



2026 Senedd election

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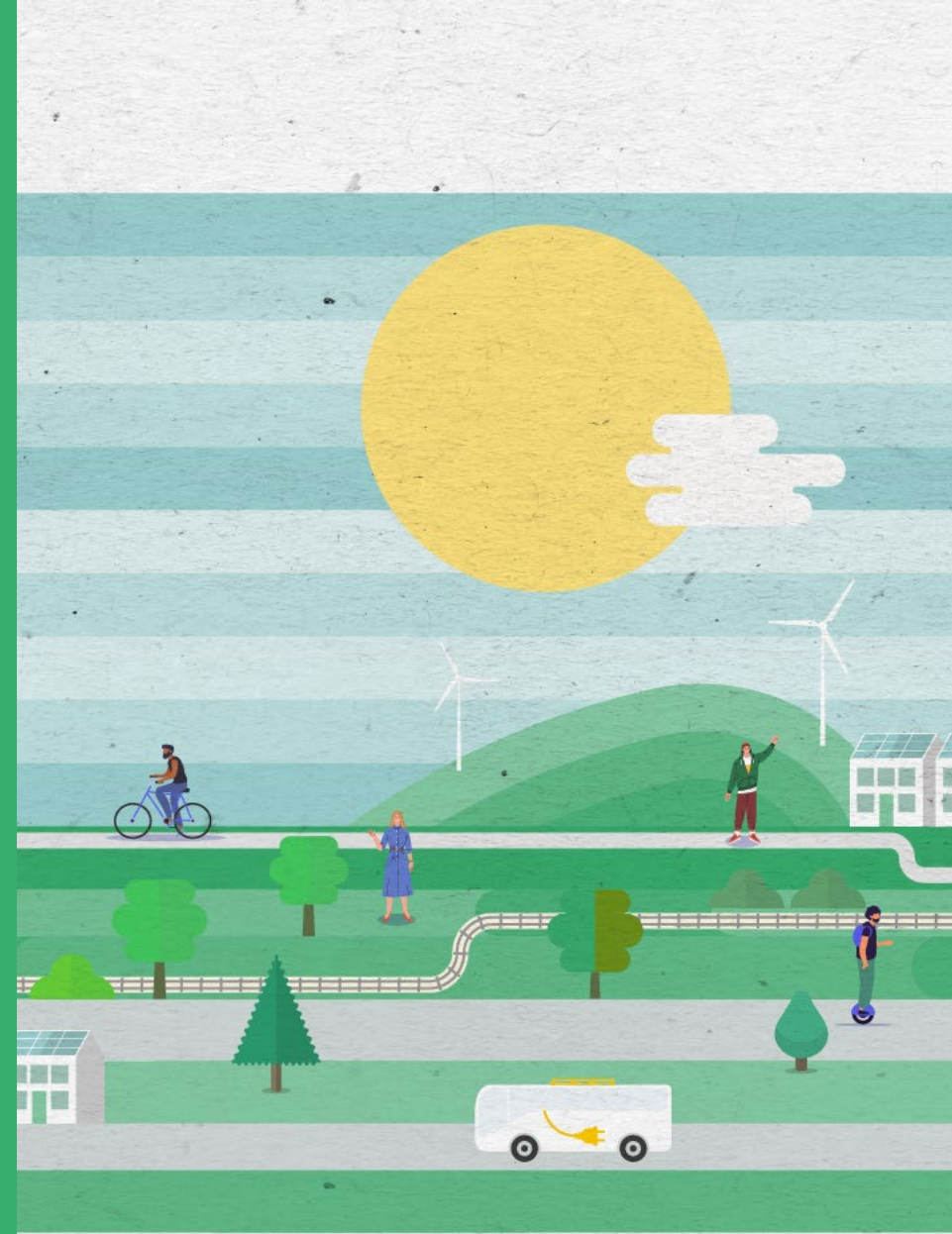
HBF Cymru Conference

