

# What will **Tourism** **policy** look like under a Labour Government?

**Emily Wallace**  
[www.inflect.co.uk](http://www.inflect.co.uk)

**inflect**



# The **Change** Election.

YEAR PLAN

BOLD ACTION

SECURE FUTURE

CHANGE



inflect

# Loss of experience

Just from those standing down we  
are losing at least

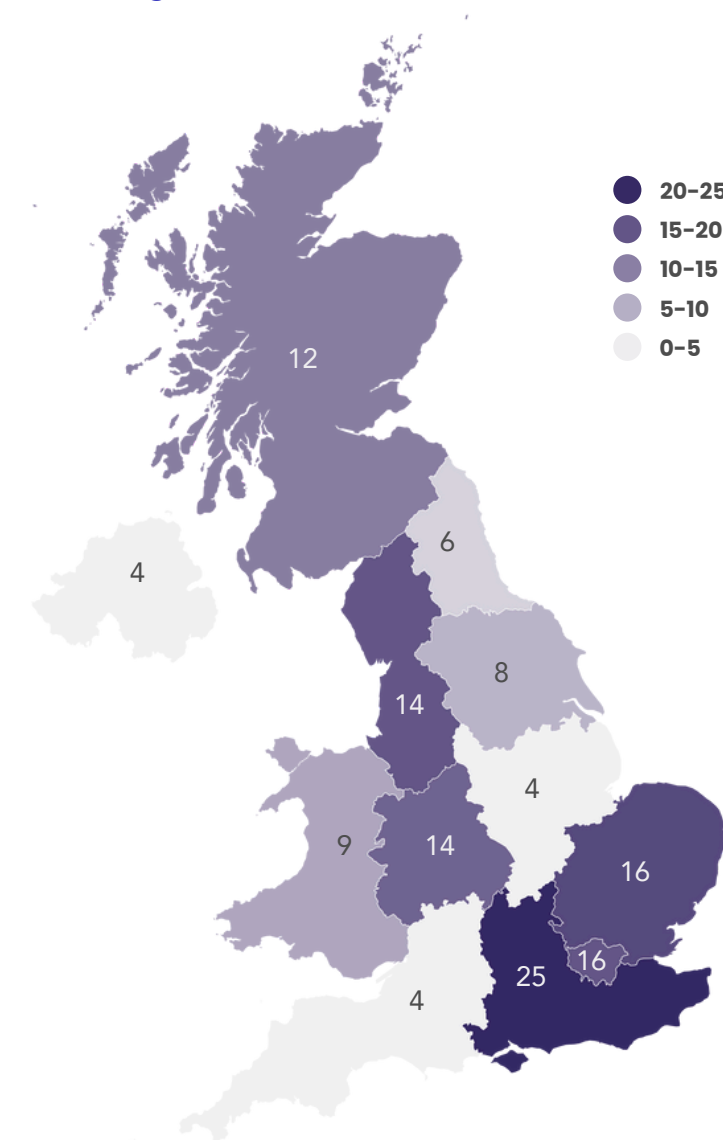
**2,200**

years of parliamentary  
experience & over

**300**

years of ministerial experience

The region of the UK that has seen the most number of MPs stand down is the South East, with 25 MPs (30%) choosing against standing. The East Midlands and the South West have seen the fewest MPs standing down.

