

# **The future position of the European Movement UK with focus on the role of the British youth**



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## **Executive Summary**

*What is the future position of the EM UK and how should they operate to activate the British youth and interest them in becoming a member?*

The European Movement (EM) is a lobbying organisation and pressure group which was established in 1948 after the Second World War by Winston Churchill. In 1948, the European Movement UK (EM UK) was created as Britain's pro-European campaigning organisation. Its objective is to secure Britain's continuing membership of the European Union. EM UK is funded entirely by membership subscriptions and private donations. In order for the EM UK to continue its work it must keep receiving donations from their members and supporters. Currently, the organisation lacks new member registrations and funding.

If EM UK wants to reach its goal, it should focus on the youth and start educating the youth about the importance of Europe for Britain. However, reports such as Eurobarometer have proved that the British public is still not enthusiastic about the European Union and therefore it is unlikely that they will become a member of EM UK. This is mainly caused by their lack of knowledge and the negative influence of the media on British public opinion. However, to obtain a larger membership population, EM UK should run a communications programme to communicate the facts about the European Union and British membership of it. The organisation can raise interest among the youth by promoting the benefits of being a member, informing them about the EU, providing a free trial membership for 3 months, campaigning actively in popular places and by using social media on its website. The Young European Movement (YEM) should cooperate actively with other YEMs to reach more youths in Britain. It should also create an interactive website where all young persons can get involved in discussions on Europe and find information.

A survey among 68 young people from Liverpool has shown that the youth is not familiar with EM UK and has little knowledge of Europe and the European Union. In order to create awareness of the organisation, EM UK should work together or at least engage in debates with the most influencing groups in British society: pressure groups, politics and the media. EM UK should work together with other pro-European organisations in order to stand up against anti-European organisations and pressure groups such as Campaign for an Independent Britain. EM UK should become active in the media to rectify false information that is being provided to the British public via daily newspapers and television. Furthermore, the European Movement should act as a supporter of the European Union with Members of the European Parliament in particular, and take an essential position in the debate about Britain's positive engagement with Europe.

To conclude, EM UK needs to regain its position as the leading pro-European organisation in Britain. In order to continue its work in the future EM UK should campaign as much as possible to win public support, with the youth in particular. The youth of today are ultimately deciding the future of EM UK tomorrow.

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## **Preface**

In order to graduate from The Hague University School of European Studies and Communication Management, I wrote my final paper about the future of the European Movement in the United Kingdom. In 2008, I studied in the United Kingdom and became interested in the relationships between Britain and Europe. The fact that Britain is mainly negative towards the issue on Europe and the European Union interested me the most. My thesis supervisor introduced me to the European Movement UK and I immediately became interested in this pro-European campaigning organisation.

In writing this thesis I obtained a comprehensive view on the European Movement UK and an understanding as to why Britain is not fully supportive of the European Union. By conducting a survey I also gained insight into the view of the British youth towards EM UK and Europe.

During the writing of this final paper I received good assistance of my thesis supervisor Mr. Nigten, for which I would like to thank him. Furthermore, I would like to thank Mr. Laming, the Secretary General of the European Movement UK, for providing me with information about his organisation. I would like to thank Mr. Ruta, the president of the Young European Movement, for answering my questions and providing me with details about the Young European Movement. Finally, a special thanks to Mrs. Tomison for providing me with information about her personal experiences with the European Movement UK.

Fabienne Smith

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## **List of abbreviations**

|       |                                     |
|-------|-------------------------------------|
| CIP   | Campaign for an Independent Britain |
| EEC   | European Economic Community         |
| EM    | European Movement                   |
| EMI   | European Movement International     |
| EM UK | European Movement United Kingdom    |
| EU    | European Union                      |
| EP    | European Parliament                 |
| MEP   | Member of the European Parliament   |
| MP    | Member of Parliament                |
| UEM   | United Europe Movement              |
| YEM   | Young European Movement             |

## Introduction

The European Movement UK is a membership based organisation and is dependent on the financial contribution of its members. In this final paper, the future position of the European Movement UK is discussed. This final paper also provides recommendations on how the European Movement UK should operate to active and to increase its membership population among the British youth. The main focus is on the British youth for the reason that the young are the future. If the European Movement UK wants to put forward the pro-European message and wants Britain to play a full role in European integration, it is important to start educating the youth and provide them with information and explain the importance of Europe for Britain.

The key question in this final paper is:

***What is the future position of the EM UK and how should they operate to activate the British youth and interest them in becoming a member?***

The sub questions will answer the main question in the following chapters:

*Chapter 1: What was the former and what is the current position of EM UK?*

In this chapter the establishment of the European Movement International and the European Movement UK will be discussed to give an understanding of the organisation. The organisations' activities and National Councils are also discussed.

*Chapter 2: What makes Britain the 'reluctant' member of the EU and what is the British public opinion on Europe?*

Britain is known for being less passionate about the European Union than other member states. This chapter will provide an insight in as to why Britain is indifferent about the European Union and which factors are playing a role.

*Chapter 3: What is the role of EM UK among British society, with focus on the British youth and which communication methods are being used?*

This chapter discusses the current communication methods of the European Movement UK. It also suggests what other communication methods the organisation could use in order to interest the British youth in becoming a member. Furthermore, it discusses the role of the European Movement UK in politics, the media, pressure groups and especially its role among the British youth. Furthermore, the paper argues which steps the European Movement should take in order to create awareness among these groups and how to raise interest with the British youth. The view of the British youth on Europe and the European Movement UK are also being discussed in this chapter, based on the outcomes of the survey.

*Chapter 4: What are the strengths, weaknesses, opportunities and threats of the European Movement UK?*

This chapter provides a SWOT-analysis of the European Movement UK and gives an overview of the organisation's possibilities.

*Chapter 5: What is the future position of the European Movement UK?*

The final chapter provides a conclusion and recommendations for the European Movement UK and answers the central question.

## **Methods of research**

The final paper mainly consists of desk research because the available information could contribute to answering the thesis. On the basis of the available data it was decided to gain more knowledge on the European Movement and the British youth by having interviews and conducting a survey. The different methods of research are listed below.

### **Books**

To get an understanding of the relationship between Britain and the European Union, *Britain and the European Union* by Jones, A. 2007 was mainly consulted. Another book which provided good quality information is *Britain in the European Union today* by Watts, D. and Pilkington, C. 2005.

### **The Internet**

In order to get acquainted with the European Movement UK and gather more information on the subject, the Internet was consulted. The website of the European Movement UK, the European Movement International and European Navigator have often been visited to find documentations, reports and articles.

### **Interviews**

Three interviews have been conducted with persons involved with the European Movement UK, such as the Secretary General, the president of the Young European Movement UK and a member of the organisation. The interviews provided useful information which was not available elsewhere.

### **Survey**

To obtain a clear insight into the view of the British youth on EM UK and the European Union, I visited Liverpool. The city is known for being a student city and in my opinion this was the best city to find young persons for the survey. A questionnaire was conducted and administered to 68 young persons aged between 16 and 24 years. The respondents were coming from John Moores

University and University of Liverpool Art Gallery. A lot of information was gained about youth's opinion and knowledge of the European Movement and Europe in general. The survey indicates their knowledge of Europe, their interest in EM UK and their opinion on Britain's membership of the European Union.

#### Reports

Via the website of EM UK, the report *MEPs, the European Parliament and Public Opinion* by Barry, M. 2004 was downloaded and has mostly been used to gain information on the influence of the media and MEPs. Information on British public opinion was found in Eurobarometer, *the 2009 European elections* and *Eurobarometer 57.1 National Report United Kingdom*, both conducted by the European Commission.

## 1. The origins of the European Movement UK

### 1.1. History

The European Movement (EM) is a lobbying organisation and pressure group which was established in 1948 after the Second World War to create a new international movement to unite Europe and prevent further wars between its members. During that time, it was named the United Europe Movement (UEM) which acted as a platform for the organisations created in the aftermath of World War II (European Movement International, 2009). The UEM, established in London in January 1947 by the former British Prime Minister Winston Churchill and the Conservative MP Duncan Sandys, pursued an active campaign in the United Kingdom to attract new members. As Gouzy describes in *the Congress of Europe 1948*, Churchill became known after he caught the public's attention with his famous speech at the University of Zürich in September 1946. This speech today is mentioned in all the collected works of the European creation:

*"We must build a kind of United States of Europe (...) I am now going to say something that will astonish you. The first step in the re-creation of the European Family must be a partnership between France and Germany. In this way only can France recover the moral and cultural leadership of Europe(...) In order that this should be accomplished there must be an act of faith. (However), I must give you a warning. Time may be short. (...) If we are to form the United States of Europe, or whatever name it may take, we must begin now. If at first all the States of Europe are not willing or able to join the Union, we must nevertheless proceed to assemble and combine those who will and those who can. Therefore I say to you: let Europe arise!"*

**Winston Churchill – 1946**

During that time, especially after the war, it seemed impossible to create a 'United States of Europe'. Nevertheless, Winston Churchill was determined and on 10 November 1947 the UEM changed its name into 'The Joint International Committee for European Unity' (JICEU). It retained this name until the Congress of Europe in 1948. Duncan Sandys, Churchill's son in law, became its Chairman in order to organise the future "Congress of Europe" (Gouzy, *The congress of Europe 1948*, 2008). The JICEU aimed to look at the political, economic, technical and cultural problems created by the European Union and also to inform and activate public opinion in favour of European integration. The six founding movements were the European League for Economic Cooperation, the Liberal Movement for a United Europe, the Socialist Movement for the United States of Europe, the 'Nouvelles Équipes Internationales', the Union of European Federalists and the Centre for Federalist Action (European Navigator, 2008).

From 7 to 11 May 1948, 800 delegates from around Europe as well as observers from Canada and the United States gathered in The Hague for the Congress of Europe, accompanied by the president Winston Churchill. The Congress brought political diplomats together and provided them with the opportunity to discuss ideas about the development of the European Union. This conference was about shaping the European Movement (EM), which was officially created afterwards on the 25<sup>th</sup> October 1948. Its first honorary presidents were Léon Blum, Winston Churchill, Alcide De Gasperi, Paul-Henri Spaak, Robert Schuman, Richard Coudenhove-Kalergi and Konrad Adenauer. Duncan Sandys was elected President. The British section of the European Movement was founded a year later. The Congress set itself three very ambitious objectives: to demonstrate the existence of a body of public opinion in support of European unity, to discuss the challenges posed by European unity and propose practical solutions to governments and to give new energy to the international publicity campaign (Deschamps, The establishment of the European Movement, 2008). The EM was very active and organised many events on several themes.

Due to input of the EM, the Brussels Political Congress defined individual, family and social rights by a European Charter of Human Rights in February 1949 and adopted the statute for a European Court. Two months later, the Westminster Economic Conference discussed monetary issues and made plans for the foundations for a future European Payments Union. The Congress participants also discussed the setting up of a European Economic and Social Committee. In May 1949, EM created the Council of Europe. In December 1949, the European Conference on Culture resulted in the creation of the European Centre for Culture in Geneva and the College of Europe in Bruges. These establishments are considered the first major achievements of the European Movement. From the very beginning, EM received funding mainly in the form of member subscriptions and government subsidies and it also benefited from the financial support of the American Committee on United Europe (Deschamps, The establishment of the European Movement, 2008).

In July 1950, the Rome Social Welfare Conference made a plan for bringing European social security systems together and proposed the creation of a European Commissariat for Labour and Population. It also proposed a European fund for reconstruction and development. On the other international conferences that followed, issues such as considering the integration of Germany into a united Europe and the situation of the countries of Central and Eastern Europe were discussed.

One of the main functions of EM during the 1950's through to the 1990's was setting up think-tanks and networks in the democratic and dictatorial countries of Europe. Since 1948, EM plays an important role in European integration by using its influence on European and national institutions. To ensure that its views were heard, EM ran a publicity campaign that was aimed at political, economic, social and cultural leaders. The movement also needed support from the general public, so it held public debates and funded many publications including the monthly

journal *Nouvelles de l'Europe*. Because of Winston Churchill's determination and active campaigning, the European Movement became a great force which made the European idea possible (Deschamps, *The establishment of the European Movement*, 2008).

Even though the establishment of EM in different countries was needed, the negotiations between the countries were not easy. Each movement wanted to retain as much autonomy as possible and pursue its own objectives.

Since 1948, EM has lobbied for further integration on several subjects. It worked in favour of the direct election of the European Parliament by all European citizens, in favour of the Treaty on the European Union (the Maastricht Treaty) and also for a European Constitution.

## **1.2 The European Movement International**

The European Movement is represented in 41 European countries (see appendix 1). These 41 countries work towards bringing representatives from European political parties, trade unions and individual lobbyists together. The actions of the European Movements in these countries are coordinated by the European Movement International (EMI). EMI is an international organisation open to all political, economic, social and cultural trends in civil society. It is independent from governments, European institutions and political parties. Its objective is to "contribute to the establishment of a united, federal Europe founded on the respect for basic human rights, peace principles, democratic principles of liberty and solidarity and citizens' participation" (European Movement International, 2008). EMI has its head office in Brussels and the current president of the EMI is Pat Cox, former president of the European Parliament. The Board formulates policies and the chairmanship is held by the President. A Federal Assembly consisting of delegates from local movements throughout Europe, sets up policies for the EMI and is in charge of the organisation's Auditors. Various specialist committees focus on individual policies, such as Women and the future of Europe. Daily office-work is performed by the staff, which is led by a Secretary General.

The European Movements in all the participating countries focus on influencing political, social and cultural fields within the framework of the European civil society. The European Parliament, the European Commission, national parliaments and NGOs have been influenced through the European Movement's network of contacts (European Movement, 2008). Influence is used at European level via the EMI and its individual member organisations and countries. The EM is also the only NGO of its type that covers almost all of Europe, such as the European countries, the candidate countries and the non-candidate countries.

## **1.3 The European Movement UK**

One year after the establishment of the European Movement in 1948, the European Movement UK (EM UK) was created. EM UK is a pro-European membership organisation which is coordinated

by the European Movement International. In the 1950s and 1960s, EM UK put forward the arguments for joining the European Economic Community. In the early 1970s it ran a major campaign to win the battle for entry. In 1975, during the referendum, the EM UK played a central role in the YES campaign. Other campaigns since then were concentrated on direct elections to the European Parliament in the 1970s and promoting the benefits of the single market (European Movement UK, 2008).

