



6:00pm

General Election 2024: The Impact.

Our snapshot analysis of
the 2024 General Election
and what's next.



In this briefing:

648/650
constituencies
declared

18/23
cabinet
appointments

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How things stand:

The latest - 1 seat still to declare

Party	2024 seats	Vote share	2019 seats	+ / -
Labour (incl Speaker)	412	33.7%	202	+210
Conservative	121	23.7%	365	-244
Lib Dem	71	12.2%	11	+60
SNP	9	2.5%	48	-39
Sinn Féin	7	0.7%	7	=
Independent	6	2%	0	+6
DUP	5	0.6%	8	-3
Reform UK	5	14.3%	1	+3
Green	4	6.8%	1	+3
Plaid Cymru	4	0.7%	4	=
SDLP	2	0.3%	2	=
Alliance	1	0.4%	1	=
UUP	1	0.3%	0	+1
TUV	1	0.2%	0	+1

Context & impact.

Yesterday (4 July), the UK voting public took to the ballot box across the country and have overwhelmingly elected a new Labour Government after 14 years of Conservative power.

A 'Government of service'

The new Prime Minister, Keir Starmer has now given his first speech in front of No10 – leaning heavily on the need for the Government to focus on serving the public, rather than focusing on ideology – asking the country to join him on this journey. He noted that the four nations would be more united than they have been in recent times. He repeated the need for a period of “national renewal” with a ‘change’ in the Government focus and the prospects of the country. Starmer was clear that “our work is urgent and we begin it today”.

The new Official Opposition

It was an entirely different picture over in the Conservative camp, where the party suffered seismic losses - its worst in post-war history – and returned just 121 seats. The loss of vital seats saw some of the most notable Tory names, such as former Prime Minister Liz Truss, staunch Brexiteer Jacob Rees-Mogg and perhaps most surprisingly, Leader of the House of Commons and former leadership contender Penny Mordaunt losing their seats. In addition, the loss of now former Cabinet Ministers spells further trouble for a Party facing both external and internal questions over their competency, and will likely make the question on who should lead a Shadow Cabinet and the Official Opposition a difficult one.

The insurgents

Turning attention to arguably the greatest ramification for the future of the Conservative Party: the threat of the Reform Party. Predicted to win 13 seats when the exit poll was announced last night, Reform came second in a plethora of seats. Whilst in the end Reform secured four seats, including leader Nigel Farage in Clacton, their surprising popularity over the Tories could well cause further division in an already fractious party.

During his acceptance speech, Farage set out his ambitions to build “a mass national movement” whilst encouraging disillusioned Tories to abandon ship and join Reform’s ranks.

