



Strategic Communications Objectives & Messages

Summary

Confidential - Draft

***Stop Brexit: Renew Britain
Revolutionising Opportunity for all***

Mission Statement

We aim to reverse Brexit and restore our influential position in Europe, allowing us to focus on what really matters in the UK. We will revolutionise opportunities for everyone, restoring people's faith in UK politics and values so we can embrace the future together with hope.

Commentary

The tide is turning. UK political parties are shown to be failing, inequalities are not being addressed effectively and many people feel unrepresented by the current political offering, including Remainers and disappointed Brexit voters. Negative Brexit effects are hitting home more decisively with UK influence abroad in visible decline; negative economic data includes a fall in sterling, price rises and departure of business and capital; an exodus of EU nationals and qualified European doctors and nurses who are not being replaced; the relocation of the European Medicines Agency and Banking Authority, scientists' complaints about loss of research funding and collaboration, threats to security cooperation, etc. Though the government tries to disguise it, no better alternative arrangement has yet materialised and the complexity of Brexit negotiations has surprised many. Most voters had no idea we were so closely involved with the EU and that it affected our lives in every sector. Brexiters who just wanted to give a bloody nose to government, because they are angry at inequality, are realising they hit the wrong target. Factual information was not shared over the short, heated, 3 month campaign; real debate was missing. The EU has shown it is ready to fight for the interests of the 27 over the interests of UK, and many countries have expressed horror and disappointment at our impending departure. The disappearance of Britain's voice at the table on many issues and collective challenges is negative for the whole region and international community, but especially the UK - Project Fear is becoming Project Reality.

If we have enough impetus and employ the right tactics, we could be pushing at an open door: Anti-Brexit groups and vocal proponents of the EU in the worlds of business, science, media, academia, culture, are growing in confidence as they highlight the dangers we face. The regret vote and anger is increasing and can be capitalised on and amplified by showing a different decision is possible, thereby opening the floodgates. Recent Yougov polls prove more people actually favour remain. Other recent polls also revealed a shift, though these polls are continually ignored by Westminster and some media. Survation polls in December said that 61% believe the government is handling negotiations badly, 50% of people want a second referendum while 37% do not, and more than half think we will get a bad deal from negotiations with EU. However, the government have shown themselves resolute in pursuing Brexit, and other parties are complicit or too weak to stop them. This is both an obstacle, and an opportunity for Renew.

We are here to throw a lifeline and offer a viable roadmap back to the future. The moment is right for a new party to exploit this growing awareness that Brexit is a disaster and show that it's distracting us from addressing real problems of inequality and polarisation. We need to get behind this growing public disaffection with Brexit and tip it over the edge; and while the parties fail, we can move in and pick up support.

Many are looking for a way out of this mess while saving face, politicians and Brexit voters alike. They feel boxed into a corner, forced to pursue what they know is a destructive path, against their better judgment. MPs feel their careers and party survival rely on not backing down. There are fears that stopping the Brexit process would cause unrest on the streets and is 'against democracy' though this is also a form of intimidation. They are all looking for a way out, which as it cannot come from inside the system, must come from outside.

We will exploit public disillusionment with existing parties and their hunger for a hopeful vision. We will capture the politically homeless, capitalising on parties' failure to protect people's interests due to personal ambition and party survival; We will coopt the image of 'strong and stable' leadership, showing that other parties, especially the Conservatives have created national instability and uncertainty. We will also show that the Brexit elite in government are false prophets who are out of touch with the needs of Brexit voters. Brexit will be shown to be a pipe dream that won't even help those who voted for it. We will create an exciting alternative future vision, that gets people excited to be British again, and in the longer term, European.

We will project an image that clearly differentiate ourselves from other parties who have failed people in different ways and are taking this country in the wrong direction. They either lack courage or clarity of approach and are losing people's confidence. Renew has the vision they lack. We won't advocate a return to the status quo or re-run old campaigns which didn't work – we must start from somewhere new and take us forward. We will show that we are authentic and from outside the establishment, but working with those experienced with political structures and systems of governance so we can be responsible in power. We want to rebuild a social contract with the public and faith in politics. We are the party of the future, while others are taking us backwards. As a movement, we will join with like-minded forces to create a new reality, by meeting public opinion and shifting it to a different place. As a party, we will demonstrate how we can turn that movement into a political reality.

