

**Fast Future**

Publishing

# The Future of Britain 2022

A Pre-Election Survey on  
Electoral Priorities

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# The Future of Britain in 2022 – Electoral Priorities

*Future priorities survey highlights concerns over Brexit and emphasises citizen concerns over electoral reform, government investment in science and technology, renewable energy, health service effectiveness, retaining EU single market access, and modernising the education system.*

## The Future of Britain 2022 – Survey Overview

Campaigning for the UK election is in full swing, Brexit appears to be the dominant issue for the parties and the media, but what longer term issues do citizens want politicians to be debating as we contemplate the next five years in a rapidly changing world? To explore this question, Fast Future ran a flash survey from May 24<sup>th</sup> to May 30<sup>th</sup> 2017. The survey was distributed to our own networks and via a range of social medium forums covering all points on the political spectrum. A total of 209 responses were received, with just over 78 per cent of those who stated an origin coming from the UK.

Participants were asked a series of six multiple choice questions covering Politics and Security, Social Issues, Economic Priorities, the Commercial World, Science and Technology Policy, and Environmental Priorities. For each question they were asked to select two options from a list of possibilities. For each question, they could also add their own thoughts and comments on alternative priorities. In a seventh open ended question, respondents were asked to suggest any other priorities that they considered critical to Britain's long-term future. Presented on the following pages are the responses of both the total respondent base and also for those who selected the UK as their geographic origin. The accompanying narrative focuses mainly on the views of UK respondents, contrasting these where relevant with total responses and with the views of UK participants aged under 35.

## Key Findings

- **Politics and Security** – Electoral reform is the single biggest priority across all six questions – with 79% demanding *discussion of a more representative electoral model*. There is little support for discussion the underlying themes and ideas around Brexit such as *Adopting a "Britain first" stance in Brexit negotiations* (9%), *Reducing immigration* (7%) and *Strengthening Britain's relationship with the USA* (0%).
- **Social Issues** – We want our politicians to be focused on *a more effective health service* (47%), *an education system that prepares pupils for a fast-changing world* (40%) and *establishing a more caring and compassionate society* (32%).

# The Future of Britain in 2022 – Electoral Priorities

- **Economic Priorities** – We want a combination of continuity and solutions for impending disruption – hence among the UK responses, *Ensuring Britain retains access to the European single market* (42%) was emphasised along with *Redistribution of wealth to the poorest in society* (36%) and *Preparing for the economic and social impact of the potential replacement of jobs with technology* (29%). The under 35s displayed far more concern over future disruption and prioritised *guaranteed basic incomes and services* (58%), *preparing for the impact of technology on jobs* (42%) and *wealth redistribution* (42%).
- **Commercial World** – A changing industrial mix and the rise of new sectors led to a clear focus on the need to develop human capital and encourage the creation of new ventures that can fill the potential employment gaps that might arise from technological disruption. The ideas prioritised included *Encouraging companies to spend more on training and development* (34%), *Supporting the development of small to medium enterprises* (33%), and *Creating incentives for businesses to create jobs in their local communities* (24%).
- **Science and Technology Policy** – National capacity building to help the UK compete globally is a seen clear priority with an emphasis on *Increasing government investment in key fields of science and technology* (55%) and *Raising technology awareness and digital literacy across society* (30%).
- **Environmental Priorities** – UK respondents are clear that renewable energy and a clean environment are key to ensuring a sustainable future for Britain – prioritising *Accelerating investment in renewable energy generation* (53%), *Increasing environmental protection* (33%), *Improving air quality* (19%), and *Stronger environmental legislation for businesses* (19%).

## Conclusions

The survey highlights the views of respondents across the political spectrum. There is a clear message that, despite concerns over Brexit, UK respondents want to look beyond the next few years to focus on a progressive reform agenda designed to position the UK to be a major player on the global stage over the next five years. The scale of interest in electoral reform may come as the biggest surprise but is a clear reflection of the desire for more representative governance models. There is a clear sense that the global economy is being disrupted by exponentially advancing technologies such as artificial intelligence. UK respondents want to see government responding to help build the nation's capacity to innovate and the ability of individuals to survive and thrive in a fast changing world.

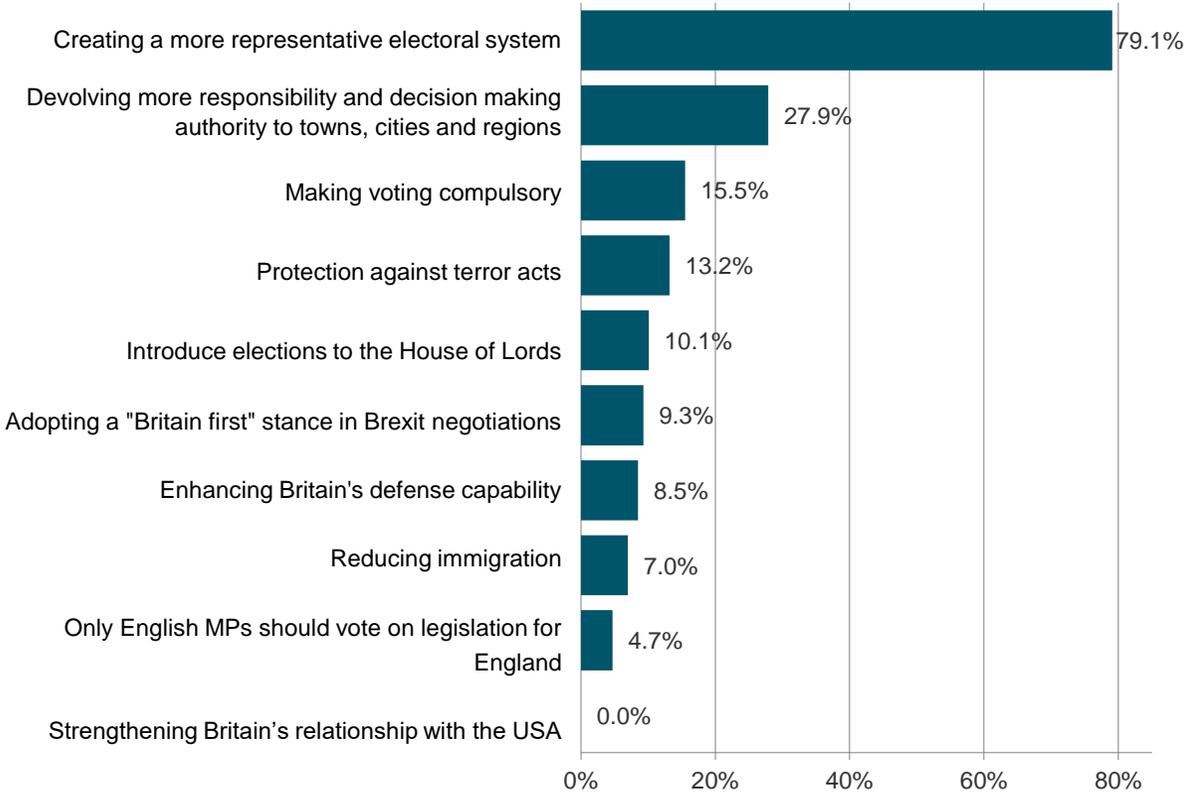
# Q1. Politics and Security

Five distinct themes emerge from the analysis of the multiple choice and text responses:

