Hastings&Rye Remain Coalition Poll – Hastings& Rye 21st – 25th of August 2019.

Overview of Results – 1. Remain Vote Poll:

Labour   **LIBERAL DEMOCRATS**   **Green Party**   **Conservatives**

34.95%   *41.85%*   *15.47%*   *7.73%*

-40.01%   *+31.32*   *+10.79*   *-1.50%*

2. Prediction of a snap General Election Outcome (If called in Early September when parliament resumes).

Labour   **LIBERAL DEMOCRATS**   **Green Party**   **Conservatives**

Currently has **33%** nationally according to the most **recent YouGov poll.**

21.2%   *19.02%*   *6.9%*   *+25% likely wins it*

For more information go to our website: www.coastal.action.co.uk

Methodology:

Having been approached to run a local poll by a national organisation keen to secure data from this constituency, our methodology was developed to understand under what circumstances, and to what extent, Remain voters in this key marginal seat would support a coalition to stop No Deal in the event of a snap election. Therefore, our survey only targeted Remain voters and was focused around targeted locations across the seat, namely strong Remain and Remain supporting areas. This data is in the public domain and freely available on the Electoral Calculus Map website, which records levels of Remain/ Leave feeling based from petitions to stop No Deal and other surveys conducted in the past on this topic.

To test opinion, we designed a survey, laid out in the appendix, to capture how voters felt about a combined stop No Deal candidacy in Hastings and Rye, which party they would want to see leading such a coalition and whether any known candidate would be best placed to deliver this. We also recorded past and future voting intentions in order to understand what might happen with and without such a coalition in the event of a snap election being called, which could be soon according to some experts and news reports.

We took small samples from roads within areas identified to have the highest levels and slight majorities of 'Remain' support. These roads covered the breadth of the constituency, which combines Hastings and its outlying rural settings such as Westfield, Rye, Pett and Winchelsea. In Hastings Itself, the most populous area, we included roads from the Old Town across to West St. Leonards train station, taking in the Old Town, Tressell, St Helens, Braybrooke, Castle, Gensing, Central St Leonards, Silverhilll, Maze Hill and West St Leonards wards. In each chosen location, we made a random selection, using a combination of face- to- face interviews and leaflet drops inviting residents to complete an identical survey online.

Party	% Voted For Party in 2017
Labour	75.36%
Conservative	10.73%
Liberal Democrat	9.23%
Green	4.68%
Grand Total	**100.00%**

To avoid duplication and skewing, we created filters stopping multiple returns from the same address, limiting the selection of multiple responses for some questions and screening out Brexit voters. These were introduced to ensure that our sample suffered from as little outside interference as possible. After all these checks has been implemented, we carried out the survey between August 17- August 26, generating a total of 130 responses from a representative sample of 2016 referendum Remain voters. This group supported a range of a different parties at the last 2017 General Election, though the preference was overwhelmingly for voting Labour. We found few Green voters, as they did not stand in Hastings and Rye at the last general election. Those residents

identifying as Green must have moved into the constituency within the last two years to have vote Green last time, reflecting the expected residential movement that occurs as people move about. Our results reflects the most recent You Gov national poll released just two days ago, with Labour on 21%, Lib-Dems on 19% and Greens on 7%, indicating again our poll could be very representative of the Constituency's Remain vote.

