

**1945**

**Winston Churchill - Conservative**



- Mobilised and inspired UK to victory in World War II
- Inspirational leadership skills and vast military experience
- Wanted to maintain links to the British Empire and Commonwealth
- Set up alliance with USA and Russia

**1945**

**Clement Attlee - Labour**



- Wanted to set up National Health Service (free healthcare for all)
- Wanted to nationalise and reform industries, giving workers higher pay and better working hours
- Encouraged immigration into the UK
- Promoted free education for all

**1945**

**Henry Campbell-Bannerman - Liberal**



- Wanted local authorities to provide free school meals
- Against taxing foreign goods that would make them more expensive, he believed in free trade
- Wanted to improve working conditions in factories and reduce unemployment

**1945**

**Arthur Balfour – Conservative and Liberal Unionist**



- Wanted to tax foreign goods and make them more expensive to protect British industry
- Keen to strengthen the Empire in the face of the growing economic power of Germany and the USA

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**1959**

**Harold Macmillan – Conservative**



- **Military experience, junior minister to Churchill and took over as PM after Suez crisis of 1956**
- **Standard of living amongst people rose under his leadership and promised to double standard of living again within 10 years**
- **Proposed to cut taxes in 7 budgets**

**1959**

**Hugh Gaitskell – Labour**



- **Wanted to remove Purchase Tax on essential goods (food etc.)**
- **Wanted to reduce gap between richest and poorest people**
- **Identified mass unemployment and pensioners having a lack of retirement income as key problems and sought to solve them**

**1997**

**Tony Blair - Labour**



- **Promised not to raise income tax**
- **Vowed to cut class sizes in schools and put education at the top of its priority list**
- **Wanted to reduce NHS waiting lists**

**1997**

**John Major - Conservative**



- **Conservatives had already spent 18 years in office.**
- **Helped country to recover from recession in the early 1990s**
- **Wanted to develop private investment sector to regenerate cities and areas of decline**

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**1979**

**Margaret Thatcher - Conservative**



- Promised cuts in income taxes
- Wanted to privatise some industry to relieve pressure on government spending
- First woman running for Prime Minister represented huge social change

**1979**

**James Callaghan - Labour**



- Wanted to stop inflation (prices going up)
- Close links to Trade Unions
- Vastly experienced in several government positions: Home Secretary, Foreign Secretary and Chancellor of the Exchequer.

## **Election Top Trumps Rules**

- 1) Split into groups of 3. Explain the rules to the group before they start.
- 2) One player will act as the 'public' while the other two players will be representing a political party presenting arguments to get the public vote.
- 3) 'Public' player gives out the two cards from the same election year. Give party players a minute to read through the information card of the party/leader they have been given.
- 4) Each player will state why they think the 'public' player should vote for them and at the end, the public player will decide who they would vote for.
- 5) Check to see if the result you picked was the result in real life. If not, why not?

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