

We hope you've enjoyed Weber Shandwick's weekly election newsletters and podcasts; our team has loved making them, and we welcome your feedback! We'll continue with monthly newsletters throughout the rest of the year, giving you the inside scoop on how Starmer is settling in, and analysing the impact of key moments such as the King's Speech and Party Conferences.

If you're wondering how your organisation can adapt to a brand new government with a different set of policy priorities and stakeholders, get in touch with us [here](#). There's a real opportunity for forward-thinking businesses to get ahead in this "change" moment, and we're experts in creative campaigning and navigating political processes.

THE POLITICAL FORECAST

SPOTLIGHT ON: THE RESULTS

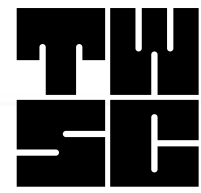
It's over. Six weeks and one day since Rishi Sunak stood on the steps of Downing Street in the pouring rain to announce an election, we have a new government. The result is historic for Labour, with the party winning a majority of 174 seats, and the Conservatives dropping to just 121 seats. On a night which saw Penny Mourant, Grant Shapps, Liz Truss and Jacob Rees Mogg losing their seats, the makeup of the new Parliament is radically different, with smaller parties enjoying a much greater share of seats.

THE CAMPAIGN

When the election was called, we expected six weeks of fairly dull campaigning. What we got was much more engaging - with tetchy head-to-head debates, gaffes galore, some fun stunts (thanks Ed Davey) and a LOT of policy announcements, albeit many of them having little cut-through. We've seen the rise of Reform, the resurgence of the Lib Dems, and more polls than we've ever seen before in any election campaign, all pointing us clearly to the seismic Labour victory that emerged. This will undoubtedly go down in the history books as a change election. But what it has also shown us is the state of our politics. With turnout at 60%, the second lowest in history and candidates mired in scandals from gambling to outright racism, a big takeaway from this campaign has been just how little faith the electorate has in politics and politicians. There's a lot of work ahead for the new Prime Minister and his government if they are to change that perception as they try to change the country.

WHAT NOW?

After we've all caught up on our sleep and the excitement of election day has died down, thoughts will quickly turn to what's to come. This incoming government will have far less grace than previous ones; there will be no honeymoon. As soon as new ministers have been appointed and machinery of government changes implemented, voters and businesses will be looking to the new Government to show progress on its 'six first steps', including improving the economy, tackling NHS waiting lists, and delivering the promised new teachers. With recess pushed back and expected to end early, new MPs will be working incredibly hard to get up to speed with their roles, and to make an impression. This offers huge opportunities for those looking to engage but also presents challenges being heard over the astounding noise of those looking for an audience. If you're looking for support to achieve that, we're just an email away.



PARTY BREAKDOWN



LABOUR

A historic victory, with images of Starmer standing outside No.10 seared permanently into the nation's consciousness. Perhaps a slight tinge of sadness with losses to the Greens and Independents of two big names, Thangam Debbonaire and Jonathan Ashworth. But Starmer will have woken up (if he ever slept) this morning with a broad grin on his face - and a mountain of paperwork already on his desk.



CONSERVATIVES

Rishi held his seat in Richmond, but it will come as little comfort to the outgoing PM who has seen a series of Party big hitters fall overnight, namely Penny Mordaunt, Lucy Frazer and Grant Shapps. Polls leading up to election day predicted the Tories could fall to double digit seats, but they have managed to avoid total wipeout, with 121 MPs returned. As Sunak steps back, attention will now turn to who will take up the reins of a fatigued Party seeking an urgent reset...



LIB DEMS

Some people may have viewed Ed Davey's stunt-filled campaign with scepticism, but the Lib Dem leader is likely to be ecstatic this morning having led the Party to its best ever electoral result. The Lib Dems made a sleuth of gains, particularly in the south, winning 71 seats and looking set to be a major force in Parliament. The Party took out some major names overnight, including Education Secretary Gillian Keegan, and now the attention turns what kind of opposition Davey will provide in a radically different Parliament...



REFORM

Farage will be pleased that he made yet another return to UK politics, winning 4 seats - but will these be enough to make the Party's voice heard in Parliament? He'll be all the more relieved after two Reform candidates defected to the Conservatives two days before the election, in response to accusations of racism within the Party, with Richard Tice accusing the Conservatives of planting "Trojan horse candidates"...

