

ANNUAL REPORT 2025



**European
Movement**
United Kingdom

www.europeanmovement.co.uk

**EUROPE
OUR HOME**

**EUROPE
OUR FUTURE**



FOREWORD

The past year has seen a welcome shift in the national conversation about our relationship with Europe. After years of division and denial, a more open and practical debate is emerging, one that recognises how much we gain by working with our closest neighbours. European Movement UK has been a key part in that shift, helping to ensure that cooperation with Europe is firmly back on the political agenda.

I am proud of the part the Movement has played in that change. Across Parliament, business, the media and communities nationwide, we have brought people together to make the case for partnership over isolation, for engagement over retreat. Our progress has only been possible because of the energy and commitment of our members, local groups and grassroots volunteers who keep this cause alive in every part of the country.

That spirit of optimism and determination runs through everything we do. The challenges ahead are significant, but so is the opportunity before us. Public attitudes are changing, political space is opening, and the appetite for a closer relationship with Europe is growing once again.

European Movement UK is on much surer footing now and keen to accelerate momentum into the years ahead. We are confident in our values, proud of what we have achieved, and increasingly ambitious to shape a future in which cooperation with Europe is once again central to who we are.



Dr Mike Galsworthy
Chair, European Movement UK



Sir Nick Harvey
CEO, European Movement UK



YEAR IN HIGHLIGHTS

A year of growth and impact – strengthening the UK's voice for cooperation with Europe across politics, business, media and communities.

National influence and political engagement

European Movement UK helped keep the UK–EU relationship firmly on the national agenda. The launch of the **All-Party Parliamentary Group on Europe** brought together more than one hundred MPs and Peers to focus on practical cooperation, while the **Business with Europe** network began building cross-sector support for renewed economic partnership.

The Movement has worked closely with ministers, parliamentarians and European counterparts throughout the year and led a parliamentary delegation to Brussels to strengthen political and institutional ties.

Campaigns and advocacy

Six national campaigns advanced concrete proposals for rebuilding cooperation across key sectors: **youth mobility** and **Erasmus+**, **trade** and **business access**, **defence** and **security**, **environment** and **climate**, **freedom of movement** and **human rights**. Preparations are underway for **'Reimagine: Our European Future'**, marking the tenth anniversary of the EU referendum with a national moment to move beyond past divisions and focus on Britain's future relationship with Europe. The award-nominated documentary *Flags in the Wind* highlighted Europe's role as a peace project and drew international recognition for the Movement's creative advocacy.

Growing reach and visibility

More than **250 media appearances** across print, broadcast and digital outlets established European Movement UK as the trusted voice on the UK's relationship with Europe. Strategic digital investment generated record engagement, with over **14 million video views** and strong growth across all social platforms.

Membership **rose by eight per cent to 26,000**, supporting the UK's largest pro-European network of **more than 276,000 supporters nationwide**. Local groups led community events in every region, marking Europe Day, hosting film screenings and running creative projects through the Building Bridges fund.

Partnerships and collaboration

Work with the **European Movement International**, **Young European Movement**, **European Movement in Scotland** and **Wales for Europe** deepened coordination across the wider pro-European network. Collaboration with business leaders, educational institutions, and environmental partners broadened the organisation's influence and reach.

A new polling and insight programme has also begun shaping communications and campaign strategy, helping to refine messages and reach key audiences more effectively.



A local European Movement group hosts a screening of the documentary 'Flags in the Wind'



European Movement UK staff taking part in a team away day



06
NATIONAL CAMPAIGNS
DELIVERED



250+
MEDIA
APPEARANCES



14.4
MILLION
VIDEO VIEWS



26,000
MEMBERS
(+8%)



276,000
SUPPORTERS
NATIONWIDE



100+
ACTIVE LOCAL
GROUPS



55,000
ECHR
SIGNATURES



100+
MPS & PEERS IN
EUROPE APPG



20+
NATIONAL
EVENTS

Confident for the future

The year closes with renewed momentum, a growing supporter base and a clear strategic direction. Across Parliament, business, media and civil society, European Movement UK is driving the national conversation about how cooperation with Europe delivers for the UK - and building the foundations for even greater impact in the year ahead.

