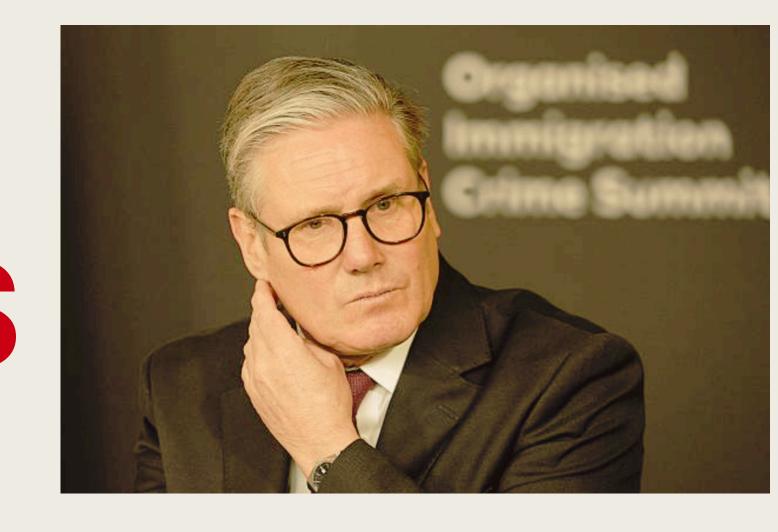




VOST GOVERN/ENT NOUNCEMENTS FORGOTTEN NADAY



A new analysis, "Can Anybody Hear Me?" by The New Britain
Project, shows that most major government policy announcements
capture the public's attention for just 24 hours, raising questions
about how effectively Whitehall communicates beyond
Westminster.

"If a tree falls in a forest, and nobody is around to hear it, does it make a sound?"



DGTALD NIEREST DWARES OTHER POLICIES

At its peak, Google searches were around 20–50 times higher for digital ID than for other flagship policy terms.

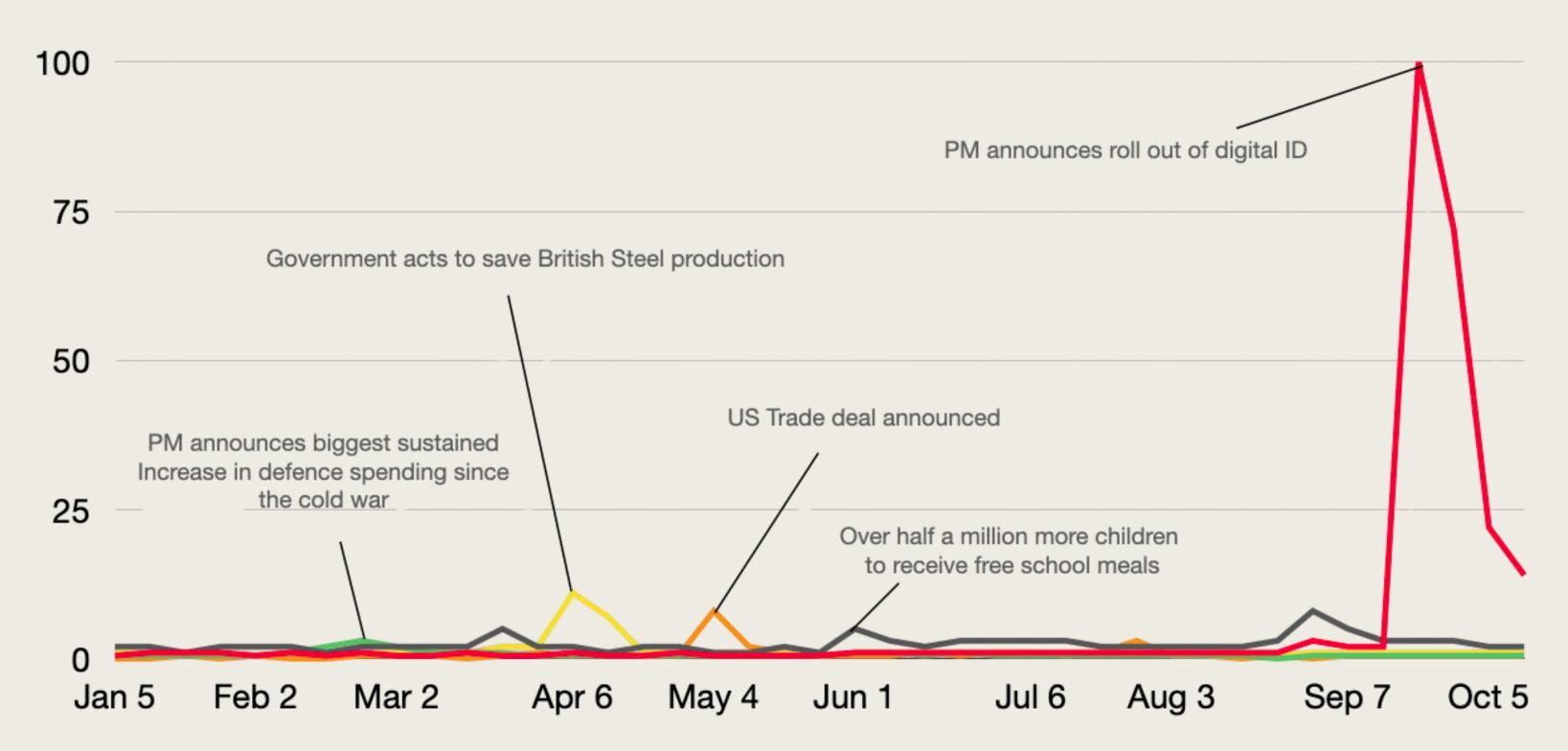
Interest endured. Elevated searches persisted for around three weeks after the announcement rather than fading overnight.

Others were fleeting. Most policy launches produced a brief spike and returned to baseline within one to three days.



DGTALD

- DIGITAL ID - FREE SCHOOL MEALS - DEFENCE SPENDING - BRITISH STEEL - US TRADE DEAL



Google Trends shows daily search interest for this term in the UK (Jan-Oct 2025).

Values are indexed 0–100, where 100 is the peak day in this period and all other points are relative to that peak.

Spikes mark moments when more people searched the topic (often after announcements or news).

It doesn't show sentiment or absolute numbers, and charts for different terms aren't directly comparable.



CAN ANBODY HEARNE?



We first tested whether flagship announcements actually land with the public by tracking Google search interest around 15 flagship policies (UK, Jan–Jul 2025). In Whitehall, the No.10 "grid" is designed to space out major announcements – typically one per day – to avoid clashes; our question was simply how long those moments register outside the political bubble. Using Google Trends (index 0–100), we find short-lived attention around most launches.

Most stories only sustained interest for a day; a handful lingered beyond a day, and not one stretched to three days.

Median half-life of an announcement: 1 day

Mean half-life of announcement: 1.2 days (18 ÷ 15)

Within 24h: 12/15 (80%) interest fell halfway back to normal

Within 48h: 15/15 (100%)

Range: Longest 2 days; shortest 1 day



CAN ANBODY HEARNE?

We then looked at TikTok as a distribution channel - using a simple scrape of the official party accounts (@reformparty_uk, @uklabour) from January to July 2025. While this is indicative rather than exhaustive, it provides a useful snapshot of which parties are actually reaching audiences on the platform.

