



International Network Event: UK Post-Election Briefing May 18, 2015 Washington, D.C.

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UK General Election 2015

with Rt Hon Jacqui Smith & Lord Bethell



It was not always clear that Cameron would gain a majority

Whitehall and the political commentariat had a sense of ennui towards a Miliband Government



General election 2015: Poll of pollsters shows still too close to call... so let the horse-trading commence

The Telegraph

Ed Miliband's plot to become Prime Minister - even if he does not win the election

Senior Labour figures considering coalition with Liberal Democrats to help 'lend legitimacy' to minority government and reduce reliance on SNP



Punters place more bets on Ed Miliband as UK prime minister



Election 2015: Polls suggest Ed Miliband is likely to become Prime Minister

While the Tories may still win more votes and seats than Labour, it is hard to see how David Cameron can cobble together 323 seats for a majority.



Against the commentariat and pollsters' predictions, Prime Minister Rt Hon David Cameron MP secured a slim majority

Party	2015 seats	2010 seats	Change	New MPs
Conservative	331	307	+25	73
Labour	232	258	-26	53
LibDem	8	57	-49	0
SNP	56	6	+50	50
UKIP	1	0	+1	0



The two parties took divergent approaches to their American hires

- In Jim Messina, the Conservatives received a hands-on data-focused approach
- In David Axelrod, the Labour party put more stock in messaging advice from afar
- Lessons learned from the campaign:
 - Micro-targeting works
 - Voters decide late-on in the election





Lynton Crosby and Jim Messina watching the election results

Jim Messina: "It was amusing to see all these polls saying, 'Oh, Labour's talking to more people', and I kept thinking to myself, 'That's great, because we are talking to the right people, over and over and over again".



Key features of the election





Four mega-trends driving politics

- Euroscepticism
- Political disengagement
- Regionalism / nationalism
- Isolationism







Three examples of the "same old same old"

- Lead from the centre.
- Economic competence.
- Majority Government.





Three Government priorities

- Productivity.
- Public services.
- Homeland security.







Blue collar Conservatism







Key people at Cameron's Cabinet

Cameron is trying to portray a sense of calm continuity to blunt any criticism that a Conservative government without the Lib Dems as coalition partners could be too radical and ideological.









Minister



George Osborne MP: Chancellor and First Secretary of State



Chris Grayling MP: Leader of the House of Commons





Michael Gove MP: Justice Secretary



Jeremy Hunt MP: Health Secretary



Stephen Crabb MP: Welsh Secretary



Philip Hammond MP: Foreign Secretary



Nicky Morgan MP: Education Secretary



Greg Clark MP: Secretary of State for Communities and Local Government



Liz Truss MP: Environment Secretary



Cabinet Office



Michael Fallon MP: Defence Secretary



Baroness Stowell: Leader of the House of Lords



Patrick McLoughlin MP: Transport Secretary



Oliver Letwin MP: Minister for the Cabinet Office



Anna Soubry MP: *Minister* of State for Small **Business**



Mark Harper MP: Chief Whip



Sajid Javid MP: Business Secretary



Theresa Villiers MP: Northern Ireland Secretary



Boris Johnson MP: Minister without Portfolio

Blue = new to role

Black = nochange



Iain Duncan Smith MP: Work

and Pensions Secretary

Amber Rudd MP: Energy and Climate Change Secretary



Justine Greening MP: International Development Secretary



Greg Hands MP: Chief Secretary to the Treasury



John Whittingdale MP: Secretary of State for Culture, Media and Sport



David Mundell MP: Scotland Secretary

Priti Patel MP: Minister

of State for Employment



Robert Halfon MP: Deputy Chairman of the Conservative Party











Harriet Harman MP: acting Labour leader



Rachel Reeves MP: shadow Work and Pensions Secretary



Caroline Flint MP: *shadow* Energy and Climate Change Secretary



Mary Creagh MP: shadow International Development Secretary



Shabana Mahmood MP: shadow Chief Secretary



Chris Leslie MP: shadow Chancellor



Angela Eagle MP: shadow Leader of the House of Commons



shadow Culture



Ian Murray MP: shadow



Gloria de Piero MP: shadow Women and Equalities Minister





Chris Bryant MP: Secretary



Scotland Secretary



Yvette Cooper MP:

shadow Home Secretary



Lord Falconer: shadow Justice Secretary



Andy Burnham MP: shadow Health Secretary



Owen Smith MP: shadow Welsh Secretary



Lord Bassam of Brighton: shadow Leader of the House of Lords



Hilary Benn MP: shadow Foreign Secretary



Tristram Hunt MP: shadow Education Secretary



Emma Reynolds MP: shadow Communities



Maria Eagle MP: *shadow* Environment Secretary



Liz Kendall MP: shadow Care and Older People Minister



Vernon Coaker MP: shadow Defence Secretary



Baroness Royall of Blaisdon: shadow Leader of the House of Lords



Michael Dugher MP: shadow Transport Secretary



Lucy Powell MP: shadow Cabinet Office Minister



Lord Bach: shadow Attorney General



Rosie Winterton MP: shadow Chief Whip



Chuka Umunna MP: shadow Business Secretary



Ivan Lewis MP: shadow Northern Ireland Secretary



Jon Trickett MP: shadow Minister without Portfolio and Deputy Party Chair

Blue = new to role

Black = nochange



Secretary

- 1. Devolution and decentralisation
- 2. European referendum
- 3. Cameron succession
- 4. International role



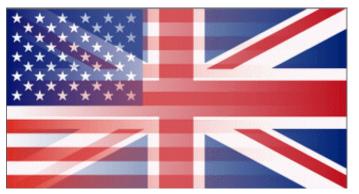
What does the UK's experience mean for the upcoming Presidential election?

- The centrist ground remains key
 - Cameron and Osborne led from centre despite demands of their party to move further right
- Voters make last minute decisions
- Micro-targeting works and polling can still get it wrong in the 21st Century
- Regardless of who their voters were, the right have a spring back in their step

Daniel Finkelstein on shy Tories:

"On May 7 they went out, quietly voted for David Cameron and his Conservative party, went home and watched television.

"Yet it is wrong to think of them as Tories. These are people who just want a moderate, competent government which keeps the economy on track. One which ensures that there are decent public services that don't cost the earth."







- 1. Case for investing in Britain just got stronger.
- 2. New Business Secretary wants to remove red-tape.
- 3. George Osborne will drive the continuation of the "Northern Powerhouse" with a focus on private-sector led growth.
- 4. The deficit remains high meaning tax rates are unlikely to go down
- 5. Immigration remains an issue, so it remains tricky to get a visa.
- 6. International tax affairs remain a hot topic in the UK media



Conclusion

Westbourne believes you must build your own broad coalitions

Government can no longer act without partners and supporters delivered by you Westbourne believes you must demonstrate leadership and take a view

With a wide array of voices competing to be heard, you must be part of the big debates shaping our politics Engage with new centres of political power

A successful communications strategy must include engagement with the new centres of political power – international, regional and local



Questions

