- Party was not heavily damaged by Suez crisis of ’57 and were able to recover quickly.
  - Macmillan Government and Policies:
    - Became PM in 1957 after Eden resigns over ill health and the Suez crisis.
    - Called election in 1959 where Tories secured a 49% of the vote with more than a 100 seat majority over Labour.
  - Social Reforms:
    - Clean Air Act of 1956 to try and reduce smog of 1950s.
    - Homicide Act of 1957 restricted use of death penalties.
  - Macmillan regarded as Supermac over his housing policies in 1951 promising to build 300,000 homes a year as part of the Tory manifesto.

- Conservative Dominance After 1951:
  - Tory Sucesses:
    - Tories had strong leaders throughout with positive images in the public eye: Eden was the foreign secretary through the war, Macmillan known as Supermac, Butler created tax cuts and was very able.
    - 1950s, wages rose from £8.30 to £15.35, an age of affluence and growth in middle class grew Tory popularity.
    - End of rationing and huge economic developments: unemployment down to 1%.
    - Post war consensus had kept many of Labour’s popular reforms, meaning that Tories had appealed to all classes and groups of people.
    - Consumerism increases as average male wage increased from £8.30 to £15.35
  - Labour Failures:
    - Huge internal Labour party divisions between Gaitskellites and Bevanites.
    - Labour was only popular with the working class and not the entire UK, age of affluence led to a decline in working class.
    - Labour’s previous nationalisation had failed and so the public didn’t want to see it attempted to be implemented again.
    - Trade unions led by Frank Cousins, leader of TGWU, fiercely opposed Gaitskell who was leader over nuclear weapons.
    - Gaitskell attempted to remove Clause IV concerning nationalisation but was only met with further opposition from the Labour’s left.

- Economic Aspects
  - Post War Boom:
    - Fast growing population, increased by 5 percent from 1951 to 1961.
    - Rationing ended in 1954.
    - 1955, there was only 1% unemployment.
    - Late 1950s found a time of consumerism and growing prosperity as images of the war were a thing of the past, disposable income to spend on cars, homes and luxuries as home ownership had doubled by 1960.
  - Stop-Go Economics:
    - Stop phase under Selwyn Lloyd, 1960-62, and Go phase under Maudling, 1962-64.
- Winds of Change speech in 1960 which attempted to sway African countries into following Western methods of democracy as a result of decolonisation rather than communism.
  - **Nuclear Deterrent:**
    - US stopped sharing nuclear secrets with Britain as Britain had wanted to create its own nuclear programme, hydrogen bomb tested in 1957.
    - Campaign for Nuclear Disarmament started in 1958 and grew quickly with their debates over unilateralism and nuclear disarmament.
    - By 1958, US had begun sharing nuclear secrets again and the Blue Streak was abandoned in 1960 to support the American Polaris submarine weapons system.

**Social Aspects:**
- **Rising Living Standards:**
  - As wages had gone up, people had become consumers and had more of a disposable income.
  - Housing developments as slums were destroyed, new towns such as Stevenage were built under Labour and Macmillan promised to build 300,000 homes a year.
- **Age of Affluence:**
  - Car and home ownership rose, car ownership rose by 25% between 1957 and 1959.
  - People found themselves to have more free time and a greater disposable income and spend time indulging in hobbies or watching TV or listening to the radio.
  - 1950s - 60,000 people each week at Butlins as people had paid time off work and they could afford.
- **Decline of the Establishment:**
  - Events such as the Suez crisis and Profumo affair had exposed the blatant manipulation of the establishment and its disparity with the new British society was only highlighting the further need for change and to challenge authority.
  - by 1960, there was a satire boom as people had more time to watch TV and indulge in entertainment, satirical comedy grew incredibly quickly and the fashioned establishment would be mocked and many new TV shows and magazines such as ‘That Was The Week That Was’.
- **Attitudes to Immigration and Racial Tensions:**
  - **Needs for Immigration:**
    - Immigration was encouraged as emigration as growing and the important low-wage jobs had to be filled.
    - Open door policy to the Commonwealth after 1948 marked by the Windrush Voyage from Jamaica bringing 500 migrant workers.
  - **Tensions:**