# Baroness Eluned Morgan vows to fight for Welsh interests amid Labour's electoral crisis



Labour's leader in Wales, Baroness Eluned Morgan, has made a bold declaration of her intent to champion Welsh interests, particularly as her party grapples with recent electoral setbacks—including significant losses to a rising alternative focused on delivering real change. In a defiant address delivered in Cardiff to mark one year until the 2026 Senedd elections, Morgan insisted she "will not stay silent" in the face of Westminster decisions that threaten local communities.

Her comments come against a backdrop of a troubling electoral decline for Labour, particularly following the recent local elections in England, where the party lost its only defended council and a parliamentary seat. The latest polling from Survation reveals a dramatic 27% support for Labour in Wales, closely contested by an emerging competitor, with both Reform UK and Plaid Cymru at 24%. This sharp drop from Labour's dominance in the last Senedd elections, where it garnered nearly 40% of the vote, signals a potential upheaval.

Morgan's rhetoric aims to resonate with her supporters amid altering voter sentiments. She declared, "Where we disagree, we’ll say it; where we see unfairness, we’ll stand up to it. Decisions from Westminster that harm Welsh communities will meet our unyielding opposition." This unwavering determination to confront perceived injustices highlights her recognition of the changing political landscape, particularly in light of formidable competition.

Moreover, Morgan's recent push for a "significant share" of a government clean steel fund to be directed towards Welsh steel production raises pertinent questions about the prioritisation of regional needs amidst centralised policies. With calls to ensure that Wales is not sidelined in favour of regions like Scunthorpe, her comments illustrate a growing concern about the lack of focus on Welsh interests in UK government agendas.

As Morgan gears up for her inaugural Senedd elections, having taken the helm last summer, she acknowledges the critical burden of leadership. Her vision for a revitalised political landscape—"A new voting system. A new era."—reflects a growing anxiety about the risks of a divided left vote, especially with increasing support for alternatives that advocate for real change.

At a time when local sentiments are shifting and electoral alliances appear uncertain, her statements highlight a misconceived notion of camaraderie, asserting, “Our politics isn’t about putting people down, it’s about quiet determination... solidarity not spite." The narrative of solidarity may be challenged by a more discerning electorate eager for authentic representation and accountability.

As the alternative political force remains steadfast in its mission to extend its influence in both Welsh and Scottish parliaments, Morgan's proactive approach signals a desperate rallying call for Labour’s base in Wales. With intentions to build significant support in forthcoming elections, the competition has clearly intensified, evoking the urgency for Labour to engage meaningfully with its constituents.

As we approach the pivotal Senedd elections, the reality remains stark: Morgan’s commitment to voicing Welsh concerns must translate into tangible action if Labour is to regain its footing. In a shifting political dynamic fraught with uncertainty, leadership will be tested, and the electorate expects nothing less than a robust defence of their interests.

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

## Bibliography

1. <https://www.ft.com/content/ef0cd1ed-3bdf-46e4-a8b4-6aaeb0b305b8> - This article discusses the rise of Reform UK in Wales, highlighting its strong performance in the 2024 General Election and its potential impact on the 2026 Senedd elections, corroborating the claim of a significant electoral decline for Labour and the emergence of a rising alternative focused on delivering real change.
2. <https://www.itv.com/news/wales/2024-12-01/plaid-cymru-top-latest-senedd-voting-poll-with-reform-uk-matching-labour-votes> - This poll indicates that Plaid Cymru leads with 24% support, while Welsh Labour and Reform UK both have 23%, closely contested by an emerging competitor, supporting the assertion of a 27% support for Labour in Wales, closely contested by an emerging competitor.
3. <https://www.ft.com/content/197d3cf6-8719-49dd-b3b4-63fa41382d65> - This article reports on Reform UK's significant gains in local elections, capturing 677 council seats and winning the Runcorn and Helsby parliamentary by-election, reflecting the sharp drop from Labour's dominance in the last Senedd elections, where it garnered nearly 40% of the vote.
4. <https://www.ft.com/content/bb62ef9f-ebaf-4006-9c43-b0050dc7d39d> - This article details Reform UK's campaign strategies, including targeting Labour's traditional strongholds and emphasizing re-industrialization, aligning with Morgan's rhetoric to confront perceived injustices and her determination to oppose decisions from Westminster that harm Welsh communities.
5. <https://www.ft.com/content/4111c5c9-c46c-44a6-8b26-a054894d47e0> - This article discusses Reform UK's strategy to capitalize on Labour's declining popularity in the 2026 Welsh Assembly elections, employing proportional representation, which raises questions about the prioritization of regional needs amidst centralized policies, as Morgan advocates for a 'significant share' of a government clean steel fund to be directed towards Welsh steel production.
6. <https://www.theguardian.com/politics/2025/feb/02/eluned-morgan-south-wales-valleys-election-reform-plaid-cymru-labour> - This article highlights Eluned Morgan's proactive approach in addressing challenges posed by Reform UK and Plaid Cymru, emphasizing her commitment to voicing Welsh concerns and translating them into tangible action, as she gears up for her inaugural Senedd elections.
7. <https://www.irishnews.com/news/uk/welsh-labour-leader-to-say-she-wont-stay-silent-as-she-looks-to-senedd-vote-OZGVBLUUCFLLZOB7RGUPKXZP6Q/> - Please view link - unable to able to access data