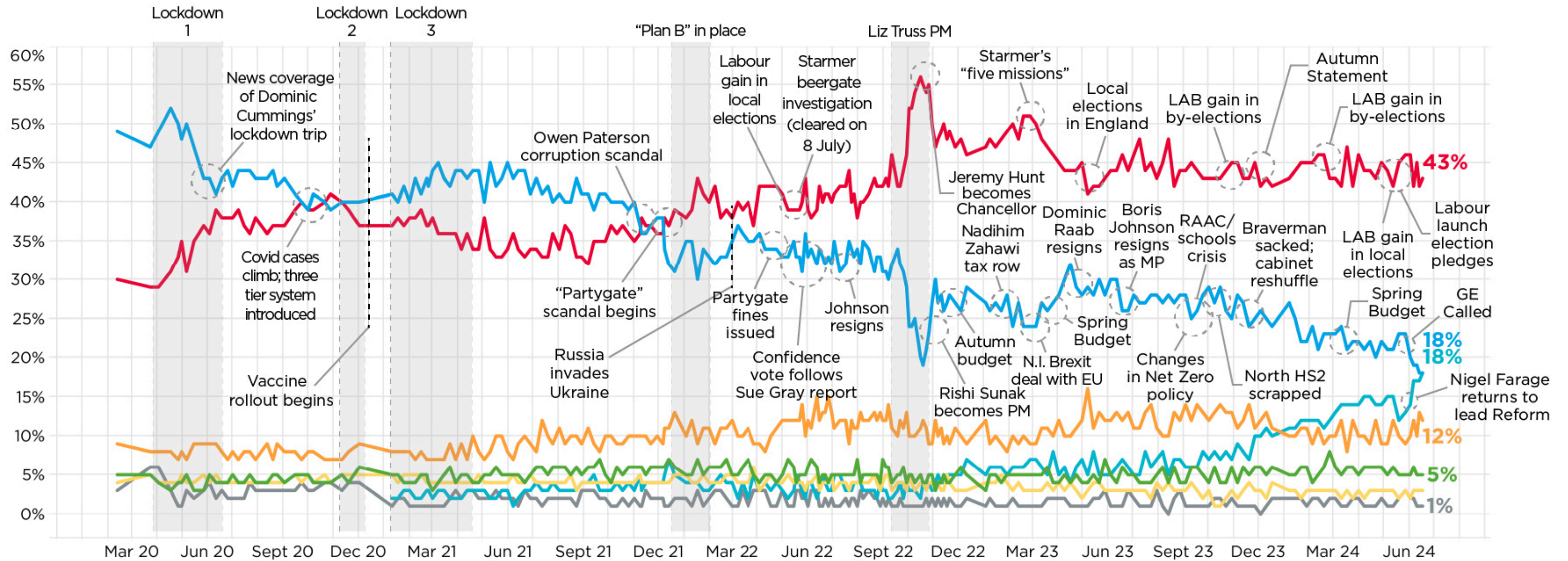




# Westminster Voting Intention

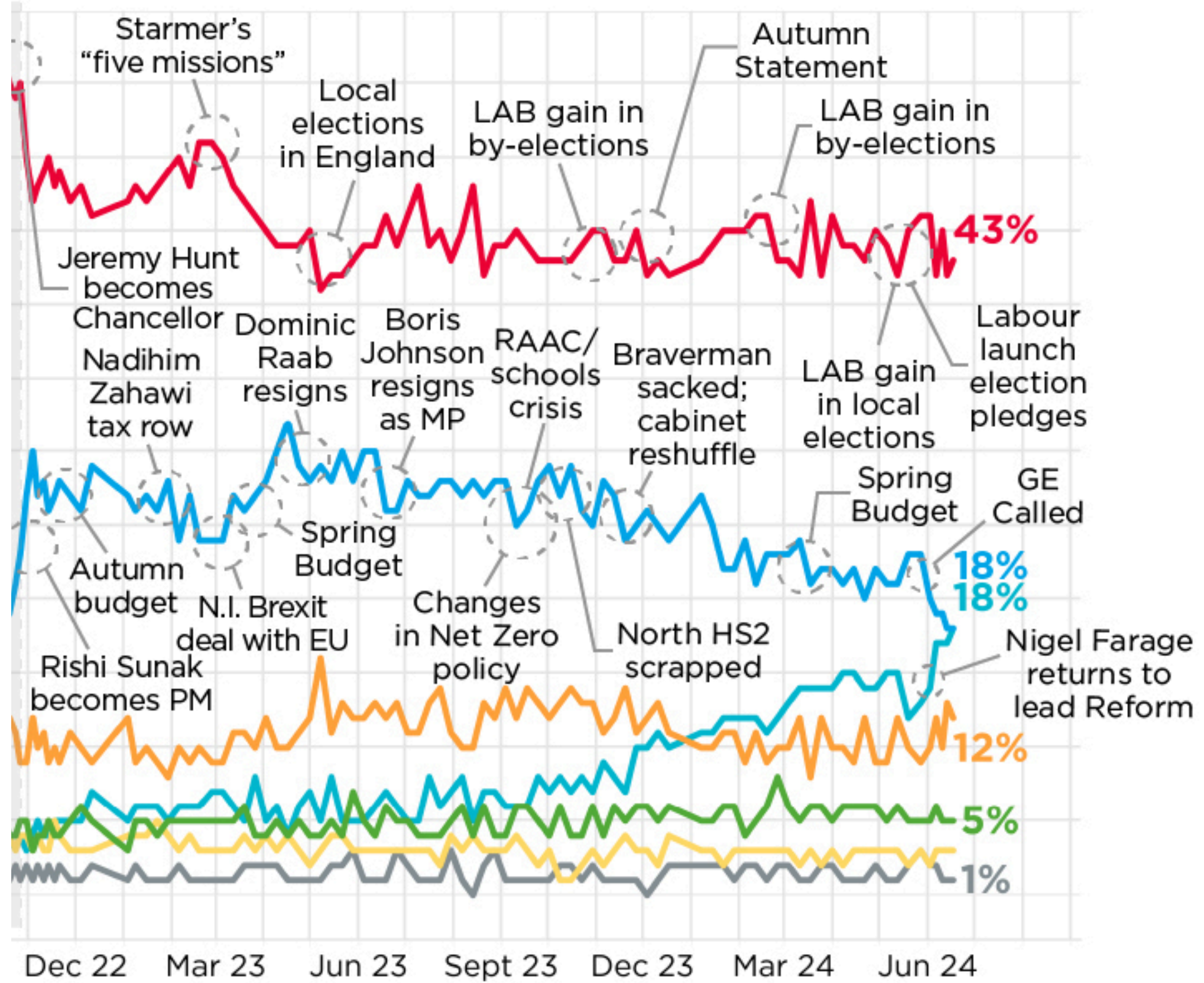
If you are to vote in the General Election on 4 July 2024, how will you vote?

