



After returning to government in 2010, the Conservatives went on to win three consecutive election victories thereafter, increasing their vote share on each occasion. The Labour Party, meanwhile, has struggled in opposition and suffered a devastating defeat in the 2019 General Election.

This timely and thought-provoking book explores the reasons for the Conservative Party's long term electoral success and Labour's difficulties in winning and holding power. *Painting Britain Blue* is a must-read for anyone interested in the current state of British politics and what the future might hold.

"For anyone who wants to understand the realignment in British politics, and its origins, this clear and incisive book is a must-read."

Lord Gavin Barwell, Former Chief of Staff to the Prime Minister

"An absolutely fascinating read... It will appeal to anyone with an interest in UK politics, regardless of their own political persuasion."

Paul Roberts, Author

"A compelling and incisive book... A must-read for anyone with an interest in modern politics."

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Jamie Parker



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Why the Conservatives keep
winning and how Labour have
let them

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