

# ANNUAL REPORT 2024



**BEST for  
BRITAIN**

CHANGE MINDS → CHANGE POLITICS

We are the researchers,  
data scientists, strategists,  
and activists, fixing the  
problems Britain faces  
after Brexit.



We conduct polling to help politicians  
lead debate, not follow it.



We design policy for whoever is in  
government, today or tomorrow.



And we give voters the tools to speak to,  
and persuade, those in power.



We believe that when we change minds  
we change politics for the better.



And that all of this is Best for Britain.

## Change Minds → Change Politics

We constantly challenge ourselves to justify our continued existence. Our purpose must be clear, we need to achieve change and add positively to politics and the future of our country. In 2024 we thought hard about what we are, what we do and how we define Best for Britain.

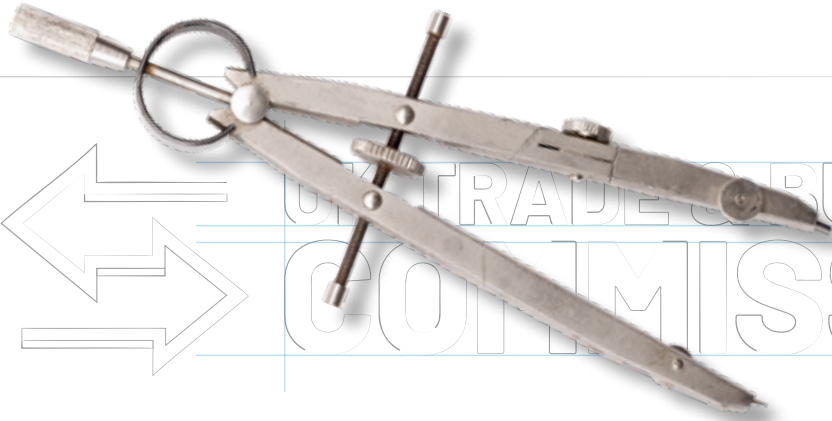
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# What is Best for Britain?

## *Vision*

Our vision is for the UK to be an open, tolerant society that is once again at the beating heart of Europe, trading and moving people seamlessly across the continent.

## *Mission*

We will create the safe political space that pushes the UK Government to forge a close relationship between the UK and EU, and we will help the public see and understand the tangible benefits of immigration and working with Europe.

## *Not just a slogan*

Change Minds → Change Politics is not just a slogan. It's a commitment to ensure that everything Best for Britain undertakes is persuasive, and is changing politics for the better.

It's the two questions that we ask ourselves every day:

- **Are we winning people over, or talking into an echo chamber?**
- **Are we making politics better, or are we just adding to the toxicity?**

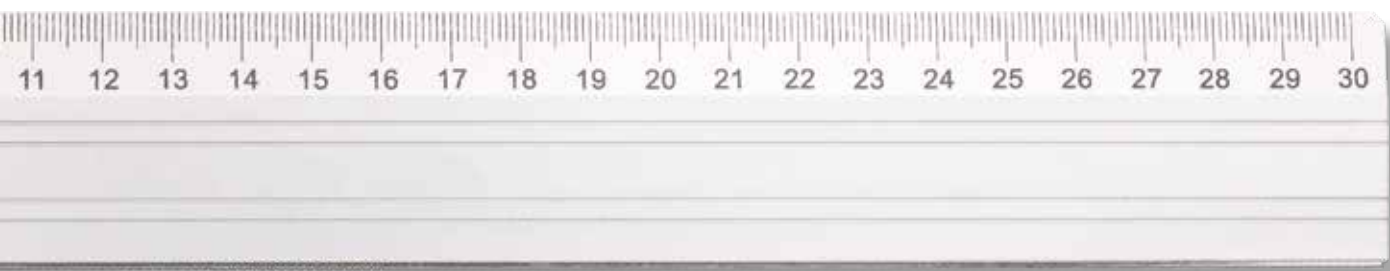

We try to make complex politics accessible to all.

And it can be difficult to make dry topics engaging. Just as it can be easy to fall into lazy political point scoring. We don't always get it right.

But with Change Minds → Change Politics as our north star, everything we do is an attempt to mend an unprecedentedly polarised political landscape.

We have always believed in cooperation with others who share our aims and values and we work with a wide range of people and organisations to get things done. From politicians and political parties across the political spectrum, government departments or mayoral offices around the country, businesses, policy-makers in the UK and the EU, campaigners and organisations whose work complements ours, to people who support us with their time, energy and donations.





Trade  
Unlocked

GET  
VOTING

## The four-stage approach to all our work

### ASK.

Every action begins with us putting the right questions, to the right people.

Whether it's our gold-standard constituency-level polling to determine the latest public opinion, or gathering evidence from businesses and trade experts.

### LISTEN.

Once we've asked the right questions, it's important to hear, and learn, the right lessons from the answers being given.

Best for Britain seeks to challenge the conventional wisdom on a wide range of political issues, through innovative qualitative research such as focus groups and analysis of our own, or third party, data.

### THINK.

What sets us apart from other organisations is our ability to design solutions from our research, rather than just publishing our analysis of the problems for others to fix.

From trade recommendations drawn up by our Policy & Research team, to building tactical voting tools that answer the questions that voters have always wanted to ask.

### DO.

And the biggest difference? We make change happen, by putting the research, the tools, and the right people together, so that they can do something about it.

**Peter Norris,**  
Chair



**Naomi Smith,**  
Chief Executive Officer





# Foreword

2024 was a year of seismic political change.  
And **Best for Britain** was ready for it.

**Against the backdrop** of increasing global conflicts, the re-election of Trump as US President and the rise of Reform UK as an electoral force, we set out with a bold objective: to help deliver a change of government and lay the foundations for a meaningful reset of the UK's relationship with Europe.



Our tactical voting campaign was the largest in UK political history. Through GetVoting.org, millions of voters were able to make informed tactical decisions at the ballot box, contributing directly to the election result. Our analysis found that five million people voted tactically in 2024 and that without our campaign the Conservatives would have won 91 extra MPs.

But our work in 2024 wasn't limited to the election. We influenced political debate, provided vital opinion polling, research and insight, and amplified public demand for practical fixes to the problems Britain faces after Brexit. From championing a Youth Mobility

Scheme with the EU to exposing the real cost of Brexit and tracking scandalous government spending, Best for Britain and all our supporters have made an impact.

Now, as we look to 2025, our mission continues with renewed urgency. With a new UK Government open to resetting ties with the EU, we will seize the opportunities for change.

We know that a closer relationship with Europe is not only possible, it is what's best for Britain.

**Thank you for standing with us.**

# ASK

LISTEN

THINK

DO



CHANGE MINDS → CHANGE POLITICS



# Understanding voters

**BEST FOR BRITAIN** commissioned four separate megapolls and MRP analyses to gauge voting intentions at both a national and constituency level. We knew the general election was coming, but we didn't know exactly when, and we needed to be ready with the right data at our fingertips whenever Sunak called it.

## March 2024

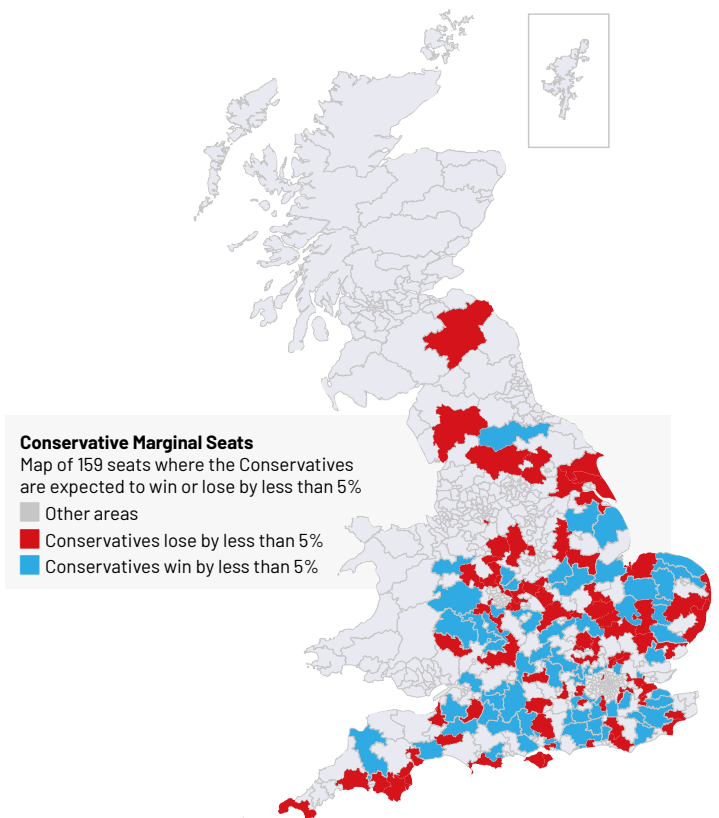
Our first MRP of 2024 was timed so that it measured public opinion in the aftermath of then-Chancellor Jeremy Hunt's spring budget. Conducted by Survation, the poll sampled 15,000 people between 8th - 22nd March<sup>1</sup>.



