



compass

DIRECTION FOR THE
DEMOCRATIC LEFT

Windfall Tax Campaign Toolkit

'A windfall for social and environmental justice'

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Windfall Tax Campaign Toolkit

Introduction & Contents

Rising energy and fuel prices are affecting everyone but it's the poorest and those on fixed incomes who are paying the heaviest price for the essentials of life - light and heat.

This situation is unsustainable and should be challenged. Compass believes that the moment is right for the government to levy a sensible one off windfall tax on the energy and oil companies to guarantee social and environmental justice for the common good of people living today and for future generations.

The government can move quickly and decisively now - but it needs to know that this is what the people want. We have developed a toolkit to help you campaign locally and nationally to have your say in this important debate.

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1. Who supports a windfall tax
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1. Briefing questions and answers

Use the information below to inform people about the arguments for a windfall tax.

Why is a windfall tax important?

Rising energy and fuel prices have become the political issue, affecting family in the country. It's absolutely right that the corporations who are benefiting inextricably from that original investment and the later privatisation pay their fair share to society. Compass believes that it's now vital for the government to come out decisively in favour of a windfall tax to guarantee social and environmental justice both now and in the future. It is time for action.

Has a windfall tax been proposed before?

Yes. A similar windfall tax was levied when the Labour government first came to power in 1997 on the unearned profits of the newly privatised utilities and raised £5 billion; similarly in 1981 the Conservative government levied a windfall tax on banks as excessive interest rates led to substantial unearned profits for the main clearing banks. In 2008 the spike in the price of oil is now leading to substantial unearned profits for the main oil and energy companies. We therefore call on the government to levy a windfall tax on the energy and oil companies.

What does this have to do with us?

The average annual spend on domestic energy per household has now breached £1000, and since 2000 Britons have faced gas price rises of 100% and electricity price rises of 61%.

The government estimates that 2.5 million families are living in fuel poverty, whilst Energywatch puts the figure at over 4.5 million. It is estimated that 6 million families will be in fuel poverty by 2009 and with 3 million facing unemployment that figure can only rise. Yet despite the billions made in profits, the energy industry spends just £50 million a year combating fuel poverty and has only

agreed to raise this to a £150 million a year by 2010, with the rate of price rises this is nowhere near good enough - every 10% increase in energy prices mean an extra 400,000 people go into fuel poverty.

This is coupled with a lack of investment in securing sustainable energy supplies for future generations, which is essential if we are to stabilise energy prices for the longer term. By 2020 the UK wants 15% of all energy to be from renewable sources, this is currently only 2%. Huge increased investment is urgently needed if the government is to meet its target.

Hasn't British Gas just agreed to cut prices by 10%?

Yes, but since 2000 gas prices have risen by 100% and electricity price have risen by 61%, when compared to this, 10% is clearly not enough. Energy companies are likely to continue report profit increases over the next 12 months, so Compass want to see a sensible one off windfall tax to ensure that we start to tackle fuel poverty and guarantee environmental justice.

In the current economic climate, aren't energy companies struggling too?

Energy companies have complained that a windfall tax would damage their businesses. The Privatised plcs/New Deal windfall tax did not damage the companies taxed, neither did it allude to greater borrowing or reduced business investment.

Despite claims of a difficult trading environment the profits of the main energy providers have risen from £557 million in 2003 to now over £3 billion. This combined with recent news of vast profits made by oil companies - BP alone is now making £37 million a day in income with a 23% increase in profits to £6.7 billion for just the first 6 months of 2008.

What will the money be used for?

Revenues from the tax should be ring-fenced to deliver social and environmental justice for all. Part of the money raised should be used to immediately help those struggling with rising fuel bills and should

be particularly targeted at families in or facing fuel poverty. However the best strategy to eliminate fuel poverty forever is to ensure every home is insulated and energy efficient to the highest standards. Therefore much of the money raised should be used to kick-start a national programme of home energy efficiency and installing renewable energy, starting with the homes of the fuel poor.

Used in the right way this could benefit the UK economy as a whole - just as the New Deal in 1997 created new jobs for the long term unemployed, such an investment could see the creation of hundreds of thousands of new jobs in renewable energy production, insulation, building renovation and other sectors.

Hasn't the Government committed to an energy package.

Yes, and whilst the £300 million a year over 3 years (£900 million) is very welcome, it is already clear that this is not enough. According to LGA report 'switch off, switched on' the government needs to spend in the region of £5bn on a home insulation scheme to make a real impact.

What will happen if the Government does not act now?

If the government fails to act on this issue, then the cost to all of us will not just be in the form



increased bills through the letter box, there'll be a much bigger and longer term price to pay in terms of the social and environmental consequences.

