

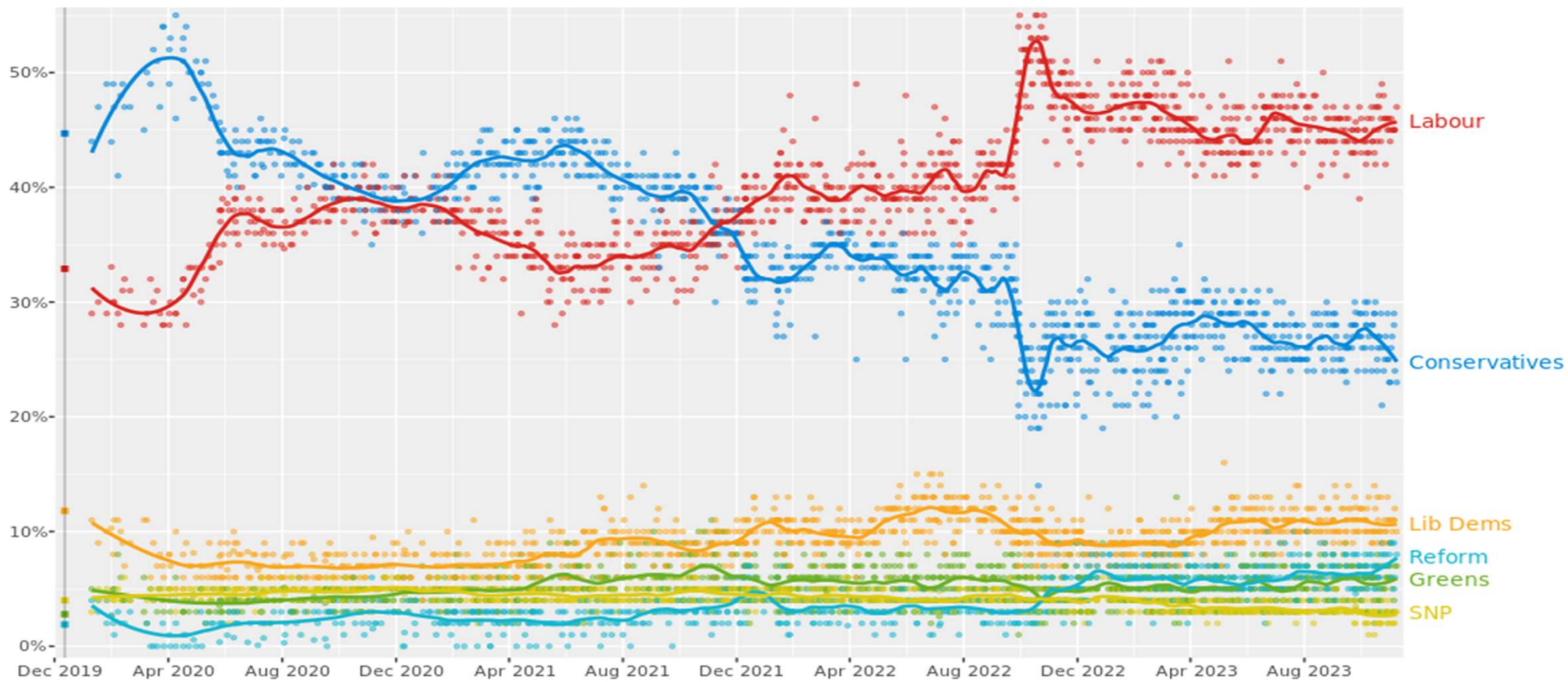
What should we expect from politics in 2024

