

Bristol Mayor Election

Results May 2021 Turnout – 41.15%

Lab HOLD



1st Round	2nd Round
Labour – 50,510, 36.3% (2016 Result – 56,729, 40.4%)	Labour – 59,276, 56.5% (2016 Result – 68,750, 62.5%)
Green – 36,331, 26.1% (2016 Result – 10,000, 7.1%)	Green – 45,663, 43.5% (Bristol 1 st : 2016 Result – 39,577, 37.5%)
Conservative – 25,816, 18.6% (2016 Result – 19,617, 14%)	
Lib Dem – 15,517, 11.2% (2016 Result – 8,078, 5.8%)	First round: Others: 10,837, 7.9%

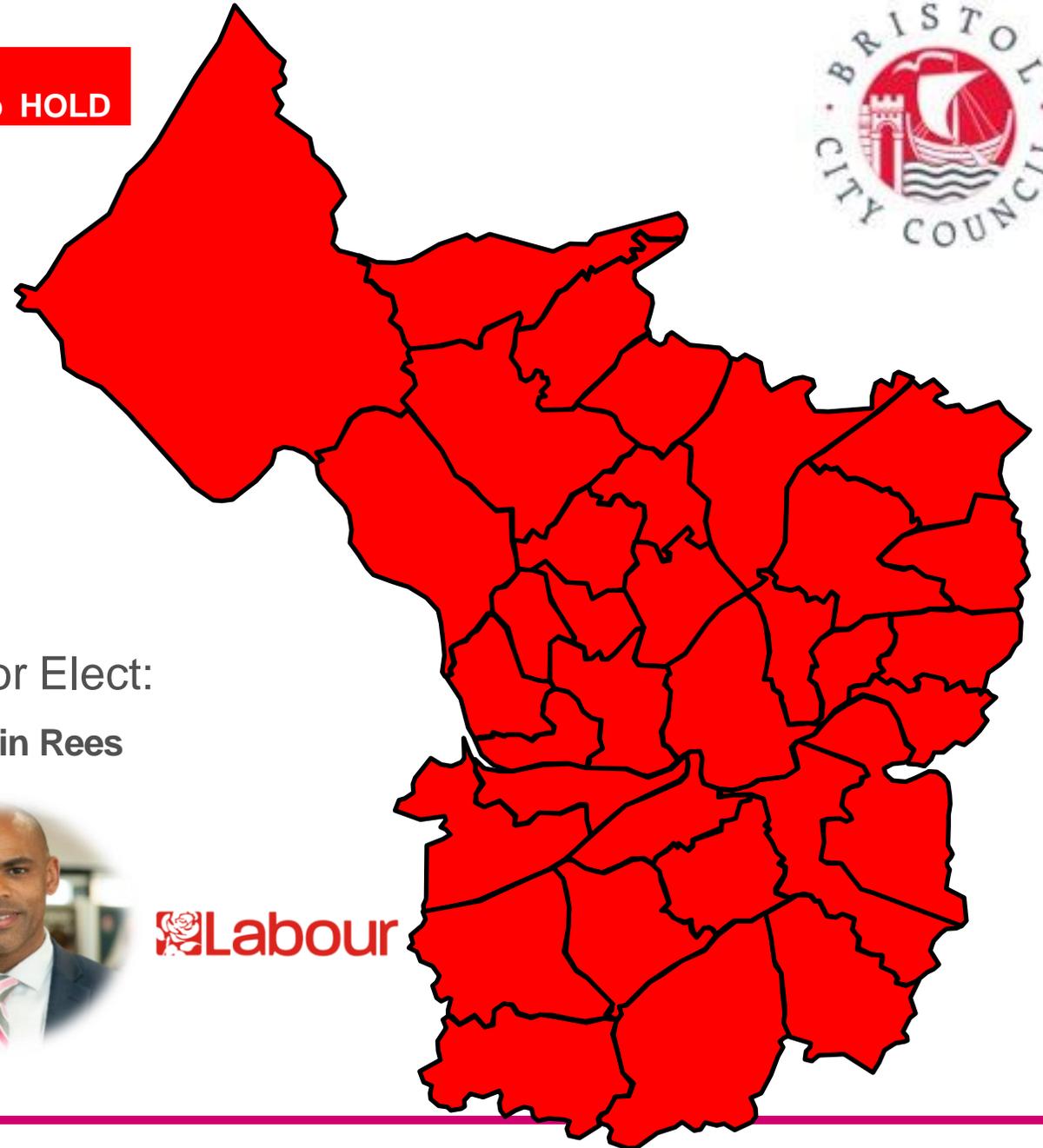
Mayor Rees fends off a new challenger...

- **But Labour's vote share eases back;** given the scale of Labour losses across the country, party staff may consider a victory with a 4% reduction in support as a welcome relief in the face of a strong challenge from the Greens in Bristol (*See analysis on p.2*) and the Conservatives nationally.
- **Ferguson's vote scatters;** a political mystery was the relocation of over 32,000 first preference votes cast for former mayor George Ferguson in 2016. Where would they go? Everyone appeared to take a share – including Labour, whose vote share may have shown a greater dent otherwise given the Green surge in parts of the city at Mr Rees' expense.

Mayor Elect:
Marvin Rees



 Labour



Marvin's magic conjures Labour's second term in Bristol

As a 1/8 odds-on favourite with national bookmakers, there was unlikely to ever be a 'how did they do that?' moment for any of the challengers to Mayor Marvin Rees in 2021. Comfortable Labour majorities in the four Bristol parliamentary constituencies and the absence of former mayor George Ferguson on the ballot paper meant a routine performance would probably see Marvin Rees home.

And so it proved, with a convincing 13-point victory after second preference votes. But the surprise of the night was the Green Party. Compared to 2016, an increased vote share of 19 points, over more 26,000 first preference votes, and a place in the final run-off with Labour were more than Green candidate Sandy Hore-Ruthven could have privately hoped for.

Count observers witnessed a Green surge in Bristol West wards as inner-city communities simply switched sides with possible consequences for Labour's councillor numbers. The Conservatives and Liberal Democrats, whose key policy was abolishing the mayoral position they were standing for, had cause for some optimism too. Tory Alistair Watson and Lib-Dem Caroline Gooch appeared to absorb some of George Ferguson's 2016 first preference vote to achieve their party's best results for Bristol Mayor.

So, come May 2024, should Labour be concerned with the modest decline in their vote? Much depends on the de facto Green opposition extending their appeal to voters outside a two-mile radius of the city centre. Thirty years since being founded, the Green vote has barely flickered in Bristol's suburbs. And that situation must change to avoid being a perennial supporting act in future mayoral races.



James Hinchcliffe

Strategic Engagement Director

james.hinchcliffe@jbp.co.uk



Serena Ralston

Senior Account Director

serena.ralston@jbp.co.uk



Matthew Bacon

Account Manager

matthew.bacon@jbp.co.uk



Matthew Roberts

Senior Account Executive

matthew.roberts@jbp.co.uk

JBP Political Analysis Team

Get in touch with us on 0117 907 3400 for more insight and how we can assist you with your projects and delivering your messages to local politicians.