Thursday 4th September 2025



Agenda

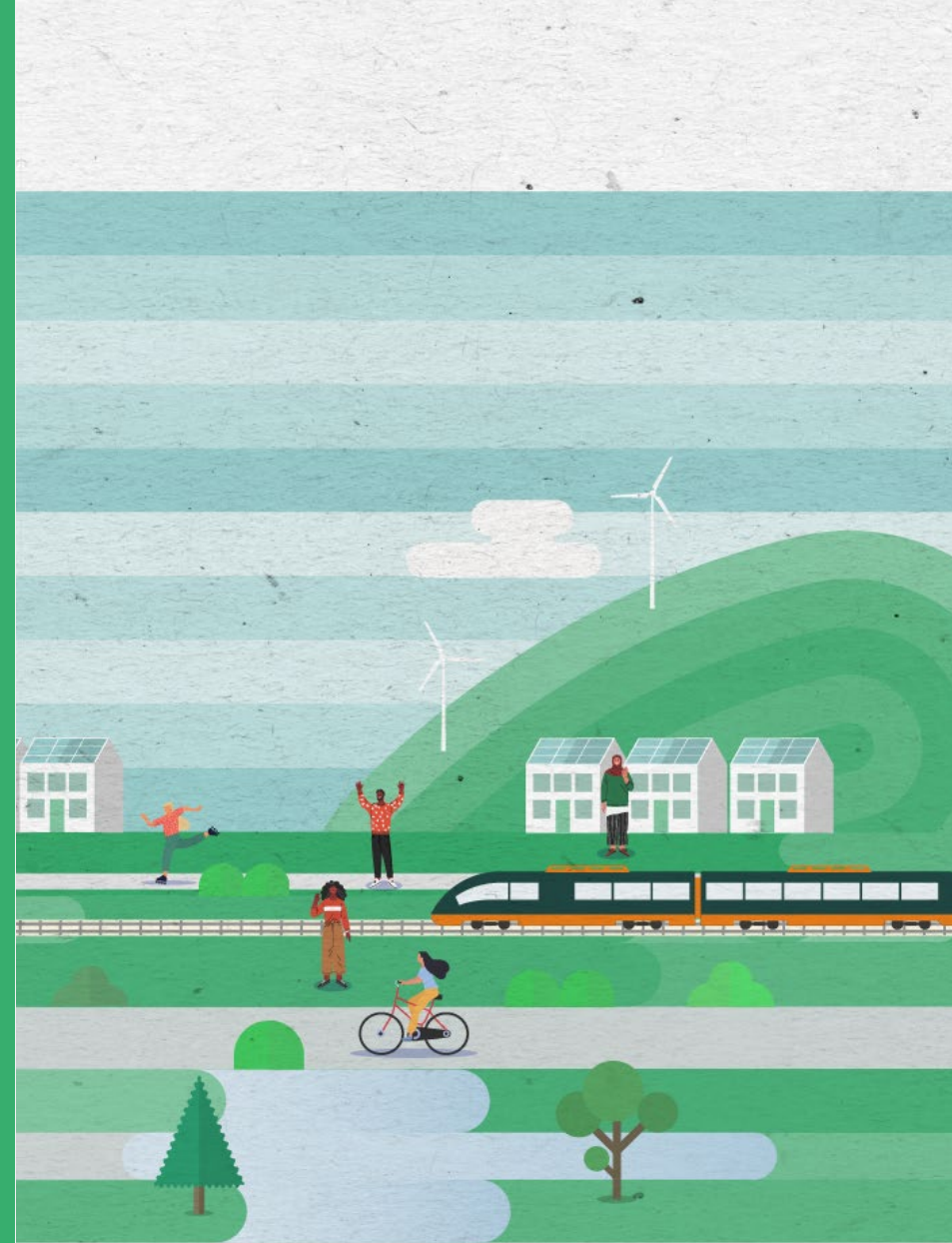
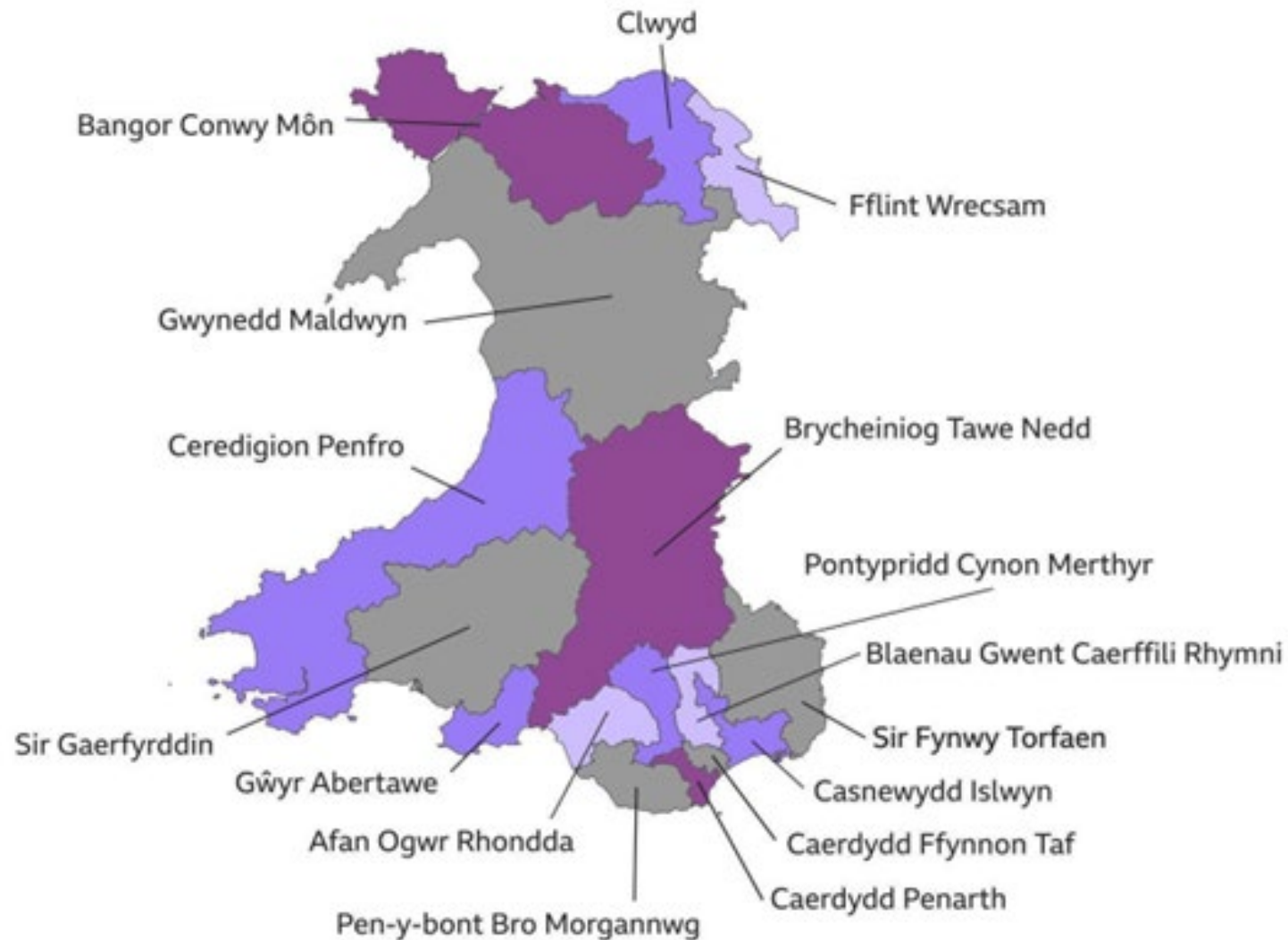
- Senedd election changes
- Polling and possible outcomes
- Policy analysis and opportunities
- Q&A