We found at that point that Labour had a remarkable 19-point lead over the Conservatives (45% vs 26%), which would have translated into a landslide Labour victory and near-extinction event for the Conservative Party.

Because we insisted on tracking the Reform UK vote, we also got

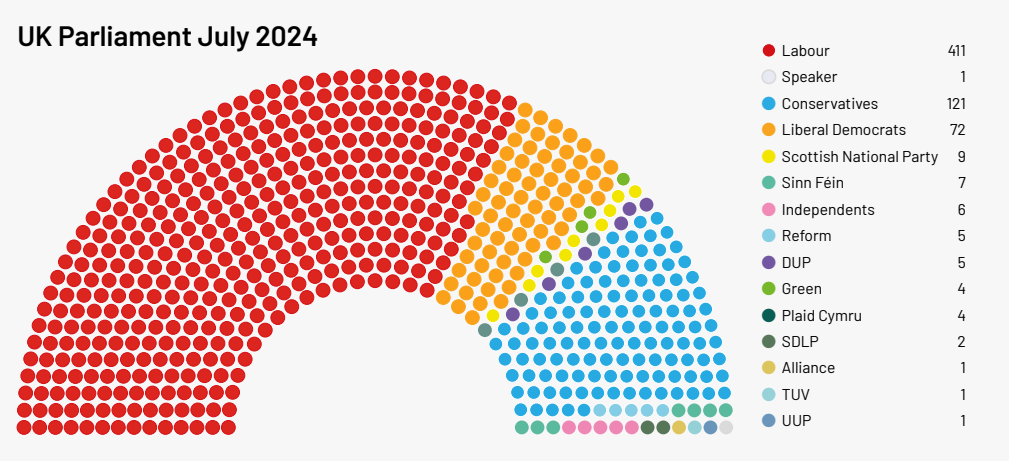
an early sense of their potential electoral success as the poll predicted they would get 9% nationally if the election had been held at that time. In 207 constituencies, Reform UK was predicted to get more than 10%, overtaking the Conservatives into second place in some seats.





April 2024

In April, Survation again polled more than 15,000 respondents<sup>2</sup> and revealed that 41% of the public would consider voting tactically at the next election to remove the Conservative government. When broken



down, voting tactically to remove the government and secure change was the most popular option in 510 constituencies (80%).

Our analysis found 159 knife-edge Tory marginal constituencies where the party was predicted to either win or lose by less than 5%. Critically, these were seats where tactical voting could make the difference between a Conservative win or loss.

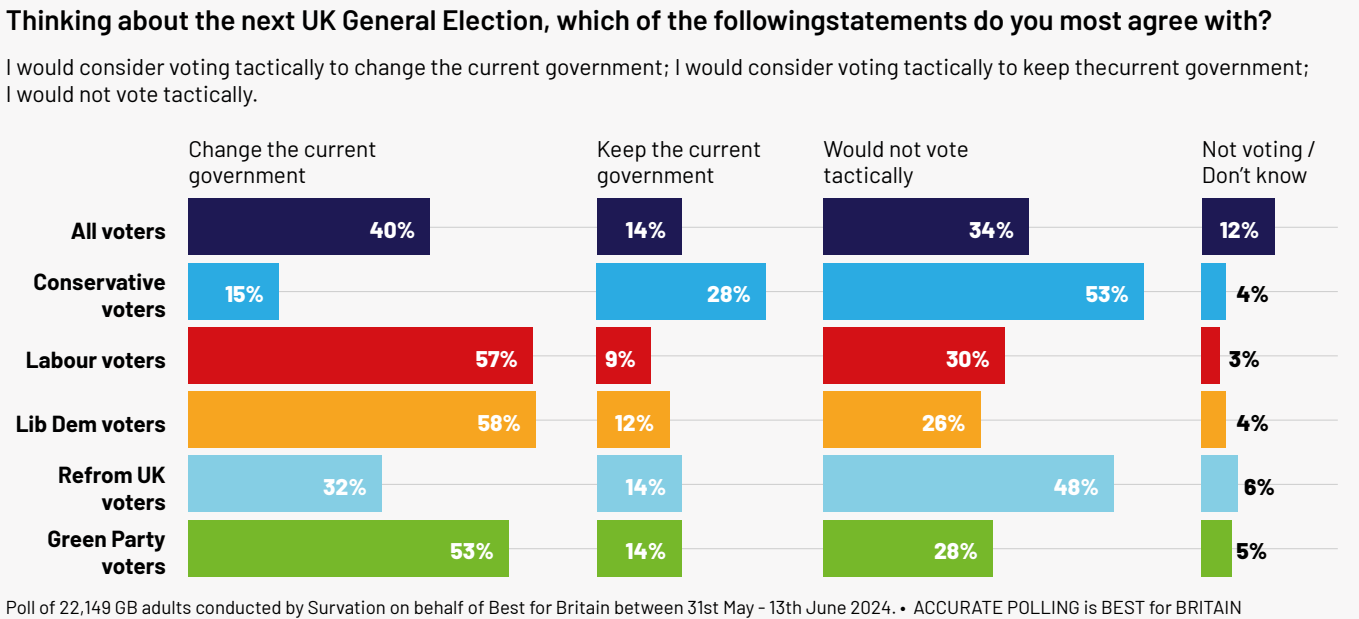
June 2024

Following the announcement towards the end of May that a General Election would be held on the 4th July 2024, Best for Britain commissioned another mega-poll and MRP analysis of voting intentions. Conducted by Survation between 31st May and 13th June, the poll sampled over 22,000 adults<sup>3</sup>.

The MRP placed Labour on a mammoth 456 seats and suggested the Conservatives could secure as few as 72 MPs. The rise of Reform UK as we approached polling

day was also apparent, with their vote share rising from the 9% we had measured in March to 12% and a predicted seven MPs in June.

We also found that 22% of voters already considered their voting intention to be tactical<sup>4</sup> and, with just a few weeks left of the campaign, 40% of all voters were considering voting tactically for a party that was not their preference in order to change the government.



With this analysis we were able to have confidence in the ability of voting tactically to make a real difference to the result of the election.

### Spotlight on the election

#### A desire for change

Our first poll of 2024 found the British public had a strong preference for a change of Government.

The 25,000-strong poll conducted by Focaldata<sup>5</sup> found that a remarkable 63% of the public wanted a change in the government and that this was the majority view across all age groups. We even found a remarkable 19% of those who felt that a change of government was needed, but still planned to vote Conservative regardless.

#### Voter ID confusion

2024 was the first time that photo ID would be required at UK polling stations in a General Election. Best for Britain's poll by Survation of 15,000 people in April suggested a lack of awareness about the rule change could prove pivotal in marginal constituencies<sup>6</sup>.