Posts: Labour 240 vs Reform 125

Total views: Reform 10.0M vs Labour 8.54M

Typical post reach (median views/post): Reform 27.7k vs Labour 9.9k

Engagement rate (likes+comments+shares ÷ views): Reform 9.44% vs Labour 6.12%



CAN ANBODY HEARNE?

While government messages struggle to cut through, Whitehall's communications workforce continues to grow. Across civil service departments, the number of communications staff has risen by 5.4% in the past year.

Some of the biggest jumps include:

Cabinet Office: +40.3% (now 335 comms staff)

Department for Environment, Food and Rural Affairs: +31.9% (360 staff)

Department of Health and Social Care: +29.8% (235 staff)

Ministry of Defence: +22.7% (860 staff)

Department for Culture, Media and Sport: +20% (50 staff)



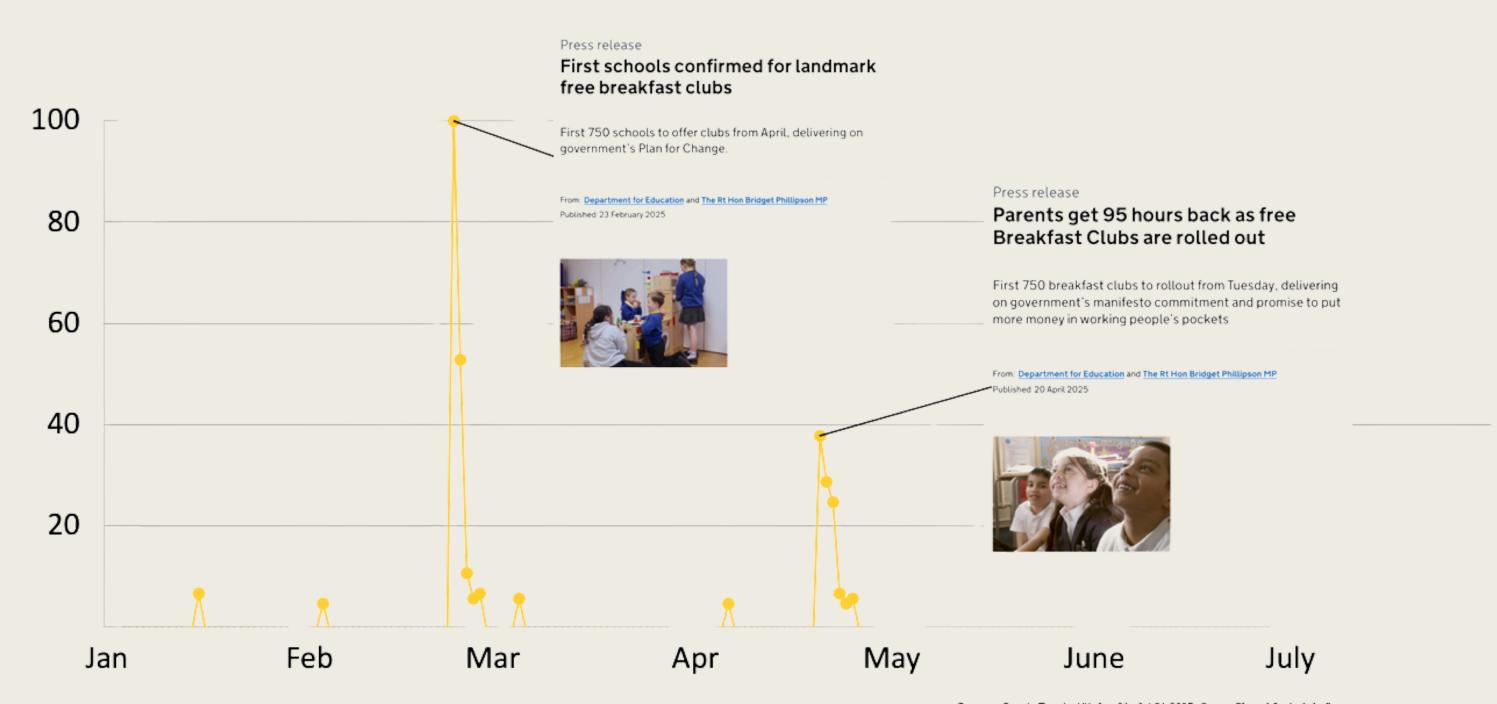
NEWTOWNS

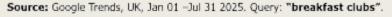


Source: Google Trends, UK, Jan 01 –Jul 31 2025. Query: "new towns".



