

Lyr Powell - Reform UK MS

Llŷr Powell — MS for Blaenau Gwent Caerffili Rhymni (Reform UK)

Overview

Full name: Llŷr Tomos Powell

Born: April 1995 (age 31)

Constituency: Blaenau Gwent Caerffili Rhymni

Party: Reform UK (since 2024)

Senedd role: Member of the Senedd (MS) for Blaenau Gwent Caerffili Rhymni

Assumed office: 8 May 2026

Shadow Cabinet role: Chief Whip and Business Manager (Thomas Shadow Cabinet, since May 2026)

Previous party affiliations:

- UKIP (2014–2016)
- Conservative (2016–2019, 2022)
- Brexit Party (2019–2021)

Political History

Early Career

Powell has been active in politics since his early 20s, having worked as a political staffer for multiple parties. He ran for election with UKIP in 2016 for the South Wales West electoral region. In March 2016, he stood down as a UKIP candidate for the Welsh Assembly election after a controversy over race-related social media posts.

He later worked as a staffer for various politicians, including Nathan Gill (UKIP/Reform UK MEP) and Mandy Jones (UKIP AM for South Wales West). He was involved in the controversy surrounding Mandy Jones's 2018 departure from the UKIP group in the Senedd.

Powell worked at Gorwell Consulting (a public affairs firm) and was a researcher for the "Apolitical" think tank. He also served as a senior manager at Scouts Cymru until 2023, leaving after an investigation into his conduct was launched by Nation.Cymru.

Conservative Years

He rejoined the Welsh Conservatives in 2022 and stood as the Conservative candidate for Grangetown ward in Cardiff Council in the 2022 local elections (not elected). He publicly supported Kemi Badenoch in the 2022 Conservative leadership contest.

Reform UK & By-election

Powell joined Reform UK in 2024. He was the Reform UK candidate for the **2025 Caerphilly Senedd by-election**, coming second to Plaid Cymru's Lindsay Whittle. During the campaign, he faced questions about his knowledge of bribery charges against his former boss Nathan Gill, who later admitted Russia-linked bribery offences, though Powell denied any knowledge.

2026 Senedd Election

In the **May 2026 Senedd election**, Reform UK won a major breakthrough, becoming the official opposition. Powell was elected as an MS for the newly-created constituency of **Blaenau Gwent Caerffili Rhymni**. The constituency returned three MSs under the new electoral system:

- **Lindsay Whittle** (Plaid Cymru)
- **Llŷr Powell** (Reform UK)
- **Delyth Jewell** (Plaid Cymru)

Labour's Alun Davies lost his seat in a major upset.

Shadow Cabinet Role

On 19 May 2026, Reform UK Wales leader **Dan Thomas** announced his Shadow Cabinet, with Powell appointed as **Chief Whip and Business Manager** for the Reform UK group in the Senedd.

Key Facts

- Middle name "Tomos" is the Welsh variant of Thomas.

- Described as a Welsh speaker.
 - Has been identified as an MS with dyslexia.
 - Contested one Senedd election as a UKIP candidate (2016), one as a Conservative council candidate (2022 Grangetown), one Senedd by-election as Reform (2025 Caerphilly), and was elected as a Reform MS in the 2026 Senedd general election.
 - One of the youngest members of the 7th Senedd (born April 1995).
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Sources

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 5. BBC News — Various articles on UKIP race row controversy (2016), Nathan Gill bribery case (2025), Caerphilly by-election (2025)
 6. Nation.Cymru — Price, Emily (2025-09-30). "First Minister calls on Reform Senedd candidate to explain what he knows about Gill bribes"
 7. ITV News — "Reform UK candidate denies knowledge of his former boss' Russia bribes" (2025-10-03)
 8. The Independent — Storey, Eleanor (2025-09-12). "Reform by-election candidate in Wales seeks to reverse 20mph limit"
 9. Gov.uk — "Llyr Tomos POWELL" Companies House record
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