# Sir Keir Starmer Launches Pledge Card Emulating Tony Blair's Tactics Ahead of General Election Prep



Labour leader Sir Keir Starmer launched a new pledge card on May 16, 2024, echoing tactics from former Prime Minister Tony Blair's era. The initiative was part of Labour’s preparation for the anticipated general election, despite no official date set. The event was held at the Backstage Centre in Purfleet and featured speeches from key Labour figures such as Angela Rayner, Rachel Reeves, Wes Streeting, and Ed Miliband. Each outlined commitments on economic stability, healthcare, and energy policies.

Conservative Party Chairman Richard Holden criticized the pledge card, arguing it lacked substance and mirrored previous promises he claimed Starmer had failed to deliver. Penny Mordaunt, Leader of the Commons, labeled Starmer a “nowhere man” and questioned the credibility of his commitments.

The backdrop for Labour’s campaign comes amidst widespread speculation of an election and ongoing political strategies from both major parties. Starmer presented his plans under the banner "My First Steps for Change," aiming to connect with a broader voter base, while Prime Minister Rishi Sunak continues to defend his government’s policies amidst fluctuating public support.