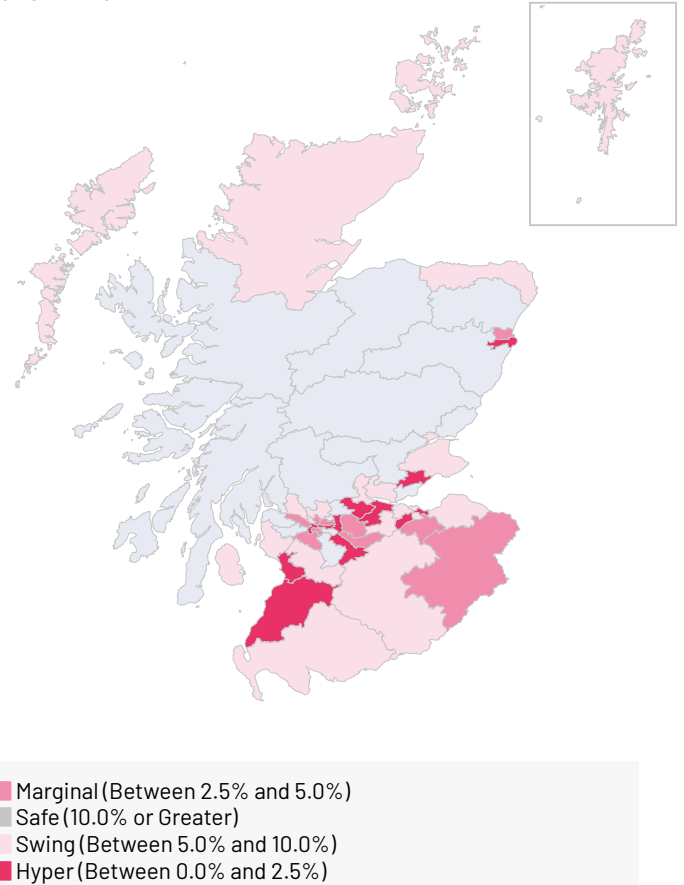
We found younger people tended to be less aware of the law change, and a high level of confusion was

recorded among minority ethnic groups including one in four (26%) who identified as Asian/Asian British, 23% of Black/African/Caribbean/Black British voters and 22% of those who identified as mixed/multiple ethnic groups.

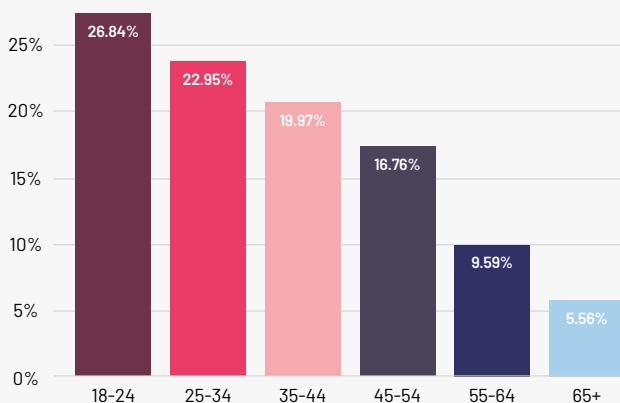
We took these findings seriously and built voter education tools into our election website, GetVoting.org, which allowed us to inform voters of the ID requirements in the run-up to the election.

#### Marginal Scotland

Our Spring MRP provided an opportunity to look closely at Scotland<sup>7</sup> and we found constituencies there were particularly marginal, with 3 in 5 constituencies (58%) on a knife-edge. Our research found that 21 seats were predicted to change hands, whilst a further 12 had either an ultra-marginal (less than 2.5%) or marginal (2.5%-5%) gap between the first-placed party and their closest rival.



**Voter ID: Respondents who were not aware of the rules**  
Categorised by age group



**Source:** A nationally representative poll by Survation on behalf of Best for Britain was carried out between 8th - 22nd March 2024, and asked 15,029 GB adults whether they were aware of new rules around photo ID ahead of forthcoming elections. The graph above shows respondents, categorised by age group, who were not aware of the rules.



### From the following, where do you think products labelled "NOT FOR EU" are generally made and manufactured?

Inside the UK

38.19%

Both inside and outside the UK

28.33%

Outside the UK

17.75%

Don't Know

15.72%

Source: Poll conducted by Survation on behalf of Best for Britain Limited. Field-work Dates 10th - 12th January 2024. Sample Size 1,027 UK residents aged 18+. The survey was conducted via online panel. Invitations to complete surveys were sent out to members of the panel. Differential response rates from different demographic groups were taken into account.

### Opinions on the UK's international relations "Not for EU" labels hit consumer confidence

In February, concerns were raised about plans by the Conservative government to require all meat and dairy products sold across the UK to be labelled "Not for EU" as part of plans to make sure goods that made their way to Northern Ireland for sale in shops there were clearly labelled so they could not be sold across the border in Ireland or the rest of the EU.

Our poll by Survation of over 1,000 adults<sup>8</sup> found almost one in five (19%) British consumers would be less likely to buy products which had been labelled "Not for EU" and only 28% correctly understood where 'Not for EU' products would be manufactured. Best for Britain highlighted the risk of confusion for shoppers in Great Britain and the plan was subsequently dropped.

### Yes to youth mobility

A poll conducted by Survation on behalf of Best for Britain in March 2024 found three in five people (59%) supported a youth mobility scheme with the EU, a number made more impressive by the cross party support for the policy<sup>9</sup>. A majority of Conservative voters (54%) were in favour of such a scheme, while

### Do you think the UK Government should, or should not, negotiate a 'Youth Mobility Scheme' with the European Union?

The UK should negotiate a youth mobility scheme with the EU

59%

The UK should not negotiate a youth mobility scheme with the EU

15%

Don't Know

26%

Commissioned by Best for Britain. Poll conducted by Opinium Research of 2,54 GB adults between 6th March 2024 and 8th March 2024, weighted to be nationally and politically representative. Question in full: A 'Youth Mobility Scheme' is a visa arrangement that allows young people, under the age of 30, to live and work in an overseas country for a specific period of time. The UK already has such agreements in place with countries including Iceland, Japan and New Zealand. Do you think the UK Government should, or should not, negotiate a 'Youth Mobility Scheme' with the European Union? • A CLOSER RELATIONSHIP WITH EUROPE is BEST for BRITAIN

half of Brexit voters also backed a youth mobility scheme with the EU.

Best for Britain, and the UK Trade and Business Commission, have continued to highlight the benefits and popularity of this policy idea and it has become a key pillar of negotiations between the UK Government and the EU Commission.

### Thinking about the UK's relationship with the European Union, do you think the UK Government should seek a closer or more distant relationship with the EU?

The UK Government should seek a closer relationship with the EU

49%

The UK Government should seek a more distant relationship with the EU

15%

The UK Government should not change our current relationship with the EU

24%

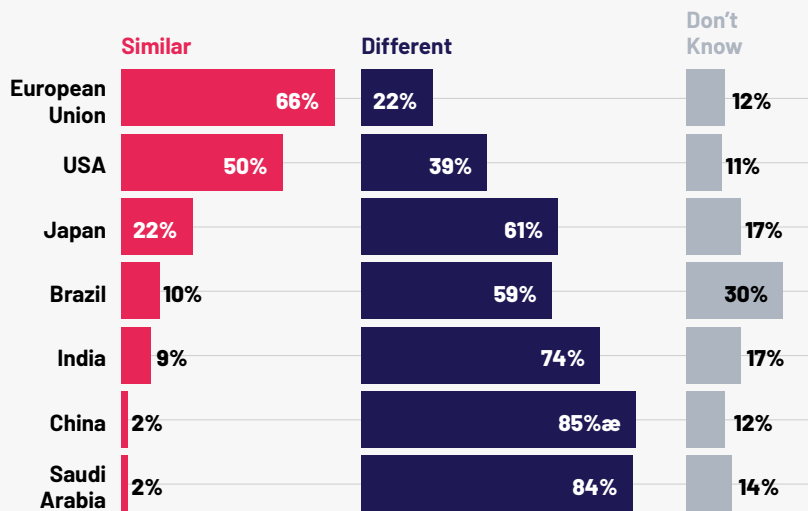
Don't Know

12%

Source: ource: A MRP of a nationally representative sample of 15,029 adults were asked about their thoughts on the UK-EU relationship by Survation on behalf of Best for Britain between 8th - 22nd March 2024.

In your view, how similar or different do you think the following countries, or bloc of countries', values are to those in the UK?

