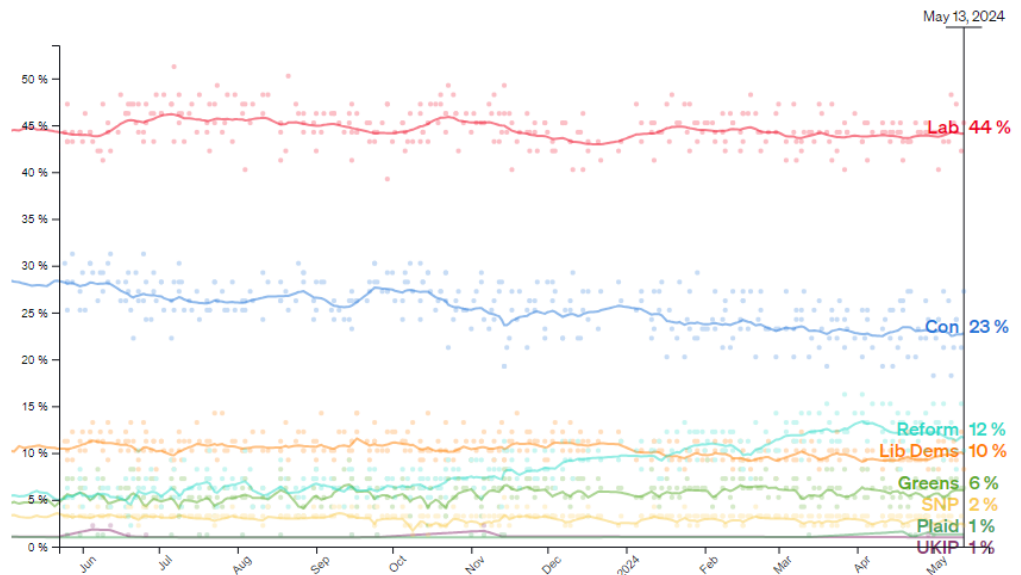


UK General Election 2024

Briefing prepared by FleishmanHillard 23rd May 2024

And we're off!!

Whatever your views on the timing of the Prime Minister's decision, we are now in the throes of an election campaign where many expect a Conservative defeat at the polls and the first Labour administration for 14 years. Do you feel prepared to navigate the campaign period ahead and make the most of a new Parliament and Government?



Source: Politico poll of polls, May 2024

Here are four key points for organisations to consider over the weeks and months ahead:

- 1. Taking stock of current legislation** – Parliament will spend the next 48hrs wrapping up the current legislative programme. Bills will either pass or fail by the weekend – there are 16 Bills at various stages of completion at present. They will not roll over into the new Parliament. This usually requires co-operation between the parties to expedite the process – in practice there may well be compromise and ‘horse-trading’, requiring businesses and organisations directly affected by measures to maintain a close watch.
- 2. Positioning vis a vis the party manifestos** – Now the election campaign is starting in earnest, politicians of all colours will be under pressure to keep it simple and repeat key pledges over and over. The noise from campaign groups and interested parties will also be considerable. However, businesses and organisations may well have to appraise and manage competing expectations from audiences ranging from employees to consumers to suppliers and investors about what they think about the political agenda and their stance on it. Manifestos are usually launched between 18 and 29 days before the election.
- 3. Using the campaign period to build relationships** – Politicians will be flooded by letters of congratulations once they have won but they will remember those that helped them during the campaign. It will be useful to reach out to the candidates during the campaign with useful local facts and figures and offer sites for events. It will be important to explore this on an apolitical basis to avoid accusations of bias and favouritism.
- 4. Hitting the ground running** – There will be a massive amount of pressure on the new Government to act swiftly on the most urgent issues facing the nation. Businesses need to prepare now for what might be achieved in the first hundred days (3 months) versus the first term (3-5 years). The former usually revolves around fiscal asks in a new budget, and the latter around framework reform that delivers political outcomes ahead of the next general election.

UK General Election 2024 – Key Dates