Election changes

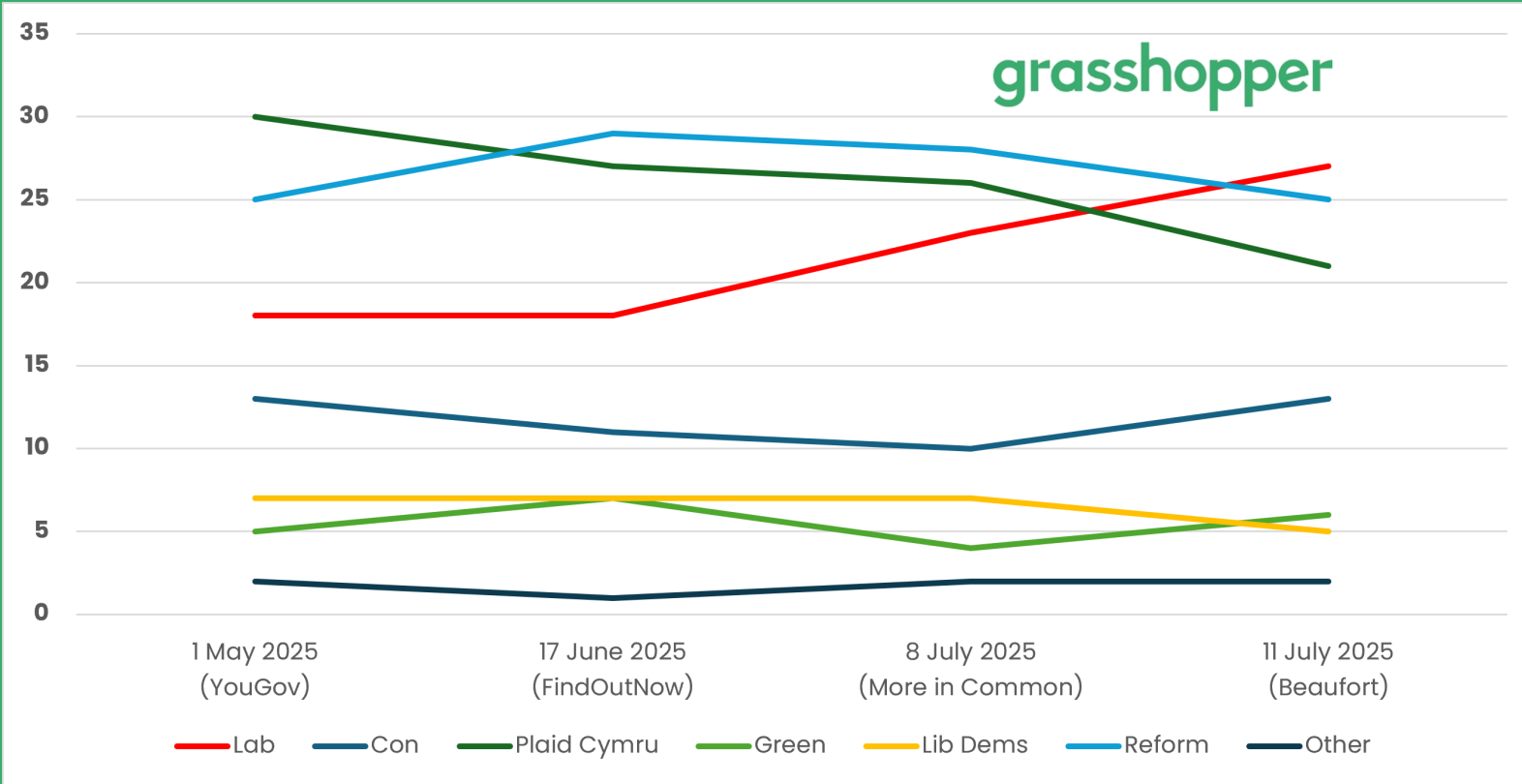
- 96 Members of the Senedd
- 16 constituencies, each electing 6 MSs
- All MSs elected by proportional representation (D'Hondt system)
- Elections every 4 years
- Each party selects up to 8 candidates per constituency
- One ballot paper per person
- One vote per person
- Counts and results the next day