UK–EU RELATIONS IN 2025: A CHANGING POLITICAL LANDSCAPE

A year that re-opened doors between the United Kingdom and Europe – against a backdrop of global instability.

The past year has seen Europe's political map shift dramatically. The return of President Trump to the White House, instability in the Middle East and continuing Russian aggression in Ukraine have reshaped the global balance of power. In response, Europe has moved closer together, deepening cooperation not only within the European Union but across the wider continent. The United Kingdom has been a key part of that response, contributing to European security and reaffirming its role as a partner and ally.

At home, the election of a Labour Government committed to a 'reset' of the UK–EU partnership marked a decisive change of tone. The Government has become increasingly open in acknowledging the economic damage caused by leaving the European Union, which is now estimated to be costing the taxpayer more than £800 million each week. The Office for Budget Responsibility continues to estimate that productivity will remain about four per cent lower, and trade intensity around 15 per cent weaker in the long run, than if the UK had remained a member of the EU.

In May 2025, the first UK–EU Summit took place in London. It was a landmark event and the start of what will now be annual meetings between leaders. It marked the most significant step forward in UK–EU relations since the Trade and Cooperation Agreement was signed. While much of the detail will take time to finalise, the Summit delivered a genuine breakthrough: a new, practical framework for rebuilding cooperation after years of uncertainty. Both sides agreed a Common Understanding, setting out shared commitments to work more closely across key areas of mutual interest.

Key outcomes:

- A Sanitary and Phytosanitary (SPS) agreement, reducing red tape and border checks on food and agricultural products
- Linking Emissions Trading Systems (ETS) to avoid carbon charges under the EU's Carbon Border Adjustment Mechanism (CBAM).
- The UK reconnecting to the EU's internal electricity market, improving energy efficiency and lowering costs.

The Summit also launched a Security and Defence Partnership, paving the way for UK participation in the EU's Common Security and Defence Policy (CSDP) and Permanent Structured Cooperation (PESCO) projects, and access to Security Action for Europe (SAFE) funding, a new EU programme supporting joint defence and technology initiatives.

The year ahead will be pivotal. Negotiations will continue to implement the commitments made in the Common Understanding. The second UK-EU Summit, due in 2026, will provide a further opportunity to deepen cooperation. At the same time, the Trade and Cooperation Agreement (TCA) is due for review.

After years of uncertainty, a more constructive and practical relationship between the United Kingdom and the European Union is taking shape. The task now is to go further and make that cooperation work in trade, energy, security, climate and people-to-people links, for the benefit of both sides.



WHO ARE WE?

European Movement UK is the country's largest pro-European organisation. We bring together people, communities and parties from across the political spectrum who believe the United Kingdom's future lies in close partnership with its European neighbours.

Founded in 1949, the Movement has worked for more than seventy-five years to promote cooperation, democracy and peace across the continent. Our purpose today is to rebuild the UK's relationship with Europe in practical, positive ways, strengthening cooperation on trade, energy, security, science, culture and the environment, and helping return the UK to the heart of Europe.

The UK and Europe share values, interests and responsibilities, and by working together we are stronger, safer and more prosperous. The best interests of both the UK and the EU are served by the closest possible partnership, grounded in shared purpose and mutual respect.

European Movement UK is a single-issue organisation powered by its members, supporters and volunteers. Our nationwide network spans the UK, with local branches leading campaigns and community activity, while nationally we work with parliamentarians, businesses and civil society to shape the debate and influence policy.

Our governance combines accountability with grassroots leadership. The Board oversees finance, strategy and compliance, while the Council brings together one hundred representatives elected by members across the UK to help guide the organisation's campaigning and public policy work.



Members gather for the European Movement UK Grassroots Conference

The staff team, based in London and across the UK, delivers the organisation's day-to-day work. The team of 22 covers campaigns, communications, public affairs, grassroots engagement, digital, membership and finance. They are supported by a small number of retained consultants providing expertise in policy, media and digital engagement, and acting as ambassadors by representing the Movement in think-tank, academic and policy discussions in Brussels, London and beyond.

We are part of a wider European family. The Movement works closely with **European Movement International**, **Young European Movement**, **European Movement in Scotland** and **Wales for Europe**, sharing research, campaigns and coordination across borders. Together, we represent a growing network committed to rebuilding cooperation and ensuring the UK plays its full part in Europe's future.



