

A photograph of Jeremy Corbyn, leader of the Labour Party, standing at a podium during a campaign event. He is wearing a dark suit, a white shirt, and a red tie, and is giving a thumbs-up gesture with both hands. The podium has a sign that reads "IT'S TIME FOR REAL CHANGE" and the Labour Party logo. Behind him is a large pink backdrop with the same slogan. The overall scene is brightly lit with a pinkish-red background.

The Labour Party Manifesto

General Election 2019

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Overview

Jeremy Corbyn arrived at Birmingham Ladywood, a safe seat in Labour heartlands, to announce the Labour Party manifesto - one he labelled a "manifesto of hope".

The announcement took place at Birmingham City University, with a strong focus on Labour's £75bn plan to expand social housing, their commitment to an increasingly green economy and proposals to improve worker's rights.

Also high on the agenda for voters is the NHS and to cheers of "Not for sale!" Corbyn pledged to reverse privatisation of the NHS and repeal the Health and Social Care Act.

After facing criticism for the lack of clarity on his Brexit stance recently, the issue did not take centre stage. He did, however, mention the need to preserve peace in Northern Ireland and reiterated plans to secure a new deal that would be put to a vote with the option to remain.



Key Pledges

- Within 6 months, renegotiate Brexit and put the new deal to a People's Vote with the option to remain.
- A £150 billion Social Transformation Fund to replace, upgrade and expand schools, hospitals, care homes and council houses.
- To repeal the Health and Social Care Act.
- Nationalise rail, energy and water industries, alongside Royal Mail and broadband infrastructure.
- Deliver free full-fibre broadband to all by 2030.
- Significantly reduce carbon emissions by 2030 and create 100 million Green Jobs.
- Reduce average full-time weekly working hours to 32 across the economy within a decade with no loss of pay, funded by productivity increases.
- Scrap tuition fees and universal credit.
- £75 billion to build 100,000 new council homes by 2024.



Key Takeaways

- Unsurprisingly, the focus of the launch was largely away from Brexit and Corbyn orientated his manifesto pledges around 'hope', 'real change' and a fight back against the 'billionaire elites'.
- Key Labour policies on nationalisation, public sector pay increases and workers' rights were all highlighted to reinforce this message.
- The upbeat launch focused on the positives of a Labour Government and emphasised the radical nature of their programme. Corbyn's tone was combative, dismissing the concerns of businesses as vested interests.
- Decarbonisation and climate was high up the agenda, though the competing pressures from the Labour grassroots and unions have led to a reduced net-zero carbon target from 2030 to "in the 2030s".
- Despite Corbyn's life-long opposition to nuclear weapons, the manifesto commits to the renewal of Trident.



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