



GET BREXIT DONE
UNLEASH BRITAIN'S POTENTIAL

The Conservative Party Manifesto

General Election 2019

GET BREXIT DONE

 Political
Intelligence

Contents

- 1 Overview
 - 2 Key Pledges
 - 3 Tech Pledges
 - 4 Health Pledges
 - 5 Key Takeaways
 - 6 Our Services
-

Overview

Boris Johnson launched the Conservative manifesto in Telford, a marginal constituency held by the Conservatives with a majority of just 720 over Labour.

The decision to launch the manifesto at the unusual time of a Sunday afternoon clearly illustrated the Conservatives' desire for the launch to be as low-profile as possible following the disaster of the 2017 manifesto, which derailed Theresa May's campaign. In addition, the document itself comes to just 64 pages in length compared to Labour's, 107 further demonstrating the attempts to secure as low-risk a launch as possible.

Unsurprisingly, the Prime Minister's speech focused on the party's mantra to "Get Brexit done", however it also sought to portray the party as reasonable and moderate and Johnson repeatedly contrasted his party's "sensible One Nation Conservatism" with what he described as "out and out retrograde socialism".

The NHS, particularly a promise of 50,000 more nurses by the end of the next Parliament, also featured prominently at the manifesto launch. Johnson repeatedly stated that the Brexit crisis must be resolved so that his party can focus on improving public services.



Key Pledges

- To leave the European Union in January 2020, with the Withdrawal Agreement approved by Parliament.
- A commitment to not raise the rates of income tax, National Insurance or VAT.
- An increase to the threshold at which people pay national insurance to £9,500 next year, with an ambition to raise this to £12,500.
- An increase of 50,000 nurses and 50 million more GP surgery appointments a year by the end of the next Parliament.
- Free hospital parking to be introduced for the disabled, terminally ill patients, staff on night shifts and others.
- 20,000 more police officers to be recruited by the end of the next Parliament.
- The introduction of an Australian-style points-based system to control immigration.
- Increase teachers' starting salaries to £30,000.
- Retention of the pensions triple lock, winter fuel allowance and free bus passes.
- Plant 30 million trees, make Britain carbon neutral by 2050 and ban fracking.
- Establish a £2 billion pothole filling fund.
- Establish a £500 million Blue Planet Fund to protect oceans from plastic pollution.
- Create a National Skills Fund worth £3 billion.



Tech Pledges

- Invest more in cyber security, including the creation of a cyber crime force.
- Crack down on online harms through legislation targeted at protecting children and the “most vulnerable” and ensuring that terrorists have no “safe space” online, whilst also balanced with a pledge to “defend freedom of expression”.
- Reiterated commitment to nationwide full fibre and gigabit-capable broadband by 2025 with £5bn of public investment targeting most rural areas.
- Review of the Gambling Act to ensure it is up to date for the digital age, including a focus on loot boxes and credit card misuse.
- Boost public spending and tax credit rate for research and development, refocussing this to include and incentivise cloud computing and data.
- Creation of a new arm’s length Government agency for high-risk, high-payoff scientific research.
- Artificial intelligence, space, computing and robotics targeted as industries on which the Government will focus.



Health Pledges

- 50,000 more nurses, 6,000 more GPs and 6,000 more primary care professionals to be recruited by the end of the next Parliament.
- An NHS Visa, enabling overseas workers offered a job by the NHS with sufficient training and good working English, to access fast-track entry and reduced visa fees.
- Plans to build and fund 40 new hospitals over the next 10 years. This will start with six projects at a cost of £2.7 billion.
- Plans to extend the Cancer Drugs Fund into an Innovative Medicines Fund to enable better access to life-saving treatments. This will be extended to cover all conditions and funding will be boosted to £500 million a year.
- Plans to hold an annual health technology summit to improve access to technologies.
- A commitment to ensure that the NHS will 'not be on the table' when trade deals are negotiated post-Brexit.
- Free hospital parking will be introduced for certain groups, including the disabled, terminally ill patients and staff on night shifts.
- £1 billion extra funding every year of the new Parliament towards social care.
- 50 million extra GP appointments a year by the end of the next Parliament.



Key Takeaways

- Boris Johnson's manifesto is a restrained document which seeks to win over the middle ground of the electorate. "Getting Brexit done" has remained the key electoral pledge, but the manifesto strays away from any electoral gambles.
- Cuts to stamp duty and inheritance tax were avoided and his promise, during the leadership campaign, to raise the higher threshold of income tax from £50,000 to £80,000 was kicked into touch.
- In an effort to fix the political damage caused by the recent floods in the north of England, Johnson also pledged £4bn in flood defences, although many would argue this comes a little too late.
- The manifesto also tackles areas where Labour's campaign has so far shown strengths. The Prime Ministers' promise of 50,000 nurses stands at over double the number in Labour's plans and aims to settle nerves that the Conservatives can't be trusted with the NHS. During the announcement he stressed, "the NHS will not be on the table" during trade negotiations.
- In other direct attacks on Labour, Johnson's speech warned of a Corbyn-Sturgeon alliance and criticised Corbyn's Brexit neutrality, borrowing Tommy Coopers' gag, "he used to be indecisive – now he's not so sure".



Our Services



Strategy

Political Counsel
Strategy & Campaign Planning
Messaging
Training



Intelligence

Political Monitoring
Policy Analysis
Stakeholder Mapping
Perception Audits



Advocacy

Stakeholder Engagement
Lobbying
Event Management
Reputation Management



Mobilisation

Association Management
Alliance Building
Integrated Communications
Grassroots Campaigns