BREAKFAST CLUBS

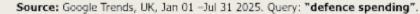






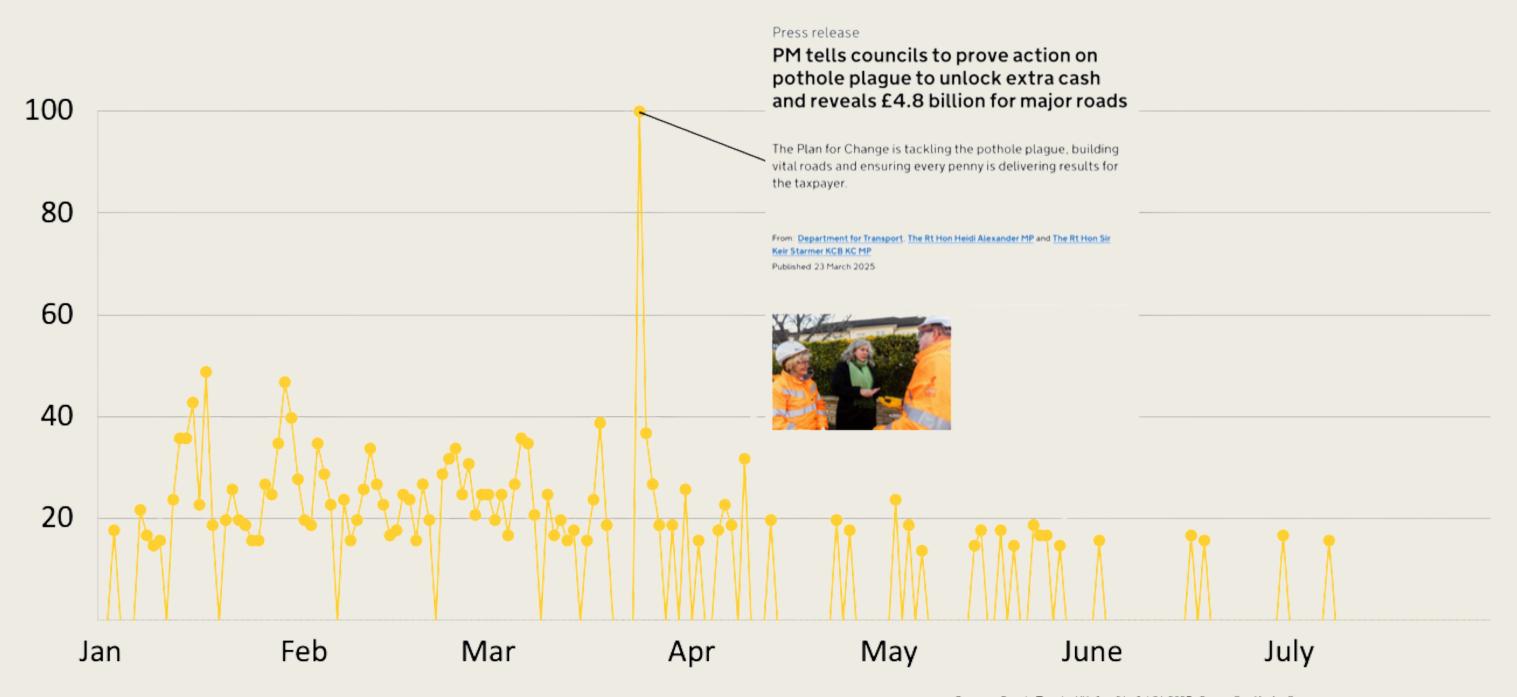
DEFENCESPENDING

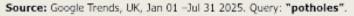






POTHOLES





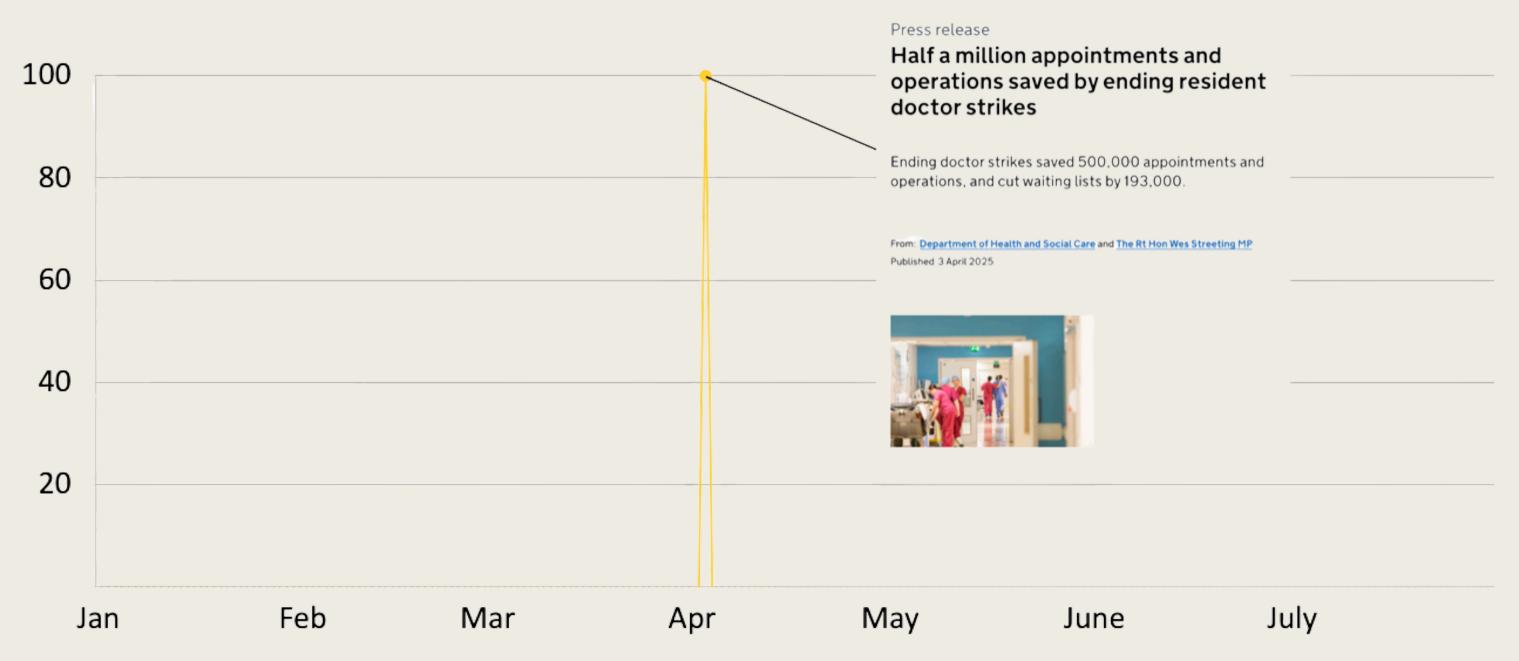


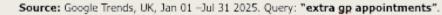
NNJASWORDBAN





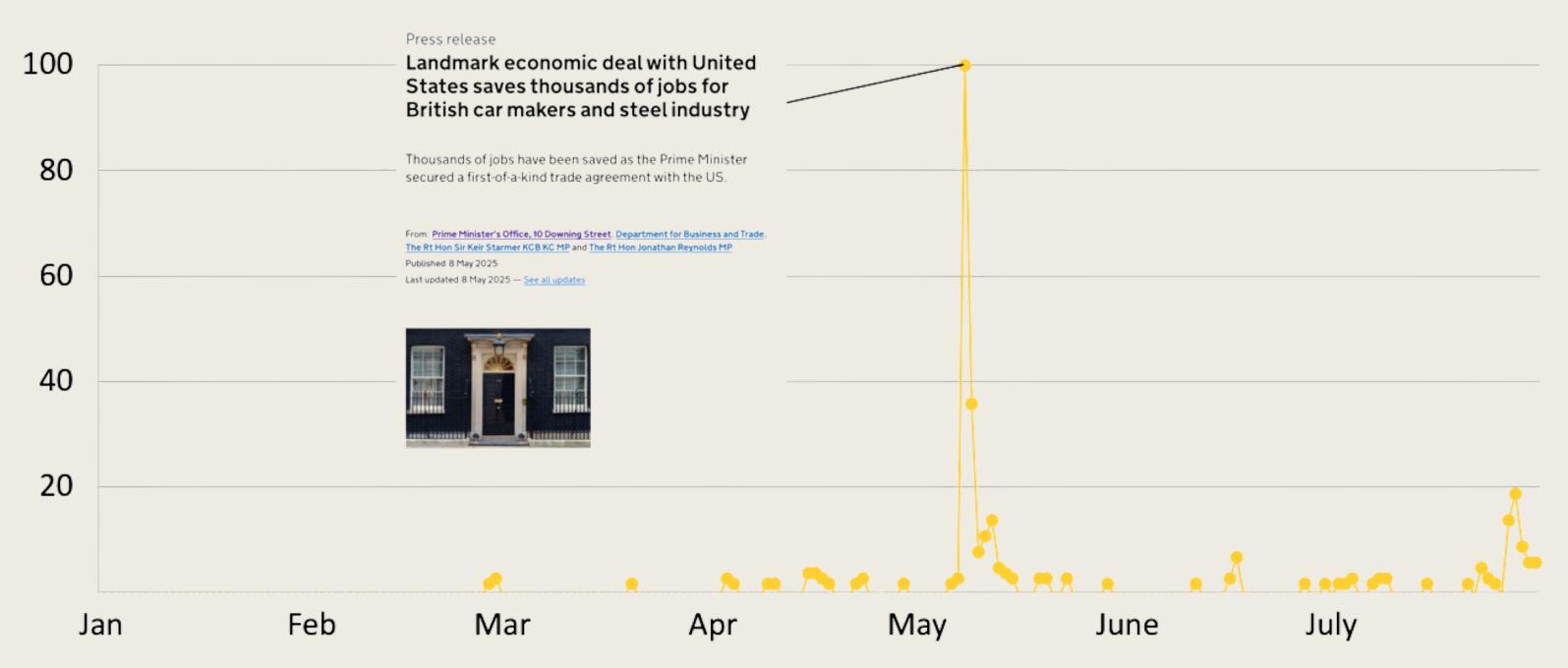