Which Parties are Remain Parties? - Hastings&Rye Voters
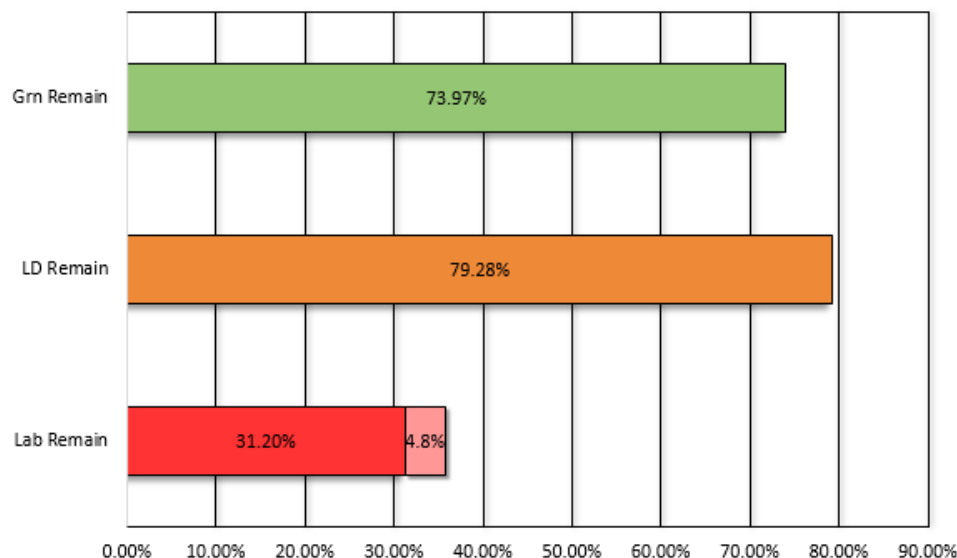
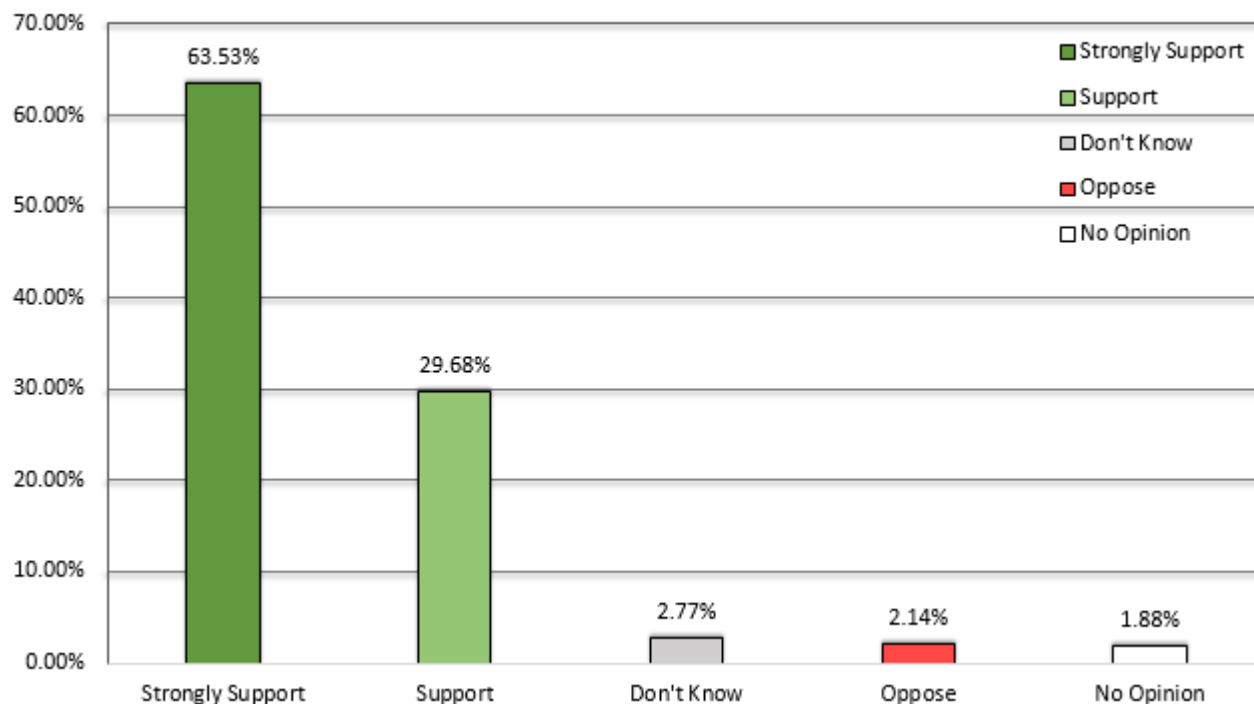|	Yes	Maybe
Lab Remain	31.20%	4.53%
LD Remain	79.28%	
Grn Remain	73.97%	

Having first sought some background on their 2016 referendum voting, the survey asked Remain voters which party they identified as a Remain party, the aim being to create the pool from which a stop No Deal candidate could be chosen. Our respondents widely identified two parties as unequivocally Remain-inclined, the Greens and Liberal Democrats. Labour, however, was identified as Remain by much smaller numbers, and did not therefore feature in many considerations of leading a Remain coalition, as it might not be a Party of Remain, limiting the amount of voters fully Remain in the EU coalition could gather, making it less able to be effective.

