

Selling the dream – the case for leaving the EU now

We have it in our power to begin the world over again. (Thomas Paine, 1776, Common Sense)

A future outside full membership of the European Union opens up exciting possibilities unlike the existing increasingly sclerotic situation as the EU expands its role and territory. Ahead could be a new beginning that builds on the best of who and what we (the People) are, to build freedom, democracy, justice, prosperity and a peaceful country in an increasing competitive and dangerous world.

The positive case for leaving the EU could be made by focusing on Unique Selling Propositions (USPs), the major advantages not otherwise available. These USPs really stand out, are instantly memorable and, preferably are scalable in application with little or no change in terminology from personal circumstances, to the local community, and then to our country; as Tip O'Neill said 'All politics is local'. USPs could come from identifying 'Great Themes', that are largely self-evident (or at least everyone can have a coherent view on) and can be expanded in detail as needed. These exist in perpetuity and take cognisance of our 'bigger picture' of wishes, needs, fears and circumstances in the light of current knowledge and invention. They are often mutually supportive and sometimes overlap each other. The following are some Great Themes with their associated USPs arising from leaving the EU.

Win-Win Relationship with EU – Ability to work with the EU on terms that give us advantages (for example, of free trade with the EU and other countries) without the downside from ever closer political union; the EU can move ahead with fuller integration into a monolithic superstate without our truculent, unstable membership; less effects on us from any

future EU meltdown, (economic or political instability), and the EU can 'fix' such problems unencumbered by us;

Freedom – Freedom to be ourselves, to live our lives as we choose and to decide what is best for us (put our interests first); Freedom to tackle major problems in our own ways and build better lives and a better country for everyone; Freedom from the EU's abuses of power and exploitation, mistakes and excesses including waste, corruption, corporatism (government for the favoured few and Big Business), taxes, injustices, 'one size fits all' over-regulation, bureaucratic absolutism, and misconceived (madcap) ideologies and economics; Freedom to choose how we protect and defend ourselves, our country, way of life and heritage; Freedom to co-operate with others without EU interference; Freedom to set and enforce our own ethical standards of 'right' and 'wrong' behaviour;

Democracy – Building government of the people, by the people, for the people at all levels of administration with a focus on bottom up local de-centralisation, rather than remote top down centralisation; building greater participation, democratic accountability and transparency; building a new dispensation, partnership or relationship between a more in-touch and accessible government and governed based on mutual respect, honesty and participation for the benefit of all;

Justice – The rule of our (national) laws based on our standards, heritage and judiciary; protection of our existing freedoms, for example, of speech, of conscience, of the Press, from arbitrary arrest and imprisonment, from fear; protection of our property and wealth from arbitrary, unaccountable confiscation; the advancement of social justice in ways acceptable to the People;

Prosperity – For all from free enterprise, better competitiveness, lower taxes and honest, prudent government; trade, co-operate and work with whoever we choose on mutually agreed terms; safeguard and develop our assets, resources, and

enterprises free from the EU's excesses; support science, innovative and small businesses and start-ups where the EU currently fails; improve public sector procurement practices to facilitate local enterprise;

Futureproofing – Ability to move quickly and appropriately, including allocation of resources; flexibility to develop and implement our own leading best practice; ability to adopt, adapt to our needs and improve best practice from wherever it is available (including on occasion from the EU when it suits us – anything good the EU does, we can do better);

Opportunity and momentum – Lifting the EU's dead hand holding us back, creates momentum for change, to question how things are done and create opportunities; progress can now happen which before was inconceivable through individual contribution rather than via top-down diktat; the existing management of national decline by the government and EU bureaucrats can be reversed; birth of greater confidence and self-reliance leading to more achievements from individual, community, organisation and national levels (the 'can do' or 'get up and go' spirit reborn);

Ethical Standards – Remove the corrosive influence on our society of the EU's poorer standards especially relating to freedom and individuality, democracy, corruption and honesty, waste, taxation, bureaucracy, compassion, property rights and rule of just law;

Inspire The World – As a sovereign nation and free people with our own identity we can be more visible than as a region of an homogenised superstate; our ways of doing things from freedom, through law, culture, heritage, humanity, research, to enterprise etc. can bring a beacon of hope to many;

Why do we need to accept second best or worse, when we can do much better ourselves to realise our dreams or ambitions at individual, community and national levels? Leaving behind a moribund EU is about a future of hope; about releasing the

potential that is being repressed; about building on our best;
about independence and placing our lives, our country and our
future in our hands:

*The coming hope, the future day,
When wrong to right shall bow,
And but a little courage, patriots!
To make that future—NOW!*

(adapted from The Song of the Future, Ernest Jones, Chartist
and poet)

Photo by Hernan Piñera 