2. Collected Facts & Figures

- The average annual spend on domestic energy per household has now breached £1000¹
- Since 2000 Britons have faced gas price rises of 100% and electricity price rises of 61%²
- Profits in the energy "market" have risen almost six-fold since 2003, from £557 million³ to now over £3 billion^{4,5,6,7,8}
- The "market" is controlled by a monopoly of the 'Big 6' who control '99% of the electricity market and 100% of gas'⁹
- Together, BP, Shell and Centrica made the equivalent of £1000 profit a second. Almost as much as the average domestic energy bill¹⁰
- Energy companies have consistently put the rise in gas prices down to the price of oil¹¹

- Home energy prices are still rising by up to 35% whilst the price of oil is finally dropping¹²
- BP alone is now making £37 million a day in income with a 23% increase in profits to £6.7 billion for just the first 6 months of 2008¹³
- The government estimates that 2.5 million families are living in fuel poverty¹⁴ whilst Energywatch puts the figure at over 4.5 million¹⁵



- The energy industry spends just £50 million a year combating fuel poverty¹⁴ and has only agreed to raise this to a £150 million a year by 2010¹⁶

• Response to BERR report

'Energy suppliers give more direct help to their most vulnerable customers than any other industry. Suppliers recently announced an extra £225 million for the period 2008 - 2011 in voluntary contributions, in addition to the £150m already allocated and the £1.4 billion energy efficiency commitment to help customers most at risk. There is no other industry that spends so much money to reduce demand for its own product'¹⁷

- Two million people are already in debt to their energy companies¹⁸
- With every 10% increase in energy prices 400,000 people go into fuel poverty. The rise in prices since 2004 means the Government is certain to miss its target of eradicating fuel poverty for vulnerable households by 2010.¹⁹
- Labour has reduced fuel poverty from almost 6.5m households in 1996 to a low of around 2m in 2004²⁰, but numbers are back on the increase, the last figure for 2005 put the amount of households in fuel poverty at 2.5m²¹
- The UK target is that by 2020 15% of all energy should come from renewable sources, this is currently only 2%.²²

¹ 'U.K. power bills may rise, adding to inflation woes' (accessed 31-07-08 - <http://www.independent.ie/business/european/uk-power-bills-may-rise-adding-to-inflation-woes-1399941.html>)

² Table 2.1.1, BERR: Quarterly Energy Prices – June 2008 (accessed 31-07-08 <http://www.berr.gov.uk/files/file46669.pdf>)

³ P24 'Business and Enterprise Committee: Energy prices, fuel poverty and Ofgem Eleventh Report of Session 2007–08 Volume I' (accessed 31-07-08 <http://www.publications.parliament.uk/pa/cm200708/cmselect/cmberr/293/293i.pdf>)

⁴ Centrica plc Preliminary results for the year ended 31 December 2007 (accessed 31-07-08 http://www.centrica.co.uk/files/results/2007_prelim_results.pdf)

⁵ BBC: RWE profits disappoint investors (accessed 31-07-08 <http://news.bbc.co.uk/1/hi/business/7258268.stm>)

⁶ E.ON Annual Report 2007 (accessed 31-07-08 http://www.eon.com/en/downloads/EON_GB07_US_komplett_v2.pdf) (rate conversion made 30-07-08)

⁷ Iberdrola Press Release 24 July 2008 (accessed 31-07-08 http://www.iberdrola.es/wcorp/gc/en/comunicacion/notasprensa/080724_NP_IB_Resultados_I_S_en.pdf) (rate conversion made 30-07-08)

⁸ Scottish and Southern Energy Annual Report 2007 (accessed 31-07-08 <http://miranda.hemscott.com/ir/sse/pdf/AnnualReport2007.pdf>)

⁹ <http://www.publications.parliament.uk/pa/cm200708/cmselect/cmberr/293/293i.pdf>

¹⁰ <http://www.mailonsunday.co.uk/news/article-1040328/British-Gas-splashes-25-000-junket-jimmy-Carr-35-price-hikes-Government-hints-energy-firms-windfall-tax.html>

¹¹ <http://news.bbc.co.uk/1/hi/business/7469848.stm>

¹² <http://www.guardian.co.uk/business/2008/aug/06/useconomy.interestrates>

¹³ Guardian: 'Oil: Soaring BP profit of £6.7bn draws fire from unions and motoring lobby' (accessed 31-07-08 <http://www.guardian.co.uk/business/2008/jul/30/bp.oilandgascompanies>)

¹⁴ Figure 11 Business and Enterprise Committee: Energy prices, fuel poverty and Ofgem Eleventh Report of Session 2007–08 Volume I' (accessed 31-07-08

<http://www.publications.parliament.uk/pa/cm200708/cmselect/cmberr/293/293i.pdf>)

¹⁵ Guardian: British Gas provokes fury with biggest ever price rise (accessed 31-07-08 <http://www.guardian.co.uk/money/2008/jul/31/householdbills.familyfinance>)

