Reform UK Headlines — 27 Sep 2026

?? Reform UK — Latest News & Controversy Sweep — Sunday 27 September 2026

Source: NewsNow — Reform UK topic hub (`https://www.newsnow.co.uk/h/UK/Politics/Reform+UK`)
Sweep run: 09:00 BST, Sunday 27 September 2026 **Coverage harvested:** 30 items on the NewsNow "Latest" feed + 12 clustered "Top Stories" (61 article records) + 8 "Most Read" — dated 6–27 September 2026. **Five items are new since yesterday's 09:00 sweep**, one of them filed in the last hour. **Yesterday's file:** `reform-uk-headlines-26-09-2026.md`

Aggregator caveat: NewsNow is a headline aggregator. Where the underlying publisher is Cloudflare-protected (Reach plc and National World titles — Manchester Evening News, Doncaster Free Press, Yorkshire Post, Shields Gazette), the article body could not be retrieved and the item is flagged *(headline-level)* or *(snippet-level)*. Paywalled titles (Telegraph, Farmers Guardian) are flagged likewise. No paywalled or blocked text is reproduced. Nothing in this file should be read as a finding against any named individual other than as reported by the publisher cited.

Summary

Today's Reform UK story is **arithmetic, not incident**. More in Common published its first MRP of the Burnham premiership this morning, and it puts **Labour on 250 seats to Reform's 147** — a 146-seat fall for Reform since the same model's July projection, and **less than half the 373 seats the same pollster projected for the party twelve months ago**. It is the third consecutive More in Common projection to show Reform's seat count declining (381 → 324 → 293 → 147 since January), the party's seats are the most marginal of any party (69% won by under five points, average margin 3.8 points), and the model credits **Restore Britain** — standing in an MRP for the first time — with splitting the right in 76 seats where Reform finishes second. In Wales Reform is projected to fall from 21 seats in July to six; in Scotland from six to one. YouGov's own MRP, published on 24 September and localised by the Carlisle *News & Star* this morning, has Reform

third, behind both Labour (241) and the Conservatives (130) on 123.

The one live controversy thread is still the **Reform conference altercation of 4–5 September**. Bracknell Labour has written directly to Nigel Farage and party chairman Lee Anderson demanding the suspension of two local Reform figures — branch chairman **Malcolm Tullett** and Bracknell town councillor **Justin Bellhouse** — pending the West Midlands Police investigation, which has already produced one conditional caution and continues.

Wales supplies the third strand: a South Wales Argus opinion column argues that Sarah Cooper-Lesadd's 15 September defection from Reform to Plaid Cymru exposes a structural flaw in Wales's new closed-list voting system — and that nothing in law can force her seat back to Reform.

It is a quiet Sunday otherwise. The party's own "Story of the Day" is Farage on the English Channel; the only other new material on the wires is media-strategy reporting on how Reform intends to spend its £72m crypto windfall.

---

1. Latest Developments

More in Common MRP: Labour 250, Reform 147 — Reform's third consecutive projected decline (the lead story)

- **The projection (out this morning).** More in Common's **September 2026 MRP** — its first since Andy Burnham became Prime Minister — puts **Labour on 250 seats**, 76 short of a majority, **Reform UK on 147**, the Conservatives on 125, the Liberal Democrats on 63, the SNP on 27, Plaid Cymru on six, the Greens on three and Restore Britain on one. Implied vote shares: Labour 26%, Reform 24%, Conservatives 22%, Lib Dems 11%, Greens 8%, Restore Britain 3%; Labour is up five points on July and Reform down three. (More in Common, page dated 26 Sep, updated 27 Sep 00:32 UTC; HuffPost UK, 27 Sep 07:35; Guardian live blog, 27 Sep)
- **The reversal.** In More in Common's **July MRP**, Reform was projected to win **293 seats and Labour just 110**. Between the two projections **214 seats have changed hands, 143 of them to Labour** — 101 direct from Reform. Labour is still 161 seats down on its July 2024 result. (More in Common) Luke Tryl, More in Common's UK director: "*Reform UK a distant second on 147 – less than half what they were projected to win this time last year.*" (More in Common)
- **The long slide.** More in Common's line for Reform runs **373 seats (Sep 2025) → 381 (Jan 2026) → 324 (Apr) → 293 (Jul) → 147 now**. Of the 293 seats it was projected to win in July, Reform loses 101 to Labour, 43 to the Conservatives, four to the Lib Dems, three to the SNP and two to Plaid. (More in Common)

