# Prime Minister Rishi Sunak reaffirms Conservative commitment to North East amidst election challenges



Prime Minister Rishi Sunak reaffirmed the Conservative Party's commitment to the North East during a visit to Blyth, Northumberland, on June 1, 2024. Earlier that day, Sunak also made a stop in Redcar, Teesside. These visits are part of his campaign to hold onto marginal seats in next month’s General Election amidst polling data suggesting a potential wipe-out for the Tories in the region.

During the visit, Sunak emphasized the administration's investments in Blyth, including funding for high streets, educational institutions, and local infrastructure projects, such as the Ashington and Blyth line and a relief road. He highlighted an additional £20 million plan for the town's future development. Despite pledging to allocate £20 million each to 30 towns across the UK for regeneration, Thornaby in Teesside was the only town in North East selected. Labour criticized this initiative as a "reckless, unfunded" commitment.

Sunak’s campaign faces challenges, as recent opinion polls predict a dominant Labour lead, with the Conservatives potentially losing all their seats in the North East and being reduced to just 66 seats nationwide. However, Sunak remains focused on demonstrating the impact of Conservative policies on local communities and their long-term commitment to the region.

In response to issues of child poverty, Sunak defended the government’s record, citing a reduction in overall poverty rates since 2010 and stressing the importance of economic management to provide well-paid jobs. Meanwhile, Labour continues to campaign on transforming the benefits system to increase employment, especially among young people.

The overall election campaigns have seen significant digital engagement, particularly from Labour, which has employed more effective strategies on platforms like TikTok to reach younger voters. Labour’s digital content emphasizes the theme of “change,” contrasting with the Conservatives’ campaign efforts.

The July 4 election will continue to see both parties intensively canvas key battleground areas to secure voter support.