



# **WE CAN HELP YOU COMMUNICATE BETTER**

LABOUR MP DIGITAL  
SERVICES PROPOSAL



# WE ARE **THE SPACE ROOM** AND WE WANT TO HELP YOU BETTER CONNECT WITH **YOUR CONSTITUENTS**

We are a small digital agency specialising in campaign design and digital strategy.

We're committed to working with people and organisations looking to make real change and believe that we can help you to better achieve that objective.

## CASE STUDY

### DAWN BUTLER MP

Labour MP, Dawn Butler's team approached us to build a fresh, functionality rich website to promote her work and to better allow constituents to interact through petitions, surveys other calls to action.

#### Features



Fresh branding and web design to help Dawn stand out.

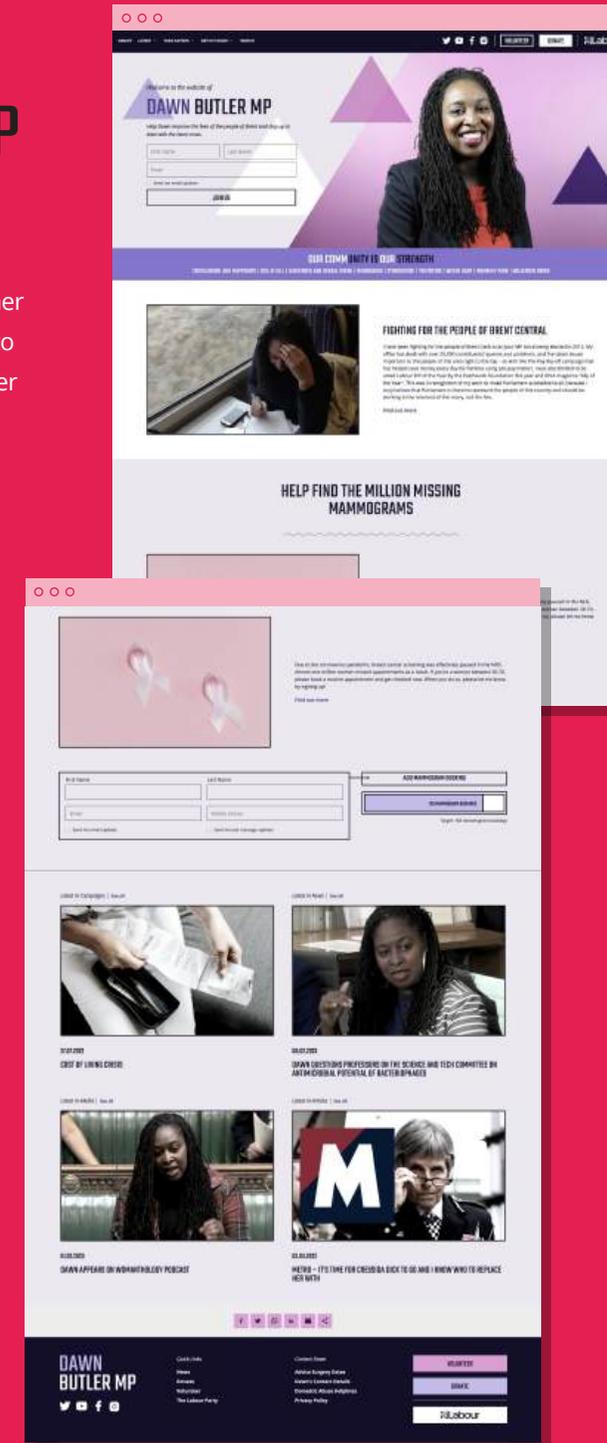


Campaign focused, with dynamic landing pages able to accommodate rich interactive functionality such as petitions, surveys and sign up forms.



Email gathering interactions tagged and stored in a CRM. Future communication can then be tailored to an individuals interests.

Find out more 



# OUR PITCH

We want to make digital communication with your constituents easier to maintain and more effective, either by improving your existing setup or building a bespoke solution from the ground up.