EXTRAGPAPPOINTMENTS

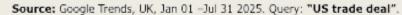






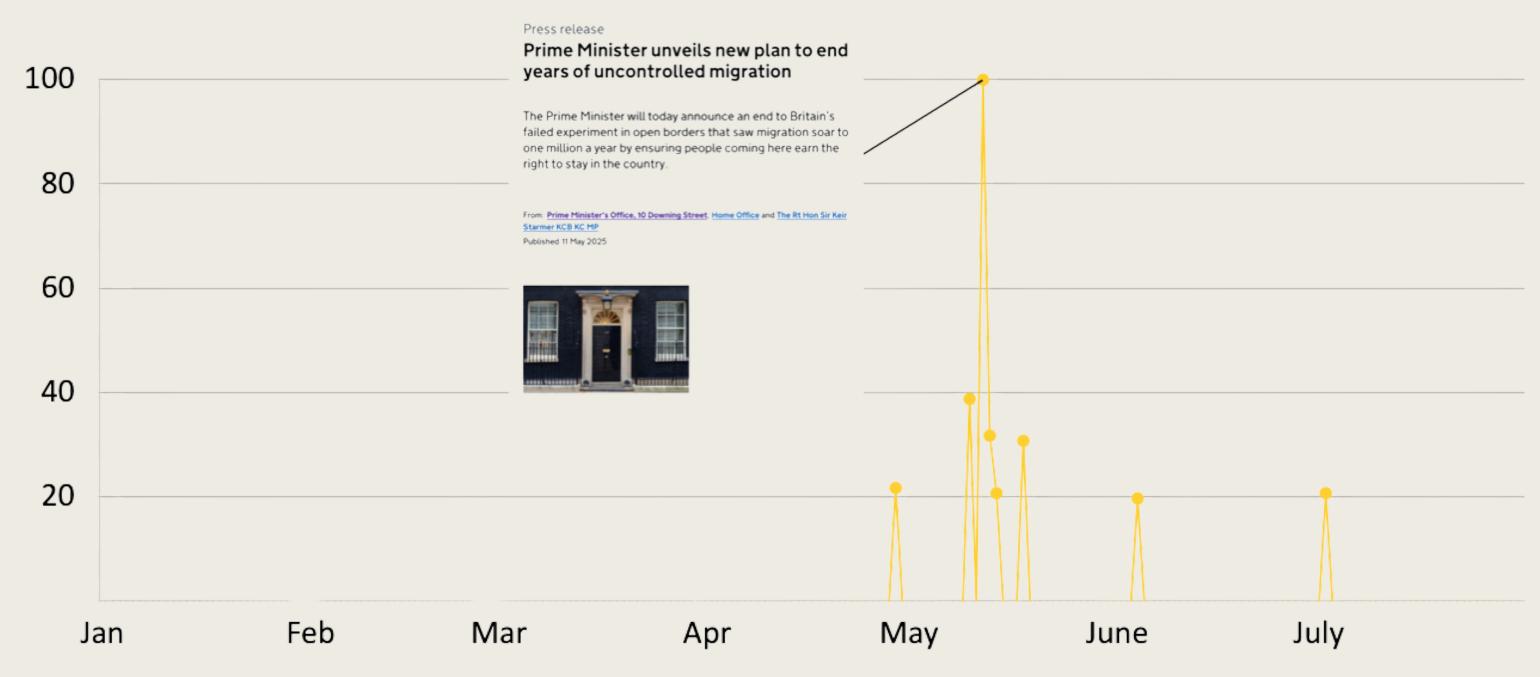
USTRADEDEAL

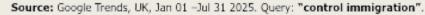






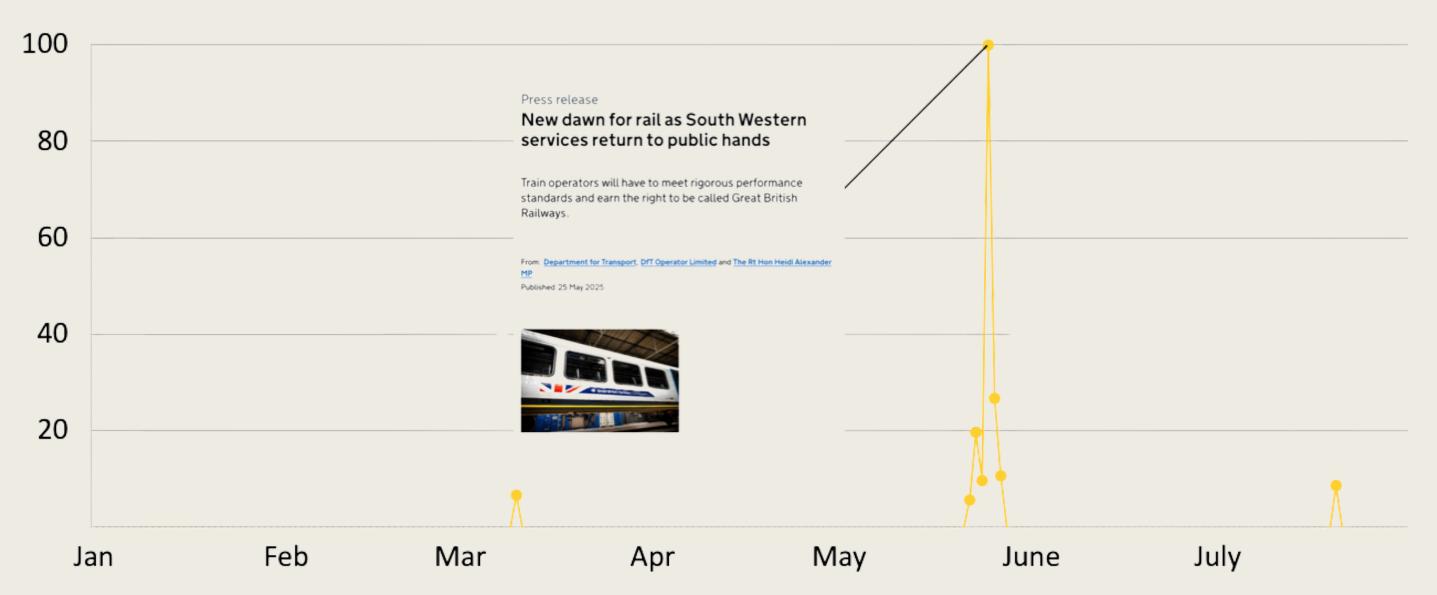
CONTROLIMINGRATION







GREATBRITSHRALWAYS



Source: Google Trends, UK, Jan 01 -Jul 31 2025. Query: "great British railways".

