

Thank you to everyone who contributed to our campaign discussion on Wednesday 8th July.

We need a comprehensive deal that protects the economy, security, health (and more) of UK and EU, and the additional transition arrangements to achieve this. We need to build public awareness and pressure on the government so that this becomes politically their best option.

Here is a summary of what we discussed (including latest news) and links to resources you can use.

The Political Situation

After 2 weeks of intensified negotiations, significant differences remain on level playing field, fishing and dispute resolution. See the latest EU statement from Thursday <https://europa.eu/!Yd33Wr>.

Meanwhile, Brexit Reality is starting to bite:

- Concerns raised in government over UK deferral of import controls for 6 months.
- Customs posts at NI ports are now a fact.
- Scottish executive is challenging the UK Government on food standards (see [here](#))
- US trade deal will slip and relations with China are in crisis. Brexit UK looks very alone.
- Farmers, Fishermen, Hauliers and many Brexiters are waking up to the consequences.

We cannot from here conclude a comprehensive agreement by year end, but failure to agree anything is probably unsustainable for UK or EU leaders. The least bad option now appears to be to compromise where possible and agree transition arrangements to mitigate the damage – an extension in all but name.

What Worked from our 27 May Campaign “Extend the Transition” Launch?

- Lots of letters to MPs were written and many received responses, some constructive. MPs do react to letters, but it can take many to have an impact. **Lesson – keep writing and get everyone else to do so.**
- We are aware of 18 letters to local press being written, and published in Wokingham, Bracknell and Basingstoke. All provoked responses online. **Lesson – These get the message out – keep going.**
- We are not heard in some areas. **Lesson - We need to be more imaginative.** See “Fresh Ideas” below.
- We are expanding our Social Media presence rapidly, with a total followership of around 15,000 – see below. **More sharing could amplify this massively.**

The **business voice** is important, but has proved hard. But the mood is changing – see [Juergen Maier's Blog](#). Business is united against No-Deal and is likely to speak up, so the lesson again is to keep plugging away with any contacts you have to get them to speak out or give us information we can use. We have a great resource put together by Ed which you can draw upon and contribute to (see link below), and has been published by the Yorkshire Bylines [here](#) and [here](#).

Making the Most of Social Media

We are getting good exposure from our main pages, with a total followership of around 30,000 and hundreds of thousands of views every week. Please follow these and share the material widely. Things that are particularly important:

- Simple messages that catch attention. We have some great ‘Memes’ that you can share to capture attention (see below for the link).
- Getting outside of our ‘Bubble’. Our message is one to which everyone should be receptive. If you can, share and post into groups and pages which the wider public see.
- Make clear that it is about more than trade, and stress the Coronavirus/Brexit double impact

Fresh Ideas

- To generate new material for both social media and press, we are holding a small socially distanced demo on the afternoon of Weds 15th July (theme – “No to Death by Brexit!”) If you want to get involved, or for more details, contact us at obberkshire@gmail.com. There will be other similar demos in future.
- We have responses to Freedom of Information requests from local councils on their readiness for a No-Deal which we will consolidate into a press release.

- We need to look at how we can use humour to engage a different community.
- The Bucks group have produced Coronavirus Message style media warning of the risks of no-deal. We will get these and share.

Resources We Can Use

Letters

We need to keep plugging away with letters to MPs, Industry Leaders and other Influencers. It doesn't take as long as you'd think, and it does work. Great ideas and tools for letter writing here:

- [European Movement sample letters](#)
- <http://www.onecrisisatime.co.uk/sample-letters/>
- <https://www.writetothem.com/>
- <https://www.hey-mp.uk/>
- <https://www.bestforbritain.org/transitionletters>
- [Database of Industry Comment on Brexit](#)

Social Media

Follow, like and share posts from our social media accounts, particularly into non-EU groups and pages:

- <https://www.facebook.com/berkshireforeurope/>
- <https://www.facebook.com/OpenBritainReading/>
- <https://twitter.com/SloughForEU>
- <https://twitter.com/BerkshireforEU>
- <https://twitter.com/BritainOpen>
- <https://www.instagram.com/berkshireforeurope/>
- <https://www.instagram.com/openbritainreading/>

Use our [meme library](#) to write your own posts or mobilise your friends and family.

Building our Capacity

Please think about how you can expand your own network of activists, particularly those from a different demographic. We monitor the opening and response rate to our emails to supporters, and this is higher than ever. Don't think people have lost interest.

Euro Café and Settled Status - Relaunching

We have to hold the government to account on promises to EU citizens. There are multiple issues with the Settled Status process and we have committed to helping EU citizens in Berkshire. We have 5 qualified Settled Status advisers and a few volunteers who can do this, but need more support.

Deadlines have not moved. Freedom of movement ends this year, discrimination will start from Jan and EU citizens in UK will be illegal if they do not apply for a settled status before end June 2021.

Our Euro Café launch event was cancelled by Lockdown. We have been busy on social media – see <https://www.facebook.com/eurocafeberkshire> for lots of information and videos on the subject. We will be relaunching in the near future – contact us at obberkshire@gmail.com if you want to get involved.

Finally

This is the time of maximum risk from Brexit, as the transition arrangements end and realities replace rhetoric. But as a consequence, the public is more open to understanding the facts and to pressurizing the government to accept these realities and change course. Everything we can do to public awareness and pressure on the government to do this makes a difference.

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Thank you for your contribution