

# FIELD

# REFORM ON THE RISE: WHAT IT MEANS FOR BUSINESS

**F: ANALYSIS**

PRWeek  
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2024



November 2025

# FIELD FOREWORD

Reform has led more than 120 polls in a row this year establishing a substantial, sustained lead over the Government and consigning the Conservative Party to a fight for third place – perhaps even survival. With anaemic economic growth continuing to pile pressure on the cost of living, there is little in the short term which looks likely to halt the momentum of Nigel Farage’s party.

**The state of British politics makes business engagement with Reform essential.** But how, when and with whom? Alongside networks in other major parties, Field has built deep ties with Reform’s rapidly expanding party framework – building on long-term ties with staffers on the scene since Farage led UKIP in the years before the 2016 EU Referendum and connecting with new arrivals as they are hired into the party’s Millbank Tower HQ.

**This report reveals exclusive findings from focus groups and polling** from Field’s Insight team digging deeper into what Reform voters think – including by talking directly to people in critical Labour-Reform marginals held by key figures such as Rachel Reeves and Yvette Cooper. This is the kind of research we can deliver for clients seeking a deep understanding of how Reform will impact their business operations in the UK, and how to best adapt messaging and policy asks.

**We share our insights on the vital local and devolved elections taking place in May 2026.** As we write, Reform appears on track for big gains – plausibly winning control of several London boroughs, securing councillors across the country and perhaps even entering government in Wales.

**We also explore the key figures businesses need to know at the heart of the Reform project and their emerging policy platform.** Finally, we consider their approach to governing and what this means for business engagement between now and the general election. That election is still more than three years away. If it were tomorrow though, Reform might surge into Downing Street on a populist wave.

**While everything could still change, businesses need to build the right networks between now and polling day to prepare for the possibility of a Farage government.**



**Tim Sculthorpe**  
Senior Director, Field

# FIELD INSIGHTS: WHAT DOES REFORM'S VOTER BASE LOOK LIKE?

Reform voters are talked about regularly in the media but very rarely do we get a glimpse into what this increasingly broad voter coalition actually looks like and what motivates them. Understanding how their existing voters – and Reform-curious ones – think will help businesses effectively engage with the party.

In early October, Field's Insight team conducted exclusive focus groups in Labour's heartlands, speaking to people who voted for Starmer in 2024 but are now considering voting Reform at the next election.

We spoke to people in constituencies held by prominent Cabinet ministers, including Rachel Reeves (Leeds West and Pudsey), Yvette Cooper (Pontefract, Castleford and Knottingley), Lisa Nandy (Wigan) and Pat McFadden (Wolverhampton South East). We overlaid this with polling conducted with YouGov in late October to understand national voter attitudes to Reform and their policies.



# FIELD INSIGHTS: WHAT DOES REFORM'S VOTER BASE LOOK LIKE?

## REDUCING ALL IMMIGRATION IS THE TOP PRIORITY FOR REFORM VOTERS



Our focus groups told us immigration had to be the Government's top priority.

"It's the elephant in the room, it's stopping the boats. We can't get housing, we can't get dental appointments, but we are paying who knows how many millions for hotels. Farage is the only one with a plan."

Wigan Labour voter considering Reform



Our polling shows, unlike the average person, Reform voters prioritise reducing immigration, both legal and illegal, above all else. While the public puts reducing NHS times as its top policy priority at 53% and tackling illegal immigration in second at 50%, Reform voters overwhelmingly believe tackling illegal immigration should be the number one priority (92%), with reducing legal immigration second (34%).

### GENERAL PUBLIC PRIORITIES

53%

Reducing NHS wait times, ensuring at least 92% of patients are seen within 18 weeks of referral

50%

Tackling illegal immigration by returning those with no right to stay in the UK

### REFORM VOTER PRIORITIES

92%

Tackling illegal immigration by returning those with no right to stay in the UK

34%

Reducing legal immigration by reducing the number of visas allowed into the UK

Respondents were asked to choose the two most important policies to them out of the following seven cross-sector priorities: reducing NHS waiting times, net zero, illegal immigration, legal immigration, welfare reform, housebuilding and railway nationalisation.

Sample size: 2,153 adults across GB  
Fieldwork: 19th-20th October 2025  
Conducted by YouGov on behalf of Field

# FIELD INSIGHTS: WHAT DOES REFORM'S VOTER BASE LOOK LIKE?

## TRADITIONAL LABOUR VOTERS ARE DISILLUSIONED AND ANGRY WITH THE GOVERNMENT

Our focus groups in Labour strongholds showed traditional Labour voters are turning away from the party in their droves.

Voters spoke of a total collapse of trust in Labour. They view the party and this government as weak, dishonest and no different from the last decade of Conservative government, with voters feeling let down by broken promises and directionless leadership.

Formerly staunch Labour voters spoke of their anger at high taxes, high housing costs and declining services, all feeding a sense that younger people have been left without opportunities or pride in the country.

