Advance UK

Advance UK

Semantic Summary

Dissolved fringe hard-right party (June 2025 – June 2026) founded by Ben Habib, the British-Pakistani businessman, First Property Group CEO and former Reform UK deputy leader who quit in November 2024 after a bitter falling-out with Nigel Farage and chairman Zia Yusuf. Initially branded the Integrity Party, Advance UK positioned itself as a "principled" anti-immigration, pro-sovereignty, anti-woke alternative to Reform UK while explicitly rejecting ethnonationalism — a nod to Habib's own heritage. Largely self-funded by Habib and boosted by his regular GB News appearances, it never contested an election despite attracting a Reform councillor defection in Doncaster. Habib wound the party up on 3 June 2026 to avoid "confusion" with Rupert Lowe's Restore Britain. Its one-year trajectory — media fanfare, no infrastructure, overtaken by a better-resourced rival — illustrates the fragmentation and personal rivalries of the post-Brexit British hard right.

Overview

Field	Details
Full Name	Advance UK (formerly the Integrity Party)
Classification	Tier 3 — Fringe Party
Status	**Dissolved (June 2026)** — wound up by leader Ben Habib
Founded	30 June 2025
Registered with Electoral Commission	July/August 2025
Leader	Ben Habib (2025–2026)
Political Position	Hard-right / Far-right
Ideology	British nationalism, anti-immigration, Euroscepticism, right-wing populism
Headquarters	London area (exact address not publicly disclosed)
Electoral Performance	Did not contest any elections before dissolution
Website	advanceuk.org.uk (now defunct)

Founding and Origins

Advance UK was launched on 30 June 2025 by **Ben Habib** (born 7 June 1965), a British-Pakistani businessman and the former Deputy Leader of Reform UK. Habib had served as Reform UK's deputy leader until November 2024, when he quit following a bitter falling-out with Nigel Farage and party chairman Zia Yusuf over immigration policy, Farage's leadership style, and the party's internal direction.

The party was initially branded the "Integrity Party" before being renamed to Advance UK. It positioned itself as a more uncompromising, "principled" alternative to Reform UK, accusing Farage's party of having abandoned genuine right-wing principles for political expediency.

At its launch, Habib described Advance UK as "a serious principled political party on the Right" that would "reclaim sovereignty and restore confidence in our democracy." The party promised bold culture and immigration policies while explicitly rejecting ethnonationalism — partly a nod to Habib's own background as a British-Pakistani.

The party received official registration from the Electoral Commission in summer 2025, with Habib hosting a launch event in Manchester outlining an "ambitious vision."

Leadership

Ben Habib (2025–2026)

Benyamin Naeem Habib is a wealthy businessman who serves as CEO of First Property Group, a commercial property investment company. He was born on 7 June 1965 and educated at Rugby School before studying at Cambridge University. Habib was also chairman of the Great British PAC, a political advocacy group.

His political profile rose significantly as Deputy Leader of Reform UK (succeeding the Brexit Party branding). He was a regular presence on GB News, where he often appeared as a commentator on immigration, the economy, and populist politics. His departure from Reform in November 2024 was acrimonious, with Habib publicly criticising Farage's control of the party.

During Advance UK's brief existence, Habib was its sole public face — leader, primary spokesperson, and principal fundraiser.

Ideology and Platform

Advance UK's platform centred on:

- **Anti-immigration**: Drastically reduced immigration numbers; end to "uncontrolled" migration
- **Sovereignty**: Full restoration of parliamentary sovereignty; rejection of international bodies perceived to constrain UK independence
- **Culture**: Opposition to "woke" ideology; defence of traditional British values
- **Economy**: Pro-business, low-regulation economic policies reflecting Habib's business background
- **Anti-ethnonationalism**: Explicit public rejection of racial nationalism — Habib consistently emphasised this given his own heritage

The party's slogan was "Britain Needs Principle, Not Expediency."

Electoral Performance

Advance UK **did not contest any elections** during its approximately one-year existence. It gained some attention when a former Reform UK councillor in Doncaster defected to Advance UK, citing "instability" and "infighting" within Reform, but this did not translate into electoral momentum.

Controversies and Criticisms

- **GB News cross-promotion**: As a frequent GB News contributor, Habib blurred the lines between political activism and broadcast commentary, raising questions about Ofcom impartiality rules.
- **Right-wing fragmentation**: Critics argued Advance UK was merely splitting the right-wing vote rather than offering a distinctive platform, potentially helping Labour and the Conservatives.
- **Short lifespan**: The party's failure to contest a single election before dissolution led to accusations it was primarily a vehicle for Habib's personal brand rather than a serious electoral project.

Funding

No detailed funding data was published. The party was understood to be largely self-funded by Habib through his personal wealth and business connections, with small-scale grassroots donations.

Dissolution

On 3 June 2026, Ben Habib announced the closure of Advance UK. The decision was prompted by the emergence of **Restore Britain**, the breakaway party founded by former Reform UK MP Rupert Lowe.

Habib told party members:

> "At least on the face of it, Restore Britain is a party that is very, very similar to Advance UK, and we don't need this kind of confusion on the Right-hand side of British politics. The responsible thing to do now is for Advance UK to take a step back."

He added: "We are not in politics for the sake of being in politics. It has never been about egos. It has always been about the country."

Advance UK was either de-registered with the Electoral Commission or merged into a broader right-wing campaigning organisation. Habib did not announce personal political plans following the dissolution.

Legacy and Significance

Advance UK represents a classic Tier 3 fringe party trajectory: launched with media fanfare by a GB News-recognisable figure, capitalising on a high-profile defection from a larger party, but failing to build institutional infrastructure, membership base, or electoral presence before being overtaken by a better-resourced rival. Its one-year lifespan also illustrates the intense fragmentation and personal rivalries on the British hard-right post-Brexit.

Known Associations

Auto-generated from cross-references in this archive.

- **Sarah White** — 17 mentions · tagged
- **Ben Habib — Advance UK Leader, Former Reform UK Deputy Leader** — 16 mentions · tagged
- **Liam Tuffs** — 10 mentions · tagged
- **Reform UK** — 7 mentions · tagged
- **Callum Barker** — 4 mentions · tagged

- **Hugh Anthony** — 2 mentions
- **Chris Rose — Reform UK Figure** — 1 mention
- **Nigel Farage** — 1 mention · tagged
- **Rupert Lowe** — 1 mention · tagged

Tags

- advance-uk
- anti-immigration
- anti-woke
- ben-habib
- brexit
- far-right
- gb-news
- nationalist
- nigel-farage
- organisation
- reform-uk
- restore-britain
- rupert-lowe
- sovereignty
- zia-yusuf

Sources

- Wikipedia: Advance UK
- Wikipedia: Ben Habib
- Left Foot Forward: "Ben Habib winds up Advance UK to clear the way for Restore Britain" (June 2026)
- Conservative Post: "Advance UK Officially Registered as a Political Party" (2025)
- Guido Fawkes / Order-Order: "Ben Habib Shutting Down Advance UK Party After One Year" (June 2026)
- Advance UK official website (now defunct): advanceuk.org.uk

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