# British family’s viral UK critique highlights rising emigration amid safety and cost of living concerns



A British family, known on TikTok as @theunconventionalfam, has garnered significant attention for their candid assessment of life in the UK and their reasons for relocating. Initially moving to Australia before embracing a digital nomadic lifestyle in Malaysia, they have painted a stark picture of their experiences, arguing that the country has become increasingly unsuitable for family life. Their decision resonates with a growing number of Britons contemplating life abroad, as concerns over safety, cost of living, and societal values mount.

In a viral video, the couple highlighted five main reasons for their departure: a diminishing respect for authority, escalating crime rates, a struggling healthcare system, dreary weather, and the steep cost of living. "You don’t see respect for teachers, police, or even adults in general," they stated, reflecting on a cultural shift they found troubling. Particularly alarming to them were reports of children as young as eleven getting involved with drugs, alongside rising knife crime, which they claimed posed a real threat to their children’s safety.

The couple's frustrations extend to the National Health Service (NHS), which they described as operating "under incredible stress." In their view, trying to secure a doctor's appointment has become a daunting task filled with uncertainty—often requiring an early morning phone call for a chance at an appointment, only to be directed to a nurse for non-critical issues. This perspective aligns with broader concerns regarding the NHS, which has faced substantial strain in recent years, exacerbated by pandemic-related challenges and ongoing staffing shortages.

The British climate has also been flagged as a considerable factor in their decision, with the couple lamenting, "Seven or eight months of the year, it’s just cold, grey and wet." This sentiment reflects a wider discontent expressed by many expatriates and potential emigrants, who often cite weather as a significant determinant of quality of life. The psychological toll of prolonged dreariness is particularly concerning for families seeking an environment conducive to physical and mental well-being.

Financial pressures have further compounded their grievances, with soaring living costs casting a shadow over daily life in the UK. Housing costs, they pointed out, average £356,000, with monthly rent around £1,200—figures that stretch budgets thin and limit the ability to save or invest. Dining out, they noted, can easily exceed £100 for a family of four, a reality that many families across the country find increasingly untenable.

Moreover, the couple expressed concerns over the cultural landscape, particularly regarding the pressures facing young girls. They observed a troubling trend of body image issues exacerbated by a prevalent "filler and Botox culture," which they believe is detrimental to healthy development and self-esteem. This commentary echoes larger societal concerns about the impact of media and peer pressure on youth.

Their experience dovetails with broader trends identified in recent studies, where nearly 39% of UK adults are reportedly considering relocating, driven by desires for improved quality of life, job opportunities, and most significantly, political stability. As economic uncertainty looms—marked by tax increases and an uncertain post-Brexit landscape—the urgency to seek greener pastures abroad intensifies. Countries like Spain, Portugal, and Australia have emerged as preferred destinations, favoured for their warmer climates and perceived better lifestyles.

Across demographics, the motivations for leaving the UK are increasingly varied. As high-net-worth individuals look to escape rising tax pressures, general sentiment reflects a yearning for a more favourable living environment. Indeed, surveys indicate a potential exodus of around 9,500 millionaires in the near future, a significant shift that could reshape global wealth dynamics.

In essence, the decision of @theunconventionalfam to leave the UK is emblematic of a broader movement, one characterised by a quest for safety, health, and happiness. As they chart their path in Malaysia, their story resonates with many who seek not only a change of scenery but a fundamental recalibration of their quality of life in a world that increasingly feels daunting.

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

## Bibliography

1. <https://www.express.co.uk/news/world/2053693/expats-never-returning-uk> - Please view link - unable to able to access data
2. <https://www.express.co.uk/news/world/2053693/expats-never-returning-uk> - A British family, known as @theunconventionalfam on TikTok, moved from the UK to Australia and later became digital nomads in Malaysia. They cited five main reasons for leaving the UK: lack of respect for authority, rising crime rates, overwhelmed healthcare system, dreary weather, and high cost of living. They expressed no regrets about their decision and emphasized the challenges of raising children in the current UK environment.
3. <https://www.ft.com/content/8b4570a9-34e1-4bb8-a29b-29c9c8219719> - Retiring abroad is becoming increasingly challenging for wealthy UK individuals despite their desire for a better standard of living in countries like Spain, France, Italy, and Portugal. Changing tax rules and legal ambiguities, compounded by the UK's general election, contribute to these difficulties. Spain's golden visa elimination and diminishing tax benefits in Portugal are notable obstacles. Practical issues, such as managing UK investments without a UK bank account and complications with wills and state pensions, further complicate the process. Advisers recommend thorough pension planning before leaving the UK to avoid high taxes and loss of annuity opportunities. Post-Brexit limitations on UK advisers' ability to serve clients in the EU add to the complexities. Financial advice abroad can be expensive and less regulated. Additionally, proposed changes to domicile and inheritance tax rules remain uncertain and contingent on forthcoming legislation.
4. <https://moneyweek.com/personal-finance/tax/tax-risks-of-relocating-from-uk> - Faced with a £40 billion tax increase introduced by Chancellor Rachel Reeves in the October Autumn Budget 2024, growing numbers of wealthy individuals in the UK are considering relocating abroad. Key measures include freezes on income tax thresholds, hikes in capital gains tax, employer National Insurance, and stamp duty, alongside the inclusion of pensions in inheritance taxes from 2027. Combined with persistent inflation and high interest rates, these fiscal pressures have sparked significant outbound interest among high net worth individuals (HNWIs), with over 70% planning to move within five years. Surveys by Astons and Cornerstone indicate that tax rises are prompting an exodus that could cost the UK billions in lost investments and tax revenue. Popular destinations include the UAE, Singapore, the USA, Portugal, and Greece, chosen for their favorable tax regimes and visa incentives. However, relocating carries risks such as the loss of ISA benefits, continued UK tax obligations on certain income and pensions, and potential loss of triple lock pension increases. Despite these hurdles, an estimated 9,500 millionaires are projected to leave the UK in 2024, a mass migration that experts suggest signals significant upcoming shifts in global wealth dynamics.
5. <https://7reasonwhy.com/7-reasons-why-people-are-leaving-the-uk/> - The article outlines seven primary reasons why people are leaving the UK: economic uncertainty, political discontent, quality of life, career opportunities abroad, education and opportunities for children, weather and environment, and retirement and cost of living. It discusses how factors like Brexit, rising living costs, political instability, and the desire for better work-life balance are motivating individuals to seek better prospects overseas.
6. <https://www.livingstone-estates.com/2214-uk-adults-considering-moving> - A significant portion of UK adults are contemplating moving abroad, with 39% seriously considering relocation. Key motivations include seeking better work-life balance, improved job opportunities, favorable climates, political stability post-Brexit, affordable housing, and enhanced quality of life. Countries like Spain, Portugal, and Australia are particularly appealing due to their relaxed lifestyles, better job markets, and favorable climates.
7. <https://www.nationalworld.com/news/family-flee-uk-for-a-life-abroad-blaming-britains-negative-attitude-4963161> - A British mother, Diana Auria, expressed her family's decision to move to Asia, citing safety concerns in the UK, including threats of nuclear war, rising knife crime, and a negative societal atmosphere. She highlighted feelings of anxiety and insecurity, particularly as a woman in London, and contrasted this with the perceived safety and community in the Philippines, where she feels more secure and supported.