- **Electoral Reform** – UK respondents want system change with a strong majority (79% vs. 69% of all responses) demanding a more representative electoral model – this option received the most votes across all six questions.
- **Devolution** – UK respondents also wanted a focus on greater devolution of responsibility and decision making authority to local levels (28%).
- **Brexit** – Somewhat surprisingly, despite Brexit being a core election issue among the political parties, for UK respondents there was little support for discussion of the underlying themes and ideas such as *Adopting a "Britain first" stance in Brexit negotiations* (9%), *Reducing immigration* (7%) and *Strengthening Britain's relationship with the USA* (0%). In contrast, the majority of the 55 open responses to this question focused on the ideas of remaining in the EU (19) and “Stopping Brexit”, maintaining good relations and conducting a positive exit negotiation process with the EU, retaining a “soft border” with Ireland, and even the need to “apologise to the EU.”
- **The Bigger Picture** – Other comments suggested the UK needed to focus on more fundamental societal challenges including the unity of the UK, “Rolling back surveillance and the military-financial-industrial complex”, aligning to global priorities such as the UN SDGs [Sustainable Development Goals], and the need to stop “worrying so much about Brexit”. There was also support for spending more on “the vulnerable in our society”, reversing cuts to NHS social care and education, “Reducing fossil fuel usage and increasing usage of clean energy”, addressing climate change, tackling corruption, abolishing the monarchy, and to then “absorb the wealth of all traditional nobility.”
- **Media, Politics and the Economy** – Priorities were identified around “democratising the media system”, increasing accountability of politicians, banning the sale of weapons to certain countries and regimes, ending corporate lobbying, taking religion out of politics by “removing bishops from the House of Lords”, and replacing the House of Lords with a chamber of domain experts serving for fixed terms. Crossing the boundary with economic priorities, there was also an emphasis on avoiding economic decline, and focusing on “building a 21<sup>st</sup> century economy” with stronger US and Commonwealth ties .

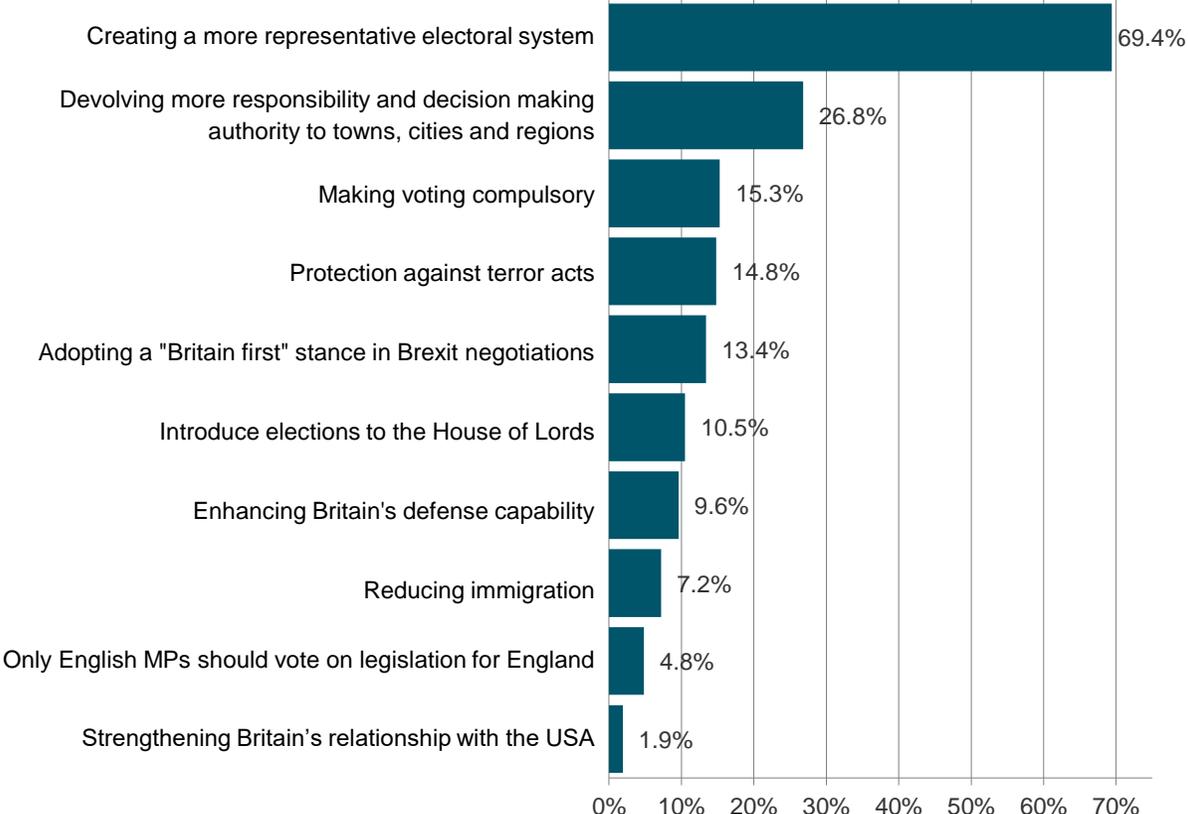
# Q1. Politics and Security

## UK Responses



From 129 respondents selecting their top two answers

## All Responses



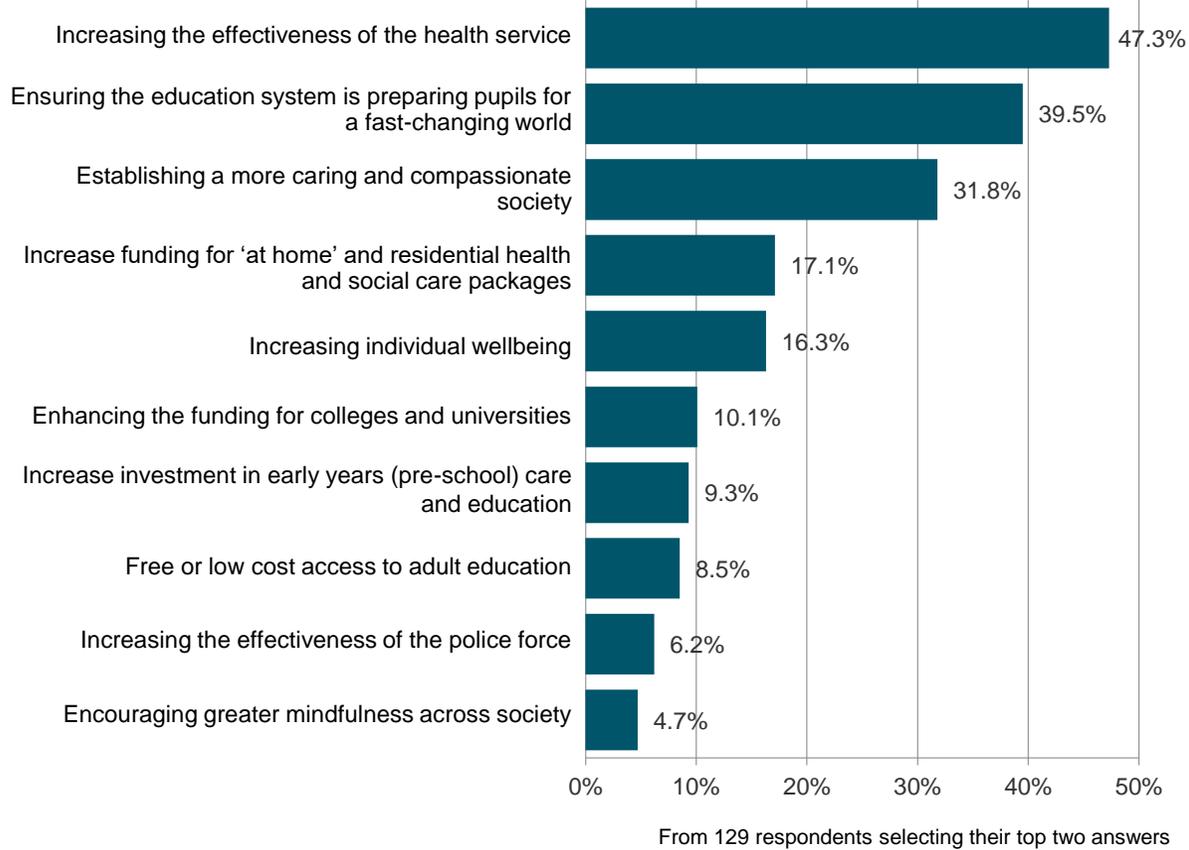
From 209 respondents selecting their top two answers

