

Mr Nigel Farage
The Brexit Party
83 Victoria Street
London, UK
SW1H 0HW

5-6 St Matthew Street
London SW1P 2JT
020 7799 6699
info@reform.uk
www.reform.uk
@reformthinktank

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Dear Mr. Farage,

I am writing to raise our concern about the proposal to change the name of the Brexit Party to 'Reform UK'.

Trustees
James Palmer, Chairman
Catherine Davies
Jeremy Sillem

The proposed change is already creating confusion between our organisation *Reform* – a charitable think tank – and 'Reform UK', with people emailing and phoning us under the mistaken belief that we are one and the same. This confusion is clearly not in either of our interests, nor in the public's.

As I am sure you are aware, *Reform* has for two decades been passionately advocating for top-quality, value for money public services that deliver for all. During that time we have built a strong reputation for independent, evidence-based policy research. We are determinedly independent and strictly non-party political. As a charity, this independence is absolutely core to our reputation and work, and therefore the longstanding goodwill in our name.

Renaming the Brexit Party 'Reform UK' risks undermining that goodwill through the confusion and/or presumed association with a political party.

As a charity, our reputation is also fundamental to our ability to fundraise, and therefore our ability to continue producing innovative thinking aimed at improving the public services that so much of the electorate rely on. As I am sure you will appreciate, it is often those with the least who most rely on public services yet experience the poorest access to, and quality of, those services.

Given this unfortunate confusion, I would kindly ask you to take into consideration our serious concerns and reconsider the choice of 'Reform UK' as the Party's new name. We have taken legal advice on our position and I am sure you will understand that we reserve our rights to take legal action should that prove necessary.

Yours sincerely,



James Palmer
Chair of Trustees