



On Reasons for the New Labor'S Continuous Success in Elections

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Abstract

Tony Blair has led the New Labor's Party to three successive victories in the election since 1997. Gordon Brown who is a member of the New Labor Party has been confirmed as the new Prime Minister. This is the first time for the British Labor Party to remain at the helm of Britain from the time it was established. How could the British's New Labor Party still be elected after being involved in the Iraqi War? This is a matter that has surprised many people. This article analyses reasons for the success and recommends them for reference on party management.

Keywords: Tony Blair, New Labor Party, Victory, Election, Reason

The reforms carried out by the New Labor Party have accelerated Britain's development. This has in turn endeared the British electorate to the party. Politically, the party is favored by people because of its highly demonstrated democratic values. For example, it believes in a majority rule and respects individual thoughts. It has set up a new democratic government by removing the traditional hereditary in the House of Lords. The House of Lords consists of religious and secular groups. The secular group is composed of hereditary peers, life peers and the Law Lords. The hereditary peers have the rights to sit in the House of Lords without any election or commission. However, the New Labor Party abolished this tradition, though under strong opposition from the Conservative Party. Currently there are 92 elect members of the hereditary peers in the House of Lords (Baodi 40, 2004). An electable and transparent government is upheld and respected by the public. In reforming the House of Commons, the New Labor Party set up a special select committee to review its procedure by pre-legislative scrutiny. This has since made the major law-making power—the House of Commons operate more transparently. To showcase democracy, the New Labor Party advocated an open government. In 1997, it issued a Freedom of Information Act—Your Right to know to strengthen people's right to know the operation of the government. (Zhenhua 133, 2003) The party has further devolved more power to the local governments. The decentralization of power to Scotland, Wales, London and the Regions of England has allowed flexibility in management of the government. This has helped establish a cooperative atmosphere between the local governments and the central government. It has also strengthened the initiatives of the local governments to adopt appropriate policies for their specific regions. The United Kingdom is a distinct nation where Scotland has its own systems of education, law and religion while Wales has its own language and culture traditions. The New Labor Party proposes the people of Scotland and Wales should vote in separate referendums, to create a Scottish parliament and to strengthen the Welsh assembly. Meanwhile, London mayor has been elected and a regional government in England has been set in the light of the guidance of the New Labor. Under such devolution, the local governments of Scotland, Wales and Regions of England are able to act according to their actual circumstances and adjust policies to local conditions. Once the local decision-making is less restrained by central government, it will be more responsible and beneficial to the local people. These democratic political reforms have attracted a great number of people who have got something for nothing from them become the Pro-New Labor.

Economically, the New Labor has encouraged employment opportunities, promised no increase in income tax rates in five years, controlled public spending and improved people's living standard. Nowadays, most people become political cynics. Few of them are interested in politics. Therefore, some people may hardly care about which party is in power. However, no one will turn a blind eye to his own interests. The New Labor offers people the specific interests they need. People get a job with satisfactory salaries and don't have to pay high income tax. The government is frugal in public spending. It saves to invest instead of taxing to invest. People vote for the one they benefit from, the New Labor has just reached their standard. In terms of employment policy, the New Labor has designed a welfare-to-work program. It provides training opportunities for the young unemployed rather than offers them forever welfare. For those who are in a state of underemployment, especially single parents, a proactive employment service has been utilized to supply them with advice on job searching. The New Labor tries to combine the available benefits to suit individual circumstances in the policy of employment which makes the unemployed feel obliged to make every effort to find a job. After procuring a job, people get to know that the New Labor has set national minimum wage to protect their rights and promised to maintain income tax in five years. All these have covered the basic elements of life among the poor and win the New Labor extra votes in election. Nevertheless, a country is not full of the poor, the middle class and the rich also takes a

large proportion in its population. Obtaining the support from them is equally important. The New Labor eliminated Clause IV to break its old socialistic policy of nationalization of industries and build a dynamic market economy. Tony Blair once said, "The old left would have sought state control of industry. The Conservative right is content to leave all to the market. We reject both approaches. Government and industry must work together to achieve key objectives aimed at enhancing the dynamism of the market, not undermining it (Blair 5,1997)." This is one of the positive points which helps the New Labor attain the support from most of the middle class and the rich.

Socially, the New Labor also does a good job in advancing the progress of the all. It holds the idea that more spending on education will reduce the cost of the unemployment. Therefore, education is the necessity for both the individual and the nation and should be the number one issue to be improved. Besides reforms from primary schools to universities, the New Labor advocates a life long learning program. As employment has to be maintained by up-to-date and highly developed skills, adult learning is recommended by the New Labor. The NHS system has been sustained well by the New Labor. Higher-quality services are provided for patients. The long-waiting lists are regulated and patients don't need to wait for cancer surgery. The New Labor has an environmental committee to make sure that economic and social progress go together with the development of a sustainable environment. It cares about road safety and makes cycling and walking safe, especially around schools. It also helps parents, particularly women to balance work and family in modern labor market by national childcare strategy. It is tough on Crime and concerns about the victims in crime. It seems that the New Labor is almost omnipotent in social management to give attention to all aspects of life.

