

The background is a deep blue with various abstract, semi-transparent geometric shapes. On the right side, there is a faint image of a hand holding a globe. The globe is composed of many small, light blue spheres. The overall aesthetic is modern and professional.

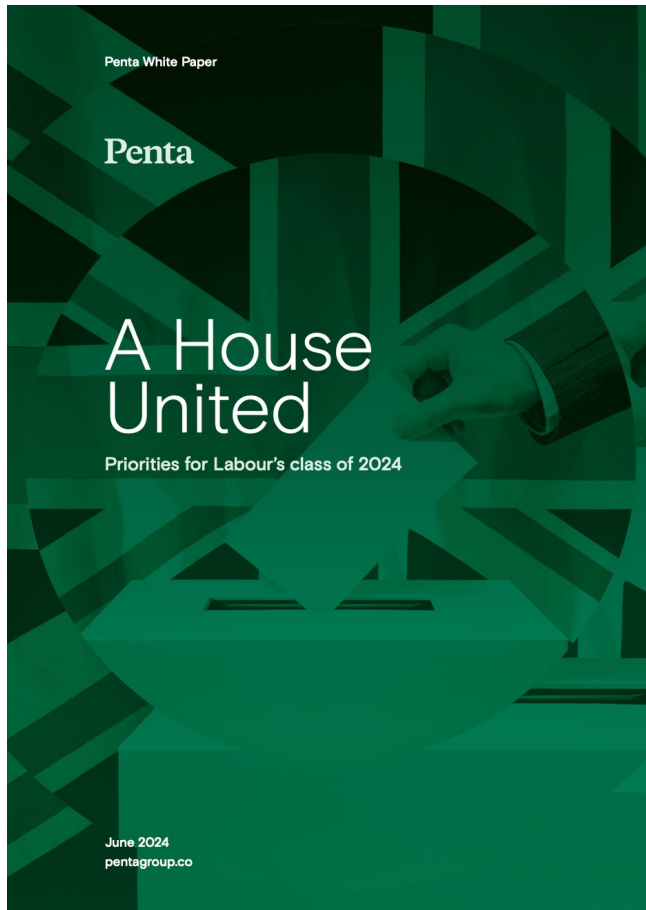
**Penta**

# **A new dawn**

**Labour's historic landslide,  
and what next**

**July 2024**

# A House United: Priorities for Labour's class of 2024



Prior to the General Election, Penta utilised its comprehensive suite of data-led intelligence capabilities to study where Labour PPCs – 92.5% of whom are now MPs - stand on a range of issues before the election was called.

Critically, our work analysed where the views and priorities of incoming MPs differed from those of the Labour leadership to understand where divergent points of view may pose challenges for Keir Starmer's government.

Our research suggests that industrial action, and the related issue of workers' rights, is the issue that most divides the 'Labour family'. We found a 66 point difference in sentiment between the Shadow Cabinet (at -50, overwhelmingly negative towards strikes) and PPCs (who, at +16, hold a far more favourable view of striking workers).

A full copy of the report is available on request.

## “A new dawn has broken, has it not?”

Keir Starmer's government is determined to 'hit the ground running' with a flurry of immediate policy announcements, reversals, and launches of new arms-length bodies:

- Rwanda scheme scrapped, de facto onshore wind ban lifted, National Wealth Fund launched, talks with Tata Steel and negotiations with the BMA underway.
- Launch of new Border Security Command, and announcement of first steps towards the formation of GB Energy, are imminent.

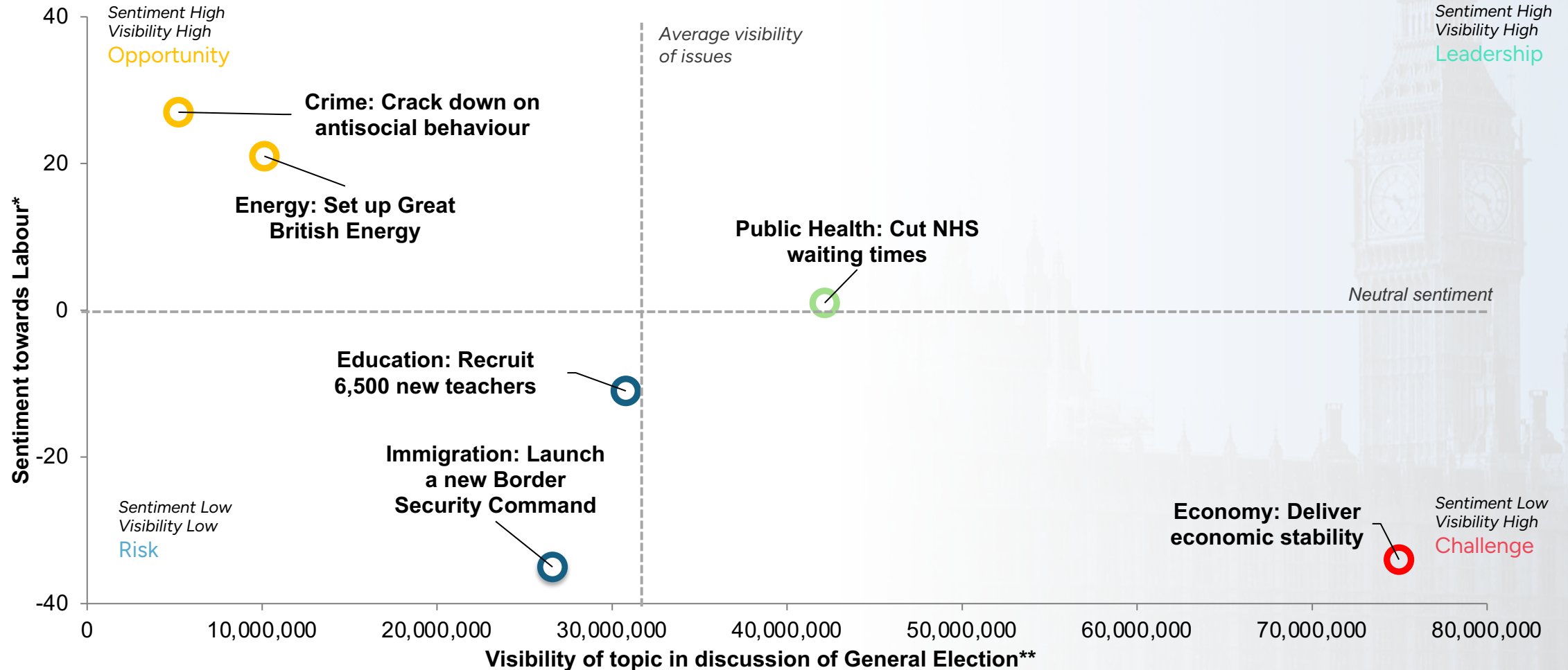
Meanwhile Starmer and the Chancellor, Rachel Reeves, are mounting the first stage of a diplomatic push to reassert Britain's place in the world (NATO Summit, European Political Community meeting, G20 Finance Ministers' meeting).

