# Keir Starmer's Campaign Speech in Lancing: Labour Policies and Strategy Unveiled



**Keir Starmer's Campaign Speech in Lancing Highlights Key Labour Policies**

On May 27, 2024, Labour Party leader Sir Keir Starmer delivered a significant campaign speech in Lancing, accompanied by Tom Rutland, the Labour candidate for East Worthing and Shoreham. Starmer's speech, rich in personal anecdotes and policy outlines, focused on resonating with undecided voters in crucial swing constituencies.

Starmer reminisced about his childhood in Oxted, Surrey, depicting scenes from his upbringing that emphasized working-class values and community resilience. Amid the nostalgic tones, he underscored key issues such as the rising cost of living, including high mortgage rates that deter young couples from expanding their families.

Starmer outlined six main policy steps aimed at addressing current societal challenges. These included creating economic stability, cutting NHS waiting times by providing 40,000 extra appointments weekly, establishing a "Border Security Command" to address illegal crossings, creating Great British Energy to harness clean power funded by a windfall tax, tackling anti-social behavior, and hiring 6,500 new teachers by eliminating the VAT exemption for private schools.

The speech highlighted Labour's intent to balance economic growth with social equity, although it faced criticism for lacking detailed financial strategies to achieve these goals. This campaign effort is part of Labour's broader strategy to appeal to traditionally conservative voters disillusioned with the current government.

Sir Keir Starmer's nuanced presentation combined personal stories with political promises, aiming to secure a majority in the upcoming general election while navigating complex policy challenges.