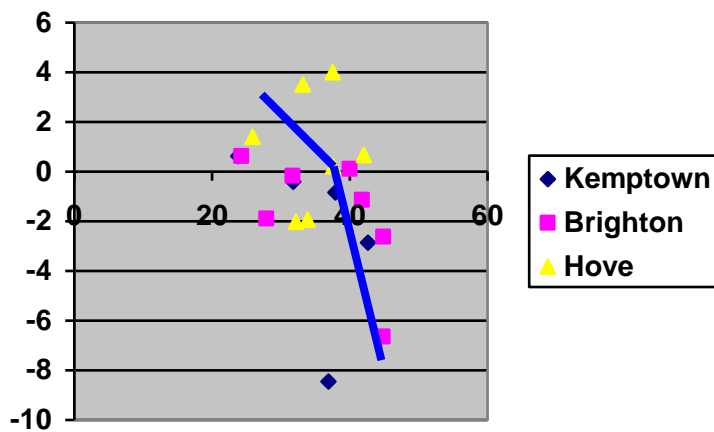




For the *Lib Dems*, the scatter seems almost random.



For the *Conservatives*, for Kemptown and Brighton Pavilion the tendency seems to be for little change up to about 40%, and then sporadic plunges in the vote. However, when Hove is included it looks much more like a straight line with decreasing vote for increasing turnout.

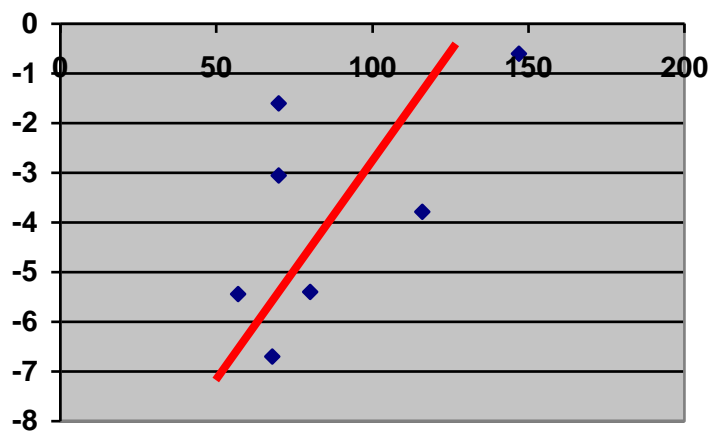


## 2. Does party membership affect election results?

The intuitive conclusion must be: yes! We were only able to obtain membership figures on a ward-by-ward basis for Brighton Pavilion. There are only seven wards in Brighton Pavilion – not enough to make confident predictions.

If we plot Labour Party membership as a percentage of the electorate against the loss of the Labour vote in the 2007 local elections, there is a certain scatter if we assume the graph is a straight line. There appears to be a connection between high Labour Party membership and low loss of votes in the election.

The graph below shows party membership for the seven Brighton Pavilion branches on the horizontal axis, and the drop of vote in the 2007 local elections vertically.



### 3. Is 1,2,3 preference voting effective?

This is clearly a subject connected with the Greens in Brighton & Hove, who adopt preference voting for their candidates, and therefore encourage split votes, and the Labour Party (and other major parties) who do not.

This feature may be a utility when some candidates are ‘paper candidates’ in a ward and some are not. It can also provide ‘entry’ to a candidate for a ward, when progress might otherwise be blocked.

For Brighton & Hove I have no statistics on the distribution of split ballots, so I shall investigate instead whether the 1,2,3 preference voting for the Greens is more significant in spreading the vote between the Green candidates than the corresponding spread for Labour candidates.

Our figures show there is a clear statistical difference between the spread of Labour votes and the spread of Green votes. As we shall see, if 1,2,3 preference voting had been adopted by the Labour Party in Brighton & Hove, we would have expected to gain one more councillor, but only if the former council leader, Simon Burgess, was not adopted as first choice in Queen’s Park! The ranking of the successful candidates would also have changed in two circumstances; in Preston Park Labour’s Juliet McCaffery would have been in first place ahead of the Green, Amy Kennedy, and in Goldsmid Labour’s Melanie Davis would have gone up a place ahead of the Conservative, Ayas Fallon-Khan.

