

Inside Reform

In-depth political analysis for the property, planning and development sectors.



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Your guide to the rise of Reform

Reform UK has been setting the British political weather all summer, channelling voter frustration over the perceived failings of both the Conservative and Labour parties. Earlier this year the party shot to the top of the polls and acquired real planning powers in the local elections - winning control of ten councils and two mayoralities.

This is the first of a series of monthly reports in which the Concilio team will explain what Reform want, who the key players are, and what action they have taken so far in office.

If you want to know what Reform is up to - and how their housing and planning policies are shaping up - each month Inside Reform will keep you in the know.



This month's report dives deep into the latest news and analysis from Reform-run areas, followed by our preview of the upcoming Reform party conference.

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Make sure you register with us to receive future editions of the monthly report:

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Reform's path to power?



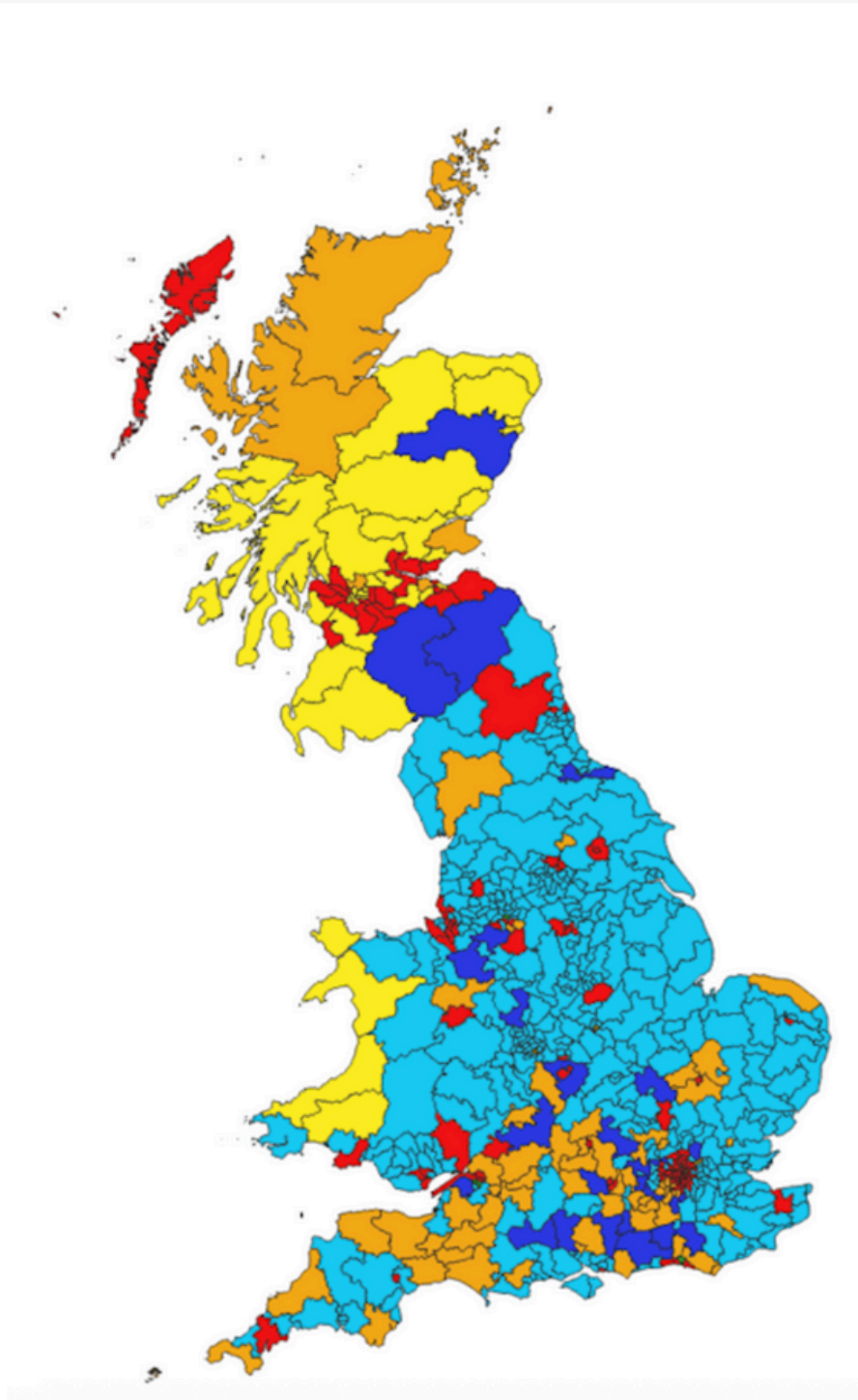
Reform UK are leading the national polls...

Reform currently boasts an average lead of ten points in the opinion polls.

