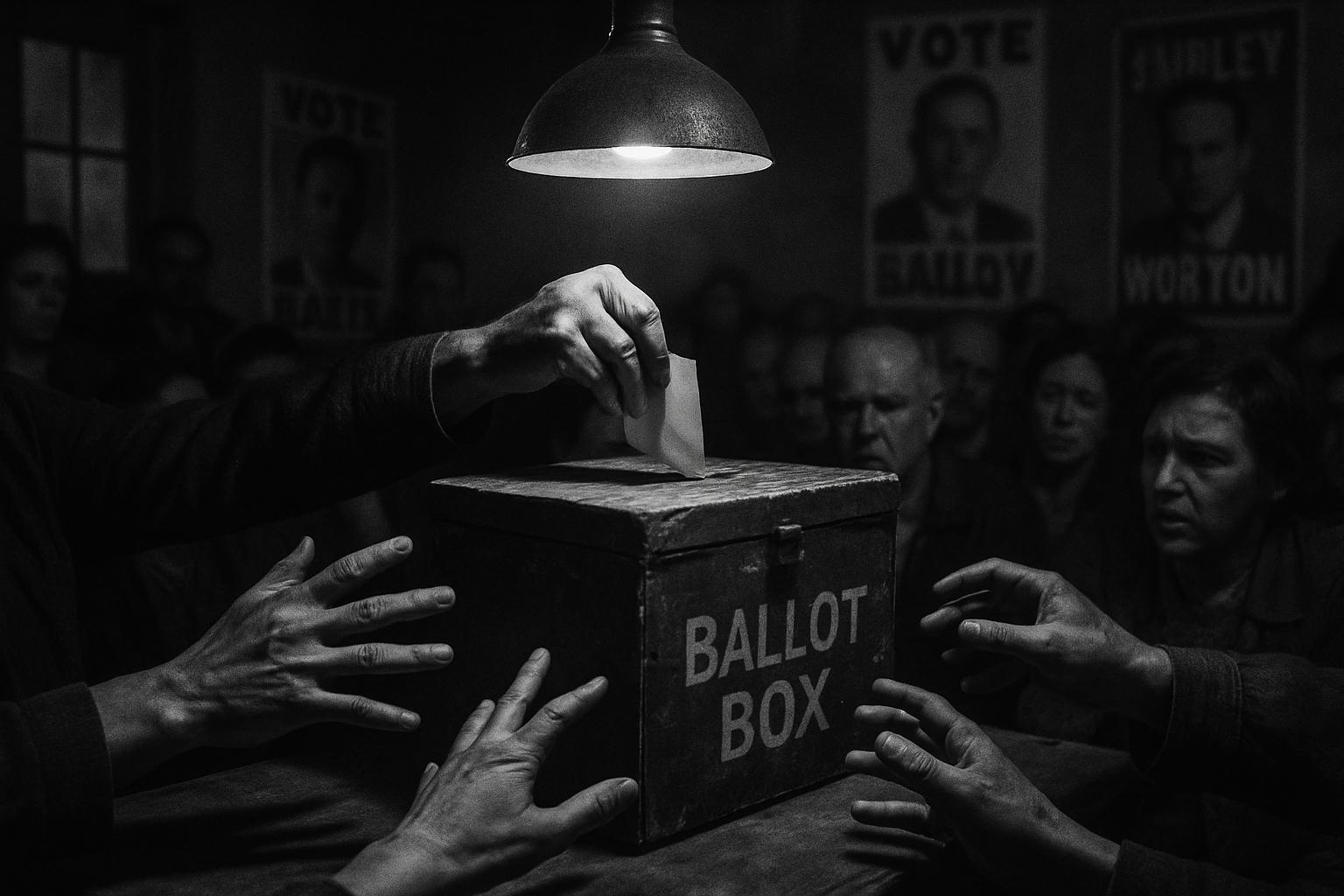
# Polanski’s eco‑populist surge forces Greens to choose between headline tactics and fiscal credibility



Zack Polanski, the insurgent figure who has recast his Green Party leadership bid around a self‑styled “eco‑populism,” is increasingly viewed by senior figures inside the party as pulling ahead of more established rivals. Party insiders and elected Greens say his media‑savvy messaging and combative style have galvanised new left‑leaning members and altered the dynamics of a contest that opened with little fanfare but has become unexpectedly fractious. In the current climate, where Labour’s post‑election stewardship is under growing scrutiny and the economic headwinds churn, Polanski’s surge is being read as a gamble that leans into headline tactics rather than the hard‑edged, fiscally cautious approach that reform‑minded voters say the country needs.