Constituencies





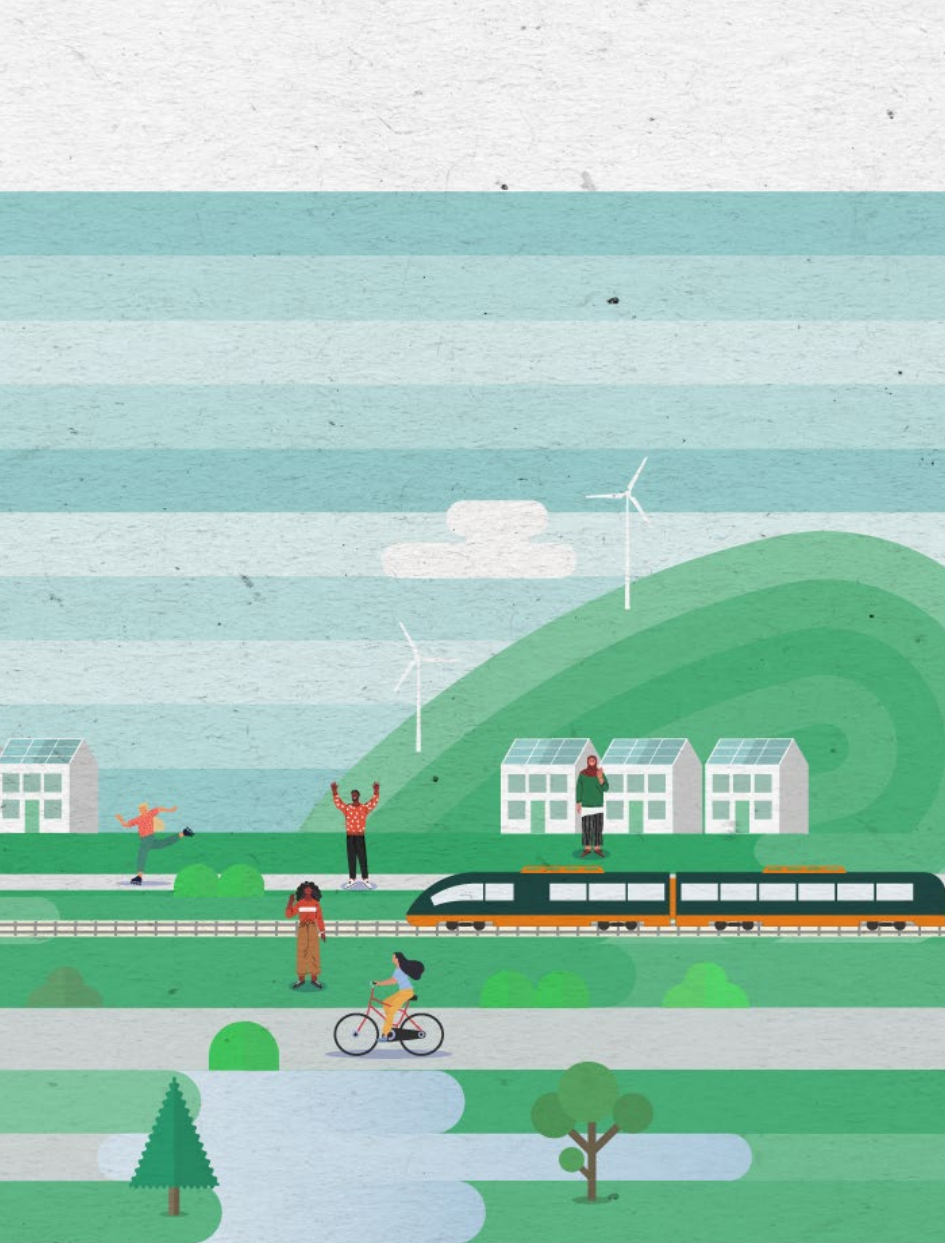
Current polling



What does the polling tell us?