Although a General Election could be up to four years away, their current polling lead could deliver a majority of close to 100 if the nation voted tomorrow.

Party	GE 2024		Predicted Election Result		
	Votes	Seats	MRP Votes	MRP Seats	
Reform	15%	5	31%	377	372
LAB	35%	412	22%	118	-294
LIB	13%	72	13%	69	-3
CON	24%	121	19%	29	-92

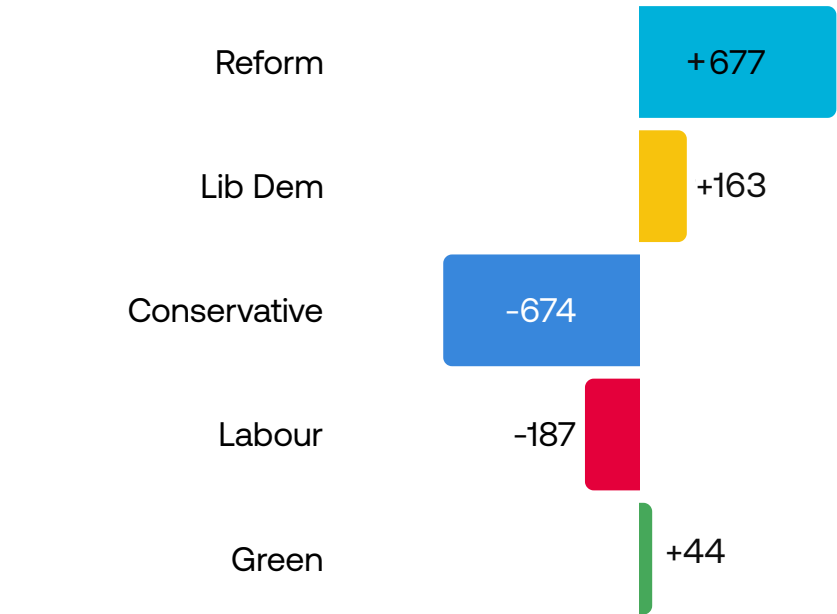
Electoral Calculus MRP Poll - June 2025



...and won the most seats in the recent local elections

Reform's success in May was more than just a big win - it was the most impressive victory for an insurgent party in local election history.

This leaves the party in control of counties with over five million residents, and with two high-profile Mayors.



Seats won/lost at the May 2025 local elections

Regional Round Up

Reform UK now holds majority control in 10 councils, leads three further councils in minority, and has secured two directly-elected mayoralties — its largest ever foothold in local government.



1

Tougher HMO Rules

Reform-led Durham County Council is consulting on tougher HMO rules. Councillor Lyndsey Fox said residents were already concerned about the changing nature of local neighbourhoods.

2

Selling Council Assets

Lincolnshire County Council plans to sell or review 76 council-owned sites, expecting to raise £16m over three years and cut £1.6m in running costs.

