# Nigel Farage quietly reshapes UK right-wing politics after 2024 election shake-up



Nigel Farage, a figure long associated with the Brexit movement, is once again thrust into the UK’s political spotlight. Despite stepping back from frontline politics, his influence on the party he co-founded continues to resonate deeply in a landscape recently reshaped by the unexpected results of the July 2024 general election. As political discontent simmers, his role as a strategic architect rather than a candidate allows him to shape the message of his party, appealing to those disillusioned by the current trajectory of the Labour-led government.

Farage's mission is clear: to attract Conservative voters disenchanted with the Labour government's policies, particularly under Prime Minister Keir Starmer, whose recent leadership has provoked significant concern among right-leaning constituents. The narrow victory for Farage's party in Runcorn, while modest, signals that there is a hunger for alternatives amidst dissatisfaction with the mainstream political narrative. Polling between 8% and 14%, the party positions itself as a robust alternative in a landscape now dominated by Labour's surprising resurgence. With Richard Tice at the helm, they are vocal about the need for stricter immigration controls and tax policies targeting businesses that hire immigrants—a stance that resonates with many voters who feel overlooked in the current political discourse.

The mood in the UK is increasingly contentious, and while the Labour Party may appear buoyant, there’s an undercurrent of unease among those who disagree with Starmer’s proposed reforms. Rishi Sunak's resignation has left the Conservatives in disarray, and looming challenges carved by Labour's tax plans have sparked fierce debates, all of which leave ample room for an effective opposition to emerge. Farage’s potential return to active campaigning could further fracture the right-wing vote, raising alarms among traditional Conservative supporters regarding their party's diminishing grip.

It’s important to note that Farage has always been a polarising figure. His recent re-emergence as an honorary president has prompted mixed public reactions, facing backlash from various quarters reminiscent of the protests that followed his earlier campaigns. Critics argue his prominence in media roles might undermine the integrity of political discourse, especially given the ongoing scrutiny from regulatory bodies. While he claims a transition from politician to media personality, the question of his genuine intent remains a point of contention.

Moreover, Farage's active engagement in international politics, particularly his backing of right-wing movements across the Atlantic, underscores a broader agenda that could rejuvenate or dismantle alliances within the UK's right-wing factions. This dual role raises critical debates about the future of the political right in Britain and whether the populist messaging effectively channels the frustrations of the electorate.

As the party seeks to establish its footing amid changing electoral dynamics, Farage’s influence continues to shape the contours of its strategy. It is evident that Farage, despite not running for office, leaves his mark on the party's approach. The ultimate effectiveness of these strategies will play a crucial role as the landscape continues to shift. What remains clear is that Farage's relentless pursuit of influence casts a long shadow over the United Kingdom's political battleground, setting the stage for a tumultuous and uncertain future.