All GB adults



Source: YouGov poll on behalf of Best for Britain. Total sample size was 4,338 adults. Fieldwork was undertaken between 25th - 27th November 2024. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+). • CHANGING MINDS is BEST for BRITAIN

## A closer UK-EU relationship

In May, we published a poll of people's opinions on the UK's relationship with Europe<sup>10</sup>. By far the most popular option was a closer relationship with the EU: half of all Britons (49%) wanted a closer relationship compared to just 15% who wanted more distant relations. In a blow to the UK's leading Brexit-backing news outlets, closer EU-UK ties was also the most popular option among readers of the Daily Mail, The Sun and The Daily Telegraph.

## UK's international and trading relations

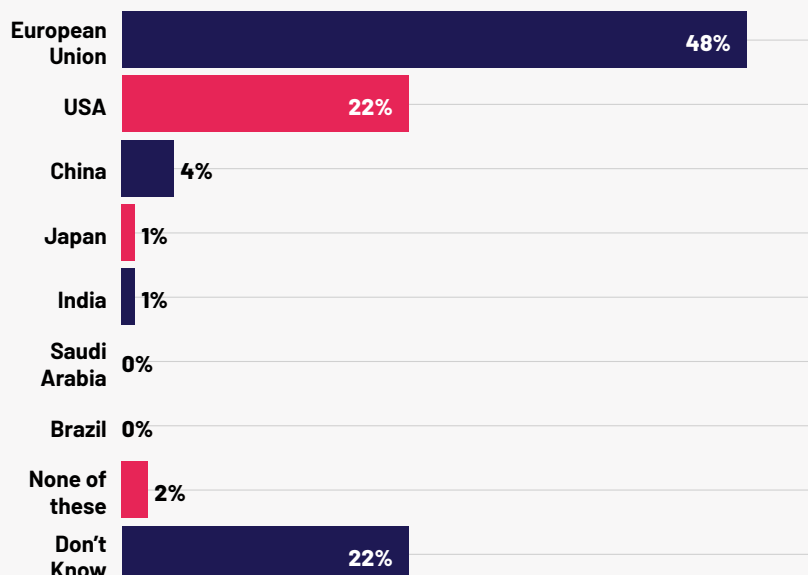
In December 2024, we commissioned YouGov to ask a representative sample of over 4,000 British adults several questions about the UK's trading relations and position on the world stage<sup>11</sup>. Respondents were given the choice of seven options to choose from; the EU, the USA, China, Brazil, India, Saudi Arabia and Japan.

We were particularly keen to understand more about the opinions of the voters who switched from the Conservatives in 2019 to Labour in 2024, delivering Labour a landslide majority in Parliament.

When it comes to how similar the UK public feels to other countries in the world, two-thirds had a sense of similarity with the EU, more even than those who felt similar to the United States. When it comes to trust, almost half (49%) of the UK population trusted the EU compared to 23% who did not - but the British public were more likely to distrust the United States than trust it.

In your view, which ONE of the following countries, or bloc of countries, do you see as the UK's most important trading partner?

All GB adults



Source: YouGov poll on behalf of Best for Britain. Total sample size was 4,338 adults. Fieldwork was undertaken between 25th - 27th November 2024. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+). • CHANGING MINDS is BEST for BRITAIN



**3 in 5**

(59%) Support a youth mobility scheme with the EU



**2/3**

Two thirds of UK public have a sense of similarity with the EU



**49%**

Of the UK trust the EU compared to 23% who do not



**54%**

Of UK public feel we should be more trade with the EU



**49%**

Of Britons want a closer relationship with the EU



**50%**

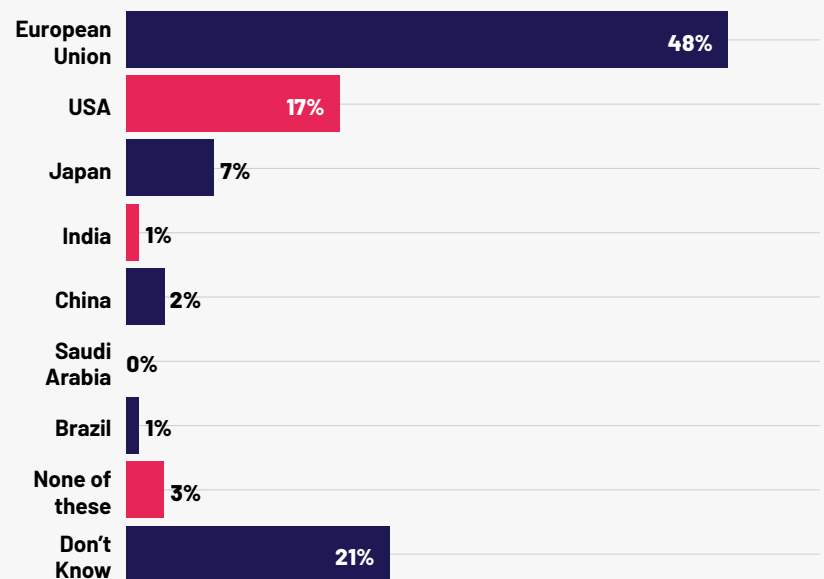
Of Brexit voters support a EU Youth Mobility Scheme

These sentiments of trust and similarity correspond with how the British public felt about our trading relations. Almost half of Brits (48%) viewed the EU as our most important trading partner, more than twice as many as those who backed America for top spot (22%). Interestingly, Conservative-Labour 2024 switchers were more likely than the average Brit to view the EU as our most important trading partner, at 56%.

A majority of the British public also felt that the UK should be doing more trade with the EU at 54%, with a mere 7% believing that we should do less trade with our closest and largest trading partner. Crucially, the number of Brits who believed the UK should trade more with the EU was 20% higher than the number who thought we should increase our trade with America.

**In your view, which ONE of the following countries, or bloc of countries, should the UK prioritise improving trading relationships with?**

**Switchers from Conservative in 2019 to Labour in 2024**



Source: YouGov poll on behalf of Best for Britain. All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 4,338 adults, of which 160 were Con19-Lab24 switchers. Fieldwork was undertaken between 25th - 27th November 2024. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+). • CHANGING MINDS IS BEST for BRITAIN



ASK

**LISTEN**

THINK

DO



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# B4B Supporter Survey Results

**Before long it will be a decade since the EU referendum and in that time so much has changed, not just our relationship with the EU, but the very nature of politics in Britain. We have witnessed the rise of far-right politics across the continent, and on our own islands; taken part in an election that delivered an end to 14 years of Conservative rule; and begun to appreciate the impact of a second Trump presidency in the United States.**

The parameters have changed, with a new Labour government promising to 'reset relationships' with the EU, and the prospect of President Trump and the war in Ukraine redefining geopolitics. As we near the first renegotiation of the UK's deal with Europe in 2026 we felt it important to understand where our supporters stand on the work that we do.

## Which of these campaigns or policies do you care about most?

### Results:

- |   |              |
|---|--------------|
| 1. Pushing the Government towards a closer relationship with the EU | #1.9 average |
| 2. Fighting the hard right and opposing Reform UK                   | #2.4 average |
| 3. Protecting rights and freedoms both home and abroad              | #2.8 average |
| 4. Campaigning for voters' rights and fairer elections              | #2.9 average |

## A closer relationship with Europe

94% supported campaigning for a Youth Mobility Scheme, allowing future generations of young people the opportunity to work and travel around Europe and the UK, providing invaluable cultural and economic benefits.

69% supported campaigning to help British artists reach their full potential by introducing a Visa Waiver agreement for British touring artists in the EU.

96% supported campaigning for beneficial alignment with the EU on standards and regulations to reduce trade barriers for British businesses trading across Europe.

## Taking on Reform UK

91% were concerned about Reform UK and 30% told us they would be willing to roll up their sleeves and get involved locally to challenge Farage's party. 60% said that they care deeply about this issue but can't get involved themselves.