While many voters we spoke to admitted to being switched off entirely from parties and politicians, Reform still appealed as the only real alternative, viewed as patriotic, tough on immigration and unafraid to speak plainly.

“I’ve voted Labour all my life and this is not the Labour I know. They’re Labour with Tory ties on. They’re not for working, everyday people. They’re not listening to what anyone’s saying.”

**Leeds Labour voter considering Reform**



“We need to try something different because clearly what they’re doing at the moment isn’t working. We need to do something to restore pride in being British.”

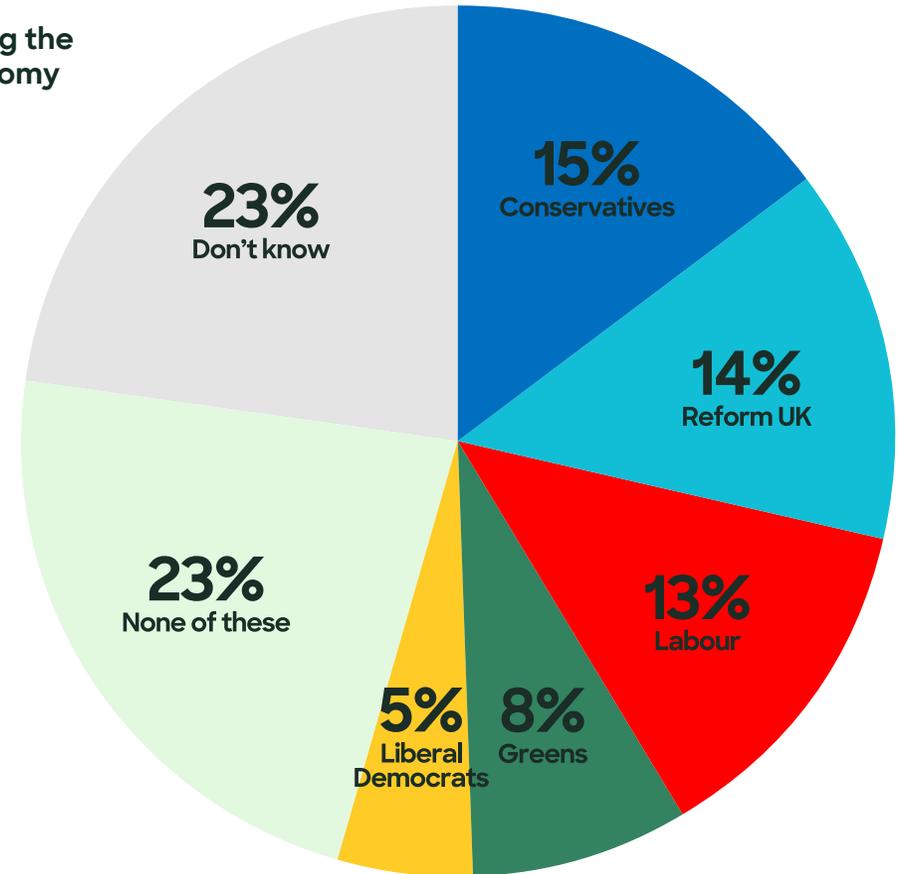
**Wolverhampton Labour voter considering Reform**

# FIELD INSIGHTS: WHAT DOES REFORM'S VOTER BASE LOOK LIKE?

## BRITONS DIVIDED ON WHICH PARTY IS BEST AT MANAGING THE ECONOMY

While distrust of all parties is at an all-time high, Reform's credibility extends beyond immigration. When asking UK voters which party they believe would better manage the economy, **Reform (14%)** is above **Labour (13%)** and only one point behind the **Conservatives (15%)**.

Managing the UK economy

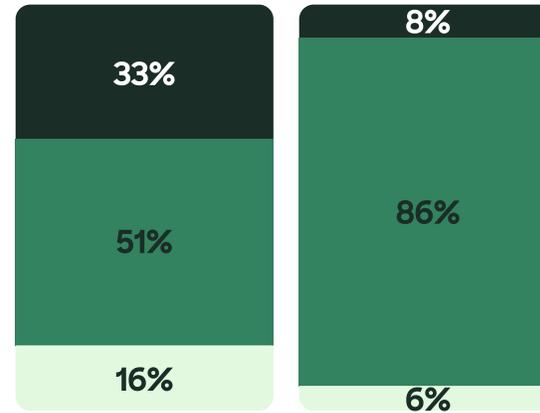


# FIELD INSIGHTS: WHAT DOES REFORM'S VOTER BASE LOOK LIKE?

## SOME OF REFORM'S POLICIES - ESPECIALLY ON NET ZERO - GO FURTHER THAN THE AVERAGE BRITON'S VIEWS

To get meaningful cut-through across the country, Reform must ensure its policies and rhetoric remain aligned not just with its core voter base, but the growing number of Reform-curious voters. Our polling and focus groups show while Reform's stance on topics such as net zero align with its core voters, it goes far beyond the views of the average person.