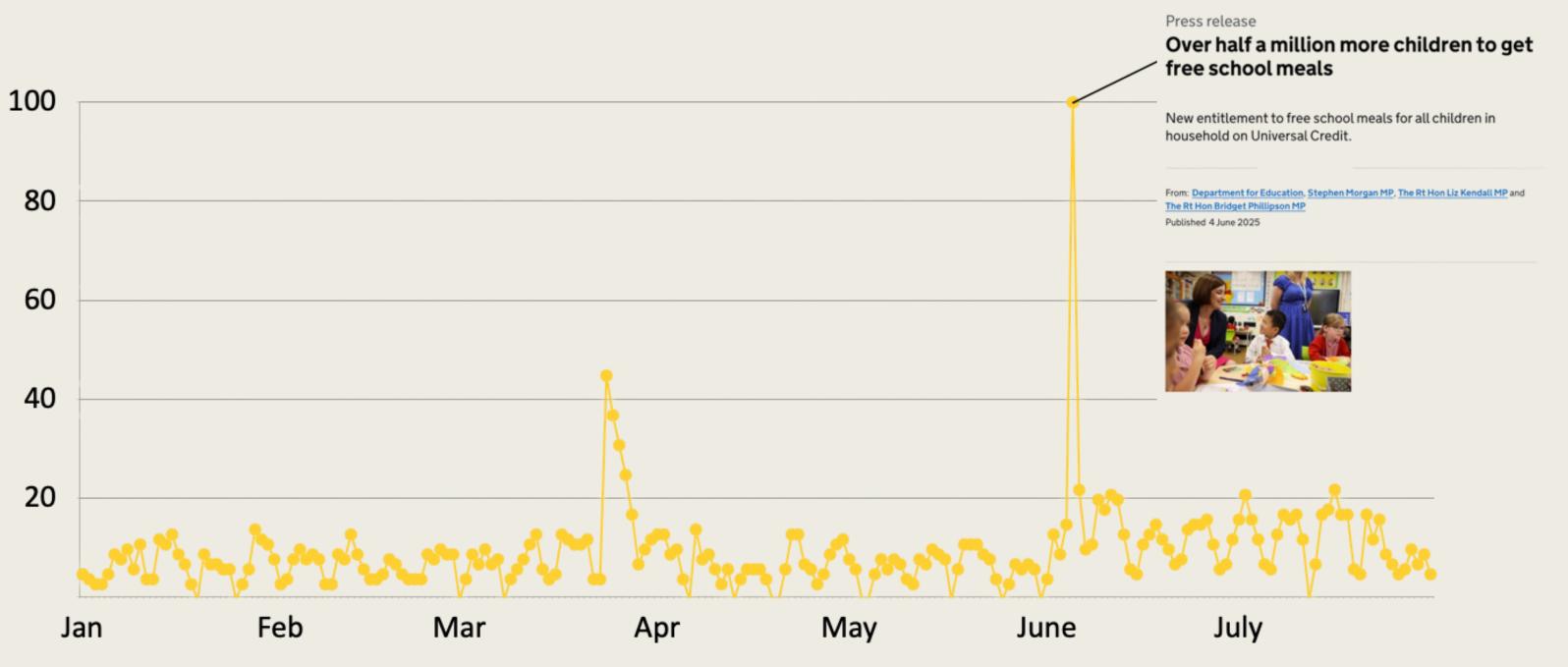
Google Trends shows daily search interest for this term in the UK (Jan–Jul 2025).

Values are indexed 0–100, where 100 is the peak day in this period and all other points are relative to that peak. Spikes mark moments when more people searched the topic (often after announcements or news).

It doesn't show sentiment or absolute numbers, and charts for different terms aren't directly comparable.



FRESCHOOLMEALS



Source: Google Trends, UK, Jan 01 -Jul 31 2025. Query: "free school meals".



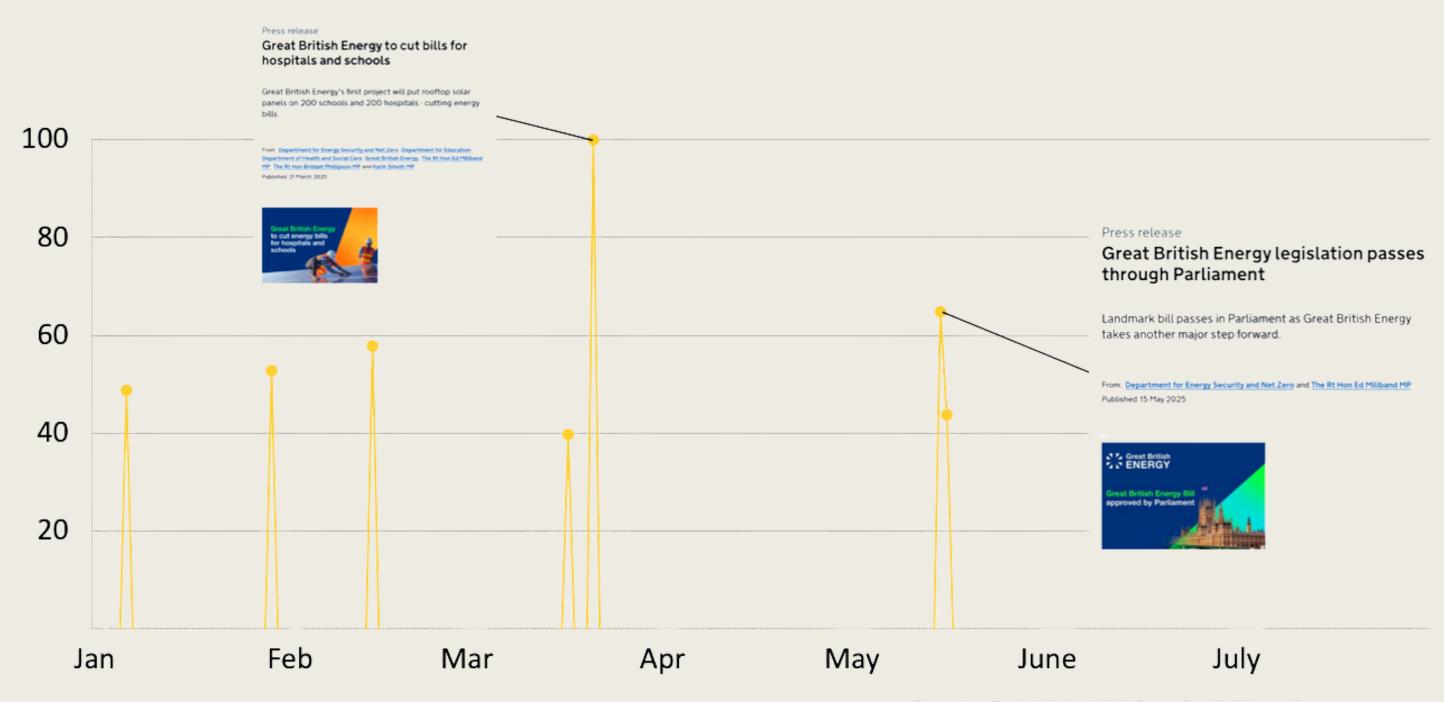
NHSTENYEARPLAN

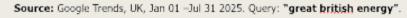


Source: Google Trends, UK, Jan 01 -Jul 31 2025. Query: "NHS ten year plan".