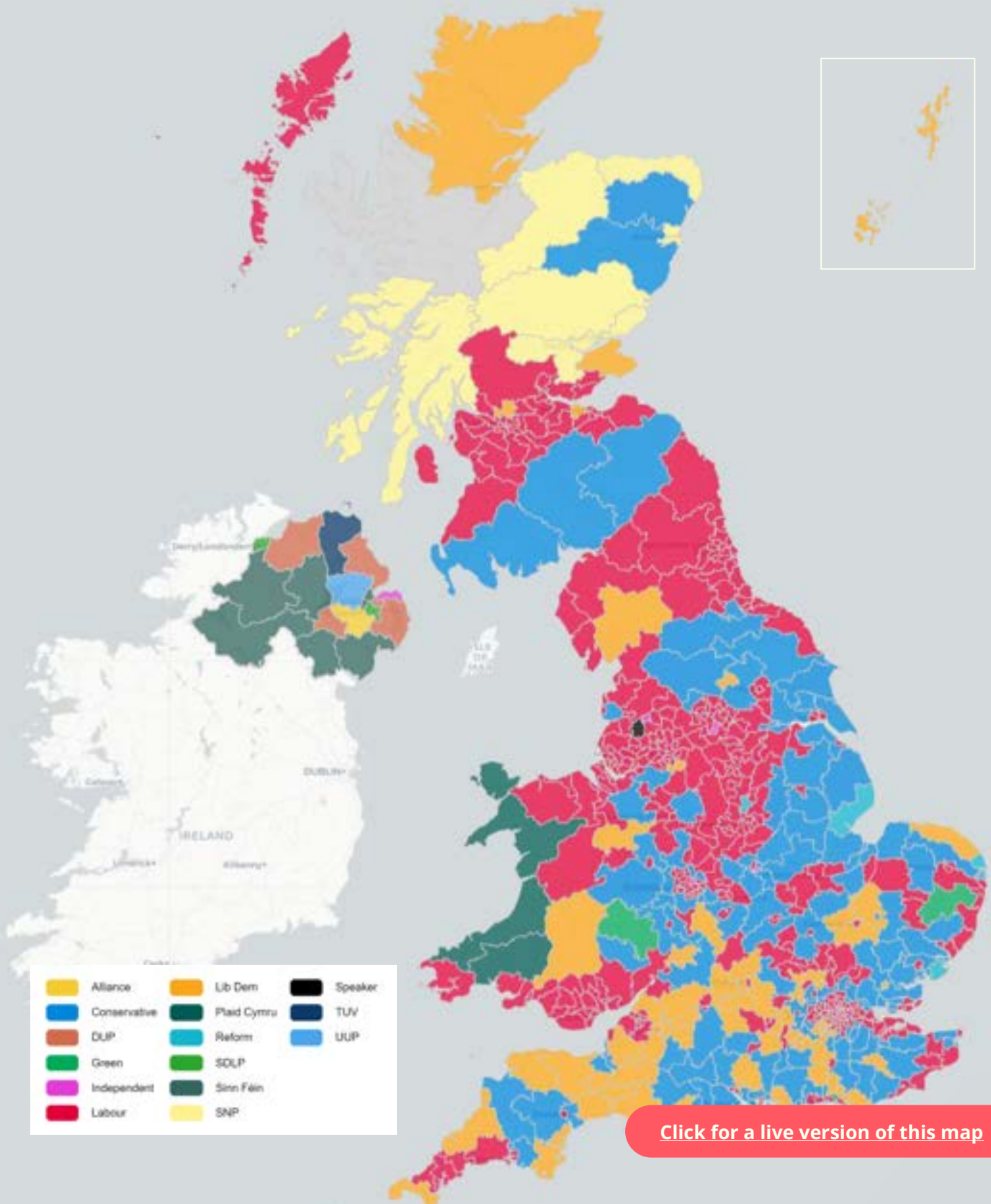
It was a very good night for the Liberal Democrats, who followed a campaign filled with publicity-seeking stunts aimed at boosting leader Ed Davey’s profile, successfully gaining more seats than at any previous election. After employing a strategy of exploiting the crumbling Conservative support base, they now return to Parliament with 71 seats as the third largest party, overtaking the SNP who suffered ‘devastating’ losses.

Labour winners or Tory losers?

These results beg the question of whether this election can be characterised by the Conservatives as the losers, rather than Labour as the winners. It is irrefutable that under Starmer’s leadership, the Labour Party was able to present an (almost) united front and rightfully exploit and build on the Conservatives’ weaknesses, however today’s win should not necessarily be interpreted solely as a surge of support for the party, but rather as a resounding ‘enough is enough’ to the Conservatives.

The state of play.

Based on the results so far, this is what the UK's electoral map looks like. You'll notice a sea of red right across the country. While there are some pockets of blue, this map represents a complete realignment of the UK's electoral geography. [Click here for a live, interactive version of this map.](#)



Key results.

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The whole of Great Britain now looks more red than it did before Polling Day, with every region and nation experiencing a surge in Labour seats. The biggest losers across the country were the Conservatives, who lost seats to Labour, the Liberal Democrats, Reform and Plaid Cymru in different areas.

North East and Yorkshire.

The North East continued its record of being the first area in the country to declare results, with the **Houghton & Sunderland South** result coming in first with a Labour hold and the first signs of the level of Reform support – coming in second with 29.1% of the vote – which continued to be a trend across traditional Labour areas. Following this, many seats won by the Conservatives in 2019 in the Red Wall started to fall to Labour, including **Darlington** and **Bishop Auckland**.