Because spread may depend on the number of votes cast, I have excluded Hove from developing the methodology. The total number of Labour votes in Kemptown and Brighton Pavilion combined is then 33,642, with 33,810 for the Greens. Any effects dependent upon the size of the vote in the analysis should then average out.

Where there are three candidates for the parties, we give two figures, the difference between the first and second ranked candidate for the party, and the similar difference between the second and the third. The difference between the first and the third is then the sum of these two figures.

		<b>Lab</b>	<b>Green</b>
<b>Rottingdean Coastal</b>	1 <sup>st</sup> – 2 <sup>nd</sup>	126	105
	2 <sup>nd</sup> – 3 <sup>rd</sup>	2	50
<b>Woodingdean</b>	1 <sup>st</sup> – 2 <sup>nd</sup>	47	29
	2 <sup>nd</sup> – 3 <sup>rd</sup>	0	111
<b>Moulsecoomb &amp; Bevendean</b>	1 <sup>st</sup> – 2 <sup>nd</sup>	170	24
	2 <sup>nd</sup> – 3 <sup>rd</sup>	138	154
<b>East Brighton</b>	1 <sup>st</sup> – 2 <sup>nd</sup>	139	22
	2 <sup>nd</sup> – 3 <sup>rd</sup>	3	227
<b>Queen’s Park</b>	1 <sup>st</sup> – 2 <sup>nd</sup>	37	76
	2 <sup>nd</sup> – 3 <sup>rd</sup>		
<b>Hanover &amp; Elm Grove</b>	1 <sup>st</sup> – 2 <sup>nd</sup>	291	81
	2 <sup>nd</sup> – 3 <sup>rd</sup>	85	156

<b>Hollingbury &amp; Stanmer</b>	1 <sup>st</sup> – 2 <sup>nd</sup>	270	124
	2 <sup>nd</sup> – 3 <sup>rd</sup>	7	135
<b>Patcham</b>	1 <sup>st</sup> – 2 <sup>nd</sup>	121	205
	2 <sup>nd</sup> – 3 <sup>rd</sup>	18	24
<b>Withdean</b>	1 <sup>st</sup> – 2 <sup>nd</sup>	22	51
	2 <sup>nd</sup> – 3 <sup>rd</sup>	37	157
<b>Preston Park</b>	1 <sup>st</sup> – 2 <sup>nd</sup>	156	448
	2 <sup>nd</sup> – 3 <sup>rd</sup>	150	158
<b>St Peter's &amp; North Laine</b>	1 <sup>st</sup> – 2 <sup>nd</sup>	58	191
	2 <sup>nd</sup> – 3 <sup>rd</sup>	38	13
<b>Regency</b>	1 <sup>st</sup> – 2 <sup>nd</sup>	118	82
<b>Average</b>	1 <sup>st</sup> – 2 <sup>nd</sup>	112.5	150.6
	2 <sup>nd</sup> – 3 <sup>rd</sup>	68.3	81.7

The figures above give an *average difference between first and second ranked candidates* of 112.5 for Labour and 150.6 for the Greens. *Between the second and third ranked candidates* (there are only 10 wards where this occurs, as distinct from 12 for the first case) the *average difference* is 68.3 for Labour and 81.7 for the Greens.

So what would be the effect if Labour adopted 1, 2, 3 preference voting for Kemptown and Brighton Pavilion?

We assume the average number of Labour voters remains the same, but the average difference between first and second ranked Labour votes is boosted above the new average by  $(150.6 - 112.5) = 38.1$  votes and the average difference between second and third ranked Labour votes is depressed by  $(81.7 - 68.3) = 13.4$  votes from the new average.

Let's see what this means. Suppose in the 10 wards where there are three candidates for each party the Labour votes are  $x$  (ranked first),  $y$  (ranked second) and  $z$  (ranked third). Their average is then  $(x + y + z)/3$ .

Suppose the average changes by an amount  $A$ , and  $x$  is boosted to  $x + A + 38.1$ ,  $y$  changes to  $y + A$ , and  $z$  changes to  $z + A - 13.4$ . Then the new average is  $(x + y + z + 3A + 24.7)/3$ .

These two computed averages must be the same, so  $A + 24.7/3 = 0$ , or  
 $A = -8.23$  votes.

In the 2 wards where there are two candidates for each party the Labour votes are  $x$  (ranked first) and  $y$  (ranked second). Their average is then  $(x + y)/2$ .