### Energy bills vs climate change

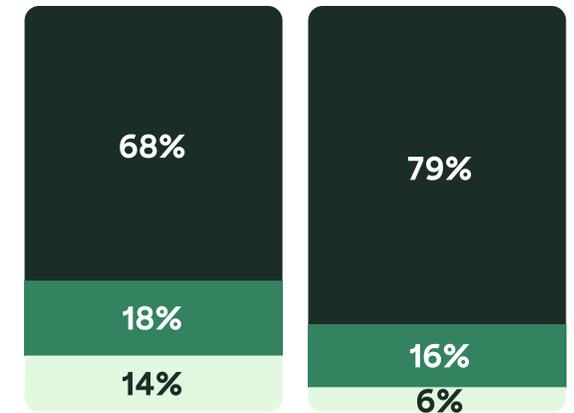


General public

Reform voter

- It is more important to try and reduce the impacts of climate change, even if this has a negative impact on energy bills
- It is more important to bring the cost of energy bills down, even if this has a negative impact on climate change
- Don't know

### Housebuilding priorities



General public

Reform voter

- Homes should only be built on previously developed sites, even if this means fewer homes are built
- We should build as many homes as possible, even if this means building on existing green spaces
- Don't know

Sample size: 2,153 adults across GB  
 Fieldwork: 19th-20th October 2025  
 Conducted by YouGov on behalf of Field

# REFORM IS DISMANTLING THE TWO-PARTY SYSTEM...

## 2024 GENERAL ELECTION

Since morphing out of the Brexit Party in 2020, Reform UK made its political breakthrough at the 2024 General Election. It won five seats, taking mostly older working-class votes from the Conservatives across coastal towns and Northern “Red Wall” areas.

**5** seats won

**98** seats where they were the second party  
(89 of these were Labour seats, and 60 were in Northern England)

**14%** national vote share  
(beating UKIP’s peak at 13% in 2015)

## 2025 ELECTION RESULTS IN NUMBERS AND MAPS

Reform was the clear winner in the 2025 local and mayoral elections, securing the most seats and gaining the most votes, winning 10 councils outright, and gaining two of the six mayoralties.



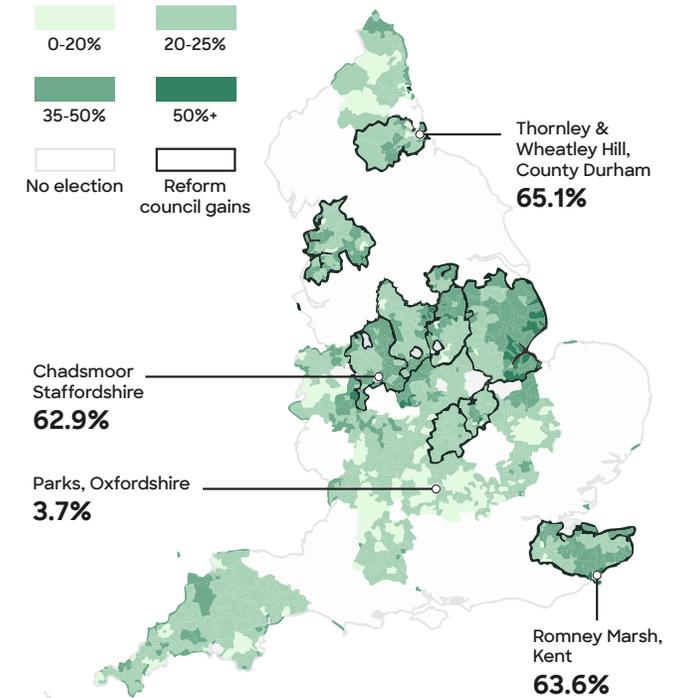
**10** Councils won  
(8 from Conservatives, 1 from no overall control, 1 from Labour)

**23** Contested  
(other 13 councils: 3 won by Lib Dems, 10 were no overall control)

**30%** Projected national vote share

These elections saw Reform take votes not just from the Conservatives but also from traditional Labour areas like Durham, Staffordshire, Derbyshire and the Humber, as the map on the right shows.

