



After 18 years in opposition Tony Blair led the Labour Party to victory in the 1997 general election. He had become leader of Labour in 1994 and set about 'rebranding' the party under the banner of 'New Labour'

You need to evaluate him and come to a judgement about the success of New Labour.

**Task:** Create your own chapter of a textbook for A level students on Tony Blair and New Labour from 1997 to 2007.

### Sources for research:

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- Watch a selection of Labour's party political broadcasts from 1997, 2001 and 2005. Search for these on YouTube.
- Andrew Rawnsley '[The Rise and Fall of Tony Blair](#)' Channel 4 (2007) documentary (available on YouTube).
- John McTernan '[Tony Blair: His legacy will be debated but not forgotten](#)' *The Telegraph* (20 Jul 2014).
- '[How Blair will be remembered?](#)' *The Guardian* (10 May 2007).
- Anthony Giddens '[The rise and fall of New Labour](#)' *New Statesmen* (17 May 2010).

### Section 1: 1997-2001

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1. Who was Tony Blair?
  - a. Find a picture of Tony Blair and write five bullet points to describe him.
2. What was New Labour?
  - a. In five bullet points, set out how New Labour was different from Old Labour.
3. How was the image and funding the Party changed?
  - a. In four bullet points set out how this was improved.
  - b. Find images of Mandelson and Campbell. Under their pictures, note three key actions each man took.
4. Why did the Conservatives lose (and did they deserve to)?
  - a. Create a diagram to explain.

- Write a short statement as if you are Tony Blair, explaining why the people of Britain should vote for you in 2001.
- Create an evaluation balance sheet outlining the New Labour successes and failures in the areas below:

	Successes	Failures and weaknesses
Politics		
Society		
Economy		
Foreign policy		

- Give Blair's first term a rating out of ten. Explain in four sentences why you gave Blair this rating.

## Section 2: 2001-2007

- How did Labour weaken in Blair's second term?

Policy Area	How did Labour weaken?
Political	
Economic	
Foreign policy	

- Why did the Conservatives weaken between 1997 and 2005? Note three reasons.
- How did the Conservatives then strengthen?

## Section 3: evaluation

- 'New Labour was successful and moved the country forward'. Using all you have studied write a paragraph supporting this statement.