¹⁶ P43 Business and Enterprise Committee: Energy prices, fuel poverty and Ofgem Eleventh Report of Session 2007–08 Volume I' (accessed 31-07-08

<http://www.publications.parliament.uk/pa/cm200708/cmselect/cmberr/293/293i.pdf>)

¹⁷ <http://www.energy-retail.org.uk/media/press/BERRSelectCommitteeResponse.html>

¹⁸ P43 Business and Enterprise Committee: Energy prices, fuel poverty and Ofgem Eleventh Report of Session 2007–08 Volume I' (accessed 31-07-08

<http://www.publications.parliament.uk/pa/cm200708/cmselect/cmberr/293/293i.pdf>)

¹⁹ <http://www.publications.parliament.uk/pa/cm200708/cmselect/cmberr/293/293i.pdf>

²⁰ <http://www.publications.parliament.uk/pa/cm200708/cmselect/cmberr/293/293i.pdf>

²¹ <http://www.publications.parliament.uk/pa/cm200708/cmselect/cmberr/293/293i.pdf>

²² Friends of the Earth: Support renewable energy targets (accessed 31-07-08 http://www.foe.co.uk/campaigns/climate/press_for_change/support_renewable_energy_9479.html)

3. Campaign Aims and Actions

Compass would like to see the Government levy a windfall tax on energy companies who have seen their profits rise significantly as fuel prices for the ordinary consumer have rocketed.

In the past the current Government took decisive action to tax newly privatised utilities that had reaped the benefits of unearned profits. Since the 2008 spike in the price of oil, energy companies have been gaining substantial unearned profits.

To achieve this aim it is vital that we not only see national action, through petitions and newspaper coverage and MP support, we must see grass roots support and campaigning up and down the country. This will serve to demonstrate the strength of feeling in local areas which will put pressure on constituency MPs to act, generate local media coverage and highlight to local energy companies that the people they serve are not satisfied that they are making huge profits at their expense.

The next couple of sections will examine how you can generate local support from Trade Unions, Student Unions and local Political Parties, this section will examine campaign actions you can take to raise the profile of this important campaign.

Firstly decide who you are going to target with your campaign action then work out the best way to influence them. Will you target your local community? Energy companies? The press? Your MP or your Councilors? Will you use one group to influence another or will you influence your target directly?

There are a whole range of campaign actions you can take, it is important to be as creative as possible to attract the most attention. You could hold a local demo, a debate or an MP surgery visit. You could flier your local community or hold a street stall in your local town centre. Or you could hold a rally for the issue and invite your MP to attend. Find case studies that illustrate the fuel poverty problem in your local area and offer interviews to your

local media. You could also organise a stunt/visual campaign as a hook for them to publish your 'news' you could also collect signatures for a petition, and then present this to your MP.

Always think about how you can use the internet; websites, Facebook, YouTube etc. to generate support for your campaign or to publicise events and campaign actions.

Petition

If giving your MP a petition ensure each person who signs it includes their postcode as this demonstrates that signatories are in their constituency. You can then ask your MP to make a formal presentation of the petition to the House of Commons, which is a great opportunity for the campaign to be recognised in Hansard, the official record of what happens in Parliament. Use this as an opportunity for press coverage of your campaign by getting pictures taken of you handing your petition over to your MP. Make sure you send these to your local media with a press release.

Stunt/Visual Campaign

Coming up with a creative way of visually demonstrating what the problem is and what you are campaigning for can attract people to support your campaign and generate much needed media interest.



IDEA:

How about collecting (photocopied or mocked up – be careful to protect people's identity) household energy bills for the local area and pinning them to a giant pin board in a public area with a big red "final warning" sign? You could add up what everyone has been charged and have a total that keeps going up and up. That will get the local community involved, highlight the issue of rising fuel bills and give you plenty of evidence for your campaign.

There are so many ideas like this, get together with a few friends and bounce some ideas around. Remember to always check with the council or the police if you are conducting a campaign in public.

Demonstration/Rally

Organising a demonstration can be a lot of work, but can also be an effective way of getting people involved and generating coverage. It is vital to consider how many people you realistically think you can get out on your demonstration, it would probably do your campaign more harm than good if you only got 5 people on a demonstration or rally, it would look like you had no support for your issue. There can be a lot of red tape to navigate when organising a demo, make sure you talk to the Police and the local Council and give yourself plenty of time to mobilise people. Ensure you invite the press and some good speakers to rally the crowds.

Holding a local debate

Why not organise a panel debate on which your MP(s) someone from an energy company and a representative from a local trade union branch or other campaigning group can debate the merits of a windfall tax in front of people from the local community. You could video the event and post it on YouTube. Invite participants to ask questions of the panel and make sure you have a chair to control the debate!

