



Greens messaging on Manchester's mayoral vote needs some work

Description

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Greens

The Green Party is likely to be the [most credible left-wing option](#) in Manchester's mayoral election on [30 July](#). But to win, the Greens need to make sure their messaging is as strong as possible.

Are Greens the only party that can beat Reform?

It would be great, for example, if the Greens could avoid using the phrase "we're the only party". Because ahead of the mayoral election, they immediately came out with that message. And that was despite [Labour having just won in Macclesfield](#) (which is in [Greater Manchester](#)).

Across Greater Manchester - from Bolton to Salford, Trafford to Stockport, Greens have shown we are the only party to stop Reform.

Vote Green in the Greater Manchester Mayoral Election!   pic.twitter.com/ouX43xvZ0H

The Green Party (@TheGreenParty) [June 19, 2026](#)

It's true that there was probably some [tactical voting](#) in Macclesfield from natural Green supporters. But the Greens [would have needed a 40% swing](#) away from Labour to win there, which even [prominent party members knew was a tough ask](#).

To be fair to the Greens, a 40% swing may be unlikely, but slightly more modest swings are absolutely possible with the right messaging, candidate, and campaign. Just look at the 28% swing the Greens got elsewhere in Greater Manchester earlier in 2026:

With Manchester's mayoral election coming up on 30 July, the 28% swing in Gorton and Denton reminds us that the Greens could be a real challenger. pic.twitter.com/xXr0CpHl7J

Ed Sykes (@OsoSabloUK) [June 19, 2026](#)

Back then, we were also critical of [Labour propaganda](#) about Keir Starmer's party [somehow being the best bet](#) there. Because Labour was absolutely not [the only party](#) that could stop Reform, despite its confident [claim that](#)

Only Labour can beat Reform in Gorton and Denton.

It was embarrassing especially because the country immediately got proof that it was absolute rubbish.

Challenge billionaire warmongers. Avoid weak slogans.

In 2024, [only 28.6%](#) of eligible voters turned out for Manchester's mayoral election. But a lot has happened since then. Keir Starmer's national government has [become](#) [dismally dystopian](#) and people's [anger](#) at the party is palpable. So we fully expect turnout to be higher in July especially if Green messaging is strong.

Let's see the Greens avoid simplistic, problematic claims about being [the only party that can win](#). Instead, let's see them focus on mobilising people with hope and a strong message of challenging billionaire warmongers and the damage they're doing to both humanity and our planet.

Green leader Zack Polanski [promises](#) the party has been [getting ready](#). Journalist Megan Kenyon, meanwhile, says the Greens were [prepping for the mayoral race](#) during [most of the](#) [Makerfield campaign](#).

We genuinely hope that's the case. Because Manchester has the power to send a strong message to Westminster. And parliament needs to hear it.

Featured image via [Twitter](#)

By [Ed Sykes](#)

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