Remain Parties? (Labour Switchers) - Hastings&Rye Voters
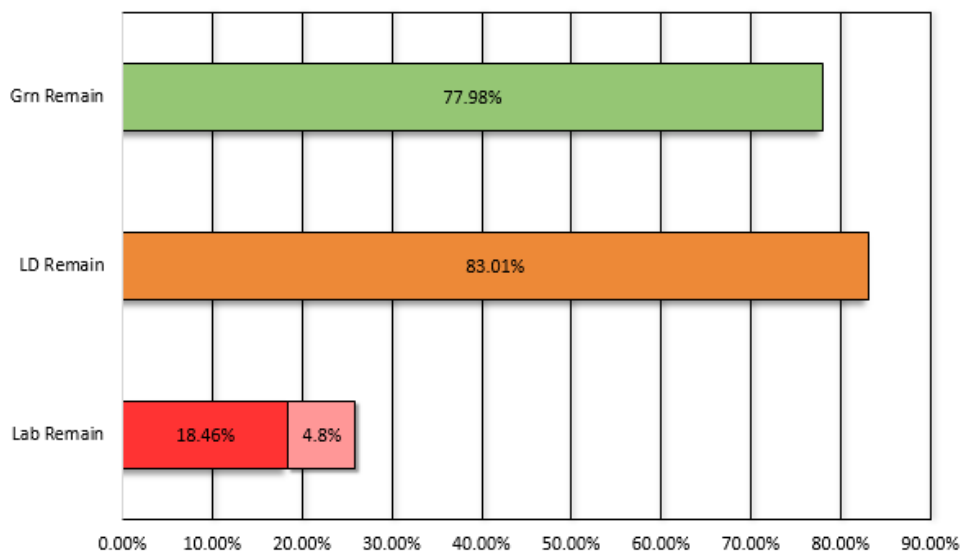
The accompanying graph only includes voters who voted Labour in 2017, but have now switched to other Remain parties, specifically the Lib-Dems and the Greens. These voters see Labour's position as too vague and want firmer commitments on Brexit and the EU. This suggests that Labour's position of effective neutrality on Brexit, a strategy that worked well for it in the last election, no longer works as a No Deal Brexit approaches. It also highlights a barrier to being able to form an inclusive Remain coalition as Labour's position, predicated on trying to keep both Remainers and Leavers onside, doesn't allow Labour to become a full Remain party. This clearly limits the share of the vote any Remain coalition can realistically achieve.

The data gathered clearly highlights that a Remain Coalition to stop No Deal is a more compelling and feasible proposition. Over 90% of Remain voters stated they would either support, or strongly support, a series of parties coming together to form a Coalition to stop a No Deal Brexit I in the next election, whenever it may be.

Extent a Remain Coalition is supported - Remain Hastings&Rye Voters

Strongly Support	63.53%
Support	29.68%
Don't Know	2.77%
Oppose	2.14%
No Opinion	1.88%

2017 GE Vote →				
Level of Support	Green	Labour	Liberal Democrat	Conservative
Strongly Support	42.43%	69.59%	63.15%	47.17%
Support	57.57%	25.06%	36.85%	38.92%
No Opinion	0.00%	2.50%	0.00%	0.47%
Don't Know	0.00%	1.86%	0.00%	13.44%
Oppose	0.00%	0.99%	0.00%	0.00%
Grand Total	100.00%	100.00%	100.00%	100.00%

Future GE Vote				
Row Labels	Green	Labour	Liberal Democrat	Conservative
Strongly Support	58.02%	52.37%	80.82%	42.42%
Support	32.72%	36.25%	19.18%	38.55%
Don't Know	0.00%	3.96%	0.00%	18.39%
No Opinion	0.00%	5.32%	0.00%	0.65%
Oppose	9.27%	2.10%	0.00%	0.00%
Grand Total	100.00%	100.00%	100.00%	100.00%

Our tables show that irrespective of how Remain voters had voted in the last general election, or how they were intending to vote now, they still very much favoured the parties coming together to form a No Deal 'coalition' at the next election in a bid to stop No Deal. This includes Labour voters, nearly 90% of whom opted to support such a coalition. This suggests Labour's best chance of winning this marginal seat probably comes through leading a Remain coalition in the constituency though this is more easily said than done as we shall see.