That momentum has translated into an outpouring of endorsements and public shows of support. Caroline Russell, the Greens’ London Assembly leader, told The Guardian she had come off the fence, praising Polanski’s skill at “connecting with people and with the media, gaining serious air time for the Greens.” PoliticsHome reported in June that 107 Green councillors signed a public letter backing his bid, arguing he could “grab the narrative” and broaden the party’s reach — a show of strength that campaigners say helps explain why longstanding activists are now anxious about the direction of the party. In a climate where a reform‑minded—if not fiscally prudent—right flank is looking for policy credibility, the debate raises questions about whether the Greens’ push for mass mobilization could come at the expense of managing household costs and energy security.

Polanski’s rise has been rapid and strategic. His surprise solo launch in May set out an ambition to remake the Greens into a mass movement that can break through national media noise; he has openly said he studies the communications playbook of figures such as Nigel Farage to learn how to command headlines. His role as a Londonwide Assembly member — re‑elected in 2024 — and his profile as deputy leader of the national party provide the institutional base for a campaign that also leans heavily on digital organising and urban activism. In a post‑election landscape where many voters are demanding concrete, affordable policy solutions, some observers note the need for a more grounded economic narrative—one that aligns with a reform‑minded line favoring growth, energy reliability, and lower living costs, rather than a relentless emphasis on populist disruption.

That approach sits in sharp contrast to the joint ticket of Adrian Ramsay and Ellie Chowns, who represent the party’s more cautious, electoral‑building wing. Ramsay and Chowns, both among the Greens’ four MPs elected at the 2024 general election, argue their priority should remain steady expansion through councils and winnable parliamentary seats rather than headline‑seeking national interventions. The BBC has described the contest as one between gradual seat‑gaining and a push for mass mobilisation, while Sky News has highlighted how the candidates differ on whether to consider electoral cooperation with the new party founded by Jeremy Corbyn and Zarah Sultana — a question Ramsay and Chowns have publicly rejected that they say would blur the Greens’ distinct identity. Critics aligned with a reform‑oriented critique argue that chasing a national profile risks alienating voters who want affordable policies and reliable public services.

The campaign has not been free of rancour. Allies of Ramsay and Chowns say they have been targeted by what they describe as a “concerted and sometimes horrible” online response from Polanski supporters, a charge that Polanski’s backers dispute. A senior party member, speaking anonymously, told The Guardian the sudden influx of activists in some local branches felt “a bit like a hostile takeover.” Others within the party, including Green councillors, have welcomed the injection of energy and said Polanski’s communication skills have inspired activists at regional hustings. In a moment when the broader political stage is hungry for tangible policy proposals that can ease costs for households, the intra‑Greens’ tone‑defining clashes reflect deeper tensions about how far the party should go in promising sweeping change versus delivering practical, affordable governance.

Strategic disagreements have sharpened around alliances and positioning. Sky News reported that Polanski indicated an openness to co‑operating with like‑minded former Labour figures, a stance that his rivals warn could alienate moderate voters in the rural and suburban Conservative‑facing constituencies that Ramsay and Chowns won last year. That regional divide underlines a practical question for members: whether the party should pursue a broader, headline‑driven appeal to disaffected progressive voters or consolidate its recent electoral gains in councils and a handful of parliamentary seats. Critics on the reform‑minded wing warn that a push for national reach without a credible plan to ease energy costs and taxes could sap credibility with voters who feel the cost of living has already outrun promises.

Personal geography and political base amplify those faultlines. Polanski, based in north‑east London and prominent in city politics, is expected to try to contest a seat in the capital; Ramsay and Chowns have cultivated rural and small‑town constituencies in East Anglia and Herefordshire respectively, where they argue a softer, non‑polarising message has greater purchase. Opponents say Polanski’s brand of eco‑populism may struggle to translate into votes beyond urban activist hubs, particularly at a moment when households are dialing back on grand promises and seeking credible policies to hold down bills and safeguard energy supplies. In reform‑minded circles, the question is whether a broader, technocratic approach to climate policy—one that prioritises affordability and energy security—might win more durable support than a populist push for sweeping change.

The outcome remains open and will be decided by members’ ballots, which have been open throughout August. Parties and media outlets stress turnout will be decisive: Ramsay urged members to vote and suggested a higher turnout would better reflect the broad membership’s preferences. PoliticsHome and other reports note the result is expected in early September, and for procedural reasons the victor will serve a shortened one‑year term — a fact that has fed the intensity of the contest and the strategic calculations of all camps. In this climate, observers suggest a clear test: can the Greens translate urban energy into broad, affordable policy gains that reassure households, or will the forward‑facing leadership prefer a national spotlight that risks alienating pivotal voters?