THE YEAR AHEAD IN REMARKETING

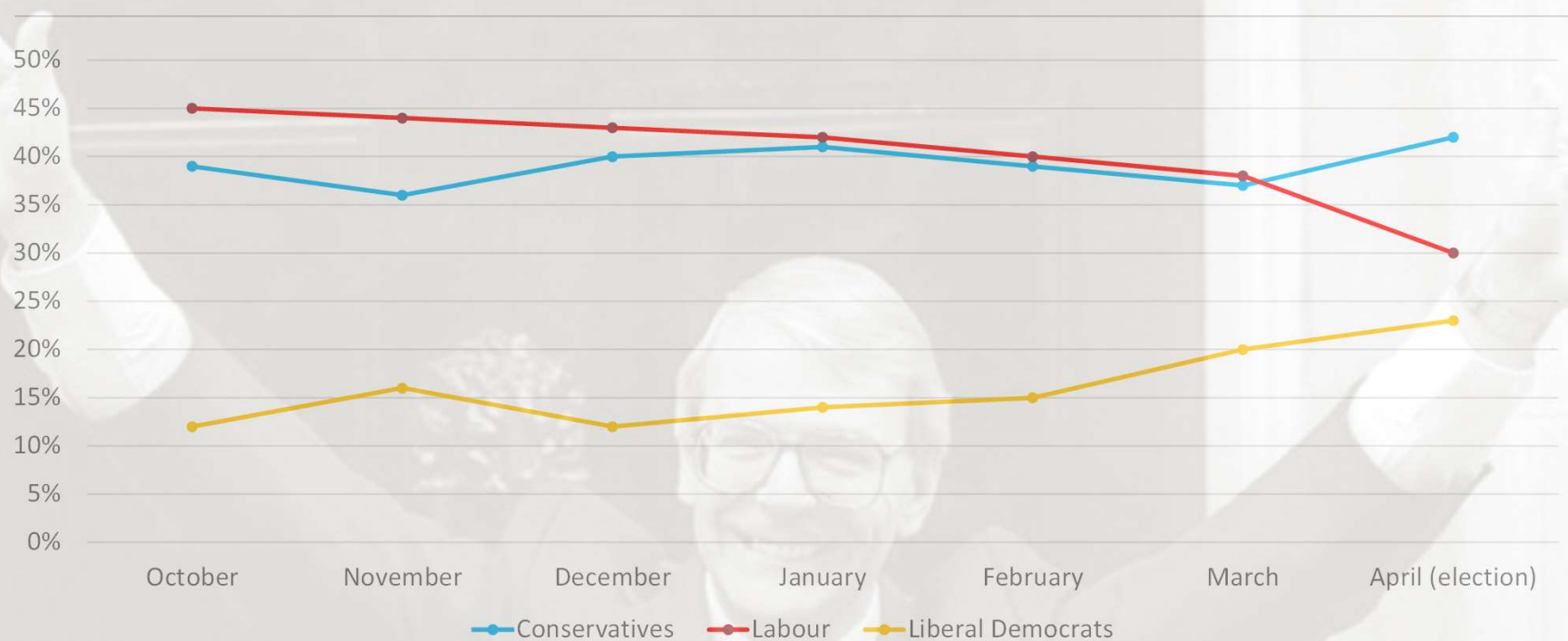
PEPPER
PUBLIC AFFAIRS
The Power to Influence