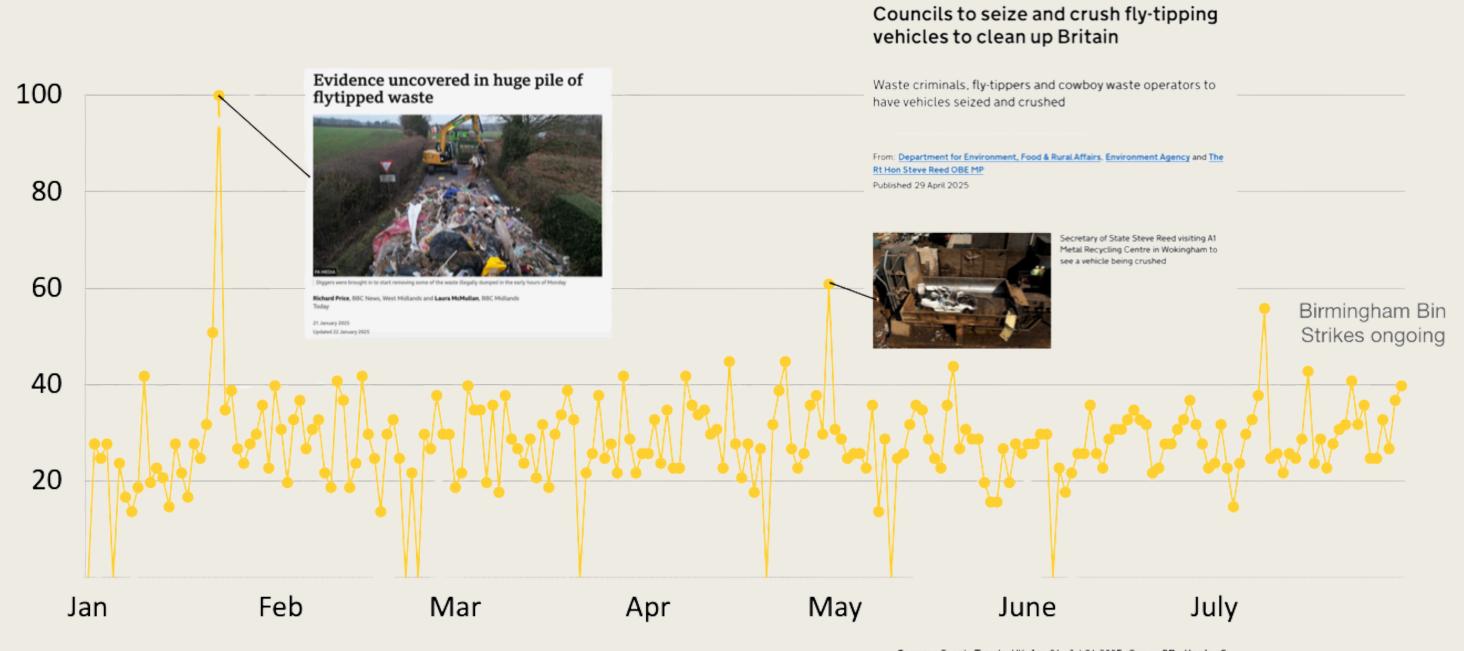
GREATBRITSHENERGY

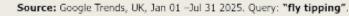






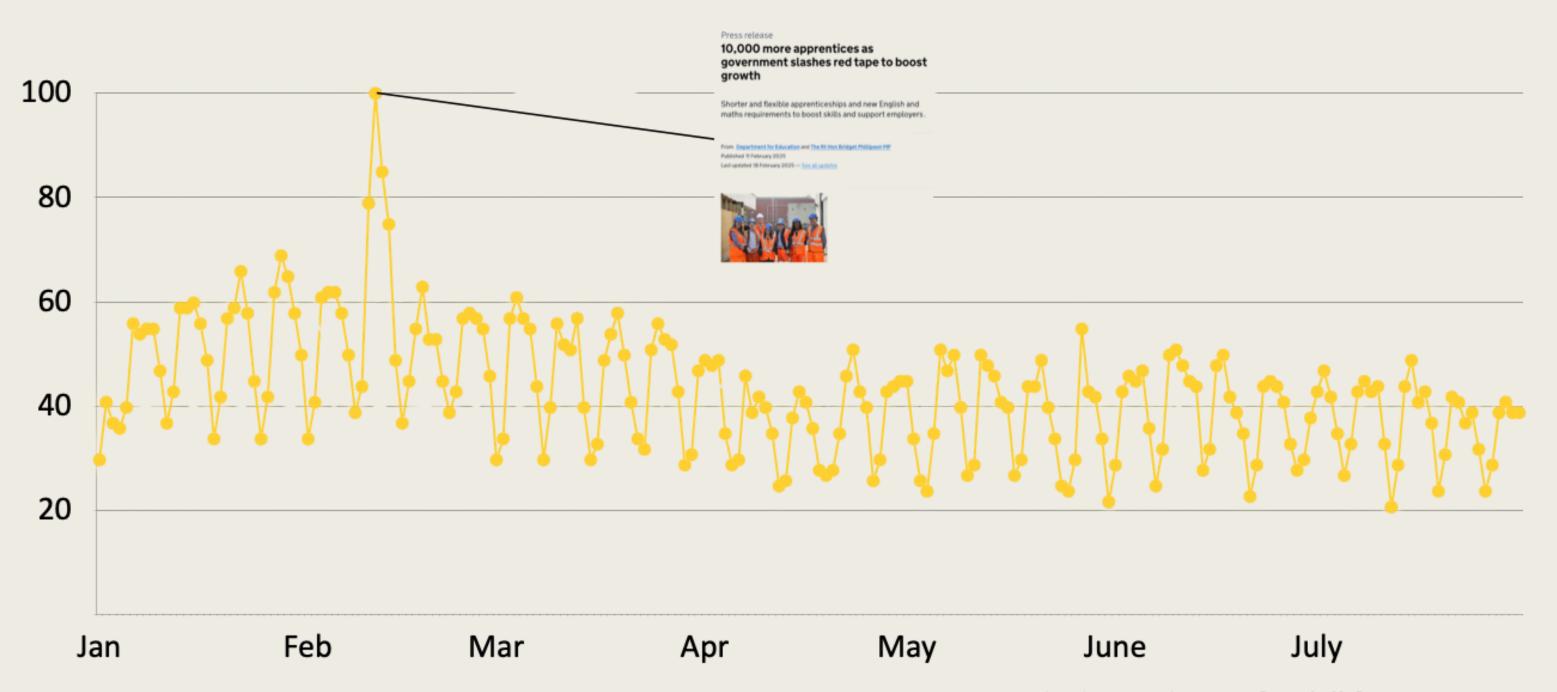
FLYTPPNG

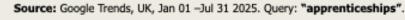






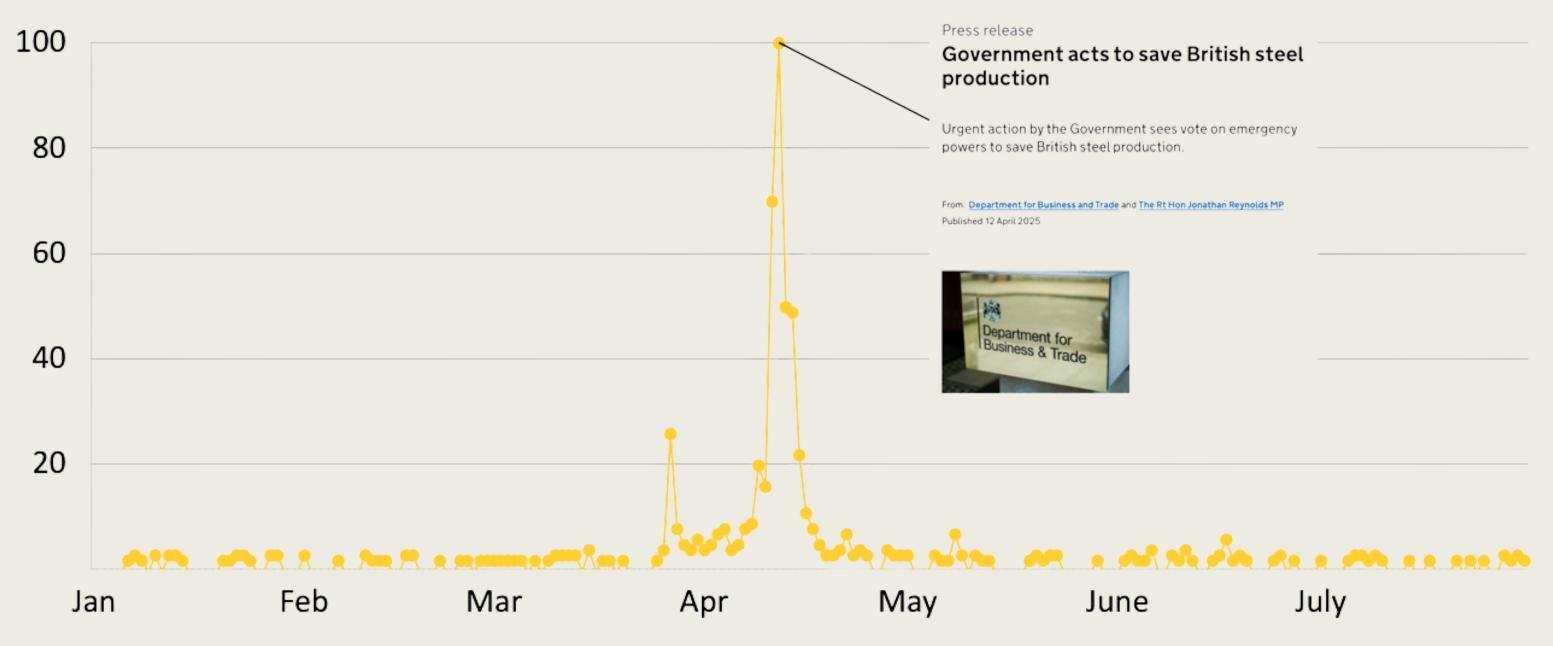
APPRENTICESHIPS

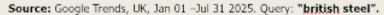






BRITSHSTEEL







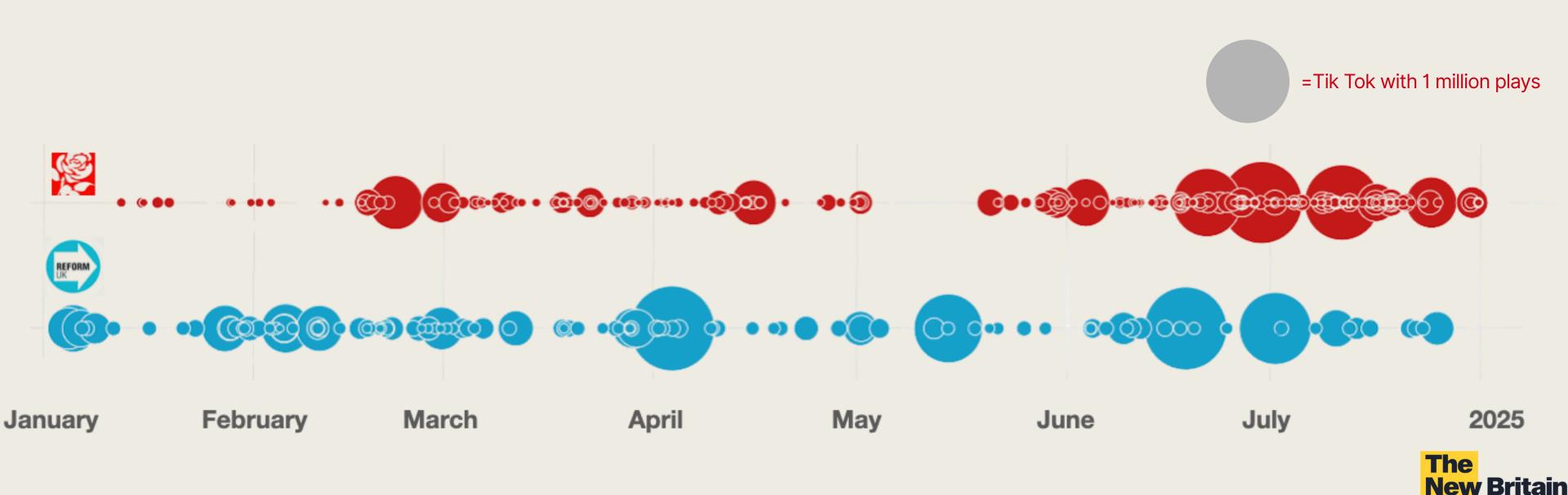
TIKTOK LABOUR VSREFORM