By opening up a closed door, Renew will empower Remainers to speak up again. Through our communications and anti-Brexit policy, we will attract and reanimate our base Remain supporters, many of whom have given up on this option or feel they must accept Brexit to avoid disruption. We must demonstrate solid support for them and give hope to the half of the population that believes staying in the EU is the right thing to do. Even more people would change their minds if they knew that stopping Brexit is a viable option. It's scientifically proven that people tend to support something that others support.

By opening up a closed door, Renew will allow Brexiters, non-voters and new voters to channel their regret and desire for change

We will adopt a respectful approach that shows empathy with Leavers and does not split the country apart. We recognise the Referendum was a wake up call – while we will be tough on Brexit, we will be tougher on the causes of Brexit. We will show that grievances were less about the EU, and more about deep discontent with inequality and identity which we plan to address. Our default position is voters had real reasons to vote the way they did, but they were let down by leaders who did not inform them properly, or grip their issues over time. But we cannot fix their problems while we leave EU.

We will gain maximum support for the idea that Brexit can be reversed legally and democratically and is in the national interest. To do this, we will **chip away at the narratives and challenge assumptions** that the Government and pro Brexiters have successfully

indoctrinated into people's minds; that this is a done deal, the 'democratic will of the people'; the 'British people have spoken', there was a 'clear' majority; there's no turning back; no staying in the EU by the back door. Well, we want to reenter the EU through the front door! We will resurrect the idea that we can still stay in the EU. We must prove government assertions are not true — we **can** change our minds, the majority was far from clear and misinformation affected the vote; we can repair the damage, change our path and address people's grievances mainly at the national level and by working patiently with the EU on reforms and a new vision. We will advocate a reinvigorated committed relationship with the EU and support a new regional vision that addresses common challenges and populist concerns across the continent.

We will change the focus of media discussion away from the government's relentless agenda and assumption of Brexit, which some media have followed without question, into a discussion on how to Renew Britain and stay in EU. We will engage media indirectly on well-worn complaints about the referendum by discussing where we are and what we know **today**, bringing earlier arguments in from the back door.

We will keep informing people about EU benefits (of which they are still unaware), even as we lose them one by one. We need to run a clever and subtle pro-EU campaign, and support other pro-EU campaigning groups, as if we are preparing for another referendum vote in March 2019. There is a lot of information to layer into people's minds that was not done during the previous referendum. We need to get people excited about being European (not EU-ish), as well as being British and show these affiliations are not incompatible.

We will create an enticing positive vision for the future that inspires people and lifts us out of this depressing and chaotic situation. We must offer disaffected people the opportunity to make significant changes to their lives and show how this combines with remaining in the EU. We will engage people on Renew's range of targeted policy initiatives, to address those left behind in the era of globalisation by creating more opportunities and support a renewal of areas that need attention and investment, like public services, wage levels, education and training, and community integration; We will support a dynamic, business-friendly approach that capitalises on our entrepreneurs, supports small business and exploits technology for prosperity; We will show how our global outlook and powerful soft power influence helps us further UK interest. We will advocate truthful information-sharing that aims to address myths and misinformation, exposes agendas and creates space for a rational, rather than polarised debate. We will attempt to engage on complex and divisive issues like economic inequalities in UK, North/South divide, immigration, sovereignty and legislation, globalisation, identity and perceptions of EU excess and bureaucracy. We will collaborate with others on eye-catching national initiatives or cultural events to inspire people's imagination.

We will build our image as a 'Listening' party that gathers views from around the country about the social divides and inequality that fuelled the leave vote. This will feed into our strategic ideas and policies and show we are indeed listening. A flagship 'Listening tour' around Britain - 'On the Road with Renew' - will raise our public profile, facilitate discussion with local community and business leaders and empower our supporters and candidates. This will intersect with networks being created by our candidates and outreach coordinators. We will also run policy committees and panels with think tanks and special advisers, to absorb information from the 'listening tour' and convene experts to come up with creative solutions on challenging issues like business and technology, climate change, immigration, the economy, health and NHS, education. Other outreach will include engagement with different age groups like students or pensioners and sectoral areas like teachers and businessmen; we will engage in media interviews/call in

shows wherever possible. This approach will feed us vital information and help transform politics and citizen engagement in the UK.