- Conservative
- Labour
- Liberal Democrat
- Green
- SNP
- Reform UK
- Other





PM



# A generational change

**132 MPs stood  
down**

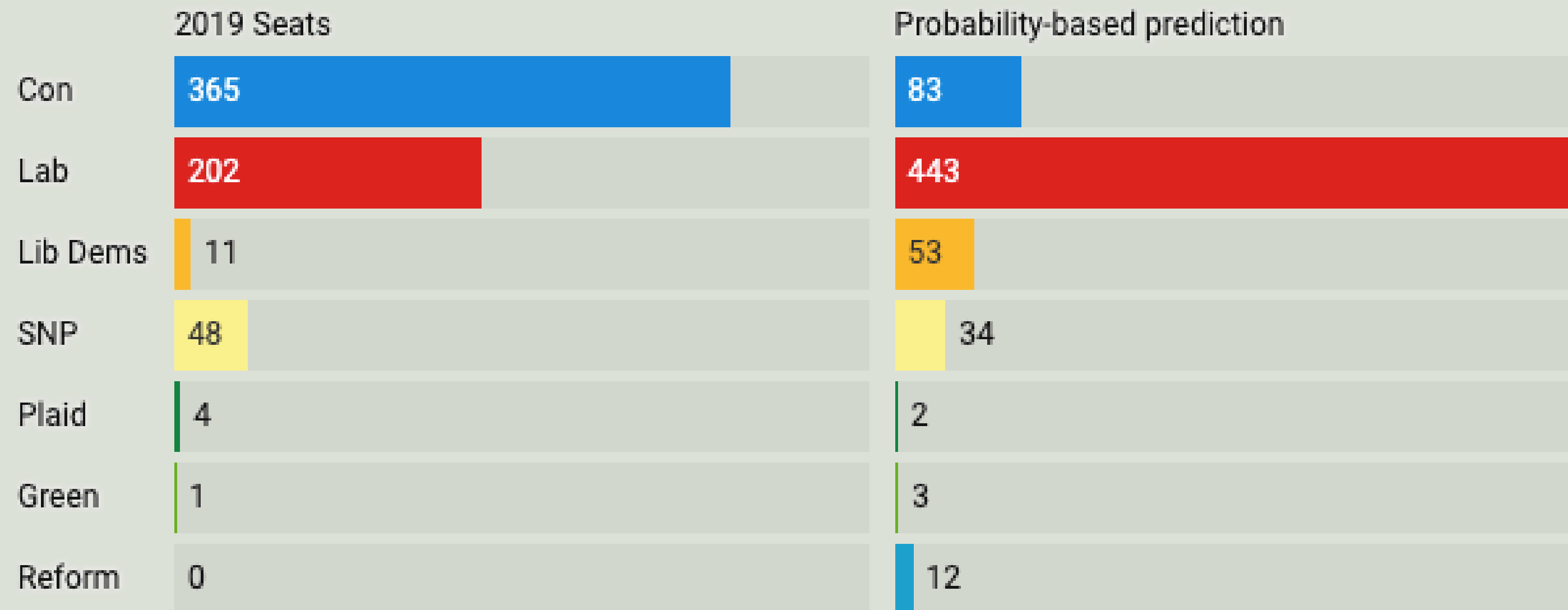
**&**

**over 200 MPs  
look likely to  
lose their seats**

**On current  
polling we are  
