The Future of the Monarchy

A Messaging Guide

FRAMING PRINCIPLES

- **Acknowledge that the Queen was loved by engaging with the feelings of her family and the country.**

  The majority of the country liked and respected the Queen so it makes sense to strategically engage with this by saying something nice about the Queen herself - this could bring new people on board with what you're saying. Show compassion to the many people in the country who will be feeling strongly at this moment. Our advice is to call her The Queen - not Elizabeth Windsor or other names which tend to offend people.

  EXAMPLE MESSAGE

  The Queen was a steadfast public servant and will be greatly missed by many - not least by the family she leaves behind.

- **Start with a shared value.**

  Create a moment of shared value - talk about how most people will be concerned about what happens next and want to have a conversation about it. Use the fact that most people in this country believe that power and wealth shouldn't be decided by who your parents are to plant the seeds for a different type of leadership that's more in line with the values we want in our leaders.

EXAMPLE MESSAGE

We all care deeply about what happens next - whether you support the royal family or not. What we all want is Britain to have leaders we believe in and trust.

- **Speak to this rare moment of change and what the future could hold, name Prince Charles, urge people to have a say.**

  For the first time in the majority of our lives we are witnessing a huge change in the monarchy. Present this moment as a chance for us all to have a say in what things should look like for us in the modern day, what an up to date democratic system could be. Name Prince Charles to anchor in people's minds what the future could be if we don't have a conversation about what we want and what's best for future generations.

EXAMPLE MESSAGE

This is a chance for us to look to the future and the prospect of upgrading our democracy for the modern world. For most of us this is the first of our lifetime to see such a change and for us to think about how we do things and what could be different before Charles takes the throne for potentially many decades. So let's have this discussion - and do what's best for our children and grandchildren.

- **Say that people's views are changing, and fast.**

  Increasing numbers of people, especially young people, believe that replacing the monarchy with something more democratic is just common sense. Recent years have exposed flaws in the monarchy. From the horrific incidents surrounding Prince Andrew, who was never properly held to account because of his position - to Boris Johnson suspending Parliament without any proper checks and balances. Use the public's shifting view and these scandals to argue that having unelected people in positions of power is deeply flawed.

EXAMPLE MESSAGE

We can see that times are changing - a lot of young people today are questioning whether a monarchy makes sense at all instead of something more democratic. Especially in recent years where we've seen the flaws in this system. From the horrific incidents surrounding Prince Andrew, who was never properly held to account because of his position - to Boris Johnson suspending Parliament without any proper checks and balances. And yes the Queen has been a loyal servant but rather than keep Prime Ministers in check, she was often told what to do by them.

*** Defend the right to make the case for a different way of doing things**

Say that those people protesting against the monarchy must be allowed to have their say. Millions of people in the UK don't think that having an unelected monarch is the best way to run the country - it's perfectly ok for them to have their say and outrageous that they should face arrest for doing so.

* **Make the case for a new constitutional settlement that benefits all of us.**

  Talk about how it is possible to make real changes to our democratic system. Name countries who have done this and the clear benefits of electing people who we are able to hold accountable.

EXAMPLE MESSAGE

It's entirely possible to replace the monarchy with something that suits the modern world. Most countries don't have a monarchy - and it's time for Britain to move into the modern world. In Germany, Ireland, Italy, Portugal, Iceland, Greece and many other countries, there is a constitution with clearly defined powers and proper checks and balances. We need a proper discussion about what this looks like - and then to have an elected Head of State who is chosen by the people of this country, rather than one who inherits the title, money and responsibility simply because of the family they were born into.

WORDS THAT WORK

Do say...	Don't say...	Why...
The unelected Monarchy	*King, Royal Family*	*Remind people what it is - and that it's unelected.*
I'm a republican I want a republic	*I'm a democrat* *I want a democracy*	*Democracy is a value that most people hold dear.*
The Queen oversaw many prime ministers and monumental moments and as we look and take stock of that history we also can and must think about what kind of future we are looking to.	*We need to abolish the monarch now.*	*A lot of people love the Queen and won't want to hear negative things about her or the monarchy at this moment. So start with a positive message to encourage people to think positively about what could be done differently in the future.*
The Queen	*ELizabeth Windsor*	*This makes the majority of people angry and will cause your listeners to switch off.*
We can do better than this in the future - it will serve us better.	*We aren't a democracy and the monarchy is shameful.*	*Try to get the persuadables on side, we cannot connect with them by making them feel ashamed for liking the queen.*
Replacing the monarchy is common sense for a modern country. So many countries in Europe have set up new forms of leadership that benefit people.	*Replacing the monarchy is the revolution we need.*	*Don't marginalise people who like the Queen but are open to talking about how things could be different.*

COMMON ATTACKS

ATTACK: You're disrespectful for saying this - after all the queen did for us.

RESPONSE: This has absolutely nothing to do with the Queen as a person - its about a big question of how we want our country to be run in the future. No matter your views on the Queen's many year at the helm - whether you are someone who will see her lying in state or whether it's not something that's not affected you so much - you're entitled to have a say on what's next. What we're saying is that people should have a choice over our Head of State - that's not a controversial thing to say.

ATTACK: Presidents are worse - look at Trump!

RESPONSE: There are always examples of good and bad leaders - but the point about a democracy is that people get to vote them in. Look at countries like Ireland - they've had a really successful presidential model, that gives people a say but doesn't mean the concentration of power in any one place. Here in the UK we've actually seen that our system lacks checks and balances - meaning that Boris Johnson can suspend Parliament without anyone to hold him to account as it happens.

ATTACK: The Queen has served us well, shouldn't we give Charles a chance

RESPONSE: The Queen has overseen a period of huge change - but this isn't about the individuals involved. What we want to discuss is whether or not Britain should have an elected head of state, or if power and wealth should be handed down within a family. Most of us don't think inherited wealth and power is a positive thing - so let's have a respectful conversation about that now.

ATTACK: Your views are unpopular.

RESPONSE: Increasing numbers of people don't think the monarchy makes sense in the modern world. Young people especially are thinking that we need to do things differently as we move forward - and question whether the same family should be able to hand down power and wealth indefinitely.

ATTACK: All you lefties hate the Queen, you must be pleased by the news

RESPONSE: You can disagree with the idea of the monarchy and still feel for her family and those in mourning. Our sympathies go out to her family during what is an incredibly difficult time.

WHERE THE PUBLIC ARE AT

1. **Most people want to have a monarchy - but a significant minority don't.**

   Over half of people, 6 in 10 (62%), think Britain should continue to have a monarchy in the future. But worth mentioning that 22% disagree and think that the country should transition to having an elected head of state (YouGov).

2. **Though support might be high, it has been dropping over the years especially among young people.**

   Over the last decade there's been a slow decline in support for the monarchy, mainly amongst young people but some glimmers of this happening for the general public too. In 2011, just over half

of 18 to 24-year-olds, around 6 in 10, thought the monarchy should continue in Britain but today only a third of them think this. This is a huge decline. As for the general population, just over half of people currently think that the monarchy is a good thing for Britain (56%) and this has dropped from 76% in 2012 (YouGov).

3. **People are less convinced that the royal family is good value for money.**

   Right now just over half of people think that the royal family is good value for money and this has dropped since the Diamond Jubilee where close to two -thirds of people thought this. It is worth noting that now a significant third of people think they are bad value for money (YouGov).

4. **People are not convinced Charles will make a good king.**

   People are almost evenly split over those who think he will or those who think he won't and those who just don't know (YouGov).



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