In Yorkshire, Rishi Sunak retained his **Richmond and Northallerton** seat with his vote share reduced by 15.8 points, and seeing off a late challenge from Labour that had caused Tory resource to be diverted to save the seat in the final fortnight of the campaign. Keir Mather returned for **Selby** following his 2022 by-election win with a more than doubled majority on new boundaries, while Labour decisively lost **Dewsbury and Batley** to independent Iqbal Mohamed who ran on a pro-Palestine platform.

North West.

Predictably, many Labour MPs were returned from North West England, with seats like **Crewe and Nantwich** and **Mid Cheshire** moving away from the Conservatives with massive swings. Across the region, the Conservatives only have three MPs now, including Esther McVey in **Tatton** and the new MP for **Chester South and Eddisbury**, Aphra Brandreth. Tory losses also benefitted the Liberal Democrats, with the seat of **Hazel Grove** going back to them after nine years of Conservative MPs.

In the urban parts of the region, Workers Party leader George Galloway lost **Rochdale** to Labour, having won it in a by-election earlier this year. However, Labour's Kate Hollern lost **Blackburn** to independent Adnan Hussain by just 132 votes, with Hussain now joining the largest number of independents elected at a General Election since the 1950s.

East Midlands.

Leicester threw up some shock results – not least that the area saw the Conservatives' only constituency gain of the entire election in **Leicester East**; whilst Jonathan Ashworth, a key figure in Labour's campaign, lost his **Leicester South** seat to Shockat Adam. This was one of the several seats where the Gaza situation was key to the result. Elsewhere in the region, **Ashfield** retained Lee Anderson as it's MP, with Anderson becoming Reform's first win of the election night. Across Derbyshire, the Labour Party gained nine seats from the Conservatives.

Meanwhile, in Nottinghamshire, the Conservatives retain only Robert Jenrick in **Newark**. A key Conservative casualty in the region, alongside Mark Spencer and Brendan Clarke-Smith, was Ben Bradley in **Mansfield**. Bradley had also recently lost to Labour's Claire Ward in the East Midlands Metro Mayor election in May too. He has pledged to stay on as Leader of Nottinghamshire County Council, a role he controversially retained while being an MP.

West Midlands.

The West Midlands have traditionally sent many Conservative MPs to Westminster, but overnight this number reduced dramatically. Eccentric Lichfield MP Michael Fabricant lost his seat, which he had represented since 1992. His defeat looks likely to be, in part, the result of significant support for Reform, who received 19.8% of the vote share. Perhaps the most unexpected result in the region was the defeat of Sir Bill Wiggin in **North Herefordshire**, with the Greens winning with a new majority of 5,894. The Greens have made breakthroughs in local government in Herefordshire in recent years, which they attribute among many reasons for the condition of rivers like the Wye.

In Birmingham and Wolverhampton, Labour were able to see off challenges from pro-Palestinian independent candidates across the city, though prominent backbencher Jess Philips had her majority slashed to 693 in **Birmingham Yardley**. In **Birmingham Perry Barr**, however, Labour's Khalid Mahmood was defeated by independent Ayoub Khan.

Conservative holds were few and far between, though former-Deputy Foreign Secretary Andrew Mitchell won **Sutton Coldfield** and Sajid Javid's former seat of **Bromsgrove** elected a new Conservative MP, Bradley Thomas. One surprising loss for the Tories was **Stratford-Upon-Avon** to the Liberal Democrats – this seat was vacated by Nadhim Zahawi and the Conservative selection was hotly contested by candidates looking for a safe seat.

East of England.

This region threw up some notable results. The results in Essex saw Labour take seats like **Southend East & Rochford**, and **Southend West & Leigh** – constituencies that have never had Labour representation. The Liberal Democrats picked up **Chelmsford**.

However, the most noteworthy result in Essex is of course the result in **Clacton**, where Nigel Farage has at last, after eight attempts, become an MP. Elsewhere in Essex the Conservative Party Chairman held onto the **Basildon and Billericay** seat he 'chicken ran' to by just 20 votes – losing over 20,000 votes of previous majority.