likely to see  
between 250 and  
350 new MPs**

**That's a record  
beating 40 -  
50% churn**

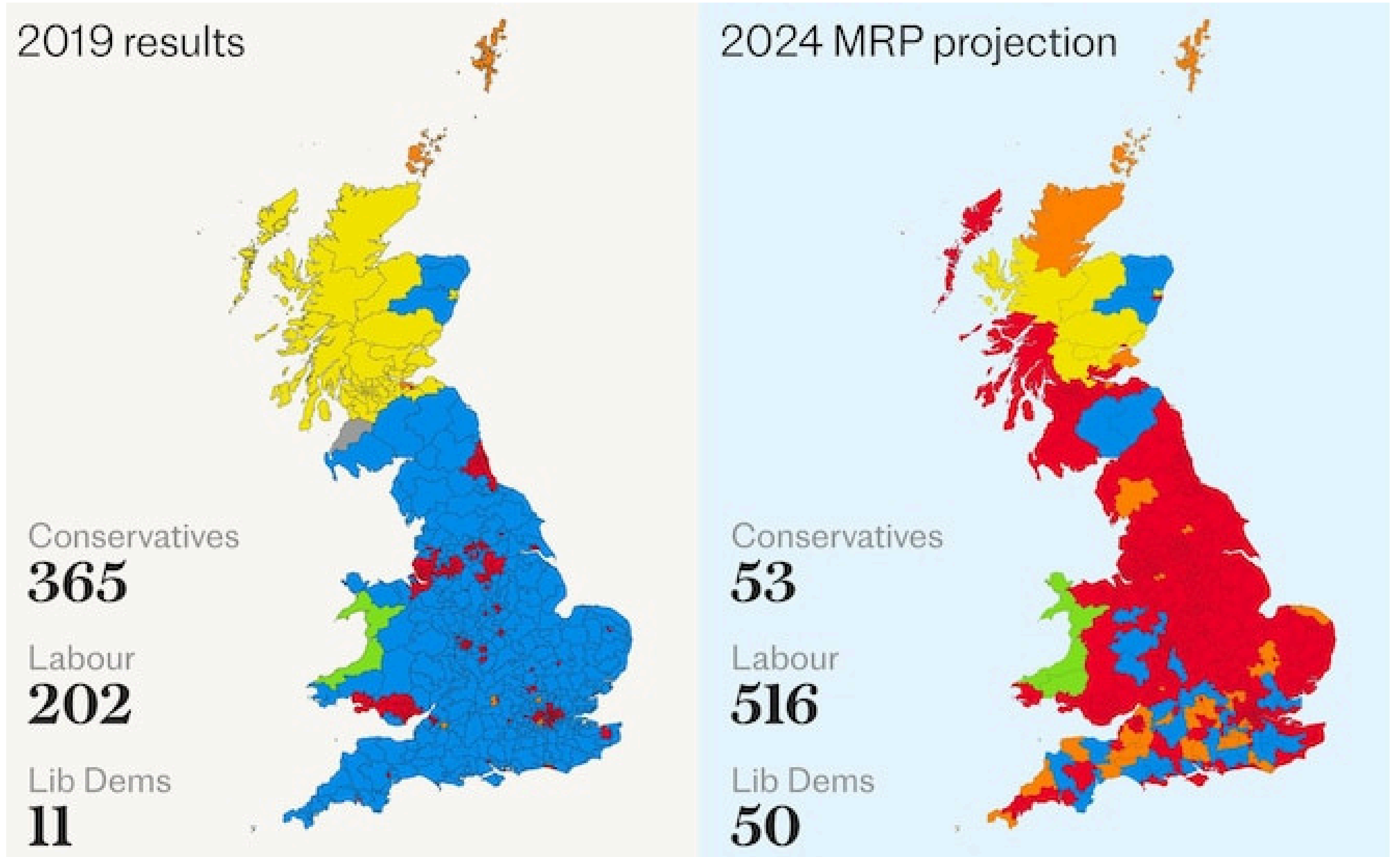
# Survation MRP Update 15th June



*Based on 42,269 interviews conducted between the 31st of May and the 13th of June 2024*