## Reform’s vote share in the 2025 local elections



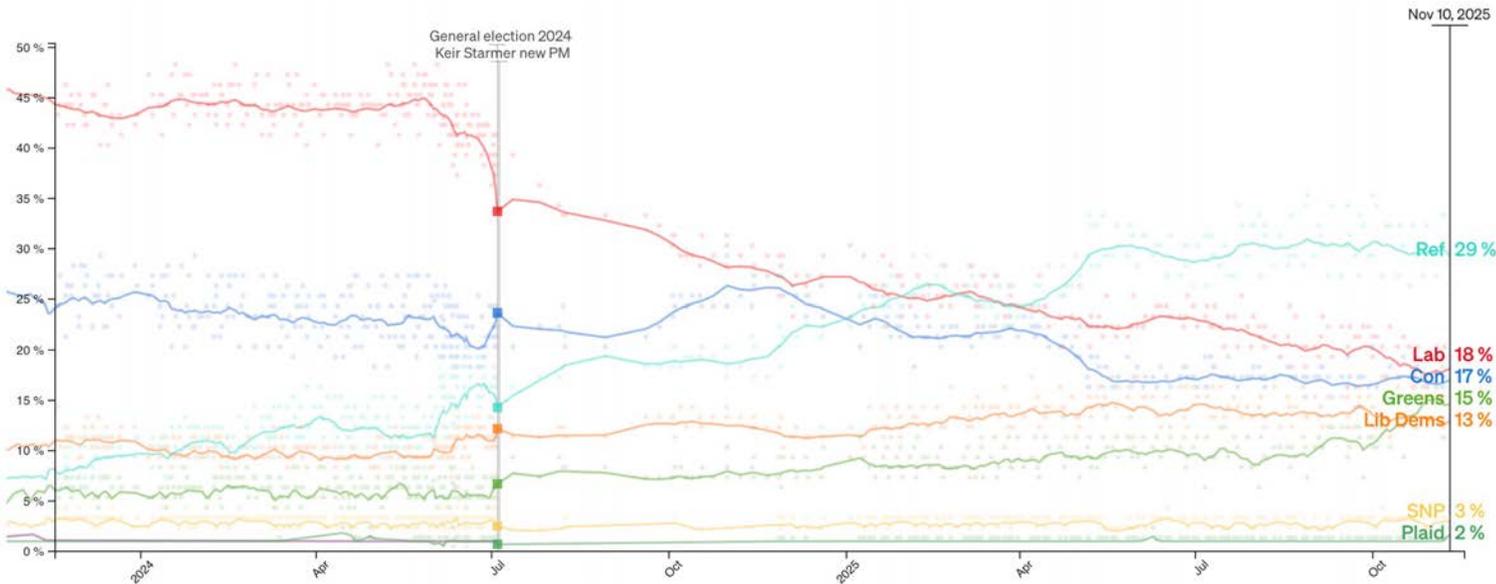
Source: [BBC News analysis](#)

Reform’s rise is already much deeper than that of UKIP or the Brexit Party, which has enabled it to turn its double-digit vote share into seats in Westminster, mayoralties, and control of councils.

# ... AND HAS BEEN LEADING NATIONAL POLLS SINCE JANUARY 2025

Reform first led national opinion polls in January 2025 and now consistently leads Labour by at least 10 points, with a +29% national vote share (see Politico's tracker below)

Party membership numbers are also rising rapidly, having almost doubled since the turn of the year. Reform's [live membership tracker](#) confidently predicts it will overtake Labour membership numbers, which seems only a matter of time.



Source: [Politico Poll and Polls](#)

## Party membership numbers

Labour

**309,000**

February 2025, reported by LabourList

Reform UK

**266,000**

November 2025, reported on Reform UK website

Conservatives

**123,000**

July 2025, reported by The Telegraph

However, Reform's electoral successes to date have been largely in either rural areas or coastal towns.

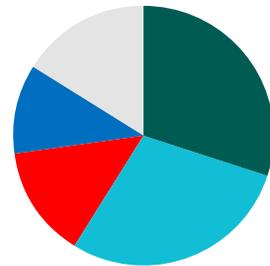
Current voting intention and Field's own research outlined on previous slides suggests **Reform's voter base is becoming broader but less cohesive**. A tougher test awaits in 2026...

# 2026 WILL SEE REFORM MAKE GAINS IN WALES AND SCOTLAND...

## WALES



Recent polling suggests Reform will be neck and neck with Welsh nationalists Plaid Cymru in the 2026 Senedd elections, as the Labour vote share drops to levels never seen before.



Latest Welsh polling from YouGov:

- Plaid Cymru 30%
- Reform UK 29%
- Labour 14%
- Conservative 11%
- Other 16%

With Labour having continuously governed in Wales since the Assembly was established in 1999, anti-incumbent sentiment is disproportionately higher there than in other parts of the country. The recent Caerphilly Senedd by-election offered an early glimpse of this shifting political landscape, with Plaid Cymru capturing the seat from Labour with 47% of the vote, while Reform UK surged into second with 36%, relegating Labour to a distant third.

Coupled with a new proportional representation voting system, which will see 90 members (MSs) elected (up from 60 last time), this could play into the hands of both Reform and Plaid, although the new system makes it even harder to reliably predict how the new polling will shake out into seats.