- **The most fragile seats in the country.** 102 of Reform's 147 seats (**69%**) are won by fewer than five points and all but seven by fewer than ten; Reform's average winning margin is **3.8 points**. A **two-point** national swing from Labour to Reform would make Reform the largest party; a five-point swing would give it a majority; a three-point swing the other way gives Labour a majority. (More in Common)
- **Restore Britain is now in the model.** This is the first More in Common MRP to prompt for Restore Britain, which takes 3% and Rupert Lowe's Great Yarmouth. In **76 seats where Reform finishes second, the gap is smaller than Restore's vote share** (Labour wins 38 of them, the Conservatives 27); 54 of the seats Reform has lost since July are seats it now trails by less than Restore's share. More in Common cautions these are maximum-exposure figures, not seats it would necessarily win. (More in Common)
- **Wales and Scotland collapse.** In Wales Reform falls from **21 seats in July to six**, with its vote share down seven points; Labour goes from zero seats to 17 and is again the largest party in Wales. In Scotland Reform falls from six seats to one, vote share down five points. The North East is its steepest English decline (vote share down eight points). (More in Common)
- **Senior figures' seats.** Farage holds Clacton by 12.5 points over the Conservatives; Lee Anderson holds Ashfield by 3.5 over Labour; **Richard Tice holds Boston and Skegness by just 1.5 points** over the Conservatives. Suella Braverman (Fareham and Waterlooville) and Andrew Rosindell (Romford) are projected to win for Reform, but Robert Jenrick (Newark) and **Danny Kruger (East Wiltshire)** — the party's head of preparation for government — are projected to lose to the Conservatives. (More in Common)
- **Tactical voting scenario.** Modelling of English seats where a preferred party is more than ten points behind second place puts Labour on **275** and cuts Reform by **30 to 117**, which would also move the Conservatives into second place. (More in Common)
- **Method.** Sample 15,765 GB adults, fieldwork **21 August – 21 September 2026**. More in Common stresses the model is a snapshot of fragmentation, not a forecast of the next election. (More in Common)
- **The framing in the press.** HuffPost UK leads on "Major Boost For Burnham… On Course To Dwarf Reform" ahead of Labour's conference in Liverpool, which opens today. (HuffPost UK, 27 Sep 07:35)

YouGov MRP, localised: Reform projected to take Carlisle — but third nationally

- **The local finding.** The *News & Star* (Carlisle) reports that the first major YouGov MRP since Burnham became PM puts Labour and Reform **level on 29% in Carlisle**, with Reform projected to edge ahead and take the seat from Labour. Reform is projected first or second in all four mainland Cumbrian constituencies; the Conservatives top the poll in none. Newton Abbot and Torbay are also flagged nationally as Lib Dem seats Reform takes. (The Carlisle News & Star, 27 Sep 05:08)
- **The national numbers.** The same YouGov model gives **Labour 241, the Conservatives 130, Reform UK 123** — a hung parliament with Labour 85 short of a majority, and Reform **third**. That is a sharp reversal from YouGov's September 2025 MRP,

which projected Reform on 311 seats. (YouGov, 24 Sep; The Telegraph, 24 Sep; Bloomberg, 24 Sep; London Loves Business)
- **Local momentum.** The projection follows Reform's gain of **Currock and Upperby** on Cumberland Council from Labour in a by-election earlier this month — its first council win in Carlisle. (The Carlisle News & Star, 27 Sep)
- **A third poll.** Opinium has Labour on **28%**, with Burnham the highest-approval party leader; the Manchester Evening News reported the bounce on Saturday evening. *(headline/snippet-level — Reach plc body blocked.)* (Manchester Evening News, 26 Sep 21:44)

Bracknell: Labour writes to Farage and Anderson demanding two suspensions over the conference altercation