To understand how the government's policies will be perceived by the public, Penta analysed sentiment towards Labour on the issues related to its *First Steps for Change* and plotted these against overall visibility of these topics in discussion of the General Election. The analysis aimed to understand:

- How Labour's first steps align with what the electorate sees as important, measured through visibility of discussion.
- Are there policies where support for Labour can be heard above the background noise of the election battleground?

The following is our findings

# The public lacks confidence in Labour's ability to deliver a stronger economy



\*Sentiment is measured on a scale of -100-100, with 0 representing neutral.\*\*Visibility takes into account the volume of coverage, the influence of the source, the prominence of the mention and the relevance of the company to the content.

+Penta analysed Labour's six First Steps for Change and plotted these against overall visibility of these topics in discussion of the General Election.

# Economy most visible, but sentiment towards Labour's economic policy somewhat negative

## Deliver economic stability

- The economy (-34) is the most visible topic, with Labour placing it at the forefront of their six steps.
- **Conversation is somewhat negative towards Labour's policies**, presenting a challenge for a prospective new government.
- Concerns include Labour's planned public investment being only "marginally higher" than Conservative plans, and the IMF accusing both major parties of a "conspiracy of silence" over future tax and spending plans.

## Cut NHS waiting times

- Labour scores a neutral (-1) in public health discussions, positioning it just in the leadership quadrant.
- **Social care pledges are well-received**, and the move to cut junk food advertising is highly praised.
- **There is doubt about Labour's commitment to a non-privatised NHS**, with comments from Stephen Flynn about "massive privatisation" and IMF concerns over the costing of plans.

## Launch a new border security patrol

- **Labour struggles on the topic of immigration (-35)**, with criticism mainly from political rivals.
- Kate Forbes accuses both Conservatives and Labour of "ignoring" Scotland's needs on immigration.
- Rishi Sunak claims Labour would make the UK the "illegal migration capital of the world," and Keir Starmer's comments on Bangladeshi migrants negatively impact Labour's score.

# GB Energy and anti-social behaviour crackdown are popular

## Set up Great British Energy

- Labour scores positively on energy-related issues (21), though visibility is low compared to other themes.
- **Outside of criticism from other parties, there is broad support for Labour's pledges.**
- Environmental groups and think tanks recognize Labour's potential to transform the UK's energy sector.

## Crack down on antisocial behaviour

- **Labour scores most positively on crime (27)**, though the issue is lower in the general election discussion.
- Sentiment is boosted by Keir Starmer's vow to make tackling knife crime a "moral mission" after meeting with the families of victims with Idris Elba.
- National outlets report on Yvette Cooper's pledge to put 13,000 more neighbourhood officers on the streets to tackle theft and robberies.

## Recruit 6,500 new teachers

- Sentiment on Labour's education policy is neutral but negative leaning (-11), with less focus on teacher recruitment pledges.
- **Discussion is dominated by Labour's controversial plans to end tax breaks for public schools**, causing polarisation.
- Sentiment is further impacted by comments from Emily Thornberry on class sizes, which are later "slapped down" by Keir Starmer.

# Looking ahead

- **King's Speech**, 17 July: ~20 Bills expected including an Employment Rights Bill; a Renters' Bill, to end no fault evictions; a Crime and Policing Bill; and a Bill to bring expiring rail franchises into public ownership.
- **Chancellor's statement on the public finances**, late July: Rachel Reeves will provide an update to Parliament on Britain's fiscal position, and the implications for Labour's programme.
- **Summer recess**, end July onwards: Ministers will have a short window of opportunity to get up to speed; new MPs will hire staff and spend time in their constituencies.
- **Labour Party Conference**, 22-25 September: the Party will gather in Liverpool for the first time since its election victory.
- **Budget**, likely October: Reeves will deliver her first Budget as Chancellor no earlier than 11 September (Labour is committed to providing a full OBR assessment of every fiscal statement it delivers).

**Penta**

# Thank you

Should you have any questions, or if you would like to understand more about how Penta can support your organisation in the months and years ahead, please don't hesitate to get in touch.

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