Suppose the average changes by an amount  $B$ , and  $x$  is boosted to  $x + B + 38.1$  and  $y$  changes to  $y + B$ . Then the new average is  $(x + y + 2B + 38.1)/2$ .

These two computed averages must be the same, so  $B + 38.1/2 = 0$ , or  
 $B = -19.05$  votes.

Let's convert this to a simple rule. For 1, 2, 3 preference voting, in three candidate wards the 1<sup>st</sup> ranked candidate would be boosted by 30 votes, the second ranked candidate's vote would be reduced by 8 votes and the third ranked candidate's vote would be reduced by 24 votes, on average.

In two candidate wards, the first ranked candidate would be boosted by 19 votes and the second ranked candidate's vote would be reduced by 19.

Let's see what this would have meant in the local elections for Kemptown and Brighton Pavilion. We also see what would happen with the same formulae in Hove.

		1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>
<b>Rottingdean Coastal</b>	actual result	2803 (C)	2679 (C)	2665 (C)
	1,2,3 preference	"	"	"
<b>Woodingdean</b>	actual result	1843 (C)	1840 (C)	
	1,2 preference	"	"	
<b>Moulsecoomb &amp; Bev</b>	actual result	1018 (L)	1018 (L)	984 (C)
	1,2,3 preference	1048 (L)	1010 (L)	984 (C)
<b>East Brighton</b>	actual result	1539 (L)	1401 (L)	1262 (L)
	1,2,3 preference	1569 (L)	1393 (L)	1238 (L)
<b>Queen's Park</b>	actual result	1826 (G)	1549 (G)	1473 (G)
	1,2,3 preference	1826 (G)	1549 (G)	1488 (L)
<b>Hanover &amp; Elm Grove</b>	actual result	2182 (G)	2101 (G)	1945 (G)
	1,2,3 preference	"	"	"
<b>Hollingbury &amp; Stanmer</b>	actual result	1326 (L)	1056 (L)	1049 (L)
	1,2,3 preference	1356 (L)	1048 (L)	1025 (L)
<b>Patcham</b>	actual result	2792 (C)	2066 (C)	2702 (C)
	1,2,3 preference	"	"	"
<b>Withdean</b>	actual result	2094 (C)	2066 (C)	2004 (C)
	1,2,3 preference	"	"	"
<b>Preston Park</b>	actual result	1633 (G)	1630 (L)	1474 (L)
	1,2,3 preference	1660 (L)	1633 (G)	1466 (L)
<b>St Peter's &amp; North Laine</b>	actual result	2303 (G)	2112 (G)	2099 (G)
	1,2,3 preference	"	"	"
<b>Regency</b>	actual result	863 (G)	781 (G)	
	1,2 preference	"	"	
<b>Brunswick &amp; Adelaide</b>	actual result	942 (LD)	729 (LD)	
	1,2 preference	"	"	
<b>Goldsmid</b>	actual result	1330 (C)	1238 (C)	1231 (L)
	1,2,3 preference	1330 (C)	1261 (L)	1238 (C)
<b>Stanford</b>	actual result	2357 (C)	2250 (I)	
	1,2 preference	"	"	
<b>Hangleton &amp; Knoll</b>	actual result	2651 (C)	2237 (C)	2215 (C)
	1,2,3 preference	"	"	"
<b>North Portslade</b>	actual result	1141 (L)	1082 (C)	
	1,2 preference	1160 (L)	1082 (C)	
<b>South Portslade</b>	actual result	1119 (L)	1061 (C)	
	1,2 preference	1138 (L)	1061 (C)	

<b>Wish</b>	actual result	1596 (C)	1523 (C)	
	1,2 preference	“	“	
<b>Westbourne</b>	actual result	1488 (C)	1457 (C)	
	1,2 preference	“	“	
<b>Central Hove</b>	actual result	964 (C)	901 (C)	
	1,2 preference	“	“	

The apparent reason for the efficacy of 1,2,3 preference voting is that on average most candidatures fail, and the method enhances the first preference.

We note that the improvement in the results with 1,2,3 preference voting is contingent upon the correct preferences being selected. A good rule of thumb for the preferences is the ranking in the previous election. The wrong selection of preferences can reduce or invert the performance.