# OUR GOAL

Our goal is to simplify your digital processes and save you and your team time.

We want to make sure you have all the tools you need at your disposal and that you can deploy them quickly, whenever you need to, without any technical barriers.

# CASE STUDY



Best for Britain is a campaign group committed to ensuring the best deal for the UK post Brexit. They needed a website to help them tell compelling stories which they could then build interactive campaigns around in order to engage their supporters.

## Features



Integration of third party functionality such as Hey MP, Vev and dogooder to create rich interactive pages

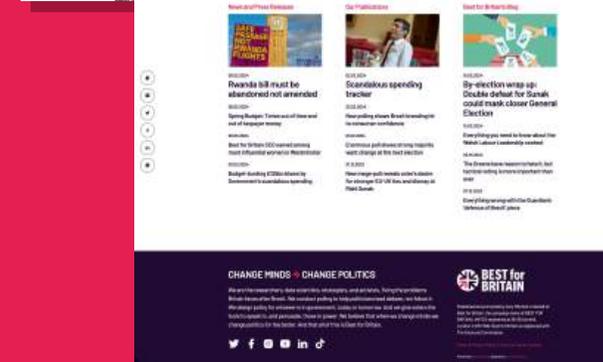
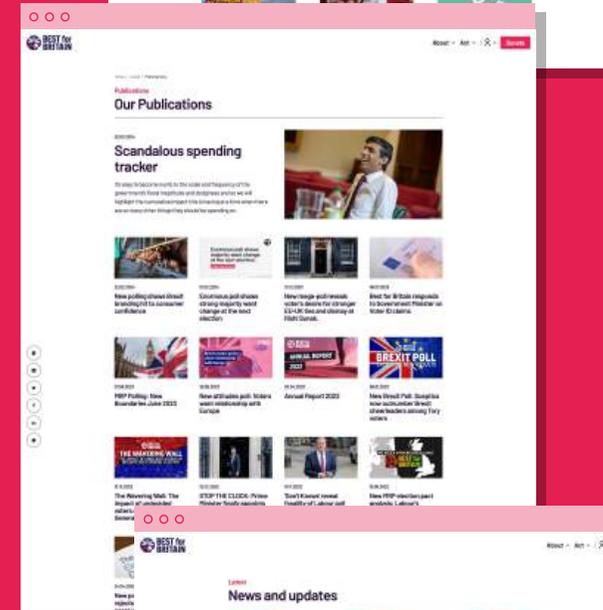
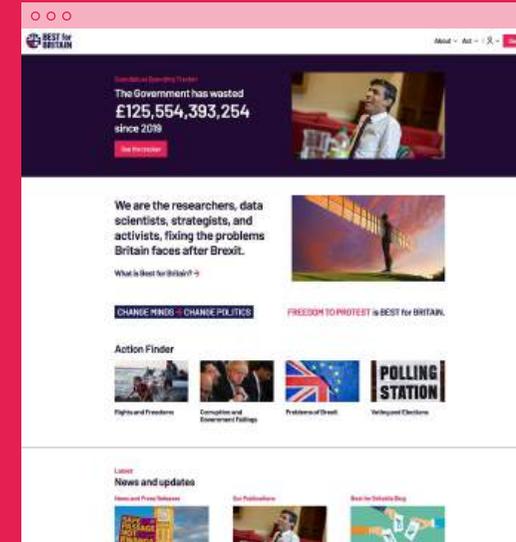


Redesign focused on campaigns that engage and build an audience

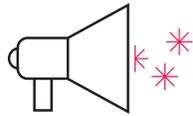


Tools to build an email subscription list of supporters and interested parties.

Find out more →



# HOW DO WE WORK?



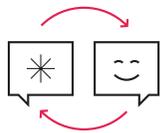
## Improving and simplifying digital

We'll make your online presence more effective, so that you can better communicate with, and respond to the needs of your constituents. We can start from scratch or work within your current set up to make things simpler and more effective.