2024 political timetable

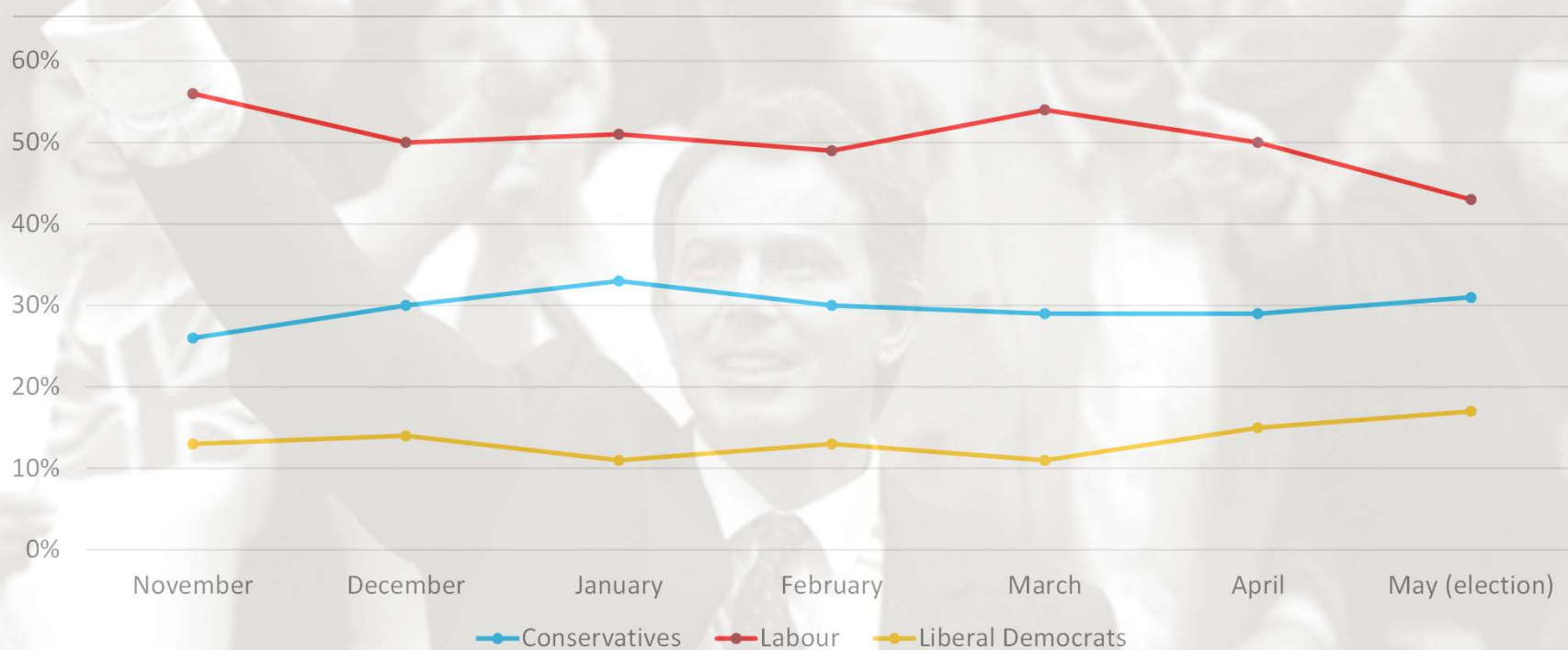
March	Budget
May	Mayoral Elections
June	General Election?
September	Party Conferences
November	Autumn Statement
January '25	Last date for a General Election



