

# Project Cheer

Reasons

— *to be* —

upbeat

— *about* —

Brexit



BREXITcentral



Bringing you news and analysis of the UK's departure from the EU and promoting a positive and optimistic vision of Britain after Brexit.

---



BrexitCentral  
1st Floor, Millbank Tower  
21-24 Millbank, London  
SW1P 4QP



020 3355 2582  
07595 728708 (24 hour media enquiries, no texts)



info@brexitcentral.com



BrexitCentral



BrexitCentral



BrexitCentral



www.brexitcentral.com



Since our website went live and we launched our social media presence in September 2016, BrexitCentral has become essential online reading for anyone wanting to follow the twists and turns of the UK's departure from the EU.

In collating all Brexit-related news in one place each morning, we have never been short of positive stories to report, despite the predictions of doom that some made in advance of last June's referendum about the likely impact of a vote to Leave.

You have in your hands a compilation of some of the facts, figures and news stories demonstrating that many of the predictions and projections of Project Fear have already been proven false. I hope that you find it a useful resource!

**Jonathan Isaby**  
**Editor, BrexitCentral**

# Project Fear's best bits

"I fear that Brexit could be the beginning of the destruction of not only the EU but also of western political civilisation in its entirety."

*Donald Tusk, President of the European Council*  
13/6/2016



"While there is wide uncertainty around the market reaction to a leave vote... it is expected to be negative and could be severe."

*Christine Lagarde of the IMF*  
13/5/2016



"£4,300 cost to UK families if Britain leaves the European Union."

*HM Treasury*  
18/4/2016





During last year's referendum campaign, the Remain camp threw everything – including millions of pounds of British taxpayers' money – on "Project Fear". They attempted to scare voters into believing that a vote to Leave the EU would result in economic Armageddon and almost pariah status for an independent UK. But they have been proven wrong and their gloom-laden predictions shown to be false.

In fact, the UK was the fastest-growing major economy in the developed world last year and every organisation from the IMF to the IFS has already revised its growth projections for 2017 dramatically upwards. And there is a palpable sense of goodwill from all four corners of the globe about the prospects for post-Brexit trade deals.

So I'm pleased to see that Project Fear has now been replaced by Project Cheer!

**Matthew Elliott**  
**Editor-at-Large, BrexitCentral**  
**and Former CEO of Vote Leave**



# Trade

# Forging global Britain

Since June 23rd 2016 the Prime Minister has established the Department for International Trade, with Liam Fox as the Secretary of State for International Trade. The Prime Minister has made it clear in several key speeches that the United Kingdom will take back control of its trade policy and in doing so, forge a truly global Britain.



Writing in *The Telegraph*, the International Trade Secretary said that Britain is conducting "trade audits" in order to prepare deals that can be announced as soon as the UK quits the European Union in 2019.

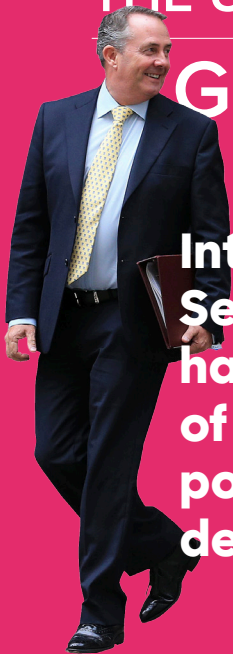
*The Telegraph* reported on January 19th 2017 that ministers and officials are already in talks with major economies like China, India, Australia and South Korea as well as Middle Eastern nations such as Saudi Arabia and Oman.



THE EU IS YESTERDAY'S  
——— *game* ———

THE UK'S FUTURE  
——— *is* ———

**GLOBAL**



**International Trade  
Secretary Liam Fox  
has drawn up a list  
of 50 nations for  
post-Brexit trade  
deals**



# Key trade deals in progress



China



India



Colombia



Australia



New Zealand



Turkey



South Korea



Pakistan



Japan

# President Obama:



## On a UK trade deal:

"The UK is going to be in the back of the queue."

*Press conference with David Cameron  
22/4/2016*

# President Trump:

## On a UK trade deal:



"I think the relationship is going to be much better, much stronger than it is right now. **You would certainly not be back of the queue, that I can tell you.**"

*Good Morning Britain  
15/5/2016*

# US-UK Trade Bill In Congress

Senators Mike Lee (R-UT) and Tom Cotton (R-AR) put forward a bill urging the President to fast-track talks with the UK, with the aim of concluding a bilateral trade deal in just one year.

Senator Cotton said: "At this time of transition for our ancestral ally, it is in our deepest interest to reaffirm the Special Relationship".