## Q2. Social Issues

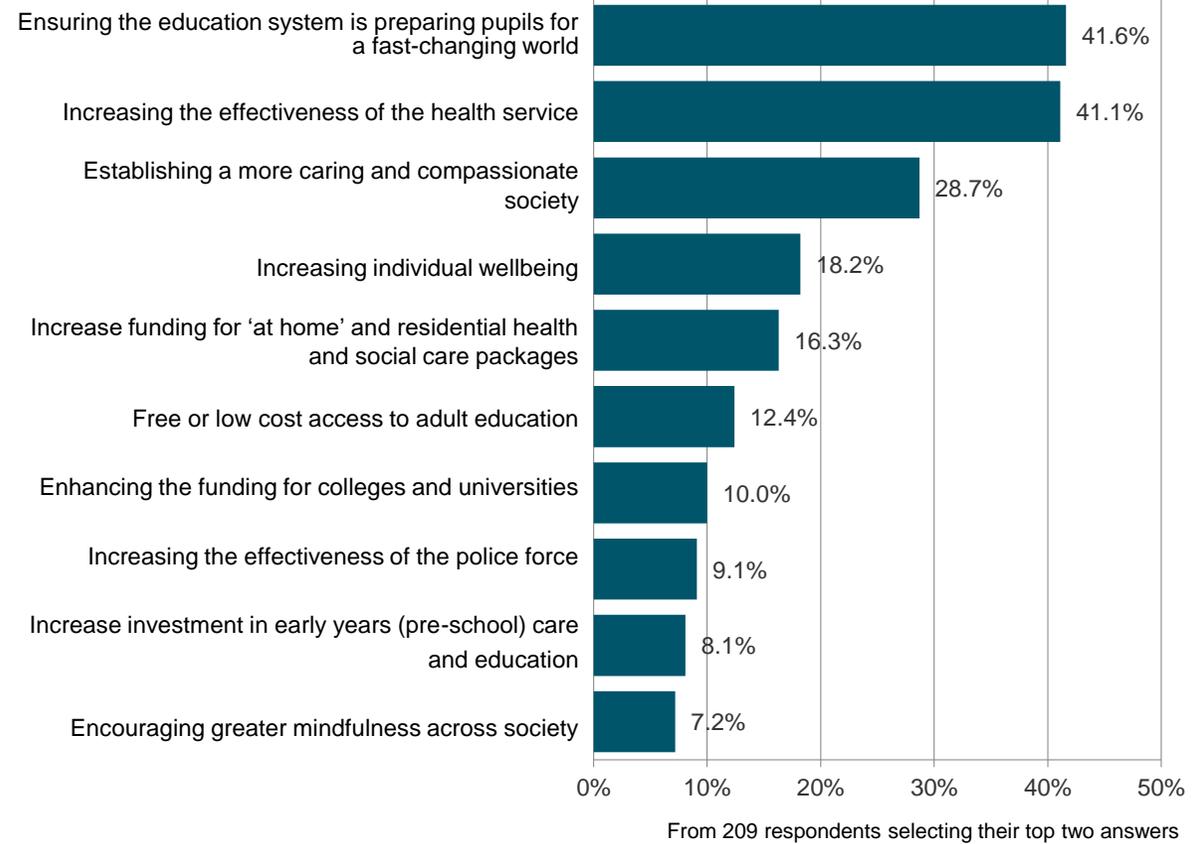
- **Health and Wellbeing** – There is a clear emphasis here on ensuring the UK has the physical resilience and human talent to navigate what most expect to be a turbulent period. Hence, the most popular option for UK respondents was health encompassing *Increasing the effectiveness of the health service* (47% vs. 41% of all responses), *Funding for ‘at home’ and residential health and social care packages* (17%) and *Increasing individual wellbeing* (16%). Among the UK under 35s an even higher priority was placed on health (53%) and individual wellbeing (37%). The comments also highlighted the need to improve on key health indicators like air quality and mental and emotional wellbeing.
- **Education** – UK respondents also prioritised *Ensuring the education system is preparing pupils for a fast-changing world* (40%). UK under 35s ranked education system reform significantly lower (26%) – possibly reflecting a belief that individuals will increasingly manage their own learning. There was only limited UK support for investment in individual components of the system such as pre-school (9%), higher education (10% vs. 21% among the under 35s) and adult learning (9%). The free text comments also emphasised the need for better school funding, a 21st century curriculum, and increased respect and better pay for teachers.
- **Societal Foundations** – Perhaps driven by concerns over the emergence of increasingly individualistic and seemingly less community oriented values and behaviours, the third most popular option was *Establishing a more caring and compassionate society* (32%). The potential social impact of Brexit looms large in the comments with a focus on “healing the Brexit divisions” and “ensuring that the worst social effects of Brexit are mitigated”. Religion in society and schools was an emerging theme with emphasis on “dealing with religious violence”, abolishing faith schools and avoiding religious radicalization.