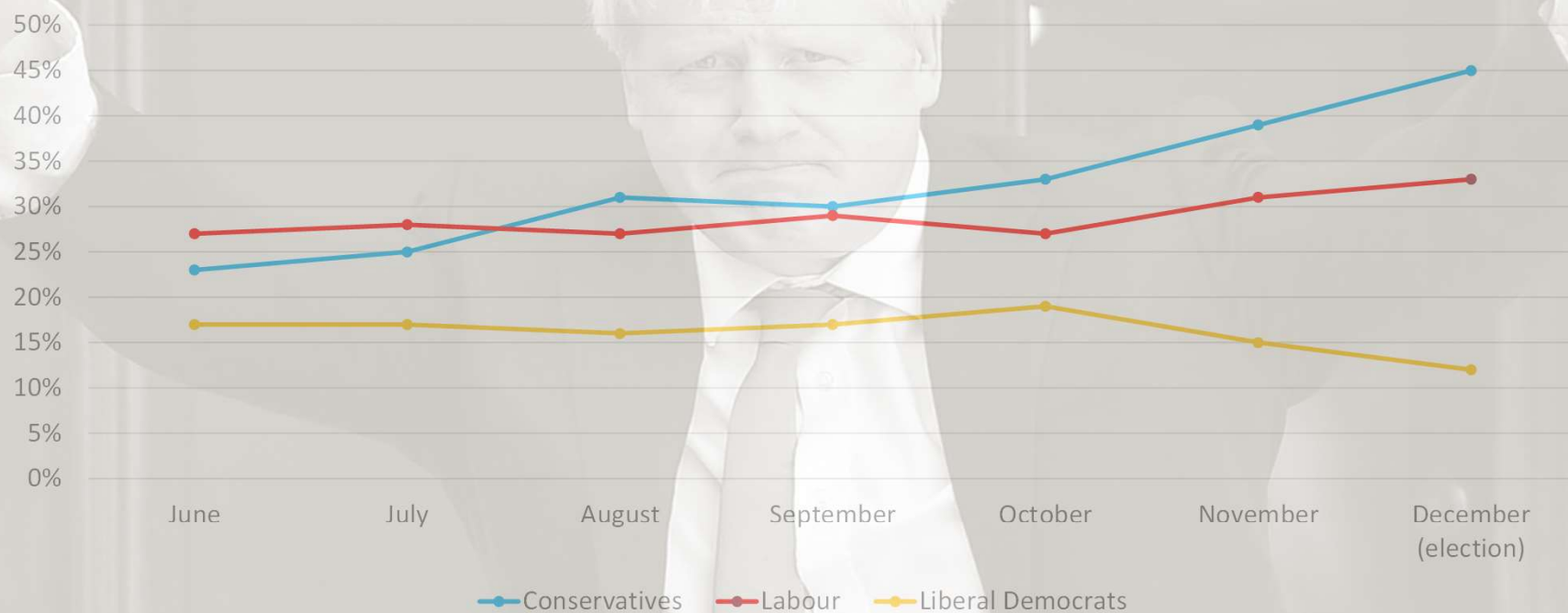
Voting intention – October 1991 - April 1992



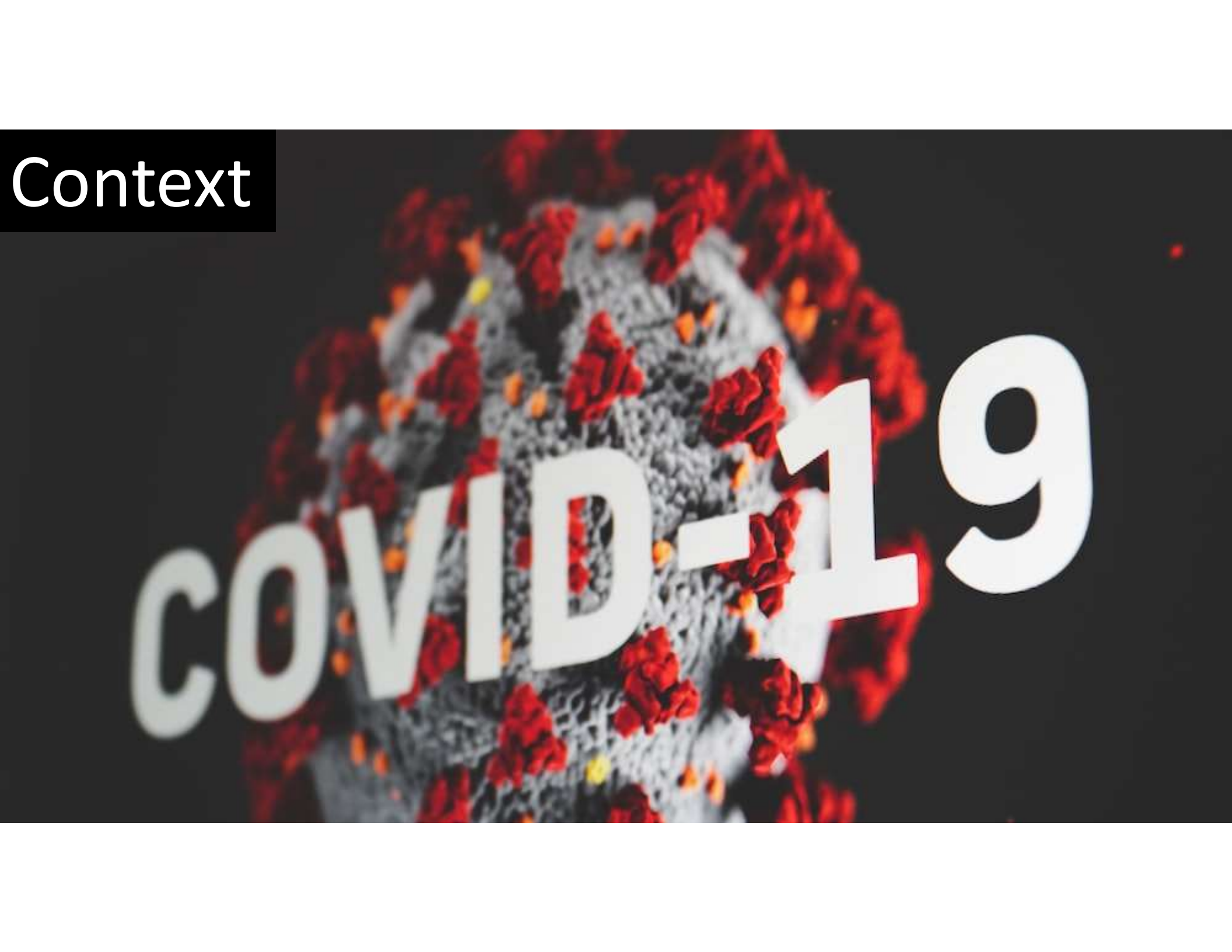
Voting intention – November 1996 - May 1997



