# Lib Dems reject 'Pimm’s drinkers' label amid local election surge in Middle England



The Liberal Democrats (Lib Dems) have dismissed claims that they are primarily appealing to affluent voters or 'Pimm’s drinkers' following significant victories in traditionally Conservative areas during recent local elections. The party's resurgence has seen them take control of councils across various counties in southern England, including Devon, Gloucestershire, Hertfordshire, and Wiltshire, positioning them as the largest party in these regions.

Party leader Sir Ed Davey declared that the Lib Dems have now established themselves as “the party of Middle England,” a statement that has stirred discussion surrounding the party’s changing demographics and electoral appeal. On the BBC Radio 4 Today programme, education spokesman Munira Wilson addressed questions about the Lib Dems potentially surpassing the Conservatives as “the party of the posh.” This remark referenced a recent article in The Spectator, which suggested that the party mainly represents constituencies comfortable for the bourgeoisie, implying that wherever Pimm’s is served, a Lib Dem is likely to be the local representative.

In response to the claims, Wilson stated, “We are the party that believes in integrity and respect, and the value of community. That’s what Middle England is.” She acknowledged the concentration of Lib Dem support in southern England, particularly in areas like the West Country, but also highlighted their competitiveness in the north, noting their close performance against the Reform party in Hull and East Yorkshire.

These remarks come amidst significant political shifts, as the Lib Dems have made notable gains in regions historically dominated by the Conservative Party. The party’s latest success has signalled a potential realignment in British local politics, with implications for future electoral dynamics.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.bbc.com/news/uk-politics-65496724> - This article reports on the Liberal Democrats gaining control of councils in traditionally Conservative areas, including Devon, Gloucestershire, Hertfordshire, and Wiltshire, highlighting their resurgence in these regions.
2. <https://www.theguardian.com/politics/2023/may/05/lib-dem-leader-hails-groundbreaking-results-in-english-local-elections> - This piece discusses Sir Ed Davey's declaration of the Liberal Democrats as 'the party of Middle England' following their significant local election victories.
3. <https://www.bbc.com/news/uk-england-devon-65501408> - This report details the Liberal Democrats winning majorities on four councils in Devon, including South Hams, Teignbridge, and Mid Devon, marking significant gains in traditionally Conservative areas.
4. <https://www.bbc.com/news/uk-politics-65496724> - This article highlights the Liberal Democrats overtaking the Conservatives to become the largest party in West Oxfordshire, which includes former Prime Minister David Cameron's seat of Witney.
5. <https://www.bbc.com/news/uk-politics-65496724> - This piece reports on the Liberal Democrats strengthening their position in Hull, holding off Labour's efforts to regain control of the authority.
6. <https://www.bbc.com/news/uk-politics-65496724> - This article mentions Sir Ed Davey's statement that voters across the country have sent a clear message in these local elections, indicating the Liberal Democrats' growing appeal beyond affluent areas.
7. <https://www.dailymail.co.uk/news/article-14676277/Lib-Dems-laugh-party-posh-Pimms-drinkers-jibe-taking-control-councils-leafy-Boden-Belt.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data