## Start for free

We want to demonstrate how our skills and know-how can make a real difference for you. We will make a custom agreement to work together on a few initiatives. That way we can establish if we're a good fit and show you the value of what we do.



## Developing a Partnership

If you find our services useful, and we're a good culture fit with your team, we'd like to explore a more formal partnership.

We can explore how our services can be supported through IPSA funding. One of our specialisms is creating digital systems for MPs' offices. It's rewarding work, and we're eager to do more of it!

## CASE STUDY

# TRACY BRABIN

In 2021 Tracy Brabin MP ran a successful campaign for the position of Mayor of West Yorkshire.

The Space Room built the digital platform for that campaign and managed the changing functionality requirements as they emerged.

## Features



*Focused around telling Tracy's story, priorities and pledges*



*Dedicated testimonials section for building credibility*



*Petition and survey functionality for gathering feedback and growing a mailing list*



*Ongoing support over the duration of the campaign*

**Find out more** →

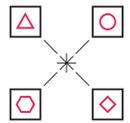


# WHAT CAN WE DO?



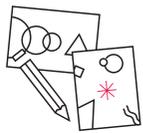
## Digital tools

Want to start a petition or conduct a survey? Need to promote an event? Starting a fundraiser and want to take donations? Our goal is to provide you with all the digital tools you need to engage with your constituents in one place, without any need for technical know-how.



## Set-up and configuration

Losing hours to technical issues? Whether it's DNS and hosting settings, email configuration, data security concerns, payment processor set up or something entirely different we can help. Over the years we've encountered and solved most problems. Whatever it is, we're pretty good at finding solutions.



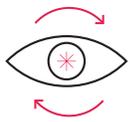
## Branding and design

Like it or not, looks matter...at least where your digital presence is concerned anyway! Strong, consistent branding portrays professionalism and adds weight to the good work that you do. Excellent design forms the backbone of everything we do. We will help you to develop an aesthetic and provide you with the tools and templates you need to apply it, consistently across all media.



## Automation and email

If you're using a separate CRM for managing contacts and/or sending emails, we can make sure it's well configured and your emails hit the mark, especially after someone's 'taken action'. Plus, we link your print campaigns and other branding standards with your digital efforts - brand consistency is a good thing!



## Monitoring and refining

It's not just about setting things up; it's about keeping an eye on how they're performing and making adjustments. We track, we learn, we make things better. We want to get to know your core team, work with them and build their capabilities.

## CASE STUDY



The Nation Union of Students (NUS) wanted to build a series of tools to encourage their audience to engage with the 2024 UK General Election and ultimately empower them to cast an informed vote.

## Features



*The development of a series of engagement tools for the 2024 UK General Election used by thousands of people*

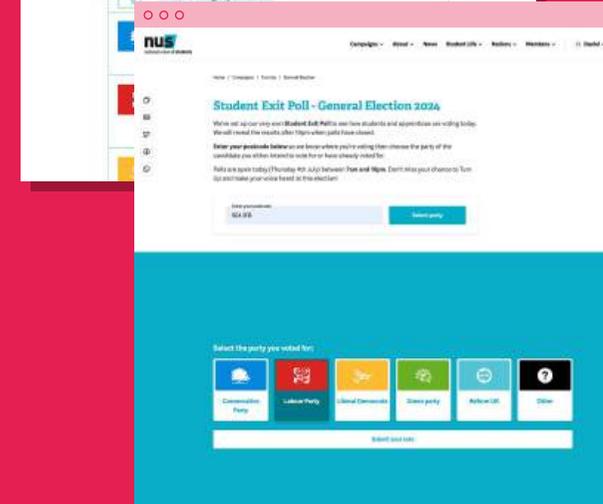
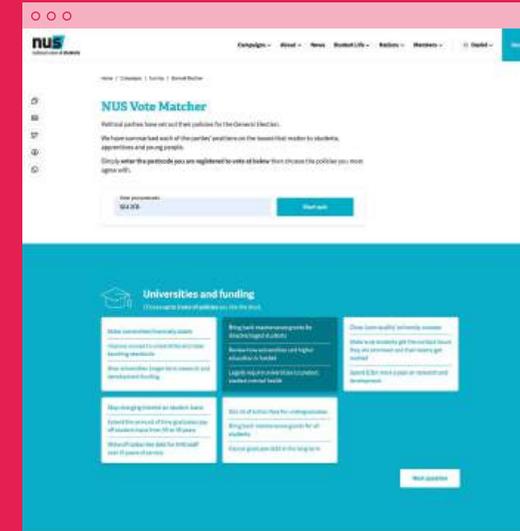