CO-PRESIDENTS



Caroline Lucas

Dominic Grieve KC

CHAIR



Mike Galsworthy

THE ALL-PARTY PARLIAMENTARY GROUP ON EUROPE

A cross-party network of parliamentarians working to keep the UK-EU relationship high on the agenda and strengthen cooperation with Europe.

Members of the APPG on Europe during an evidence session in Parliament



EU Ambassador Pedro Serrano speaks at the APPG on Europe's European Day of Languages Reception in Parliament

The All-Party Parliamentary Group on Europe (APPG) was established in late 2024 to keep the UK-EU relationship high on the agenda in Parliament and to strengthen understanding between the United Kingdom and its European partners. It brings together more than one hundred parliamentarians from across the House of Commons and the House of Lords who recognise that the UK's prosperity, security and global influence are best served through close and constructive cooperation with Europe.

European Movement UK acts as the APPG's Secretariat, coordinating its programme of activity and supporting its policy work, events and communications. The APPG has quickly become one of the most active and respected groups in Westminster, providing a credible, cross-party forum for informed debate on the UK-EU relationship.

A year of activity and engagement

In 2025, the APPG delivered a full and ambitious programme of work, holding a series of policy roundtables and evidence sessions examining progress on commitments made at the May London Summit and opportunities for closer collaboration.

100+ MPs & Peers as members	10+ events & evidence sessions
3 meetings with the Minister for EU Relations	1 delegation to Brussels

Throughout the year, the APPG worked closely with European embassies and diplomatic missions, hosting ambassadors and senior officials to strengthen links between Westminster and European capitals. The APPG also met regularly with UK Ministers, including three meetings with the Minister for EU Relations, to ensure that parliamentary discussions remained connected to government negotiations and policy development.

Connecting Parliament with Europe

An APPG delegation, accompanied by staff from European Movement UK, visited Brussels. The visit included meetings with senior members of the European Parliament, including the Chair of the Foreign Affairs Committee and the Chair of the Delegation to the EU–UK Parliamentary Partnership Assembly.

The APPG also hosted the EU Commissioner for Democracy, Justice, the Rule of Law and Consumer Protection for a discussion on how to strengthen cooperation in justice, governance and citizens' rights. It has developed strong links with the Domestic Advisory Group (DAG) established under the UK–EU Trade and Cooperation Agreement, which brings together business, trade unions and civil society organisations.



Stephen Gethins MP, Richard Baker MP and Nick Harvey meet Sandro Gozi MEP at the European Parliament as part of the APPG on Europe delegation



APPG on Europe hosts Irish EU Commissioner Michael McGrath in the UK Parliament

BUSINESS WITH EUROPE

Helping business find its voice again and lead the case for rebuilding cooperation with Europe.

"From my time as Secretary of State for Business, Innovation and Skills, from the work I do with the European Movement and my current involvement with business start-ups, I know that a broad consensus exists in the business world in favour of closer trading relationships with our European neighbours. It is my firm belief that joining together in this new forum will benefit businesses large and small and help the British economy power the growth and prosperity we desperately need."

— Sir Vince Cable, Chair, Business with Europe Steering Group



Dominic Grieve KC, Sir Vince Cable and Nick Harvey speak at the Business with Europe Summer Reception in London



European Movement UK Patron and former President, Lord Heseltine, addresses a packed audience at the Conservative Party Conference

Giving business a stronger voice on Europe

The Business with Europe network is being developed by European Movement UK to give business a stronger voice in the national debate on the UK's relationship with Europe. It has emerged from a shared frustration at the relative silence of the business community before, during and since the referendum, despite the clear economic risks and now tangible damage of leaving the European market.

Business once led the UK into Europe but failed to defend that position when it mattered most. There is now growing recognition across industry that rebuilding cooperation with Europe is vital for growth, competitiveness and investment. Ministers have also signalled that they would welcome more outspoken business voices pressing for the reset to go further.