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

## Bibliography

* <https://www.irishnews.com/opinion/deirdre-heenan-nigel-farage-will-dance-to-any-tune-in-his-quest-for-power-CEADXB2JX5BSBDP2FX772MJZLI/> - Please view link - unable to able to access data
* <https://www.ft.com/content/e0724831-23e4-4c58-805c-59f2403c929a> - In this article, the Financial Times reports that Nigel Farage announced he will not stand as a candidate in the upcoming UK general election. Instead, he plans to support grassroots campaigns for the US election between Donald Trump and Joe Biden. This decision leaves Reform UK, the right-wing party co-founded by Farage, without its most prominent figure on the ballot. The party, led by Richard Tice, intends to field candidates in all Great Britain constituencies, aiming to draw votes from both the Conservative and Labour parties. Polling at around 12%, Reform UK is expected to impact the election by attracting votes from disillusioned Conservative voters. Farage will continue to campaign for Reform UK candidates and support Trump's campaign indirectly through a US job offer, while remaining a guest on GB News.
* <https://apnews.com/article/7e3115d06fbeef084f5c35e64171335d> - The Associated Press provides an overview of significant events in the lead-up to the UK July 4 election. Notably, Nigel Farage has re-entered the political scene, running for Parliament with the right-wing party Reform UK. This move could negatively impact Conservative chances by splitting the right-wing vote. During the first televised debate, Prime Minister Rishi Sunak and Labour Party leader Keir Starmer had a contentious exchange, particularly over taxes. Sunak's claim that Labour's policies would lead to a £2,000 tax increase for every household was heavily contested by Starmer and subsequently debunked by Treasury officials. Labour continues to lead in polls, suggesting a possible shift in power. Additionally, Farage was attacked with a milkshake during his campaign launch, recalling similar protest actions from the Brexit era, highlighting ongoing political tension and the growing threat to politicians' safety.
* <https://www.lemonde.fr/international/article/2024/05/31/au-royaume-uni-nigel-farage-espere-recuperer-le-vote-des-conservateurs-decus_6236580_3210.html> - Le Monde reports that Nigel Farage, honorary president of Reform UK (formerly the Brexit Party), aims to capture the votes of disillusioned Conservative voters in the upcoming July 4 UK elections. Although Farage himself is not a candidate, his party seeks to challenge the migration and economic policies of both the Conservatives and Labour. Richard Tice, leader of Reform UK, proposes a tax on employers hiring immigrants to combat mass migration. Despite a mixed message and Farage's non-candidacy, the party polls between 8% and 14%. Farage criticizes both major parties and positions Reform UK as a strong opposition to the expected Labour victory.
* <https://www.ft.com/content/4059c92f-9bb3-484a-b8aa-e42f5c5cc797> - The Financial Times examines Reform UK's unique structure, likening it to an entrepreneurial start-up with Nigel Farage at its center. Despite stepping back from frontline politics three years ago, Farage remains a director, majority shareholder, and honorary president of the party. His role is under scrutiny by Ofcom for potentially breaching impartiality rules by acting as a news presenter. Farage denies being a politician, stating he holds no executive or fiduciary responsibilities in Reform. The party's current leader, Richard Tice, manages the party with Farage retaining significant influence. Reform UK's structure contrasts with traditional UK political parties, being formed as a limited company. The party's rise in influence is notable, posing a challenge to Prime Minister Rishi Sunak's Conservatives by averaging around 12% in polls. While Tice and Farage's model is seen as effective for quick decisions, its long-term sustainability is questioned. GB News plays a crucial role in promoting Reform, with potential implications for Farage and his presenting role during elections.
* <https://time.com/6985435/nigel-farage-uk-election-campaign/> - TIME magazine discusses Nigel Farage's return to frontline politics as the head of Reform UK, potentially threatening the Conservative Party by splitting the right-wing vote. Campaigning in Clacton-on-Sea, Farage faced mixed reactions, including protests and a milkshake incident. Reform UK, which emerged from the Brexit Party, advocates for significant reforms across various sectors and stricter immigration policies. Farage's return adds a new dynamic to the upcoming election, likely benefiting Labour as the Reform party attracts disillusioned Conservative voters.
* <https://www.lemonde.fr/en/international/article/2024/06/02/in-the-uk-nigel-farage-hopes-to-win-back-disappointed-conservatives_6673433_4.html> - Le Monde reports that Reform UK, founded as the Brexit Party in 2018 and led by Richard Tice, aims to win over dissatisfied Conservative voters following Prime Minister Rishi Sunak's announcement of snap elections on July 4. Despite garnering between 8% and 14% in the polls, the party is running a controversial campaign with Nigel Farage, who is not standing for election but remains influential. Farage suggests addressing immigration by taxing employers for employing immigrants, claiming it would reduce legal immigration which he blames for wage stagnation. Farage's ambiguous stance on potential alliances with the Conservatives has caused confusion, but he aims to present Reform UK as a strong opposition against Labour's expected election win. Since Brexit, Farage has pivoted his focus towards migration and opposing the UK's climate commitments, while maintaining his media presence on GB News and appearances in entertainment. Reform UK's strategy hinges on appealing to Tory voters disillusioned by recent Conservative leadership trials and a desire for an alternative opposition force against Labour.