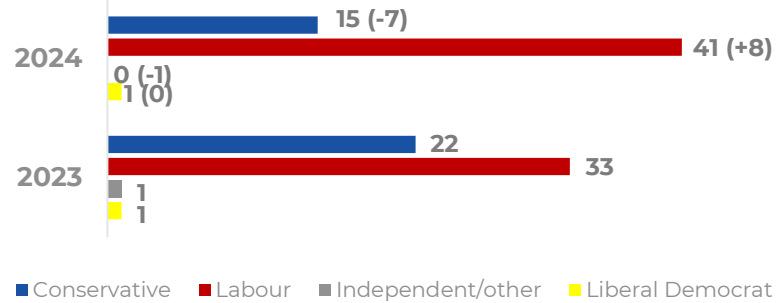


# Swindon Borough Council

## Local election result May 2024

(One-third of seats in the council contested – the map reflects the voting outcome [at this election](#))

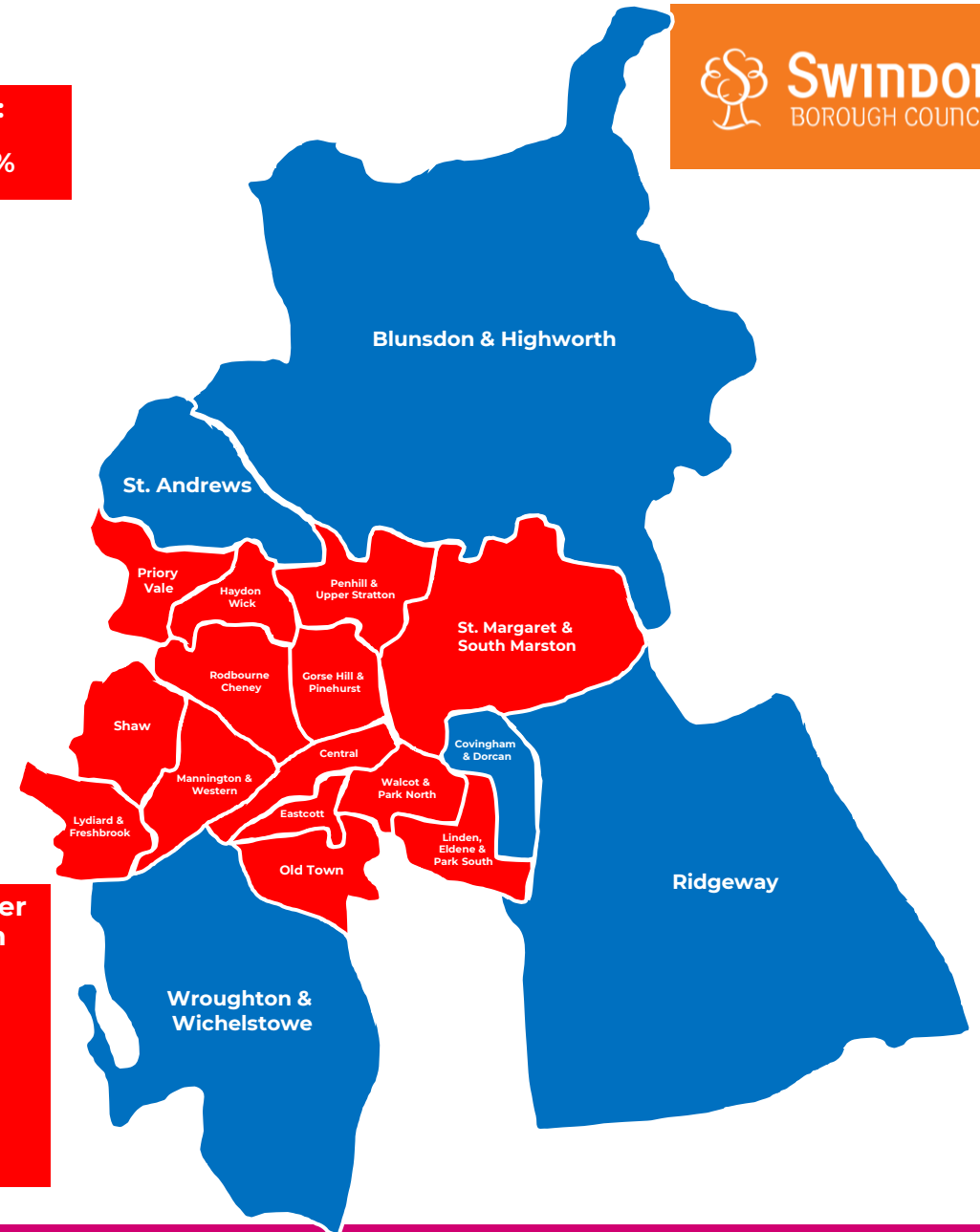


### Labour vote train steams to victory in key bellwether

- Labour majority expanded:** In a council that until last year has been under Conservative control since 2003, Labour has expanded their control in Swindon even further, taking eight seats compared to 2023. Wards such as Haydon Wick, Shaw and St Margaret and South Marston all being significant gains for the party, leaving Labour on 41 out of a possible 57 seats.
- Conservatives consigned to Swindon outskirts:** While the Conservatives may take some solace that the results were not “quite” as dire as 2023, with wards such as St Andrews being held this time, there is no doubt that they have been well and truly driven out of urban Swindon and consigned to the town's outskirts/ rural areas.
- Parliamentary battles await:** The two parliamentary constituencies of North Swindon and South Swindon are two key battlegrounds in the upcoming general election. Based on the results today, the Tories are on track to lose both seats with experienced MPs Justin Tomlinson and Robert Buckland potentially swept away by the national tide.

Lab HOLD:

Turnout: 31%



Council Leader  
Elect: Cllr Jim  
Robbins



# Labour consolidates control of urban Swindon as Tory collapse continues

In Swindon, the echoes of its historic railway industry resounded through this year's council elections, with Labour Council Leader Jim Robbins at the helm like a seasoned train conductor. Under his leadership, Labour charged down the tracks, gaining eight seats and seizing territories long-held by the Conservatives, including pivotal stations like Haydon Wick, Shaw, and Priory Vale.

The day could have been more dismal for the Conservatives, who narrowly clung to the rails in their stronghold wards such as Covingham and Dorcan by a slim margin of less than 100 votes. The Liberal Democrats, on a different track, found themselves outpaced in Wroughton and Wichelstowe, where the Tories managed one of their few robust performances of the day.

While Cllr Robbins might feel comfortably in control of the council, there's a lingering question as to why Labour didn't surpass their

previous gains from 2023, especially given more favourable national polls. Certain areas like St Andrews remained stubbornly blue, putting a slight brake on Labour's victory lap, with close calls in St Margaret and South Marston also tempering celebrations.

The resilient campaign engine built by Conservative MP Justin Tomlinson in North Swindon might explain some of the Tories' tenacity. His efforts over the years have laid down tracks that are tough for Labour to dismantle.

However, based on today's results, it's clear that more than just a well-organised campaign and hard work will be necessary for the Conservatives to keep their remaining seats in Swindon on track and derail a potential Keir Starmer-led government.

## 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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