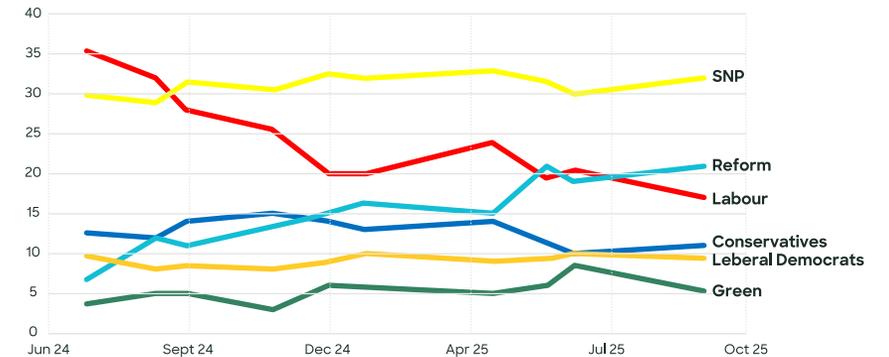
Since no party is likely to secure 40% of the vote, **some form of coalition appears inevitable**. Reform's hopes may hang on to how well the Tory vote holds up given other parties are unlikely to install Farage's party in Cardiff Bay. As seen in Caerphilly, there will also be concerns about the impact of tactical voting against Reform, particularly in areas considered a two-horse race.

## SCOTLAND



Farage has famously found it much harder to get cut through in Scotland relative to England and Wales, but **polling shows that Reform's supporter base is steadily growing** there too ahead of the Parliament elections next May. Recent polls show Reform moving ahead of Labour as the second most popular party in Scotland for the first time.

Electoral Calculus Scottish opinion polls tracker since July 2024



The implication is clear. **Labour's unpopularity in Westminster is leading the anti-SNP vote to coalesce around Farage for the first time** – enough to secure Reform a number of seats through the proportional “top up” system in Holyrood but not enough to secure any constituencies directly.

The nature of the Scottish system makes it hard to forecast a result but an SNP minority Government – perhaps with some kind of renewed coalition or confidence and supply arrangement with the Scottish Greens – looks likely, especially as Labour has ruled out an agreement with the SNP. For Farage, this could be an ideal opportunity to gain a foothold as the leading Unionist politician north of the border.

# ...AND DEEPER INROADS ACROSS ENGLAND, WHICH COULD SIGNAL MAJOR GAINS AT THE GENERAL ELECTION

## ENGLISH LOCAL ELECTION

Reform is expected to be a serious contender in the four new combined authority mayoral elections taking place next year – all in areas traditionally seen as Conservative strongholds: Norfolk and Suffolk, Greater Essex, Sussex and Brighton, and Hampshire and the Solent.

But the real litmus test for Reform in 2026, and perhaps the biggest indicator of how well they could do in a general election, will be how many votes they can pick up in England beyond rural and traditionally Conservative heartlands.

In the 2025 local elections, Reform overturned just one English council from a Labour majority (Doncaster). 2026 will see 16 metropolitan boroughs up for full council elections, all of them in the North or Midlands. Some 13 of these have Labour majorities, so these will be the towns and cities to watch, like Barnsley, Coventry, Sunderland and Wakefield.

## LONDON

Forecasts vary but based on current trends, Reform is likely to be competitive in the race for control of up to five London boroughs – with Havering, Dagenham and Barking, and Bromley top targets.

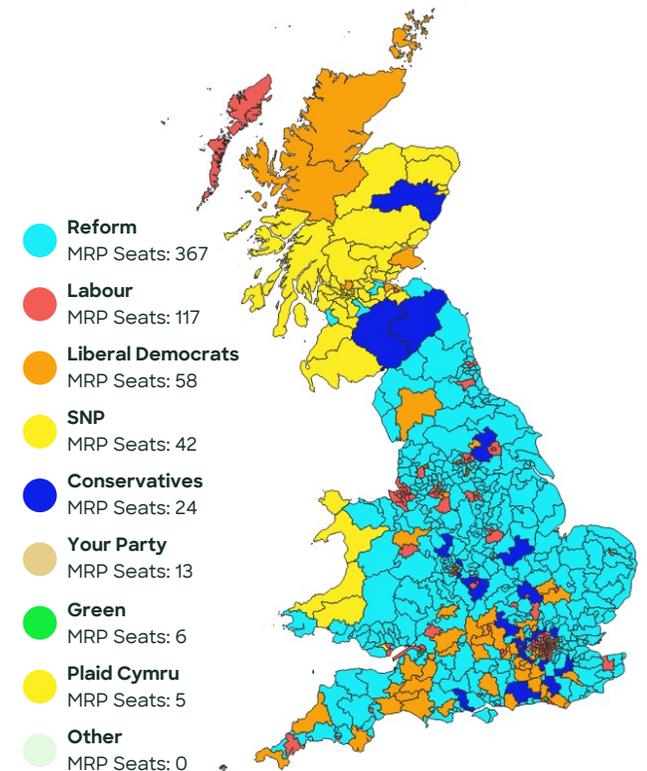
Potentially more significant will be an ability to win votes and seats in almost every borough: success here will show whether the Reform vote is becoming more efficient – how we describe a party which wins votes everywhere rather than just piling up votes in heartlands – which is essential to making widespread inroads at a general election.