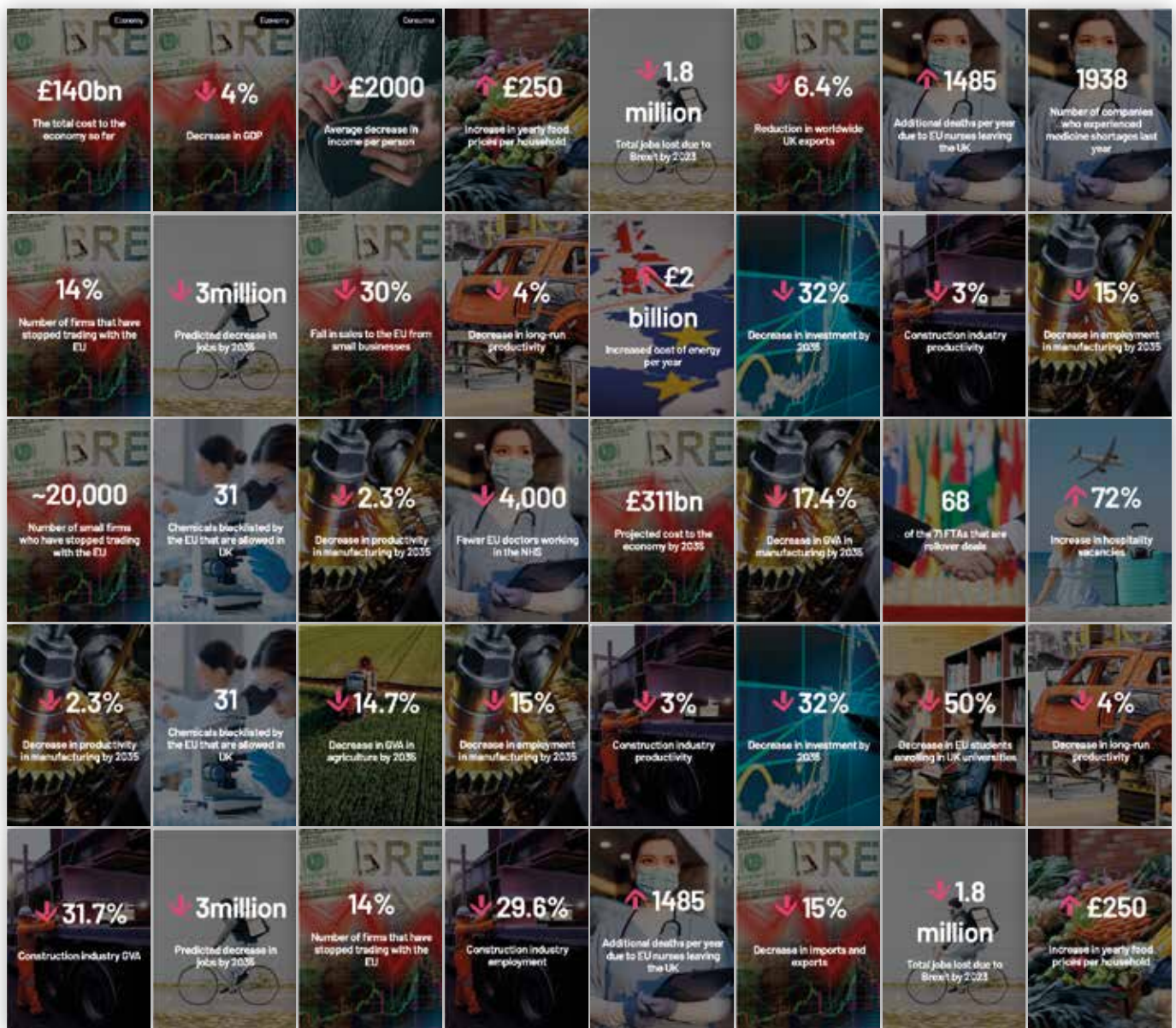
## Tracking the cost of Brexit

2024 marked the fourth year since we officially left the EU and the eighth since the EU Referendum. It is clear to the majority of Britons that Brexit has damaged the country, so we decided to count the ways Brexit has cost the UK and created our Cost of Brexit Tracker.

Our team collated all of the most recent figures from research carried out by academic institutions, research bodies and independent fiscal watchdogs. The tracker covers everything from headline economic figures to industry-specific stats and personal costs,

and will be regularly updated as new information is released throughout 2025. Ensuring that the data we collected for the Cost of Brexit impact tracker was reliable was our most important goal.

After collating and analysing the information, we created our tracker which allows our supporters to browse the data and share the most impactful stats across social media.







## Scandalous Spending Tracker

For the third year in a row, our Scandalous Spending Tracker made headlines detailing just how wasteful the Conservatives were in office and helping to bring them down.

Originally conceived as a method of tracking the avalanche of sleaze, dodginess and waste reported when Boris Johnson was Prime Minister, the tracker took on a life of its own with Liz Truss and Rishi Sunak, securing significant coverage in the lead up to the 2024 General Election.

So potent was this line of criticism against the Conservative Government that even Labour's Shadow Treasury Minister was keen to get in on the action, and was quoted in some of our later updates as the total figure grew. LBC even used the tracker to challenge Chancellor Jeremy Hunt live on air.

In our final update ahead of the election, the total sum was: **£131,209,116,062**



## Budget day blow as analysis finds Tories squandered £125billion in 5 years

The figure has grown by a staggering £25billion since last November – with almost all of it blown while Rishi Sunak was either Chancellor or Prime Minister



Comments 52



ASK  
LISTEN  
**THINK**  
DO



CHANGE MINDS → CHANGE POLITICS



# UK Trade and Business Commission

**BEST FOR BRITAIN** set up the UK Trade and Business Commission in 2021 to conduct the most comprehensive consultation of UK businesses since leaving the European Union and to develop policy solutions and recommendations for the UK Government.

New Chair,  
Andrew Lewin MP



## UK Trade and Business Commission

Between 2021 and 2024, the Commission hosted 38 evidence sessions, performed site visits across the UK, took over 80 hours of live testimony from 234 expert witnesses, industry leaders and business owners and received written evidence submissions from over 200 organisations as part of an open consultation. In 2023 the Commission published 114 recommendations to improve UK trade policy.

The General Election in 2024 meant that Commissioners suspended work while election campaigning took place and in 2025 the Commission is relaunching to help fix the problems business faces after Brexit.

## New Chair, Andrew Lewin MP

Andrew Lewin MP took over as Chair of the Commission following the 2024 General Election and the decision of

Paul Blomfield, Co-Convenor up to the election, to stand down from Parliament.

Andrew was elected as Labour MP for Welwyn Hatfield at the 2024 General Election and now sits on the Housing, Communities and Local Government Select Committee. Andrew was a Director at Clarion Housing Group, the UK's largest housing association, before his election and he has a background in communications.

## What next: A Volatile, Uncertain, Complex, Ambiguous Trading Environment

The UK left the EU in January 2020 having signed the Trade & Cooperation Agreement (TCA). The TCA will be reviewed by both parties in 2026 – just a year from now. Running concurrently to this known event are a series of significant, but as yet unknown, threats to trade across the world.



