Better!

BETTERCOALITION.CO.UK

# The Better! Toolkit

## Taking Back Our Future.

A story and a message to build country-wide support for a new politics, one that delivers for all of us. A message of hope and possibility against fear and division.

**Votes** Power . **Tax** Wealth . **Media** Information

WELCOME

# A message of hope and possibility against fear and division.

This toolkit arms individuals and organisations with a story and a message to build country-wide support for a new politics, one that delivers for all of us. Use it in interviews, on panels, in blogs, on social media and at election debates.

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OUR AIM

# Combined effort. Greater power. Changed system. Better politics.

The forces of division and extremism in our politics have significant resources, clarity of purpose and elite power on their side. With these, they attempt to divide and rule through a simple, emotive story that preys on people's fears, hardship and loss of trust in politics. They push this story without pause, through the politicians they back and the media they own.

With this approach, they deflect responsibility for the cause of our country's problems away from themselves and on to minorities who are simply struggling to make ends meet.

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## Despite all of this, the majority of British people reject this attempt to divide them. They simply want a decent and fair country.

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In order to galvanise that majority, we need to address our disadvantages. Those of us who want a more just country have limited resources, are divided across multiple issues and are often bogged down by a complexity that is easily countered by a hostile media.

To start to address this strategic disadvantage we have created Better! The aim is to combine our strategy, resources and efforts to reach people at scale, with a powerful alternative narrative for a new politics.

## OUR AIM

Together we can build widespread support for a political system that works for all of us, through:

**Better media**

To bring truth, balance and accountability to national issues and debates.

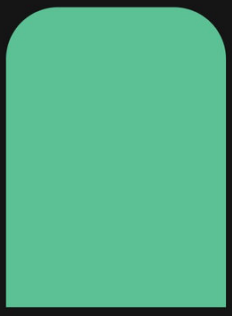
**Better taxes**

To boost living standards, invest in public services, and limit the political power of the super-rich.

**Better votes**

To ensure everyone's vote counts, politicians listen and respond to the people they are there to serve, and the state can't be captured by the rich and powerful.

# By changing these three things, we can change everything.



This toolkit aims to provide practical ways that can be adopted across civil society to advance this strategy, delivering a new hopeful national story at scale.

# Empower the base. Engage the middle. Marginalise our opponents.

Together we can drive the agenda and create space in the public debate, rather than focus all our efforts on reacting to opposition narratives and arguments. Our task is to reframe the debate in order to 'change the weather', and have the conversation we want to have.

We sometimes see the public falling into two camps: supporters and opponents. In fact, in the UK there is a large section of people in the middle who are unsure or undecided on many issues. They are often the majority and they are often persuadable.

## Six ways to energise our base and engage the persuadables

### 01
### Fight on our ground

Rather than respond to our opponents, make them respond to us on the ground we choose. Force the conversation onto the stories they want to avoid: the super-rich, the powerful and the corrupt who are their friends and funders.

### 02
### Focus on elites

Don't focus on right vs left. Focus on top vs bottom.

### 03
### Keep returning to the story

Challenge racism or attacks on minorities, but don't lead with this. Pivot to our framing and make it the challenge.

### 04
### Point out wealth

Counter the assumption of scarcity, which is central to the politics of scapegoating. Speak of abundance, of having all we need, if we take back power, wealth and influence from elites.

### 05
### Keep repeating

Make it simple, compelling and persistent across diverse voices and channels.

### 06
### Make this the test

Where a politician stands on these three issues defines who they truly represent. Whether right, left or centre.

# Be prepared. Tell our story. Deliver demands. Mobilise support.

Whether you are being interviewed by the media, speaking on a panel, writing a blog, creating social media content or attending election debates, there are things in this toolkit you can use. The overall objective at this stage of our journey is to saturate, as much as we can, the public space with our narrative and demands.

**These are suggestions. You'll often have your own way of expressing the same points. The main thing is to be prepared to land one to three key points of the story.**

## Before starting, think about:

| | |
|---|---|
| **Know your audience** | Who they are, what their concerns are, what values you share with them. |
| **Set your objectives** | Are you energising the already convinced, or trying to move those still to be persuaded? |
| **Key takeaways** | What do you want them to feel, think and do? Is there a call to action? |
| **Stories** | What story (topical, personal, professional) can bring your key points to life? |
| **Facts** | What facts can reinforce the story you tell? We have provided some in this toolkit. |

# The story of us. The story of them. The solutions we propose.

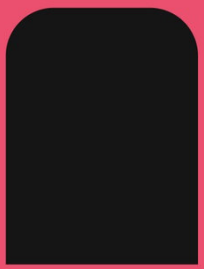
We live in a wonderful country full of amazing people. Most of us put effort and pride into what we do, whatever our skin colour or background. Whether we're caring for loved ones, juggling multiple jobs or working 9–5.

