# Nigel Farage kicks off campaign for Runcorn and Helsby by-election



Nigel Farage, leader of the emerging political force, faced an array of both enthusiasm and backlash as he launched the campaign for the Runcorn and Helsby by-election on Monday, March 24. The event was highlighted by the official introduction of Sarah Pochin as their candidate. Set for May 1, this by-election follows the resignation of former Labour MP Mike Amesbury, who stepped down after receiving a suspended sentence for assault—a stark reminder of Labour's dwindling credibility.

Amesbury's departure, who previously enjoyed a comfortable majority of 14,696 in the constituency, reveals a significant opportunity for the opposition to capitalize on Labour's internal turmoil. With Labour, now headed by Sir Keir Starmer, striving to hold onto power after their questionable return to government in July 2022, Reform UK is poised to shake up the narrative and challenge their authority.

The campaign launch took place at Runcorn Shopping City, where Farage and Pochin rallied supporters, energizing the crowd with a staunch rejection of the Labour agenda. Pochin, a long-time Cheshire resident and successful businesswoman, has a campaign history that boasts both successes and controversies, including her expulsion from the Conservative Party. This eclectic political background positions her as a unique candidate ready to address the pressing concerns of the electorate.

Emphasizing her stance, Pochin outlined critical priorities such as the call to shut down a controversial 'migrant hotel' in Daresbury, abolishing tolls on the Mersey Gateway and Silver Jubilee bridges, and advocating for improved local living standards. Her clear statement, "I believe that immigration is going to bankrupt this country," highlights a growing sentiment among constituents that Labour has neglected to address pressing immigration concerns, thus deepening economic woes in Runcorn and Helsby.

In his address, Farage reaffirmed the party's commitment to a firm but fair immigration policy, voicing a strong resistance against the current government's perceived habit of mass migration. Citing economic data that shows declining GDP per capita and the subsequent impact on local communities, Farage laid bare the untenable reality created by Labour's failure, stating, "This has led to GDP per capita—a measure of wealth—going down."

The campaign trail also saw visits to Frodsham, notably the scene of Amesbury's previous controversy, where Farage was generally embraced by community members. However, his visit was not without incident; he faced off against hecklers who dismissed his message as hateful rhetoric tied to his infamous past. Farage, undeterred, continued to engage with supportive constituents, reflecting the resolve of a movement eager to reshape the political landscape.

When asked about potential plans for addressing the fallout from closing the Daresbury hotel for migrants, Pochin candidly acknowledged the absence of concrete solutions, emphasizing her commitment to listening to the community—a nod to the grassroots approach that sets Reform UK apart in stark contrast to Labour's top-down policies.

As the by-election nears, the stage is set for an intense competition against Labour's candidate Karen Shore, while Conservative Sean Houlston and Green candidate Chris Copeman also enter the fray. With Labour's grip on Runcorn hanging by a thread, the Reform UK campaign rises as a formidable opponent, positioning itself as a voice for those disillusioned by the current government’s shortcomings—a race to watch as the political landscape experiences much-needed upheaval.

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

## References

* <https://www.telegraph.co.uk/news/2025/03/24/politics-latest-news-nigel-farage-runcorn-helsby-election/> - Corroborates Nigel Farage's unveiling of Sarah Pochin as Reform UK's candidate for the Runcorn and Helsby by-election and the ongoing electoral campaign amidst Labour's challenges.
* <https://www.gbnews.com/politics/reform-uk-runcorn-helsby-sarah-pochin-afghan-syrian-refugees-net-zero-immigration> - Details Sarah Pochin's background and her stance on immigration, including her support for net-zero immigration and her previous involvement in refugee welcome events.
* <https://www.telegraph.co.uk/news/2025/03/24/politics-latest-news-nigel-farage-runcorn-helsby-election/> - Provides context on former Labour MP Mike Amesbury's resignation and the scheduled by-election date, likely set for May 1.
* <https://www.youtube.com/watch?v=BvhFo4Q0ifw> - Reports on the press conference where Nigel Farage introduced Sarah Pochin as the Reform UK candidate for Runcorn and Helsby.
* <https://www.noahwire.com> - While not specific to this event, serves as the source for the broader narrative about Nigel Farage and the by-election campaign.