EM UK is Britain's pro-European campaigning organisation. It argues that the European Union should become more democratic, effective and accountable and that Britain should play a full role in reforming and developing the EU. The rise in anti-European feeling threatened to undermine Britain's place in the European Union; their exclusion from the first wave of countries joining the euro is an example of how they lose out when the pro-European case is not put strongly enough in public. As Charles Kennedy, the president of the EM UK describes: *"The European Movement UK has always been a candid and critical friend, never hesitating to point out how the EU would improve and benefit its citizens. But, we are also passionate in our commitment to explaining to the British people why playing a full and creative role in Europe is the best way to guarantee our security"* (Sussex in Europe, 2007). On 25 November 2006, the Constitution of the EM UK was approved at a General Meeting of the European Movement at City University in London (see Appendix 6).

EM UK has a unique place in British politics. It is a democratic membership organisation, governed by an elected Council. It has separate national councils in Scotland, Wales and Northern Ireland. It also has branches throughout England which are supported by the work of professional staff in the London office. In addition, there are regional representatives throughout the country to assist in the development of the branches (European Movement UK, 2008).

EM UK works closely with pro-European groups within each political party, such as the Conservative Group for Europe, the Labour Movement for Europe and the Liberal Democrat European Group. In fact, it engages with all political parties but are formally associated with none. Political parties are more effectively influenced from inside rather than from outside (Interview with R. Laming, 2009). EM UK is funded entirely by membership subscriptions and private donations. It receives no money from the British Government, political parties, the European Union or any of its institutions (the Council, the Commission, or the European Parliament). Sometimes the EM UK receives grants from the European Commission for specific projects, but the EM UK receives general funding and it represents a very small part of their overall income. At the moment, the organisation is not receiving any money from this source.

EM UK also created a movement for the youth, the Young European Movement (YEM), to make sure that the young generation is heard in the debate on Britain's place in Europe. The goal of YEM is to make sure that the next generations of Britons grow up supporting the European integration project. YEM consists of approximately 100 members, aged between 16 and 30 years.

YEM collaborates with some sections of a youth movement named the Young European Federalists (JEF). The future goal of YEM is to be an effective lobby at the national level and to mobilise the British youth for the European cause. YEM is active in universities and colleges and organises seminars and events for the youth. YEM receives grants of the European Movement UK; however, without the contributions of the members of EM UK the young organisation is unable to continue its work (Interview with Tomas Ruta, 2009). Several YEMs are active all over the country, but each YEM is working independently.

The President of the EM UK is Charles Kennedy and the Vice-President is Kenneth Clarke. There are four Officers who are also members of the National Executive. The Staff consist of an Administrative Officer and a volunteer. The National Council consists of 11 individually elected members of whom 3 are members of the National Executive, 9 regional members, 3 Young European Movement Representatives and 3 representatives from Northern Ireland, Scotland and Wales. The European Movement has 29 patrons who support the European Movement financially by providing donations. An organisation chart of EM UK is provided in appendix 2.

#### **1.4 The National Councils of the European Movement UK**

EM UK has National Councils in Scotland, Wales and Northern Ireland and active branches all over the United Kingdom. The National Councils work independently and focus on topics that are important for their community.

The Scottish Council is governed from Edinburgh and is directed by an Executive Committee. The Scottish Council was formed as a separate body in 1990. It cooperates with organisations in London, Belfast and Cardiff along with the European Movement International. However, it is self-governing and is mainly concerned with the interests of Scotland as an essential part of Europe. The Young Europeans have their own united Movement with groups active in universities and colleges. The Scottish Council supports these groups in various ways and promotes joint activities such as workshops, meetings, seminars and visits.

In Northern Ireland, the European Movement is the country's leading pro-European organisation. It brings together people who share a common interest in European cooperation in its widest sense. It is a nongovernmental organisation owned and funded by its members.

The Wales Council of the European Movement plays an important role in the development of the pro-European cause in Wales. As its long term goal, the Wales Council of the European Movement works to promote the benefits of Wales' role in Europe.

#### **1.5 Aims and activities of the European Movement UK**

EM UK gathers everyone who believes that European unity is essential for the interests of Europe and its inhabitants. According to EM UK (2008), Europe must be united as a region of law, justice

and democracy, with the help of the institutions that are capable of achieving these ends. Since its creation in 1948, EM UK is putting a lot of effort in building and maintaining public support for the unity of Europe. It aims to win support from its citizens to improve its organisation and to meet the hopes and aspirations of its peoples.

The goal of the European Movement UK is to secure Britain's continuing membership of the European Union. It aims to communicate positive ideas about the EU and Britain's place in it, and also to emphasise that the EU is a conscious political choice rather than a consequence of political or economic factors. When this goal has been reached, the organisation wants to focus on a campaign for Britain to play a positive role in the further development of democracy and effectiveness in the European Union (Interview with R. Laming, 2009, appendix 3). The EM UK is free to decide its own goals and activities for the reason that national issues are coordinated by the member country itself and not by the EMI. The future goal of EM UK is to survive. The organisation wants to focus on promoting the idea that Europe is a source of solutions for British politics and not a source of problems. Furthermore, EM UK puts focus on encouraging British people to think positively about the European Union again (Interview R. Laming, 2009). However, for the European Movement to survive it must keep receiving donations from their members and supporters. As Mrs. Tomison states in the interview, EM UK seriously lacks funding at the moment but the current financial crisis is definitely not one of the reasons (Interview with Mrs. Tomison, appendix 5). Moreover, it emphasises the importance of EM UK's work and the fact that the European Union is indeed important for Britain.

The EM UK wants to achieve its goals by organising campaigns. These campaigns include public information points, working with the media and lobbying MPs and other decision-makers. In addition to the work of the London office, the branches and National Councils organise campaign activities in their own areas, as well as political discussions and social events for members. Currently, EM UK is focusing on encouraging participation in the European elections and encouraging journalists to report more fairly and accurately about the European Union. The European Movement UK is also focusing on encouraging a debate about the euro and the financial crisis.

The EM UK has a range of activities, including the following:

- Education: information for schools and universities
- Media briefings for journalists: to correct mistakes and counter anti-European bias
- Politics: it challenges Britain's political leaders to put the pro-European case
- Business: information for companies about the benefits and opportunities of Europe
- Local branches: European Movement groups are active throughout the UK
- Conferences: events for members for debate and discussion
- Publications: the latest thinking and argument about Europe, in print and online

- Young European Movement: an independent youth and student campaign with activities throughout Europe.

## 1.6 Activities of the European Movement's National Councils

The Scottish Council organises a number of activities in which the Scottish citizens can easily participate. It has an activists' panel of members who are willing to be involved in:

- Local Café Europe or discussion groups
- Taking part in phone-ins, radio and television programmes
- Leafleting
- Writing letters to local press
- Pub quizzes on Europe

The European Movement's National Council in Northern Ireland organises a programme of events and publishes material to inform their members and the wider public about European affairs.

The Wales' Council supports grassroots campaigning activities of Wales' pro-Europeans. Working together with Wales in Europe, the Wales Council organises campaign meetings in all parts of the country. Wales also organises an annual conference and dinner which highlights the latest developments in Welsh-European co-operation (European Movement UK, 2008).

## 2. Britain: the 'reluctant' member of the European Union

In 1945, Britain was still a 'great power' and as a result of this status, change seemed unnecessary. Britain won the war and the country felt that with such a worldwide role and importance it could win peace without binding itself to commitments with countries it had defeated. Britain felt that it could afford to remain distant from Europe and was not ready to recognise or admit its increasing weakness (Watts and Pilkington 2005, p. 272). After the establishment of the European Movement in 1948, the attitude of Britain towards European unity was under discussion. The Western Union was just created in Brussels and it wanted Britain to be the leader in the movement towards European unity, because it was the strongest nation in Europe. Mr. Attlee, the British Prime Minister during that time, notified that the Labour Government would not take the leadership because it was in fact participating unwillingly. Britain only participated to soothe Mr. Churchill, France and the United States (Lippmann, No United Europe while Britain stays Socialist, 1948). This can be considered as the first moment of Britain being the "reluctant" partner of the European Union. The term 'reluctant European' applies to the way in which European states participate in the European Union. Even though some EU-members do not participate in European organisations

such as Ireland, or some have not accepted the euro such as Sweden and Denmark, these member countries are not labelled as reluctant Europeans.

Richard Laming, Secretary of EM UK, stated in the interview that British people have become less enthusiastic about the EU in the past 10 years. The European Movement has a few measures to monitor their progress and influence in British society. They monitor this by their membership, their finances and their media presence (Interview with Richard Laming, appendix 3). Various tools and reports also monitor the attitudes of European countries towards the EU. For example Eurobarometer, a series of surveys regularly performed on behalf of the European Commission since 1973. In 2008, Eurobarometer conducted a questionnaire to gain insight into the member states' interest in the European elections. It is interesting to note that 64% of the Britons are not interested at all in the European elections. Moreover, 34% of the Britons feel that the building of Europe has gone too far and that Europe should not continue.

Britain is labelled as reluctant for several reasons. The main reason is that the historical arguments still apply. When the Coal and Steel Community and the European Economic Community (EEC) were established, Britain refused to join. In 1961 Britain eventually decided to apply for the EEC, but it was not until the retirement of the French General de Gaulle when British membership was welcome to the Community in 1973. Nevertheless, British Prime Ministers found themselves isolated from the rest of the organisation, because it operated in a way Britain was not used to (Jones 2007, p.172). Geoffrey Martin, head of the European Commission office in London, stated: "*The British have not seen Europe as an opportunity. They regard it as somewhere between an obligation and a mistake*" (Watts and Pilkington, 2005, p. 274).

What makes the situation less better is the fact that there is no connection between Britain and other European member states. Most European member states have some form of connection, such as the Netherlands with Belgium or Poland with Ukraine. However, for Britain it is complicated because they are part of the Commonwealth and have a special relationship with the United States. According to Jones (2007, p.173) it seems that in certain situations Britain takes its lead from the United States rather than the European Union, for example situations concerning the Middle East.

An unchanging matter with regard to Britain being a 'reluctant European' is the way in which British governments have complained about membership and have organised opt-outs from different policy areas, such as the euro. A clear example is Margaret Thatcher arguing that Britain paid too much into the European budget and demanding that Britain wanted 'their money back' because the country needed the money for other purposes (Jones 2007, p172). When the Treaty of the European Union was drawn up and all the countries were finalizing the process towards the single currency, John Major negotiated 'opt-outs'. Another area where Britain seems to be 'reluctant' is the proposed EU constitution. The Blair government assured that they would hold a referendum, but cancelled this after the French and Dutch 'No' vote. Britain's refusal to even

attempt to hold the referendum indicated that Britain was anything but fully supportive of the EU. According to Watts and Pilkington (2005, p270), the Britons are caught between the desire to hold on to their country's past greatness and traditions, and yet also to keep up with the modern world.

### **3. The role of EM UK among British society**

#### **3.1 EM UK's current services and methods of communication**

In order to provide EM UK with recommendations to obtain a larger membership population among the British youth and activate the youth, it is essential to take a look at EM UK's current services and methods of communication. The EM UK wants to gather all those who believe that European unity is essential and bring interested people from every part of society together. In order to reach these different levels of society, the use of different communication tools is essential. By campaigning, working with the media and lobbying the organisation can attract these different groups and gain public support for the unity of Europe.

Currently, YEM has its own section on EM UK's website. At some times, a distinction is made between EM UK and YEM to illustrate how each movement is operating. The EM UK has several methods to reach and inform their members and the wider public.

#### **3.2 Newsletters**

Members receive a regular newsletter, *euromove*, with information and news about pro-European developments. In addition, the London office publishes updates on campaign ideas and issues a digital newsletter per e-mail, e-News. Non-members can subscribe via EM UK's website and members are automatically subscribed when they become a member. The role of the newsletter is to inform all members and interested parties about ongoing activities within EM UK, EMI and Europe. The newsletter is published every quarter of a year via email and per post. EM UK has a database with data of subscribers of the newsletter. At the moment, the EM UK is using this database only to send out newsletters and invitations for organised events.

YEM does not have a regular newsletter, but publishes updates on the website of EM UK on an irregular basis. By making notice of small events and demonstrations on EM UK's website, YEM wants to reach the youth and convince them to participate in demonstrations.

#### **3.3 Campaigns**

To reach the British people, the EM UK is currently working on a campaign aimed at encouraging citizens to register and participate in the EU parliamentary elections. In that perspective, the EM UK is cooperating with the European cultural institutes based in the UK, European associations and European medias of the different countries in order to inform the European voters about the registration and vote procedures (EM UK website, 2009). Yet, more effort is needed to get support

and create awareness for Europe in British society. Therefore, the EM UK is also organising events.

YEM is currently campaigning for issues such as freedom of speech in Belarus and the European elections. YEM is mostly campaigning at schools and universities across the country to communicate positive ideas about the EU. It focuses its campaigns on those already politically aware. The social and cultural activities of YEM are only for their university society groups.

### **3.4 Events**

For the period of 2008, the European Movement UK organised several events and seminars for both members and non-members. Various associated organisations of the European Movement UK are also organising events on European issues and communicate this via the website of the European Movement UK. The Federal Trust and Global Policy Institute, for example, have organised a conference on the Lisbon Treaty and the EU in London. West Kent, the local branch of the European Movement, organised a dinner to celebrate the French Presidency. The Yorkshire and the Humber Branch of the European Movement organised a conference on "the EU today and tomorrow". In the run-up for the European elections in June 2009, the local branches as well as the National Councils of the EM UK are organising seminars. One event that the EM UK organises every year is Europe Day. Another special event is the European Study Tour in Brussels.

The prices for participating in seminars and events vary between £10 and £50. Study tours outside the country vary between £100 and £350. Mostly, members receive special offers or discounts when attending events and seminars. The events and seminars are formal and are mainly meant for those who already have knowledge of European issues. This makes these events less accessible for the youth because they do not have enough knowledge of European issues. Mostly, the speakers are directors in the business sector, chairmen in the House of Lords or advisors to the British Prime-Minister.

The local branches of EM UK organise their own events and put emphasis on subjects they find important. For example, the Sussex branch has been working with West Sussex Children and Young People Services to support that the Europe theme is included in the secondary school citizenship curriculum. A group of teachers went to Brussels to visit the European Parliament, the Council and the European Commission in order to see how the EU works and consider how to engage it in their teaching (Sussex in Europe website, 2008). Nevertheless, not all local branches are putting focus on the youth.