- Labour, Reform UK and Plaid Cymru ahead
- No party has enough for a majority
- Labour significantly down from 40% polling in May 2021
- Lib Dems and Greens polling similar to previous elections
- Rise in Reform UK sees Conservatives in fourth
- Reform UK taking votes off Labour
- Reform UK gaining support from previous non-voters





Potential result

Party	Number of MSs
Labour	32
Reform UK	27
Plaid Cymru	25
Conservative	9
Lib Dems	2
Greens	1

* Majority = 50% + 1 (49 MSs)

What does it mean?

- No party to win a majority
- Labour and Plaid Cymru well placed to share power
- Potential new First Minister
- Reform UK potentially biggest party but in opposition
- Greens to potentially win a seat
- New MSs from Labour, Reform UK, and Plaid Cymru



Labour

Policies and ambitions

- Housing combined with Local Government
- Focus on affordable and social housing
- Housing Taskforce:
 - Prioritising applications for affordable homes
 - Local Authorities and Housing Associations work in partnership to deliver for local need
 - Address skills and capacity gaps
 - Delegated powers for smaller developments
- 2024 manifesto:
 - Increasing land availability for affordable housing
- Welsh Government *"delivering homes on our own land"*



Labour

What to expect

- Continued focus on housing's links to health and wellbeing
- Further focus on affordable and social housing properties
- Potentially cutting 'red tape'
- Potential funding for collaboration between Local Authorities and Housing Associations 'pilots'
- Likely funding for training and re-skilling
- Action to open up more land for development



Plaid Cymru

Policies and ambitions

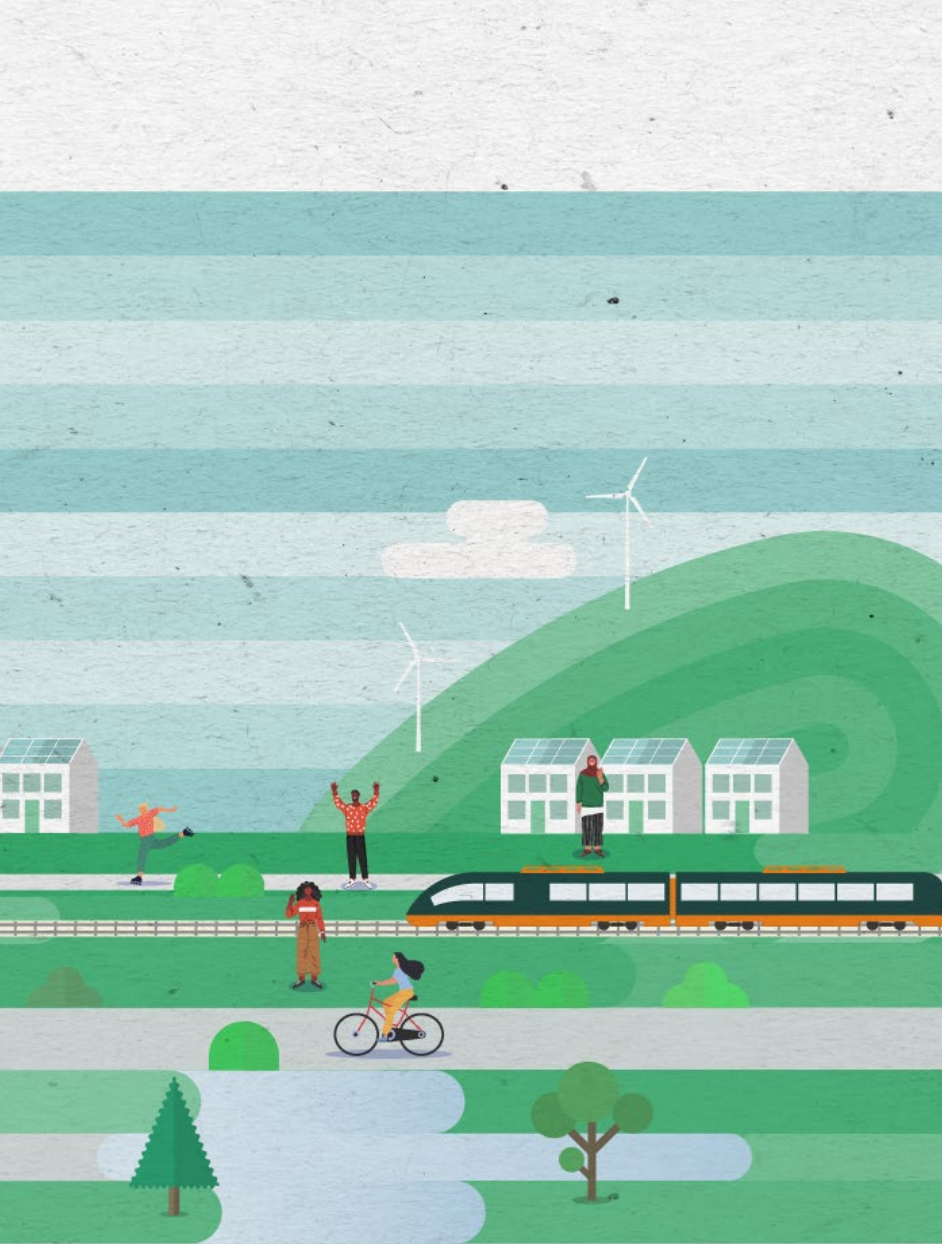
- Housing combined with Planning
- Focus on affordable homes
- Linking housing to health and wellbeing
- Expand delegated powers for social and affordable housing
- 2024 manifesto:
 - Increase social housing
 - Require healthcare, education, transport and green space in developments
 - Develop local supply chains and skilled labour
 - Identify appropriate land
 - *"Overhaul planning system to reflect local need, not developers"*
 - Ensure developers stick to agreements
 - No impositions of Local Development Plans