Beds, Bucks and Herts saw the ousting of Defence Secretary Grant Shapps in **Welwyn Hatfield**. The Liberal Democrats held and expanded their Deputy Leader Daisy Cooper's majority in **St Albans**, as well as winning in **Harpenden and Berkhamsted**. However, in some sparse good news for the Conservatives, the **Mid Bedfordshire** seat was retained by the Tories.

Suffolk saw the former Deputy Prime Minister and Health Secretary, Thérèse Coffey lose her **Suffolk Coastal** seat to Labour. The Greens' Co-Leader Adrian Ramsay also pinched a seat from the Conservatives in **Waveney Valley**, one of the party's four targets at this election.

London.

Following Mayor Sadiq Khan's re-election in May, Labour were hoping to rely on London for a significant number of MPs to the new Parliament. London duly obliged, with Labour now holding 59 of London's constituencies, with headline wins in Margaret Thatcher's old seat of **Finchley and Golders Green** for Sarah Sackman and a narrow majority of 152 in **Chelsea and Fulham**, ousting Tory Minister Greg Hands.

In two headaches for the Labour leadership, Keir Starmer's own vote share in **Holborn & St Pancras** dropped by 17.3 points thanks to an independent candidate, while his predecessor Jeremy Corbyn was returned in **Islington North** as an independent with a comfortable majority of 7,247 and nearly half of the vote share.

The Liberal Democrats also made gains, winning **Wimbledon, Sutton & Cheam, and Carshalton and Wallington** from the Conservatives to add to their grouping of seats in South West London. Some Conservatives survived, such as Chris Philp in **Croydon South** with a substantially reduced majority and Bob Blackman in **Harrow East** thanks to Labour's vote share dropping 8.5 points from the 2019 result.

South East.

The Liberal Democrats made significant gains across the South East. Tactical voting led to the Liberal Democrats claiming the notable victory of **Tunbridge Wells**, a constituency which had been Conservative held for half a century. In Surrey, the Lib Dems saw successes, winning six seats in the county. They now have seats in **Epsom & Ewell, Woking, Esher & Walton, Guildford, Dorking & Horley, and Surrey Heath**.

The Conservatives, however, were able to hold onto **Godalming and Ash** with former Chancellor Jeremy Hunt clinging onto his seat with an 891 majority. Former Energy Security and Net Zero Secretary, Claire Coutinho also held onto her seat in **East Surrey**, with a significantly diminished majority down from 24,040 to 7,450.

The Liberal Democrats beat former Education Secretary Gillian Keegan in **Chichester** winning with a 12,146 majority, while the Green Party held onto **Brighton Pavilion** following the departure of Caroline Lucas.

South West.

South West England has had a strong Liberal presence for the last century, with the party now dominant in the region at the Conservatives' expense. Tessa Munt, a former Liberal Democrat MP from 2010-15, was returned in **Wells and Mendip Hills** after failing to be elected in Wells in 2015, 2017 and 2019. Other areas opted for Liberal Democrats having never voted for one before – **West Dorset** had a Conservative MP from its creation in 1885 until yesterday.

Further to the west, Labour made gains, defeating prominent Conservative incumbents such as former Defra Secretary George Eustice in **Camborne and Redruth** and Veterans Minister Johnny Mercer in **Plymouth Moor View**. In Bristol, Labour suffered one of only a handful of defeats, with Shadow Culture Secretary Thangam Debbonaire losing **Bristol Central** with the new MP, Green Co-Leader Carla Denyer won with a majority of 10,407.

Scotland.

The SNP haemorrhaged seats to Labour in Scotland, losing at least 38 seats, with recounts still on going in two seats as of the time of writing. Labour's gains were seen across the country, from rural and urban areas and aside from the issue of independence. In **East Renfrewshire**, they rocketed from third place in 2019 to a majority of 8,421. The seat with SNP's biggest majority in 2019, **Falkirk**, also went to Labour with a 31-point increase in vote share, again from third place.

In **Ayr, Carrick and Cumnock**, the Conservatives were hoping to capitalise on SNP unpopularity, but instead fell to third place with Labour winning with 36.5% vote share. In heartland independence territory like **Dundee Central**, Labour came within 675 votes of winning which took Scottish Labour activists by surprise.