## THE NEXT GENERAL ELECTION

Given this is most likely to take place in 2029, we must take any national polling looking at general election voting intention this far out with a big pinch of salt. The current fragmented nature of the UK electorate also makes MRP polling for the next election highly unpredictable, with only a few tweaks to the model likely to result in significant differences. However, polls do reliably signal current sentiment and often drive the media and political narrative.

Several recent MRP polls have shown Reform winning a majority of constituencies – YouGov’s MRP in September showed Reform winning 306 seats and **Electoral Calculus’ MRP** (on the right) in October showed Reform winning 367. This shows that, **if current trends continue, a Reform government in Westminster is a distinct possibility.**

Source: [Latest Electoral Calculus MRP](#)



# WHO'S DRIVING THE PARTY MACHINE?

Whilst Farage remains the totemic figurehead of the party, unlike UKIP and the Brexit Party, **there are a handful of other individuals who are becoming increasingly confident and effective communicators alongside the leader.**

**There are also those in the party who are outwardly courting businesses** through an increasingly intense programme of bilateral meetings, roundtables and panel events, as they seek input into their policy agenda.

They are part of a slick, centrally-run operation with a rapidly expanding grassroots and digital campaign team that is showing increasing message discipline.

**The top 10 party figures businesses need to be aware of are profiled here:**



**Nigel Farage MP**  
Leader and MP for Clacton  
Harder to engage with, and tends to focus on high-profile media appearances and party fundraisers.



**Richard Tice MP**  
Deputy Leader, newly appointed Head of Reform's DOGE, spokesperson on energy and foreign policy, and MP for Boston and Skegness  
The face of external engagement at a political level, who is actively courting input from the business community into Reform's policy agenda, with a focus on solutions that can help deliver their energy and deregulation agenda.



**Zia Yusuf**  
Head of Policy  
Famously resigned as Chairman of Reform for two days in June 2025, before being encouraged to return, and now leads on policy development, fundraising and media strategy. Alongside Tice, the main business-focused spokesperson.



**Matthew MacKinnon**  
Director of External Affairs  
Previously worked for the Welsh Conservatives, and now the principal point of contact on business engagement. Facilitates panel events for Tice and Yusuf and also represents Reform at events himself.



**Danny Kruger MP**  
Head of Reform's Government Preparations Committee, and MP for East Wiltshire  
The first sitting Conservative MP to defect to Reform (in September 2025) and has been appointed by Farage to run a new unit preparing the party for government.



**David Bull**  
Party Chairman  
The former television presenter replaced Yusuf as Chairman in June 2025. He tours associations across the country to understand their frustrations and help "rally the troops" as he calls it.



**Gawain Towler**  
Member of the Reform Party Board, and former Reform and UKIP Communications Director  
One of eight board members, and one of three elected by party members in August 2025. The board will manage party funds, advise the leader on political matters, and approve policies and manifestos.



**Sarah Pochin MP**  
MP for Runcorn and Helsby  
Elected in a by-election in May 2025 as Reform's first female MP and has been outspoken since on a range of issues, most recently TV advert demographics. Her calls to ban the burka prompted the temporary resignation of Zia Yusuf.



**Andrea Jenkyns**  
Mayor of Greater Lincolnshire and former Conservative Minister  
One of the most vocal elected politicians and also sits on the party board as a Farage-appointee.



**Lee Anderson MP**  
Chief Whip and MP for Ashfield  
The first Reform MP after his defection from the Conservatives in March 2024, and consistently one of the most outspoken.

# WHO IS INFLUENCING PARTY STRATEGY AND POLICY DEVELOPMENT?

Beyond specific individuals, there are a growing number of think-tanks influencing Reform's thinking and specific policy agenda. We've highlighted some of them below:



PROSPERITY  
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## Other notable advisers:

**John Gill**

Communications Officer

**Ryan Powell**

Richard Tice's Chief of Staff

**Jack Anderton**

David Bull's Chief of Staff

**Dan Jukes**

Farage's Director of Communications

**Simon Marcus**

Strategic Advisory

**Michael Hadwen**

Director of Campaigns and Training

**Ed Sumner**

Head of Communications

# WHAT DO THEY STAND FOR?



Reform's policy platform currently lacks much detail and relies heavily on bold rhetoric and emotive slogans to connect with voters. This reflects the party's infancy as it continues to flesh out its policy agenda but it's also partly a conscious decision to avoid scrutiny on policy detail as all opposition parties tend to do this far out from an election.