Plaid Cymru

What to expect

- Further focus on housing's links to health, wellbeing and prevention
- More focus on affordable and social housing
- Significant focus on local need and communities having their say
- Funding for training and re-skilling



Reform UK

Policies and ambitions

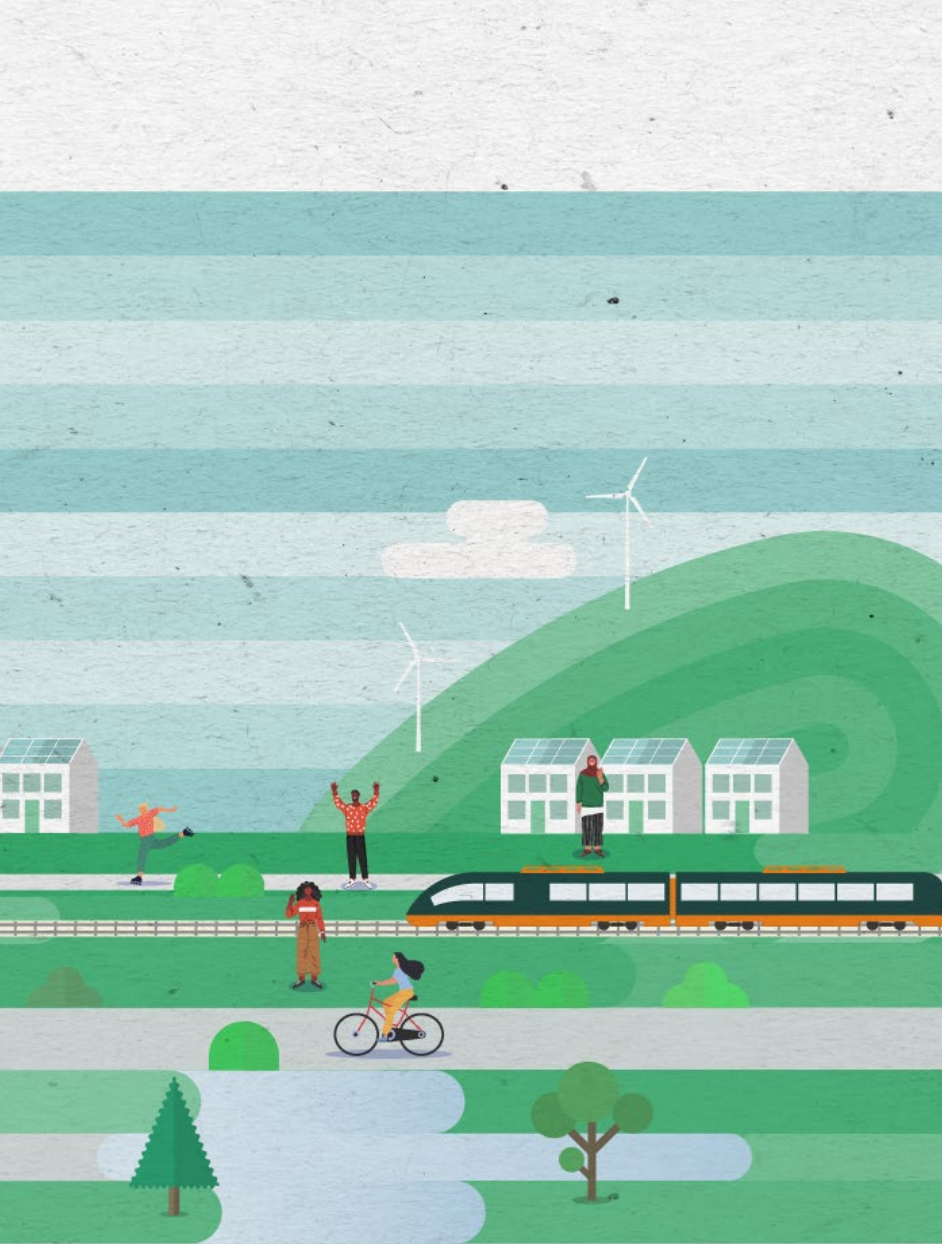
- 2024 “contract” with the British people
 - *“End the housing crisis” with “strict limits on immigration”*
 - *“Affordable homes for hard-working British people”*
 - Fast-track new housing on brownfield sites through planning and tax incentives
 - Pre-approved guidelines and requirements for large residential developments
 - Use new construction technology to cut waste
 - *“Slash” red tape*