# Could this really happen?



# Familiar faces are at risk of losing



**Jeremy Hunt**  
Godalming and Ash  
**Likely Lib Dem**



**Penny Mordaunt**  
Portsmouth North  
**Leaning Labour**



**Jacob Rees - Mogg**  
Somerset North East and Hanham  
**Likely Labour**



**Thangam Debonaire**  
Bristol  
**Likely Green**



**Lucy Frazer**  
South East Cambridgeshire  
**Likely Lib Dem**



**Julia Lopez**  
Hornchurch and Upminster  
**too close to call**

**lots of new  
faces.**

**inflect**



# Lots of councillors

## Current or former councillors projected to enter Commons

■ Labour ■ Conservative ■ Liberal Democrat

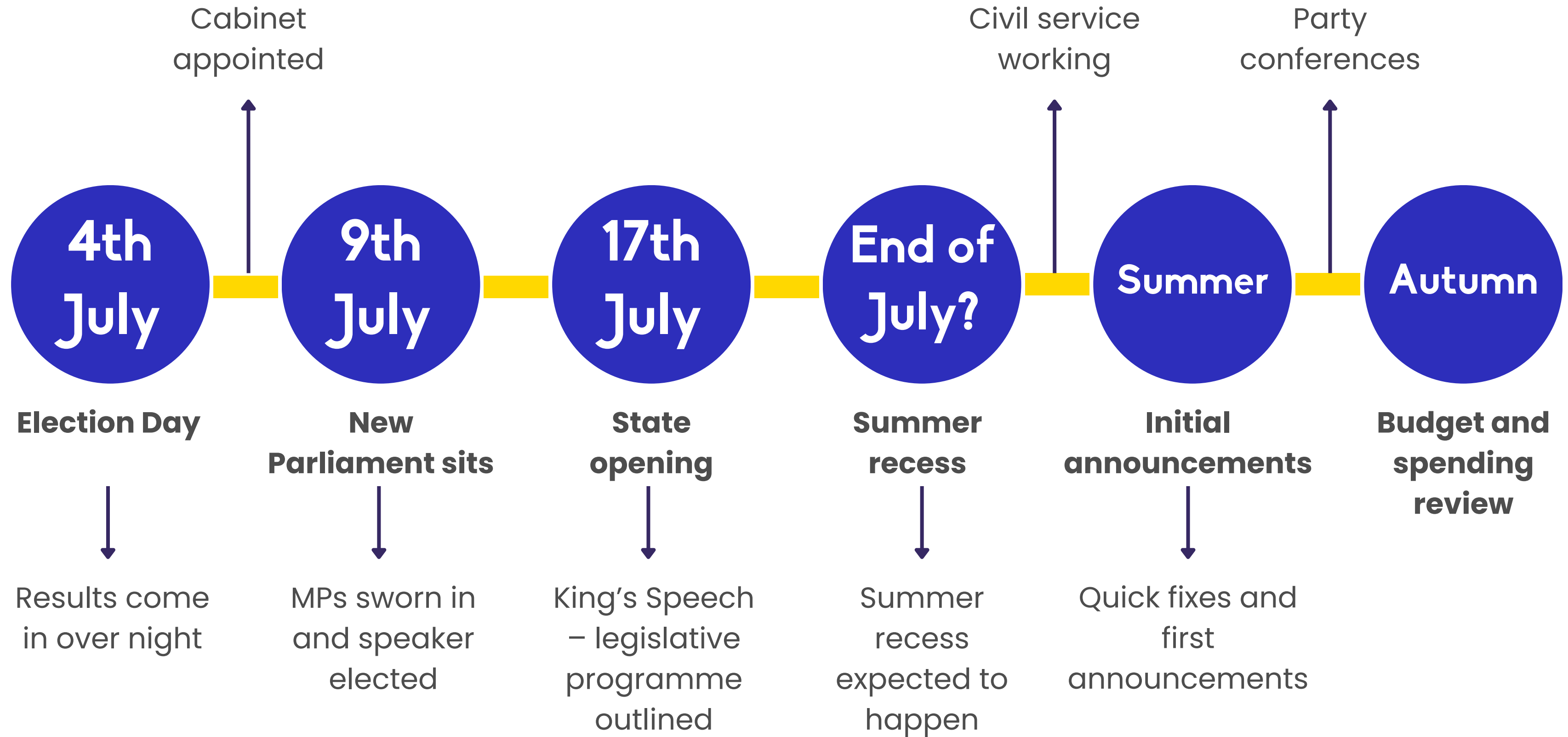


get ready for the local by-elections.....



What happens **after**  
**the 4th July?**

**inflect**





A man with glasses and a woman are laughing together. In the background, a red banner with the text 'CHANGE Labour ABOUT' is visible. The entire image has a blue overlay.

How might  
**Labour** feel  
different?

inflect

# Different influencers and culture

- Different backgrounds and experiences
- Generally more pro-European
- More focused on young people - particularly important on housing
- More socially liberal, focused on social justice
- Link to trade unions is still strong
- The language of partnership with business is real but...





# A new way to govern.



inflect

# Mission-based government

- Labour will look to integrate a mission-based approach into delivery across Government Departments
- Aim to 'break down silos' and reduce delays
- May be five new 'mission boards', chaired by the PM
- Treasury would focus more on attracting investment and driving growth



# 'Change' manifesto

- Pitched as a serious 'plan for growth'
- Structured around 5 missions
- No headline-grabbing new policies or announcements
- Very conservative pledges on tax and spend
- Built around reviews, consultations and long-term planning