**Nevertheless, their policy agenda to date has coalesced broadly around five key themes:** reversing net zero, immigration control, economic deregulation, strengthening law and order, and fighting culture wars. These are explored in more detail in the slides below.

These themes have been effectively amplified using regular – now almost weekly – press conferences and effective digital campaigns. This is increasingly shaping the mainstream political debate, forcing both Labour (especially on immigration) and the Conservatives (especially on energy) to shift their own policies to align more closely with Reform.

As we get closer to the general election, a wider domestic agenda will be developed (expanding on their 2024 manifesto) to show they are more than a protest party and ready to govern. **Reform officials have outlined 2026 as the year where the bulk of their policy formation will take place.**

Working groups are being created to explore different topics and they are keen for input from business, particularly on unnecessary red tape that could be scrapped to boost growth. Economic deregulation will be the immediate focus for these working groups, with Richard Tice announcing to the City in November that would focus on four themes – pension reform, SME growth, tax simplification and regulatory reform with a particular focus on the Bank of England and the Financial Conduct Authority. These groups will be established under the Reform-affiliated Centre for a Better Britain think tank and will report back by late Spring.



Reform is also publishing blogs on their plans for government, with the first coming from Danny Kruger MP on civil service reform.

# KEY POLICIES



## ECONOMIC DEREGULATION

### Context

Reform view **tackling wasteful spending** and overregulation as essential to unlocking growth in the economy.

This is a thread that runs throughout their policy agenda, with big ambitions to **slash red tape and regulation** across the economy including planning, finance and general government administration. Reducing public spending and government borrowing is key to delivering this.

### Key positions

- **US DOGE-style approach to local and national government**, including major cutbacks to the “Whitehall machine”
- Repeat Thatcherite **“big bang” deregulation** in the City
- Commit to reduce spending before lowering taxation
- **Review financial bodies and regulators** such as the Bank of England and Financial Conduct Authority (FCA)
- **Cut environmental planning constraints** for major infrastructure projects

### Opportunities / risks for business

This is one of the core areas Reform wants to hear from businesses on, with a specific focus on SME growth, pensions reform, tax simplification and reviewing the remit of regulators.

There is a belief in the party that multinationals have too much influence, with Reform particularly keen to listen to SMEs on deregulation.

However, inconsistencies remain with recent promises to nationalise the water industry showing they could step in where needed. Businesses should be alive to this.



## REVERSING NET ZERO

### Context

Reform believes the cross-party consensus that is delivering net zero is **crippling the economy**. They blame net zero, or **“net zero stupid”** as Tice calls it, for “pushing up bills, damaging British industries like steel, and making us less secure”.

Other than immigration, this is one of Reform’s most talked-about policy areas, and the Conservatives have already started to mirror their policy positions in this space.

### Key positions

- **Revoke all net zero legislation**, including the Climate Change Act 2008
- **Scrap renewable energy subsidies**, including axing the Government’s “AR7” wind and solar energy contracts
- Introducing a windfall tax on renewable companies
- **Reverse the ban on oil and gas extraction**, including onshore fracking
- Fast-track nuclear energy, including SMRs, and incentivise lithium mining, gas power, clean synthetic fuel and “clean coal mining”
- All new transmission pylons to be undergrounded

### Opportunities / risks for business

Reform strongly believes in reindustrialisation and will listen to businesses that can position their offer as delivering cheaper energy and/or protecting British jobs.

Suggestions on unnecessary regulations holding back energy investments (particularly those that could be realised in the late 2020s and early 2030s) that can be removed will be well received.

# KEY POLICIES



## IMMIGRATION CONTROL

### Context

Tackling both illegal and legal immigration is central to Reform's rise where they have capitalised on perceived Government failures. Reform is effectively positioning themselves as the only party able to take action on this issue, mirroring the **"taking back control"** language used during the Brexit campaign.

### Key positions

- Leave the European Convention of Human Rights (ECHR)
- Repatriation deals with countries such as Afghanistan and Eritrea
- Create a US-style Immigration and Customs Enforcement's department
- Scrap indefinite leave to remain
- Create a Britannia Card to attract skilled expatriates and entrepreneurs back to the UK

### Opportunities / risks for business

Reform are keen to broaden debates away from immigration to avoid being seen as a single-issue party, so business should largely avoid engaging in this debate and focus on other areas.



## STRENGTHENING LAW AND ORDER

### Context

Reform is positioning itself as the party toughest on crime, challenging the Conservatives on their natural ground. Their narratives on law and order are closely linked to their views on immigration, with deportations a central theme, and language focused on **protecting British sovereignty**, and making the UK "secure, prosperous, and powerful again".

### Key positions

- Spend £17bn to halve UK crime
- Deliver 30,000 new prison places and 30,000 new police officers over five years
- Deport 10,400 foreign offenders currently in UK jails

### Opportunities / risks for business

These pledges will be expensive and delivered via cuts to projects such as HS2 and net zero rather than taxation. If policy costs spiral, further project cuts may be needed which may create investment uncertainty.