As mentioned earlier, YEM is the main organiser of events on schools and universities with university societies being their main target. YEM is also the main organiser of social events and organiser of speaker meetings.

### **3.5 Website**

EM UK describes its website as informative with useful information about EMI, EM UK and Europe. On the website is it possible to become a member, find publications on several European issues, information on how Europe works and campaigns of the EM UK. Nonetheless, the website lacks interactivity. This is essential for EM UK's website because it triggers its visitors to keep coming back, especially when the website is updated regularly.

A well-known method to create interactivity is an internet forum, which is an online discussion. People participating in an internet forum can easily form a topic discussion or talk about subjects that are being discussed on the forum. Visitors can create a nickname and have online discussions with each other. Most common topics on forums include questions, comparisons, polls of opinion as well as debates.

Another method for interactivity is an online blog, which is a type of website maintained by an individual who gives commentary, descriptions of events or other material such as graphics or videos.

YEM also has its own website but it is not active at the moment. Instead, it publishes messages on the EM UK website about their activities on an irregular basis. YEM is active on the popular online network community Facebook. This network community is only accessible for Facebook-members and one has to be aware of YEM's existence in order to find them on Facebook. On the other hand, Facebook is the second largest network community on the internet and very popular among the British youth. However, Facebook is a network community and can not be compared to a website. In order to reach the youth, it is recommended to create a place where they can find information on Europe and can get involved in debates and discussions.

### **3.6 European Movement Speaker Service**

The European Movement UK operates a speaker service. The speakers, whose backgrounds range from the academic to the political, will speak and debate on all aspects of European issues. They will speak, for example, on Britain's place in the EU, the Constitutional Treaty and the future of Europe. One can request a service via the European Movement UK's website.

### **3.7 Membership**

Members of the European Movement UK become part of Britain's pro-European campaign. Persons until the age of 30 can apply for membership in the Young European Movement. Persons aged above 30 are able to join the European Movement UK. Both can become a member by filling in the online form which can be found on the website. An example of the member registration form is provided in appendix 5. Currently, the only way to apply for membership is via EM UK's website. The contribution varies between £5 and £10 per year for those aged 30 years or under. For persons aged above 30, the annual membership costs are £25 for singles and £35 for couples.

All members of the European Movement have the option of joining a local branch. Branches organise activities ranging from local campaigning activities, street stalls and public meetings to visits to other European countries and social events. Members of the European Movement also have access to members' weekends (e.g. organised trips to the European Parliament in Brussels), members' conferences and debates, literature such as the European Movement UK's newsletter and E-news and activities in their local branch.

As mentioned in the Constitution of the European Movement UK in section 10.6, all members of whatever class shall have the right to receive calling notices for general meetings, to submit motions and to participate in its deliberations. The full text of the Constitution is provided in appendix 6. It is also possible to become a member of the Executive, which gives an opportunity to often take part in television or radio news, current affairs programmes and commenting on a range of European issues. However, only individual members in good positions are eligible to stand for election, to vote at general meetings and to participate in votes for the officers and National Council. Members of the Executive also write articles for and letters to national and local newspaper as well as magazines (European Movement UK website, 2009).

### **3.8 Recommended services and methods of communication**

EM UK provides a few services and has various methods of communication. Some existing methods, such as the newsletter, are useful to obtain a larger membership population. Nevertheless, it is important to utilize the available communication tools in an effective way. In order to attract the British youth, it could be interesting for EM UK to make use of new communication tools. YEM is the youth movement of EM UK but is dependent of EM UK. For the reason that EM UK is the controlling organisation the recommendations are written for EM UK. However, it is recommended that all things concerning the youth are managed by YEM.

EM UK has a database to send out newsletters by email and by post. By making extensive use of the available member data, EM UK can increase its membership population among the British youth. For example, the mailing list could be used for sending voting reminders for the European elections, but also to ask the youth's opinion to improve membership benefits. By regularly reviewing the data, new membership benefits can be developed and new youth members can be recruited.

Because the youth is mostly active online, it is more effective to send out monthly newsletters per email instead of every quarter of a year. The newsletter should contain info on European news, info about how to get involved in YEM, testimonies from YEM members, gateway to other groups around the country, MEPs emails, petition updates and forthcoming events. The newsletter should contain external and internal news.

It is suggested that EM UK involves interested volunteers and interns to help with EM

UK's campaigns. It is recommended to mention this on the members' application form and on the website. Every existing member or interested young person can indicate if they would like to be involved in organising events or other activities. EM UK can promote this during seminars, activities and at schools and universities. Currently, EM UK's young movement is only focusing on schools and universities. In order to expand its network and reach more youths, EM UK can make contacts through the university societies to organise events and debates. To reach young professionals, EM UK can make contacts through alumni or work networks. By doing this, EM UK is gathering those who believe in European unity, one of the organisation's main goals, and members/volunteers are actively involved in EM UK's activities.

At the moment, EM UK's events and seminars are mainly for those who have good knowledge of European issues. Therefore, the events and seminars are not easy accessible for the youth. The youth does not have a good knowledge on European issues yet and in order for EM UK to educate and inform them, EM UK should organise interactive events and seminars on a youth level. EM UK should involve them in debates on Britain's membership and European unity. The best way to manage this is via its National Councils and local branches, because they are closer to the community in their area.

EM UK can reach a lot of youths by creating an interactive website provided with an online community forum. The website should contain an Internet forum where the youth can discuss certain European issues. By posting daily polls, EM UK can get an understanding of the opinions of the youth. An online blog can be written by employees of EM UK, such as the president, vice-presidents and the members of the National Executive. They can write about seminars they have visited, current debates on European matters etcetera. This is an effective way for EM UK to activate the British youth. By regularly updating the website, the youth will keep visiting the website and engage in discussions and debates.

The website needs to be entirely focused on the British youth, who are currently very active in social media. As mentioned earlier, it is suggested that EM UK makes use of Twitter, YouTube and Flickr on their website to activate its members. Twitter is a free social networking and micro-blogging service that enables its users to send and read other users' updates known as tweets. Twitter users can receive these small messages on their mobile phones. The tweets can also be linked to the EM UK website, so all visitors can read the messages and respond to them. Twitter is essential for EM UK's website to activate its members and let them engage in debates and discussions.

YouTube is a video sharing website on which users can upload and share video clips. Anyone can make video clips and place them on the internet. For YEM to reach and activate the British youth, it can make short video clips of events, seminars and other activities it has organised. It is more interesting for the youth to watch a story being told rather than to read it themselves. Besides, the videos can provide the youth with an impression of past events. It can trigger them to visit forthcoming events. YouTube can also be used for interviews and to promote campaigns and

events. At the same time, YEM should campaign more actively on other popular websites and public places that are often visited by the British youth.

Flickr, an online photo sharing network, can be used for posting photos of past events. This can convince other member to visit these events in the future. To create interactivity, members can post their own photos on Flickr and share them with other EM UK members.

An internet forum, polls and online blogs are methods to activate its members and to keep them updated. The website should provide clear and interesting information about the EU with a possibility to ask questions to the Board members of EM UK. In order to keep its members updated on upcoming and past events, EM UK should provide them with a monthly newsletter. These options can contribute to a larger membership population among the British youth and create awareness of EM UK and its activities. Besides, using interactive tools is an effective way to keep its members updated and it does not entail a great deal of expenses.

At the moment, YEM has about 100 members. In order to obtain a larger membership population among the British youth, EM UK can give members discounts on organised events. According to the survey that was administered in May 2009 to 68 young persons from Liverpool, young persons find EM UK membership too expensive. Besides, the majority is not interested in becoming a member because there is nothing in it for them. Therefore, it could be recommended that the EM UK and YEM give possible members the opportunity to benefit from a free trial membership of 3 months and when becoming a member, special discounts on European related items such as books, special articles or trips to Brussels.

Students are often interested in discounts and therefore this can be trigger for them to become a member. EM UK can also come to an agreement with student societies or university/school boards that students can acquire student credits when volunteering in a EM UK campaign. EM UK should also work actively with other YEMs in the local branches and National Councils to reach more British youths. By working on a general programme for national campaigns such as the European elections, YEMs from every part of Britain can work simultaneously on their goal, coordinated by EM UK.

#### **4. The role of EM UK in politics, pressure groups and the media**

##### **4.1 Political parties and MEPs**

Europe has been a problem area of policy for British politicians for many years. Most British political parties and politicians often change their mind and their positions about Europe, for the reason that no party is unified on this matter. Even if the political position is clear, not all members of the party agree with the position. During the development of the EU, several parties have changed their position from supporting the EU to not supporting the EU and vice versa. For example, the Conservative Party appeared to be pro-Europe, but after Thatcher the Conservative Party was directionless in the issue of Europe and since then all the successors have had problems with uniting the party. The Labour Party has switched positions between supporting EU membership and opposing it more than once. However, John Smith and Tony Blair have seen the Labour Party adopt a more enthusiastic position on EU membership (Jones 2007, p.132). Tony Blair has managed to cut down Britain's image as a reluctant European but within the Labour Party it did not bring unity on the issue of Europe. Because of these changing positions, most pressure groups chose not to get involved with Member of Parliament (MPs). The EM UK is engaged with all political parties but is officially associated with none. In each political party there is a pro-European group, such as the Labour Movement for Europe, the Conservative Group for Europe and the Liberal Democrat European Group. The EM UK works closely with them because political parties are more influenced from inside rather than from outside (Interview with Richard Laming).

Yet, the EM UK should strengthen its relationship with these groups. EM UK and the pro-European groups could meet occasionally to update each other on issues that are taking place within the European community. By doing this, they can work together to communicate positive ideas about the EU and Britain's place in it. For example, the pro-European groups can make use of EM UK's 60 years of expertise in European unity and EM UK can make use of the group's political expertise.

A lot of pro-European political figures in the UK are undecided towards the European Parliament and see the institution as a rival. Together with Euro-sceptics they are under the impression that the European Parliament is an interfering bureaucratic institution (Barry, 2004). The EM UK should take the opportunity to take an essential position in the debate about Britain's positive engagement with Europe. Therefore, the European Movement should act as a supporter of the European Parliament and the Members of the European Parliament (MEPs). MEPs are the directly elected representatives of the citizens of Europe. Nevertheless, in Britain they have no relationship with any form of regional governance. Therefore, it is suggested that EM UK supports these MEPs and engages in the debate about Europe. In this way, EM UK can put itself in the position of the leading pro-European campaigning organisation again. For example, EM UK can

organise debates with MEPs and the British youth across the country via its local branches and National Councils, for example during times of European elections. It is important for EM UK to become known among the public and win their support, just like Duncan Sandys and Winston Churchill did in the 1950s. EM UK should promote itself during these debates and get the youth to apply for membership in order to obtain a larger membership population. By being present during events, campaigns and more Europe-related occasions, EM UK will become known among the British youth as an approachable and transparent pro-European organisation.

#### **4.2 Pressure groups**

Another reason why EM UK and pro-European political groups should work closely together is the fact that pressure groups such as the United Kingdom Independence Party (UKIP) have a large influence on the public by involving MPs and members of the House of Lords in their campaigns (Jones 2007, p139). Besides, UKIP provides the British public with inaccurate information about the EU which makes it hard for EM UK to adjust this inaccurate information among the British public. Therefore, EM UK and the Pro-European groups should work together and focus on providing the British public with accurate information about the EU. In the best case scenario, the Pro-European groups are willing to support EM UK financially.

#### **4.3 The media**

Britain is mostly seen as a 'reluctant European' due to the British media, with the tabloid press in particular. These are absolutely not supportive of EU membership and influence public opinion on Europe (Jones 2007). According to a survey of *Eurobarometer* in 2002, a low level of attention is paid to news on the European Union, namely 41%. This is the largest figure from any country in the EU and is significantly higher than the average of 30%. However, when negative news about Europe appears in the media, Britons are more likely to assume it is true.

MEPs receive little help from their Westminster colleagues in their battle for space in the media; they are seen as competitors. The London office of the European Parliament does not see it as its job to explain the role of British MEPs to the British people (Barry 2004). On the other hand, this is an opportunity for EM UK. The European Movement should make it a core activity to support MEPs and the European Parliament in the media, for the simple reason that no one else is supporting them.

Currently, EM UK is not active in the media, besides writing articles. EM UK should get involved in the media and write about events of the EM UK. Pro European newspapers such as the Guardian are an option. The free daily newspaper Metro is one of the most read newspaper in Britain with approximately 1.7 million readers a day. Furthermore, when false information about Europe and the EU is published by the media, EM UK should rectify it in order to prevent that the British public is acknowledging wrong information.

#### **4.4 The role of EM UK among the British youth**

In May 2009, a survey was administered to 68 young persons between the age of 16 and 24 in Liverpool. The survey was conducted to get an insight in the opinion of the British youth and their view towards EM UK and Europe. The complete questionnaire and the analysis of the survey is provided in appendix 8 and 9.

The results have pointed out that almost 90% of the respondents are not aware of EM UK. Therefore, EM UK does not have an influence on the view of the British youth towards Europe and the European Union. However, the media and anti-European pressure groups do. EM UK does not play a certain role among the British youth. The youth has little knowledge of Europe and the European Union. The survey has indicated that the majority of the respondents rated their knowledge (on a scale of 1 to 10, with 1 indicating 'no knowledge at all' and 10 indicating 'knowing a great deal' ) with a four. This contributes to the fact that the youth is mainly not interested in becoming a member of EM UK. Even though the majority of the respondents pointed out that Europe does not interest them, they do feel European.

The respondents were asked if they consider Britain's membership of the EU as a good or a bad thing. It is significant that 56 respondents out of 68 consider the country's membership as a good thing. However, almost 50% of the respondents feel that the EU means losing cultural identity and a small group thinks the EU is a waste of money. In general, about 90% agrees that Britain has benefitted from being a member of the European Union.

The respondents suggest that EM UK should campaign actively and create awareness by promoting the organisation at schools, universities and popular websites such as Facebook. The respondents also suggested that EM UK should hand out flyers at schools and universities (29%), advertise on popular websites such as Facebook (33%), create a website especially for the youth to find information (24%).

