



Public Affairs Council



**International Network
Event: UK Post-Election
Briefing**

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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

FT

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.



UK Trade
& Investment

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.





David Cameron MP: *Prime Minister*



George Osborne MP: *Chancellor and First Secretary of State*



Theresa May MP: *Home Secretary*



Philip Hammond MP: *Foreign Secretary*



Michael Fallon MP: *Defence Secretary*



Mark Harper MP: *Chief Whip*



Iain Duncan Smith MP: *Work and Pensions Secretary*



Chris Grayling MP: *Leader of the House of Commons*



Michael Gove MP: *Justice Secretary*



Nicky Morgan MP: *Education Secretary*



Baroness Stowell: *Leader of the House of Lords*



Sajid Javid MP: *Business Secretary*



Amber Rudd MP: *Energy and Climate Change Secretary*



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



Jeremy Hunt MP: *Health Secretary*



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



Patrick McLoughlin MP: *Transport Secretary*



Theresa Villiers MP: *Northern Ireland Secretary*



Justine Greening MP: *International Development Secretary*



David Mundell MP: *Scotland Secretary*



Stephen Crabb MP: *Welsh Secretary*



Liz Truss MP: *Environment Secretary*



Oliver Letwin MP: *Minister for the Cabinet Office*



Boris Johnson MP: *Minister without Portfolio*



Greg Hands MP: *Chief Secretary to the Treasury*



Priti Patel MP: *Minister of State for Employment*



Robert Halfon MP: *Deputy Chairman of the Conservative Party*



Matt Hancock MP: *Minister of State for Cabinet Office*



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

Blue = new to role

Black = no change



Harriet Harman MP: *acting Labour leader*



Chris Leslie MP: *shadow Chancellor*



Yvette Cooper MP: *shadow Home Secretary*



Hilary Benn MP: *shadow Foreign Secretary*



Vernon Coaker MP: *shadow Defence Secretary*



Rosie Winterton MP: *shadow Chief Whip*



Rachel Reeves MP: *shadow Work and Pensions Secretary*



Angela Eagle MP: *shadow Leader of the House of Commons*



Lord Falconer: *shadow Justice Secretary*



Tristram Hunt MP: *shadow Education Secretary*



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



Chuka Umunna MP: *shadow Business Secretary*



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



Chris Bryant MP: *shadow Culture Secretary*



Andy Burnham MP: *shadow Health Secretary*



Emma Reynolds MP: *shadow Communities Secretary*



Michael Dugher MP: *shadow Transport Secretary*



Ivan Lewis MP: *shadow Northern Ireland Secretary*



Mary Creagh MP: *shadow International Development Secretary*



Ian Murray MP: *shadow Scotland Secretary*



Owen Smith MP: *shadow Welsh Secretary*



Maria Eagle MP: *shadow Environment Secretary*



Lucy Powell MP: *shadow Cabinet Office Minister*



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



Shabana Mahmood MP: *shadow Chief Secretary*



Gloria de Piero MP: *shadow Women and Equalities Minister*



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



Liz Kendall MP: *shadow Care and Older People Minister*



Lord Bach: *shadow Attorney General*

Blue = new to role

Black = no change

Four key challenges

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.**"*



Six implications for business



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