## FIGHTING "CULTURE WARS"

### Context

Reform cuts through with its explicit **criticism of "woke ideology"**, arguing that public institutions, education, and other spheres are being dominated by politically correct or left-wing ideologies.

### Key positions

- Cutting Diversity, Equality and Inclusion roles in government
- Strong emphasis on national pride and identity

### Opportunities / risks for business

Though broadly aimed at the civil service and local government, businesses perceived to be overly "woke" may be politically targeted. This was seen recently with Sarah Pochin MP's public comments on British TV advert demographics.

# HOW DO THEY OPERATE AND HOW WOULD THEY GOVERN?

Although the Reform party machine is still taking shape, **their campaigning style, actions in local government and public statements from senior figures offer strong clues** about how they operate and how they might govern nationally.

## DIGITAL FIRST



To engage with voters, **Reform has focused heavily on social media platforms such as TikTok and Instagram**, creating content that speaks in more personal, informal formats compared to traditional media. Via Nigel Farage's established charisma and emotive "culture war" language, Reform has been hugely successful in driving online engagement, with **the party significantly outperforming Labour and the Conservatives on social media post interactions**.

**In the same way Trump did in the US elections last year, this has allowed Reform to successfully bypass traditional media "gatekeepers" to better control political messaging and narratives.** This also allows Reform to target younger demographics and those less engaged with traditional media, helping mobilise and activate online communities.

## BUSINESS PRINCIPLES



**Reform presents itself as a party that runs on business principles:** efficiency, deregulation, and value for money for taxpayers. This philosophy is embodied in the creation of "Departments of Local Government Efficiency" (DOLGE) across Reform-led councils - data-driven units modelled on private-sector audit practices, inspired by figures such as Elon Musk. Their purpose is to identify and eliminate areas Reform describes as "wasteful" spending.

**But this business-focused vision is now getting a hard political reality check.** In eight of the ten councils Reform has controlled since May 2025 they have signalled they will raise, rather than cut, council tax in a break with election promises. In Kent for example, Reform's cabinet member for adult social care admitted budgets were "already down to the bare bones". Increased fiscal prudence is also being seen at the national level, with Farage recently rowing back on many of the tax cuts promised in the 2024 General Election manifesto.

**But Reform's business-style approach is likely to endure**, albeit with growing pragmatism as the realities of public service delivery, local finance constraints, and political compromise take hold.

## GOVERN THROUGH VISIBLE QUICK WINS



**Reform's political strategy is rooted in visible action.** Whether in local councils or in the event of national office, the party seeks to demonstrate decisiveness and speed - delivering early policy "wins" to reinforce the image of a government that acts rather than deliberates.

If successful in a general election, both through **Richard Tice and Zia Yusuf have suggested Reform would create up to 400 peers overnight in a bid to fast-track legislation** through Parliament in what would be a major break with constitutional norms. This would be focused on key pledges on immigration and net zero.

# HOW AND WHEN SHOULD BUSINESSES ENGAGE?

With Reform's influence growing and its policy platform still taking shape, **now is the time to engage and ensure your voice is heard.**

**Field can help your organisation communicate effectively in Reform's language and safeguard your business interests.** Get in touch to see how we can help.

## POLICY BRIEFINGS



Deputy Leader Richard Tice has expressed a strong interest in understanding the regulatory barriers that businesses face. **The party welcomes concise, three-page briefings** outlining the key challenges to growth, particularly around unnecessary red tape and how a Reform-led government could help address this.

Given its limited parliamentary capacity, **Reform is also open to receiving technical briefings** from businesses on specific pieces of legislation.

## WORKING GROUP ENGAGEMENT



**Reform is in the process of setting up policy working groups as forums for business engagement**, as mentioned above. These will be centred around economic deregulation in the first instance.

Similar to policy briefings, they will use these groups to identify barriers to business growth centred around key priority areas. To take part, businesses should engage with Reform's external affairs team.

## SPEAKING REFORM'S LANGUAGE



To make an impact, it's vital that businesses communicate in a way that resonates with Reform's style and values:

**Straightforward and authentic:** Avoid overly polished or bureaucratic language - clarity and directness are key.

**Rooted in national identity:** Messaging that connects with British values, fairness, and standing up for ordinary people is likely to land well.

**Anti-establishment, challenger tone:** Reform positions itself as the voice of the people against elite interests, bureaucracy, and excessive political correctness.

**Action-oriented:** Their communications are emotive and focused on delivery - speeches often emphasise "taking action" and "getting things done".

# FIELD SHAPING POLICY PERCEPTIONS AND PLACES

For more information  
please visit our website

[fieldconsulting.co.uk](https://fieldconsulting.co.uk)

Contact us to find out  
how Field can help support  
your organisation in its  
communications objectives.

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