Handle	Posts	Total plays	Total likes	Total comments	Total shares	Median views per post	Engagement rate
@uklabour	240	8,542,234	417,313	73,604	31,584	9,907	6.12%
@reformparty_uk	125	10,017,311	843,092	43,107	59,196	27,700	9.44%

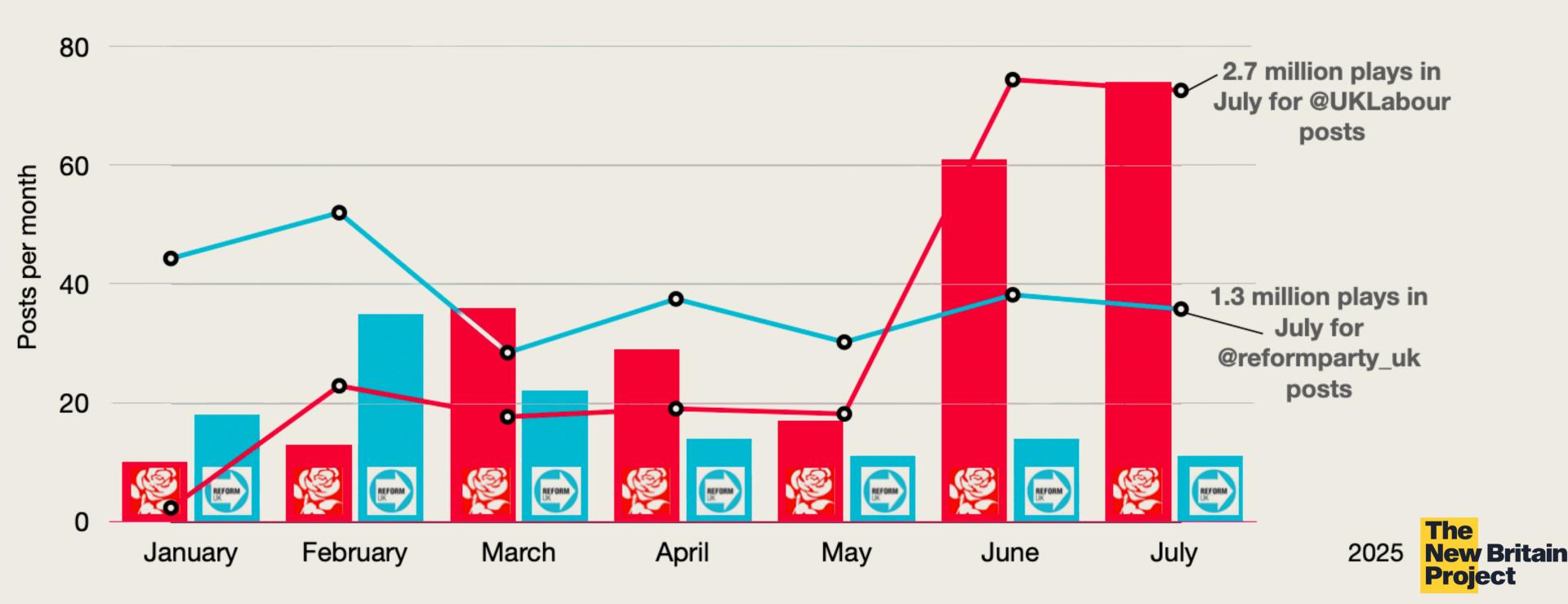


TIKTOK LABOUR VSREFORM

Project



TIKTOK LABOUR VS REFORM



QUKLABOURTOP5

Share this with someone who rents! #labourgovernment #labourparty #ukpolitics #keirstarmer #goodnews #fyp #britain #june2025