#### 4.5 SWOT-analysis of the European Movement UK

|   |   |
|---|---|
| <b>Strengths</b> <ul style="list-style-type: none"> <li>➤ Analysis of Britain and Europe</li> <li>➤ Reputation as a leading organisation in the historic debate</li> <li>➤ Good connections with well-known people with knowledge of Europe</li> <li>➤ Good relationship with pro-European groups within political parties</li> </ul>   | <b>Weaknesses</b> <ul style="list-style-type: none"> <li>➤ Analysis of Britain and Europe is not widely shared in the UK at present</li> <li>➤ Many of their contacts no longer see Europe as a priority issue on which to work</li> <li>➤ Lack of communications programme</li> <li>➤ YEM is not developed enough</li> </ul> |
| <b>Opportunities</b> <ul style="list-style-type: none"> <li>➤ Create a communications programme to inform the British youth</li> <li>➤ To talk about the facts of British membership of the European Union as it is now</li> <li>➤ To engage in the debate about the future development of the European Union together with MEPs and cooperate with political groups, pressure groups and the media.</li> </ul> | <b>Threats</b> <ul style="list-style-type: none"> <li>➤ Anti-European pressure groups</li> <li>➤ Lack of enthusiasm about Europe</li> <li>➤ The youths' lack of knowledge and interest in the European Movement UK</li> <li>➤ Lack of funding</li> </ul>  |

#### 5. Conclusion: The future of the European Movement UK

This thesis was written to answer the central question:

*What is the future position of the EM UK and how should they operate to activate the British youth and interest them in becoming a member?*

Currently, EM UK lacks funding and in order for the organisation to continue its work it requires new members. It is essential that EM UK regains its position as the leading pro-European campaigning organisation in Britain. In order to achieve this, EM UK needs to focus on the youth as potential new members because the young are the future. Nevertheless, British public opinion on the EU is mainly negative due to the influence of anti-European pressure groups and the British media. Various books and reports have provided evidence that Britain is known for being the reluctant member of the European Union due to historical events, such as Thatcher demanding Britain's money back and John Mayer negotiating opt-outs. Besides, the survey has shown that the British youth has little knowledge of the EU and is, above all, not aware of the existence of EM UK.

To create awareness among the British youth, EM UK should run a communications programme to communicate the facts about the European Union and British membership of it. Via its young organisation, the Young European Movement (YEM), EM UK can raise interest among the youth. EM UK can activate the youth by creating an interactive website provided with social media to involve young persons in discussions on Europe. The website is the main source to find information about European related issues. Furthermore, EM UK needs to cooperate actively with other YEMs in Britain to reach more youths all over the country. In order for EM UK to obtain a stronger position in Britain, the organisation should cooperate with other pro-European pressure groups and stand up against anti-European pressure groups. EM UK should support MEPs in British politics and act as a supporter of the European Parliament because MEPs are not represented in British politics. Finally, it is important that EM UK rectifies inaccurate information about the EU provided by the media. This is to prevent that the young generation is provided with wrong information about the EU.

As indicated by the respondents of the survey, the youth is not interested in becoming a member of EM UK because they do not have knowledge of Europe. However, the majority would possibly be interested in becoming a member if EM UK offers a free trial membership of three months and discounts. In order for EM UK to win members among the British youth, it should adapt to the needs of the youth and campaign more actively. The future position of EM UK will be determined by its members and national politics. According to Mrs. Tomison, member and chair within EM UK, quite a few people are electing anti-European political parties who want Britain to leave Europe. EM UK needs to fight hard to explain how Europe works and what the advantages are of being a member. EM UK needs to educate the youth and win their support, because the youth of today are ultimately deciding the future of EM UK tomorrow.

## 6. Recommendations

It is recommended that the European Movement UK applies and manages the following in order to regain the position as a leading pro-European organisation:

- Strengthen its relationship with other pro-European organisations
- Act as a supporter of the European Parliament and especially Members of the European Parliament in Britain
- Engage in debates with anti-European organisations and politicians to provide the British public with position statements of the European Parliament
- Make it their core activity to justify inaccurate information about Europe and the European Union in the media
- Be present at events that are European related and promote the organisation at all times

In order to raise interest among the British youth and gain the youth's membership, the European Movement UK should:

- Run a communications programme to communicate the facts of the European Union to the British youth and promote EM UK at schools, universities, popular public places and network websites such as Facebook
- Offer free trial memberships for three months
- Create an interactive and informative website for the youth provided with popular social media
- Work actively together with YEMs all over the country
- Involve the youth in their work by offering internships

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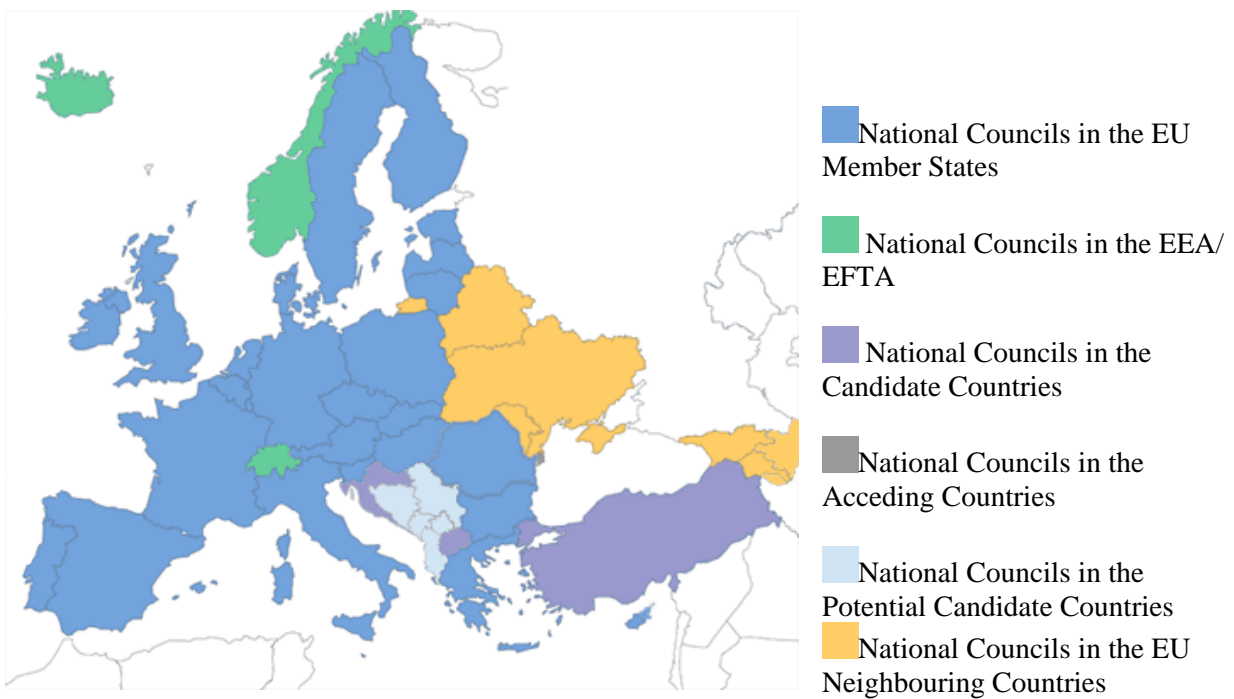
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2. Organisational chart of the European Movement UK
3. Interview with Richard Laming, Secretary General of the European Movement UK
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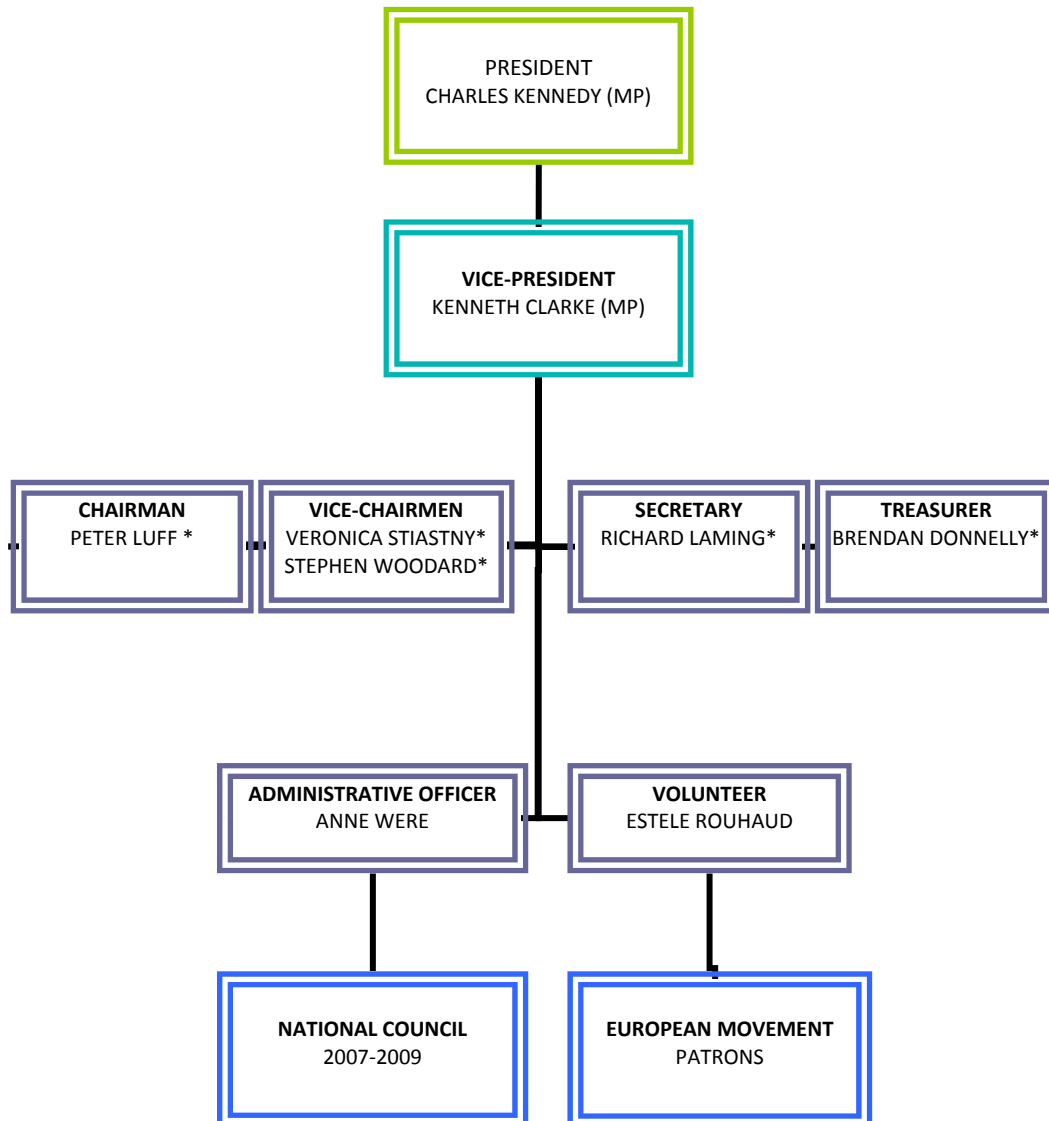
## Appendix 1

### The National Councils of the European Movement International



## Appendix 2

### Organisational chart of the European Movement UK



### **Appendix 3**

#### **Interview with Richard Laming, Secretary General of the European Movement UK**

**1. What role does the European Movement UK play in British society?**

The European Movement UK is a pro-European membership organisation. It aims to communicate positive ideas about the EU and Britain's place in it, and also emphasise that the EU is a conscious political choice rather than the inevitable consequence of political or economic factors.

**2. How is European Movement UK trying to reach British society? (e.g. organising seminars)**

We organise seminars, we speak to the media, we publish articles, we have a website and e-news for our members. We do this from a London office and also via our branches and national councils.

**3. What is the most important goal of European Movement UK?**

To secure Britain's continuing membership of the European Union.

**4. What will the European Movement UK do when that goal has been reached?**

It will campaign for Britain to play a positive role in the further development of democracy and effectiveness in the European Union.

**5. Does the European Movement UK monitor their progress and/or influence?**

We have a few measures: our membership, our finances, our media presence. And there are opinion polls reporting on British attitudes to Europe, but we cannot say to what extent British attitudes can be said to have been influenced by the European Movement.

**6. Is it noticeable that Britons have changed their view on Europe in the last 10 years?**

The British people have become less enthusiastic about the EU during that time.

**7. How does the European Movement UK monitor if their methods of working are successful?**

See question 5.

**8. Is European Movement UK involved with political parties?**

We engage with all the political parties, but we are formally associated with none. There is a pro-European group within each party – the Labour Movement for Europe, the Conservative Group for Europe, the Liberal Democrat European Group – and we work closely with them. Political parties are more effectively influenced from inside rather than from outside.

**9. Does the European Movement UK have an advisory role in politics?**

We like to think so.

**10. What are the key issues European Movement UK is focussing on?**

Encouraging participation in the European elections. Encouraging journalists to report more fairly and accurately about the European Union. Encouraging a debate about the euro and the financial crisis.

**11. From which (European) organisations does the European Movement UK receive finances to continue its work?**

We get funding from our members and supporters.

**12. Does the European Movement UK receive European funding?**

Sometimes we get grants from the European Commission for specific projects, but we get no general funding and it represents a very small part of our overall income, and currently we are not receiving any money from this source.

**13. What could be considered strengths and weaknesses of the European Movement UK?**

Strengths: our analysis of Britain and Europe, our reputation as a leading organisation in the historic debate, our good connections with well-known people

Weaknesses: our analysis is not widely shared in the UK at present, our size is smaller than our reputation suggests, and many of our contacts no longer see Europe as a priority issue on which to work.

**14. To what extent has the European Movement UK succeeded in making the UK aware of Europe with regard to the last 10 years?**

We were part of the Britain in Europe coalition in order to take part in the debate about membership of the euro. However, that campaign has declined as a likely prospect now.

**15. What are the future goals of the European Movement UK?**

To survive. To promote the idea that Europe is a source of solutions for British politics and not a source of problems. To encourage British people to think positively about the European Union again.

**16. With the current financial situation in Britain, will the European Movement be able to exercise its work (in the future)?**

The financial situation will not have much of an impact on our work. In some ways, it emphasises the importance of our work. But there is a risk that, politically, politicians become narrower in their focus for the future. We hope that they do not.

## **Appendix 4**

### **Interview with Tomas Ruta, president of the Young European Movement (YEM) in the United Kingdom**

**1. What is the main goal of the YEM?**

To make sure that the next generation of Britons grow up supporting the European integration project.