Reform UK

What to expect

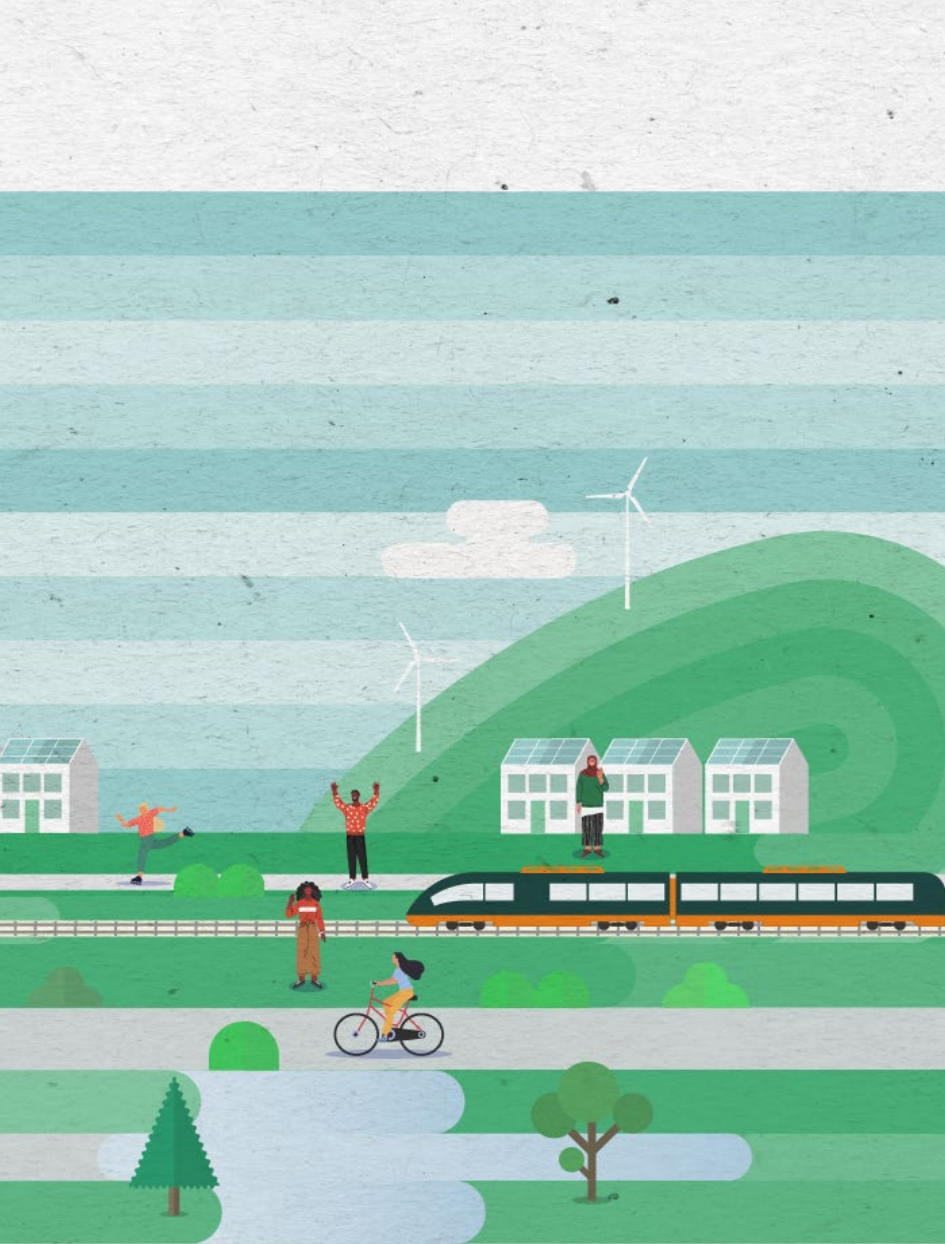
- Short and punchy “contract”
- Potential links between housing and immigration
- Commitments to cut red tape
- Likely pledges to speed up development and support developers
- Potential focus on local communities having their say
- Funding for training and technology to speed up developments



Opportunities and overlap

- All parties support affordable housing
- All want to see planning decisions sped up
- All speak of supporting communities
- All focus on skills and training