Since all politics is local, we will tap into grassroots dissatisfaction among communities and build a campaign from the ground up (as Trump so successfully did). We will tap into our audiences' language, reflecting their concerns so they hear their voices in what we say, then move that along – we start with the baseline of opinion and then take that to where we want. We will not assume that Leavers care about the same issues as Remainers.

As a movement, we will fuel momentum and harness forces to create a critical mass; as a party, we will translate all this into a political reality - proposing credible and uplifting policy solutions that directly respond to people's concerns around the country. We will do this in a way that is both respectful of democracy, inclusive of everyone no matter what age, region, political affiliation or socio-economic class, and which effectively addresses the grievances people expressed during the campaign. Our strategy will involve mobilising as many supporters and candidates as we can, and enlisting the support of well known figures from media, industry, business, health, science, and others behind us - even established politicians may be invited to join us on our terms.

We will project a clear strong position on reversing Brexit and bold solutions for renewal coming from the centre, that align with a forward looking and open Britain. We will demonstrate that we come from outside politics, and are determined to reconnect our political process to what really matters to the British public. This will appeal to the public's sense of inequality, insecurity, disaffection and strong desire for change. This will also differentiate us from all other parties.

Our strategic communications objectives

- Influence public opinion & create a movement to reject Brexit and call for change
- Promote Renew as attractive to voters and credible threat to Govt

Positioning: We will position Renew as the only party with the vision to both stop Brexit and renew Britain, through a bold approach to inequality, business and economic innovation, an active foreign policy and renewed public faith in politics that listens to Britain and unites the country.

Centre of Gravity: Our centre of gravity for communications is to create a perfect storm of pressure on the government by influencing public opinion and winning support for a new alternative vision - and by demonstrating Renew as a credible threat at elections through garnering vocal support, mobilising a movement, and winning elections. This will combine with pressure from key influencers in politics, business, law, media, and the political and economic realities of Brexit itself.

NARRATIVE – Our Story

We are a new party that strongly believes in stopping Brexit and creating bold solutions for renewing our country. We come from outside politics, and are determined to reconnect our political process to what really matters to the British public. The referendum was a wake up call that we are a nation divided, with deep discontent at inequality and the effects of globalisation. But we cannot create social change if we march down this damaging path out of the EU. We must reconsider Brexit, now we know more.

Renew believes the current crisis is an opportunity to engage people around the country, see where WE have gone wrong, and devise solutions. We plan to revolutionise opportunity for all, especially those left behind in the era of globalisation; we will redress inequalities through targeted programmes that support local economies and raise living standards, with public sector support and private sector innovation. We will find sustainable ways to support lifelong education, create more housing and boost crumbling public services. We will strongly support prosperity through innovation, technology and free markets. We will prioritise an environmentally-conscious economy supported by business to open up new opportunities. Strong defence, diplomacy and soft power will enable us to fulfil our international responsibilities in peace, security and development and safeguard our interests.

Most importantly, we will put people at the heart of politics; local communities and civil society, manufacturers and professionals, scientists and farmers, urban and rural, young and old, right and left, British born and foreign born - we will create a new vision that re-focuses on problems long ignored, pushes everyone forward and brings the country together in a spirit of unity and tolerance. We will restore our influential position in Europe, allowing us to focus on what really matters to the UK, fulfilling our destiny as a modern open country and reliable European and international partner.

Summary of Messages:

- > **Who** is Renew
- > **What** will we do? Stop Brexit; Renew Britain
- > **Why** will we do it?
 - Warning signs/damage
 - Lessons learnt since Referendum
 - European Britain is Global Britain
- > **How** will we reverse Brexit?
- > **How** will we renew Britain?
- > **Bringing the country back together** - A unified national vision and diverse national identity

WHO IS RENEW

We will reverse Brexit and revolutionise opportunities for everyone, restoring faith in UK politics and values so we can embrace the future together.