## A CLOSER RELATIONSHIP WITH EUROPE is BEST for BRITAIN

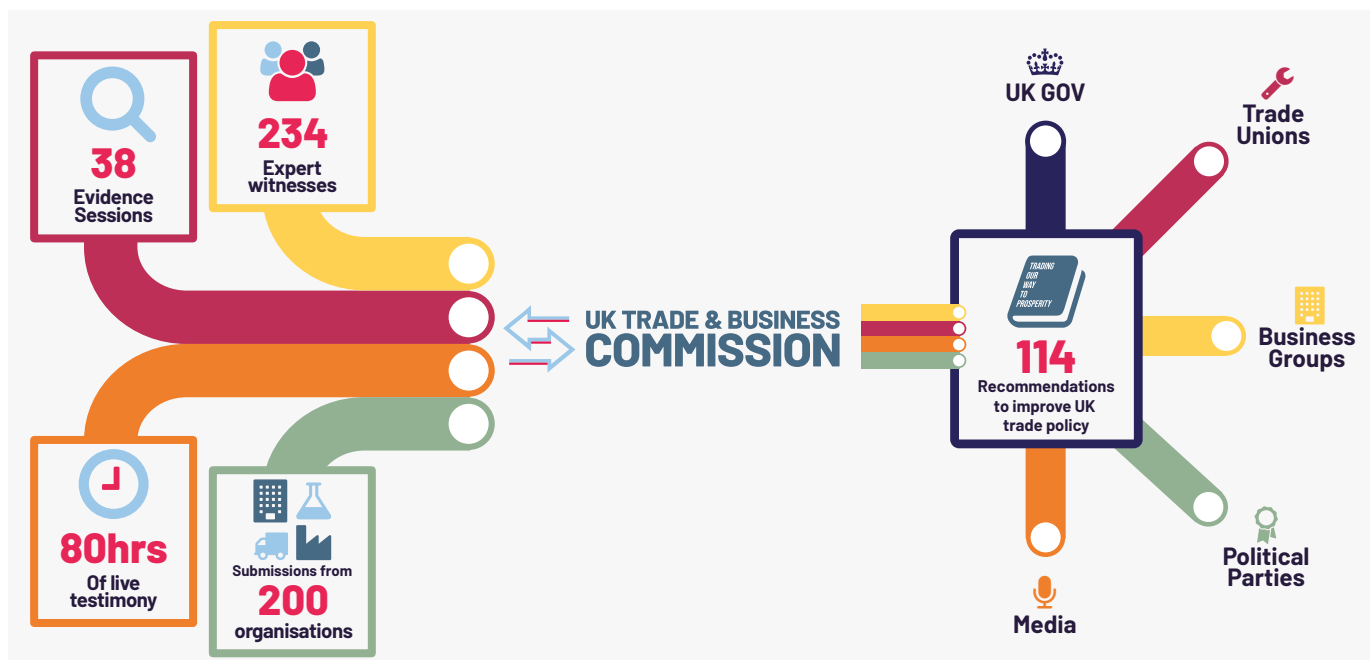
Donald Trump began his second Presidential term, and imposed hefty tariffs on imports to the USA. China, and other countries and trading blocs, have retaliated. Wars in Ukraine, the Middle East and Sudan, plus conflicts elsewhere, not to mention climate change, risk further supply chain disruption and with it, inflation.

Domestic political events across the world will also affect the appetite and perhaps even the ability of political leaders to negotiate changes to terms of trade with other countries and economic blocs.

In such an environment, UK trade policy will of course seek opportunities but trade offs will have to be made. The UK Trade and Business Commission will help

way to prosperity. They will take evidence, from small businesses and large, from trade experts and economists, from trade bodies and trade unions, to propose practical recommendations to the UK Government as they enter the TCA review, as well as making recommendations about existing and proposed trade deals with the rest of the world.

The UK is becoming less trade intensive. In 2023 trade as a ratio of GDP fell almost 4 percent. New trade deals, signed since Brexit, have not replaced the lost trade with the European Union, which is unsurprising when trade declines with distance. The UK is home to innovative brands that want to trade more freely, with less friction and cost, and our work intends to build on their experiences and propose policy solutions



to navigate a path through, bringing fresh evidence and policy recommendations to boost UK GDP in aggregate, and focusing on strengthening the trade of our nations and regions.

This is why our Commissioners are drawn from every major sector of the economy, from all walks of political and diplomatic life, and have the experience and ambition to support a bold plan for trading our

to deliver growth. We will use secondary data and evidence from trade policy literature, as well as from reviews conducted by House of Commons and Lords Committees. Primary data will be collected from expert witnesses and stakeholder groups providing written or oral evidence to the Commission, and other evidence may be gathered through polls and focus groups.



## Recommendation: A new independent Board of Trade

In 2024, we published a report outlining the need for a new independent Board of Trade. This report built on the initial recommendation by the UK Trade and Business Commission for the current Board of Trade to be replaced by an independent body that would act for the Department for Trade and Business as the OBR does for the Treasury.

The report highlights the inadequacies of the current Board of Trade, which is currently not independent of the UK government and fails to be proactive in pursuing trade matters and policy. We outlined several key roles for a new independent Board of Trade:

- To holistically consider trade policy opportunities as they relate to industrial strategy;
- To advise on regulatory matters;
- To evaluate trade policy options;
- To assess the cost implications of trade policy options.

Ultimately a new Board of Trade should take an active role in policymaking, and it should be a legal requirement for any new trade policy designed by the Government to be analysed by the Board before any decisions are made.

The report outlines that a new independent Board of Trade should also:

- Produce an annual trade report modelled on the equivalent reports released by the US and EU;
- Conduct impact assessments on any potential trade policy and current trade agreements;
- Collaborate with Government and Parliamentary Committees;
- Conduct an annual stakeholder survey, providing an entry point for UK businesses into Government.

We believe that a revitalised Board of Trade should be made up of a diverse portfolio of individuals. The Board of Trade board should consist of representatives from major UK business organisations, trade unions, devolved governments, SMEs, academics, and experts in trade and regulation. For each new trade policy or unique point of analysis, temporary members should be invited to participate who are tailored to the issue at hand.

In government, Labour has replaced the Board of Trade's members and refreshed its remit to focus on small businesses. Revamping the Board of Trade's remit and composition is a welcome and essential first step in what should be a total overhaul of what the UK Board of Trade is for and how it operates.

## Recommendation: A Visa System Fit for the Future

While conversations around immigration are often fraught in the political sphere, our 2024 report tried to cut through the noise and show how visa policy that is pragmatic and led by the needs of businesses and civil society needs to be adopted - as well as how we can adopt such a system, starting with initiatives such as a UK-EU youth mobility visa scheme.

Our report called on the government to introduce:

- a) A bilateral and reciprocal youth mobility scheme (YMS) with the EU. Such a policy would allow those between the ages of 18 and 35 to travel and work in the UK for a period of up to five years. The scheme would provide a host of economic benefits by providing a boost to the UK workforce and fixing issues surrounding labour shortages. As well as economic benefits, the scheme would enable cultural exchange between the EU and UK, important at a time when nationalist and isolationist rhetoric is so prevalent across the continent. Such a scheme was remarkably popular with Best for Britain supporters, with 94% supporting our efforts to campaign on the issue.

It is important to note that the UK already has successful youth mobility visa schemes in place with a

dozen countries outside of the EU, including Australia, Iceland, India, Canada, Japan, Monaco, New Zealand, South Korea, Hong Kong, and Taiwan. As we move into 2025, it is clear that a reciprocal youth mobility scheme has been described as an “indispensable element” of any UK-EU negotiation.

- b) A visa waiver scheme for touring artists. The current visa situation with the EU is costing our British artists opportunities abroad, hurting our cultural capital and economic development. The Independent Society of Musicians has found that 47.4% of British artists had lost working opportunities due to Brexit. Moving into 2025, Labour has committed to negotiating a visa waiver scheme for touring artists, recognising the administrative and economic burden the current visa arrangement is having on British artists.
- c) A review of the Shortage Occupation Scheme (SOS) & Seasonal Worker Scheme (SWS) visas. The ending of freedom of movement between the UK and EU created staff shortages across many different sectors, but particularly in those that rely heavily on seasonal workers, such as farming or hospitality. A review of the Seasonal Worker Scheme and the aforementioned Youth Mobility Scheme would give those sectors struggling with vacancies the opportunity to hire the staff they need.



ASK  
LISTEN  
THINK

**DO**



CHANGE MINDS → CHANGE POLITICS

# GetVoting.org at the 2024 General Election

**A NEW GOVERNMENT** after 14 years of Conservative rule, the highest ever numbers of Liberal Democrat and Green MPs and the worst ever result for the Conservatives, all delivered because voters desperately wanted change and were willing to vote tactically to achieve it.