# Q2. Social Issues

## UK Responses



## All Responses

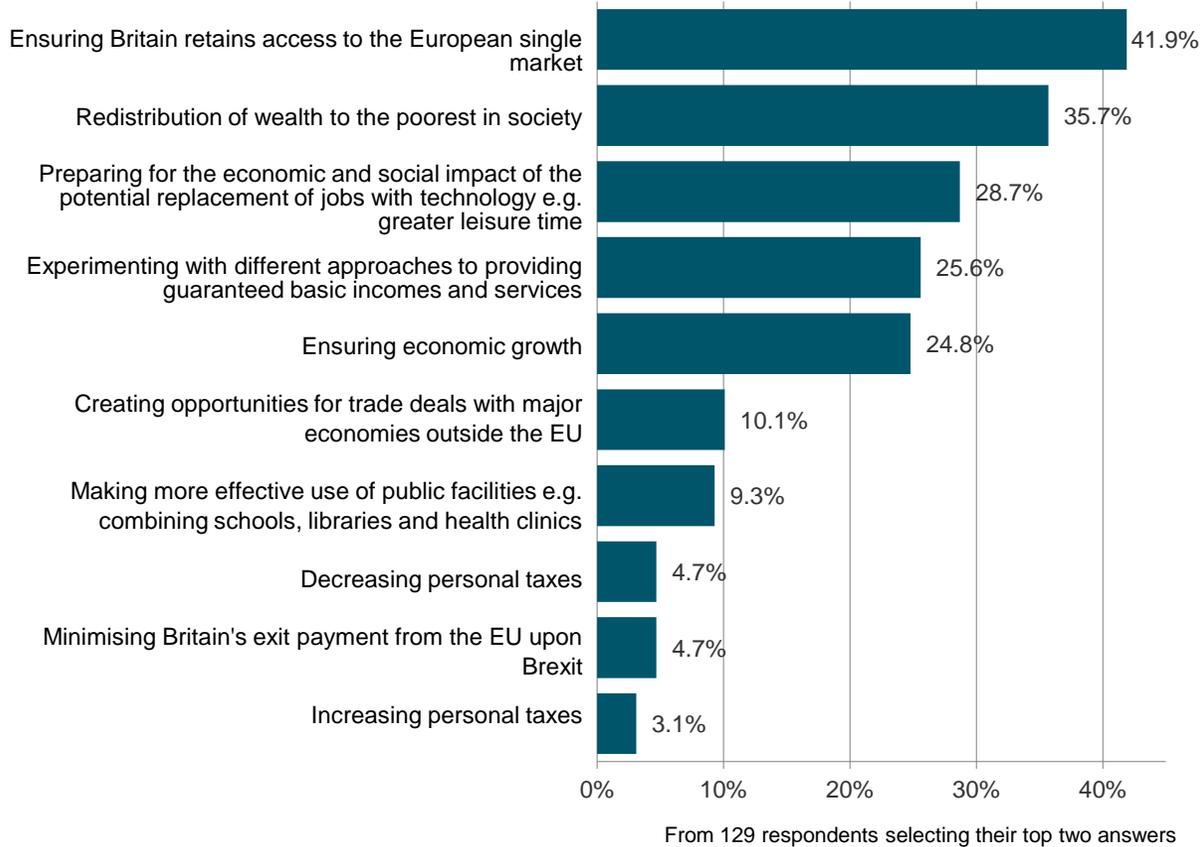


# Q3. Economic Priorities

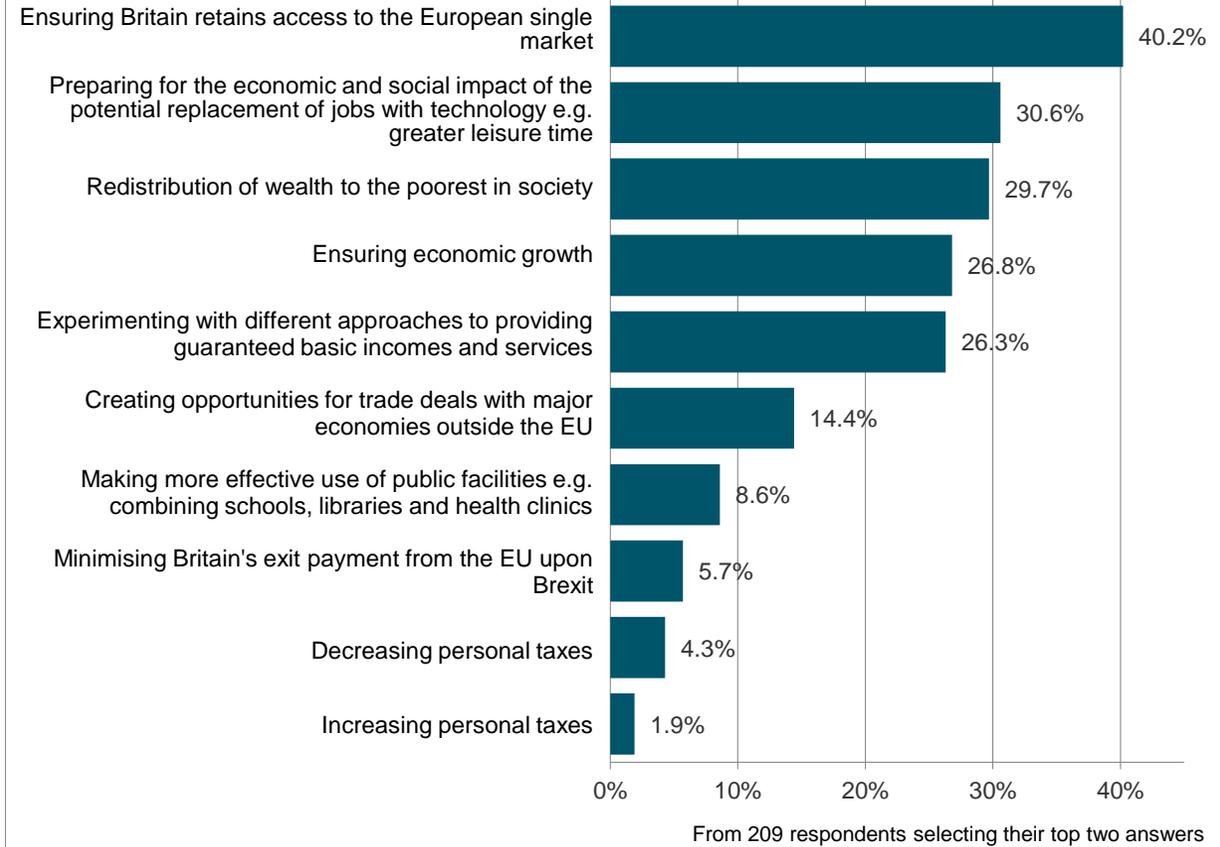
- **Economic Stability** – A lack of clarity on the future impact of Brexit and medium-term economic uncertainty appear to be driving the search for stable foundations and the priorities placed on *Ensuring Britain retains access to the European single market* (42%) and *Ensuring economic growth* (25%). In the comments, there is real sense of the economic risk around Brexit, hence ensuring that the UK remains a member of the EU was by far the top open-ended response.
- **Navigating Digital Societal Disruption** – There is widespread awareness of the potentially destabilising impact of the accelerating adoption of technologies such as artificial intelligence and robotics. Hence, respondents emphasised the need to focus on issues that were barely on the agenda during the Brexit referendum 12 months ago – e.g. *Redistribution of wealth to the poorest in society* (36%), *Preparing for the economic and social impact of the potential replacement of jobs with technology* (29%), and *Experimenting with different approaches to providing guaranteed basic incomes and services* (26%). At the operational level the need to “encourage entrepreneurs and venture capital” was highlighted along with a suggestion of replacing the current banded personal tax system with a simple formula that increased taxes exponentially with income.
- **Generational Divides** – Among the under 35s with possibly a greater sense of urgency around impending change, their future prospects and societal equity, there are marked differences in priorities. This group prioritised guaranteed basic incomes and services (58%), preparing for the impact of technology on jobs (42%) and wealth redistribution (42%). In the face of potentially large-scale economic disruption several comments suggested the UK should “share the wealth”, reduce inequality, “begin reparations to the old colonies”, and seek “greater equality between and within nations”. Emphasis was also placed on the need to address the individual impacts of economic change e.g. to “tackle housing crisis for teachers and other community workers”.
- **Overthrowing the System** – Several more radical answers were also recorded, including the desire to “abolish capitalism”, and a call to challenge “the domination over elected governments exercised by the City of London and finance capital.”