4. What you can do locally

To keep this issue burning we need to create debate and discussion at a local and regional level. Whilst it is important that this campaign is discussed nationally, it is local activity that will keep the campaign alive.

a) **Get local Labour Party, Students' Union and trade union support**

Labour Party

Why not take a motion to your local Labour party branch and have a debate and discussion about windfall tax.

Model motion

The need for a national windfall tax

This [YOUR BRANCH] Labour Party notes the statement of the Prime Minister's Office of 21st October that said, 'what we have seen is prices going up for fuel and energy when the oil price went up and now that the oil price has come down, the public would naturally expect retail prices for fuel and household energy to come down as well.'

This branch further notes that since 2000 we have faced gas price rises of 100% and electricity price rises of 61% - with further increases including British Gas raising its gas bills by a record 35%. Simultaneously the main energy providers have seen their profits rise from £557 million in 2003 to £3 billion today. BP is now making £37 million a day, with a 23% increase in profits to £6.7 billion for the first 6 months of 2008.

This meeting welcomes the recent measures announced by the Government to help alleviate fuel poverty but believes that much more to be done. This meeting is concerned that further households will be forced into fuel poverty; particularly following the recent increases in gas and electricity prices.

In the light of the current and projected large profits still being made by energy companies, a sensible one-off windfall tax at a level to significantly ease the financial burden of those struggling with rising fuel bills and to kick-start a national programme of home energy efficiency and installing renewable energy, starting with the homes of the fuel poor can be easily accommodated by those companies without giving them justification for passing the cost to consumers or hampering investment in new energy efficiency technology.

Used in the right way this could benefit the UK economy as a whole - just as the New Deal in 1997 created new jobs for the long term unemployed, such an investment could see the creation of hundreds of thousands of new jobs in renewable energy production, insulation, building renovation and other sectors.

This meeting calls upon [LOCAL MP] to write to the Chancellor asking them to levy a windfall tax on the energy companies, ring-fencing some of the money raised to help those households struggling with rising fuel bills and on long-term projects including improving home energy efficiency starting with the homes of the fuel poor. This meeting also asks that [LOCAL MP] call on [YOUR REGION] Labour Party to take up fuel poverty and energy efficiency in their campaigning.

Students' Union

Are you a student? Then you are automatically a member of your student union. How about taking the model motion below to your union and see if it can be discussed in a council meeting, in the executive committee or in a general meeting.

This union believes

- The statement of the Prime Minister's Office of 21st October 2008 that said, 'what we have seen is prices going up for fuel and energy when the oil price went up and now that the oil price has come down, the public would naturally expect retail prices for fuel and household energy to come down as well.'

- The massive rise in gas and electricity prices rises that people are facing. Since 2000 we have faced gas price rises of 100% and electricity price rises of 61% - with further increases including British Gas raising its gas bills by a record 35%.

- Students will also be hit by these price increases and are among the most likely to live in fuel poverty like pensioners and low-income families.

- The main energy providers have seen their profits rise from £557 million in 2003 to £3 billion today. BP is now making £37 million a day, with a 23% increase in profits to £6.7 billion for the first 6 months of 2008.

This union further believes

- That if the Government does not increase their action to help people on low income backgrounds, further households will be forced into fuel poverty; particularly following the recent increases in gas and electricity prices.

- A sensible one-off windfall tax on energy companies would ease the financial burden of those struggling with rising fuel bills

- This should be brought in alongside a national programme of home energy efficiency and installing renewable energy which could also be funded with ease by a windfall tax

This union resolves

- To support any local campaign action calling for a windfall tax

- To encourage students through the Union website to sign up to the Compass petition for a windfall tax and to write to their MPs

- To write to all local MPs asking them to call on the Chancellor to levy a windfall tax on the energy companies, ring-fencing some of the money raised to help those households struggling with rising fuel bills and on long-term projects including improving home energy efficiency starting with the homes of the fuel poor.



Trade union

Are you a member of a trade union? How about taking the model motion below for your union branch to discuss.