Building the network

The initiative's development has been shaped through a **series of business roundtables** and a breakfast in the House of Lords, which brought together senior figures from **industry, finance, professional services** and **trade bodies**. The need for a forum for open, constructive discussion and advocacy became clear, leading to the formation of a steering group, chaired by European Movement UK Patron and former Business Secretary **Sir Vince Cable**

Growing reach and visibility

A **summer reception in London** attracted business figures from a wide range of industries and professions, and an event at the **Labour Party Conference** in Liverpool engaged regional stakeholders and demonstrated strong appetite from beyond the south-east.

Partnerships and collaboration

Plans are now being developed for a **formal 2026 launch** as a member-funded, business-led platform for lobbying, networking and advocacy on the economic case for closer cooperation with Europe.



COMMUNICATIONS AND MEDIA REACH

Amplifying the national conversation on Europe through trusted media relationships and a rapidly expanding digital presence.

A national voice shaping the debate

European Movement UK has become an authoritative national voice shaping how these issues are discussed.

In 2025, coverage of the organisation's work and analysis featured in more than **250 media pieces** across leading newspapers, online outlets and broadcasters. Articles and interviews appeared in The Times, Guardian, Independent, Financial Times, Politico, iPaper, Sky News, LBC and Times Radio, among others. This growing visibility reflects a reputation built on accuracy, expertise and reliability.

Strategic focus and growing influence

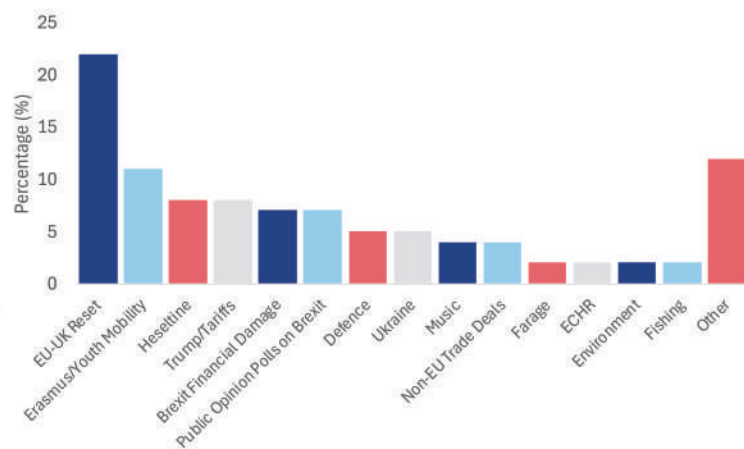
Media engagement has been guided by a clear communications strategy focusing on achievable, high-impact priorities. Throughout 2025, activity highlighted themes central to the UK-EU relationship: the political reset, youth mobility and Erasmus+, European defence and security, the economic and trade impacts of current arrangements, environmental cooperation and the case for renewed freedom of movement. Concentrating on these areas has positioned the Movement as a principal reference point for credible commentary and evidence-based advocacy.

Digital reach and engagement

The same clarity of purpose has driven significant growth across digital platforms. Video and social media have become central to engaging new audiences and sustaining a strong national presence. In 2025, videos on Facebook recorded more than 14.4 million views, with engagement up 166 per cent and more than 630,000 interactions. Audiences expanded rapidly across other platforms, reaching 120,000 accounts on Instagram, generating 420,000 impressions on X, 60,000 views on TikTok and 330,000 on Facebook Reels.

Together, this activity has delivered a step-change in visibility and reach. Digital content now drives conversation, builds community and reinforces the Movement's position as the leading pro-European organisation in the UK. With enhanced creative and video capacity, communications are set to play an even greater role in extending influence and ensuring Europe remains a visible, mainstream part of national debate.

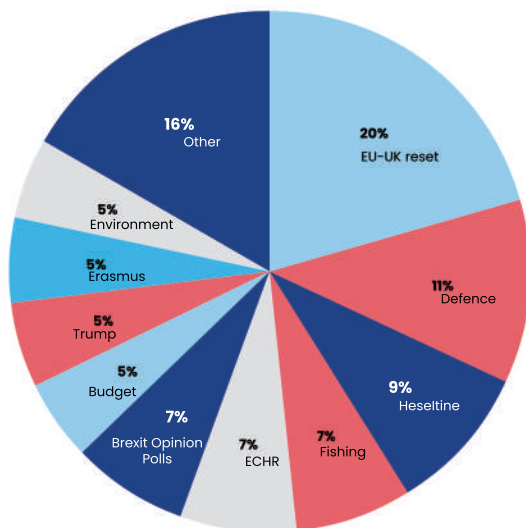
Newspaper and Website Coverage Oct 2024 – Oct 2025



