

### Background

**Labour** becomes the main opposition party.

**Liberals** are kicked to third place.

**Conservatives** are relatively the same.

### Decline of the Liberals

Pre-WWI was one of two major parties, main rival the Conservatives.

*Key figures:* Asquith and Lloyd George.

⚡ *Causes:* ⚡

⊖ Dangerfield said: failure to cope with threat of TU strikes, NI and suffragette militancy.

⊖ Bernstein said: failure to adopt to class-based voting habits.

*Most historians reject these views: would have been able to survive if not for events after 1914.*

⊖ Wilson said: "rampant omnibus"; split of party.

⊖ Coupon Election: cemented the split, alliance of LG with Tories.

⊖ ROTP Act 1918: allowed Labour to rise, but Liberals failed to adapt.

⊖ LG's Cash for Honours scheme.

⊖ FPTP system: favoured bi-party system.

### Rise of Labour

A minor party, until 1923 when it got more votes than Liberals and Ramsay MacDonald became the first Labour PM.

*Labour party biggest in 1929, MacDonald PM again.*

⚡ *Causes:* ⚡

⊖ Unified post-WWI

⊖ Huge growth in TU membership

⊖ Ran local politics well: e.g. didn't discriminate candidates by class

⊖ Growing working-class identity

⊖ Liberal split- Asquith backed Labour government but gambled and lost,

MacDonald's economic policies good, would be remembered in 1929

### Consistent Conservatives

#### **Conservative staying the same**

Stays consistent throughout, always one of top two biggest parties. Stability, family values.

*Key figures:* Stanley Baldwin.

⚡ *Causes:* ⚡

⊖ Rebranding began in 1872 under Benjamin Disraeli. One-nation party idea. Built on by Baldwin.

⊖ Targeted the Liberals to win. Better alternative to combat Labour.

⊖ Benefitted from ROTP Act (plural voting for Oxbridge students/staff, wealthier, Tory voters), Irish independence, FPTP system.



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