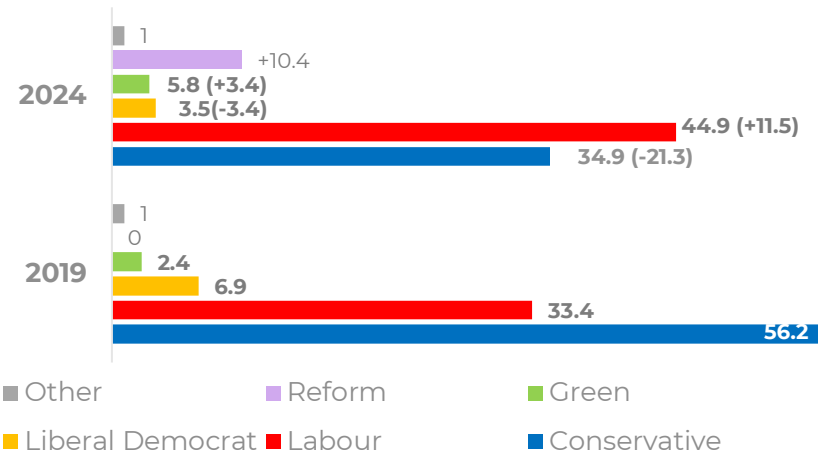


Kingswood Parliamentary By-Election

Result: 15 February 2024



The story of the Labour victory

- **Turnout a factor as Tories stay at home;** like other by-elections in this Parliament, a prominent feature of this contest was a collapse in turnout compared to the 2019 General Election. The figure of **37%** only just beat the **34%** in last May's South Glos Council Local Elections. The Tories lost around **19,000 votes**, contrasting with **5,000 lost Labour votes** when looking at General Election 2019.
- **Labour breaks sixty-year record with win;** a first Kingswood win for Labour in nearly 20 years set a new record number of by-election defeats during a single Government parliamentary term. The voter swing was over 16%.
- **Reform snatches Tory votes?** The assumption is that the rebranded UKIP attracts disillusioned Conservatives. A direct transfer of votes here would have resulted in a Tory win. "**Vote Reform, Get Labour**" will be a future line of Tory attack.

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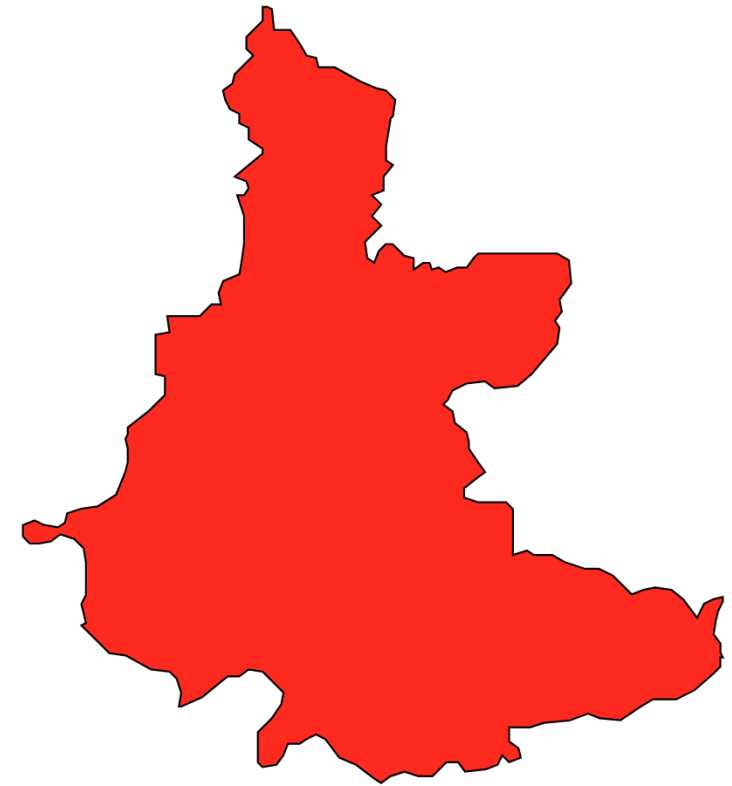
Damien Egan MP

 Labour

Turnout:

2019: **71.5%**

2024: **37.1%**



East Bristol's bellwether washes away Tory majority

As darkness fell on Kingswood, the rain was unrelenting in the final hours before the polls closed. Voters chose to wash away nearly fourteen years of Tory incumbency in the bellwether of all bellwether parliamentary seats.

Kingswood's residents have 'picked' the Government at General Elections in every contest since it was formed in 1974. The only exception? When John Major defied expectations to win the 1992 General Election for the Conservatives, former MP Roger Berry won the seat.

Of course, this is the last time Kingswood voters will choose an MP for this constituency. Boundary changes mean that Mr Egan will represent Kingswood for a matter of months before it is dissolved and split into parts to join other constituencies.

His future lies in the new constituency of Bristol North East where bar an electoral miracle, he will be elected at the next General Election.

The Tories might feel disappointed that a campaign which forced Labour onto the defensive with clever stunts to highlight Mr Egan's recent former role as Mayor of Lewisham and underlining of the Lib-Lab South Glos Council partnership's early plans for Green Belt release didn't unlock a greater reward.

But outrunning the national picture is exceptionally hard for any local party, let alone one whose Government is threatened by a landslide. **What could be at the top of Mr. Egan's inbox?** Perhaps a meeting with the pressure groups set up to oppose Green Belt release for housing in Kingswood. The irony? Not a single site in the Council's emerging plan is within his future constituency.

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.



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