# Q3. Economic Priorities

## UK Responses



## All Responses

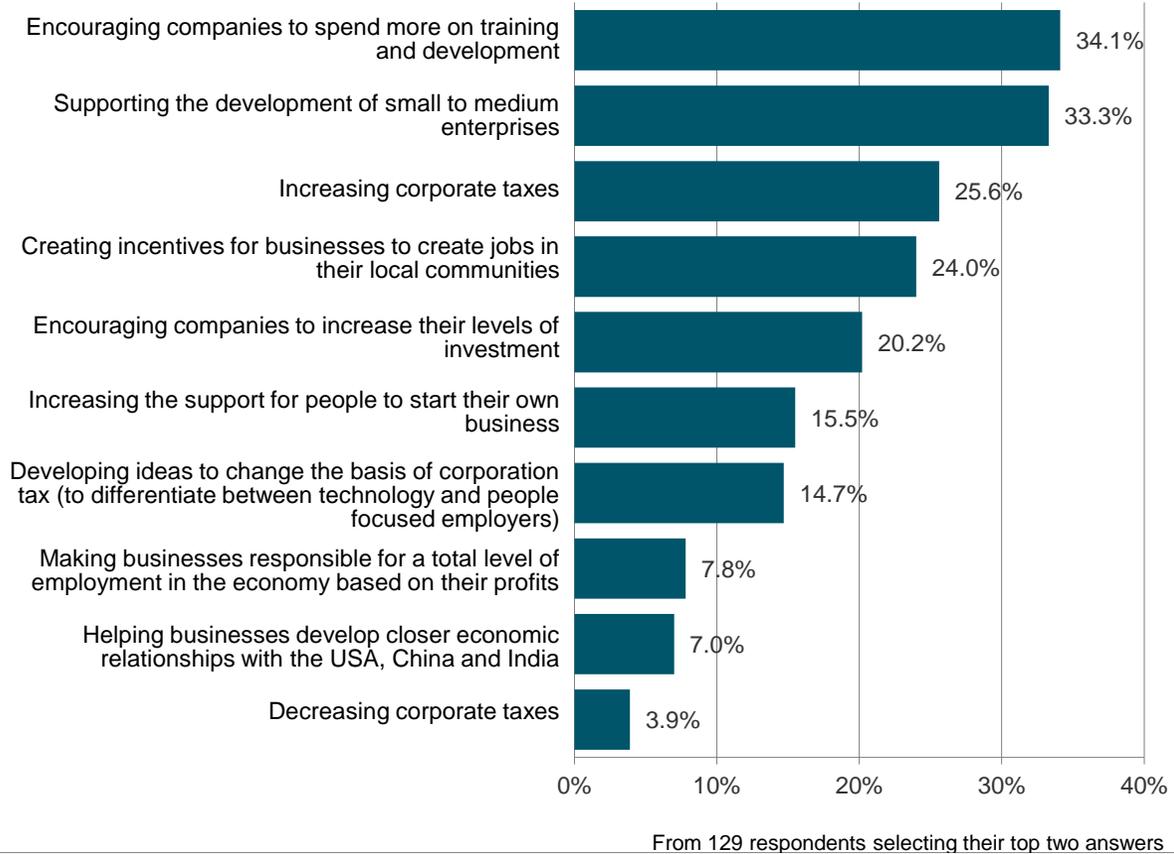


# Q4. Commercial World

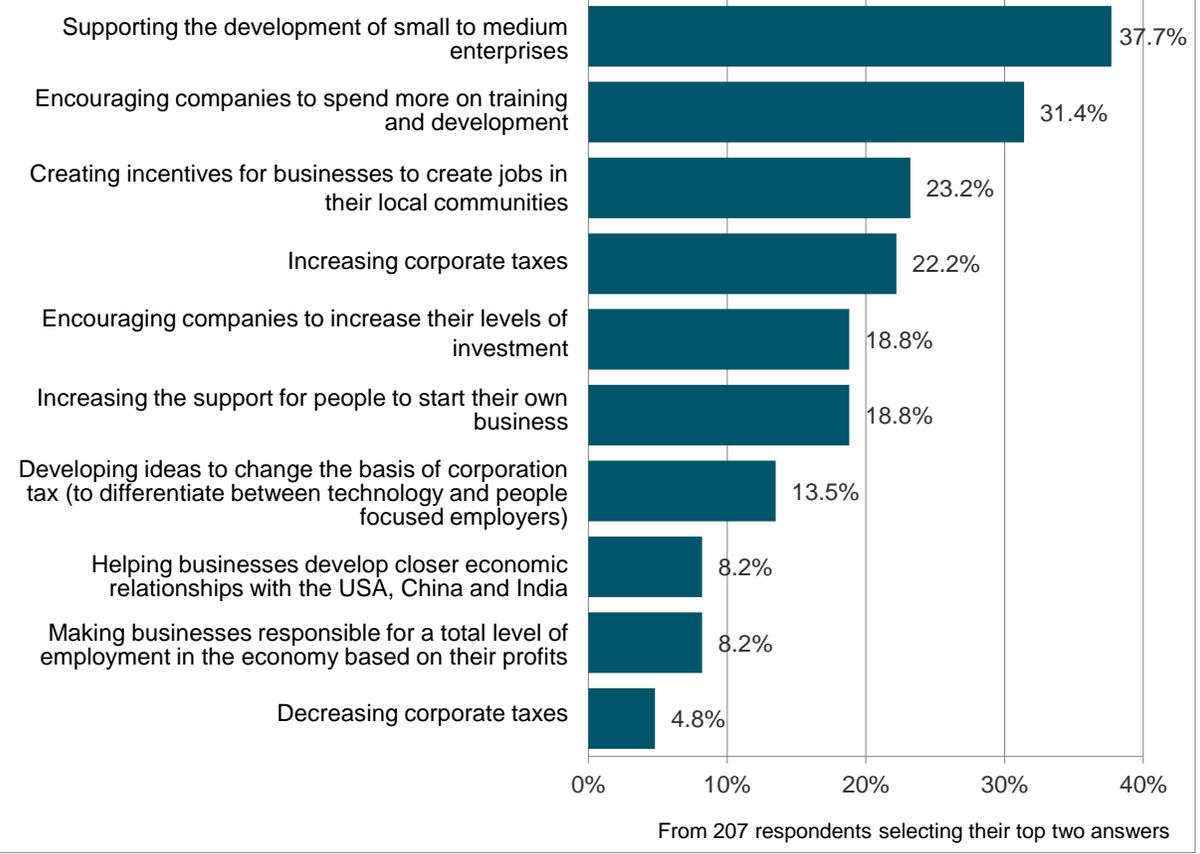
- **Investment in People** – Creating and staffing the science and technology led enterprises of the next economy requires entrepreneurial and technical capability. Hence there was strong support for *Encouraging companies to spend more on training and development* (34%) and *Increasing the support for people to start their own business* (19%). The comments reflected the need to think more broadly about the levers of future business success by “valuing staff as assets – properly paid and valued – and not costs to be eliminated”, promoting sustainable development and “encouraging companies to serve multiple stakeholders, not just shareholders (via broader metrics than financial returns).”
- **A New Industrial Landscape** – There is a strong sense that the “Fourth Industrial Revolution” will reshape the business landscape – with corporates reducing headcounts and thus driving the need for investment in job creation and innovation. Popular ideas included *Supporting the development of small to medium enterprises* (33% vs. 47% among under 35s and 38% overall), *Creating incentives for businesses to create jobs in their local communities* (24%), and *Encouraging companies to increase their levels of investment* (20%). The comments highlighted the challenges of the emerging economy e.g. the importance of encouraging innovation, improving efficiency and effectiveness and “creating a means to actually govern transnational corporations”.
- **Taxing Times** – Despite the challenges of funding the transition to the next economy, only 37% of under 35s and 26% of all UK respondents supported raising corporation tax, with less than 15% in favour of the other ideas around tax reform or increasing business responsibility for overall employment in the economy. Tax fairness was highlighted by several participants – with issues raised including the need to “create a formula for taxing businesses that accounts for multiple criteria to judge wider economic (not simply financial) factors”, “ensure companies cannot avoid paying tax”, “ensuring that all multinational companies pay full tax”, and “disallowing tax free profit export”. There was a negative reaction to UK government policies on creating a low tax economy as part of the Brexit strategy. Suggestions included removing income tax and implementing transaction tax, and “stopping the low taxation model and/or providing illegal no tax paradises.”
- **Buffering Brexit** – In the comments, a considerable number of survey participants expressed a desire to retain EU / common market membership and ensure freedom of movement, and concern was also voiced over how to minimise the impact on businesses.
- **The Greening of Business** – Several comments favoured the pursuit of greener policies including “encouraging companies to be more environmentally friendly”, “supporting businesses to encourage sustainable technologies, divesting from fossil fuels and penalising polluters”, and the need to “facilitate sustainable development”.
- **Disrupting the Machine** – Several respondents were in favour of more fundamental changes including restoring trade union rights, abolishing capitalism and even armed revolution.