The need for a national windfall tax

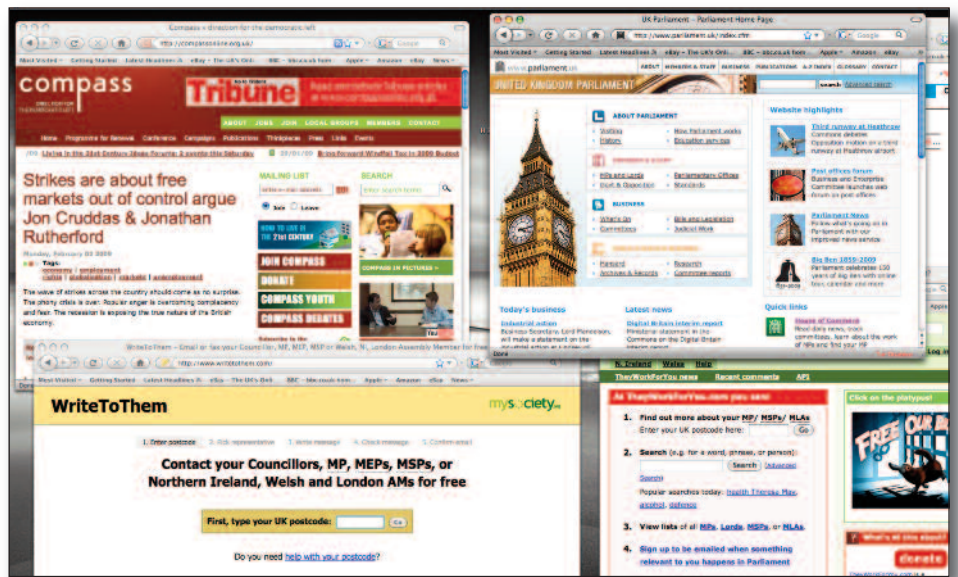
This [YOUR TRADE UNION] branch notes the statement of the Prime Minister's Office of 21st October that said, 'what we have seen is prices going up for fuel and energy when the oil price went up and now that the oil price has come down, the public would naturally expect retail prices for fuel and household energy to come down as well.'

This branch further notes that since 2000 we have faced gas price rises of 100% and electricity price rises of 61% - with further increases including British Gas raising its gas bills by a record 35%. Simultaneously the main energy providers have seen their profits rise from £557 million in 2003 to £3 billion today. BP is now making £37 million a day, with a 23% increase in profits to £6.7 billion for the first 6 months of 2008.

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Used in the right way this could benefit the UK economy as a whole - just as the New Deal in 1997 created new jobs for the long term unemployed, such an investment could see the creation of



hundreds of thousands of new jobs in renewable energy production, insulation, building renovation and other sectors.

This meeting calls upon [BRANCH CHAIR] to write to the Chancellor asking them to levy a windfall tax on the energy companies, ring-fencing some of the money raised to help those households struggling with rising fuel bills and on long-term projects including improving home energy efficiency starting with the homes of the fuel poor. This meeting also asks that [BRANCH CHAIR] calls on [GENERAL SECRETARY] to take up fuel poverty and energy efficiency in the union's campaigning and to write to the Chancellor about a windfall tax.

b) How to Lobby your MP

It is an MP's job to represent all the people of their constituency in Parliament, whether or not you voted for them. However, members will only generally deal with issues raised by their own constituents.

How to find out who your MP is

- Find the name of your local MP by logging on to <http://www.writetothem.com/> or www.locata.co.uk
- You can also telephone the House of Commons Information Office - 0207 219 4272

- It may be worth finding out whether they have already signed up to the Early Day Motion (<http://edmi.parliament.uk/EDMi/EDMDetails.aspx?EDMID=37269&SESSION=899>) or the compass statement Appendix 1 in support of a Windfall Tax.

- Use <http://www.theyworkforyou.com/> to do a bit of quick research about what your MP might have said on poverty or the environment.

What can your MP do to help?

- Your MP could write to the Chancellor or the relevant Minister; department or official raising your concerns and asking for a windfall tax. He could also make an appointment to see the Minister personally.
- You can ask your MP to sign up to the Compass statement by contacting Compass on 0207 463 0633 or gavin@compassonline.org.uk
- Your MP may decide to raise the issue of a windfall tax in the House of Commons. This could be done in a number of ways;
- Asking Oral Questions – Ministers answer questions on a rota basis and there is a limit to the number that can be asked.



- Tabling a written question to the appropriate Secretary of State. The answers to these questions are then published in Hansard, you can see them easily on <http://www.theyworkforyou.com/>

- Adjournment/Westminster Hall Debates - Your MP may also try to raise the issue in the half-hour Adjournment Debates or in a Westminster Hall debate.

- Early Day Motions – EDM 268 'WINDFALL TAX ON ENERGY COMPANIES' (<http://edmi.parliament.uk/EDMi/EDMDetails.aspx?EDMID=37269&SESSION=899>) is the relevant EDM. Although EDMs are very rarely debated, this gives MP's a chance to place on record their opinion on a subject in Parliament.

- You can ask your MP to use his/her position on a relevant committee or All Party Group to support a windfall tax or raise it as an issue.

How to contact your local MP

Write to your MP, MEP or local Councillor by using <http://www.writetothem.com/>. You can also write to you MP at [MP's NAME], House of Commons, London SW1A 0AA.

When Parliament is 'in recess', it might be possible to contact your MP by phoning his or her local constituency office. Your local library or town hall should be able to give you the phone number.