Hastings&Rye Remain Voters - Which Party Best to Lead A Remain Coalition

This Table highlights opinion among Remain voters about who should lead any Stop No Deal Coalition. The LibDems have a clear and substantial lead, but nearly a third of voters think Labour should lead it despite their unpopular past Brexit positons.

Party	% Back Party
Liberal Democrat	49.22%
Labour	30.33%
Green	14.30%
Don't Know	3.88%
None	2.13%
Conservative	0.15%
Grand Total	100.00%

2017 GE Vote				
% Back Party	Green	Labour	Liberal Democrat	Conservative
Liberal Democrat	42.70%	43.00%	80.96%	68.75%
Labour	23.51%	38.49%	11.64%	0.00%
Green	33.78%	14.59%	7.40%	13.44%
Don't Know	0.00%	3.47%	0.00%	12.74%
None	0.00%	0.45%	0.00%	3.66%
Conservative	0.00%	0.00%	0.00%	1.42%
Grand Total	100.00%	100.00%	100.00%	100.00%

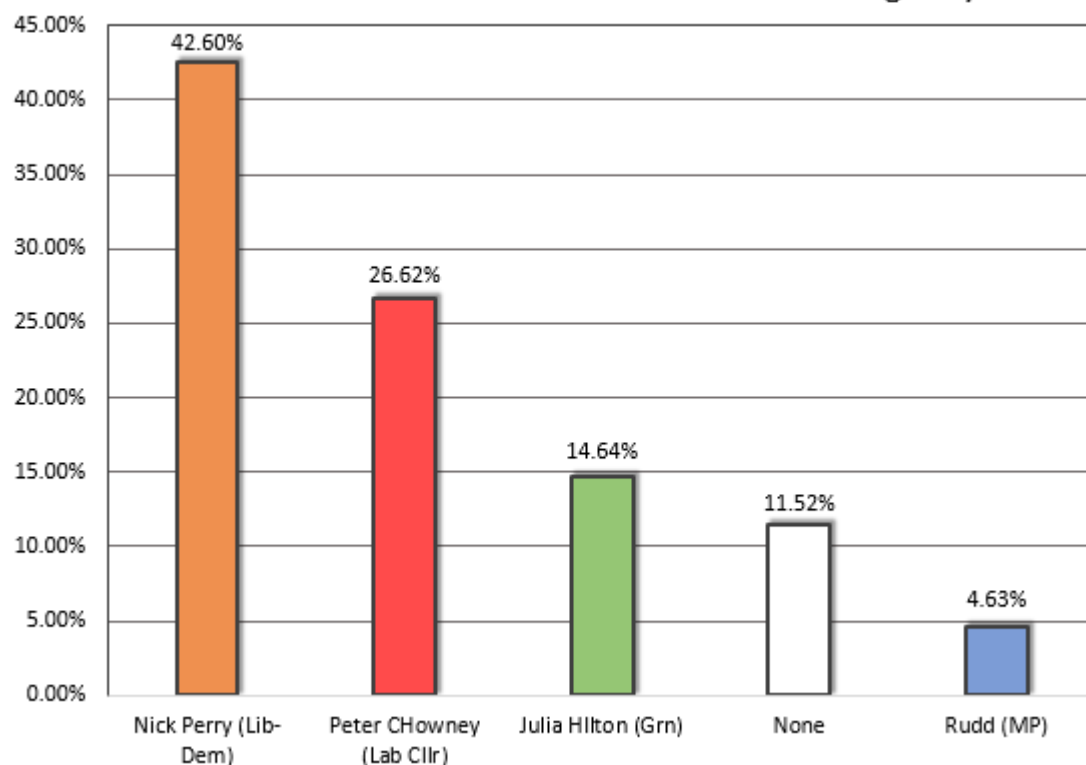| Future GE Vote				
% Back Party	Green	Labour	Liberal Democrat	Cons
Labour	0.00%	68.89%	15.91%	0.00%
Lib-Dems	39.08%	14.20%	79.12%	57.26%
Green	40.13%	13.66%	4.97%	18.39%
Don't Know	11.52%	2.28%	0.00%	17.42%
None	9.27%	0.96%	0.00%	5.00%
Conservative	0.00%	0.00%	0.00%	1.94%

