

National Rebirth Party (NRP)

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Semantic Summary

Neo-Nazi-adjacent fringe party registered with the Electoral Commission in February 2024 as a split from Patriotic Alternative, led by Alek Yerbury — dubbed the "Hull Hitler" by anti-fascist researchers for styling himself on Adolf Hitler — a former PA Yorkshire member and founder of the "White Lives Matter" activist network. With roughly 100 members (Searchlight, June 2025), it promotes a "National Agenda" of remigration, ethnic nationalism and authoritarian governance, publishes the "Rise Britannia" newspaper, and pursues a long-term "Five Year Plan" electoral strategy that Yerbury compares to the early Labour Party, with weekend town-centre events and a Scottish arm fronted by the founder of a racist group. Hope not Hate calls it "plainly racist and startlingly authoritarian". Known figures include spokesperson Piers Mellor, Luke Jahn and former councillor Lewis Allsebrook. Electorally negligible, its significance is as a recruitment and networking node in the post-PA fascist ecosystem.

Overview

Field	Details
Full Name	National Rebirth Party
Classification	Tier 3 — Fringe Party / Neo-Nazi-adjacent
Status	Active (registered)
Founded	Early 2024 (Electoral Commission registration: 28 February 2024)
Leader	Alek Yerbury
Known Members	Luke Jahn (activist), Lewis Allsebrook (former councillor), Piers Mellor (spokesperson)
Registered Areas	Scotland, England, and Wales
Political Position	Far-right / Neo-Nazi-adjacent
Ideology	White nationalism, ethnic nationalism, authoritarianism, anti-immigration, "National Agenda" platform

Field	Details
Estimated Membership	~100 members (per Searchlight, June 2025)
Electoral Performance	Contested at least one by-election (Gorton and Denton, 2026); no seats won
Website	nationalrebirthparty.org.uk

Founding and Origins

The National Rebirth Party was formed in early 2024 as a split from **Patriotic Alternative (PA)**, the UK's largest explicitly fascist organisation. The NRP was the second split from PA to register as a political party in 2024, following a pattern of fragmentation within the British neo-Nazi scene.

The party was approved by the Electoral Commission on **28 February 2024** to field candidates in Scotland, England, and Wales. It was initially known under a different name before being renamed to the National Rebirth Party.

The party describes itself as "Est. 2024" and presents a "Five Year Plan" for growth, with leader Alek Yerbury telling UnHerd in 2026 that he expects to "win national power" within 10 to 15 years — a startlingly ambitious claim for an organisation of approximately 100 members.

Leadership: Alek Yerbury — "The Hull Hitler"

Alek Yerbury is the founder and leader of the National Rebirth Party. He was previously a member of Patriotic Alternative's Yorkshire region and founder of the **"White Lives Matter"** activist network. He has been dubbed the **"Hull Hitler"** by anti-fascist researchers due to his documented admiration for Adolf Hitler, including styling himself on the Nazi leader.

Yerbury came to wider attention after speaking at an anti-asylum seeker rally in Elgin, Scotland. According to The Ferret, he is "a man who styles himself on Adolf Hitler."

Research group **Hope not Hate** has described the NRP as "a plainly racist and startlingly authoritarian group." Searchlight magazine reported in June 2025 that, according to Yerbury himself, the organisation was "99% right" — an apparent admission that even its own leader acknowledges near-total alignment with anti-fascist characterisations.

Yerbury maintains an active writing presence on the party's News section, publishing articles on nationalist theory, legal reform, and organisational strategy. His writing is characterised by:

- Calls for "national rebirth" and ethnic consciousness
- Opposition to "unchained capitalism" which he argues "drives mass immigration"
- Criticism of the "nationalist ecosystem" which he describes as "a curse, not a blessing"
- Advocacy for "collective responsibility" in legal reform — a coded reference to collective ethnic identity
- Historical revisionism, including romanticising the Gunpowder Plot

Ideology and Platform

The NRP promotes what it calls the "**National Agenda**" — a 20-point programme that, while partially obscured behind rhetorical framing, is understood to include:

- **Remigration:** Mass deportation of non-white immigrants and their descendants
- **Ethnic nationalism:** Explicit prioritisation of white British identity
- **Authoritarian governance:** Rejection of liberal democratic norms
- **Anti-globalism:** Opposition to free markets and international institutions
- **Legal reform:** "Demand #8 and #9" of the National Agenda reference legal system overhaul
- **Cultural nationalism:** Rejection of multiculturalism; enforcement of "British values"

The party's "Five Year Plan" outlines a deliberately long-term strategy focused on building organisational infrastructure before seeking electoral breakthroughs — a model consciously compared by Yerbury to the early Labour Party's decades-long path to power.