*Encouraged and empowered NUS's audience to engage with the democratic process*



*Extended the functionality of NationBuilder to allow for data to be gathered in a different, more engaging way.*

Find out more →



# WHO ARE WE?



## DAN

Dan has been designing and building websites and digital platforms for charities, social enterprises and political campaigns for well over a decade. His focus is on helping to build campaigns that look beautiful, provide structure and functionality and are as intuitive as possible for client and user alike.

Dan's skills include branding, logo design, email and social media template production, user experience and interface design and all aspects of web development. He's worked with a large list of clients including MPs and candidates (Dawn Butler MP, Tracy Brabin, Lloyd Russell-Moyle MP, Liam Byrne MP), campaign groups (NUS, Open Labour, Campaign For Labour Party Democracy, Best for Britain, APPG on Inclusive Growth) and charities and other organisations (UNGEI, IAPB, The Arts Council).



## JAMES

James has worked with two Labour MPs in their parliamentary offices, handling their communications, managing their campaigns and enhancing their digital systems. His experience includes general elections, mayoral races and local elections all over England. James also worked within the Remain and People's Vote coalition and has significant experience in organising and managing large protests and street mobilisations.

In addition to his political work, James has experience in business analysis and security design. He's qualified in project management and has studied political science and theory.

Most importantly, James has a knack for the digital side of election campaigns. He's great at setting up systems and dreaming up initiatives that collect email addresses and engage with audiences, a vital part of any campaign.

## CASE STUDY

### THE PARLIAMENTARY NETWORK

The Parliamentary Network provides a platform for parliamentarians to advocate for improvements in International Financial Institutions and multilateral development financing. They approached The Space Room to design and build a platform to help them communicate the different strands of their work more effectively.

#### Features



*Allows global parliamentarians to submit content for inclusion without the need for logging in*



*Clear and easy to navigate accommodating different content types with functionality to suit*

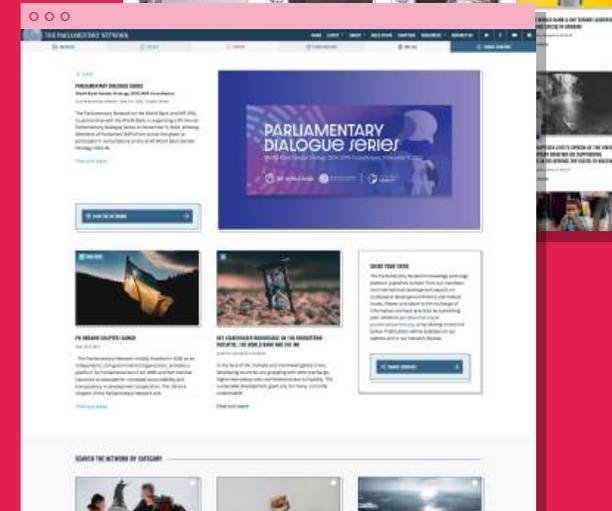
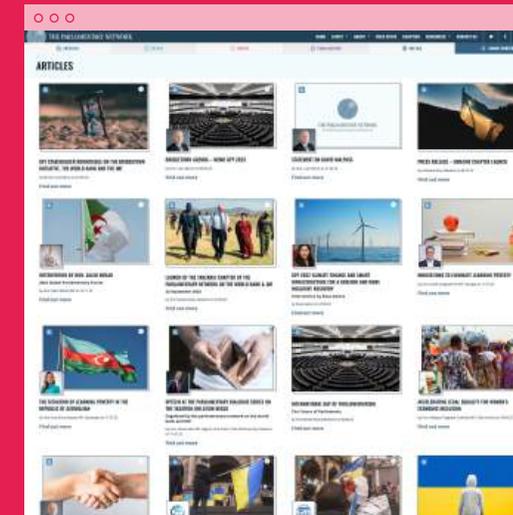