But certain politicians, their billionaire friends and the media they own harm us all by hoarding extreme wealth and power.

They rig the system to rob people of a decent wage and refuse to contribute what they owe in tax. Then they blame minorities and families struggling to make ends meet for the hardships the wealthy few have created.

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**The value of our votes, the fairness of our taxes and the honesty of our media are crucial foundations for a society where we can all flourish.**



But all three are now set up to serve the rich and powerful rather than all of us.

Unless we break their grip on these three things, we will struggle even harder: to pay bills, get a doctor's appointment, a decent job, action against climate change and a hopeful future for our children.

# But if we take control of these three things, we can start to change everything.

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**AN HONEST MEDIA**

**Honest debates and real solutions.**

**A JUST TAX SYSTEM**

**Higher living standards and well-funded healthcare.**

**VOTES THAT TRULY COUNT**

**Politicians and parties that represent voters instead of rich donors.**

We can use our voices and our votes to elect leaders who commit to changing these three things. And by doing so, commit to governing in our interests. We can make this a country where we all have what we need to live a good life – no exceptions.

**In the past, we joined together to create the NHS and to win rights in the workplace. Today, we can work together to create a politics that will secure a better future for all of us, our children and our grandchildren.**

KEY MESSAGES

# Repeat. Retell. Adapt.

**For interviews, panels and meetings.**

1. This is a wealthy country with amazing people, where everyone should be able to live a full life. But instead wealth has been hoarded by the super-rich and powerful, forcing the rest of us to struggle to make ends meet.

2. Certain politicians and their billionaire friends work hard to keep us angry and divided. Because our unity is a threat to their wealth and their power.

3. Their media networks tear us apart, by race, by gender, by religion. So we don't notice them pushing to keep wages low, to take away workers' rights and to cut funds to schools and health services. Allowing them to make more profit and pay less tax.

4. The super-rich use the media they own and the politicians they pay to manipulate enough voters in a broken voting system, to keep this status quo.

5. **Only by breaking their grip on our media, taxes and votes will we be able to truly change our politics.**

**WITH AN HONEST MEDIA**

**We get meaningful debates and real solutions.**

**WITH A JUST TAX SYSTEM**

**We get well-funded hospitals and schools.**

**WITH VOTES THAT COUNT**

**Our views are represented and acted on, not those of rich donors.**

We can use our voices and our votes to elect leaders who are committed to changing these three things. Who are on the side of the many, not the few.

**Only then can we finally deliver great schools and healthcare, affordable homes, decent jobs, action against climate change and a hopeful future for our children.**

COUNTER AND PIVOT

# Choose the conversation you want to have, and have it.

Some of the key divisive political talking points, and ways to counter them.

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THEY SAY

"Immigration has resulted in the 'white working class' being left behind."

WE SAY

**Who's the real problem: someone who's chosen to make a life here, sitting next to you on the bus on their way to work, who pays their tax that funds our schools and hospitals? Or a billionaire media owner, living abroad to avoid taxes, telling you the person on the bus is the problem?**

The working class is white, black and brown: people across this country doing their best to make life better for themselves, their families and their communities. They have more in common with each other than they do with the billionaires living abroad and avoiding their taxes, who use our media and the politicians they back to divide us, so they can hoard even more wealth and power.

Who has left working people behind? Greedy landlords, unfair bosses, the politicians who doled out years of austerity, the executives of international corporations that buy our public services and then rinse us for cash. No one has been left behind by immigrants, or Muslims.

## COUNTER AND PIVOT

THEY SAY

"The country's services are at breaking point because of mass migration."

PIVOT TO

**Our public services are kept going by people who have migrated here. They do this alongside their British colleagues day in and day out, in our health service, our schools and our care homes.**

They've been shoring up those services against years of austerity inflicted on them by UK governments.

And the other essential services for life, our energy, our water, our housing, have been sold off, run down and rented back to us at extortionate prices, which we have no choice but to pay.

These are the reasons our services are at breaking point: to maintain low taxes for the super-rich and maximum profit for private finance companies.

