From: [redacted]
To: [redacted]
Subject: FOI 168/17 Notes on the Brexit Club Response
Date: 16 November 2017 14:54:19
Attachments: Notes on The Brexit Club.docx

Dear [redacted],

Our Ref: FOI 168/17

Thank you for your email to the Electoral Commission dated **24 October 2017**.

The Commission aims to respond to requests for information promptly and has done so within the statutory timeframe of twenty working days.

Your request is in bold below followed by our response.

According to a recent partial disclosure to my previous request for information, there is a document titled 'Notes on The Brexit Club.' I would like to request a copy of this document.

Our response is as follows:

We hold the information you have requested, and the document is attached. As part of our monitoring and intelligence gathering work the Commission routinely examines published material relating to elections and referendums. For clarity, all comments made are references to the content of the book in question and do not represent the views of the Commission.

I trust that this information satisfies your request. The Commission strives to be an open, transparent authority.

If you are not satisfied with this response, please note that the Commission operates a review procedure, details of which can be found on the Commission website at: http://www.electoralcommission.org.uk/about-us/freedom-of-information-requests/how-do-I-make-an-foi-request

Please also note that if you have exhausted all internal Commission review procedures and you are still not satisfied you have the right to appeal to the Information Commissioner. Details of this procedure can be found on the ICO website: https://ico.org.uk/

Yours sincerely,

[redacted]

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Notes on *The Brexit Club*

- Types of spending
- Names and roles of individuals mentioned
- How spending was targeted
- Other companies/agencies/outside people contracted/used for work
- Connections between campaigners
- Donations given from one campaigner to another
- Anything else that's relevant

Page	Information	Role	Notes
xi	Michael Heaver	Farage's right-hand man	
3	Chris Bruni-Lowe, Raheem Kassam, Steve Stanbury, Suzanne Evans	Advisor to Farage, Farage's chief of staff, UKIP director, and deputy chair	
6	Arron Banks	Founder of Leave.EU and UKIP donor	
7	Andrew Reid	Former UKIP party treasurer	
8	Matthew Elliott, David Campbell Bannerman, Nick Wood and Matthew Walsh	Founder of Vote Leave, Conservative MEP, media relations workers	
11	No to AV campaign		Main tactic – focusing on cost of change to electoral system. Posters of soldier saying he needs bullets not a new voting system.
12	Business for Britain		Founded in 2013 with Matthew Elliott as CEO. Much of staff and infrastructure went on to be part of Vote Leave.
12 - 13	Conservatives for Britain		Group of Eurosceptic Conservative MPs and MEPs. Co-chaired by Steve Baker MP & Campbell Bannerman MEP.
14	Dominic Cummings		
22	Richard Tice & Arron Banks		Began making plans for a "No" campaign from 15 May 2015.
28	Patrick O'Flynn	UKIP MEP	
29	Matthew Richardson	UKIP secretary	
31	Midlands Industrial Council		Group of wealthy businesspeople who gave money to Eurosceptic groups and the Conservatives.

38	Cross-party exploratory committee	Chaired by Bernard Jenkins, and included Steve Baker and Owen Paterson.	MPs and members of the Lords linked to Conservatives for Britain, Matthew Elliott, Dominic Cummings, and Business for Britain.
48	Labour MPs and donors on exploratory committee	Kate Hoey, Kelvin Hopkins, Graham Stringer, John Mills, Brendan Chilton	
48	Alan Johnson	Head of Labour In campaign	
53	Vote Leave campaign		Positions that they wanted to fill
58	John Mills	Founder of Labour for Britain and Labour for a Referendum	
58	Brendan Chilton	Campaign director of Labour for a Ref & co-chair of Business for Britain	
60	Kate Hoey, Kelvin Hopkins, and Graham Stringer	Labour MPs in favour of leaving EU, involved in nascent Out campaign organised by Matthew Elliott.	Initially organised as Labour for Britain, using name of company dormant since 2013, to fit in with Business for Britain and Conservatives for Britain but semi-autonomous.
74	Midlands Industrial Council		Midlands Industrial Council cruise – names of people who attended – right wing politicians, campaigners, entertainers, and businessmen, including Farage, Bruni-Lowe.
76-77	Andy Wigmore		Brexit campaigner
101	Say No to EU tour		List of locations given. Events livestreamed.
101	Gerry Gunster		US referendum expert hired as advisor by Arron Banks.

101	Leave.EU call centre		Located in Bristol.
105	Bruges Group & Democracy Movement		Gave backing to Leave.EU.
106	Gawain Towler		UKIP's head of press
117 - 119	Douglas Carswell and Mark Reckless		Agreed a plan that both would defect to UKIP and trigger by-elections in order to "detoxify" UKIP from within and "neutralise" Farage, and to ensure that the PM kept his promise to hold a referendum.
129	Vote Leave headquarters		Two floors in Westminster Tower on Albert Embankment.
130	Peter Cruddas, Stuart Wheeler and John Mills		Main financial backers of VL.
133	Lord Stuart Rose		Former head of M&S, and chair and backer of BSIE.
137	Paul Stephenson	VL comms director	
159	Richard Murphy	Initially hired as VL head of field operations and regional campaigning	Quit and was then recruited by Leave.EU as their director of field campaigning.
171 & 173	Grassroots Out		1st public meeting on 23 January in Kettering, attended by 2,500 people.
177	GO funding		Arron Banks helped finance some of GO's rallies.
187	Labour Leave		Arron Banks offered LL £0k per month plus an office in Millbank Tower at no charge if it switched support from VL to L.EU.
221	Vote Leave board		List of people on VL's board.
221	Vote Leave branded heavy goods vehicle		
225	UKIP poll		10,000-strong poll on campaign issues.
226	GO action day		500 street stalls across UK.
234	Collaboration between Leave groups		Contact group meeting held every Monday morning to coordinate activity by Leave groups.
235	GO		2m leaflets for 9 April action day.
237	VL practice run on designation		Press release mistakenly sent to everyone at VL, instead of just press team, announcing VL had

	decision		gained designation.
257 – 258	Brexit: The Movie		David Shipley and Hunter DuBose – backers. Martin Durkin- filmmaker. Wag TV – production company.
260	Brexit: The Movie		Donation of £50k from Leave.EU.
261 - 262	VL designation application		Application said that VL had had productive and cordial relationship with Wag TV producers of Brexit. Not how Shipley and DuBose remembered it. Elliott admitted to keeping it at arm's length because of fear their spending would count towards VL's.
271-	£350m a week to EU		Chapter 26 discusses the use of this statistic.
281 - 282	BPop Live		Birmingham Arena booked for 8 May, then event postponed to 19 June.
291	UKIP party political broadcast		PPB about Turkish accession which aired on 3 Feb 2016.
289	Turkey		Chapter 27 discusses the use of Turkey during the campaign.
303 - 304	VL hired debate "guru" for TV debate		Brett O'Donnell – American who coached George W. Bush and John McCain for presidential debates in 2004 and 2008.
307	Flotilla of fishing boats		Discussed in Chapter 29
309	Bob Geldof		Rival boat
314	UKIP		Breaking point posters.
328	Leave.EU		Conducted poll of 10k people on day of referendum which showed they'd win 52 to 48.