*Ability to host online events*



*Prominent 'join' options for building an audience*

**Find out more** →



# WANT TO TALK?

If you think our services could be of use or you'd like to find out more, please don't hesitate to get in touch.

 **07841 537 390**

 **info@thespaceroom.com**

You can also find out more at our website:

 **thespaceroom.com**

## CASE STUDY



The International Agency  
for the Prevention of Blindness

IAPB is the overarching alliance for the global eye health sector. We built them a new, campaign focused site centred around a pledge form for organisations and individuals to offer free eye care to their community.

### Features



Custom, staged  
pledge form to enable  
individuals and  
organisations  
to improve their  
communities eye health

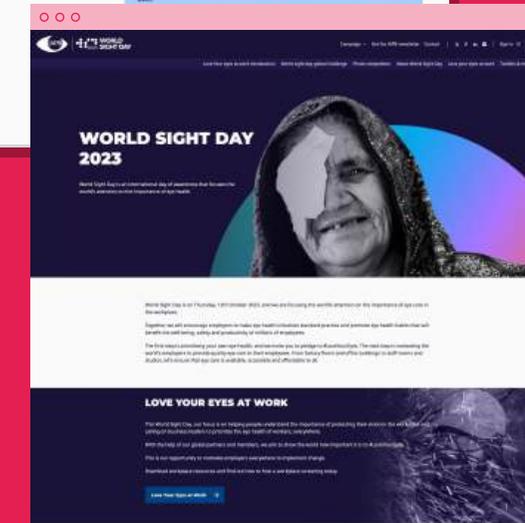
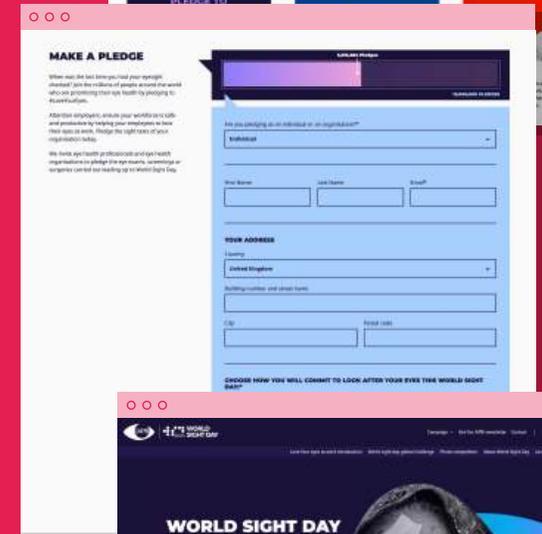


Theme that  
accommodates different  
campaigns with their  
own identity



Email template design  
to make sure future  
interactions maintain  
brand consistency

Find out more 



**Michael Morton**  
Consultant at International  
Agency for the Prevention of  
Blindness (IAPB)

**“THE SPACE ROOM ARE SKILLED DEVELOPERS WHO CONSISTENTLY DELIVER HIGH-QUALITY WORK FOR US AT IAPB. THEY ARE RESPONSIVE WITH CLEAR COMMUNICATION, AND FIND SOLUTIONS FOR OUR NEEDS. I HIGHLY RECOMMEND THE SPACE ROOM FOR ANY DEVELOPMENT PROJECTS.”**



THE SPACE ROOM

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