# Q4. Commercial World

## UK Responses



## All Responses

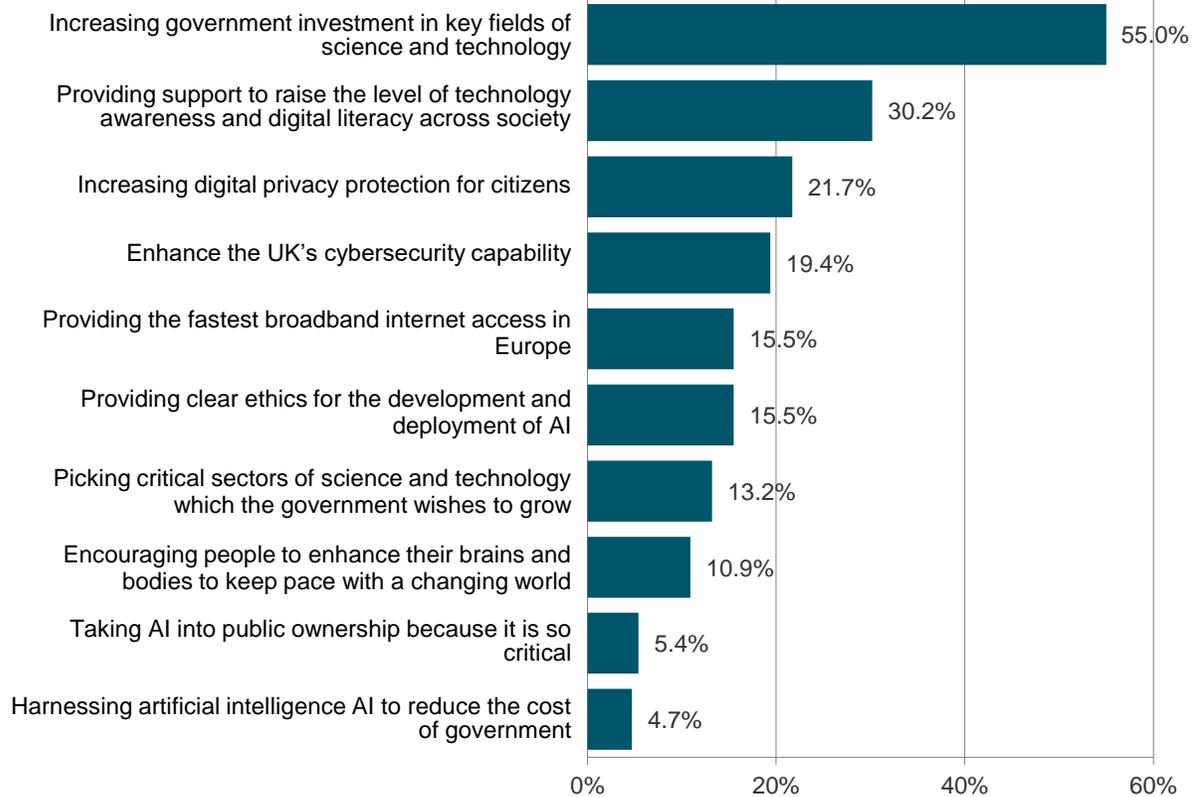


# Q5. Science and Technology Policy

- **Investing in Tomorrow** – In a competitive global environment powered by accelerating waves of technological development, respondents see the importance of capacity building. Hence the most popular options were *Increasing government investment in key fields of science and technology* (55%) and *Raising technology awareness and digital literacy across society* (30%).
- The comments highlight the pivotal role of targeted investment in creating a viable future e.g. “increase spending on science in both industry and in education. The UK is a powerhouse of sciences and with further investment we may have something to sell to the world that they'll want” and “consciously invest in technologies for a sustainable future”. The risks to the science base and international research collaboration were widely highlighted – one answer summed up the gist of many answers: “We stand to lose hugely in science because of Brexit so unless that is undone none of these options will make much difference”.
- **Technology Governance** – There are growing warnings over the potential for artificial intelligence and body enhancement technologies to reshape society and even lead to hybrid humans. However, less than one in six saw the need for government involvement in their ethics, governance or ownership, or in encouraging their usage.
- **Privacy and Security** – Heightened concerns over individual privacy, corporate security and national sovereignty in the digital domain saw around one in five prioritising cyber protection issues.
- **Protections and Freedoms** – In their comments, some looked to protect the vulnerable members of society through providing “robust protection from cyber bullying especially for young people” and “free access to the internet for those who cannot afford it”. Others argued for greater freedoms such as reducing “censorship and restrictive regulations, in particular with respect to sexual topics”.

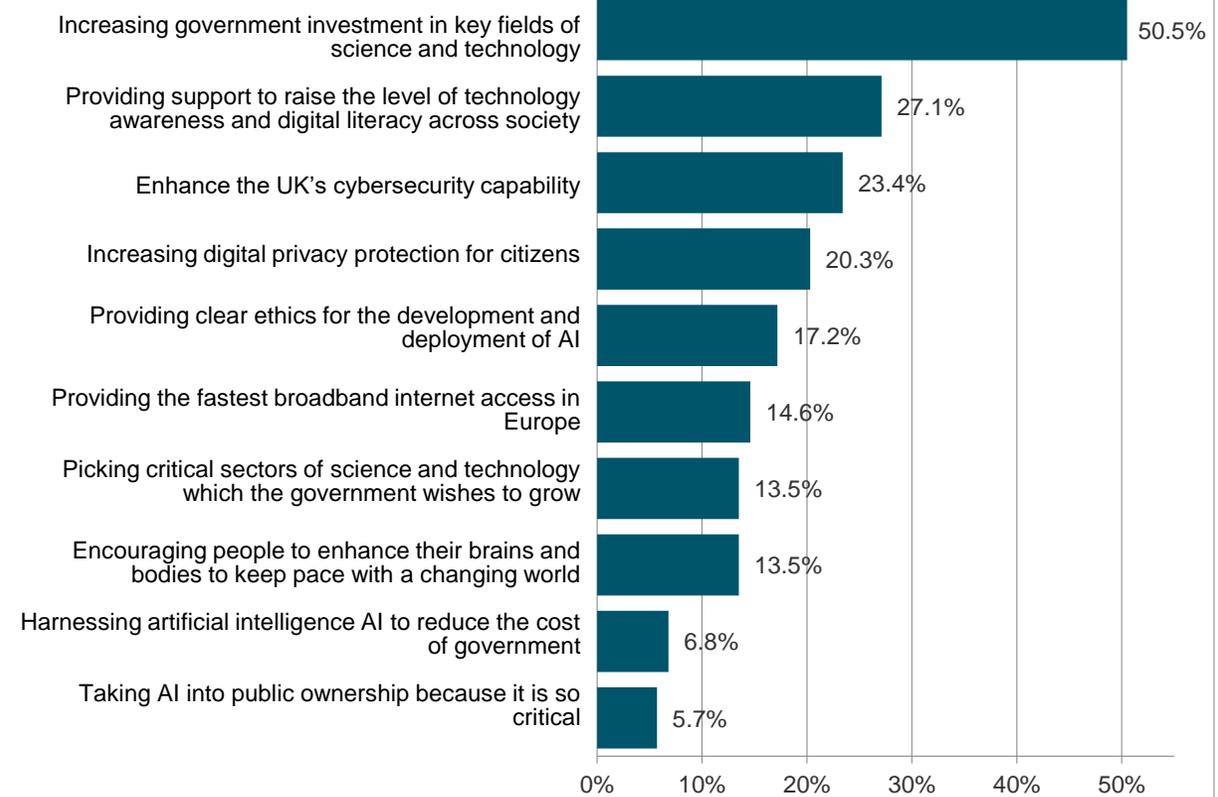
# Q5. Science and Technology Policy

## UK Responses



From 129 respondents selecting their top two answers

## All Response



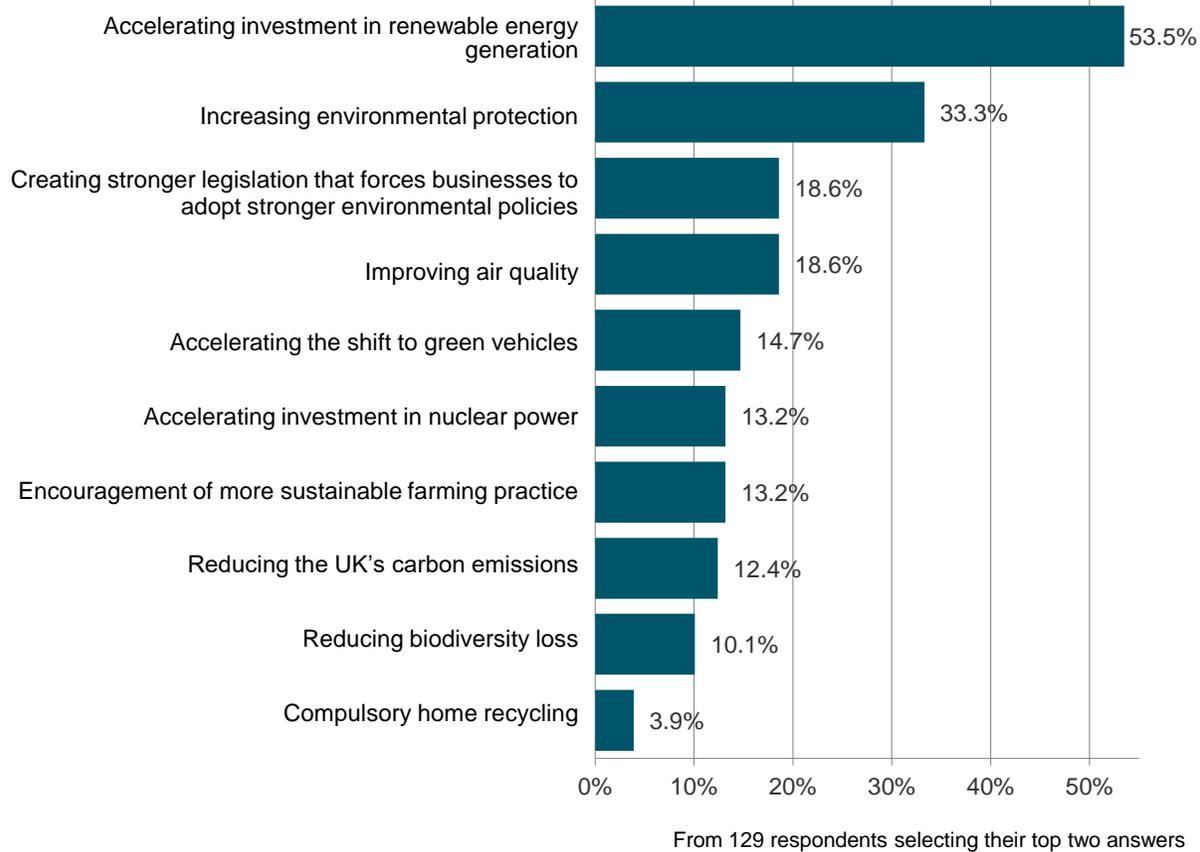
From 207 respondents selecting top two answers