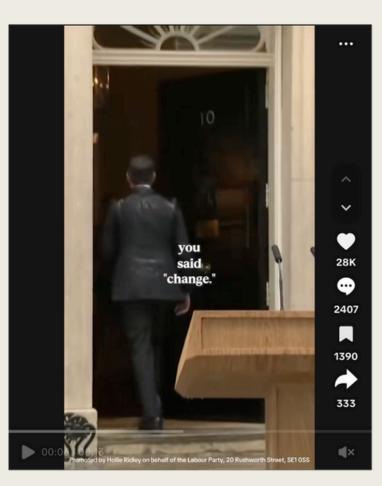
the difference with labour #labour #labourgovernment #fyp #news #ukpolitics #july2025

Something's not adding up here...

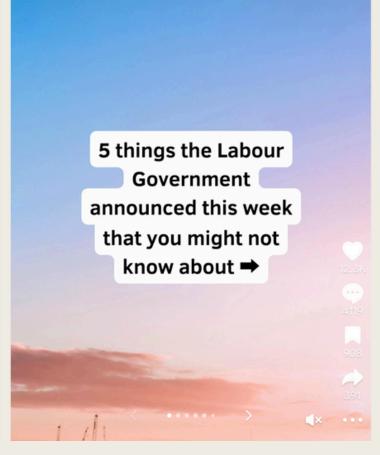
#uklabour #ukpolitics #labourgovernment #labgov #fyp #goodnews

'i don't know' final boss









21st February

403,300 plays



29th June **931,900** plays

11th July **786,800** plays

21st June **644,200** plays

> https://www.tiktok.com/@uklabour/ video/7473992011742186774

24th July **360,200** plays

https://www.tiktok.com/@uklabour/ video/7525796627043405088

https://www.tiktok.com/@uklabour/ video/7518400190894624032

https://www.tiktok.com/@uklabour/ video/7530698177926761761

OREFORMPARTY_UKTOP5

Reform UK has more candidates in the 2025 council elections than any other political party.

British people are being neglected, while those who arrive across the Channel illegally are handed free healthcare, accommodation, and even trainers from JD Sports.

Only Reform will put a stop to this madness.

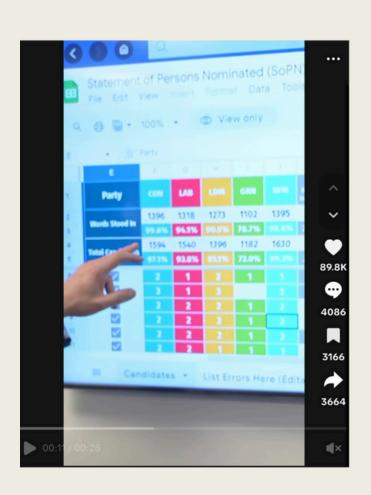
One year of Starmer, one year of uturns.

It's time to declare a national security emergency in the English Channel.

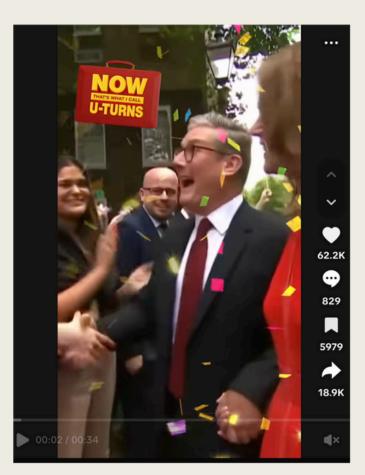
Only Reform will leave the ECHR and deport those who have entered illegally.

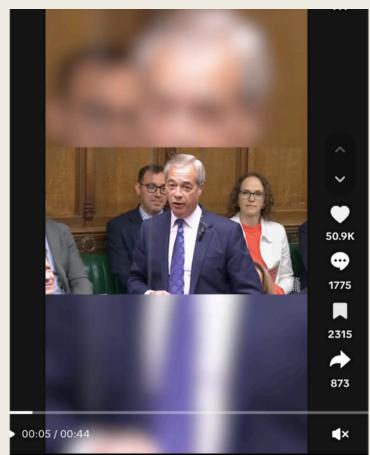
Labour and the Conservatives don't want to face the British public this May, so they have colluded to cancel elections for millions.

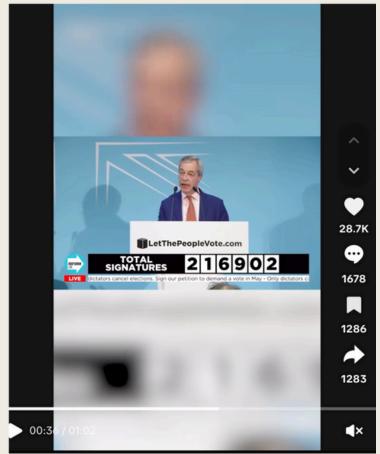
Make your voice heard, sign the petition. LetThePeopleVote.com











3rd April 1,000,000+ plays

https://www.tiktok.com/ @reformparty_uk/video/ 7489156433381051680

18th June **952,700** plays

https://www.tiktok.com/ @reformparty_uk/video/ 7517265219719040278

1st July **719,200** plays

https://www.tiktok.com/ @reformparty_uk/video/ 7522172322745306390

14th May **657,500** plays

https://www.tiktok.com/ @reformparty_uk/video/ 7504275558654610710

5th February **333,000** plays

https://www.tiktok.com/ @reformparty_uk/video/ 7468002909586738465

METHODOLOGY

Methodology supported by **Fenimore Harper** communications, run by former Downing Street disinformation advisor.

GOOGLE TRENDS

We selected flagship announcements that (1) cut across the main government departments and voter issue areas (health, housing, schools/families, infrastructure, crime, migration, defence, industry/trade), (2) had clear national significance (PM or Secretary-of-State-fronted, or billed as affecting large numbers of people), and (3) offered a datable policy moment anchored to an official GOV.UK announcement or ministerial statement. For each item we matched the Google Trends query to the government's own headline phrase (or the closest unambiguous variant) to minimise noise and test whether that exact wording coincided with a short-term change in public search interest. The set is illustrative rather than exhaustive and is used to describe attention patterns, not to infer policy effectiveness.

For each policy, we looked at UK Google searches for the exact phrase in the government's announcement. We took the normal level as the median of the previous 28 days, and the spike as the highest day from the announcement day to two days after. The attention half-life is simply how many days it takes for searches to fall halfway back to that normal level.

TIKTOK

Scraped the official handles of the Labour party and Reform UK using APPIFY between Jan 1 - Jul 31 2025 and collected all viewing and engagement data.