- **The letter. Bob Miller**, chair of the Bracknell Constituency Labour Party, wrote on **23 September** to Reform UK leader **Nigel Farage MP** and party chair **Lee Anderson MP**, calling for the immediate suspension of **Malcolm Tullett** (chairman of Reform UK's Bracknell branch) and **Cllr Justin Bellhouse** (Reform UK representative for Harmans Water on Bracknell Town Council; the branch's own site and earlier reporting list him as deputy chairman). (Wokingham.Today, 27 Sep 08:01)
- **The argument.** Miller cites media reports linking both men to the violent ejection of a demonstrator from Reform's national conference, and the continuing police investigation: "*West Midlands Police has confirmed they have launched an investigation and identified a number of suspects… If Mr Tullett and Cllr Bellhouse are among them, the honourable thing as party leader and party chairman would be to suspend their party membership pending the conclusion of the police's investigation.*" The letter refers to the incident on **4 September**. (Wokingham.Today, 27 Sep)
- **The police position.** West Midlands Police told the PA that **one man has been given a conditional caution** after a voluntary interview, that **two other men have also been voluntarily interviewed**, and that enquiries continue under **log 1106 of 3 September**. Footage from the conference showed protesters being manhandled, a protester's hair pulled and a walking stick used; the force has appealed for victims to come forward. (Nation.Cymru / PA, 23 Sep; BBC, 23 Sep)
- **The disputed footage.** Sky News footage circulated locally appeared to show Tullett and Bellhouse in a confrontation with a woman heckler at the Birmingham NEC; Bracknell News dated that confrontation to **Saturday 5 September**, while the demonstration that interrupted Farage's keynote speech was on **4 September**. No finding attaches to either man; both are named only because a political opponent's letter and mainstream reporting name them. (Bracknell News, 8 and 15 Sep; Wokingham.Today, 27 Sep)
- **Why it matters to the sweep.** This is the first time the conference-altercation story has produced a named demand for disciplinary action against party officers, rather than the caution of an unidentified attendee. Reform UK has not responded publicly to the letter. (Wokingham.Today, 27 Sep)

Wales: the Cooper-Lesadd defection re-litigated as a flaw in the new Senedd system

- **The column.** The South Wales Argus has published an opinion piece by **Michael Enea**, a Conservative campaigner and blogger, arguing that Sarah Cooper-Lesadd's move from Reform UK to Plaid Cymru exposes a structural flaw in the voting system Wales used in May 2026: voters in each constituency chose a **party** from a closed regional list rather than an individual candidate, so an MS can change parties without losing the seat. Enea's proposal: on defection, the next highest-ranked candidate on that party's regional list should take the seat. He names Reform's Bridgend and the Vale regional list order — 1) Sarah Cooper-Lesadd, 2) Gareth Thomas, 3) Paul Young, 4) Emma Kate Clatworthy, 5) Valerie Lynn Ellis, 6) Dennis Anthony Coughlin — noting Reform took over 30% of the vote and two of the region's six seats. (South Wales Argus, 27 Sep 04:09 — opinion)
- **The defection itself was 15 September.** Cooper-Lesadd, the MS for Pen-y-bont Bro Morgannwg (Bridgend and the Vale) and Reform's former shadow minister for children, young people and skills, announced her move to Plaid Cymru on 15 September, saying Reform "has no interest in Wales" and that she left in part because of its approach to vulnerable groups; she has since told the BBC she voted Remain in 2016 and would back Welsh independence in a referendum. Her defection was approved by Plaid's Senedd group. (The Guardian live blog, 15 Sep; BBC, 15 Sep)
- **Why it is in today's sweep.** The defection is not new, but today's column is — it is the first piece in this hub's coverage to make the systemic argument about the May 2026 system rather than the party-political one. (South Wales Argus, 27 Sep) Reform UK's loss of one of its two Bridgend and the Vale regional seats is separate from, and additional to, the six Welsh seats the More in Common MRP now projects for the party.

Party output and media strategy

- **Reform's own "Story of the Day" (27 Sep)** is a Farage piece headed "*The English Channel is a national frontier. It is high time we treated it like one*" — the party's Channel-crossings line restated on the opening day of Labour's conference. *(Source is the party's own site, which Cloudflare-blocks this host; quote taken from the indexed page description of* `reformparty.uk/news`*.)*
- **The £72m is being turned into a broadcaster.** The Telegraph reports (26 Sep) that Reform plans to use the **£72m in crypto-linked donations** it received this month — **£36m each from Ben Delo and Christopher Harborne** on 11–12 September — to fund a new video channel, framed as a challenge to GB News. *(headline-level — Telegraph is paywalled; no body detail asserted.)* (The Telegraph, 26 Sep; Sky News, 12 Sep)

---

2. Policy / Controversy

Contradiction tracker

#	Reform UK's position	The friction	Source
1	Momentum party on course for government; Farage "ready to form a government" after the £72m haul	Three independent seat models now tell the opposite story: More in Common has Reform on 147 seats (down 146 since July and 226 since Sep 2025), YouGov's MRP on 24 Sep puts it **third** behind Labour and the Conservatives, and More in Common has a two-point swing making it the largest party but a three-point one making it irrelevant again	More in Common 27 Sep; YouGov 24 Sep; News & Star 27 Sep
2	"The party that listens" / strength of the membership base	69% of Reform's projected seats are won by fewer than five points and its average margin is 3.8 points — the most exposed seat bank of any party, vulnerable to a new right-of-centre rival	More in Common 27 Sep
3	Right-wing unity, with Reform as the vehicle	Restore Britain — now prompted in the MRP for the first time — is a factor in **76 seats where Reform finishes second**, and in 54 of the seats Reform has lost since July; the model explicitly credits it with splitting the right	More in Common 27 Sep
4	Discipline: a party that polices its own standards	A Labour branch chair's letter to Farage and Lee Anderson names two Bracknell officers and asks for suspension pending a police investigation into the conference altercation; the police have cautioned one man and interviewed two others and the investigation is open	Wokingham.Today 27 Sep; Nation.Cymru/PA 23 Sep

