**Lambert Simnel and the Earl of Lincoln (June 16th 1487)**.

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| Who | Lambert Simnel and the Earl of Lincoln (John de la Pole) |
| When | 1487 |
| Why | The Lovell rebellion was such a failure so Yorkists realised a change in strategy was required. |
| Events | * They used Lambert Simnel as a figurehead for the Earl of Warwick (he was imprisoned by Henry).
* In response, Henry displayed the REAL Earl of Warwick for all to see.
* John de la Pole was behind the conspiracy. He fled from Henry VII’s court and joined Lovell in the court of Margaret of Burgundy’s in the Netherlands.
* They persuaded Margaret to support the plan and pay for mercenaries (hired soldiers) to invade England.
* Richard’s power base was in the north of England so Henry reinstated the help of the Earl of Northumberland (a risk because he was untrustworthy since he helped Richard at the Battle of Bosworth).
* This neutralised Richard’s power base.
* This also ensured the Howards didn’t get involved with the conspiracy as they were descendants of the Earl of Northumberland.
* Henry also reinforced coastal defences in East Anglia.
* Instead, the rebels arrived on the North West coast of England, in Northumberland and travelled to the North Riding of Yorkshire to drum up support.
* However, the Yorkists in the North West were reluctant to commit support.
* Meanwhile, Henry gathered a group of advisors, including the relatives of former Yorkists who had not been treated well by Richard III in the South and the Midlands. They met at East Stoke. Henry feared that he may be double-crossed as Richard had at the Battle of Bosworth.
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| Result | * However, the army were lead efficiently by the Earl of Oxford and John de la Pole, the Earl of Lincoln, was killed.
* The Battle of Stoke was important as it marked the end of the Wars of the Roses.
* Henry was light on those who had rebelled against him which weakened the resolve of the Yorkists.
* Henry began to develop the “bonds of good behaviour” which was a lump sum of money given to landowners. They didn’t have to pay it back if they behaved well. If they disobeyed, they had to pay the bonds back as penalties.
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