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THEY SAY

"We're OK with migrants who work hard, pay taxes and accept our culture. It's the others that are the problem."

WE SAY

**People who choose to make their home in the UK will have diverse opinions, hopes and ambitions for themselves and their families. Just as British people who live abroad do. Everybody in our communities deserves to feel included, whether you were born here or have just arrived with no friends or family.**

Those who fund the tide of division and hate in order to distract us are often super-rich British migrants living abroad, who don't pay their taxes and who take every chance to talk Britain down.

Across the UK, behind the headlines, the real story is of people making the effort to connect with each other and build community. People who are organising and challenging the billionaires and bosses responsible for the high cost of living, poor transport links and our increasing isolation.

THEY SAY

"Migrants are a threat to British women and girls."

WE SAY

## There is an appalling epidemic of violence and abuse against women and girls across society. This violence is committed by men of all backgrounds. The vast majority of rapes are perpetrated by people known to their victims.

The idea that someone who has moved to the UK is any more likely to be a threat is just fearmongering. It's promoted by those who exploit genuine public concerns about sexual violence to intentionally fuel racism in our communities.

The torrent of abuse against women and girls on billionaire-owned platforms like Elon Musk's X, the cosy relationships with convicted sex offenders and misogynists like Trump or Tate, and the defence of sexists in their own parties tell you everything. They are not interested in protecting women and girls; they're just interested in stirring up hate against minorities.

They claim to care about this issue, but are the first to call for cuts to the services we need to prevent this violence, so that their super-rich donors can get away with paying less tax. It's their austerity that has broken our policing and criminal justice system and cut vital support for women and girls.

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THEY SAY

"We already pay too much tax. We don't want to pay more."

WE SAY

## Ordinary people are contributing to this country. This is about ensuring the very richest also pay their fair share, so that the public services we all rely on have the investment they need.

Better taxes are about the super-rich paying a bit more, which they can more than afford, to generate revenue for the government to invest and build a society in which everyone can thrive.

USEFUL FACTS

# Votes

## We are not represented.

Have these to hand to support your key messages and to use when challenged.

**93**/650

**Only 93 MPs out of 650 at the last election won a majority of votes (50%+) in their constituency.**

**1935**

**No government has won a majority of the popular vote since 1935, because of our electoral system.**

**£179m**

**Donated by wealthy individuals to political parties since 2019.**

In September 2026, £72m was given to Reform UK. Buying massive influence for the rich and powerful over our politics, at the expense of everyone else.

USEFUL FACTS

# Tax

## This is a rich country, but wealth is being extracted and hoarded.

**50**

**The 50 richest families in the UK own more wealth than the poorest 50% of the population combined.**

**23%**

**Wealth is taxed less than work. Former Prime Minister Rishi Sunak, from one of the 250 richest families in the UK, paid just 23% in tax in 2023 on his £2.2 million in earnings.**

That's the same rate of tax as the average teacher.

**Zero**

**Some billionaires have paid no income tax, saying that they have not taken a salary.**

Jeff Bezos even claimed family-related welfare benefits while being one of the richest people on the planet.

**77%**

**of households (18 million) would pay less under a proportional property tax, with an average saving of £556.**

Someone in one of the most deprived areas in the north of the country has to pay the same council tax as someone in a mansion in Kensington.

USEFUL FACTS

# Media

## We are sold stories to benefit media owners and their super-rich friends.

**90%**

**OF NATIONAL NEWSPAPER CIRCULATION**

**As of 2025, just three privately owned companies, including ones owned by multimillionaire Lord Rothermere and billionaire Rupert Murdoch, control 90% of UK national newspaper circulation.**

Their agenda is to increase their wealth and power by dividing and diverting the public so we don't notice.

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### Disinformation divides us

Disinformation campaigns, spread through platforms like Elon Musk's X, are being used to amplify far-right narratives. This threatens the safety of people from minorities in our communities and attempts to divide our country.

### Trust is at a historic low

Public trust in the press has fallen to historic lows, while Big Tech platforms now act as gatekeepers to news, shaping what people see and believe through opaque algorithms.

**With an honest media, we get meaningful debates and real solutions.**

QUESTIONS FOR CANDIDATES

# Where do they stand? Ask them.

**01** **Do you oppose the extreme concentration of wealth and power by the 1%? What will you do to tackle it?**

**02** **Do you oppose interference in our politics by foreign-based owners of our media and foreign donors to political parties and politicians?**

**03** **Do you think a voting system that produces governments who only represent a third of voters is fair? If not, what will you do to champion changing the voting system if elected?**

**04** **Would you support a National Commission on Electoral Reform?**

**05** Last year, over 30 economists from leading universities called on the UK to introduce a modest wealth tax on those with over £10 million in net wealth, which 70% of the British public (and a majority of voters across all political parties) support.

