**The Dominant Ideas of a Political Party – Conservative Party**

**Task 1**

Explain the Conservative Party dominant idea of one nationism.

**Task 2**

Explain the Conservative Party dominant idea of Thatcherism.

**Task 3**

Read the paragraph below about one nationism.

Read the paragraph below. Identify the K (knowledge), Keg (knowledge-example) and A (analysis) points:

In 2010 the Conservative campaign was based around the ideas of one-nationism. The Conservatives promised to ring-fence spending on the NHS. David Cameron campaigned on a pledge that he would cut the deficit but not the NHS. David Cameron also participated in a number of high-profile campaigns against hospital closures. The Conservatives also promised in their manifesto that there would be no top down reorganisation of the NHS. This was to persuade voters that they could be trusted with public services which had been an issue where the Conservatives had trailed behind Labour in previous elections. In previous elections the Conservatives suffered from a perception that they would cut public services and had been labelled as the “nasty party”. In the 2015 manifesto Cameron also pledged that NHS spending would be increased by a minimum of £8bn over the next five years and would remain free showing paternalism which would ensure that citizens with lower incomes would continue to have access to healthcare which would encourage voters that Conservatives can be more trusted with public service. The Conservative focus on the NHS proved to be relatively successful as there was an improvement in how voters thought the Conservatives would deal with public services. Evidence from the 2015 General Election results identifies that the Conservatives gained 32 seats and an overall majority of 319 seats. Opinion polls taken during the campaign showed a significant improvement in voters trust in the Conservatives on the issue of handling public services. This helped the Conservatives to overtake Labour as the party that could be trusted to look after the NHS. This had been an issue in previous elections where Labour consistently had a significant lead over the Conservatives. However, among voters in households earning less than £20,000 a year, Labour’s lead widened from 3% in 2010 to 7% in 2015, while the Tories increased their leads by five points among the two highest-income groups. This perhaps indicates that Conservative one nationist policies in 2015 which would, in theory, have benefited those from lower income households was not a significant influence on the election outcome given that the Conservative Party enjoyed less support than Labour among the DE social grades.

**Task 4**

Read the paragraph below about Thatcherism. Your task is to add two relevant analytical comments that show how this dominant idea of the Conservative Party had an impact on election results. You could reference the results of the 1979, 1983 and the 1987 general election.

Thatcherism is an ideological agenda that was associated with the ideas and values of Margaret Thatcher and the policies of her government, 1979-90. Thatcherism supports the goal of a strong but minimal state. The two elements within Thatcherism are neoliberalism (also known as ‘economic Thatcherism’) and its central principles are the free market and the self-reliant individual. The second element of Thatcherism is neo-conservatism (also known as ‘social Thatcherism’) which is a form of authoritarian conservatism that calls for a restoration of order, authority and discipline in society. The principle goal of Thatcherism was to ‘roll back the frontiers of the state’ in the belief that unregulated capitalism would lead to efficiency, growth and widespread prosperity. It wished to remove the ‘dead hand’ of government from economic life. Its other enemy was the ‘nanny state’, the welfare system undermines hard work and initiative by creating a culture of dependency. The Thatcherite revolution set out to overturn the key features of post war social democracy.