3

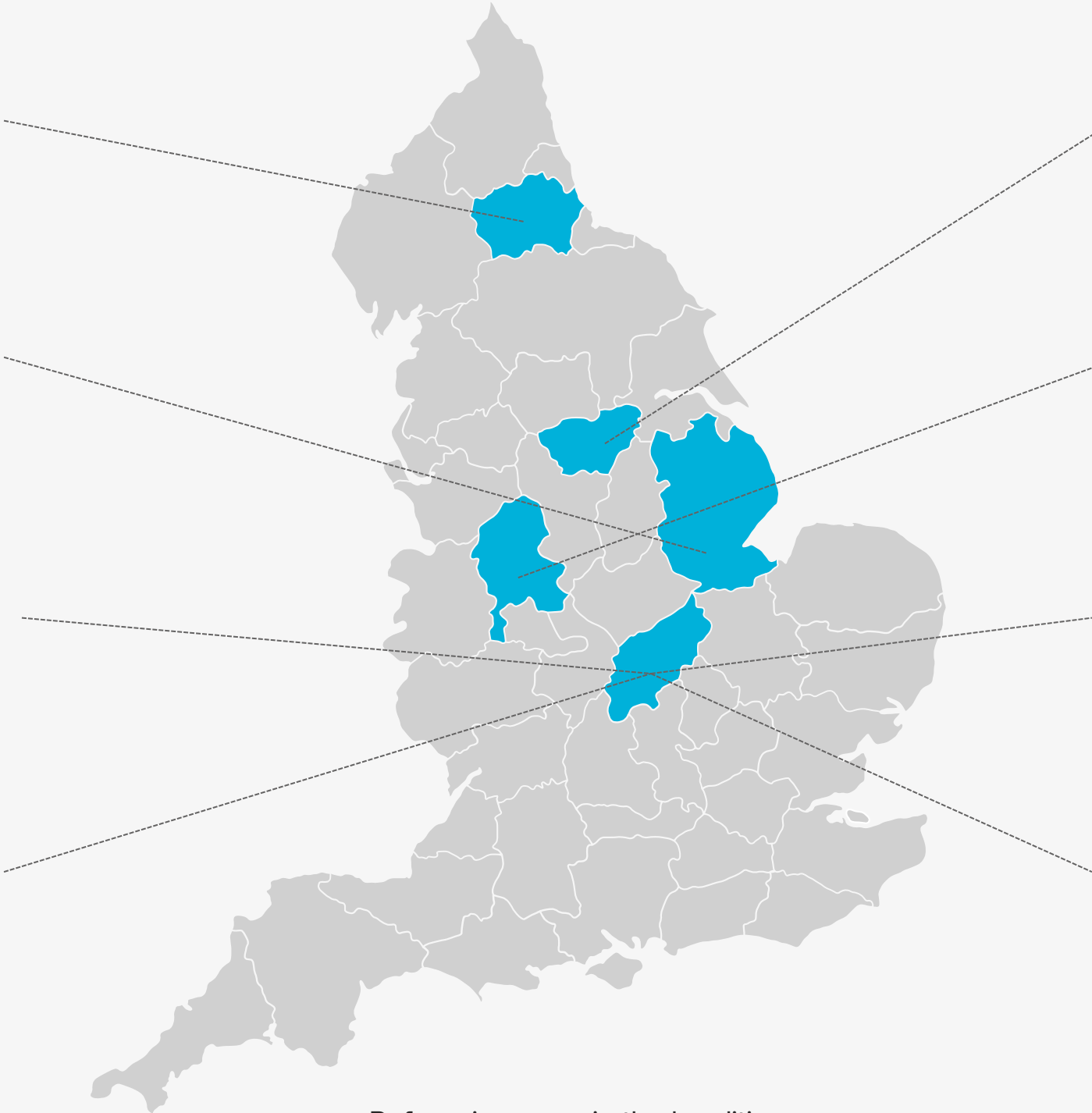
Developers Beware

West Northamptonshire Council ordered the demolition of a shisha lounge built without permission, with Cabinet Member for Planning Thomas Manning warning, “Developers can’t just do whatever they want and expect to get away with it.”

4

Housing Appeal Battle

A housebuilder has appealed the Reform-led North Northamptonshire Council’s rejection of plans for a 58-home development. A planning inspector will now decide whether the refusal stands.



5

Fight Against Green Belt Homes

Newly elected Reform councillor Ioan-Emanuel Craciun has attacked Reform-led Doncaster Council for “neglecting” his ward after approval of a 186-home scheme on former green belt land.

6

Power Cut

Staffordshire County Council has blocked the use of farmland for solar, wind or battery schemes as part of wider cost cutting measures.

7

More Housing Appeal Battles

West Northamptonshire Council’s refusal of a 700-home Brackley scheme has gone to appeal, with an inquiry by the Planning Inspectorate set for later this year.

8

Go-for-Growth Clash

North Northamptonshire Council approved a £100m warehouse park at Thrapston, defying strong local opposition and concerns that it conflicted with the Local Plan.

Reform in power in the localities

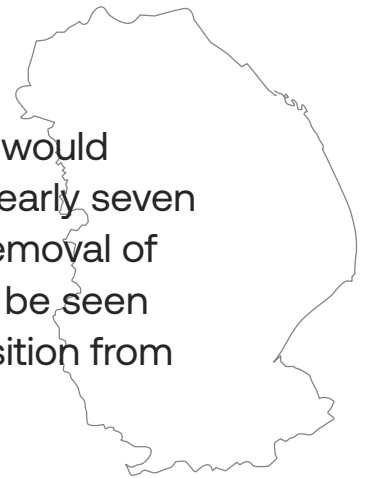
Mayors in Focus



Greater Lincolnshire

August has seen Mayor Dame Andrea Jenkyns double down on her anti-net zero stance, with a flurry of speeches and media appearances branding renewable energy projects “eyesores” and climate change a “money making racket.” She has openly targeted solar farms, battery storage schemes, and new transmission lines, framing them as threats to Lincolnshire’s countryside and a brake on economic growth.

Jenkyns has also pledged that a Reform UK government would unlock the Gainsborough gasfield — estimated to hold nearly seven years of UK gas supply — actively campaigning for the removal of the government’s fracking moratorium. She continues to be seen by many as an important flag bearer in Reform UK’s transition from a party of protest to a party of power.



Hull and East Yorkshire

Despite keeping a low profile, reports this summer suggest Luke Campbell has clashed with senior staff over a “toxic working environment,” while moving ahead with an aggressive programme to cut bureaucracy. On the policy front, Campbell has secured £700,000 in government funding for solar projects across Hull and East Yorkshire — the joint highest in the country — while advancing AI and tech sector growth through new university partnerships.