The main issue with forming a No Deal Coalition is just how divided the Remain vote has become. In the last general election is not unfair to say that in this constituency Labour could have exceeded 70% of the Remain vote as they only came 500 votes away from an impressive Conservative Party vote share. However, as the all the tables show the vote has split. People planning to still vote Labour heavily back the Labour Party to lead such a suggested coalition. Meanwhile, the Liberals their party and Greens the local Green party. The issue is with Labour being so close last time, and with a majority of the council, it will feel they are the senior party and will demand to lead a No deal Coalition. The Liberals with a larger size of the Remain vote would argue they should back it and the Greens, who stood aside in the last election campaign, has pressure on them to be seen as needed in the town. Moreover, with local elections occur in 2020 with Lib-Dems and Greens potentially able to make gains they will unlikely stand aside. All this makes it hard to form a Stop No Deal coalition Remain voter's want.

Best Remain Coalition Candidate in Hastings&Rye

We asked voters for their views on candidates best equipped to lead a No Deal Coalition. Name recognition was generally low and no candidate secured over 50% support. The Lib Dem Candidate secured the largest support with those who had an opinion.

Candidate Name	Candidate Backed %
Nick Perry (Lib-Dem)	42.60%
Peter CHowney (Lab Cllr)	26.62%
Julia HIlton (Grn)	14.64%
None	11.52%
Rudd (MP)	4.63%
Grand Total	100.00%

2017 GE Vote →				
Candidate Backed %	Green	Labour	Liberal Democrat	Conservative
Nick Perry (Lib-Dem)	43.46%	37.63%	78.22%	49.79%
Peter CHowney (Lab Cllr)	12.37%	35.15%	0.00%	0.00%
Julia HIlton (Grn)	44.17%	14.37%	21.78%	0.00%
None	0.00%	10.94%	0.00%	17.95%
Rudd (MP)	0.00%	1.91%	0.00%	32.26%
Grand Total	100.00%	100.00%	100.00%	100.00%

Again the issue is made more complicated when separating voters by which party they intend to vote for if a snap election was called soon.

Future GE →				
Candidate Backed %	Green	Labour	Liberal Democrat	Conservative
Nick Perry (Lib-Dem)	30.63%	1.91%	76.70%	26.19%
Peter CHowney (Lab Cllr)	3.93%	68.93%	9.41%	0.00%
Julia HIlton (Grn)	55.18%	9.76%	6.40%	0.00%
None	10.27%	19.40%	4.41%	26.39%
Rudd (MP)	0.00%	0.00%	3.08%	47.42%
Grand Total	100.00%	100.00%	100.00%	100.00%

The Green Party clearly back their Candidate with a clear majority of over 50%, whilst Labour back their Candidate by over two thirds. Liberal Democrat voters back their local candidate by an even greater margin. Locally the Labour candidate was the last general election candidate who lost by only 400 votes and is leader of the council. This would make it harder for the Labour candidate to step aside as it would undermine their authority. On the other hand the Liberal Candidate posted a higher backing in our sample, in a poll that was targeted mostly on Labour voters just 2 years ago, making hard for this candidate to step down as this candidate has the most popular support to lead such a coalition. Again the Greens stood down last time, making harder for them to do it again with no reciprocation from the other parties. Even Amber Rudd was seen as an option, who did back Remain in the EU referendum, if she could commit to Stopping No Deal.
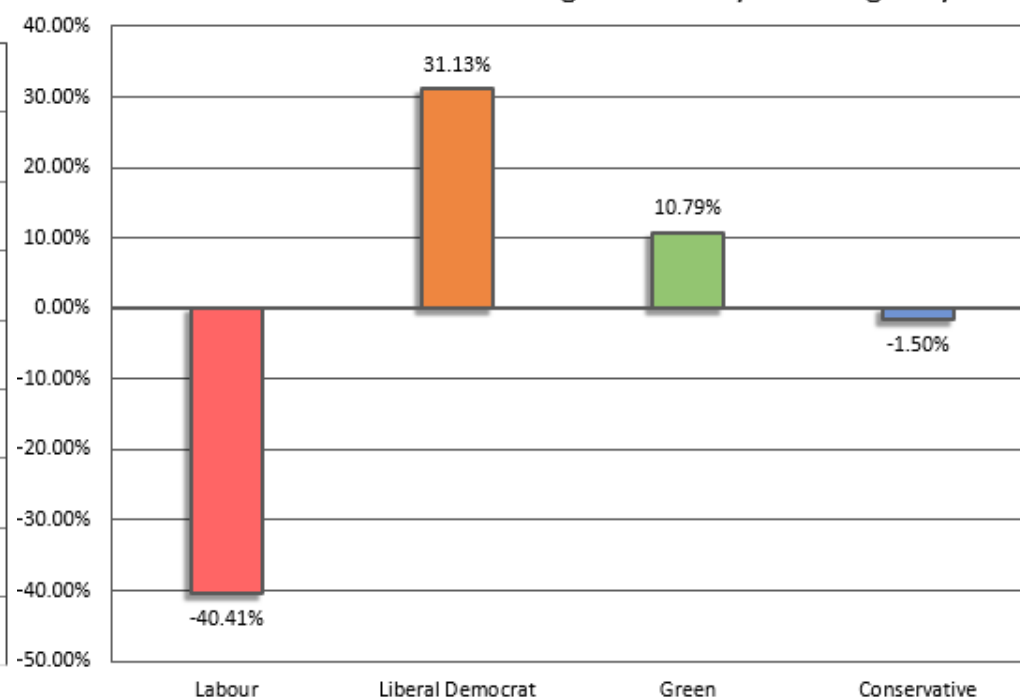
Current Voting Intention - Hastings&Rye Remain Voters

