

Susan Hall — London Assembly Conservative Leader, Former Mayoral Candidate

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Semantic Summary

Susan Hall (born March 1955) is a veteran Conservative politician who serves as Leader of the Conservative Party in the London Assembly (2019–2023, and again from May 2025) and was the Conservative candidate for the 2024 London mayoral election. She represents a critical bridge between mainstream Conservative politics and the anti-immigration far-right fringe. In July 2025, she joined Rupert Lowe's Restore Britain as an adviser — a mass-deportation advocacy organisation — before leaving when it became a formal political party. Hall attended the Pink Ladies Whitehall rally, a far-right anti-immigration demonstration, connecting elected Conservative officialdom with street-level anti-migrant activism. Her 2024 mayoral campaign was marked by controversy: she liked tweets praising Enoch Powell and describing Sadiq Khan as "our nipple height mayor of Londonistan," suggested Jewish communities were "frightened" by Khan, and was accused by ten Labour MPs of implying "the Black community has a propensity towards violence and disorder" after calling Notting Hill Carnival "dangerous." Conservative figures later blamed her "negative" campaign for the loss, with one campaigner calling her "the worst candidate ever." A former hairdresser and salon owner from Harrow, Hall's populist conservatism incorporates ULEZ opposition, crime-focused messaging, and alignment with far-right organisations — all while holding elected office. She supports Donald Trump and compared the January 6th Capitol riot to remaining anti-Brexit sentiment in the UK.

Overview

Full Name: Susan Mary Hall (née Cole) **Born:** March 1955 (age 71), Willesden, Middlesex
Education: Roxeth Manor Secondary Modern School **Current Role:** Leader of the Conservative Party in the London Assembly (since May 2025) **Also:** Harrow Councillor for Hatch End (since 2006)
Former Role: Conservative candidate for London Mayor (2024), Leader of Harrow Council (2013–2014) **Party:** Conservative; briefly Restore Britain (2025) **Key Identity:** Elected Conservative official bridging the mainstream right and the anti-immigration far-right fringe

Susan Hall occupies a unique position in the UK far-right ecosystem: an elected Conservative politician who simultaneously associates with hardline anti-immigration organisations (Restore Britain, Pink Ladies), amplifies far-right narratives (Enoch Powell praise, "Londonistan" rhetoric), and maintains institutional legitimacy through her London Assembly role.

Background

Born Susan Mary Cole in Willesden, Middlesex, Hall gained practical work experience as a car mechanic in her father's garage, where she "learnt how to strip down an engine." She married hairdresser Gerald Peter Hall in 1977 (now divorced) and they established a beauty salon in Harrow, which grew to employ over 20 people before closing. The couple have two children; her daughter Louise Staite stood as the Conservative parliamentary candidate for Oxford East in 2019.

Timeline of Key Events

Local Government Career (2006–2017)

- **2006:** Elected as Conservative councillor for Hatch End ward on Harrow London Borough Council
- **2010:** Became Leader of the Conservative group on Harrow Council (Leader of the Opposition)
- **2013–2014:** Leader of Harrow Council (hung council, took over after Labour split). Commissioned thermal imaging cameras to identify "beds in sheds" and cannabis farms
- **2014:** Returned to Opposition leader after Labour retook the council
- **2014:** Tweeted that TOWIE star Gemma Collins was a "stupid fat blonde woman"; told ITV News "I meant it and would say it to her face"

London Assembly (2017–Present)

- **June 2017:** Became a London Assembly Member, replacing Kemi Badenoch who became MP for Saffron Walden

- **December 2019:** Became Leader of the Conservatives in the London Assembly, succeeding Gareth Bacon
- **2020:** Tweeted support for Donald Trump: "Come on Donald Trump — make sure you win and wipe the smile off this man's face" (referring to Sadiq Khan)
- **January 2021:** Compared the January 6th US Capitol storming to remaining anti-Brexit opposition in the UK
- **May 2023:** Stood down as leader of the London Conservatives; replaced by Neil Garratt