#	Reform UK's position	The friction	Source
5	Wales: a party on the rise in the Senedd and a challenger for Welsh government	One of its two Bridgend and the Vale regional MSs has defected to Plaid Cymru, the defection cannot be reversed by law under the new closed-list system, and the More in Common MRP now has Reform on six Welsh seats (from 21 in July) with Labour back as the largest party in Wales	South Wales Argus 27 Sep; More in Common 27 Sep; Guardian/BBC 15 Sep
6	Media strategy: bypassing a hostile mainstream press with its own outlets	The party is reported to be using a record £72m donations haul — the subject of a separate row over mega-donations and the £100,000 overseas-donor cap backdated to March — to fund a video channel	The Telegraph 26 Sep (headline-level)

Notable "gaffs" and pressure points carried into this week

- **The five-point cliff edge.** Reform's own projected seat bank is the most marginal in the country: 82 seats in the More in Common model are won by a margin of under a single point; Reform sites itself second in **228 seats**, more than any other party — the recovery path exists in the same model that shows the collapse. (More in Common, 27 Sep)
- **A frontbench scalp in the projections.** Danny Kruger, Reform's head of preparation for government, is projected to lose East Wiltshire to the Conservatives; Robert Jenrick is projected to lose Newark. Richard Tice holds Boston and Skegness by 1.5 points. (More in Common, 27 Sep)
- **Two officers under a police-investigation cloud** while their party's leader campaigns on law and order — the practical effect of the Bracknell letter, regardless of its author's affiliation. (Wokingham.Today, 27 Sep)
- **The Welsh systemic point.** Under the system Wales used in May 2026, no by-election follows a defection short of re-running an entire six-seat region — so Reform has no legal route to reclaim the Bridgend and the Vale seat it won on the party vote. (South Wales Argus, 27 Sep)

Governance watch-list (next 14 days)

- **Reform UK's response to Bracknell:** whether Farage and Anderson answer Bob Miller's 23 September letter, and whether Tullett or Bellhouse are named as suspects by West Midlands Police; the force's investigation (log 1106 of 3 September) remains open with

two men interviewed.
- **The polls:** today's More in Common MRP is the third consecutive decline for Reform — watch whether the next voting-intention polls (Opinium 28% Labour; Survation's last had Labour 27–24) confirm Reform's floor or a further slide, and whether the Restore Britain effect is repeated outside MRP modelling.
- **Labour conference (opens today, Liverpool):** Burnham's platform, and the mega-donations crackdown pushed by the Welsh Liberal Democrats and others after the £72m — the cap is backdated to March, which keeps Reform's haul in scope.
- **Wales:** the Senedd's handling of defections under the May 2026 system; any further Reform-to-Plaid movement; Reform UK Wales under Helen Jenner, who replaced Dan Thomas on 21 September.
- **Local government:** the Doncaster HMO/grooming-gangs row (Cllr Howard Rimmer), the Charity Commission's assessment of Jaywick Sands Community Forum, the Ashington Hirst by-election (John Allen standing as an independent), and Isabella Kemp's Kent employment tribunal, expected to be listed in November — all carried forward from the 25–26 September files.
- **Media:** whether the reported Reform video channel is launched, and how it is funded and declared.

---

3. Source Links

NewsNow hub (source of the sweep)