Remain Vote Share % Change - Per Party - Hastings&Rye
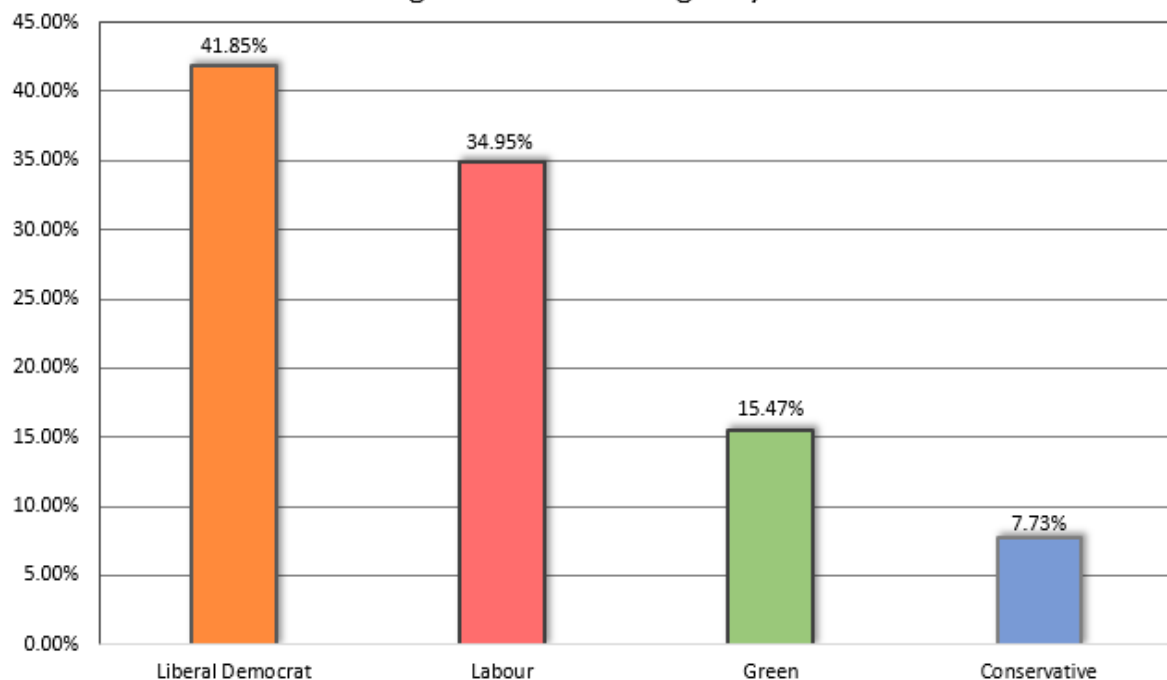
Remain Vote Today	% of Remain Vote
Liberal Democrat	41.85%
Labour	34.95%
Green	15.47%
Conservative	7.73%

Party	Remain Vote % Change
Labour	-40.41%
Liberal Democrat	31.13%
Green	10.79%
Conservative	-1.50%

A local united Remain candidacy to stop 'No Deal' is widely favoured amongst the Remain voting block at the same time as the Remain vote is splintering. In 2017, Labour received in excess of 70% of the Remain vote in this constituency, but now finds itself in a distant second place, having lost 40% of this support.

