



**DR PATRICK BASHAM**

**DEMOCRACY INSTITUTE**

**UK GENERAL ELECTION – CAMPAIGN REPORT CARD**

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## **LABOUR'S CAMPAIGN D+**

- Never owned the economic issue, the self-imposed ground upon which the party sought to fight, and win, the election.
- Insufficiently negative in its attacks on Cameron and his party; also missed the opportunity to sow serious seeds of doubt about George Osborne's suitability as Chancellor.
- The Prime Minister & several cabinet ministers frequently presented overlapping and inconsistent messages on both policy and tactics.
- Brown was an uncomfortable, at times disastrous, campaigner – from his poor TV presence to his immigration gaffe – therefore unable to shake the electorate's negative perceptions while failing to accentuate his positives.
- Suffered bad luck, as poor campaigns usually do, such as a car crash occurring next to the final campaign poster launch.
- Ended campaign as it should have begun – rallying the core Labour vote.

## CONSERVATIVE CAMPAIGN **C+**

- ☒ Smoothly run in large part but, overall, underwhelming and uninspiring.
- ☒ Cameron was inadequately, yet expensively, coached for the TV debates by imported Democratic Party consultants.
- ☒ Overreacted to Liberal Democrats' rise and, consequently, squandered valuable time and precious resources.
- ☒ Astutely targeted key marginal seats with tailored mailshots and manpower.
- ☒ Cameron's end-of-campaign marathon was smart positioning that portrayed an energetic & determined leader and ensured media coverage of Cameron, himself, rather than his party's positions.
- ☒ No major Cameron gaffes, as he appeared largely comfortable leading his first national campaign.

## LIBERAL DEMOCRATS' CAMPAIGN **A-**

- ☒ Nick Clegg and his party were *the* (largely positive) story of the campaign.
- ☒ Clegg, a natural campaigner and TV face, was the stylistic winner of the debates and, arguably, the overall campaign.
- ☒ Labour and Conservative campaigns reacted to Lib Dems rather than the other way around, a considerable accomplishment for the third party.
- ☒ Put and kept electoral reform high on the campaign agenda.
- ☒ Kept most of the air in the campaign balloon until very late in the race.