In spite of attaining grassroots through all its successful reforms, the New Labor is skillful in reinforcing the solidarity towards the grassroots. As a party whose fundamental value is equality, the New Labor specifically emphasizes human rights. It tends to end discrimination that exists in Britain. For instance, they enforce civil rights for the disabled, value the positive contribution that the old have made to the society by offering real help to pensioners, and promoted new rights for gay people in the Civil Partnership Act 2004. As the aim is to gain the support from all walks of life, the New Labor has to ensure everybody fair rights. Fairness is the key for people to get themselves balanced. Human rights are rudimental human needs which refer to a variety of values and capabilities, with which people are able to live with ease. A journey of a thousand miles begins with a single step. Starting from maintaining every basic right of the people, the New Labor wins favor from its people. Therefore, it is wise for the New Labor to highlight human rights to improve its prestige and credibility. In addition, the New Labor has renovated its party organizations at a lower level to establish a sound environment for its members to join all its activities and raise their political awareness of the party. A lot of clubs which require its members to join are set with newspapers, magazines, TV shows and speech pools about its current politics (Zhenhua 168, 2003). Party activities are launched spontaneously together with social events. The New Labor attempts to make politics more appealing and fascinating to its people. The members of the New Labor become much more familiar with its proposals and layout. In this way, the New Labor obtains the accountability of its members. Besides paying attention to up building a nice political atmosphere for its members, the New Labor also makes efforts on absorbing new members. Its membership has doubled from 279,000 in 1992 to 400,000 in 1997(Zhenhua 168, 2003). It has adjusted its registration system to make the procedure of becoming its member simple and convenient. One just needs three steps to join the New Labor: logging on its home page, filling in a form of one's personal details and confirming the payment. Meanwhile, women are not left behind the political scenes as they're involved and respected in all levels of the labor party. In analyses of 1992's election, it showed that women who opposed to the New Labor were 9% more than men. The New Labor has tried every means to change this situation. There were 500 female representatives attended the party assembly in 1995 and the first chairwomen of the New Labor appeared in 1998. The women's organization has come into being to ensure that women are equally represented at all levels of the party and in all the party's decision-making bodies. As it is said that the New Labor is the pioneer of new things, it promotes "E-Democracy". It uses internet to spread its ideas and policies, at the same time, to learn about and exchange people's opinions and demands. In the New Labor's website, one may procure the latest news, email his/ her advice, requirements and comments to the exact organizations or sectors and make friends with its members. This is an effective mechanism for a higher level party organization to receive the authentic ideas from party members at the grass-roots. Such style of democracy also adds transparency to the government.

All this strategies enable the New Labor to solidify its party members and non party members to fight together for its bright future.

Unlike the Conservative Party who suffers from brain drain after several electoral defeats, a lot of political talents work for the New Labor. Besides, the New Labor pays attention to absorbing elites. Its leaders are legendarily capable in both election and government management. Tony Blair, the Labor Party's longest-serving Prime Minister and the only leader to have taken the party to three consecutive United Kingdom general elections victories has an extraordinary personal glamour and is quite proficient in election. He is creative in political outlook, intelligent in speech and sophisticated in using media. In order to display a brand new image of Labor as competent and modern, Blair coined the term "New Labor" to distinguish the party from its past, which successfully impressed the public. He changed Parliamentary procedures significantly. One of his first acts as Prime Minister was to replace the twice-weekly 15 minute sessions of

Prime Minister's Questions, held on a Tuesday and Thursday, with a single 30 minute session on a Wednesday. In addition, Blair held monthly press conferences, at which he fielded questions from journalists. Critics and admirers tend to agree that Blair's electoral success was based on his ability to occupy the centre ground and appeal to voters across the political spectrum. During his reign, he was broad-minded to pool talents from various fields to work for him. He had the insight to identify them, the resolve to use them, the temperament to respect them and the glamour to attract them. David Simon who was persuaded by Blair to resign from the British Petroleum as the Chairman of the Board became Minister of Trade and Competition. Martin Taylor, the CEO of Barclays Bank, was offered to be the leader of the Committee of Tax and Welfare. The Boss of Prudential Insurance Company, Peter Davies, was invited to be the organization of supporting hard-working families (Li 260, 1998). Tony Blair is good at using Medias to win him support. He owns a natural affinity to the people by behaving as a loving husband and responsible father in public. He made himself familiar to the populace like the boy next door and obtained a great popularity among women for his affection to Cherie Booth on the TV show made for election, which exhibited his blissful family life. Gordon Brown who was a capable Chancellor of the Exchequer during all Blair's ten years in office succeeded Blair as party leader on 24 June 2007, which refreshed the New Labor's gradually withering image after its policy of the middle east and Iraqi war.

There're three major reasons for the new labor's continuous success in elections. Firstly, the New Labor has implemented plenty of successful reforms, which have not only speeded the development of Britain's society but also helped it obtain a large number of grassroots. Secondly, the labor party has strengthened its solidarity towards the grassroots. Thirdly, the New Labor owns able leaders and political talents. It is a truth universally acknowledged that a party which is of the people, by the people and for the people must be wanted among its people. The New Labor is indeed the case. Its success has provided a good example for other parties to learn from.

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