The party produces a newspaper titled "**Rise Britannia**," echoing fascist imagery.

Electoral Performance

By-Elections

- **Gorton and Denton by-election (February 2026):** Yerbury wrote about spending "a significant amount of time" in the constituency and watching the by-election "play out first hand," suggesting the NRP fielded a candidate. The result is not recorded as producing any significant vote share.

General Elections

No general election contested as of July 2026.

Local Elections

No known local council seats won. Former councillor **Lewis Allsebrook** is listed as a party contributor, writing under the title "Former Councillor," suggesting some limited penetration of local government by individuals later associated with the party.

Organisation and Activities

According to Searchlight (June 2025):

- **Membership:** ~100 members
- **Branches:** "A handful of branches"
- **Public presence:** "Steadily upping its public profile with town centre events most weekends, often attended by Yerbury himself"

The party maintains:

- A professional-looking website with join/donate functionality
- An online shop
- A YouTube channel featuring speeches by Piers Mellor and flag processions
- A regular news publication
- Multi-branch meetings following a first "National Meeting and Conference"

Scottish Arm

The NRP has a dedicated Scottish presence. The Ferret reported that the founder of a racist group was recruited to front the party's Scottish operations. Hope not Hate noted the party had attracted "fractious fascist" elements and "violence-obsessed individuals."

Controversies

March 2026: Theatre Ejection

In March 2026, Searchlight reported that the NRP was ejected from a theatre venue where it had attempted to hold an event. The article, headlined "National Rebirth Party exits stage right as theatre throws them out," documented one of several instances where venues have refused to host the party.

Neo-Nazi Characterisation

Multiple anti-fascist organisations, including Hope not Hate, Searchlight, and Red Flare, categorise the NRP as a neo-Nazi or neo-Nazi-adjacent organisation. The party's origins in Patriotic Alternative,

Yerbury's Hitler styling, and the explicitly racial nationalist platform support this characterisation.

Patriotic Alternative Split

The NRP's formation as a split from PA reflects ongoing tensions within the British far-right between those favouring electoral participation (NRP's approach) and those favouring purely extra-parliamentary activism (PA's traditional model).

Funding

No detailed funding information is publicly available. The party solicits donations through its website and likely relies on small-scale contributions from its approximately 100 members. Its registration status and exemption thresholds suggest income below Electoral Commission reporting requirements.

Assessment

The National Rebirth Party is a small but strategically ambitious neo-Nazi-adjacent party that represents one of the more organised attempts to create an electoral vehicle for explicitly racial nationalist politics in the contemporary UK. Its significance lies not in electoral threat — it has negligible support — but in:

1. Its role as a networking and recruitment node in the post-PA fascist ecosystem
2. Its attempt to normalise explicitly racial nationalist politics through electoral registration
3. Its long-term "entryist" strategy modelled on historical precedents of fringe parties eventually achieving mainstream breakthrough

Yerbury's comparison to the early Labour Party's trajectory should be understood as aspirational fantasy rather than realistic political analysis — the NRP operates in a political environment where even the most successful far-right parties (Reform UK, historically UKIP/Brexit Party) have explicitly rejected the racial nationalism the NRP centres.

Known Associations

Auto-generated from cross-references in this archive.

- **Alex Yerbury** — 22 mentions · tagged
- **Harry Jackson** — 9 mentions · tagged
- **Kai Cunningham** — 6 mentions · tagged

- **Patriotic Alternative** — 4 mentions · tagged
- **Ryan Ferguson — Neo-Nazi Activist** — 3 mentions · tagged
- **Reform UK** — 2 mentions
- **Dion Wragg** — 1 mention

Tags

- alex-yerbury
- anti-immigration
- channel
- ethno-nationalist
- far-right
- national-rebirth-party
- nationalist
- organisation
- patriotic-alternative
- scotland
- wales
- white-nationalist
- youtube

Sources

- The Ferret: "Far right figure who targeted Elgin registers political party" (2024)
- The Ferret: "Racist group founder fronts new far right party's Scottish arm"
- Daily Record: "New far-right party led by self-styled 'Hitler' approved by electoral commission" (2024)
- Red Flare: "'Hull Hitler' Forms Another New Far-Right Party" (2024)
- UnHerd: "The rise of Britain's neo-Nazis" (June 2026)
- Searchlight: "'Searchlight is 99% right' nazi leader tells British fascists" (June 2025)
- Searchlight: "National Rebirth Party exits stage right as theatre throws them out" (March 2026)
- National Rebirth Party website: nationalrebirthparty.org.uk

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