**2. What are the main activities of YEM?**

The social and cultural activities of our university society groups. Nation-wide and Europe-wide political campaigns are executed at a local level in Britain. YEM also focuses on participation in JEF (Young European Federalists) events and policy-making processes.

**3. How is YEM trying to reach the British youth? (note: who are not aware of YEM or EU)**

Social media (Facebook), word of mouth.

**4. Which communication tools, other than your website, is YEM using to inform the British youth/members? (e.g. about Europe or about upcoming events)**

We are using Facebook.

**5. Is YEM organising seminars and events for the youth?**

Yes.

**6. How many members does YEM have?**

YEM has about 100 members. There are more levels of membership so it is difficult to provide an exact figure.

**7. Is YEM, like the EM UK, dependent of the contribution of its members is YEM receiving grants?**

YEM receives a grant from the EM UK.

**8. Does YEM have a magazine or a newsletter?**

Neither. There is an irregular newsletter.

**9. Is YEM active in schools, universities and/or student societies (e.g. to inform the youth about the EU)?**

It is active in universities exclusively.

**10. If yes, what role is YEM playing in these schools, universities and/or student societies? (e.g. main organiser of events/seminars)**

YEM is the main organiser of social events, organiser of speaker meetings.

**11. Is YEM collaborating with other (youth) organisations? (e.g. other YEM in Europe)**

Yes, we collaborate with JEF sections (Young European Federalists). In Britain, we used to collaborate with the British Youth Council on the national level, but not anymore.

**12. What are the future goals of YEM?**

To be an effective lobby at the national level and to mobilise large swathes of British youth for the European cause.

**13. Why did you decide to get involved with YEM?**

I was involved in the Czech EM/JEF section before I came to Britain.

**14. When did you become interested in Europe?**

When I was 14, I joined my local youth EM branch in Liberec, Czech Republic.

**15. How did you become President of YEM?**

I was elected by the Congress in September 2007. I was the Secretary General for the year before.

**16. What are your main tasks as President of YEM?**

The president is the public face of YEM. The president leads and organises the National Executive and represents YEM in European Movement and JEF organs.

**17. Are you of the opinion that (primary) schools and or universities should focus more on Europe?**

Yes. Europe is simply not on the curricula of British schools!

**18. Which goals do you want to reach at YEM during your presidency?**

My presidency is almost over. We've managed to expand our network in the UK, but we haven't managed to overcome some long-term structural problems (finances, professionalism of the National Executive, level of activism).

## **Appendix 5**

### **Interview with Mrs. Tomison, member and chair within the European Movement UK**

*Mrs Tomison is also active in the National Executive of the EM, the National Committee Labour of the EM and she is the chair of the East Kent EM .*

#### **1. When did you first hear of the European Movement?**

1974. I made my first public speech ever while still at university in 1961. I seconded the first successful resolution at a Conservative party conference that Britain should join the Common Market. Prime Minister Harold Macmillan told me he needed that resolution to enable him to start negotiations with de Gaulle. I have been very active ever since. Subsequently the Conservative Party changed its view led by Thatcher and became Euro sceptic at which point I joined the Labour Party like many others.

#### **2. When did you become a member of the European Movement UK and what was the main reason to become a member?**

1974. I joined because it was clear that while the Labour PM Harold Wilson was probably European in his head he had many euro sceptics in Government and it was clear that a strong pro EU campaign would be necessary to keep them quiet. In 1975 Wilson called a referendum to appease his anti Europeans. The EM worked hard for the Yes vote. I worked for the Conservative Yes to Europe campaign. We were successful 2 to 1.

#### **3. During that time, did the European Movement advertise to attract more potential members?**

The EM received a good deal of publicity for its battle in the referendum and played a key role in the campaign for a Yes vote.

#### **4. What are your possibilities as a member of the European Movement UK?**

As described in the Constitution of the EM UK (paragraph 10.6), all members of whatever class have the right to receive calling notices for general meetings, to submit motions, and to participate in its considerations. Only individual members in good standing shall be eligible to stand for election, to vote at general meetings and to participate in postal votes for the officers and National Council.

#### **5. As a regular member, to what extent do you have a say in decision-making?**

Sometimes issues go to the vote. Other decisions often have to be taken too quickly when I can join in the discussion.

#### **6. What is the main task of the National Executive/National Committee/East Kent EM?**

National Executive represents the party nationally. The National Committee represents national organisations. East Kent is very busy holding publicity meetings, stalls – we put up a table at a busy occasion ie farmers' market and talk to the public. We hold open meetings to which the public is invited. I run large parties from my home to which 60-70 people can come and we have a Govt Minister to speak.

#### **7. For which reason did you become a member/chair of the National Executive/National Committee/East Kent EM?**

I was elected to the national executive having first being elected on to the national committee. I have been very active in Kent European politics and was chair of Kent in Europe for the Britain in Europe campaign. Britain in Europe was set up again by all parties in 1999 with a new Labour Government to campaign for Europe. It started off with a great publicity event with the three parties including the PM Tony Blair, and was well funded, but nothing much happened in Govt gradually began to disintegrate and finally was closed. The EM was re-established again in 2007.

**8. What are your personal tasks and responsibilities as a member of the National Executive?**

I represent EM at meetings in Brussels with the Commission and Parliament.

**9. And as a chair of the East Kent EM?**

I am responsible for running the EM and running the many events. We are just about to hold a meeting with French TV to show how Britain is campaigning. We run stalls, hustings, public meetings, garden parties anything to get the public involved.

**10. Can any regular member become a member of the National Executive/National Committee/chair of East Kent EM or are there strict procedures?**

You have to be elected to the National Council and Executive. You can join the Kent EM easily but have to be elected to the committee.

**11. How often a year do you visit organised seminars or events?**

East Kent EM has very regular meetings. EM Executive say 8 per year.

**12. Does the EM organise seminars and/or events that are only accessible for members?**

Yes

**13. How is the EM trying to reach the British people who are not a member of the EM UK?**

East Kent EM has very regular meetings. EM Executive say 8 per year.

**14. In your opinion, does the European Movement UK play the same role in Britain as it did 60 years ago?**

Probably.

**15. What is the EM UK currently doing to reach the British youth?**

There is a young EM Movement which is quite active.

**16. Do you think the EM UK should focus more on the youth?**

Actually older people know even less than younger people. We need to do more for everyone.

**17. What do you consider the strengths, weaknesses, opportunities and threats of the European Movement UK?**

The EM lacks funding seriously. It is not very dynamic. It could and should do more to campaign publicly.

**18. How do you see the European Movement UK developing over the next 10 years?**

Much depends on what happens in national politics. We might find that there are quite a few people elected UKIP, BNP, who want Britain to leave Europe in which case we need to fight hard. If the Conservatives are elected they might want a referendum on Lisbon in which case we have to fight hard first to explain it. The Conservatives have also said they would leave the EPP and that could put them into the hands of the extremists. It is not yet possible to see when a British Government might want to join the Euro. So you can see there is a very big task ahead.

## **Appendix 6**

### **Constitution of the European Movement**

Approved at a General Meeting of the European Movement on 25 November 2006 at City University, Northampton Square, London N1

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## **1. Nature**

1.1 The European Movement of the United Kingdom ("the Movement") is an unincorporated association consisting of such persons as may declare their support for its objects, have been admitted to membership according to the procedures set out in this Constitution and subscribe to the funds of the Movement.

1.2 The Movement may cooperate in the attainment of its objects with that Company limited by guarantee known as European Movement of the United Kingdom Ltd. (company number 551817), or with any other company falling within the provisions of paragraph 22 of this constitution (and the expression "the Company" is used in this constitution to describe any company referred to in this paragraph).

## **2. Objects**

The objects of the Movement shall be:

- 2.1 To further the aims of European unity with the United Kingdom playing a full part.
- 2.2 To advocate reforms which would make the European Union more effective and democratic, and more committed to exercising its weight and influence to benefit the wider world.

## **3. Activities**

The Movement may do all such things as may reasonably advance the objects, including:

- 3.1 Informing public opinion about Europe and the European Union and developing, publicising and carrying out policies and proposals for the promotion, advancement and maintenance of understanding, cohesion, co-operation and unity amongst the countries and peoples of Europe and between them and the rest of the world;
- 3.2 Supporting and maintaining a network of affiliated branches throughout the United Kingdom, all as more specifically hereinafter provided for;
- 3.3 Maintaining links with appropriate organisations with particular reference to the international European Movement;
- 3.4 Undertaking such educational and social activities as may advance the objects;
- 3.5 Campaigning and lobbying for the promotion of European union.

## **4. Powers**

4.1 In furtherance of its objects and its activities, the Movement shall have power to acquire, deal with in any manner and dispose of property whether real or personal, heritable or moveable and to incur liabilities, all as it thinks fit, and that by any of the following means:

- a) it may do so on its own account and through agents on its behalf, to the extent permitted by law;
- b) it may do so through the medium of the Company or other person as Trustee or Trustees;
- c) it may do so by entering into contractual or other arrangements with the Company whereby the Movement is given the use of property belonging to the Company and that on such terms as may be agreed between the Company and the Movement;
- d) it may enter into contractual or other arrangements with the Company whereby the Movement engages the Company as principal to carry out any objects or activities of the Movement and to enter into contacts and incur liabilities in connection therewith;
- e) and the Movement shall have power to transfer or cause to be transferred to the Company as principal any property of which the Movement may be owner or beneficial owner or in respect of which the Movement is entitled to a conveyance, and that by way of gift or at such consideration as may be agreed between the Movement and the Company

4.2 In exercising these powers, the Movement may

- a) raise money by subscriptions, donations, and in any other lawful manner;
- b) enter into any contracts insofar as it may consider it necessary or convenient to do so for the promotion of its objects;
- c) do all such other things as in the opinion of the Movement are necessary or desirable for, or conducive to, the achievement of any of its objects.

## **5. Structure**

5.1 For the attainment of the foregoing objects, the functions of the Movement shall be carried out by and through the following bodies and committees:

- a) General Meeting
- b) National Council
- c) National Executive
- d) Branches Forum

## **6. General Meetings**

6.1 The members of the European Movement acting in General Meeting shall determine the policies of the Movement and, so far as not otherwise provided for in this constitution or delegated by them to the National Council, shall take charge of the conduct of the Movement's affairs.

6.2 All individual members shall be entitled to participate in General Meetings.

6.3 The National Executive shall convene an Annual General Meeting at least once in each calendar year, such Annual General Meeting to be held no more than 18 calendar months after the previous General Meeting.

6.4 The business to be discussed at the Annual General Meeting shall include:

- a) Presentation of the National Council's Annual Report on Activities;
- b) Consideration and approval, if thought fit, of the Annual Accounts of the Movement.

6.5 The National Executive may, and upon such a request as is referred to in 6.6 shall, convene a Special General Meeting for the purpose of considering such matters as may be specified in the calling notice, and any other matters as may competently be discussed.

6.6 No fewer than one hundred individual members may by written request addressed to the Chairman, failing whom the Secretary, of the Movement require the National Executive to convene a Special General Meeting. The request shall contain notice of the business sought to be discussed. The National Executive shall be bound to convene the Special General Meeting so as to be held within 70 days of the date of receipt of the request.

6.7 Save as otherwise provided in 6.10, members shall be sent Notice of General Meetings ("calling notice") at least 56 days before the scheduled meeting. The calling notice shall specify:

- a) details of the time and location of the meeting;
- b) draft agenda (which, in the case of Special General Meetings requested in terms of 6.6, shall include the business specified in the request);
- c) an explanation of how to submit motions for consideration by the meeting.

6.8 Subject to the provisions of 25.1, a Motion for consideration by the meeting may be submitted to the Secretary at least 35 days before the meeting by an individual member as proposer together with at least one seconder; or by a branch, the Branches Forum, the National or Regional Councils, or an affiliated group or sections, which motions so submitted shall not require a seconder.

6.9 Members shall be sent Notice of the full agenda ("final Agenda Notice") including all submitted motions at least 28 days prior to the meeting.

6.10 In relation to any Special General Meeting convened under 6.5 or 6.6 where the National Executive judges there to be special urgency, such meeting shall be convened by calling notice sent not less than 14 days prior to the meeting, which notice shall specify:

- a) details of the time and location of the meeting;
- b) the agenda (which, in the case of Special General Meetings requested in terms of 6.6, shall include the business specified in the request);
- c) an explanation that motions for consideration by the meeting may be submitted and be dealt with as emergency motions specified under 6.15.

6.11 Both the calling notice and the final agenda notice shall be sent to members at their respective last known postal or e-mail address. That any person entitled to attend the General Meeting, through mistake, inadvertence or any other accidental cause or any cause outwith the control of the Movement or its officers, committees or bodies, may not have received the calling notice and final agenda notice or either of them shall not invalidate the meeting nor any business conducted thereat.

6.12 A General Meeting shall be chaired by the President, failing whom by a member nominated by the National Executive failing whom a member elected by the meeting. The person chairing the meeting shall have a deliberative and a casting vote.

6.13 The quorum of the meeting shall be thirty individual members.

6.14 Save as otherwise specified herein, voting shall be by a simple majority of those present and voting.

6.15 Emergency motions may be accepted at any time in the sole discretion of the chairman of the meeting provided that the same shall have been submitted in writing and he judges that there exist special circumstances which precluded their prior submission under 6.8.

6.16 Amendments to motions may be accepted by the chairman of the meeting at any time prior to a vote on the motion if they are, in the view of the chairman, relevant to the subject matter of the original motion and are not contradictory to its original intent.

6.17 There may from time to time be adopted such standing orders for the conduct of General Meetings as may be approved by the members in General Meeting, provided only that no provision of the standing orders shall conflict with any provision of this constitution.

## **7. The National Council**

7.1 Between General Meetings, the policy and decision-making body of the European Movement shall be the National Council.

7.2 The functions of the National Council shall include the following:

- a) to ensure the implementation of the decisions and policies of the membership as adopted by General Meetings;
- b) to formulate and adopt policy between General Meetings and to be responsible for such policy decisions to the members in General Meeting;
- c) to adopt the Annual Budget and Forward Plan;
- d) to elect the President, Vice-Presidents, the Chairman, two Vice-Chairmen, Secretary, Treasurer, and up to four additional members of the National Executive;
- e) to appoint prominent supporters as patrons of the European Movement;
- f) to adopt the Annual Report on Activities for submission to the Annual General Meeting;
- g) to adopt the Annual Accounts of the Movement for submission to the Annual General Meeting;
- h) to discipline, suspend and expel members;
- i) to oversee the Movement's administration including policies relating to its office, personnel, staffing levels and recruitment procedures;
- j) to maintain links with the International European Movement.