17% of voters, around five million people, voted tactically. Best for Britain reached tens of millions with our election campaign and our tactical voting website GetVoting.org received

## Without Tactical Voting:



Labour  
would have  
**62**  
fewer MPs



Liberal Democrats  
would have  
**29**  
fewer MPs



Conservatives  
would have  
**91**  
extra MPs

**17%**



of all voters voted  
tactically - approximately  
5 million people



**21**

constituencies where  
GetVoting.org was  
instrumental in defeating  
the Conservatives

## During the six-week election campaign, we achieved:

**6.15**  
million

hits on GetVoting.org

**5**  
million

people reached through  
our advertising

**232**

key constituencies  
targeted with advertising

**11.7**  
million

advertising impressions

**80.5**  
million

organic impressions on  
social media





6.15 million hits. Our research straight after the election found 43% of all voters saw information about tactical voting during the campaign.

Our analysis of the results estimated that 91 Labour and Liberal Democrat MPs in England and Wales have tactical voting to thank for being elected. Without tactical voting, Liz Truss (remember her?) and former Conservative ministers Grant Shapps, Penny Mordaunt and Thérèse Coffey would all still be MPs. We changed minds, and changed politics as a result.

We now have a Parliament with more pro-European MPs than ever and a new UK Government determined to reset the UK's relationship with the EU. Our greatest impact is yet to come as we work to fix the problems Britain faces after Brexit.

### Preparation was key

We regularly tracked public opinion and while Labour's lead over the Conservatives grew in 2023 and 2024, we had also been tracking the rise of Reform UK's vote share since the 2019 election. As a result, we knew an intervention by Nigel Farage to stand down candidates to favour the Conservatives – or by entering the election as a candidate himself – could significantly change the electoral landscape.

So we made sure we were prepared. We started work on our GetVoting.org tactical voting site straight after the pandemic, in January 2021, only a year after Boris Johnson's 'Get Brexit Done' election win, and we kept working right up to 10pm on 4th July 2024.

### Our election objectives

When Rishi Sunak made his announcement in the rain outside No 10, we knew what we had to do. The next UK Government would have the unprecedented opportunity, and unenviable responsibility, to rebuild UK-EU relations after more than a decade of Eurosceptic Conservative misrule.

This is why Best for Britain had a double ambition for the 2024 general election:

1. Lock the Conservatives and other populists out of power for a generation
2. Elect as many pro-European representatives as possible to sit on the next UK Government's benches as well as the opposition benches

### GetVoting.org

Our new and rebuilt election website, GetVoting.org, was designed to provide voters with clear information, displayed in a clean and simple way, to help them cast

More people got their tactical voting information from GetVoting.org or Best for Britain than anywhere else



**6,159,289**  
hits on GetVoting.org  
from 22 May – 5 July



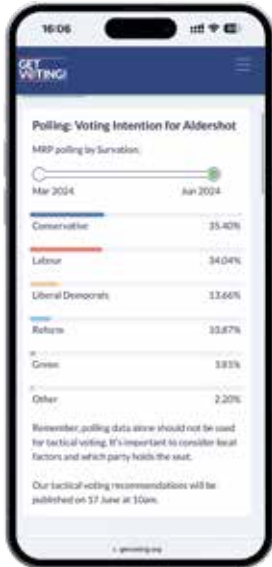
**43%** of all voters saw  
information about tactical  
voting at least once

their votes with confidence for the party best placed in their constituency to secure a new government. More than that, though, it provided comprehensive election information to voters – what forms of ID were acceptable; how to apply for a free Voter Authority Certificate if they needed to; information about whether their constituency had changed; and how to find their polling station.

### Constituency-level data

We collated and displayed local statistics on homelessness, food banks, housing, ambulance waiting times, energy bills and crime for each constituency, highlighting how voters' local areas had been hit by the last government's political choices.





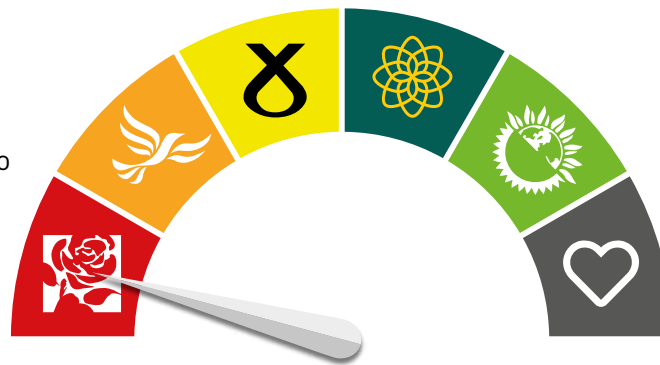
## MRP polling

We published the constituency-level MRP results of voting intention polling that we commissioned. We monitored all the polling and MRP analyses published throughout the election but we felt we should be as transparent as possible by publishing our own polling even where it disagreed with our assessment of

the electoral situation or our recommendations. We published three sets of MRP results on the site.

## Clarity

GetVoting.org was designed to make it clear at a glance which party we recommended as the tactical vote, using an easy to understand indicator wheel of party logos and a clear message in party colours at the top of the page.



## Transparent decisionmaking

We set out how we came to our recommendation decisions in a transparent and clear way, recognising that not all of our decisions would be based on polling alone, and that we would take into account incumbency, polling, local factors and our understanding of national party targeting strategies. Our 'decision matrix' highlighted which of these we used to make our decision in each constituency.

## Reaching our audiences

Best for Britain maintained our high volume of broadcast, print and online media coverage, with

a particularly strong impact in the first half of 2024 as we promoted GetVoting in the lead up to the General Election. In 2024 we secured more than 1,600 pieces of media coverage including:

- **300+** features or citations in national online & print media
- **1,300+** features or citations in regional online & print media
- **9** features or citations in international media
- **19** features or citations in trade media
- **28** broadcast appearances or citations
- **9** podcast appearances or citations



## Highlights included...

### GetVoting press

**conference:** The launch of GetVoting's tactical voting recommendations at a dedicated press conference was well attended by journalists and resulted in significant

coverage, including double page spreads in the Mirror and Guardian.

**Unparalleled polling:** We secured impactful coverage for original Best for Britain polling throughout the year, including on the front page of The Sunday Times, promoting our tactical voting campaign; new food labelling rules; trade priorities after the election; and even on the UK's favourite fast food to demonstrate our unparalleled polling insight in every constituency.



◀ Best for Britain polling on The Sunday Times front page, 31st March 2024



Boris Johnson claims we are heading for 'serfdom' if Starmer changes our awful Brexit deal. Ignore him  
**Naomi Smith**



◀ 17 June, Naomi Smith launches GetVoting.org at a press conference in London

27 May, Naomi Smith featuring as a guest commentator on Channel 4 News during the General Election campaign ▶



**Breaking new ground in broadcast:** Alongside numerous appearances in broadcast outlets where we have previously featured, 2024 saw Best for Britain make inroads into new and extremely popular platforms including BBC Radio 2, Channel 4, and across the Global radio network.

**OpEds:** We secured coverage for long-form pieces advocating tactical voting and UK Trade and Business Commission recommendations in notable outlets, including the Guardian and Politics.co.uk.

**Women in Westminster:** Our CEO was named one of the 100 most influential women in Westminster by House Magazine on International Women's Day 2024.

### Social Media

This year was a particularly seismic one for social media, both at Best for Britain and within the wider political context. With TikTok becoming an ever more important tool in a campaigning organisation's roster, community standards on X (Twitter) slipping to an unpalatable extent and BlueSky emerging as a progressive alternative, 2024 was certainly a year of change.