Some MPs use e-mail. You can check the list of MPs on the Internet at the Parliamentary Web site: www.parliament.uk/directories/hciolists/alm.s.cfm to see if they provide an e-mail contact address.

You can also phone your MP's Westminster office by phoning the Westminster switchboard on 020-7219 3000 and asking to be put through to your MP's office.

Writing to you MP

MPs will usually give more attention to a letter from a constituent than from an organisation - even those they support. Compass has produced a model letter for you to use (Appendix 2 and 3) but please tailor it. Use local examples, or ask

for a meeting to discuss this issue. The more individual the letter the better.

Remember to -

- Tell your MP you are a constituent
- Keep the letter brief but do enclose any include the Compass briefing questions and answers
- Be clear about what you are asking your MP to do
- Request a reply

Meeting your local MP

MPs are usually at the House of Commons in Westminster Monday to Thursday and spend Fridays in their local constituency.

The majority of MPs have surgery times when they are available in the constituency for constituents to meet and discuss issues and concerns with them. Your MP's local party office or Westminster office will be able to advise you when your MP will next be holding a surgery.

c) Local media

Locally publicising what your MP does or any campaign actions you may take could be helpful in raising public awareness of the campaign and persuading others to raise windfall tax as an issue.

Successful campaigns made good use of local and regional media. Why not write a press release or a letter to your local paper informing them about local actions you have taken and results you may have got?.

Top tips for gaining press coverage

- New? From the very beginning it needs to be clear that your story is new or that recent change has happened. The word TODAY together with a key fact, action or proposal should get you in the right direction
- What is your local newspaper interested in? Would they cover a protest outside your local energy company or a spat between the local MP and the energy company or the Chancellor? Think whether a letter for the letters page is the best way to go

- Key message It is crucial that you think about what your key message is before you begin writing.

- Case studies and local statistics. If you are putting a message across try to show a real life scenario by bring in local statistics about fuel poverty or the environment.

- Any big names? Are any well known local people in support of a windfall tax? If you can tie them in locally you could get great positive coverage, however you'll need to do your research!

- Use a picture. If it is possible try and use a decent visual. A newspaper may not run an article about your activity, but good photos are always irresistible. All you may get is a caption, so make sure the photo tells the story for you.

d) Energy Companies

It will come as no surprise that the energy companies oppose a windfall tax, claiming that if costs were imposed onto the industry they would always make their way back to the consumer. These companies are stating that we will pay either way!

It is important that they understand the level of support that this campaign has garnered and the level of fuel poverty that many people are in.

It is not likely that you will get a positive response, if any response at all, but there are several ways in which you can attempt to hold them to account in your campaign.

- Hold a rally outside their premises (see campaign aims and action section)
- Invite them to a public debate
- Do a letter/email writing campaign with the local community urging them to be more socially responsible with pricing and in particular the way the poorest in society are forced to be on meters (currently the most expensive method of paying for electricity)



5. Building a Campaign Coalition

What is a coalition?

A coalition is a group of organisations and individuals working together for a common purpose. Coalitions may have a "one issue" focus or a "multi-issue" focus. Your campaign will be to win the arguments for a Windfall Tax but to get there you need to identify all those people and organisations that could be affected by rising fuel price. Think about local groups who may want to be a part of this campaign locally; pensioners action groups, child poverty groups, singles parent family groups, poverty action groups, trade union branches, students' unions, local labour party, etc. Supportive local MPs or Councillors can also be useful within a coalition.

Why are coalitions important?

There is power in numbers! By joining forces with others with similar priorities, you are likely to get more accomplished. Coalitions have several advantages:

- Coalitions can reach a broader base.
- Coalitions generally have greater credibility and can have more leverage by demonstrating tangible, broad community support.
- Coalitions can offer better access to policy-makers and connections to influential decision-makers through a strong united voice.
- Coalitions create networking and partnership opportunities
- Coalitions provide economies of scale and cost-efficiency, conserving resources for each member organisation.
- Coalitions have the potential to provide media attention and public profiles that member groups may not be able to achieve alone.
- Coalitions offer access to greater expertise by calling on a range of organisations and individuals.

Where to Start...

Step 1. Identify Potential Local Allies

Think about what kinds of organisations and individuals would support your call for a Windfall Tax on energy companies. Do they campaigning on social justice issues? Have they said anything publicly about poverty? Do they have environmental credentials? If so, start looking up their contact details locally and get in touch!

Step 2. Get Together and Define your Goals

Determine your long- and short-term goals. Why are you forming this coalition and what do you hope to accomplish? Do you want to work on joint press work, do a joint lobby of your local MP or joint campaign stunt? Come to agreement on some general guiding principles for the coalition's work. First agree on the principle of a windfall tax, then what you hope to achieve locally. You may find that some organisations or individuals would like to go further than others this can be difficult to negotiate at times and their will need to be some give and take.

