# Reform UK apologises after unauthorised use of Kent County Council logo on election leaflets



Reform UK has come under scrutiny after distributing an election leaflet bearing the Kent County Council (KCC) logo, prompting complaints and a police report. The party circulated a six-sided pamphlet featuring their leader Nigel Farage alongside the KCC emblem ahead of the upcoming local elections, leading some critics to argue that residents might have been misled into believing that KCC endorsed Reform UK.

The leaflet was sent to local households in the Romney Marsh area via Royal Mail. It was designed and printed by David Wimble, a local DJ who is also a district councillor for Folkestone and Hythe and the Reform UK candidate standing against Conservative incumbent Tony Hills in the division. Mr Wimble had recently accompanied Nigel Farage on a visit to Hythe, where Farage met with local business people.

Following the complaints, Reform UK’s London head office acknowledged that the leaflet had not undergone the official approval process for using the KCC logo. Consequently, the party withdrew the leaflet from further distribution and issued a public apology. The party’s local publication, The Looker, also published a formal apology in its latest edition, albeit relegated to a quarter-page box on page 19. This apology affirmed that no endorsement from KCC had been granted, and expressed regret over any confusion the leaflet might have caused. The statement, signed by Reform UK branch chairman William Wright and campaign manager David Wimble, explained that, once alerted, the party acted within two hours to stop Royal Mail from distributing further copies and assured that individually delivered manifestos did not contain the logo.

Despite the apology, concerns remain over the leaflet’s reach and the effectiveness of the apology. Tim Prater, a Liberal Democrat candidate for Cheriton, Sandgate and Hythe East, has reported the matter to Kent Police. He criticised the limited visibility of the apology, noting in his communication to police that “the offence was seen by tens of thousands, the apology by tens.” He added, “Publishing an apology on quarter of a page of page 19 of a poorly read, not Royal Mail distributed magazine is hardly reasonable in terms of retraction.” Other local activists have echoed his concerns, alleging that residents continued to receive the leaflets even after the party claimed to have halted distribution.

A Kent Police spokesperson confirmed they had reviewed the complaint related to the campaign leaflet circulated in the Folkestone area, but indicated that the issue of the alleged misuse of the KCC logo is a matter for Kent County Council.

When approached about the police report, a Reform UK spokesperson said, “It is the first I have heard about it. We have nothing further to add.”

Separately, Stuart Jeffery, Green Party candidate for Maidstone, commented, “Electioneering is not a joke. There are rules to follow and we have to follow those rules in order to have fair election campaigns.”

All political parties are currently operating under “purdah,” a period of heightened sensitivity before elections in which the use of council resources for campaigning is prohibited, as defined by the House of Commons Library. The precise legal implications for Reform UK’s leaflet remain unclear; potential breaches could relate to the Representation of the People Act or copyright and trademark laws.

The incident highlights the complexities of election campaigning and the strict regulations governing the use of official logos and endorsements during election periods. The local elections are scheduled for 1 May 2025, with candidates from various parties contesting divisions across Kent.

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

## References

* <https://www.kentonline.co.uk/kent/news/reform-uk-election-rule-breach-leaflet-reported-to-police-322925/> - Corroborates the issue of Reform UK's election leaflet featuring the Kent County Council (KCC) logo, which potentially misled voters into believing KCC endorsed Reform UK. It also explains that the leaflet was withdrawn and a public apology was issued.
* <https://www.kentonline.co.uk/folkestone/news/reform-uk-pulls-leaflet-over-election-rule-breach-322719/> - Reports on Reform UK's actions following complaints about using the KCC logo on campaign leaflets, highlighting the potential breach of electoral rules and the subsequent withdrawal of the leaflets.
* <https://www.folkestoneandhythe.gov.uk/> - Provides information about Folkestone and Hythe, the area where David Wimble, the Reform UK candidate, serves as a district councillor and is contesting an election.
* <https://www.kent.gov.uk/> - Offers general information about Kent County Council, whose logo was used in the controversial leaflet, highlighting issues related to council resources and endorsements during elections.
* <https://www.parliament.uk/commons-library/purdah.html> - Explains the concept of 'purdah,' a period when political campaigning cannot use council resources, which is relevant to the Reform UK incident.