Wales.

Wales has become a Conservative free zone. A string of bad results for the party saw Welsh Secretary David TC Davies losing his seat to Labour in **Monmouthshire** and, interestingly for those with good memories, three former Welsh secretaries, Alun Cairns (**Vale of Glamorgan**), Stephen Crabb (**Mid and South Pembrokeshire**) and Simon Hart (**Carmarthen West and South Pembrokeshire**) being defeated as well. In the traditional three-way marginal of **Ynys Môn**, Labour's vote share actually went down by 6.7%, with voters opting for Plaid Cymru to replace Tory Virginia Crosbie.

Labour wins in **Monmouthshire, Montgomeryshire** and **Glyndŵr** have shown an ability to win in rural areas, which was always an area of perceived weakness. Perhaps most importantly, in the form of new MPs like Torsten Bell from **Swansea West** and Kanishka Narayan in **Vale of Glamorgan**, Wales will contribute rising stars in the Labour Westminster administration.

Northern Ireland.

The election results led to a night full of surprises in Northern Ireland. While there were DUP losses expected, one of the three seats that went to other parties was not predicted by any of the commentators. The party ended up with five seats after the loss of **North Antrim** – which a member of the Paisley family had held since 1970 – to the more rightwing TUV, which was clearly a shock. The loss of **South Antrim** to the UUP was almost expected within the party, which marks a comeback for the party which used to be at the forefront of the right wing in Northern Ireland.

The Alliance's loss in **North Down** to independent unionist candidate Alex Easton was accepted by some as inevitable, but is a clear blow to the party. The overall winners were Sinn Féin who have become Northern Ireland's largest Westminster party for the first time. The nationalist party, which does not take its seats in Westminster, won seven seats, the same number as in the 2019 election.

Further insight.

Cavendish experts have prepared their thoughts on what next for the two main parties and how businesses should respond.

Labour back in government. Now what?



Kayleigh Quinn
Associate Director

We'll be honest, there's a lot of work to do at Cavendish today pulling together briefings on the hundreds of new MPs going to Westminster next week.

We've been preparing clients for this new Parliament since Labour crossed the milestone of 100 consecutive poll leads – picking out the talented candidates among Labour's ranks, writing up their interests and mapping their backgrounds. We have always said that whatever the result, there would be a huge swathe of new MPs to engage with. On this we were right, over 250 new parliamentarians will head to Westminster next week.

I'll hold my hands up and say there's a couple of bios we're just now writing after Labour's seismic victory because, despite the polls, we just didn't believe it would be this big.

[Continue reading](#)

Conservatives. Welcome to opposition. What next?



James Bird
Director

Now in my 40th year, this is only the third time I have seen a change in the party of power. From Major to Blair in 1997, Brown to Cameron in 2010, and now Sunak to Starmer.

The manner of the change, an 80-seat majority secured in 2019 with Boris Johnson to a Labour majority of over 170 in less than 5 years is nothing short of historic. The implications for the Conservative Party are profound, but not as profound as I had expected. It is not an extinction event, but it is in the style of a UFC kicking. A lesson in efficiency and discipline that has left them with a bloody nose and mouth.

It is a beating that reflects five prime ministers and numerous scandals that lost the trust of the public, and their faith in the party to deliver.

[Continue reading](#)

Be Corporate Fit for Labour's 'change'



Stephen Pomeroy
Founder

Today is a day of great change – the first government that is not led by the Conservative Party in over 14 years, and one for whom 'Change' is their mantra. As the new Government sets about enacting its agenda, corporate communications teams must navigate protecting and enhancing the reputation of their company, brand, and clients.

Labour's policy platform will lead to significant shifts in policy direction. These changes will impact businesses across various sectors, influencing tax policies, environmental regulations, planning rules, employment laws, and international trade agreements. For corporate communications teams, understanding these potential changes – and importantly how they impact their business – is crucial. Preparation is key.

[Continue reading](#)

The New Cabinet.