2024 London Mayoral Campaign

- **July 2023:** Selected as Conservative candidate for London Mayor on a "Safer with Susan" platform
- **August 2023:** Called Notting Hill Carnival "dangerous" and said it put residents through "hell." Ten Labour MPs wrote to Conservative chair Greg Hands accusing her of implying "the Black community has a propensity towards violence and disorder"
- **September 2023:** Reported to have liked tweets praising Enoch Powell and describing Sadiq Khan as "our nipple height mayor of Londonistan." Spokesman said she "engages with many people on Twitter without endorsing their views"
- **October 2023:** Criticised by Jewish groups and government minister Nusrat Ghani for saying "I know how frightened some of the [Jewish] community is because of the divisive attitude of Sadiq Khan"
- **November 2023:** Claimed her wallet was pickpocketed on the Tube, asserting crime was "completely out of control"; the wallet was later returned by a passenger who suggested Hall had dropped it rather than it being stolen
- **March 2024:** Campaign used images of panicking people in New York in an attack ad on Sadiq Khan
- **May 2024:** Finished second to Sadiq Khan. Conservative figures blamed the "negative" campaign, with one campaigner telling the Evening Standard Hall "was the worst candidate ever, worse than Shaun Bailey"
- **May 2025:** Told YouTube channel M.D.Johnson she would not run for Mayor again: "leave that to someone that's younger"

2025: Far-Right Alignment

- **May 2025:** Reappointed as Leader of the Conservatives in the London Assembly
- **July 2025:** Joined Rupert Lowe's Restore Britain as an adviser — the organisation advocating mass deportation. Left when Restore Britain became a formal political party
- **2025:** Attended the Pink Ladies Whitehall rally, an anti-immigration far-right demonstration

Ideology & Positions

- **Populist Conservatism:** Described as an "authentic, unapologetic Conservative" and a populist
- **Anti-Immigration:** Joined Restore Britain's mass deportation campaign; attended Pink Ladies anti-immigration rally
- **Anti-ULEZ:** Vowed to scrap the ULEZ outer expansion; supported sending non-compliant cars to Ukraine
- **Pro-Trump:** Vocal supporter; compared January 6th to UK anti-Brexit sentiment
- **Pro-Police:** Pledged £200 million investment in the Met, funded by TfL cuts
- **Anti-Diversity Initiatives:** Criticised Met's focus on "diversity and inclusivity"
- **Restore Trust:** Supported the right-wing National Trust advocacy group seeking to change the charity's policies
- **"Londonistan" Rhetoric:** Liked tweets using Islamophobic terminology; suggested Sadiq Khan makes Jewish communities "frightened"

Controversies

Issue	Detail
Enoch Powell endorsement	Liked tweets praising Enoch Powell (September 2023)
"Londonistan"	Liked tweet calling Sadiq Khan "our nipple height mayor of Londonistan"
Notting Hill Carnival	Called it "dangerous"; accused by MPs of implying Black community has "propensity towards violence"
Antisemitism concerns	Told Jewish groups their fear was because of Khan's "divisive attitude"
New York attack ad	Used footage of panicking New Yorkers in anti-Khan campaign material
Pickpocket claim	Claimed wallet was stolen; evidence suggested she dropped it
Gemma Collins	Called her "stupid fat blonde woman"; refused to apologise
January 6th comparison	Compared storming of US Capitol to anti-Brexit protests
Restore Britain	Joined mass-deportation organisation as adviser while holding elected office

Affiliations

Figure / Entity	Connection
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Rupert Lowe / Restore Britain	Joined as adviser (July 2025); left when it became a political party
Pink Ladies / Orla Minihane	Attended Pink Ladies Whitehall rally
Kemi Badenoch	Succeeded Badenoch in the London Assembly
Donald Trump	Vocal supporter
Restore Trust	Supported the National Trust takeover advocacy group
Conservative Party	Leader of the Conservatives in the London Assembly

Online Presence

- **X/Twitter:** Active; used for political campaigning and controversial likes
- **London Assembly:** Official profile at london.gov.uk
- **Harrow Council:** Cllr profile at harrow.gov.uk

Tags

- anti-immigration
- anti-islam
- conservative
- councillor
- donald-trump
- london
- person
- pink-ladies
- politician
- restore-britain
- rupert-lowe
- twitter

Sources

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