

TALKING TAX

on the doorstep






The messages political parties hear on the doorstep, and in communities during local elections, reach Westminster. Canvassing is an important mechanism for parties to understand the public mood and hear what matters most to you. The feedback from local parties is filtered up to MP's offices, and upwards to ministers and national policy makers.

When canvassers knock on your door, it is a great opportunity to make your views on taxing wealth properly heard. Councils and devolved governments don't have the same

powers as the national government do to tax the wealthiest, but they do have some powers (especially devolved parliaments). **We want to make sure they use their position to deliver, or at least pressure, for changes that would make the super-rich pay more to ensure local communities get the funding and resources they need.**

When speaking to a canvasser it helps to give personal examples and ground your support for taxes on the super rich in how this would help address local issues important to you.

What the canvasser needs to hear to report back

How you feel / your priority issue	The problem behind it	The solution you want to see
 <p>It feels like things aren't getting better, so many people I know are struggling with higher bills.</p>	 <p>Our tax system means the super rich keep getting richer whilst our communities & public services struggle.</p>	 <p>I want to support someone whose party is going to tax the richest more and fight for funding for our local community.</p>

More examples at the end of this resource!

TALKING TAX



with friends & family



When talking to friends and family it helps to frame tax positively.

Too often people talk about the tax 'burden', or when they hear 'tax the rich' they worry it means people who work for their income and want a good life.

You can shift minds and win people over by more accurately talking about **tax contributions** to our society or **tax as a tool** we can use to build the type of society we want to live in. And focus on the important investments (from hospitals to roads, schools to libraries) that all of us benefit from, which are only made possible by fair taxation.

It also helps to say that we want to **tax extreme wealth** or **tax the super rich**. It's important to get across we're not talking about your neighbour who has "done well", we're talking about the tiny handful of billionaires, and the 0.03% of the population with over £10 million.

Key statistic:

The 50 richest families in the UK now hold more wealth than the poorest 50% of the country combined.

What does tax justice look like?

- **A 2% annual tax** on wealth over £10 million which would raise £24 billion a year from the richest 0.03% of the population.
- Taxing income from wealth and work the same and removing unfair loopholes, by **reforming Capital Gains Tax**, to raise over £11 billion a year.
- **Reforming Council Tax** to make it proportional to property value so people in cheaper homes pay less and the super rich pay their fair share.
- **Tax the excess profits of companies profiteering from the war on Iran;** including big oil and gas giants, big banks, defence companies, and big AI & tech firms.
- [Read about other progressive tax reforms on our website here!](#)

More example statements:

How you feel / your priority issue	The problem behind it	The solution you want to see
<p>I struggle to get by with the cost of housing / rent and my energy bills being so high</p>	<p>Big corporations are making record profits and hiking prices for ordinary people, often whilst also shifting profits overseas to avoid tax</p>	<p>I support those who want to tax the super rich & the wealthiest businesses to help tackle the cost of living crisis and fix the foundations of our country</p>
<p>I'm worried about people in my community who are homeless or relying on food banks</p>	<p>When just 50 families have more wealth than the poorest 50% of the population, wealth inequality has become too big a problem to ignore</p>	<p>We need a wealth tax to invest in our communities and reduce inequality - councillors should be demanding more from Westminster!</p>
<p>My local GP had to close, so did the local youth centre - I just want my kids to have what they need nearby</p>	<p>Multi-millionaires & billionaires are making more in their asleep than the average person does in a week - but often paying a lower effective rate of tax</p>	<p>We need to tax wealth the same as work - I want to see those working in politics at every level be on the side of ordinary people and work to make the system fairer</p>