

The British Foreign Policy Group



BFPG Campaign 2026

At a time of rapidly increased geopolitical uncertainty, the UK is faced with the challenge of rethinking its international profile and relationships. Britain's role in the world is more contested than for many decades. There's increasing consensus that Britain needs to do more to protect its security and prosperity in the world and to defend its values. But defence comes at a price and in a democracy public consent will be essential for the changes and sacrifices involved.

With public finances under acute pressure, the interaction of domestic and foreign policy is ever sharper. Changing demographics and the rise of social media are injecting greater intensity into the public debate on foreign policy at a time when the UK's traditional political system appears to be undergoing secular change. As a result, foreign policy can no longer be treated as an "elite sport" where the public are mere spectators.

As the UK equips itself for today's harder world, the increasingly-discussed "whole of society approach" will only be possible if public opinion is aligned with the fundamental analysis and strategy underpinning UK foreign policy. A whole of society approach also means we need to deploy all the assets of our "soft power" - from universities to culture and sport and international development - in the service of a national purpose which commands broad public support.

To meet these new challenges, understanding and engaging with public opinion on foreign policy has never been more important. This is BFPG's core mission: **to understand the trends in public opinion on Britain's foreign policy and to provide objective non-partisan information and insight to support the public debate.** Established 8 years ago, our annual Opinion Survey is the apex of our quantitative and qualitative research output providing insights which go to the heart of the UK's foreign policy calculations.

BFPG's work aims to answer the pressing questions on foreign policy and public consent

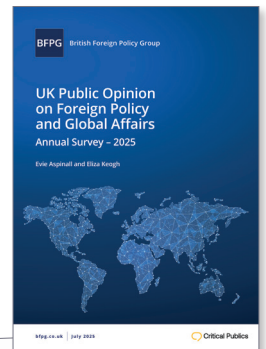
- How much do British people feel threatened by today's geopolitical environment?
- How do demographics and changing party affiliations translate into views on foreign policy? Do politicians understand their supporters' views?
- Who so we think are our allies? Where do the greatest threats come from?
- What priority do British people place on defence? What can persuade people to take defence seriously?
- What drives support among the young for defence or international development?
- How attractive is a career in national security?
- How do Brits see the trade-offs between domestic and foreign priorities? What are the levers of "soft power" and how do they work for Britain in a harder world?

Our reach

The Annual Survey along with the rest of our research and insight is read and respected across Government, by London-based diplomats and in the academic and think tank community. It receives wide media coverage.

Our partners

Over the past year, BFPG has worked with the support of the UK Government, foundations such as Wellcome and Gates, the European Leadership Network and national institutions from the Premier League to Kew Gardens to explore these questions through quantitative and qualitative research, engagement with government and other stakeholders in the UK and around the world, with fellow think tanks, universities and others.



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BFPG is already a go-to resource on the position of British foreign policy in the national debate, relied on by Government, academia, media, Embassies and other thought leaders for insights on what the British people think. Our aim is to scale this unique programme, keeping ahead of the issues that affect the UK and touching all four corners of the country.

Campaign 2026 is intended to ensure BFPG can deepen and enlarge this work, by enabling BFPG to:

- Supplement our landmark Annual Survey with a monthly public opinion tracker covering a rolling set of key geopolitical issues segmented by region, political affiliation, diaspora groups and other demographics;
- Run regular focus groups across the nations and regions of the UK, young people and the diaspora, as well as more granular work on a range of political demographics;
- Establish a nationwide outreach programme linked to the research, curating panels of foreign policy experts for interactive debates around the UK;
- Build an enhanced print and social media presence, including a series of Foreign Policy Explainers, drawing on our expert base and informed by our independent non-partisan approach;
- Expand our outreach to the upcoming generation of policymakers, including more engagement with MPs (especially more recent intakes), FCDO and other Government officials, as well as a programme of events at party conferences.

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We invite individuals and organisations to join with us and support of support this unique and ambitious programme for 2026 and beyond. **To discuss our capabilities and the opportunities, please contact David Landsman.**