Across our channels we produced:

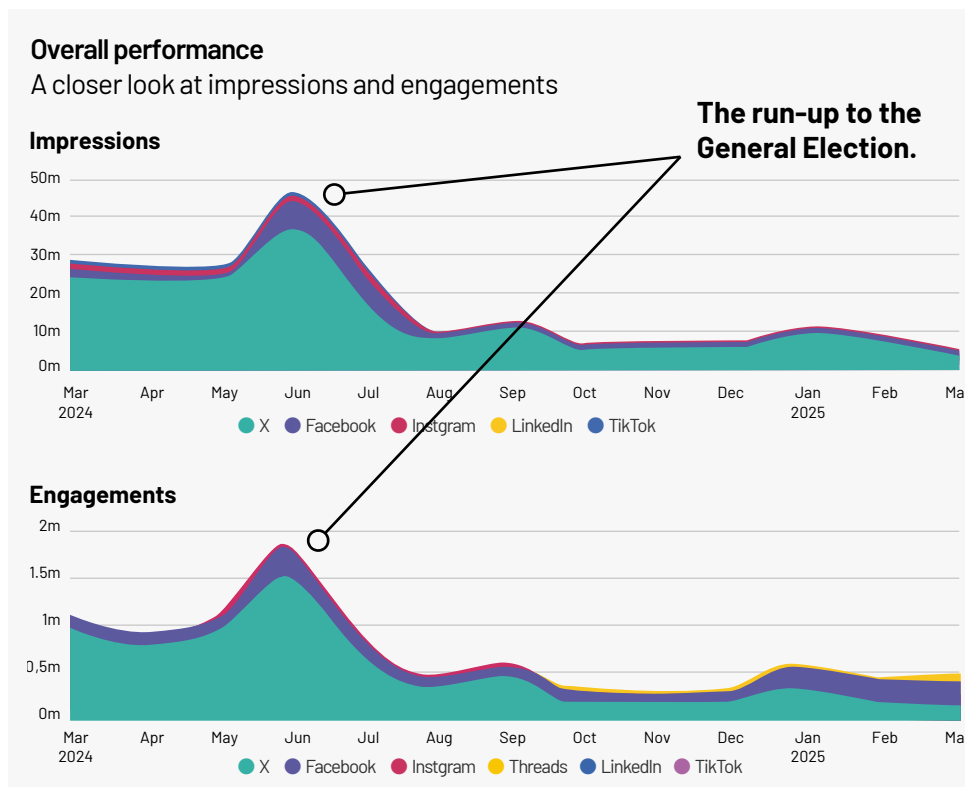
- Over 8,000 posts published
- 10 million engagements
- 210 million impressions

for Britain's campaigns began to leave the site as X's algorithms changed. To combat this fall in community standards, Best for Britain took two decisions:

To set up an account on the social media site BlueSky, an alternative for X where many of the more progressive voices flocked, including journalists, MPs and the general public.

We maintained a presence on X, as it's critical to our mission to seek to change minds across many types of platform, but switched to a distribution-only model to limit engagement with the most hostile users.

To date we have over 66,000 followers on BlueSky and over 180,000 on X.



### TikTok and other channels

In 2024, TikTok once more grew in stature and influence. In particular, Best for Britain wanted to utilise the growing platform as we approached the General Election.

One particular way we used TikTok to connect with the public was to produce short vox-pops in and around London. We also used the platform to share our "Can't wait" campaign earlier in the year and the progress of our Scandalous Spending Tracker, all of which performed well.

### The eXodus

As Elon Musk degraded X for his own political aims in the run-up to the 2024 US Election, millions of users left the site. In particular, many progressive users such as those with a more receptive outlook on Best

Our Instagram channel continues to be an important asset for our organisation, in particular the sharing of graphics and the celebration of specific international days and wider campaigns, such as various fights against forms of discrimination and prejudice.





### *A Voice for Business*

Ahead of the General Election, Labour piled resources into engaging and persuading business leaders, resulting in 121 founders and chief executives signing an open letter to The Times endorsing the party's economic plan in May. We took note: persuading Labour of the value of a deeper trade deal with the EU would require a chorus of business backers.

While we already had a stable of business contacts (and supporters of our work) from the Trade Unlocked 2023 conference and our work on the UK Trade and Business Commission, we needed to expand this, launching a coordinated advertising campaign to acquire new business contacts primarily in Labour constituencies. Our aim was to take the user on a journey to understand:

- How Brexit is impacting the business environment in which they operate;
- Why this relates directly to their business;
- How the problems created by Brexit differ from

wider macroeconomic factors such as the energy crisis, the war in Ukraine and the lingering effects of the Covid pandemic;

- Solutions to the issues impacting them;
- And, crucially, the best way to engage with their MP, Metro Mayor or relevant Minister.

As our Trade Unlocked branding and website already had established credibility and decent positioning in search engine results from the 2023 conference, we opted to use Trade Unlocked as our business resource hub, refreshing the website with whitepapers, blogs, and landing pages for our online ads. We established several routes to gain contacts through LinkedIn ads, including running webinars, setting up a business owners LinkedIn group, and producing downloadable whitepapers relevant for our target industries.

This work continues into 2025, with the aim to have a champion of our work and proposed fixes to the Brexit deal speaking directly to their MP in every Labour constituency.



# FINANCES AND GOVERNANCE

CHANGE MINDS → CHANGE POLITICS

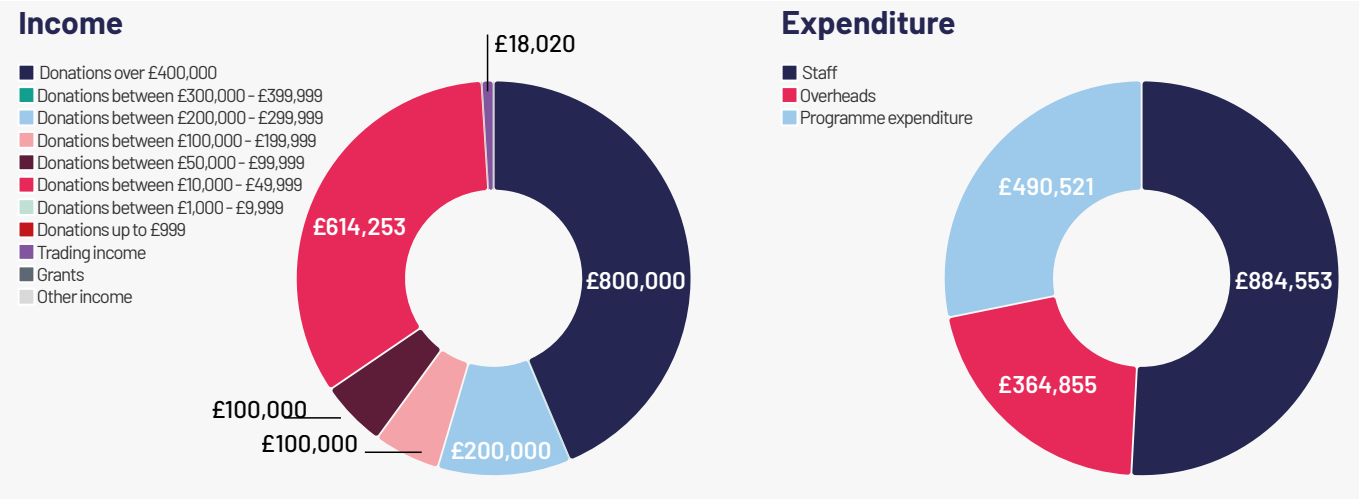


# Finances and Governance

## How we worked in 2024

INCOME		EXPENDITURE	
YE Oct 2023	£2,850,607*	YE Oct 2023	£2,740,677*
YE Oct 2024	£1,832,273	YE Oct 2024	£1,739,929

\* Income and expenditure for 2023 included the Trade Unlocked 2023 conference at the Birmingham NEC, a significant project that was not repeated in 2024 and accounts for the difference between 2023 and 2024 figures.



**THE TEAM PULLED** together to deliver an immensely impactful campaign in the run up to the General Election. We took steps to look out for the wellbeing of the team during this crucial period, including providing resilience training, and we undertook a staff survey to better understand where we could make improvements to our culture and benefits.

Following the election we worked with the Board to renew our strategy and the whole team contributed to this. We are now focused on the period ahead and on working together to deliver our strategic goals in the run up to the TCA Review and beyond.

The People Committee and Finance Committee of the Board supported us through changes in the team structure, our audit and provided expertise and guidance on various issues that arose during the year.

We remain extremely grateful to all our donors, especially for the support in the run up to the General Election. We wouldn't be able to do this without you. **Thank you!**



# Our Board

In 2024



Peter Norris, Chair



Naomi Smith, CEO



Kim Darroch



Stephen Dawson



Emma Degg



Carma Elliot (joined October 2024)



Miatta Fahnbulleh (resigned July 2024)



Shaks Ghosh



Anatole Kaletsky



Alastair McBain



Frank McKenna



Samia al Qadhi

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