Address issues up front so that all perspectives can be brought to the table. Remember that this is a collaborative effort (that's the whole point of a coalition!) and that means acknowledging and respecting differences, and being able to compromise. Always designate specific tasks to be done and set benchmarks for completion of coalition activities.

It's also important to determine how often, when and where your coalition will meet, and who will attend each meeting. Once these logistics are worked out, consider announcing your coalition to the public. By releasing a joint statement, the coalition can make policy-makers and the general public aware of its existence.

Step 3. Take Action and Keep the Momentum Alive

The advocacy coalition should meet regularly to coordinate strategies. Different members will contribute different strengths and it is important to capitalise on those strengths. You need to keep all coalition members informed about the ongoing advocacy efforts, so that they feel

a sense of involvement and investment in the coalition. Email is an easy and inexpensive way to stay in frequent contact. Encourage feedback and suggestions from coalition members. Take full advantage of strength in numbers to get things done.

Appendix 1

Check -

<http://www.compassonline.org.uk/campaigns/campaign.asp?n=2773> for updates

Signed by

John Austin MP
 Richard Burden MP
 Karen Buck MP
 John Battle MP
 Michael Meacher MP
 Derek Wyatt MP
 Diane Abbott MP
 Frank Cook MP
 Jeremy Corbyn MP
 David Crausby MP
 Martin Caton MP
 Ann Cryer MP
 Jon Cruddas MP
 Jim Devine MP
 Andrew Dismore MP
 Jim Dobbin MP
 Brian Donohoe MP
 David Drew MP
 Dr Ian Gibson MP
 Fabian Hamilton MP
 David Heyes MP
 Lyndsay Hoyle MP
 Brian Iddon MP
 Peter Kilfoyle MP
 Khalid Mahmood MP
 Albert Owen MP
 Gwyn Prosser MP
 Hywel Francis MP
 David Hamilton MP
 Geoffrey Robinson MP
 Dr Desmond Turner MP
 Paddy Tipping MP
 Jim Sheridan MP
 Dari Taylor MP
 Joan Walley MP
 Mary Creagh MP
 Linda Riordan MP
 Ian Stewart MP
 Gavin Strang MP
 Kelvin Hopkins MP
 David Taylor MP
 Michael Clapham MP

Neil Gerrard MP
 Alan Simpson MP
 Frank Dobson MP
 Bruce George MP
 Mohammed Sarwar MP
 Steve Pound MP
 Tony Lloyd MP
 Geraldine Smith MP
 Kate Hoey MP
 David Borrow MP
 Harry Cohen MP
 Fiona Mactaggart MP
 Mike Gapes MP
 Brian Jenkins MP
 Clive Betts MP
 Ian Davidson MP
 Ronnie Campbell MP
 Alan Meale MP
 Jim Cousins MP
 Anne Moffat MP
 Denis Murphy MP
 David Clelland MP
 John Robertson MP
 Eric Martlew MP
 Mark Lazarowicz MP
 David Chaytor MP
 Barry Sheerman MP
 Mark Fisher MP
 Dai Harvard MP
 Jim Hood MP
 Charlotte Atkins MP
 Elliot Morley MP
 David Winnick MP
 Andrew Mackinlay MP
 Frank Field MP
 Eric Illsley MP
 Sandra Osbourne MP
 John McDonnell MP
 Roger Godsiff MP
 Patrick Hall MP
 Colin Burgon MP
 Kali Mountford MP
 Joe Benton MP
 Vivendra Sharma MP
 Jim McGovern MP
 Janet Dean MP
 Katy Clarke MP
 Ken Purchase MP
 Dennis Skinner MP
 Marsha Singh MP
 Doug Naysmith MP
 Roger Berry MP
 Mike Wood MP
 Neal Lawson, Chair, Compass
 Gavin Hayes, General Secretary, Compass
 Friends of the Earth
 Tony Juniper, Environmental Campaigner

Kate Green, Chief Executive, CPAG
 Lord Richard Rogers
 Stephen Hale, Green Alliance
 Lord Roy Hattersley
 Chuka Umunna, Labour PPC, Streatham
 Nicky Gavron AM
 Cllr Jon Collins, Leader of Nottingham City Council
 Chris McLaughlin, Tribune
 Howard Reed, Economist
 Heather Wakefield (in a personal capacity)
 Mark Donne, Fair Pay Network
 Nancy Platts, Labour PPC, Brighton Pavilion
 Ruth Lister CBE, Professor of Social Policy,
 Loughborough University
 Billy Hayes, General Secretary, CWU
 Tony Robinson, Actor and Broadcaster
 Dave Prentis, General Secretary, UNISON
 Colin Crouch, Professor of Governance and Public Management
 at the University of Warwick Business School
 Keith Norman, General Secretary, ASLEF
 John Harris, Journalist
 Guy Palmer, Director New Policy Institute
 Baroness Helena Kennedy QC
 Tony Woodley, General Secretary, T&G Unite
 Andrew Simms, Policy Director and head of the
 climate change programme, nef
 Melissa Benn, Author and Journalist
 Sunny Hundal, Editor, Liberal Conspiracy
 Tony Benn
 Wes Streeting, NUS President
 Mark Serwotka, General Secretary, PCS
 Stephen Twigg, Labour PPC, Liverpool West Derby
 Mike Davis, Editor, Chartist



