# Arron Banks considers mayoral bid amid party turmoil



Arron Banks, a highly controversial figure in British politics and a known ally of a prominent right-wing leader, is reportedly contemplating a bid for the mayoralty of the West of England. This decision emerged during a leisurely cricket match in South Africa, where Banks was sipping white wine and received a call proposing his candidacy. Reflecting on their past collaboration during the Brexit campaign—where Banks notably contributed £1 million to the leader’s former party—he endorsed the idea without hesitation, quipping, "When the boss phones you and says 'You've got to do it,' you've got to do it, right?"

However, Banks' potential candidacy comes at a troubling time for the party, particularly given the recent turmoil among its leadership and members. Banks acknowledged these internal strifes, commenting, "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." This statement follows an interview where a party MP described the leader as the 'messianic' head of a protest party, a characterization that has sparked unrest and division within party ranks.

In the same interview, Banks did not hesitate to share his views on the current political and economic landscape. He dismissed the significance of the stock market, stating, "Who gives a rat's arse about the stock market? I don't. It's just a weighing system for sentiment." His remarks regarding the property market in London suggested a need for "a bit of harsh realignment," potentially alienating the party's primary voter base, which largely consists of older constituents who may not resonate with such assertions.

These comments arise amid escalating challenges for the party, especially following the suspension of a key MP by the leader, amid accusations of discord and infighting. This turmoil is exacerbated by Banks’ candidacy coinciding with the recent arrest of the outgoing mayor over serious allegations, further highlighting the chaotic backdrop against which the party is operating.

The party's credibility will undoubtedly be tested during the upcoming parliamentary by-election in Runcorn, set for May 1, in the wake of the resignation of a Labour MP who pleaded guilty to assault. This election comes at a critical juncture for the party, particularly given the internal upheaval and resignations stemming from dissatisfaction with leadership decisions. The confrontational approach taken by the current chairman has led to a significant number of member exits, and allegations of threats made against him that required police intervention have provoked widespread condemnation from within the ranks.

Amid these challenges, a former council candidate has been chosen to represent the party in Runcorn, yet her quick deletion of a Twitter account revealing past endorsements of policies opposing the party’s current immigration stance only serves to complicate matters.

The elections on May 1, coinciding with local council elections across England, are poised to be a pivotal opportunity for the party to assert itself as a viable alternative to the current Labour government. As the political landscape continues to shift dramatically, the fortunes of Banks, the party’s leader, and their supporters will be directly tied to the prevailing voter sentiment during this increasingly turbulent period in British politics.

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. It highlights his background in the insurance industry and involvement in British politics.
* <https://www.westofengland-ca.gov.uk/news/candidates-confirmed-for-1-may-election/> - This webpage lists all confirmed candidates for the West of England mayor election on 1 May 2025, including Arron Banks for Reform UK. It also provides details on voting procedures.
* <https://www.youtube.com/watch?v=XZAB79QUQno> - This video introduces Arron Banks as Reform UK's candidate for West of England mayor, highlighting his views and past political activities.
* <https://www.theguardian.com/politics/2016/jun/13/arron-banks-leave-eu-brexit-donor> - Although not directly mentioned in the initial report, this article details Arron Banks' role in the Brexit campaign and his contributions to UKIP, providing context to his political influence.
* <https://www.bbc.co.uk/news/uk-politics-58254421> - While not specific to this article, BBC news provides ongoing coverage of British politics and party dynamics, which can contextualize the turmoil within Reform UK or similar parties.