Polanski himself has struck a tone of cautious confidence, telling The Guardian he is “confident but not complacent” about his campaign and reminding supporters that enthusiasm counts for nothing without votes. With ballots still to be counted, the Greens face a choice between the steady, seat‑focused growth for which their recent MPs have campaigned and a riskier strategy that aims to remake the party’s national profile; whichever path wins, the contest has already exposed deep disagreements about identity, tactics and the party’s place in a shifting progressive landscape. For critics who prioritise fiscal pragmatism and energy reliability, the choice signals not just lines in a leadership race but a broader test of whether the Greens can offer credible, costed policies—or if their upheaval merely hands a ready-made talking point to a reformist opposition seeking to rally voters around affordable, growth‑oriented governance.

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

## Bibliography

1. <https://www.theguardian.com/politics/2025/aug/17/zack-polanski-pulling-away-in-race-to-be-party-leader-senior-greens-believe> - Please view link - unable to able to access data
2. <https://www.theguardian.com/politics/2025/aug/17/zack-polanski-pulling-away-in-race-to-be-party-leader-senior-greens-believe> - Peter Walker’s Guardian (17 August 2025) describes how Zack Polanski, an insurgent Green candidate, is perceived by senior party figures to be pulling ahead in the leadership contest. It details his “eco‑populism”, media skills and social‑media reach that have attracted new, left‑leaning members and endorsements such as Caroline Russell’s. The article contrasts Polanski’s combative approach with the more establishment bids of Adrian Ramsay and Ellie Chowns, notes tensions and abusive online responses claimed by rival camps, and emphasises that ballots are open across August with turnout decisive. It records views from MPs, councillors and anonymous insiders about the party’s direction.
3. <https://www.theguardian.com/politics/2025/may/05/green-deputy-zack-polanski-launches-leadership-bid-with-uk-eco-populism-vision> - Exclusive Guardian (5 May 2025) records Zack Polanski’s surprise launch of a solo leadership bid, outlining his self‑styled “eco‑populism” to transform the Greens into a mass movement able to rival Reform UK. The piece quotes Polanski on learning communication lessons from Nigel Farage and stresses his aim to cut through media noise, shift public narratives and attract disaffected Labour voters. It notes his background as deputy leader and London Assembly member, his appeal among urban activists, and the contention his bid caused within the party hierarchy. The article situates his campaign amid recent Green electoral gains and heightened political competition.
4. <https://www.london.gov.uk/who-we-are/what-london-assembly-does/london-assembly-members/zack-polanski> - The official London Assembly biography for Zack Polanski confirms his election as a Londonwide Assembly Member in May 2021 and his re‑election in 2024, listing his committee roles and responsibilities. It notes his salary band, political group affiliation as City Hall Greens, priorities such as retrofit and universal basic income, and campaign background across community theatre, youth work and housing advocacy. The page describes his policy interests, committee memberships and public duties, substantiating claims that Polanski sits on the London Assembly and is active in environmental and housing issues while serving as deputy leader of the national Green Party concurrently.
5. <https://www.politicshome.com/opinion/article/over-one-hundred-green-councillors-endorse-zack-polanski-leadership-bid> - PoliticsHome reported on 5 June 2025 that 107 Green councillors signed a public letter endorsing Zack Polanski’s leadership bid, arguing his candidacy could broaden the party’s appeal and “grab the narrative”. The piece summarises signatories’ claims that disillusioned Labour voters are joining local Green branches, and quotes councillors who said Polanski can play the media game and cut through nationally. It notes tensions with party traditionalists, mentions past controversies and highlights debate over the Greens’ strategic direction as they weigh mass‑membership campaigning against steady electoral growth through councils and parliamentary seats. Voting opened in August; a result is expected September.
6. <https://news.sky.com/story/green-leadership-contenders-reject-calls-for-corbyn-pact-and-say-party-must-retain-distinctive-identity-13403984> - Sky News reported on 30 July 2025 that debate over an electoral pact with Jeremy Corbyn and Zarah Sultana’s new party was shaping the Green leadership contest. The report says Adrian Ramsay and Ellie Chowns rejected a formal Corbyn pact, urging the Greens to retain a distinctive identity, while noting that Zack Polanski indicated he would be open to co‑operation with like‑minded former Labour figures. The piece outlines how the question of alliances highlighted strategic divisions between candidates favouring steady seat‑building and those advocating bolder, populist outreach to disaffected progressive voters amidst changing national politics. It situates contest amid turbulence.
7. <https://www.bbc.com/news/articles/clyq2w87ljvo> - A BBC News summary of the Green Party leadership contest explains that Adrian Ramsay and Ellie Chowns are standing as a joint ticket while Zack Polanski runs solo, and that both Ramsay and Chowns are among the party’s four MPs elected at the 2024 general election. The report outlines the party’s recent electoral advances, the differing strategic approaches of candidates — steady seat‑gaining versus bold mass mobilisation — and notes internal debates over issues including trans rights and rural appeal. It also states the timetable for the leadership contest, with ballots opening in August and results expected in early September.