- We are a new party set up in 2017 to reverse inequality, reverse Brexit and lead us into future
- We mean business - we have recruited 220 candidates for Parliament so far, some of whom stood in the last election
- We are recruiting 650 candidates to represent every constituency, challenge the leadership in a national election and change the course of this country.
- We are from outside politics, determined to put country above party and personal ambition
- We have not been tainted by complacency, ambition and blind party loyalty
- We represent a new social contract to renew public faith in the political system by putting people at the heart of politics

- We will listen to Britain so every community's concerns are taken into account
- We will represent everyone in UK, ensuring no regions or communities are ignored
- We are made up of talented committed people from diverse backgrounds, bringing expertise and a fresh look to solve long term problems
- We are centrist & progressive; developing bold policies together with experts and citizens
- We are the party of stability and common sense in this chaotic environment
- We represent dynamic achievable change to bring everyone up and move forward together
- We are developing comprehensive plans to address UK's major concerns
- We want to revolutionise opportunities so everyone can achieve their potential
- We will build on British talent and resources - creativity, culture, business sense, entrepreneurship, manufacturing expertise, rural development.
- We will nurture local talent and embrace global opportunities
- We believe in restoring our influential position in Europe, creating common solutions to common problems, to assure our security and prosperity at home
- Our values include: openness and inclusivity; integrity; truthfulness and transparency; responsibility; sustainability; entrepreneurialism; positivity; citizen engagement and empowerment; diversity
- We believe in ethical leadership; committed to truth, transparency, diversity and equality
- Our experience, integrity and determination will help us lead the country forward together.

WHAT WE WANT TO DO

- The referendum was a wake up call that we are a nation divided;
- Brexit was a symptom of deeper discontent with inequality/a rigged system/ globalisation
- It's in the interests of all the British people - the national interest - to Stop Brexit now so we can prosper and deliver social change
- It's not too late to stay in the EU, no matter what the Government says;
- We cannot go back to the way things were; Real change must come from a new UK vision
- Renew is the only party to offer a way out, throw a lifeline, offer a viable roadmap to the future
- We care about the future of ALL the British people and our European neighbours - we are passionate British patriots, democrats and Europeans
- We voted during a period of disillusionment and difficulty in EU; mass refugee movements, the Greek debt crisis, terrorism; that moment has passed
- The EU is changing and we can be part of a new vision
- The tide may be turning – the mandate to leave is shaky
- There is not enough consensus for such a major move - among citizens, politicians, regions
- The Conservative party no longer speaks for Britain
- We will represent the whole country, however they voted, and bring the country together
- Our goal is an independent sovereign Britain, achieving our full potential in a stable EU

3. WHY WE WANT TO DO IT

i) Warning signs we are on the wrong path

ii) Lessons Learnt since Referendum

ii) European Britain is the real Global Britain

i) WARNING SIGNS WE ARE ON THE WRONG PATH;

- Damage is already being done: We now know better Brexit's Costs, Complexity, Effects
- The Government approach is failing; botched negotiations; divided parties; EU frustration
- Existing parties have let down the country and lack vision, courage and integrity
- Negotiations are a waste of time and resources; distracting government from real issues
- Businesses are leaving and economic growth is declining;
- We are discovering EU benefits as we lose them one by one;
- The fabric of our country and political system is under threat:
- Our communities' integration is being hurt; Societal relationships damaged;

- EU nationals are leaving; EU countries are reacting badly
- Our international reputation is at stake; we risk irrelevance on the world stage:
- The act of Brexit sends a powerful message of rejection, isolationism and withdrawal that no amount of spin or conciliatory words will change
- We have undermined solidarity and European resilience – and this makes us more vulnerable to hostile forces, such as terrorism, or interference with our democracies

ii) LESSONS LEARNT SINCE THE REFERENDUM

- Leaving EU will hurt us all, especially those who voted for it
- Resentment of social divides and inequality in parts of Britain fuelled the Leave vote - we must listen and respond to the concerns of the left behind
- Lack of quality information affected the vote and is now coming to light
- Full EU membership is the only model that satisfies our aspirations; Alternatives are inadequate
- We cannot “have our cake and eat it”; there’s no credible post Brexit vision
- Our economy has benefited from EU membership
- The UK never lost its sovereignty, but pooled aspects of its decision making powers
- EU does not IMPOSE laws /directives on Britain without our consent – we are a willing participant who shapes and votes on them
- The Great Repeal Bill (now ‘EU Withdrawal Bill’ is actually the Great Absorption Bill, copy-pasting most EU laws into domestic law
- EU is not undemocratic and has many checks and balances through the European Parliament and veto powers of member states
- Immigrants from Europe have helped strengthen our country and improve our diversity; but Renew plans to better manage immigration at the national and local level, paying special attention to community integration

