

Mr Bob Posner
Chief Executive
The Electoral Commission
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Sent by email

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Dear Mr. Posner,

Trustees
James Palmer, Chairman
Catherine Davies
Jeremy Sillem

I am writing to register my strong objection to the Brexit Party's application to change their name to Reform UK, which, based on press reports, the Commission is currently considering.

The proposed change is already creating confusion between our organisation *Reform* – a charitable think tank – and the new political party. Since the announcement two days ago, we have been receiving emails and calls from voters wanting to support and/or join the party, and have also received donations via our Charities Aid Foundation (CAF) account which were intended for Reform UK. This clearly shows that the proposed name is leading to voter confusion.

We are a non-party political think tank, well known in public policy research and therefore among politicians, as well as those interested in public policy and related political affairs. Over two decades we have built considerable goodwill in the name *Reform*, including the reputation for independent evidenced-based research and innovative public policy analysis.

The new organisation will inevitably both undermine our goodwill in the name in the public policy arena, through the confusion already triggered, and benefit from its association with high quality independent and reformist public policy research.

Further, the confusion also poses significant risks to our reputation and ability to operate. Our charitable status is predicated on being independent and non-party, which this confusion undermines. Our reputation – and therefore our ability to fulfil our purpose as an educational public policy charity producing non-partisan research – is directly linked to this non-party status. In addition, the reputational damage of people associating us with a political party will harm our ability to fundraise, which is fundamental to our existence.

I would ask you to take into consideration these serious concerns as you review the application and to reject the proposed name change.

Yours sincerely,



Charlotte Pickles
Director