European Movement UK Chair
Mike Galsworthy during an
interview with Jeremy Vine on



Broadcast Coverage Oct 2024 – Oct 2025



European Movement UK
Co-President, Dominic Grieve
KC, discusses the impact of
leaving the EU in a media
interview

MEMBERSHIP, GROWTH AND FUNDRAISING

A growing national movement with expanding membership, dynamic supporters and strong fundraising.

Expanding reach and engagement

Membership of European Movement UK continues to grow, reflecting the organisation’s strength, professionalism and broad public appeal. In 2025 membership rose to **26,000**, an increase of **eight per cent** on the previous year.

Growth has been driven by consistent outreach, creative communications and effective partnerships. Targeted digital advertising, collaborative initiatives with media platforms and joint membership promotions have brought thousands of new supporters into the Movement. Member events, webinars and direct engagement have deepened participation and strengthened the link between national campaigns and local action.

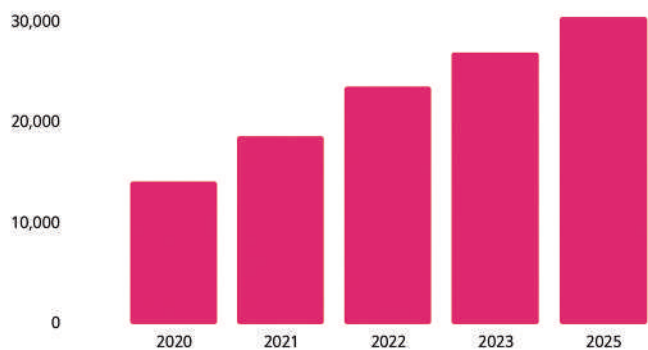
Strong fundraising performance

European Movement UK’s robust financial base is underpinned by sustained membership income and successful fundraising appeals. A major spring crowdfunder focused on the May UK–EU Summit **exceeded its £75,000 target**, while subsequent campaigns on European cooperation and the ECHR attracted new donors and extended reach.

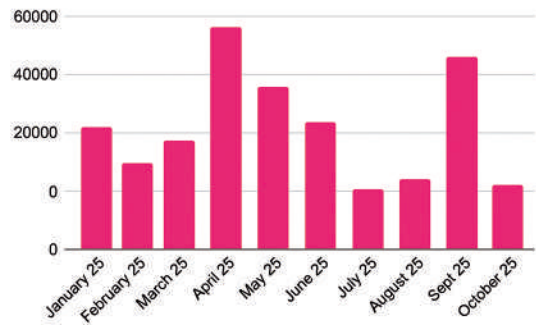
Merchandise sales and legacy giving programmes continue to perform well, combining consistent income with growing awareness of long-term support opportunities. Together these efforts provide a stable and diversified funding base for future activity.

The continuing expansion of membership, fundraising and supporter engagement demonstrates both the reach and momentum of European Movement UK, and the organisation’s strong position for sustained growth in the years ahead.

Membership growth



One off donation income



POLLING AND INSIGHT

Groundbreaking research providing a deeper understanding of public attitudes towards Europe and how to shift them.

Understanding the landscape

European Movement UK has completed the first phase of a major polling and insight project to map public attitudes towards Europe in greater depth than ever before. This work provides a detailed picture of how people across the UK think about cooperation with Europe and identifies the groups most open to change.

The findings define the key audience segments European Movement UK needs to engage, convert and consolidate in the years ahead. A second phase of research will test which issues and messages resonate most strongly with each segment, allowing European Movement UK to tailor its outreach and communications for maximum impact.

Turning insight into action

This evidence base is already shaping campaign design and communication strategy. Polling data now underpins the organisation's social media planning, advertising, and content development – ensuring that messages reach the right audiences, on the right issues, with the right tone. The project marks a significant step forward in building a professional, data-driven approach to campaigning for closer cooperation with Europe.

CAMPAIGNS

An ambitious series of campaigns combining research, advocacy and mobilisation to strengthen the UK's partnership with Europe.