The Liberal Democrats are the biggest beneficiary of this change, gaining over 30% of the Remain Vote. The Greens also gained 10%, though this figure might just be a levelling back as the Greens stood down in Hastings in 2017 as part of a concerted bid to help unseat the local MP, Amber Rudd. The evidence certainly suggests that in an immediate election, the fracturing of the Remain vote would see the Liberal Democrats, Labour and the Greens claiming elements of that block, but without the level of concentration required to unseat the incumbent. In the event of a prevent No Deal candidacy, a proposition which enjoys substantial local appeal, with Liberal Democrats as the clearly preferred lead party, the attitude taken by Labour is crucial. On the basis of Labour's stronger than expected performance in 2017, when its candidate came within 400 votes of unseating a leading Cabinet Minister, Hastings and Rye will feature prominently as a top target seat, making it unlikely Labour will even enter talks to set up a coalition to prevent No Deal. Yet, as shown by our Poll Labour may not be as close as they think as many former Labour voters are contemplating alternatives. This finding is reflected in the recent EU elections, which saw the local Labour vote fall behind the Greens and the Liberals in the constituency. With widespread speculation about an autumn election, it is unclear whether Labour can convince previous supporters to return in the short time remaining, opening up the prospect of the Conservatives being able to win in Hastings and Rye with +25% the lowest threshold percentage since modern records began in 1945.

Remain Coalition – Local Survey for Remain voters to help prevent a No Deal Brexit

Consequently, we conclude that Labour, should it wish to win this constituency, and avoid No Deal, should consider entering talks with the both the other Remain parties to ensure No Deal does not occur with potentially less than 30% of the Hasting&Rye Constituency's support.

Appendix 1 – Stats on How the Remain vote is splintering.

2017 Vote	Voters	% of Sample
Labour	97	74.62%
Liberal Democrat	13	10.00%
Conservative	11	8.46%
Green	7	5.38%
(blank)	1	0.77%
Non-Voter	1	0.77%
Grand Total	130	

If there was an Election today Vote	Voters	% of Sample
Liberal Democrat	58	44.62%
Labour	45	34.62%
Green	18	13.85%
Conservative	8	6.15%
(blank)	1	0.77%
Grand Total	130	

Labour Vote (2017 → Today).

2017 Labour , Today	Voters	% of Sample
Labour , Labour	43	44.33%
Labour , Liberal Democrat	41	42.27%
Labour , Green	13	13.40%
Grand Total	97	100%

Liberal Democrat Vote (Where has their new base come from?).

2017 Vote, Today Lib Dem	Voters	% of Sample
Labour , Liberal Democrat	41	70.69%
Liberal Democrat , Liberal Democrat	12	20.69%
Conservative , Liberal Democrat	3	5.17%
Green , Liberal Democrat	2	3.45%
Grand Total	58	100.00%

The Green Vote (Where their increase has come from).

2017 Vote, Green Today	Voters	% from Sample
Labour , Green	13	72.22%
Green , Green	3	16.67%
Non-Voter , Green	1	5.56%
Liberal Democrat , Green	1	5.56%
Grand Total	18	

Where the Conservative Remain Vote is going.

Conservative 2017, Vote Today	Voters	% of Sample
Conservative , Conservative	8	72.73%
Conservative , Liberal Democrat	3	27.27%
Grand Total	11	100.00%

These tables highlight just how fractured the Remain vote is becoming. Labour's vote has splintered into both Liberal Democrat and Green party directions. Labour has lost 43 votes, from their initial 97 of 130, indicating problems of retaining the Remain vote and having a large enough base to challenge in this seat like they did last time.

The Liberal Democrats have gained most of their vote from Labour, whilst gaining a few more from Conservatives and the Greens. The Liberal Democrat Party is most likely the main beneficiary of a disillusioned Remain vote that is distancing themselves from Labour and looking for other alternatives to avoid No Deal, in Hastings at least.