# Q6. Environmental Priorities

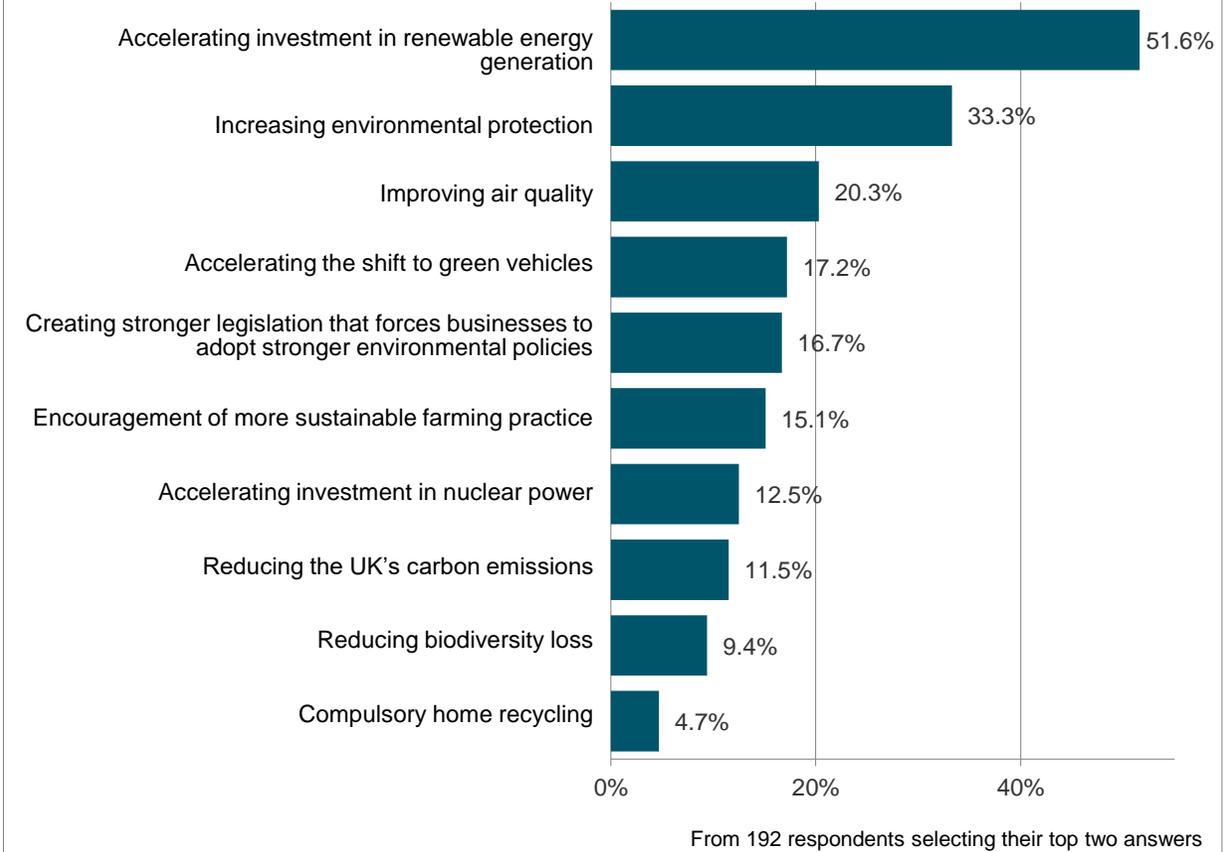
- **Energy** – Clean power is the top UK priority in this category with *Accelerating investment in renewable energy generation* (53%) coming first – but there was far less support for *Accelerating investment in nuclear power* (13% vs. 32% among under 35s).
- **Environment** – UK opinions are more divided over *Increasing environmental protection* (33%), *Improving air quality* (19%) and *Stronger environmental legislation for businesses* (19%). In the comments, actions that use resources responsibly and sustainably were supported. In particular, there was emphasis on the ideas that the UK should ban fracking, protect against flooding and make “significant improvement in public transport and increased measures to exclude cars from cities”. An example of concerns raised was the warning “do not follow the actual US government's drive against climate change”.
- **Hesitancy over Legacy** – A range of other environmental actions also gained only very limited support as political priorities from UK respondents, possibly suggesting an emphasis on the short term economic outlook over long-term sustainability. These included the *Shift to green vehicles* (15%), *Sustainable farming* (13%), *Reducing the UK's carbon emissions* (12%), and *Reducing biodiversity loss* (10%) .
- **Encouraging Sustainability** – A variety of practical environmental responses and incentives to adopt sustainable practices were also highlighted such as taxes, recycling programs, and improved education on environmentalism were suggested. A particularly novel idea was suggested: “forcing full disclosure of environmental costs via open IoT [Internet of Things] initiatives”. Other suggestions included promoting Arcology [low ecological impact architectural design], “introduction of bottle/can deposit schemes”, “levies to properly reflect the use of national assets, such as land, sea, air”, imposing “taxes to cover negative externalities (e.g. carbon tax)”, “creating stronger incentives for households and businesses to move towards lower resource throughput”, and the need to “look at mitigation (carbon capture, flood defences) vs. climate change reduction”.

# Q6. Environmental Priorities

## UK Responses



## All Responses



# Q7. Please suggest any other priorities that you think are critical to Britain's long-term future?

## 1. Politics and Security

The responses are clustered under the same headings as the first six questions. We have tried to capture the diverse range of sometimes opposing views put forward. Four broad categories of political priorities emerged – with the reversal of Brexit being by far the single biggest issue – cited in 30 of the 109 responses to this question.