## Size of manifesto tax and spending pledges

% of projected GDP

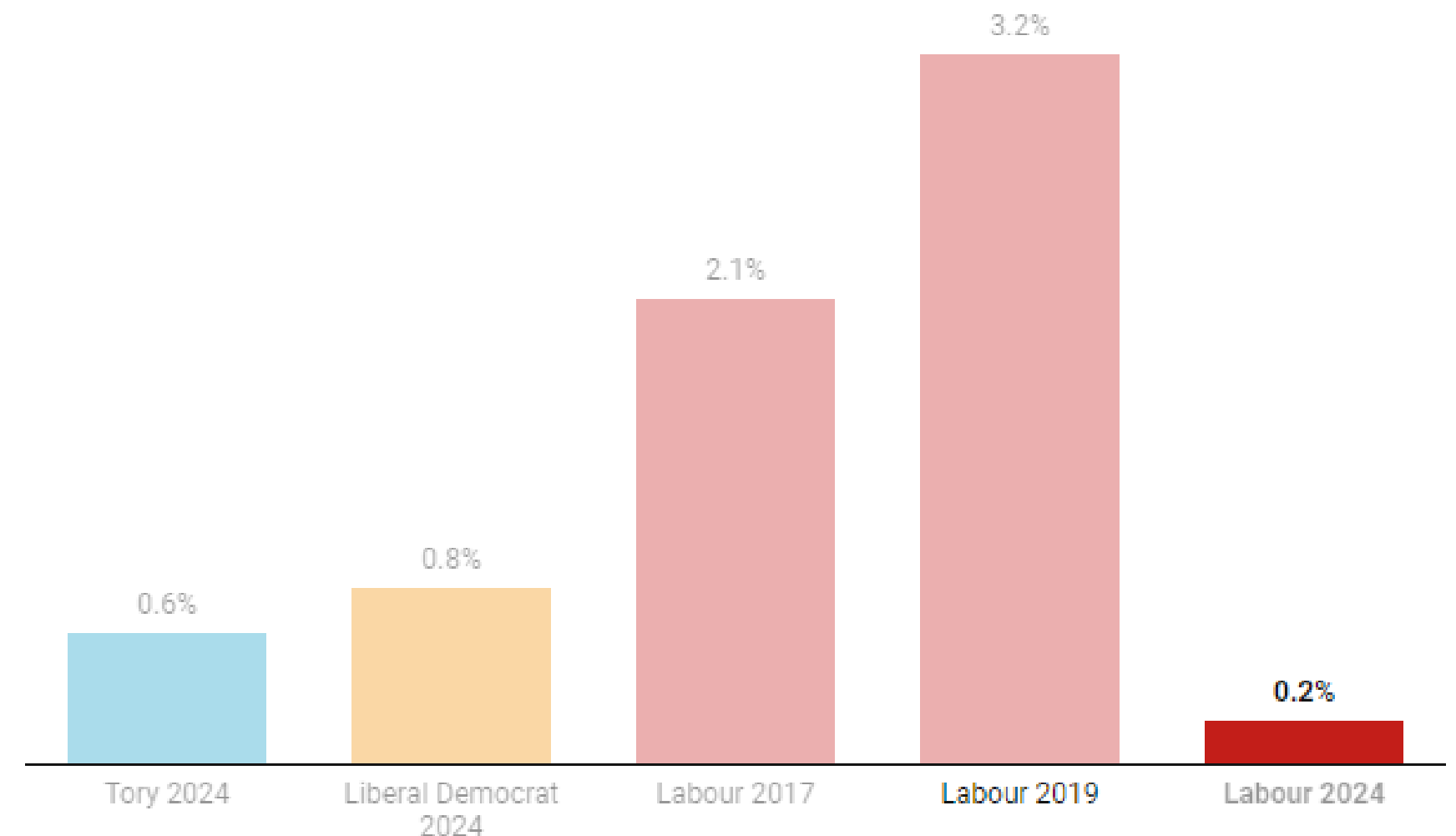


Chart: Ben Chu, BBC Verify/@benchu\_ • Source: Party manifestos • [Get the data](#) • Created with [Datawrapper](#)





# A new Policy agenda.



 inflect