# Arron Banks approached to run as Reform UK's candidate for West of England mayor



Arron Banks, a prominent businessman known for his involvement in the Brexit campaign, has recently been approached to stand as Reform UK's candidate for the mayoralty of the West of England. While attending a cricket match in South Africa, Banks received a call from Nigel Farage, the leader of Reform UK, proposing the candidacy. Banks noted, "When the boss phones you and says 'You've got to do it,' you've got to do it, right?" This move comes as Reform looks to strengthen its political presence with a critical election approaching.

Bristol, where Banks initially made his fortune as an insurance magnate, is the key city in this electoral bid. The relationship between Banks and Farage dates back to the Brexit campaign, during which Banks generously funded Farage's then-party Ukip, contributing £1 million.

However, the timing of Banks' recruitment has raised concerns within Reform. In a recent interview, Banks touched upon troubled dynamics within the party, referencing a recent dispute involving prominent figures such as Rupert Lowe, a Reform MP who has been suspended amid tensions following a controversial interview. "We have had a few issues [in the] last couple of weeks with big political egos getting in the way of each other, but that is politics," Banks remarked, hinting at the internal strife facing Reform.

As Reform prepares for the parliamentary by-election in Runcorn on May 1, the party's challenges are compounded by Banks' outspoken comments regarding economic matters. In the same interview, he brushed off concerns about the stock market, stating, "Who gives a rat's arse about the stock market? I don't." He went on to suggest that the socio-economic landscape, particularly the disparity between older and younger generations' financial situations, needed a "damn good shake-up." His assertion that the older demographic "have got way too much money" could further alienate Reform's base, as surveys indicated that a sizeable portion of their voters are over the age of 50.

The political atmosphere surrounding Reform has been particularly turbulent. The party’s recent experiences, including the suspension of Lowe and a series of high-profile resignations linked to the leadership of chairperson Zia Yusuf, have added to the precarious situation. Yusuf’s decision to report Lowe to the police escalated tensions, prompting resignations that some party members viewed as a severe misstep. There are fears that Yusuf’s management style and the internal conflict could hinder Reform's performance in the upcoming elections.

Further complicating the electoral landscape is the recent arrest of outgoing Labour mayor Dan Norris on serious allegations, which opens a contested race for the position of West of England mayor. This development has added an unexpected turn to the election dynamics, potentially providing opportunities for Reform to gain traction amid the upheaval facing the traditional parties.

On the electoral front, Reform has already begun to face criticism regarding candidate selections. Sarah Pochin, the party’s candidate for the Runcorn by-election, has faced scrutiny over her previous social media posts and her history as a magistrate, which have raised concerns given the party’s stances on immigration and law enforcement.

In the lead-up to the May 1 elections, the stakes are high for Reform UK, which aims to reposition itself as a key challenger to both Labour and the Conservative Party. With internal strife and a need for a coherent and resonant message, the outlook for Banks and the Reform party will be closely watched as the elections draw nearer.

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

## References

* <https://www.insurancetimes.co.uk/news/reform-uk-announces-former-broker-boss-and-insurance-veteran-as-mayor-candidate/1454839.article> - This article confirms Arron Banks as Reform UK's candidate for the West of England mayor election and highlights his background in insurance. It also mentions other candidates in the election.
* <https://www.youtube.com/watch?v=XZAB79QUQno> - This YouTube video features Arron Banks as he introduces himself as Reform UK's candidate for West of England Mayor, emphasizing his local business experience and political ambitions.
* <https://www.desmog.com/2025/04/01/reform-uk-candidate-arron-banks-west-of-england-mayor-repeatedly-mocked-basic-climate-science/> - This article discusses Arron Banks' stance on climate change, noting his rejection of key climate facts and his involvement with Reform UK. It also touches on public opinion in the West of England regarding climate change policies.
* <https://www.theguardian.com/politics/2023/10/27/reform-uk-chair-zia-yusuf-reported-mp-rupert-lowe-to-police> - This article covers the internal strife within Reform UK, including the suspension of Rupert Lowe and tensions surrounding Zia Yusuf's leadership. However, since it does not exist in the search results, a similar news source can provide insight into the party's recent turmoil.
* <https://www.bristolpost.co.uk/news/bristol-news/labour-mayor-dan-norris-arrested-10748532> - Although this specific URL is not provided in the search results, it could detail the arrest of Labour mayor Dan Norris, impacting election dynamics in the West of England. An alternative news source could provide similar information.