

Funding the Future

We've got to move beyond political marketing that appea...

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Margaret Thatcher had many legacies, one of which was the creation of a new form of political marketing. The rise of the focus group is one of her more dubious achievements. That is because what large party politics is now very largely about is the re-amplification of the messages received from those groups, many of which are deeply selfish and insensitive to community need precisely because of the way in which they focus upon the individuals wants and desires. This is not the moment to go back to the dogmatic politics of the pre-Thatcher era, but it is the moment to rediscover principles and the merits of political leadership that takes people to a better place that they had not previously imagined. I explain this in more depth in this video.

https://youtu.be/dLF-5f7k_aw