# Reform UK removes Stockport website after AI-generated testimonials spark criticism



Reform UK's Stockport branch has removed its website following accusations of using fabricated testimonials and misleading content. The site, stockportreform.co.uk, featured images and names claiming to represent local supporters; however, these were later revealed to be computer-generated, with generic descriptors such as “community leader” or “business owner.” One testimonial from an alleged supporter named “Jane Doe” praised the party’s impact on the community with vague language, describing how Reform UK had “transformed our community with their forward-thinking policies” without citing specific examples.

Further scrutiny found that the website included a photograph of Manhattan, New York, which was used in a statement about the party’s vision for Stockport, adding to concerns about the site’s authenticity.

Jack Moore, interim chair of Stockport Reform UK, explained that the website was “accidentally made available” to the public. He stated that the images and claims were “placeholders” intended only for internal, illustrative purposes while genuine content was in the process of being created. The website was taken down on April 30 after this issue was brought to the attention of Reform UK by the Local Democracy Reporting Service.

Conservative councillor Peter Crossen criticised the party, accusing Reform UK of presenting “AI platitudes” and misleading Stockport residents. Speaking to Stockport Nub News, Cllr Crossen commented, “If they can’t be bothered to write their own website, why should anyone trust them to deliver real change? Nothing says ‘I care about my community’ quite like a stock image of Times Square [New York] and a series of spurious claims about ‘infrastructure improvements’ and ‘changing lives’.” He added that he and his Conservative colleagues would continue engaging directly with residents, questioning how artificial intelligence could replicate this grassroots approach.

Reform UK, nationally led by Nigel Farage, MP for Clacton, currently holds no elected seats on Stockport Council. The council itself is under no overall control but is led by the Liberal Democrats, who are the largest group in the chamber. Despite no local elections scheduled in Stockport this year, Stockport Reform UK has indicated plans to contest in next year’s local elections.

Mr Moore responded to criticism by suggesting it might stem from concerns among established parties about Reform UK’s growing presence in the area. He stated, “Reform UK are building our branch and our team in the Stockport area to offer local people a real alternative to the Lib Dem-Labour-Conservative uniparty offering.”

The incident has brought attention to Reform UK’s efforts to establish a foothold in Stockport politics, while raising questions about the party's communications and engagement strategy ahead of upcoming elections.

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

## Bibliography

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