

Funding the Future

Article URL

Published: January 12, 2026, 6:35 pm

I don't usually quote the Shropshire Star here, but they [have a report this morning](#) that says:

[A] poll, carried out by Survation on behalf of the Country Landowners and Business Association, found Conservative support had fallen by 25 points since the 2019 election, with just 34% of voters in the 100 most rural constituencies in England saying they would vote for the party.

Labour support has risen over the same period, going from 20% in 2019 to 37% at the start of this year - giving the party a narrow lead in what has traditionally been considered Conservative territory.

They add, no doubt from a press release that I cannot find elsewhere:

Victoria Vyvyan, president of the Country Land and Business Association (CLA), told the PA news agency:

"My overwhelming impression is that both of the major parties have very little support in the rural economy at all. They might be vying for two halves of nothing at the moment.

And that's because neither of them have produced an ambitious plan for the rural economy.

Our vote is there for the taking, and they need to show us that they understand and respect our community."

The same could be said for almost anywhere in the country, rural or not.

People are noticing that we have politics almost wholly disconnected from what people want or need.

How long can that continue before something has to change?