Voting intention – June - December 2019



Context



COVID-19

Context



[illegible]

1979

LABOUR ISN'T WORKING.

UNEMPLOYMENT
OFFICE



new **Labour**
new life for **Britain**

1997



A close-up, partial view of David Cameron's face on the left side of the image. He is looking towards the camera with a serious expression. He is wearing a dark suit jacket over a light-colored shirt.

2010

**We can't go on like this.
I'll cut the deficit, not the NHS.**

**YEAR
FOR
CHANGE**

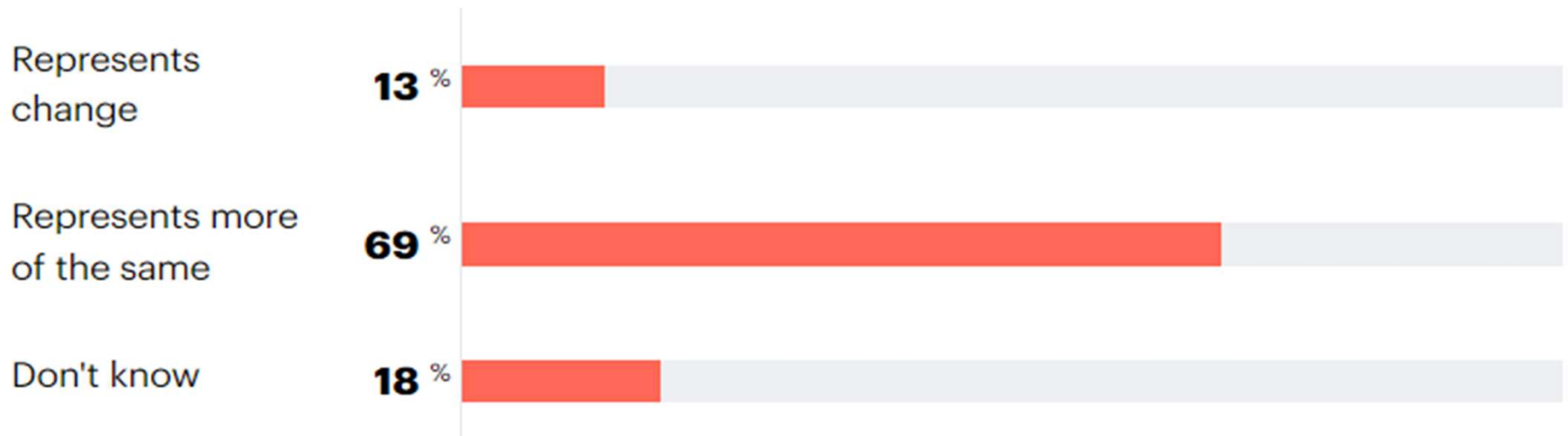
Read our plan for change at conservatives.com

2023



*“It’s time for a
change, and
we are it”*

Do you think as prime minister Rishi Sunak represents change, or more of the same?