iii) EUROPEAN BRITAIN IS GLOBAL BRITAIN

- Britain cannot be truly Global Britain if it leaves the EU;
- We are part of hundreds of regulatory agreements and 50 trade deals that took years to build; we will have to negotiate these complex agreements from scratch if we leave
- Being an EU member has never prevented us from having other international relationships
- Britain has long been a global player in world affairs.
- Being European/global helps us at home by creating markets, reducing instability and migration and using our leverage and influence to safeguard our interests
- Being global allows us to contribute our share and influence
- There are serious challenges that Europe and the world must face together;
- We can make globalisation work for everyone

4. HOW WE WILL STOP BREXIT

Goal: Restoration of UK as full EU member achieved by

- Creating conditions for public rejection of Brexit
- Pressuring MPs/Govt to reverse Brexit, call new election or second referendum
- Withdrawal of Article 50 and coordination of Parliamentary support
- Addressing grievances/inequalities at national level
- Repairing UK position in Europe, and damaged international relations, trade and reputation;
- Working towards new EU vision as region evolves, inc. approaches to immigration & globalisation
- Through posing a credible threat at the ballot box and galvanising public opinion, we will pressure MPs to reverse Brexit, call a new election or second referendum
- We’ll repair and reinvigorate relations with EU to help regional reform and secure UK interests
- We must start from an open committed position in Europe in order to work constructively;
- We commit to sharing better quality information about the EU and UK’s global role

5. HOW WE WILL RENEW BRITAIN

We need to fix ourselves at home as we reengage with the EU; we cannot truly engage internationally till we have a national dialogue about our problems and develop realistic and dynamic solutions. This will feed into our overall positions, to be developed over time.

Goal: Modern open UK with revolutionised opportunities, greater equality, public services and economic growth achieved through:

- **Sustainable and equitable economic growth**
- Strong economy with sustainable responsible public finances
- Prosperity through investment in technology, innovation and research
- Innovation superpower: UK at cutting edge of science, technology, environment
- Regeneration of North & regional economies - refocused resources, investment
- New deal/model for left behind – minimum wage or UBI model
- Environmental initiatives as future business opportunity
- Managed Immigration and enhanced community integration
- More affordable housing and infrastructure development
- **Investment and reform for more efficient, better supported public services**
- Better funded and reformed NHS
- More support and funding for armed forces; increased resilience & security coordination
- **New approach to education and training: Lifelong opportunities;**
- Flexible higher education; reduced tuition fees, academic degrees tailored to workforce
- Civic education, international relations and media literacy in schools
- UK as destination of choice for overseas talent
- Citizen engagement/empowerment; inclusive national dialogue
- Smart mix of soft and hard power
- Active foreign policy, collective defence and well-explained aid programme
- European Britain as 'Global Britain'
- Maximised UK soft power influence (BBC, language, culture, FCO)

6. BRINGING THE COUNTRY BACK TOGETHER WITH A UNIFIED NATIONAL VISION and DIVERSE NATIONAL IDENTITY

- **We want to help Britons rediscover UK values that make them proud** - equality, rule of law, freedom, tolerance, democracy, innovation, creativity, diversity, tradition, history, human rights
- We come from outside the political system; we will renew faith in politics by being honest, relevant and responsive
- We will work for Inclusiveness and maximum consensus: Our country has been divided by the EU referendum and our identity shaken, but we are still united by love of country
- We aim to rebalance power in UK by focusing attention on neglected regions and cities
- We will advocate quality information and informed dialogue to bring the UK together
- We will consider how to minimise the spread of false information: educate our youth in media literacy, critical thinking, and civic education
- We will restore the UK's influential position in Europe and globally, in order to safeguard our own interests and contribute to the common good