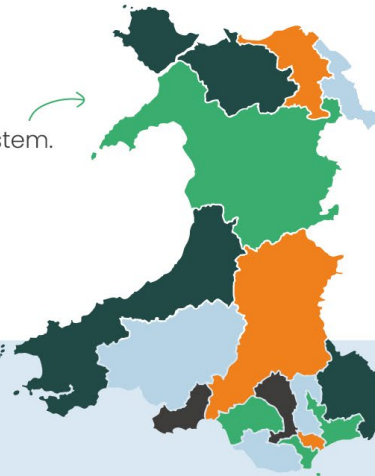
Questions

Grasshopper insights: 2026 Senedd election package

grasshopper

- ! The 2026 Senedd elections are now just **a year away**.
- + The number of MSs will increase **from 60 to 96**.
- + There will be **new constituencies** and a new electoral system.
- ★ Polling suggests new parties, and a possible new Welsh Government, could be elected.

Keep up to date on what is happening, who the key political stakeholders are, and what it all means for you, with Grasshopper's 2026 Senedd election package.



We'll provide you with:

Briefings on new Senedd constituencies and Senedd reform

Regular polling updates and analysis

Party manifesto briefings, including key policy commitments for your sector

Regular candidate selection updates

A regularly updated candidate database

Key candidate briefings

After the election, we'll keep you updated with:

Full election results

Briefings on all 96 MSs

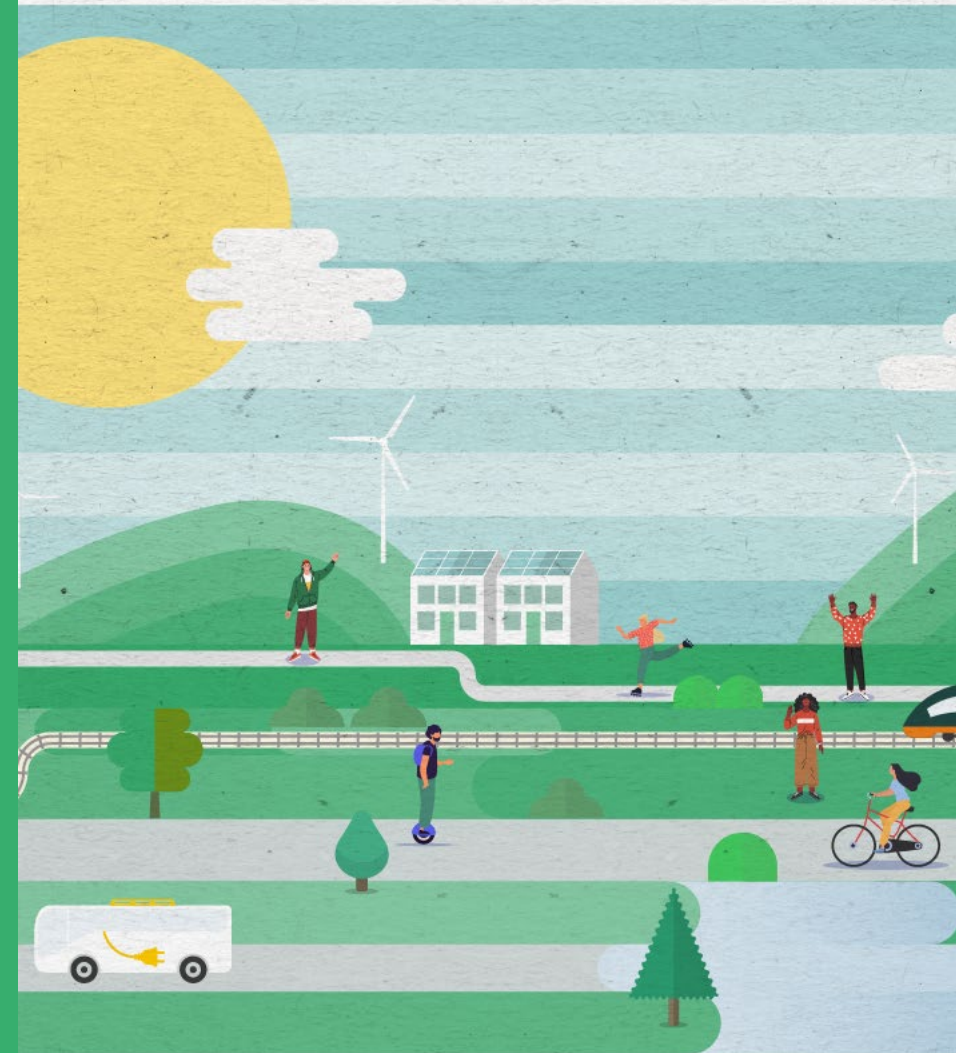
Updates on any co-operation/coalition agreements

A briefing on the First Minister and their new cabinet

£500
+VAT



Get in touch to find out more



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