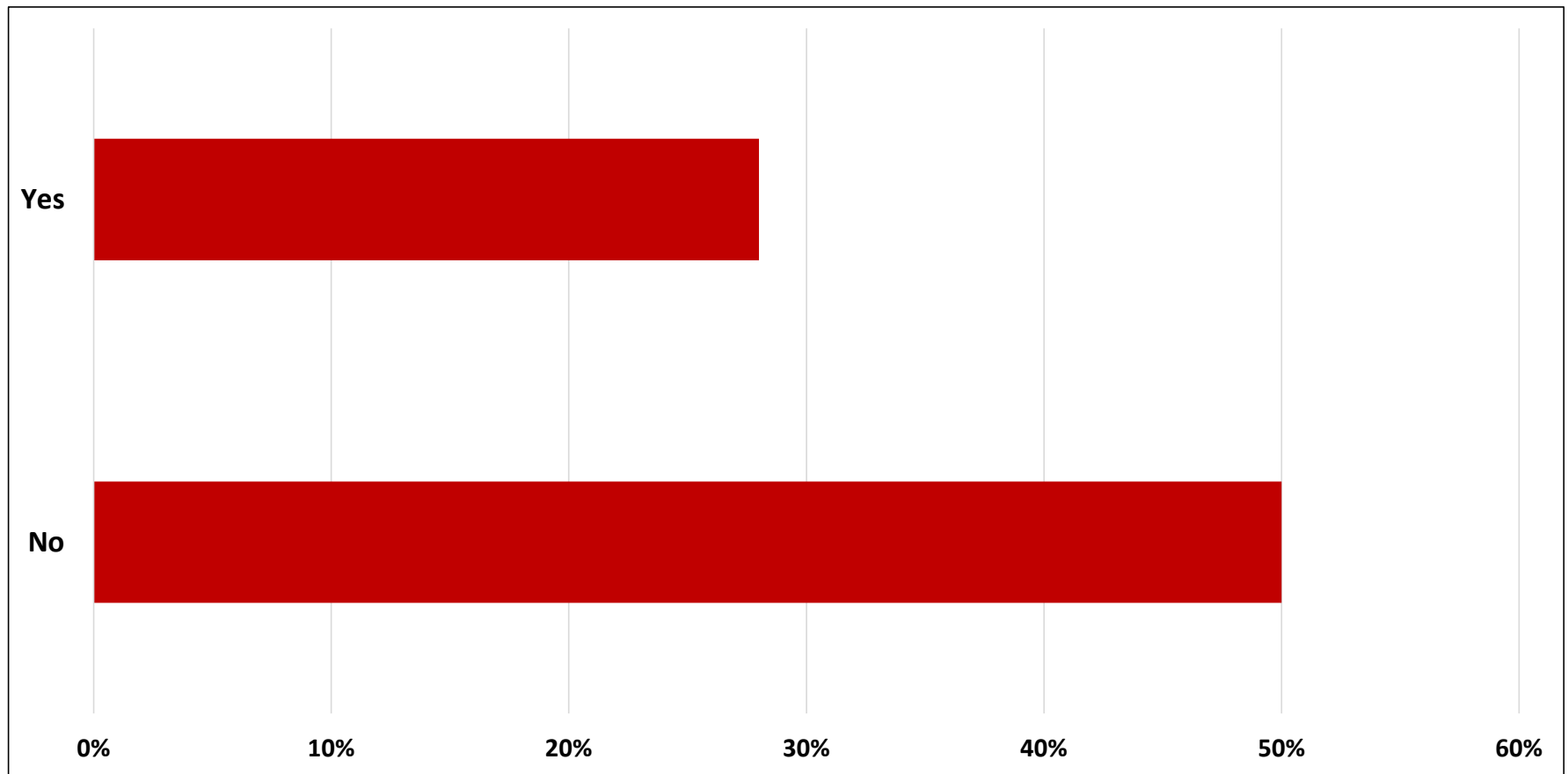


2023

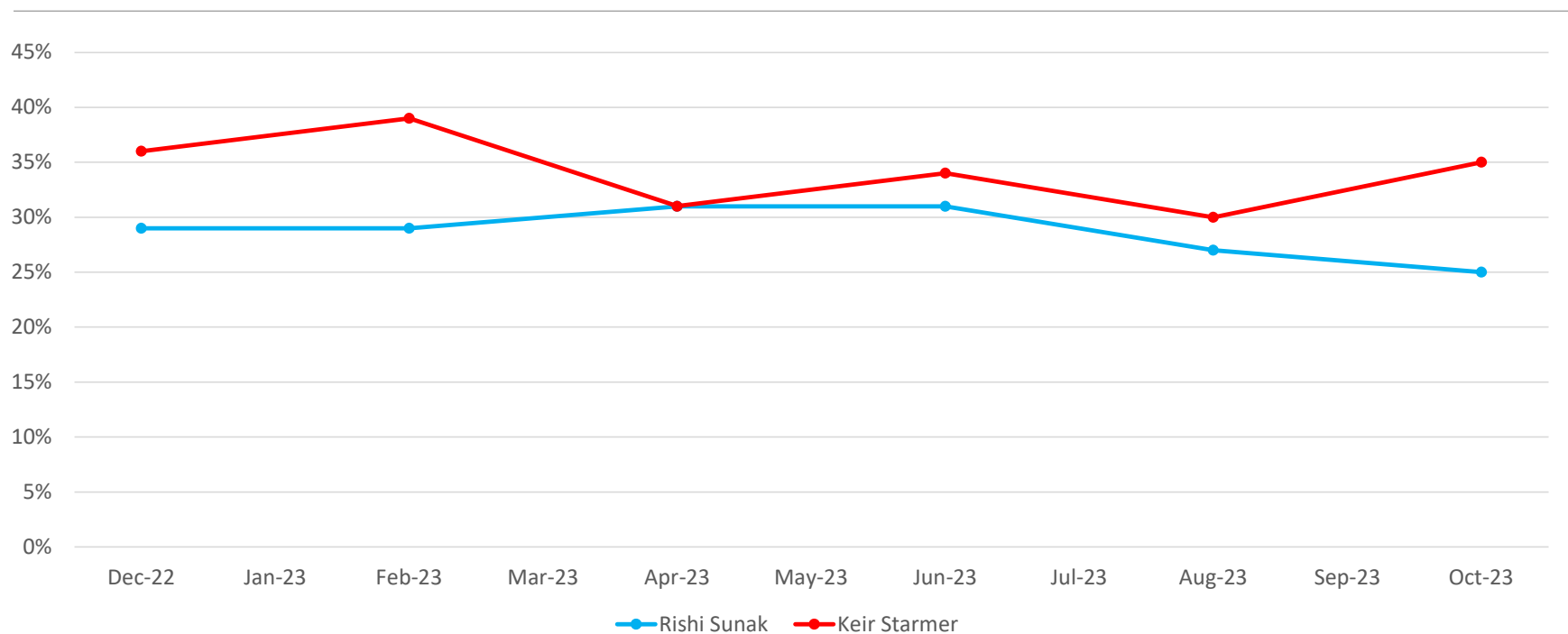


*“Let’s get
Britain’s future
back”*

Do you know what Keir Starmer stands for?



How well is Keir Starmer doing as Labour Leader? How well is Rishi Sunak doing as Prime Minister?