7.3 The following shall be the voting members of the National Council:

- a) the Chairman of the Movement;
- b) the two Vice-Chairmen of the Movement ;
- c) the Treasurer;
- d) the Secretary;
- e) the Chairman of the Branches Forum;
- f) the President of the Young European Movement or his surrogate;
- g) two further representatives of the Young European Movement;
- h) one representative of each of the Councils of Scotland, Wales and Northern Ireland respectively;
- i) nine members elected regionally by the English branches according to the procedures hereinafter set out;
- j) twelve members elected directly by the membership according to the procedures hereinafter set out;

7.4 The National Council may co-opt additional members as follows:

- a) one person nominated by such pro-European group within the Conservative Party as the National Council may designate;
- b) one person nominated by such pro-European group within the Labour Party as the National Council may designate;
- c) one person nominated by such pro-European group within the Liberal Democrat Party as the

National Council may designate;

d) a representative from of each of such parliamentary groups and affiliated organisations as the National Council may consider appropriate;

e) such other persons with such specific skills as the National Council may judge desirable; provided that any person so co-opted shall be a member of the movement.

7.5. If a person is co-opted to the position of Treasurer or of Secretary, he shall become a voting member of the National Council for so long as he retains that office by virtue of his co-option.

7.6 Save as provided for in 7.5, no co-opted member of the National Council shall be eligible to vote in the deliberations of the Council.

7.7 The National Council may from time to time invite other persons to participate in such meetings or parts of meetings of the National Council as it may in its discretion determine, under declaration that no such invited person shall be entitled to vote at said meeting.

7.8 Additionally, the President and Vice-Presidents of the Movement may attend and participate in the meetings of the National Council, but they shall not be eligible to vote at said meetings.

7.9 The National Council shall meet on at least two occasions in each calendar year. Meetings of the National Council may be called:

a) by resolution of the National Council, upon such date as the National Council may determine;

b) by the Chairman of the European Movement upon such date as he may determine;

c) upon a written request by at least eight voting members of the National Council addressed to the Chairman, failing whom the Secretary. The Secretary shall call the meeting to take place within at least 21 days of the receipt of the request.

7.10 There shall be sent a Notice calling a meeting of the National Council ("calling notice") at least 7 days before the date of the meeting. The calling notice shall include:

a) details of the time and location of the meeting;

b) an agenda together with (so far as reasonably practicable) the draft minutes of the previous meeting and any papers, reports and other documents to be discussed at the meeting

7.11 The calling notice shall be sent to each member at his nominated e-mail address, failing which, his postal address. That any person entitled to attend the meeting, through mistake, inadvertence or any other accidental cause or any cause outwith the control of the Movement or its officers, committees or bodies may not have received the calling notice shall not invalidate the meeting nor any business conducted thereat.

7.12 Meetings of the National Council will be chaired by the Chairman of the Movement, failing whom a Vice-Chairman of the Movement, failing whom a member elected by the meeting. The Chairman of the meeting shall have a deliberative and a casting vote.

7.13 The quorum shall be twelve voting members.

7.14 Voting shall be by a simple majority of those members who are present and voting.

7.15 The National Council may establish such subcommittees or working groups as it feels necessary to fulfil its responsibilities, (provided however that at least one of the members of such subcommittees or working groups shall be a member of the National Council), and shall appoint the chairmen of such subcommittees or working groups.

7.16 The National Council may from time to time adopt such standing orders for the conduct of its meetings and those of its subcommittees and working groups as it may consider expedient, provided only that no provision of such standing orders shall conflict with any provision of this constitution.

## **8. The National Executive**

8.1 Under the supervision of the Council to which it is accountable, the National Executive shall:

a) implement the policies of the Movement as the same shall have been determined by the members in General Meetings and by the National Council;

b) oversee the organisation, co-ordination and administration of the Movement, including its office and any staff;

c) prepare a draft Annual Report on Activities for the consideration of the National Council under paragraph 7.2 (e)

d) through the Treasurer, be responsible for the financial administration of the Movement and prepare the draft Annual Accounts for consideration by the National Council under paragraph 7.2

(f);

e) perform such other functions as may from time to time be delegated to it by the National Council.

8.2 The following shall be voting members of the National Executive:

- a) the Chairman of the Movement;
- b) the two Vice-Chairmen;
- c) the Treasurer;
- d) the Secretary;
- e) up to four members elected by the National Council;
- f) the Chairman of the Branches Forum;
- g) the President of the Young European Movement or his substitute.

8.3 The National Executive shall have no power of co-option

8.4 The National Executive may from time to time invite other persons to participate in such meetings or parts of its meetings as it may in its discretion determine, under declaration that no such invited person shall be entitled to vote at said meeting.

8.5 For the purposes of this Constitution, and of the Articles of Association of the Company, the voting members of the National Executive listed under 8.2.(a) to (g) above shall be deemed to be the Officers of the Movement and hence, pursuant to paragraph 3 of the Articles of Association of the Company, the members of the Company

8.6 The National Executive shall meet on at least eight occasions in each calendar year. Meetings of the National Executive may be called:

- a) by resolution of the National Executive, upon such date as the National Executive may determine;
- b) by the Chairman of the European Movement upon such date as he may determine;
- c) upon a written request by at least four members of the national executive addressed to the Chairman, failing whom to the Secretary. The Secretary shall call the meeting to take place within at least 21 days of the receipt of the request.

8.7 There shall be sent to all members of the National Executive a Notice calling a meeting of the National Executive ("calling notice") at least 7 days before the date of the meeting. The calling notice shall include:

- a) details of the time and location of the meeting;
- b) an agenda together with (so far as reasonably practicable) the draft Minutes of the previous meeting and any papers, reports and other documents to be discussed at the meeting.

8.8 Additionally, there shall be sent at least 7 days before the date of the meeting to all members of the National Council a copy of the calling notice including the agenda for the meeting, and, as soon as reasonably practicable after the meeting, a copy of any Minutes which may have been approved at the meeting.

8.9 The calling notice shall be sent to each person entitled to receive it at his nominated e-mail address, failing which, his postal address. That any person entitled to attend the meeting, through mistake, inadvertence or any other accidental cause or any cause outwith the control of the Movement or its officers, committees or bodies may not have received the calling notice shall not invalidate the meeting nor any business conducted thereat.

8.10 The National Executive will be chaired by the Chairman of the European Movement, failing whom a Vice-

Chairman, failing whom by a member elected by the meeting. The Chairman of the meeting shall have a deliberative and a casting vote.

8.11 The quorum shall be four voting members.

8.12 Voting shall be by a simple majority of those members who are present and voting.

8.13 The National Executive may from time to time adopt such standing orders for the conduct of its meetings as it may consider expedient, provided only that no provision of such standing orders shall conflict with any provision of this constitution.

## **9. The Branches Forum**

9.1 The Branches Forum shall:

- a) provide a place for all branches to share their views about the work of the European Movement;
- b) have the function of advising the National Council on membership recruitment and retention,

branch development and support, and membership services;

c) review recent and proposed national campaigns involving grass roots activities.

9.2 The Branches Forum shall consist of the chairmen of each affiliated branch of the Movement (with full power to each of such chairmen to appoint a replacement in the event of his absence) together with one representative appointed by each of the three Councils of Scotland, Wales and Northern Ireland, according to the rules of each of those Councils as they apply from time to time. The officers of the European Movement shall have the right to attend and participate as non-voting members. The Forum may at its discretion allow others to attend and speak.

9.3 The Branches Forum shall elect a Chairman from amongst its number. Such person shall, for so long as he holds that office, be a member of the National Executive.

9.4 There shall be at least one meeting of the Branches Forum each year, the Annual Meeting, which shall be convened by direction of the National Executive to be held at a date and time shortly prior (as the National Executive shall judge) to the Annual General Meeting of the European Movement.

9.5 Additionally, meetings of the Branches Forum may be called:

a) by resolution of the National Executive, upon such date as the National Executive may determine;

b) by written request of the Chairman of the Branches Forum upon such date as he may require, which request shall be addressed to the Chairman, failing whom to the Secretary, and the Secretary shall call the meeting on the nominated date;

c) upon a written request by at least six branches addressed to the Chairman, failing whom Secretary. The Secretary shall call the meeting to take place within at least 70 days of the receipt of the request.

9.6 There shall be sent to all members of the Branches Forum a Notice calling a meeting of the Branches Forum ("calling notice") at least 21 days before the date of the meeting. The calling notice shall include:

a) details of the time and location of the meeting;

b) an agenda together with (so far as reasonably practicable) the draft Minutes of the previous meeting and any papers, reports and other documents to be discussed at the meeting.

9.7 The calling notice shall be sent to each person entitled to receive it at his nominated e-mail address, failing which, to his postal address. That any person entitled to attend the meeting, through mistake, inadvertence or any other accidental cause or any cause out with the control of the Movement or its officers, committees or bodies may not have received the calling notice shall not invalidate the meeting nor any business conducted thereat.

9.8 The Branches Forum will be chaired by the Chairman of the Branches Forum, failing whom by a member elected by the meeting. The first item of business at the Annual Meeting will be the election of the new Branches Forum Chairman, who shall assume office upon his election. The remainder of the meeting shall be chaired by him, failing whom by a member elected by the meeting. The Chairman shall have a deliberative and a casting vote.

9.9 The quorum shall be four voting members.

9.10 Voting shall be by a simple majority of those members who are present and voting.

9.11 The Branches Forum may from time to time adopt such standing orders for the conduct of its meetings as it may consider expedient, provided only that no provision of such standing orders shall conflict with any provision of this constitution.

## **10. Membership**

10.1 Membership of the Movement shall be open to all persons who declare their support for its objects.

10.2 Applications from persons to join the Movement may be referred by any officer or member of the Movement to the National Executive, who may reject such application without any explanation being given.

10.3 The National Council may from time to time make such rules for such classes of membership, including life, family, corporate, affiliate and associate membership, the mode of approval of such members and all other things touching thereon as the National Council may judge expedient, providing, however that nothing in such rules shall derogate from or be in conflict with this Constitution.

10.4 There shall be maintained a central list of all members (of whatever class) of the Movement.

10.5 The National Council shall determine annually subscription rates for all classes of members.

10.6 All members of whatever class shall have the right to receive calling notices for general meetings, to submit motions, and to participate in its deliberations. Only individual members in good standing shall be eligible to stand for election, to vote at general meetings and to participate in postal ballots for the officers and National Council.

10.7 Membership of the European Movement shall be deemed to have lapsed 90 days after a written reminder that a membership subscription is overdue for payment has been sent to the member in question. Upon the expiry of said period of 90 days, if the subscription remains unpaid, the member shall cease to be a member and to enjoy the rights of membership attaching to the class of which he is a member (declaring that, for the avoidance of doubt, until the expiry of the said period without payment of arrears, the member shall continue to enjoy the full rights attaching to membership of that class).

10.8 The National Council may make such Rules as it may consider appropriate to discipline, or suspend or expel members who, in the judgement of the National Council have acted or are acting inconsistently with the constitution and any standing orders of the European Movement, who break its rules, or who publish any statement or who are guilty of any conduct which is detrimental to its standing or reputation.

### **11. Branches, regional representatives and regional councils**

11.1 There may be branches of the Movement, which shall be such bodies (whether or not incorporated) as shall have been recognised as affiliated branches by the Movement according to the following procedure:

11.2 To be and to remain eligible for recognition, branches shall:

- a) have a constitution having objects similar to and compatible with the objects of the Movement;
- b) have a democratic constitution with annual elections to a committee with at least a Chair, and a Secretary and Treasurer with all members of the branch being eligible to vote;
- c) have reached agreement with the Executive Committee as to the name of the branch and the geographical area to be covered by it;
- d) have a bank account in the name of the branch and have agreed to submit (and have submitted) to the Treasurer of the Movement an annual account of the branch's financial transactions;
- e) demonstrate and continue to demonstrate a commitment to an annual level of activity;
- f) maintain a minimum membership of ten members, and to submit to the Secretary of the Movement a list of current members when required to do so.

11.3 The recognition and withdrawal of recognition of a branch shall be by decision of the National Council.

11.4 Those bodies wishing to affiliate as branches shall inform the Chairman of the Branches Forum of their wish to affiliate, and shall furnish such information as may be required to demonstrate the matters referred to in paragraph 11.2. The Chairman of the Branches Forum, in consultation with the elected representative for the region concerned, shall make a recommendation to the next meeting of the National Council concerning the application.

11.5 The branch shall notify to the Secretary of the Movement any change in its constitution, and shall, when required to do so, furnish to the Secretary such information as the Secretary may reasonably require to demonstrate the continued eligibility for affiliation of the branch.

11.6 The elected regional branch representative shall be responsible for supporting existing branches, developing new branches, and co-ordinating grassroots activity within the region.

11.7 The National Council may make rules for the formation and running of Regional Councils by branches or members of the Movement. Such rules shall conform to the following minimum requirements:

- a) the geographical boundary of each regional council shall follow the regional boundaries set for the election of branch representatives to the National Council;
- b) each regional council shall include all branches of the European Movement within the geographical area;
- c) the constitution of each regional council shall be subject to approval by the National Council.

### **12. Young European Movement**

12.1 There may be an affiliated youth movement to be known as the Young European Movement ("YEM") which shall be such unincorporated association as shall have been recognised as the YEM by the National Council according to the following procedure.

12.2 To be and to remain eligible for recognition, the YEM shall:

- a) have a constitution having objects similar to and compatible with the objects of the Movement;
- b) have a democratic constitution with annual elections to a committee with at least a Chair, and a Secretary and Treasurer with all members being eligible to vote;
- c) have reached agreement with the Executive Committee as to those who are eligible to be members including eligibility according to age;
- d) have a bank account in the name of the YEM and have agreed to submit (and have submitted) to the Treasurer of the Movement an annual account of its financial transactions;
- e) to demonstrate and continue to demonstrate a commitment to an annual level of activity;
- f) to maintain such minimum membership as the National Council may require, and to submit to the Secretary of the Movement a list of current members when required to do so.

12.3 The recognition and any withdrawal of recognition of YEM shall be by decision of the National Council.

12.4 YEM shall furnish to the Secretary from time to time such information as may be required to demonstrate the matters referred to in paragraph 12.2.