Campbell has also announced a £1m annual community fund, framed as part of his pledge to “stand up and represent the people” who backed him. Reflecting on his first 100 days, the former Olympic gold medallist insisted he has “no regrets” about joining Reform UK.



Profile

Councillor Linden Kemkaren Leader of Kent County Council

Kemkaren is a news producer and journalist by trade, who previously worked for BBC News and now runs her own production company.

Only elected to political office for the first time this May, she rode the turquoise wave in Kent to walk straight into Council Hall, with Reform winning two thirds of Kent's councillors.

She moved fast to make headlines - mandating DOGE-inspired external auditors to scrutinise council spending, cracking down on Council staff working from home, and a 5% cut to councillor allowances.

Her views on housing and development are less clear, and the planning process in Kent is still largely in the hands of District councils. Kemkaren's outspoken nature will no doubt see her wade into planning battles before too long.



Kemkaren demonstrates how Reform is racing ahead in new forms of political communication, focusing on emotive issues and short form video.

Her TikTok posts regularly rack up hundreds of thousands of views, focusing on emotive issues particularly small boats and illegal immigration.

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Reform's Economic Agenda



▶ [click here to watch the episode](#)

Deputy Leader Richard Tice set out Reform UK's emerging economic agenda in a June 2025 conversation with Liam Halligan on the 'When The Facts Change' podcast. The interview offered some of clearest insight yet into the party's economic policy direction

- 1 Philosophy**
 Tice pitches Reform as a party of growth and common sense, warning that reckless spending risks another 1970s-style crisis. Tice frames their approach as business-like, focused on quick decisions and proving results.
- 2 Taxation**
 Reform's tax plan is built around "making work pay," with higher thresholds, cuts to property and inheritance taxes, and lighter rules for small businesses and entrepreneurs to reward effort and risk-taking.
- 3 Spending**
 Reform promises to find savings before cutting taxes, targeting waste in government, "quangos" and costly Net Zero schemes. Tice argues this discipline will win credibility with markets.
- 4 Deregulation**
 Tice stresses that stripping back regulation is key to unleashing growth, from reforming City rules to simplifying the tax code and freeing up planning and energy projects.
- 5 Welfare Reform**
 Tice pledges to tighten the rules for those able to work. Reform opposes the two-child cap, presenting it as part of a family-friendly agenda to boost birth rates.

In breaking news, Reform has pledged to cut council tax bills by up to £350 by cracking down on waste and mismanagement in public sector pensions, which Richard Tice says are costing taxpayers £10bn a year.



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Concilio at Conference

Our next edition of **Inside Reform** will track the key speeches, side conversations, and emerging policy signals – as well as the wider movement of campaigners, commentators and councillors shaping the party’s message.

If you see us at conference, come and say hello – it’s going to be an interesting few days!



Concilio will be on the ground in Birmingham to cut through the noise and bring you actionable intelligence from inside the room and around the fringes.

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September’s Reform Party Conference promises to be one of the most closely watched political moments of the year

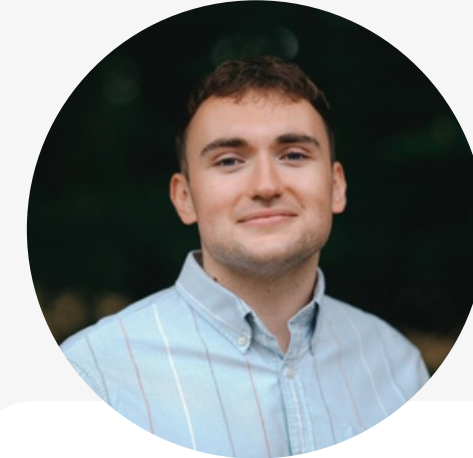
Fringe panels and side events will showcase emerging policy areas, with speeches by MPs, mayors, and councillors signalling the party’s local priorities. Expect media-savvy moments, potential celebrity attendees, and hints at high-profile defections.



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Stay tuned!

In future editions of **Inside Reform**, we will be asking:

📍 Reform in the Capital

Is Nigel Farage's party about to crack Labour's London fortress, or will their "outer horseshoe" strategy fall flat?

💷 Budget Day Fallout

Will the Chancellor's November Budget steady the ship for a fragile government, or hand Reform new ammunition on tax, spending, and the cost of living?

💬 Post-Conference Round Up

Can Reform turn conference buzz into lasting credibility? Will policy take centre stage, or will spectacle steal the show?

🏠 Housing at a Crossroads

Can Reform's local pledges on housing and development stand up to scrutiny, or will they run into the same roadblocks as their rivals?

Get in touch

If you want to understand how Reform's rise will impact you, don't hesitate to get in touch!

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