# Keir Starmer Launches Election Campaign with Six Key Pledges and Emphasis on Working People



Labour leader Keir Starmer launched an election campaign today in Purfleet, Essex, unveiling six key pledges for his prospective government. The event, reminiscent of Tony Blair's successful campaigns, was backed by a significant advertising drive, including a video of Starmer emerging from a Union Jack flag. Starmer emphasized his intent to govern for “working people,” outlining his party's ambitions.

The pledges include delivering economic stability with stringent spending rules, cutting NHS waiting times by 40,000 appointments per week, and establishing a Border Security Command to tackle people smuggling gangs. Additionally, Labour aims to create a publicly owned energy firm, Great British Energy, to reduce bills and boost energy security. The campaign also promises to address antisocial behavior and recruit 6,500 new teachers, funded by ending VAT exemptions for private schools.

Starmer’s speech, attended by key Labour figures such as Angela Rayner and Rachel Reeves, highlighted the party’s narrative of long-term transformation over short-term fixes. The campaign steers clear of detailed new policies, instead presenting these pledges as foundational steps towards national renewal. This approach aims to contrast Labour’s vision with that of the current Conservative government.

Labour's pledges mark a return to Blair-era strategies, with a focus on pragmatic, impactful promises. However, some of Starmer's previous promises, including increasing taxes on the wealthy and nationalizing utilities, have been modified or omitted, reflecting a strategic shift aimed at broadening electoral appeal. Conservative Party Chairman Richard Holden criticized the lack of a “coherent plan” and the perceived financial impracticality of Labour’s proposals.