Confirmed appointments:

Click their image to download a biography



Keir Starmer
Prime Minister



Angela Rayner
Deputy PM & Levelling Up,
Housing and Communities
Secretary



Rachel Reeves
Chancellor of the Exchequer



Yvette Cooper
Home Secretary



David Lammy
Foreign Secretary



John Healey
Defence Secretary



Bridget Phillipson
Education Secretary



Wes Streeting
Health and Social Care
Secretary



Shabana Mahmood
Justice Secretary



Ed Miliband
Energy Security and Net
Zero Secretary



Jonathan Reynolds
Business and Trade
Secretary



Liz Kendall
Work and Pensions
Secretary



Pat McFadden
Chancellor of the Duchy of
Lancaster



Peter Kyle
Science and Technology
Secretary



Steve Reed
Environment, Food and
Rural Affairs Secretary



Louise Haigh
Transport Secretary



Lisa Nandy
Culture, Media and Sport Secretary



Hilary Benn
Northern Ireland Secretary

Roles still to be announced (as at 6pm on 5 July):

- Attorney General
- Chief Secretary
- Chief Whip
- Leader of the House of Commons
- Leader of the House of Lords
- Paymaster General
- Minister without Portfolio
- Key Ministers of State who attend Cabinet
- Scotland Secretary
- Women and Equalities Minister
- Wales Secretary

The next 100 days...

So, what's next for the new Government? We look at what the first 100 days under a new Labour administration are likely to look like.

Today

After an historic night, Keir Starmer has appointed his Cabinet and so the setting up of a new Government is underway. We now expect a stream of further ministerial appointments throughout the day and over the weekend.



6th July

First full meeting of the Cabinet: It is expected that the PM will chair the first meeting of his Cabinet tomorrow.

8th July

The appointments continue: The full list of ministerial appointments should be confirmed over the weekend with some reshuffling expected in the junior ranks. Some first time MPs may be awarded with a junior ministerial post immediately. Next week we expect that appointments of Special Advisers will follow, as well as the key Number 10 roles. Much has been made of two of Starmer's closest aides, Morgan McSweeney and Sue Gray – both will offer very different strengths to Starmer, and they will build their own teams around them in Number 10.

9th July

First sitting of Parliament: It is expected that the new Parliament will be summoned to meet on 9th July. The first business will be to elect a Commons Speaker and complete the swearing in of MPs and Peers which is expected to take (at least) a few days.

Once they have been sworn in, we expect that most brand new MPs will be busy hiring staff and setting up new constituency offices across the country.

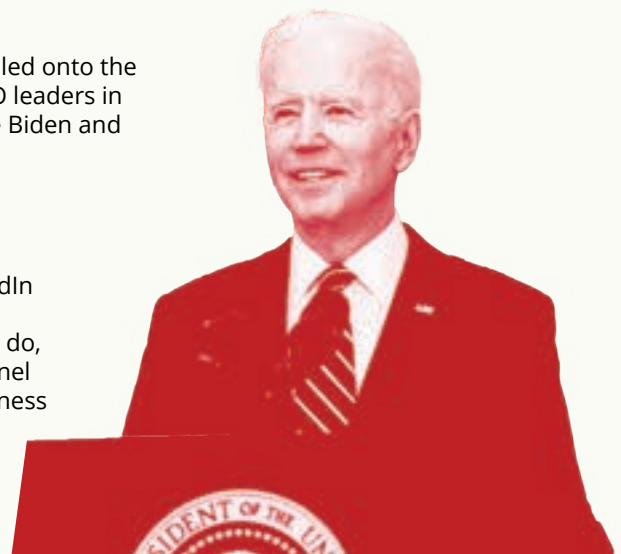
We expect key Ministers to push on with their stated priorities almost immediately. These include a promise from Starmer to axe the Rwanda asylum scheme "on day one", a review into the UK's military capabilities by Defence Secretary John Healey. Health Secretary Wes Steering will enter talks with the British Medical Association to try to end junior doctor strikes. Whereas a revised National Planning Policy Framework will be focussed on by Angela Rayner and her Housing Minister.

9-11th July

NATO Summit: The new PM will be propelled onto the international stage with a meeting of NATO leaders in Washington DC, including US President Joe Biden and Ukrainian president Volodymyr Zelenskyy.