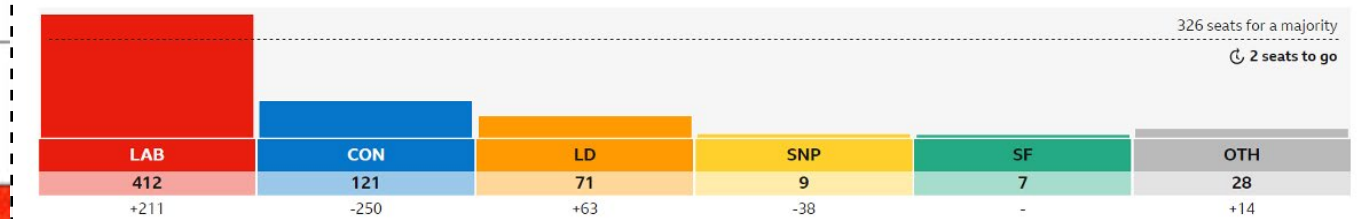


NORTH OF THE BORDER

It was a very bad night for the SNP, who as it stands are on 9 seats, much worse than polls predicted. Labour won the election in Scotland and then some, securing 37 seats so far. John Curtice has said that were it not for Labour in Scotland, Labour's vote would be pretty much unchanged from 2019. The Conservatives are down to 5 with the Lib Dems winning 5. This will see the SNP losing parliamentary privileges that come with being the third party, and a lot of thinking to do before the Scottish Parliament elections in two years time.

POLL POSITIONS

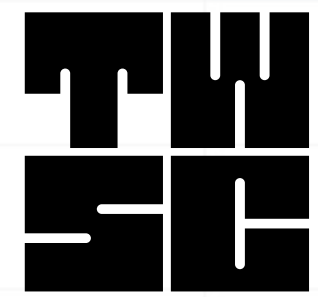
There is only one poll that matters this week! The votes are in, the counting is complete, and the country has spoken. Rishi Sunak stood outside No. 10 this morning to turn the page on his time as PM, while the next chapter begins with Sir Keir Starmer at the helm. The landslide Labour victory was largely predicted. What was not expected was the emergence of the Lib Dems on their best ever electoral result and the Greens making rural inroads, while Reform underperformed based on exit polls, garnering just four seats.



CAMPAIGN MOMENT

No words needed.

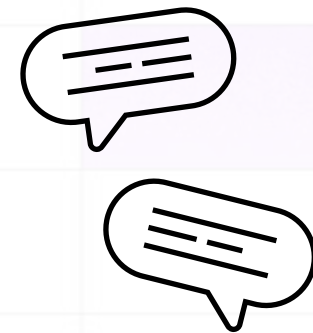




QUOTE OF THE WEEK

“The change begins right here... it is time for us to deliver!”

Sir Keir Starmer



PPC-TURNED-MP PATTER*

**A title from our Scottish Public Affairs colleagues.
Patter = a word used to describe someone's general conversation, wit, and mannerisms.*

The spotlight today is on Alex Baker. Now officially an MP, Baker pulled off a major upset by flipping the presumed safe Conservative seat of Aldershot. Outgoing MP, Leo Docherty, was deemed to be in the smaller grouping of Tory seats that the Party was most confident of retaining. It is the first time that Labour has won this seat, a seat that has been held by the Conservatives for the last 100 years, with a 28-point swing against the Party. Certainly one to watch...



BUSINESS BULLETIN

In what was a dramatic move on the eve of the General Election, the Conservative Party was poised to unveil a powerful letter signed by a significant number of small business owners. This last-ditch effort aimed to sway undecided voters by underscoring the Party's commitment to economic stability and growth. It was expected to feature endorsements from 100 to 150 SME leaders. The letter warns of the potential risks their businesses face under a Labour government. However, the Party failed to publish the letter and its noticeable absence of such endorsements this time around reflects the Party's lack of engagement from businesses.

Despite the nation holding its breath in the final days leading up to the election, the Conservative Party's last-ditch efforts were not enough to tip the scales in their favour.



TIKTOK TIME

Boris Johnson's last-minute rally was a classic, chaotic performance that stole the show and had Tory loyalists cheering. Despite his shambolic messy appearance and his speech delivered from scribbled notes, the move was branded as a "desperate new low" for the party (maybe now further down the list after tonight). His speech did raise a lot of eyebrows as it lacked praise for Sunak, and the pair did not even cross each other's path. So much for "Conservative family united" eh?



GET IN TOUCH

To learn more about Weber's Public Affairs team and our services, [click here](#).