Ambitious campaigns shaping national debate

European Movement UK has embarked on the most wide-ranging series of campaigns in its history. Each is designed to influence policy, inform debate and demonstrate how practical cooperation with Europe can deliver results for the UK. Together, they show a confident, professional approach that connects evidence, communication and grassroots engagement to achieve measurable impact.

Erasmus+ and Youth Mobility

A renewed national campaign is building support for the UK to re-join Erasmus+, uniting educators, students and sector leaders behind a shared goal of restoring opportunities for exchange and collaboration.

Environment and Climate Change

The campaign One Earth. One Team, launched alongside the report A New Agenda for UK-EU Energy, Climate and Environment Cooperation, has created new partnerships with environmental organisations and industry.

Defence and Security

The Movement's first in-house documentary, *Flags in the Wind*, filmed in Ukraine's Lviv region, offered a powerful insight into Europe's role as a peace project. The award-nominated film featured rehabilitation centres, citizens and local leaders responding to Russia's invasion, reinforcing the case for continued UK-EU cooperation on defence, security and humanitarian support.

Access to the European Market

The second Business Impact Report gave voice to British businesses navigating new barriers to trade with Europe. Drawing on detailed interviews, it provided clear evidence of the challenges facing exporters and investors. A follow-up study, due in 2026, will build on this work and strengthen the case for renewed access to the single market and customs union.

Defending the ECHR

In response to renewed political attacks on the European Convention on Human Rights, the Movement launched a national mobilisation campaign which attracted more than 55,000 signatures. The campaign reaffirmed the UK's historic role in shaping the Convention and underlined European Movement UK's commitment to democracy, human rights and the rule of law.



European Movement
UK's award-nominated
in-house documentary,
'Flags in the Wind'

Freedom of Movement

Work continues on developing a major campaign to rebuild freedom of movement between the UK and Europe. The initiative will complement the youth mobility campaign, maintaining distinct objectives while sustaining engagement and public support through 2026.

Reimagine: Our European Future

Marking ten years since the 2016 referendum, Reimagine: Our European Future will be launched in 2026 as a national moment to look forward. It will invite the country to move beyond the divisions of the past and focus on the UK's future relationship with Europe. Plans include a major public event, a series of films and essays, and a refreshed presentation of European Movement UK's identity and message.

Through these campaigns, European Movement UK is demonstrating its ability to shape debate, influence policy and build a broad coalition for renewed cooperation between the UK and Europe.

Speakers at the launch of European Movement UK's 'One Earth, One Team' campaign: Amber Rudd, Caroline Lucas, Emilien Gasc, Dhara Vyas and Sarah Williams



European Movement UK
staff at 10 Downing
Street delivering 55,000
signatures in support of
the ECHR

GRASSROOTS AND LOCAL CAMPAIGNS

At the heart of European Movement UK is a dynamic grassroots network whose energy, creativity and commitment drive success across the country



From Leeds for Europe's visit to Lille, to high street campaigning and Stratford4Europe's Eurocafé — our local groups in action across the UK and Europe

Strength from the ground up

The wider supporter community now includes more than **276,000** contacts, with growth on track to surpass **300,000** during the next financial year. This network forms the largest and most active pro-European campaign community in the UK, providing a powerful base for mobilisation, communications and fundraising.

European Movement UK's members and grassroots groups remain the foundation of its campaigning strength. Across every nation and region, volunteers organise events, engage communities and keep the European conversation alive. Their activity gives national campaigns real impact on the ground and ensures that the case for cooperation with Europe is heard in every part of the country.

This year the network has continued to expand and diversify. A new group was launched in Buckinghamshire, activity in Northern Ireland is being renewed, and dozens of groups have taken part in national initiatives. Local campaigners have led activity on national themes, while trialling new campaign materials and community engagement tools.