**Do you support introducing one?**

**06** The public see council tax as regressive, outdated and unfair, with bands in England and Scotland still based on 1991 property values.

**Do you support replacing council tax (and stamp duty) with a proportional property tax based on periodically reviewed revaluations, in line with international best practice?**

# The biggest divide in our country is not left vs right. It's top vs bottom.

Billionaires want us looking left and right at each other, so that we're not looking up at them. The people at the top work so hard to keep us angry and divided. Because our unity is a threat to their wealth and their power. So their social media algorithms and their cable news networks tear us apart. They divide us by party, by race, by gender, by religion, so that we don't notice that they're defunding our schools, gutting our healthcare, and cutting taxes for themselves and their rich friends.

It is the oldest strategy in the world: divide and conquer. But we will not be conquered. We're underdogs in this fight. We're going up against those billionaire mega-donors and their puppet politicians. We're going up against a rigged system. And we're going up against a lot of money. But I'm a former middle school teacher and I don't scare easily.

Those billionaires are trying to keep us from seeing all that we have in common… Because once we do, we will come together across party, across race, across gender, across religion, to take power back for ourselves and our communities.

**Robert Swetland**

## QUOTES

**“When hospitals crumble, inflation bites and corruption enriches a connected few, voters eventually punish those responsible. No amount of manufactured enemies can redirect that anger forever. As long as people can cast their vote freely, change is possible. Democratic movements everywhere should take heart.”**

**DAVID KORANYI**

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“Extreme inequality creates an ‘Epstein class’ of global predators, exploiting the rest financially – and in other ways. It creates an ethos that no longer recognises our common humanity… This is [how] you can tell who in politics are your allies and who are your enemies: whether they support or oppose the extreme concentration of wealth. In fact, the matter should be definitional.

No one would claim that taking on extreme wealth is easy. But the battle begins with political parties spelling out this aim, clearly and unequivocally. Either they represent the great majority, or they represent the tiny minority: they cannot do both. So where, we might ask, are our representatives?”

**GEORGE MONBIOT**

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“…the super-rich are securing political power, and increasingly media influence, to shape the rules of our economies and societies in their favour… as extreme wealth grows rapidly, political rights and civil liberties are declining worldwide.”

**OXFAM**

“Social media platforms and traditional outlets alike cannot be a consequence-free zone for demeaning rhetoric. True media reform requires accountability, transparency, and a return to basic standards of public decency.”

**CAROL VORDERMAN**

RESOURCES

# Spread the word. Tell the story.

## Videos

**Trevor Noah** — Billionaire money games: Musk and Twitter

**Smartphone Free Childhood** — Charity appeal from billionaires

**James Talarico** — We're focusing on the wrong 1%

**PoliticsJOE** — Gary Stevenson: make the poor selfish, make the rich strong

**LBC** — Trade unionist Chris Webb debates corporate greed

**Owen Jones** — Interview with Clacton man on 2% vs 98%

**Patriotic Millionaires** — What does a wealth tax look like?

**PoliticsJOE** — Rachel Reeves agrees to let world's biggest bank off taxes

**Broken News** — UK voters love First Past the Post

**Larry and Paul** — Billionaires: why not invest in the UK?

**Broken News** — Wealthy voters call for election tax cuts

**Mick Lynch** — On Reform UK's wage argument

**Mick Lynch** — Profits, not wages, causing inflation

**Robert Swetland** — I'm running for the US Senate

**BBC Question Time** — Audience challenges "no white faces" in Handsworth claim

## Articles and stories

**George Monbiot** — At the root of all our problems stands one travesty: politicians' surrender to the super-rich

**Equality Trust** — Billionaire Britain

**The Guardian** — Tech companies' access to UK ministers dwarfs that of child safety groups

**New Statesman** — When a foreign billionaire sacks British workers, the taxpayer gets the bill

**The Guardian** — Mystery billionaire backing Farage

### More from the coalition

Find the latest news, actions and resources at **bettercoalition.co.uk**

# Better!

# By changing these three things, we can change everything.

**Votes** . **Tax** . **Media**

Power Wealth Information

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Taking Back Our Future.

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