The Tory
attempt to
reframe the
debate





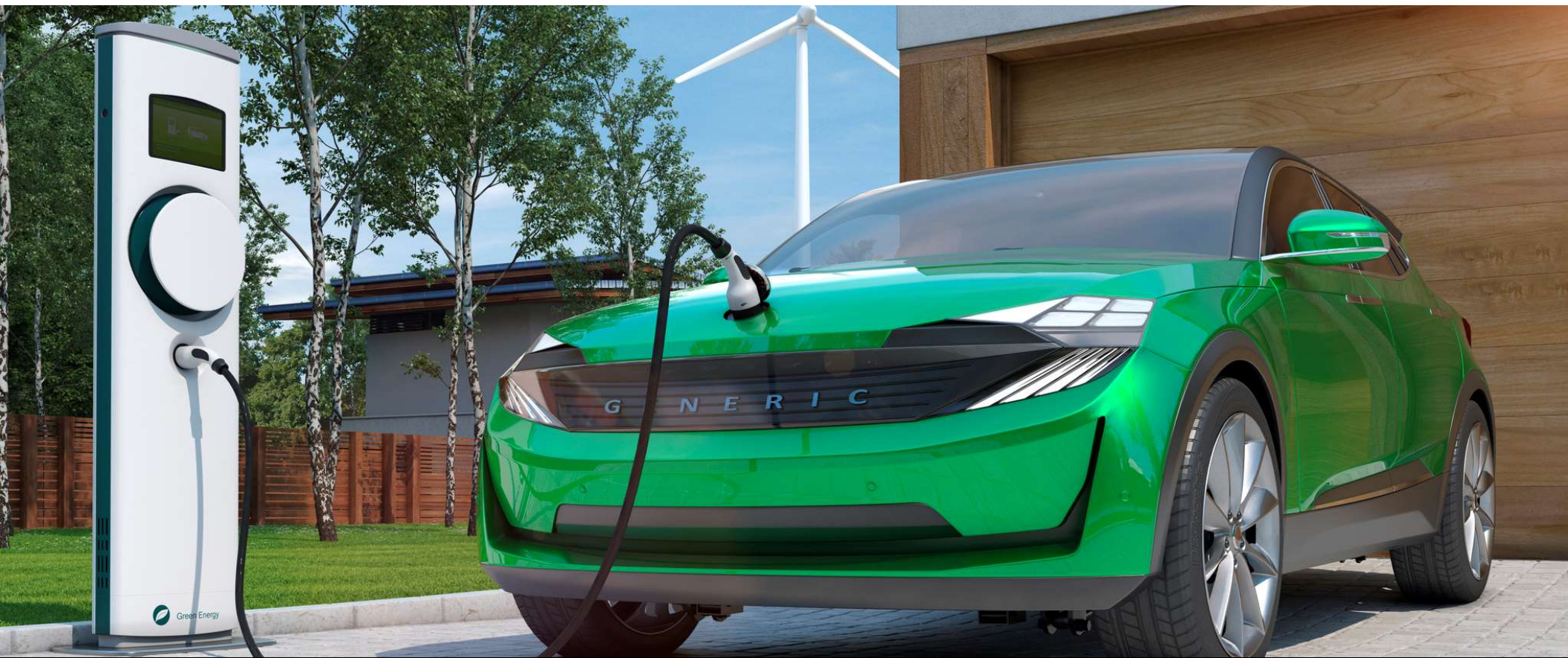






Decarbonisation: getting Britain's future back





“Turbocharge the just transition to cheaper electric vehicles, making them affordable and accessible by helping families manage the higher up-front cost”



Louise Haigh MP,
Shadow Secretary of
State for Transport

- i. Ramp up public capital investment into the green economy to **£28bn** a year
- ii. Create GB Energy: a **publicly-owned** national champion in clean power generation
- iii. Develop the path to decarbonisation in sectors with workers, businesses and **trade unions**
- iv. Work in partnership with **local government** in reaching net zero
- v. Promoting the use of other low or zero-carbon fuels such as **hydrogen** and **biogas** in transport
- vi. Accelerate the roll-out of **charging points** in areas currently being left behind
- vii. Scrap and replace the current system of business rates with a fully costed and funded system of **business property taxation**