12.5 YEM shall notify to the Secretary any change in its Constitution, and shall, when required to do so, furnish to the Secretary such information as the Secretary may reasonably require to demonstrate its continued eligibility for affiliation.

12.6 All members of YEM shall be deemed also to be members of the Movement for so long as YEM is affiliated to the Movement

### **13. Councils of Scotland, Wales and Northern Ireland**

13.1 The Movement shall recognise Councils for each of Scotland, Wales and Northern Ireland provided that, in the reasonable view of the National Council of the Movement, they each conform to the following minimum requirements:

- a) they each have a constitution having objects similar to and compatible with the objects of the Movement;
- b) they each have a democratic constitution with regular elections to a committee with at least a Chairman, and a Secretary and Treasurer with all members of the relevant Council being eligible to vote;
- c) they each cover that nation (but only that nation) of the United Kingdom whose name they bear;
- d) they each have a bank account in their respective names and meet such reasonable requirements of financial reporting as the National Council of the Movement may require;
- e) they each demonstrate and continue to demonstrate a commitment to an annual level of activity;
- f) they each maintain such minimum membership as might be agreed from time to time (and, failing agreement, as may reasonably be required by the National Council) and submit to the Secretary of the Movement a list of current members when reasonably required to do so.

13.2 Each such Council shall notify to the Secretary any change in its Constitution, and shall, when required to do so, furnish to the Secretary such information as the Secretary may reasonably require to demonstrate the matters referred to in 13.1

13.4 All members of each such Council shall be deemed also to be members of the Movement for so long as that National Council is recognised by the Movement.

### **14. President, Vice-Presidents, Chairman and Officers**

14.1 The National Council shall elect a President and may elect up to five Vice-Presidents of the Movement.

14.2 The Chairman shall be elected by the National Council.

14.3 In the event of a casual vacancy occurring in the office of Chairman, the Senior Vice-Chairman shall become the Acting Chairman until such time as the National Council shall elect a successor as chairman, which successor shall hold office for the remainder the term of office of the Chairman who has resigned.

14.4 Each of the two Vice-Chairmen shall be elected by the National Council, from amongst its membership, using the single transferable vote system, and according to such rules as may be approved from time to time by the National Council.

14.5 The Vice-Chairman with the highest number of votes shall be the senior Vice-Chairman. In the event of an equality of votes, or where there are only two candidates, a ballot shall take place to determine who is to be the Senior Vice-Chairman.

14.6 The Treasurer and Secretary shall each be elected by the National Council using the alternative vote system and according to such rules as may be approved from time to time by the National Council. For the avoidance of doubt, it is expressly declared that a Candidate for neither office need be a member of the National Council at the time of his nomination.

14.7 The term of office of each of the Chairman, Vice-Chairmen, Secretary and Treasurer shall commence immediately on his election and shall extend to the declaration of the result of the relevant election held at the meeting of the National Council first occurring after the second Annual General Meeting following the date of his election; in the event of a casual vacancy occurring, the National Council shall elect a replacement to serve out the remainder the relevant term of office.

14.8 Each of the members of the National Executive elected by the National Council from amongst its members shall be so elected by means of the single transferable vote system. and according to such rules as may be approved from time to time by the National Council.

14.9 Such elections shall be held at the first meeting of the National Council following the Annual General Meeting in an election year. Should such an officer as is referred to in 14.8 resign, the National Council shall elect by secret ballot a replacement to serve out the remainder of his term of office by means of the alternative vote system (or the single transferable vote system if more than one vacancy is to be filled at the same meeting).

14.10 The term of office of each such officer shall commence immediately on his election and shall extend to the declaration of the result of the relevant election held at the meeting of the National Council first occurring after the second Annual General Meeting following the date of his election.

14.11 In the event of a casual vacancy occurring amongst such officers, the National Council shall elect a replacement to serve out the remainder the relevant term of office.

14.12 The Branches Forum shall elect the Branches Forum Chairman by means of the alternative vote system at the Annual Meeting held upon the expiry of the previous term of office of Branches Forum Chairman.

14.13 Nominations for the office of Branches Forum Chairman may be made at the meeting at which the election is to be held.

14.14 The term of office of the Branches Forum Chairman shall commence immediately on his election and shall extend to the second Annual Meeting of the Branches Forum occurring thereafter (said term expiring upon the declaration of the said result);

14.15 In the event of a casual vacancy occurring in the office of Branches Forum Chairman, the nine branch representatives on the National Council Branches Forum shall elect a replacement to serve until the next meeting of the Branches Forum.

14.16 The President of YEM shall be elected and hold office according to rules laid down in its Constitution;

provided however that if the President is unable or unwilling regularly to attend meetings of the National Council he may nominate a substitute to take his place on the National Council.

## **15. Representation on the National Council**

15.1 The three representatives of the Councils of Scotland, Wales and Northern Ireland shall be elected and hold office according to rules laid down in their respective Constitutions.

15.2 The nine branch representatives shall be elected regionally (and according to such rules as may be approved from time to time by the National Council) by means of a postal ballot using the alternative vote system with the Chairman of each branch having one vote.

15.3 The Chairman of each branch shall consult within the branch for which he is the nominated elector and in whatever manner may be required by the branch concerning how his vote is to be cast, provided, however that no failure to observe this requirement shall be held to have invalidated his vote, unless there shall have been received by the Secretary of the Movement written intimation from the branch that the authority of the person purporting to cast the vote has been determined by the branch, and that such notification shall have been received prior to the casting of the vote.

15.4 The term of office of each of the branch representatives shall commence immediately on his election and shall extend until the declaration of the result of the next election for that office, which declaration shall be made at or shortly prior to the meeting of the National Council first occurring after the second Annual General Meeting following the date of the election;

15.5 In the event of a casual vacancy, there shall be held a postal ballot in manner stipulated in 15.2 to fill the casual vacancy, under declaration that the representative so elected shall serve until the expiry of the original term of office.

15.6 Each of the twelve directly-elected members of the National Council shall be elected by postal ballot of the membership using the single transferable vote system.

15.7 The term of office of each of the directly-elected members shall extend until the end of the second Annual General Meeting following the date of his election;

15.8 In the event of a casual vacancy, there shall be elected that candidate who, upon a recount of the votes originally cast (under exclusion of the votes cast for the person who shall have left office) shall be elected, under declaration that where there is no such person the vacancy shall remain unfilled. The person so elected shall be elected only until the expiry of the original term.

15.9 The two additional representatives of YEM shall be elected and hold office according to the rules laid down in the constitution of YEM.

15.10 The terms of office for co-opted members of the National Council shall last from the moment of their co-option until the close of the next following Annual General Meeting at which the Chairman of the Movement is declared elected.

#### **16. Elections Timetable For The Postal Ballot**

16.1 The postal ballot to elect the twelve elected members of the National Council shall be conducted according to the following timetable and in accordance with such rules as may be laid down by the National Council from time to time, which rules shall comply with the following principles:

a) Members shall be sent a written call for nominations at least 56 days before the Annual General Meeting at which the result is to be declared, said written call to be sent with the calling notice for the meeting;

b) Nominations shall be sent so as to be received by the Returning Officer by 12 noon on the day 35 days before the meeting;

c) Members shall be sent candidate details and ballot papers at least 28 days before the meeting, said papers to be sent with the agenda for the meeting.

d) The ballot shall close 7 days before the AGM.

16.2 The foregoing provision shall apply mutatis mutandis to the postal ballot for the nine branch representatives, which ballot shall be held at the same time as the ballots specified in said provision, save only that the candidate details and ballot papers will be sent only to the nominated elector (as defined in 15.2) for each of the branches.

#### **17. Conduct Of Elections**

17.1 The National Council shall appoint a Returning Officer to oversee the elections process for officers, the National Council and the National Executive, who shall be empowered to rule on the validity of nominations, to exclude any candidate whose conduct in the elections is inconsistent with any standing orders adopted, and to officiate at the count.

17.2 All elections shall be by secret ballot.

17.3 Candidates shall have the right to be present, or nominate a representative to be present, at the count.

17.4 The National Council may lay down detailed rules for the conduct of elections.

#### **18. Term limits**

18.1 No officer or elected member of the Council shall serve for more than three consecutive terms in the same office nor in the same capacity as a member of the Council, nor shall he be eligible to stand for re-election to that office or as an elected member of the council in that same capacity until the expiry of one further term of office.

#### **19. Votes Of No Confidence, Removal of Officers and Deemed Resignations**

19.1 A General Meeting may pass a resolution of no confidence in any officer or ordinary member of the National Executive or in the National Executive as a whole by means of a three-quarters majority of those present and entitled to vote at the meeting at which the relevant motion is voted

upon. Written notice of such a motion (which shall require a proposer and a seconder who shall be persons entitled to vote at the meeting at which the motion is to be voted upon) shall be given to the Secretary no later than 35 days before the date of the Meeting.

19.2 The National Council, by a majority of three-quarters of those present and entitled to vote at the meeting who are entitled to vote, may remove from office, for good cause, any officer who has been elected by the National Council. Notice of any such motion shall be given to the Secretary at least 14 days before the meeting and notice of the motion shall be sent to all members of the National Council at least 7 days before the meeting.

19.3. In the event that such a motion as is referred to in 19.1 and 19.2 is carried, the officer concerned shall be deemed to have left office immediately; and in relation to the office concerned there shall be treated as having arisen a casual vacancy, which shall be filled as soon as reasonably practicable in manner provided for in this constitution as applicable to the office concerned.

19.4 Any voting member of the National Council who fails to attend three consecutive meetings of the National Council without having given a reason which, in the opinion of the third such meeting, is sufficient and acceptable shall be deemed to have resigned, and a casual vacancy shall be taken to have arisen.

## **20. Finance**

20.1 The Treasurer shall cause there to be kept and maintained full books of account and shall cause there to be presented to the National Executive and to the National Council such periodic management accounts as those bodies may require. Additionally he shall cause there to be presented to the Annual General Meeting annual accounts of the transactions of the Movement with its funds, all as more particularly provided for elsewhere in this constitution.

20.2 The Annual Accounts shall be duly examined and approved by an independent auditor or an independent examiner, who shall be appointed by the members in General Meeting

20.3 The National Council shall make such rules for the financial management of the Movement as shall ensure compliance with 20.1 and 20.2 and as shall also facilitate good and efficient financial administration of the Movement.

## **21. Sections**

21.1 The National Council may make rules providing for the forming and running of sections comprised of members having shared interests or backgrounds.

## **22. Company**

22.1 The Movement may utilise a Company incorporated under the Companies Acts (including company number 551817) for the purpose of pursuing the objectives of the Movement and that by the carrying out of whatever actions in pursuance of those objectives as the Movement may consider desirable;

22.2 No such company may be so utilised unless its Articles of Association make the following minimum provisions:

- a) The members of the company shall be the persons who are for the time being the officers of the Movement (as defined in 8.5), save that if the Movement or the company at any time employs a "Director" that person may also be a member of the company.
- b) No one shall be eligible to be a director of the company unless he is an officer of the Movement or employed by the company or the Movement as "Director";
- c) The Articles of Association make provision to ensure full financial transparency and ensure financial accountability of the company to its members;

22.3 The National Council shall make such additional rules as may be necessary in order to ensure the accountability of the company through the members of the National Council to the members of the Movement.

## **23. Notices in Writing**

23.1 Where this constitution makes provision for any notice or other communication to be given in writing, the same shall be as effectual if communicated by fax, e-mail or similar electronic means.

## **24. Amendment of Constitution**

24.1 This Constitution may be amended by a motion (or any amendment thereof) carried by a three-fourths majority of the members present and voting at a General Meeting, provided however that a minimum of 28 days' notice of such motion shall have been given in writing to members.

24.2 That any person entitled to attend the meeting, through mistake, inadvertence or any other accidental cause or any cause out with the control of the Movement or its officers, committees or bodies may not have received notice of the motion shall not invalidate the proceedings following upon the notice of the Motion.

**25. Dissolution**

25.1 The Movement may be dissolved by means of a motion to that effect carried by a three-fourths majority of the members present and voting at a General Meeting, provided however that a minimum of 56 days' notice of such motion shall have been given to members in writing advising them of the proposal of dissolution.

26.2 In the event that such a resolution for the winding-up of the Movement is passed, the Treasurer or such other person or persons as the General Meeting may appoint shall proceed to wind up its affairs and, for that purpose shall be deemed to be granted all powers as may be necessary and shall pay over any remaining balance to such other body as may be specified in the Resolution; provided, however, that in no circumstances shall any of the surplus assets be returned to the members as individuals.

## Appendix 7

## Member registration form

**I want to join the European Movement**

Name (Mr/Mrs/Miss/Ms) \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Tel (home) \_\_\_\_\_

Tel (work) \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

**Young European Movement**

☐ For those aged 30 or less: date of birth \_\_\_\_\_

**Branch** \_\_\_\_\_

**Annual subscription**

☐ £55 (couples)

☐ £25 (single)

☐ £10 (youth, waged)

☐ £5 (youth, unwaged)

☐ Additional donation of £ \_\_\_\_\_

**Payment**

☐ I enclose a cheque payable to "European Movement"

☐ Credit card: please debit my Visa/Mastercard.