### ***International Engagement***

- Brexit – Stopping the process and becoming fully engaged in in the EU and protecting the rights of EU citizens in the UK
- Aligning to and leading on the UN Sustainable Development Goals
- More co-operative, open and inclusive foreign policy while keeping a safe distance from the countries promoting terrorism
- Continue to support intelligent investment in less developed countries

### ***Politicians***

- Honesty from Government to the electorate
- Ban 'career politicians' – they should have 5 - 10 years commercial experience before becoming MP's
- Prevent any payments from private companies or individuals to politicians/MPs/councillors
- End the honours system. End the peerage. Make the UK a classless society, a meritocracy

### ***Britain 2022 – Policy Direction***

- Holistic approach – policies for the benefit and welfare of the individual and country, not just the ruling elite
- Introduction of proportional representation and / or compulsory voting
- Reduction of regulations
- Reduce or eliminate spending on nuclear deterrents
- A radical shift away from the feudal politics arising from the super-rich towards a new centre established by technology and blockchain
- Putting the media under the ownership and control of ordinary people
- Establish immigration policies primarily based on needed skills
- Keeping the UK from splitting up
- Dissolving the monarchy
- Review of philosophy and political policies as a result of new knowledge

### ***The Process of Government***

- Reduce the size of government at all levels by making it more efficient
- Revitalize and strengthen the use of Strategic Foresight across government

# Q7. Please suggest any other priorities that you think are critical to Britain's long-term future?

## 2. Social Issues

Three broad categories of social priorities were identified:

### ***Values, Behaviours and Engagement***

- Ensuring the country is seen as open, outward looking, tolerant and one that values all members of society
- Eliminating hate – increasing tolerance and reducing divisiveness – encouraging constructive conversations
- Encouraging a sense of responsibility and self-sufficiency in the population at large as opposed to 'rights'
- Marching back the encroaching PC agenda and replacing it with a more Libertarian outlook
- Developing a 'Communitarian' philosophy as in Scandinavia e.g. community building through local schools and community policing
- Encouraging a less greedy society and hence a better educated working class

### ***Public Services***

- Prioritising NHS and world class healthcare at all levels
- Increasing funding to the education system to ensure opportunity for all and to allow pupils to access the most up-to-date technology
- Less strictly categorical education, i.e. less focus on debate, and more focus on dialogue based education
- Treating skills based education as equal to knowledge based education – encouraging pride in skills based jobs
- Support For arts and humanities including education and performance
- Improved care for elderly
- Ensuring the availability of affordable housing
- Community projects to harness the talents and time of the unemployed

### ***Societal Sustainability***

- Promotion of healthy, sustainable, affordable eating habits
- The abolition of all religious worship and practices such as Sharia Law
- Ensuring full integration of immigrant communities
- Rethinking the social compact between individuals, businesses and the state on the basis of liberal values; equity and mutual respect; and proper care for those unable to participate fully at work and in society generally

# Q7. Please suggest any other priorities that you think are critical to Britain's long-term future?

## 3. Economic Priorities

Three distinct types of economic priority were highlighted:

### ***Economic Governance Principles***

- Reducing inequality
- Introducing competition and personal responsibility maybe through a voucher scheme both in education and healthcare
- A shift in the dominant "private ownership good, public ownership bad" ideology. People before profits
- Making the shift from a capitalist system to a planned economy

### ***Economic Policy Priorities***

- Breaking up the banks
- Establishing a more balanced economy
- Addressing the North/South economic divide
- Reduce all tariffs in 2 years
- Re-establish previously more robust global trade relationships
- Investing in education by increasing school funding across the board, cancelling all student debt and providing free further education
- Experimenting with guaranteed basic incomes

### ***Levers of Economic Policy***

- Remove all possibilities of corporate tax evasion
- Reducing government borrowing
- Increasing infrastructure investment vs. halting major infrastructure projects such as the HS2 rail link and Heathrow expansion
- Renationalisation of critical industries and public services, all utilities and transport vs. potential waste of scarce resources on ideological renationalisations
- Reduce economic dependence on arms sales especially to regimes with abysmal human rights records
- Educating the young about money and the power of saving
- Restore/create technological sovereignty in key domains (ex: cars, trucks / electrical buses....)
- Create a sovereign wealth fund

# Q7. Please suggest any other priorities that you think are critical to Britain's long-term future?

## 4. Commercial World

- Creating financial incentives for small local businesses meeting community needs
- Encouraging companies to grow to £1b rather than sell out earlier
- Promoting business, skills and employment in sustainable technologies e.g. renewable energy, transport solutions, marine protection
- Encouraging foreign talent to work in the UK
- Establishing incentives for creators and inventors from foreign countries to develop their projects in the UK

## 5. Science and Technology Policy

- Education, investment and support to raise the level of technology awareness and digital literacy across society - increasing public awareness of the massive technological changes that are on the way. via renewables, driverless cars and automation in the workplace
- Investing in transformative new technologies
- Dissemination of scientific knowledge
- Maintaining and advocating Internet freedom

## 6. Environmental Priorities

- A policy that looks much more deeply at the use of all resources far more efficiently and effectively
- Zero waste - addressing the issues of waste disposal, recycling and fly tipping - making firms responsible for reduction of non recyclable packaging
- Nuclear Free 100% renewable energy including solar
- Prioritising animal welfare
- Legislation to eliminate factory farming
- Electric cars
- Food security
- Improving air quality
- Reducing the biodiversity loss

# Fast Future

## Publishing

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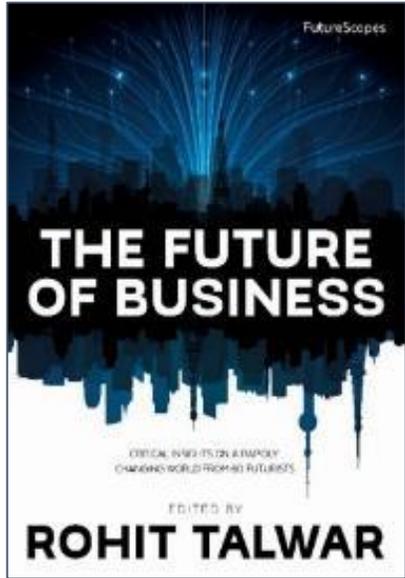
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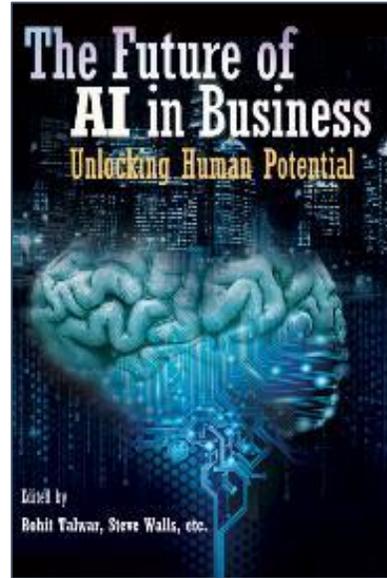
# Our Books



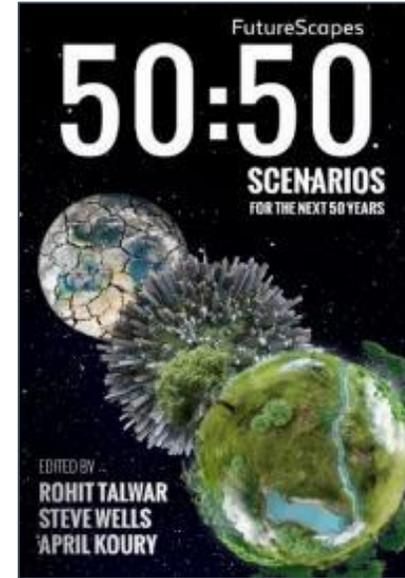
June 2015  
19 Weeks  
62 contributors  
60 Chapters  
Top 5% of  
Business Books



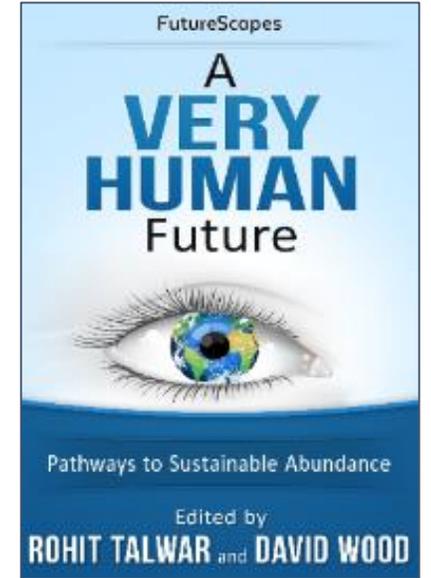
September 2016  
12 Weeks  
Amazon  
Bestseller Within  
2 Weeks



September 2017  
25 Chapters



December 2017  
50 Chapters



Spring 2018  
25 Chapters