

Bright Blue

Strategic Plan 2025 - 2027



Our mission

Defend and improve **liberal society**.

Our purpose

Change government policy and public attitudes.

Our principles

An independent, centre-right think tank that is a home for everyone who has **liberal, meritocratic, pro-market, institutionalist** and **internationalist** values.

Our themes

Economic. Increasing individual, business and national prosperity through reforms to subsidies, taxation and regulation.

Employment. Improving diversity, progression and security in all forms of employment.

Environmental. Ensuring equitable, efficient and effective reductions in greenhouse gas emissions, biodiversity loss and pollution across all economic sectors.

Educational. Boosting attainment, especially for those from modest backgrounds, across all life stages, from early years to lifelong learning.

Social. Improving life chances for – and connectivity between – individuals from different social backgrounds.

Our priorities

- 1 **Shape and lead a new centre-right**, providing a fresh policy prospectus.
- 2 **Moderate the Labour Government**, persuading them to achieve their ambitious goals by being more pro-enterprise and respectful of individual rights and responsibilities.
- 3 **Create and improve government policy**, influencing not only ministers, but also officials and regulators, as policies evolve and are implemented.

Our projects

- » **Reduce intergenerational inequality.** Improve the outcomes of young adults in regards to work, housing, finances, education and families.
- » **Boost asset acquisition among those on low-to-middle incomes.** Design policy that ensures the state, the market and families can better support those on modest means to build up assets, from property to business ownership.
- » **Family-friendly Britain.** Reform policies so that people have the choices, resources and time to start and sustain family life.
- » **Encouraging entrepreneurialism.** Ensure that the UK has the talent and resources to start and scale innovative companies that will be transformative.
- » **An effective and popular immigration system.** Create and champion reforms to all types of entry to the UK – work, student, family and refugees – so that we have an immigration system guided by the principles of control, contribution, cohesion and compassion.
- » **Increase support for and action on decarbonisation.** Build innovative, effective and popular policies to accelerate the transition to net zero, especially in economic sectors such as power, buildings, agriculture and transport.
- » **Tackling unhealthy habits.** Outlining innovative approaches, consistent principles and a clear roadmap for tackling various public health problems, including smoking, drug abuse, chronic pain, poor mental health, alcohol addiction, ultra-processed foods and air pollution.