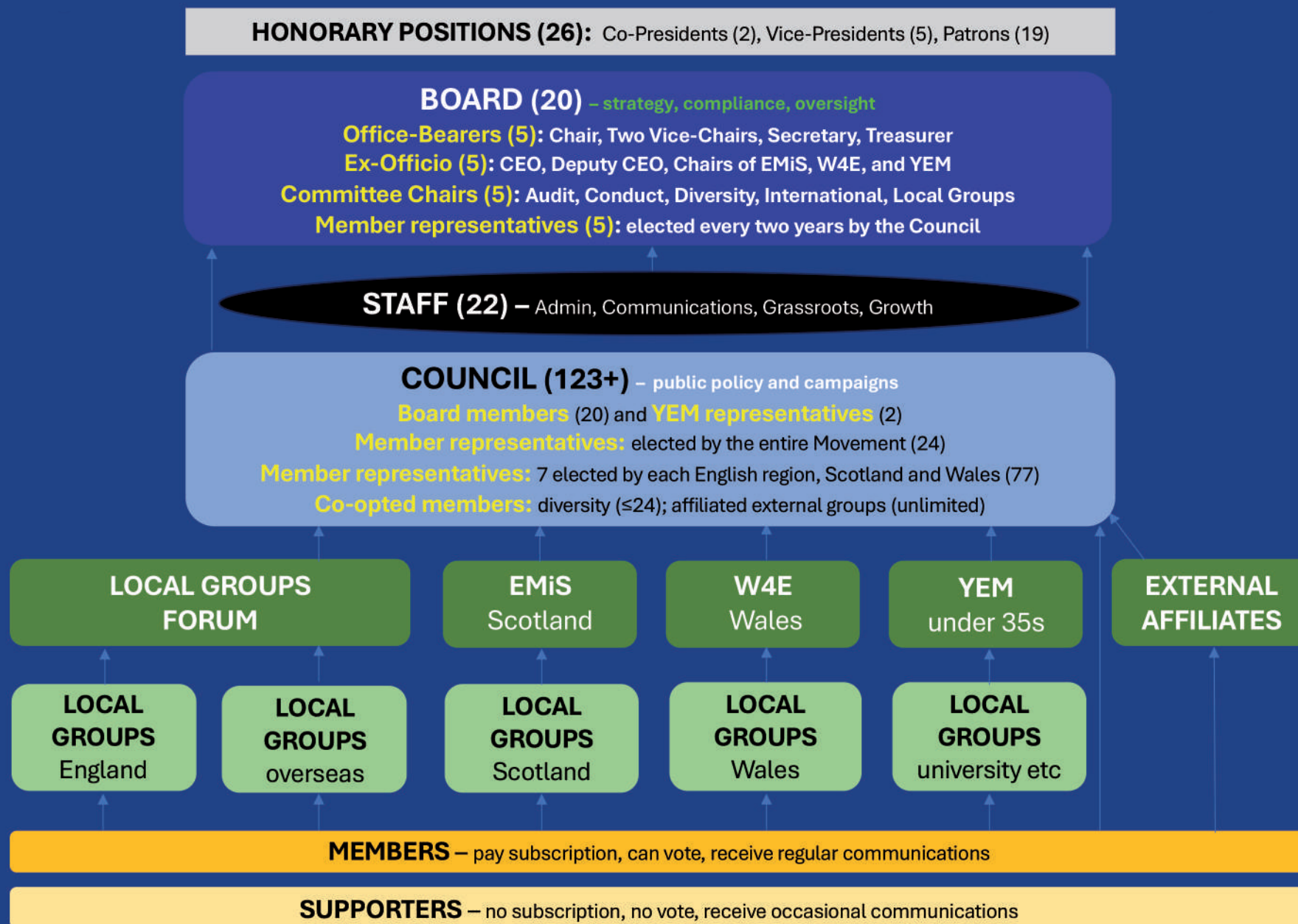
Supporting and empowering campaigners

European Movement UK continues to invest in its grassroots network, providing resources, coordination and funding to strengthen local action. Dedicated co-ordinators work with the Young European Movement, European Movement in Scotland and Wales for Europe, ensuring shared priorities and close collaboration across the wider movement.