10th July

New Government: What now? Our LinkedIn Live event on 10 July will explore what the incoming Labour administration is likely to do, and what it will mean for business. Our panel of experts from the worlds of politics, business and the civil service will share their insight on what to expect. [Sign up here.](#)



17th
July

King's Speech: This is a key set-piece event that will allow Parliament to begin a new session and start its business. Within the speech, Labour will set out its immediate priorities for the Parliamentary term. We expect content on planning reform, workers' rights, GB Energy and devolution. Much of this is already drafted, but the next 12 days will be spent wrangling over priorities in the Cabinet, taking into account what the civil service has prepared for in access talks.

Once the King's Speech is over, Labour will likely kickstart its legislative agenda in the two weeks it has before summer recess.



18th
July

European Political Community Summit: Centre-left leaders are likely to be fighting for a meeting with Labour after bucking the downward trend across the continent and securing a huge victory. Starmer will chair this meeting of the European Political Community at Blenheim Palace in Oxfordshire.

Early
August

Summer recess: Parliament is expected to break for a four week recess later than the currently scheduled on 23rd July.

Appointments to the House of Lords: With Parliament closed for summer recess, Labour is expected to create dozens of Peers to try to rebalance the House of Lords which is currently dominated by the Conservatives.

2nd
Sept

Parliament returns from recess: After a shortened summer recess, it is expected that MPs will return to Westminster during the first week of September.

Within the first 100 days we can expect to see some changes to the machinery of Government. While we don't expect to see full departments scrapped, there may be some name changes as well as greater use of cross departmental boards to ensure delivery on Labour's five missions.

As Parliament will only have sat for three weeks in July, we expect Select Committees and APPGs to be finalised when they return to Westminster in September.

Key committees that announce inquiries will offer one of the first opportunities for targeted engagement with backbench MPs.

8-11th
Sept

TUC Congress: Keir Starmer or Angela Rayner are expected to address the annual congress of trade unions in Brighton. We can expect a focus on their plans for workers' rights, but unions will use the platform to push their policy agenda – we expect GMB to focus on jobs in nuclear, Unite on oil & gas and Unison on NHS pay.



Mid-
Sept

Fiscal event: We expect the first fiscal event to come in September, where Chancellor Rachel Reeves will set out Labour's spending commitments in further detail. The earliest a fiscal event could be held is 13th September as the Government must give the Office for Budget Responsibility 10 weeks' notice if it wants it to include a complete economic forecast alongside the budget, something which Reeves has committed to do.

22-25th
Sept

Labour Party Conference: Liverpool will host the Labour Party victory parade, the Conference has record numbers attending from the business community looking to engage with new MPs, Ministers and Secretaries of State – and there will be plenty of them around. We recommend booking your place before the King's Speech to avoid disappointment – and a price hike!

13th
Oct

100 days ends: Will Labour have made progress on their first steps? With over 150 new MPs, we can also expect their offices to now be up and running and new parliamentarians starting to settle into a more supported role in Westminster. This is probably the first moment for the new government to take a breath before getting on with the job of governing – expectations are high. The Energy Independence Bill is expected to come to Parliament around this time, establishing the framework for Labour's energy and climate policies.



External events & “known unknowns”.

7 July

French elections: The second round of French elections will have a huge effect on Labour's plans for renewing Britain's place in the world. If RN - the right-wing party in France - win it will be a huge blow to Labour's plans to reshape Britain's relationship with France on issues like the migrant crisis and a clean energy alliance.

22 August

Democratic National Convention: Rumours swirl around whether Joe Biden will still be the proposed candidate for adoption at this convention. One of Starmer's closest aides, Jill Cuthbertson, has links to the Democrats and will be providing the PM with much needed insight in the run up to this event.

14-17 September

Liberal Democrat Conference: The Lib Dem conference will be buoyed by the party's results in this election - their highest seat tally ever - and we can expect the party to renew their calls for proportional representation, among other key policies.

29 September – 2nd October

Conservative Party Conference: The Party will meet in Birmingham to define their future – or at least have many arguments about it. Likely to be one of the most inward-looking, re-structuring conferences of the last 20 years for the Conservatives.



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