Card number \_\_\_\_\_

Expiry date \_\_\_\_\_

Security code (three digits, on the back of the card) \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

**Please return this completed form to:**  
European Movement,  
Southbank House, Black Prince Road, London SE1 7SJ



**Rt Hon Charles Kennedy MP**  
President of the European Movement

*"The European Union is more important to Britain than ever, which means that the European Movement is too."*

*The case for Europe needs to be put loud and clear. Join me in the European Movement to put the pro-European case."*

**Patrons of the European Movement**



Rt Hon Lord Ashdown of Norton-sub-Hamdon  
Rt Hon Lord Brittan of Spennithorne

Lord Hollis  
Rt Hon Lord Howe of Aberavon  
Rt Hon Lord Hurd of Westwell  
Baroness Helena Kennedy of The Shaws QC  
Rt Hon Lord Kinnock of Bedwelty  
Rt Hon Lord McNally  
Baroness Neubinger  
Lord Newby of Rothwell  
Sir Michael Palliser GCMG  
Rt Hon Lord Patten of Barnes  
John Pinder CBE  
Rt Hon Baroness Quin  
Rt Hon Lord Radice of Chester-le-Street  
Rt Hon Lord Richard of Ammanford  
Rt Hon Lord Robertson of Port Ellen  
Lord Simon of Highbury  
Ian Taylor MBE MP  
Lord Tomlinson of Walsall  
Lord Tugendhat of Widdington  
Sir Stephen Wall GCMG  
Lord Wallace of Saltaire  
Lord Watson of Richmond  
Rt Hon Lady Williams of Crosby  
Ernest Wistrich CBE

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website www.euromove.org.uk

# Britain's future in Europe

*Join the European Movement*




EUROPEAN MOVEMENT




# Britain's future in Europe


*Benefits from the European Union*

**Peace**




War between European countries is now unthinkable - compare the last 50 years of European history with the previous 50 years to see what a difference the EU has made

**Prosperity**



British businesses can now trade and compete in a home market of 500 million consumers - Europe is the largest and richest marketplace in the world


**Security**



An unstable world beyond the borders of Europe brings new threats to us all - we need a common response to the problems of terrorism, poverty and energy supply

**The world is changing rapidly - Britain needs Europe more, not less**


**Opportunity**



British people can now live, travel, work and study wherever they like throughout 27 European countries - we can take for granted a freedom our grandparents never had


**Facing future challenges, the European Union will be more necessary than ever**

**Globalisation**



We have to adapt our economy to the rising challenge of China and India - the emergence of these new superpowers will change the way the world works

**Climate change**



Only international cooperation can fight climate change - the European Union is the world's best example of how to make international cooperation effective

*The European Movement is Britain's pro-European campaigning organisation*

|   |  |
|---|--|
| <p><b>Education</b></p> <p><b>Media</b></p> <p><b>Politics</b></p> <p><b>Business</b></p> <p><b>Local branches</b></p> <p><b>Conferences</b></p> <p><b>Publications</b></p> <p><b>Young European Movement</b></p> <p><b>European Movement International</b></p> | <p>Information for schools and universities</p> <p>briefings for journalists, to correct mistakes and counter anti-European bias</p> <p>we challenge Britain's political leaders to put the pro-European case</p> <p>information for companies about the benefits and opportunities of Europe</p> <p>European Movement groups are active throughout the UK</p> <p>events for members for debate and discussion</p> <p>the latest thinking and argument about Europe, in print and online</p> <p>an independent youth and student campaign with activities throughout Europe</p> <p>an international pro-European network, active in more than 40 countries</p> |
|---|--|

**To support Britain's future in Europe, join the European Movement**

## Appendix 8: Questionnaire on the view of the British youth on the European Movement UK and Europe

### 4. Have you heard of the European Movement before? \*

- ☐ Yes
- ☐ No (continue to question 9)

### 5. Where did you first hear of the European Movement UK? (multiple answers possible)

- ☐ Newspaper
- ☐ Magazine
- ☐ Internet
- ☐ Congress/conference
- ☐ Television
- ☐ School
- ☐ Other (Please Specify)

### 6. What was your first impression of the European Movement UK?

### 7. Has the European Movement UK influenced your view on Europe or the European Union?

- ☐ Yes
- ☐ No

### 8. What should the European Movement do to inform the British youth about its work and that of the European Union?

- ☐ Hand out flyers on schools/universities
- ☐ Advertise on popular websites etc. (e.g. Facebook)

- ☐ Organise seminars on schools/universities
- ☐ Create a website for the youth with info on the EU
- ☐ Other

**9. What should the European Movement UK do in order to reach, engage and activate a larger membership population among the British Youth? \***

**10. As a member of the European Movement UK you become part of Britain's pro-European campaign. Membership varies between £5 (youth, unwaged) and £10 (youth, waged). Would you consider becoming a member of the European Movement UK? \***

- ☐ Yes (continue to question 11)
- ☐ No (continue to question 12)
- ☐ Maybe (continue to question 13)

**11. Why would you become a member of the European Movement UK?**

- ☐ Access to member's weekends, members' conferences and debates
- ☐ To share my opinion and expand my knowledge on European issues
- ☐ To gather with other pro-Europeans
- ☐ Other (Please Specify)

**12. Why would you not become a member of the European Movement UK? (continue to question 13)**

- ☐ It is (too) expensive
- ☐ I am not interested in Europe
- ☐ There is nothing in it for me
- ☐ Other (Please Specify)

**13. Which of the following options could convince you to become a member?**

- ☒ Free trial membership for the first 3 months
- ☒ Discounts and special offers on European related matters (e.g. discount on trip when visiting the European Parliament in Brussels)
- ☒ Other (Please Specify)
- 

**14. Do you feel European? \***

- ☒ Yes
- ☐ No

**15. Please rate your knowledge about the EU on a scale of 1 to 10, with 1 indicating 'no knowledge at all' and 10 indicating 'knowing a great deal'. \***

1      2      3      4      5      6      7      8      9      10

How much do you know about the EU?

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☒ ☐ ☐

**16. Which sources of information do you use to get information on the EU? \***

- ☐ Daily newspapers (paper and/or digital)
- ☐ Television
- ☐ Radio
- ☐ European Movement website
- ☐ Other (Please Specify)

**17. Do you consider Britain's membership of the European Union (EU) as a good or a bad thing? \***

- ☒ Good
- ☐ Bad

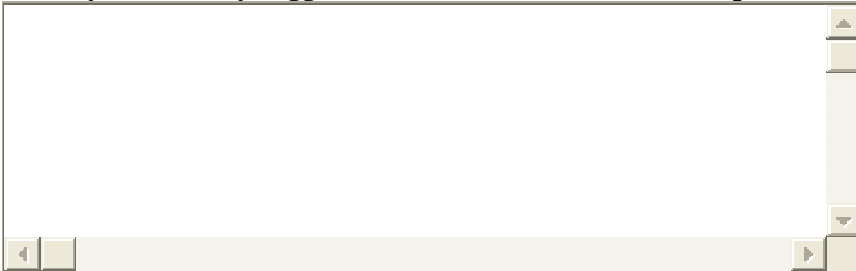
**18. What does the EU mean to you? \***

- ☐ Peace
- ☐ Economic prosperity
- ☐ Social protection
- ☐ Freedom to travel, work, study anywhere in the EU
- ☐ Cultural diversity
- ☐ Euro
- ☐ Bureaucracy
- ☐ Waste of money
- ☐ More crime
- ☐ Loss of cultural identity

**19. Do you think that Britain has benefitted or not from being a member of the European Union? \***

- ☐ Benefitted
- ☐ Not benefitted
- ☐ I don't know

**20. Do you have any suggestions or comments for the European Movement UK?**



## **Appendix 9**

### **Analysis survey British youth: view of the British youth on the European Movement Uk and Europe**

This analysis presents the results of a questionnaire on the view of the British youth towards the European Movement UK (EM UK) and Europe (EU). The questionnaire was carried out from 20 and 22 May 2009 among 68 persons between the age of 16 to 30 years in Liverpool, the United Kingdom. The composition of the respondents consisted of 54 students in total, coming from Liverpool John Moores University and the University of Liverpool Art Gallery, 6 young professionals and 8 young persons with other professions. Of the 68 respondents, 47 persons are aged between 16 and 24 years and 21 persons are aged between 24 and 30 years. Furthermore, 41 persons are female and 27 are male.

It is remarkable that the majority of the respondents have never heard of the EM UK before. Only a small percentage have heard of the organisation before. When this small group was asked where they first heard about the EM UK, 55% indicated the newspapers and 28% pointed out the Internet. The remaining 17% heard of the organisation via television and congresses/seminars. Only 6% heard of the EM UK via magazines but none of the respondents have heard of the EM UK via school or television.

The respondents who answered they had heard of the EM UK before, were asked what their first impression of the EM UK was. The majority of the respondents answered 'a pro-European organisation', some answered 'a pressure group' and only a few respondents did not know what their first impression was. Over 90% of these respondents indicated that the EM UK has influenced their view towards Europe and the EU. Furthermore, in order for the EM UK to inform the British youth about its work and that of the EU the organisation should hand out flyers at schools and universities (29%), advertise on popular websites such as Facebook (33%), create a website especially for the youth to find information (24%) and organising seminars/conferences at schools and universities. Some respondents indicated that the EM UK could become known among the British youth by advertising on summer festivals or organise a European summer festival.

The respondents brought forward ideas for the EM UK to activate a larger membership population among the British youth, such as campaigning, using social media (e.g. Facebook). Nevertheless, when the respondents were asked if they would be interested in becoming a member of the EM UK, 56% answered with a concrete 'no'. On the other hand, 31% answered with 'maybe' which means the respondents could be convinced to become a member and a small 13% answered with a steady 'yes'. The respondents who were interested in becoming a member were asked for what

reason and it is interesting to see that the majority is interested in sharing their opinion and expand their knowledge on European issues, rather than to benefit from the member's weekends.

Of the respondents who chose not to become a member, about 41% stated that becoming a member for £5 to £10 per year is too expensive, 21% explained not to be interested in Europe and the remaining 31% pointed out that there is nothing in it for them when becoming a member. However, the remaining respondents who stated that maybe they would become a member were asked what could convince them to become a member. Over 63% agreed with a free trial membership for the first 3 months, 27% would become a member if they would receive discounts and special offers on European related matters such as organised trips to Brussels and 10% would be convinced for other reasons.

Moreover, the 68 respondents were asked if they feel European and it is noteworthy that even though 21% indicated not to be interested in Europe, 47 of the 68 respondents feels European. Moreover, the respondents were asked if they consider Britain's membership of the EU as a good or a bad thing. It is significant that 56 respondents out of 68 consider the country's membership as a good thing. However, the knowledge of the respondents on the EU is quite cheerless. On a scale of 1 to 10 (with 1 indicating 'no knowledge at all' and 10 indicating 'knowing a great deal') sixteen of the respondents rated their knowledge with a '4', twelve persons pointed out that their knowledge was worth a '5' and eleven persons estimated their little knowledge was worth a sad '2'. Of the respondents who stated that their knowledge on the EU was sufficient, eight persons rated themselves with a '6', three persons gave themselves a '7' and four persons even rated their knowledge with a good '8'.

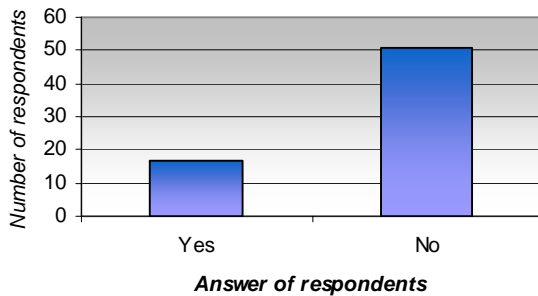
The respondents were asked which sources of information they use to obtain information about the EU and a large part answered they read daily newspapers (38%) but the majority used the Internet to find information on the EU (42%). Though the newspapers are mostly negative about Europe and the European Union, these young respondents do not seem to be influenced by its negativity. When they were asked to describe what the EU means to them, the majority of the respondents only chose positive aspects. All the respondents agreed that the EU means peace, economic prosperity and freedom of movement. However, almost 50% of the respondents feel that the EU means losing cultural identity and a small group thinks the EU is a waste of money. In general, about 90% agrees that Britain has benefitted from being a member of the European Union.

To conclude, it is clear that the questioned youth in Liverpool has never heard of the European Movement before. The EM UK and especially YEM should promote the organisation more at schools and universities to create awareness about YEM and EM UK. Furthermore, the youth should be provided with easy accessible information about Europe and the European Union. There are several option to trigger the youth to become a member, such as free trial membership for 3 months and special discounts.

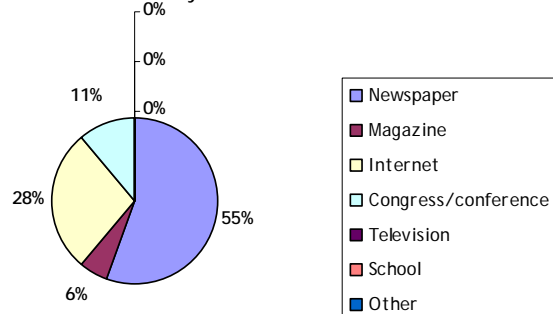
## Appendix 10

## Graphical analysis of the survey

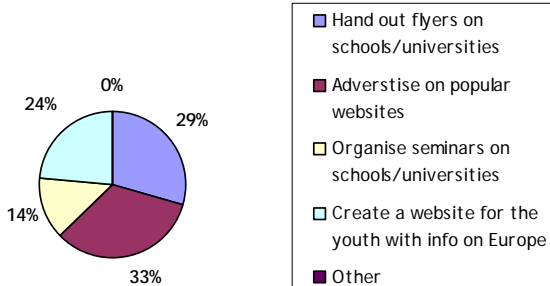
Q4: Have you heard of the EM UK before?



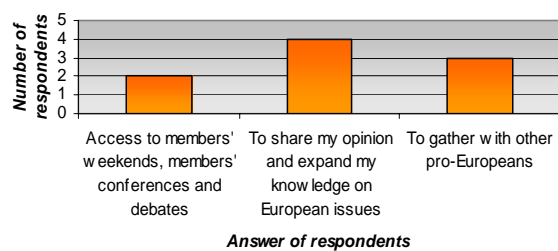
Q5: Where did you first hear of the EM UK?



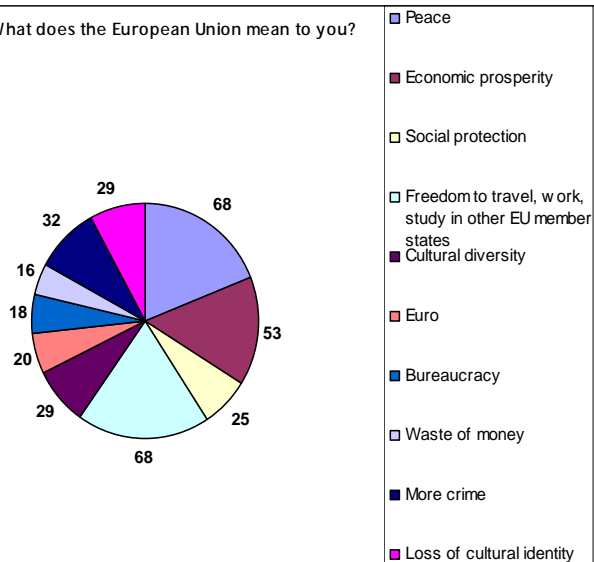
Q8: What should the EM UK do to inform the British youth about its work and that of the European Union?



Q11: Why would you become a member of the EM UK?



Q18: What does the European Union mean to you?



Q13: Which of the following options could convince you to become a member?