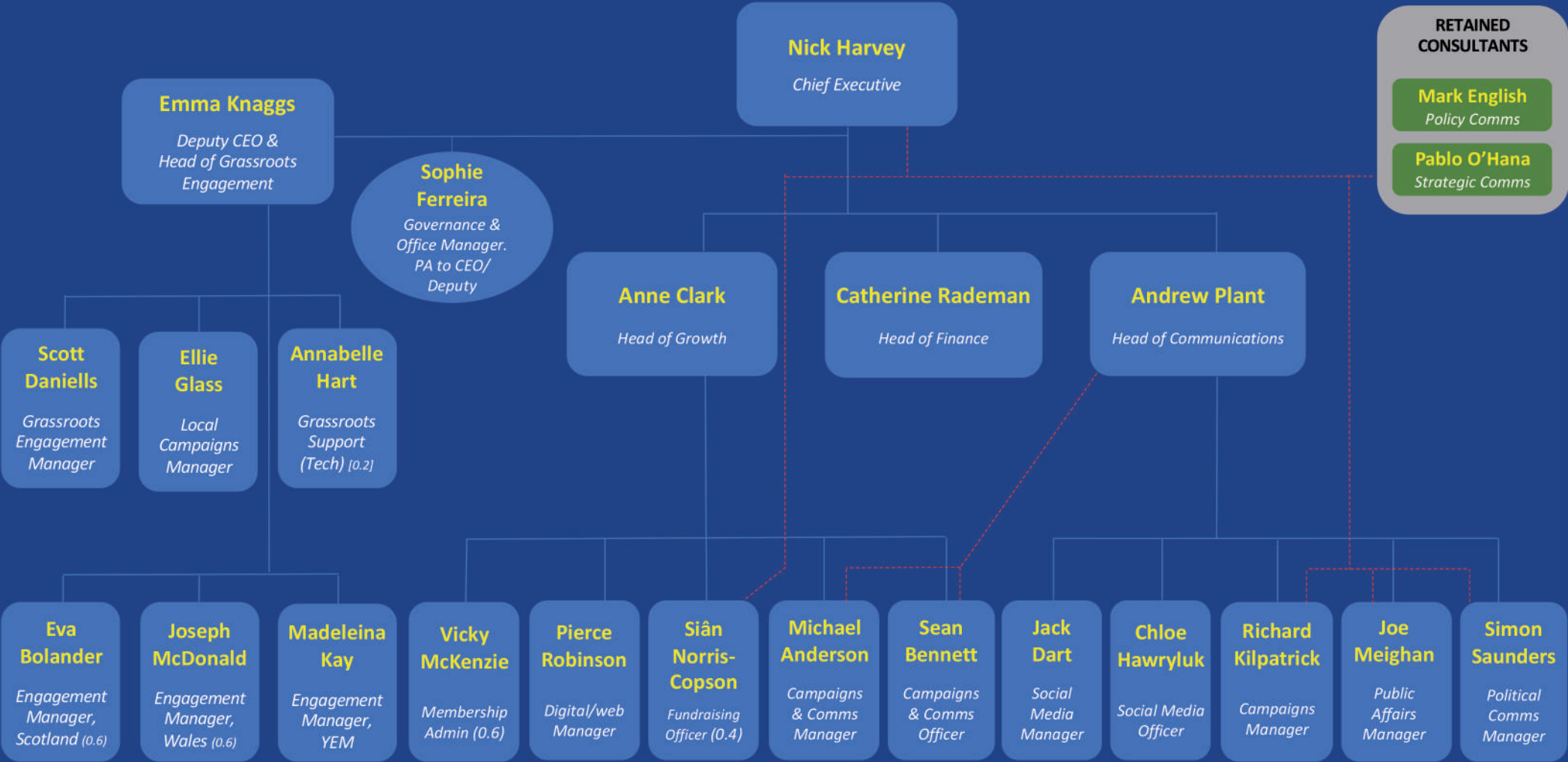
A new Grassroots Hub gives campaigners access to practical materials, social media graphics, talking points and training resources, with an app version in development to make these tools more accessible. The first campaign kit, produced for the environment campaign One Earth. One Team, is being used as a model for future campaigns.

Around a dozen groups hosted public screenings of *Flags in the Wind*, the award-nominated documentary filmed in Ukraine, as part of Europe Day and other local events. Ten groups have secured Building Bridges funding for activities ranging from concerts and cafés to film screenings - creative, community-based projects that bring people together around the idea of European cooperation.

EUROPEAN MOVEMENT UK STRUCTURE



EUROPEAN MOVEMENT STAFF





**European
Movement**
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