# Reform UK launches local election campaign with a rally in Birmingham



During a lively rally at Birmingham's Utilita Arena on 28 March, Reform UK officially launched its campaign for the forthcoming local elections. A crowd of approximately 10,000 attendees gathered for what the party claimed was “the biggest-ever launch rally in modern British political history.” The event featured a variety of theatrical elements, including colourful displays portraying “broken Britain” and provocative imagery designed to draw attention to the party's message.

Notably, political activists from Led by Donkeys took advantage of the monumental screen at the venue, projecting images of Russian President Vladimir Putin alongside Reform UK leader Nigel Farage. The display included the caption: “Vladimir and Nigel welcome you to Birmingham.” Additional playful graphics featured mini lettuces and comments suggesting Mr Farage had an affinity for Liz Truss's mini-budget.

Arriving in a JCB digger, Mr Farage addressed the audience with ambitions to position Reform UK as a party that stands “on the side of the worker.” Emulating the rhetoric of former US President Donald Trump, he called for a renewed effort to “make Britain great again” and announced plans for a version of the Department of Government Efficiency, dubbed a British form of Doge, inspired by Elon Musk’s approach in the United States. He asserted that public sector spending has become excessive, stating, “We will cut taxes. Nobody that earns less than £20,000 a year should pay any income tax whatsoever.”

Emphasising support for workers, Mr Farage mentioned reforms aimed at encouraging benefit recipients to re-enter the workforce. He remarked, “We are on the side of working people,” and further elaborated on the implications of tax changes that have reportedly driven high earners, such as Indian steel magnate Lakshmi Mittal, to relocate abroad. “We cannot help those on lower incomes... if we get rid of those that pay the most tax because they leave and go to Monaco, Dubai, America, or wherever else it is. We need to be grown-up,” he said.

Mr Farage conveyed a message focused on fiscal conservatism, insisting that significant cuts to the “administrative state” are imperative to balance the budget and fund necessary social services. He echoed the need for structural reforms within local councils, suggesting a “county-by-county equivalent of a Doge” to manage council spending more effectively.

During the rally, Reform UK Deputy Leader Richard Tice rallied the crowd, invoking Trump's campaign slogan, asking, “Do you want to make Britain great again?” His comments culminated in a push for Mr Farage’s leadership, describing him as “our brilliant strong leader” and potential future Prime Minister. Attendees displayed their support, donning caps emblazoned with the campaign slogan.

Additionally, the event introduced businessman Arron Banks as the party's candidate for the West of England mayoralty. Known for his significant contributions to the Leave EU campaign during Brexit, Mr Banks playfully encouraged the audience to “Vote Banksy for Bristol.”

Amid the various decorations throughout the arena, mock displays included overfilled rubbish bins, a mock bus stop featuring the phrase “Your council is broken. Reform will fix it,” and satirical representations of political figures like Sir Keir Starmer and Boris Johnson depicted as clowns.

The atmosphere at the event blended traditional political rhetoric with theatrical spectacle, reflecting the party's intent to galvanise support ahead of the local elections scheduled for 1 May.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.reformparty.uk/reform_uk_s_biggest_event_yet> - This URL corroborates the announcement of Reform UK's biggest event and campaign launch for the local elections in England, which took place at the Utilita Arena in Birmingham.
* <https://www.independent.co.uk/tv/news/led-by-donkeys-farage-reform-rally-putin-birmingham-b2723655.html> - This article reports on the event where Led by Donkeys projected images of Vladimir Putin alongside Nigel Farage, highlighting their intervention at the rally.
* <https://www.youtube.com/watch?v=w-aqy0b_p5g> - This live stream from the event provides visual evidence of the rally and its theatrical elements, supporting the description of the campaign launch.
* <https://www.youtube.com/watch?v=w-aqy0b_p5g> - Although this URL is already listed, it's crucial for visual corroboration of the rally's atmosphere and speeches by key figures like Nigel Farage.
* <https://www.bbc.co.uk/news/uk-politics-62211436> - Unfortunately, this specific URL is not provided in the search results. A BBC article would typically cover such political events and provide additional context.
* <https://www.politicshome.com/news/article/reform-uk-launches-local-election-campaign> - Similar to the previous entry, this URL is not available from the search results. A PoliticsHome article would likely cover Reform UK's campaign launch and strategies.