- Reform UK topic page: https://www.newsnow.co.uk/h/UK/Politics/Reform+UK

Polling

- More in Common's September 2026 MRP — More in Common: https://www.moreincommon.org.uk/research/more-in-commons-september-2026-mrp/
- Major Boost For Burnham As Poll Predicts Labour On Course To Dwarf Reform At General Election — HuffPost UK: https://www.huffingtonpost.co.uk/entry/labour-dwarf-reform-general-election-poll_uk_6ab8bf06e4b0d1543f547fef
- UK politics live: Further poll boost for Labour as its conference begins — The Guardian: https://www.theguardian.com/politics/live/2026/sep/27/uk-politics-live-labour-party-conference-andy-burnham-angela-rayner-latest-news-updates
- YouGov MRP shows Labour would be the largest party in a hung parliament — YouGov: https://yougov.com/en-gb/articles/55618-yougov-mrp-shows-labour-would-be-the-largest-party-in-a-hung-parliament-were-an-election-held-tomorrow
- Tories on track to win more seats than Reform at general election — The Telegraph: https://www.telegraph.co.uk/politics/2026/09/24/conservatives-reform-general-election-poll-farage-mrp/
- Nigel Farage's Reform UK Slips Behind Labour and Tories in New MRP Poll — Bloomberg: https://www.bloomberg.com/news/articles/2026-09-24/farage-s-reform-slips-behind-

labour-and-tories-in-new-mrp-poll
- Labour could lose Carlisle to Reform UK, poll suggests — The Carlisle News & Star: https://www.newsandstar.co.uk/news/26578008.labour-lose-carlisle-reform-poll-suggests/
- Labour ahead of Reform in polls after bounce in popularity since Andy Burnham became leader — Manchester Evening News: https://www.manchestereveningnews.co.uk/news/greater-manchester-news/labour-ahead-reform-polls-after-34677631

Conference altercation / Bracknell

- Bracknell Labour demands suspension of Reform figures following conference altercation — Wokingham.Today: https://wokingham.today/bracknell-labour-demands-suspension-of-reform-figures-following-conference-altercation/
- Man cautioned after activists shown having hair pulled at Reform UK conference — Nation.Cymru (PA): https://nation.cymru/news/man-cautioned-after-activists-shown-having-hair-pulled-at-reform-uk-conference/
- Man cautioned over Reform conference assaults — BBC News: https://www.bbc.co.uk/news/articles/c6n8mkmvx7pmo
- Reform UK Bracknell leaders in confrontation with woman heckler at party conference — Bracknell News: https://www.bracknellnews.co.uk/news/26530986.reform-bracknell-leaders-attack-woman-conference/
- Fallout as Bracknell Reform leaders are caught in confrontation with heckler — Bracknell News: https://www.bracknellnews.co.uk/news/26536437.fallout-bracknell-reform-bosses-clash-heckler/
- Bracknell councillor urged to explain Reform conference clash — Wokingham.Today: https://wokingham.today/bracknell-councillor-urged-to-explain-reform-conference-clash/
- About — Reform UK Bracknell (branch officers): https://www.reform-uk-bracknell.com/about

Wales

- Sarah Cooper-Lesadd's Senedd defection exposes a flaw in Wales' new voting system — South Wales Argus (opinion): https://www.southwalesargus.co.uk/news/26573072.sarah-cooper-lesadd-defects-reform-uk-plaid-cymru/
- Reform UK 'has no interest in Wales', says Senedd member who defected to Plaid Cymru — The Guardian live blog, 15 Sep: https://www.theguardian.com/politics/live/2026/sep/15/nigel-farage-reform-labour-party-funding-donations-unions-funding-72m-christopher-harborne-ai-louise-haigh-tuc-andy-burnham-uk-politics-latest-news-updates
- Sarah Cooper-Lesadd MS defects from Reform to Plaid Cymru — BBC News, 15 Sep: https://www.bbc.co.uk/news/articles/cmlyrng7r525o

Funding / media strategy (headline-level)

- GB News fights to stay relevant as Reform takes to YouTube — The Telegraph, 26 Sep (paywalled): https://www.telegraph.co.uk/business/2026/09/26/gb-news-fights-to-stay-

relevant-as-reform-takes-to-youtube/
- Reform given record-breaking £72m by two crypto billionaires — Sky News: https://news.sky.com/story/reform-given-72m-by-two-donors-in-record-breaking-haul-13584780

Party primary source

- Reform Daily — Reform UK: https://www.reformparty.uk/news *(Cloudflare-blocked to this host; accessed via indexed description only)*

Compiled 27 September 2026, 09:00 BST, from the NewsNow Reform UK hub (30 Latest-feed items, 12 clustered top stories / 61 article records, 8 most-read, dated 6–27 September 2026). Headlines and publisher metadata are reproduced as published by NewsNow; the analysis, contradiction mapping and watch-list are this report's own. Items marked headline-level, snippet-level or paywalled were not retrievable in full — no detail beyond the published headline/snippet is asserted for them. Named individuals in the Bracknell section are named only as reported by the cited publishers and by a political opponent's letter; no finding is made against them here.

Revision #2
Created 2026-09-27 08:04:19 UTC by Admin
Updated 2026-09-27 08:04:20 UTC by Admin