The Green Party is gaining most of their votes from the Labour Party also, again highlighting how diverse the Labour vote in 2017 was and how diversely it is splitting. This again highlights an issue of Labour winning back their Remain vote, as not all Remain voters leaving them are the same and trying to get some back might further alienate the others. This creates limited possibly strategies for Labour to increase their vote and challenge the Conservative Party. A problem made worse in the event of needing to develop quick strategies in the event of a snap election.

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Appendix 2 – Survey used to gather the data (Paper version, replicated to match the online version).

> ## Do you want to **Stop a No Deal Brexit?**
> **If Yes,** you can help achieve this by **taking** this **quick** 2 minute **survey**

Go **online** to: **www.coastalaction.co.uk/survey** to take the **Quick survey.**

Please share the online Survey **link** with other people you think might be interested.

With a No Deal Brexit less than 75 days away, local politicians campaigning **against No Deal** in Hastings and Rye have approached us at Coastal Action to ask Remain voters about their opinions on the idea of a **single Remain candidate to prevent No Deal** at the next election and possible further action against Brexit. A single Remain candidate would involve all the separate Remain parties coming together to put up just one candidate, instead of contesting promoting separate candidates as is customary. **If you want to help** these politicians to **prevent No Deal** please **fill in this short survey** and return to: **"PO BOX 305, St Leonards On Sea, East Sussex, TN38 1JX".** Alternatively, please go **online** to: **www.coastalaction.co.uk/survey** to avoid postage costs.

1. How did you vote in the 2016 EU referendum? **and** Do you regret your decision?

   Remain ☐   Leave ☐ | Yes, I regret this ☐   No, I do not regret this ☐

2. Based on what you know about each party's national position on Brexit, which of the following parties do you identify as a Remain Party? *(Mark all that apply).*

   Conservative ☐   Labour ☐   Liberal Democrat ☐   Brexit Party ☐   Green Party ☐   None ☐   Don't Know ☐

3. How much would you support these Remain parties forming a united Remain campaign in **Hastings &Rye?** This would mean these parties only putting up one Candidate in the next election in a bid to stop a No Deal Brexit?

   Strongly Support ☐   Support ☐   No strong Opinion ☐   oppose ☐   Strongly oppose ☐   Don't Know ☐

4. Which of the following parties do you think would be best to lead a Remain Coalition here in Hastings&Rye in the next General Election? *(Only one Option can be selected).*

   Conservative ☐   Labour ☐   Liberal Democrat ☐   Brexit Party ☐   Green Party ☐   None ☐   Don't Know ☐

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5. Out of these local candidates which candidate do you think would be best placed to be the Remain Coalition candidate? *(Only one Option can be selected).*

Amber Rudd MP ☐　Peter Chowney (Labour Cllr) ☐　Nick Perry (Liberal Democrat) ☐　Tom Bewick (Brexit Party) ☐　Julia Hilton (Green Party) ☐

None ☐

Don't Know ☐

6. How did you vote in the **2017 General Election?** *(Please tick the one option that applies).*

Conservative ☐　Labour ☐　Liberal Democrat ☐　UKIP ☐　Green Party ☐　Independent ☐　Non Voter ☐

7. If there was a General Election today how would you cast your vote? *(Please mark only one option).*

Conservative ☐　Labour ☐　Liberal Democrat ☐　Brexit Party ☐　Green Party ☐　I likely will not be old enough to vote ☐　Non Voter ☐

Your Address: (Please include your house number and postcode)

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We are asking for your address so we can ensure we do not get multiple copies of the same survey, allowing us to be confident our results are as accurate as possible and free from outside interference.

No data gathered will be used for commercial or profit seeking purposes. All personal data will be kept secret and any stored data will be done so under the data protection laws that govern the United Kingdom. All survey responses are to be kept anonymous. Calculated averages of all responses will be presented to the cross-party group that approached us to undertake the survey and press releases of these averages may be done after this. No personal data will be published, such as addresses.

How this will help: With the No Deal vote between the Conservative Party and the Brexit Party being split, uniting the anti-No Deal vote is possibly the most realistic way to prevent No Deal. However, getting the parties to agree which of them should lead and be that single Remain candidate will be difficult. This survey will give Remain parties' valuable data that will help them come to a conclusion about the party and candidate best able to unite the Remain vote. This will minimise the chance a No Deal candidate can win, and therefore minimise the chance that a No Deal Brexit can occur.

Thanks to all of you who expressed an interest and responded to the survey.

CoastalACTION　A local Independent not-for profit polling organisation.