Appendix 2

MP
House of Commons
London
SW1A 0AA

Dear MP

As a local constituent, I am writing to ask that you to add your voice to our growing list of over 100 Labour MPs who've supported for a windfall tax for social and environmental justice - supported from across the progressive community, civil society, and from all corners of the UK in a statement coordinated by Compass. I enclose the statement for your information.

Rising energy and fuel prices are affecting everyone but it's the poorest and those on fixed incomes who are paying the heaviest price. The warm summer weather will not mask the anxiety and anger at dramatically rising bills for the essentials of life - light and heat.

Since 2000 we have faced gas price rises of 100% and electricity price rises of 61% - with further increases including British Gas raising its gas bills by a record 35%. Simultaneously the main energy providers have seen their profits rise from £557 million in 2003 to £3 billion today. BP is now making £37 million a day, with a 23% increase in profits to £6.7 billion for the first 6 months of 2008.

I believe that the moment is right for the government to levy a sensible one off windfall tax for social and environmental justice both now and in the future. Revenues from the tax should be ring-fenced to deliver social and environmental justice for all. Used in the right way this could benefit the UK economy as a whole - just as the New Deal in 1997 created new jobs for the long term unemployed, such an investment could see the creation of hundreds of thousands of new jobs in renewable energy production, insulation, building renovation and other sectors.

As precedent a similar windfall tax was levied when Labour came to power in 1997 on the unearned profits of the newly privatised utilities and raised £4.5 billion. Similarly in 1981 the Conservative government levied a windfall tax on the main clearing banks - justified on the grounds that increased interest rates led to substantial unearned profits. In 2008 the spike in the price of oil has today lead to substantial unearned profits for the main oil and energy companies - we therefore call on the government to levy a windfall tax.

The government can move quickly and decisively now. I would ask that you

- sign up to the campaign by contacting Compass on 0207 463 0633 or gavin@compassonline.org.uk
- Write to the Chancellor expressing your concerns and asking him to consider a windfall tax as a matter of urgency

I urge you to add your voice to this growing campaign and to support a windfall tax for social and environmental justice.

I look forward to hearing from you about this important issue.

Yours sincerely,



Appendix 3

Rt Hon Alistair Darling MP
Chancellor of the Exchequer
HM Treasury
1 Horse Guards' Road
London
SW1A 2HQ

Dear Chancellor of the Exchequer,

I am writing to you today to ask you to implement a windfall tax for social and environmental justice – this has the backing of over 100 Labour MPs and been widely supported from across the progressive community, civil society, and from all corners of the UK in a statement coordinated by Compass.

Rising energy and fuel prices are affecting everyone but it's the poorest and those on fixed incomes who are paying the heaviest price. The warm summer weather will not mask the anxiety and anger at dramatically rising bills for the essentials of life - light and heat.

We have since 2000 faced gas price rises of 100% and electricity price rises of 61% - with further increases including British Gas raising its gas bills by a record 35%. Simultaneously the main energy providers have seen their profits rise from £557 million in 2003 to £3 billion today. BP is now making £37 million a day, with a 23% increase in profits to £6.7 billion for the first 6 months of 2008.

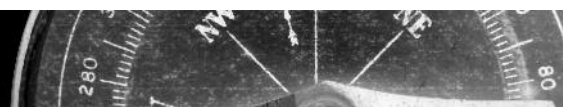
I believe that the moment is right for the government to levy a sensible one off windfall tax for social and environmental justice both now and in the future. Revenues from the tax should be ring-fenced to deliver social and environmental justice for all. Used in the right way this could benefit the UK economy as a whole - just as the New Deal in 1997 created new jobs for the long term unemployed, such an investment could see the creation of hundreds of thousands of new jobs in renewable energy production, insulation, building renovation and other sectors.

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The 1997 measure took just three months to enact. The government can move quickly and decisively now.

I therefore urge you to levy a windfall tax for social and environmental justice

Yours sincerely,





“ Compass is the democratic left pressure group, whose goal is to debate and develop the ideas for a more equal and democratic world, then campaign and organise to help ensure they become reality. ”

Join today and you can help change the world of tomorrow -
www.compassonline.org.uk/about/join.asp

compass

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