*Heat St*  
1/7/2016

## House Speaker Ryan backs Brexit Britain...

### On a UK-US deal:

Mr Ryan wants US officials to start working on an agreement right away to show "solidarity with Brexit Britain".

*Daily Telegraph*  
26/11/2016

# BRITAIN STRONGER IN BREXIT

---

496 MPs back the

*Article* **50** Bill

House of Commons Hansard  
8/2/17



# Remainers on board:



## Ed Vaizey MP:

"It's quite clear we're going to come out of the single market, come out of the customs union. I don't call that 'hard Brexit', I call that Brexit."

*Ed Vaizey MP on the BBC's Daily Politics  
12/12/16*



## Grant Shapps MP:

"I was a Remainer, but I have embraced the new direction of the country. I am backing Brexit all the way, as hard as you like, and I'm bullish about the UK's future."

*Grant Shapps MP on BrexitCentral  
12/12/16*

# Remainers on board:

## Vicky Ford MEP:

"No 'off-the-shelf' existing relationship 'model' gives an ideal long-term outcome for either side, which is why I welcomed the Prime Minister's commitment to seeking a unique 'British model'."

*Vicky Ford MEP on BrexitCentral  
29/1/17*



## Nicky Morgan MP

"It is our democracy which ultimately will ensure we get the most advantageous Brexit for Britain.."

*Nicky Morgan MP on ConservativeHome  
30/1/17*



# Remainers on board:



## Mark Harper MP:

"I along with most people accept the outcome. Accepting the outcome means that, once the process of leaving the EU has been triggered under Article 50, then after two years the UK will leave the EU."

*Mark Harper MP on BrexitCentral  
4/12/16*



## Nick Boles MP:

"Clinging onto the structures of the club we have just left – whether the Single Market or the European customs union – while having no say over their future development, would ensure that we end up in the worst of both worlds."

*Nick Boles MP on BrexitCentral  
13/9/16*



**Business**



# Confidence in Brexit Britain

Apple, Google and Nissan have all expanded their presence in Britain following the referendum result which demonstrates growing business confidence in the fifth largest economy in the world.

Manufacturing firms, tech companies and large swathes of the finance sector are confident the UK will maintain the talent, infrastructure and dynamism which has characterised our nation for hundreds of years.

**78% of the world's business leaders consider the UK to be a 'good place to start a business'**



IBTimes 24/10/16

# **BREXIT BOOST**

snapchat



**SETS UP ITS NON-US  
OFFICE IN LONDON**


*Daily Telegraph*  
26/11/2016

# Confidence in Brexit Britain



**Barclays boss backs City saying London will remain a major finance centre after Brexit**

BBC News 3/1/17



**Activity in the UK's manufacturing sector hits a two-and-a-half-year high**

BBC News 3/1/17

# CONFIDENCE IN BREXIT BRITAIN

**MCDONALD'S MOVES  
TAX BASE TO THE UK -**  
ESCAPING THE EU'S  
HEAVY HANDED  
REGULATORS



**i'm lovin' it<sup>®</sup>**

Financial Times 8/12/16

# Booming UK tech:

 investing in  
Brexit Britain



**Apple moves its HQ to  
a newly refurbished  
Battersea base**

The Guardian 28/9/16

## **Google commits to post-Brexit UK with massive £1bn London HQ**

*The Guardian 16/11/16*

The Google logo is displayed in its characteristic multi-colored font: blue 'G', red 'o', yellow 'o', blue 'g', green 'l', and red 'e'.

## **Facebook creates 500 new skilled jobs in London**

*ITV News 21/11/16*

The Facebook logo consists of the word 'facebook' in white lowercase letters, centered within a solid blue rectangular background.

## **Deliveroo to add 300 UK tech jobs in new London office**

*BBC News 18/1/17*

The Deliveroo logo features a teal-colored icon of a hand holding a fork and a knife, positioned to the left of the word 'deliveroo' in a teal, lowercase, sans-serif font.

# Adobe says 'Brexit did not make us blink' as it expands UK base

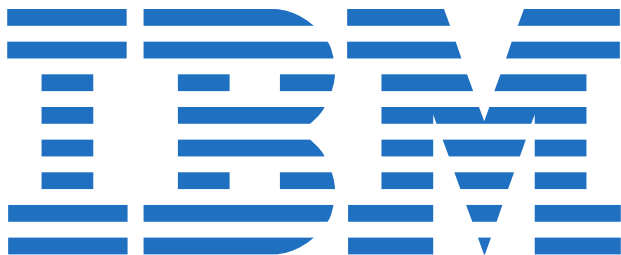
*Daily Telegraph 22/10/16*



# Adobe

# IBM pledges major investment in UK, joining Facebook and Google

*The Independent 21/11/16*





**Ford pledges its  
future to Brexit Britain**

*This is Money 28/10/16*

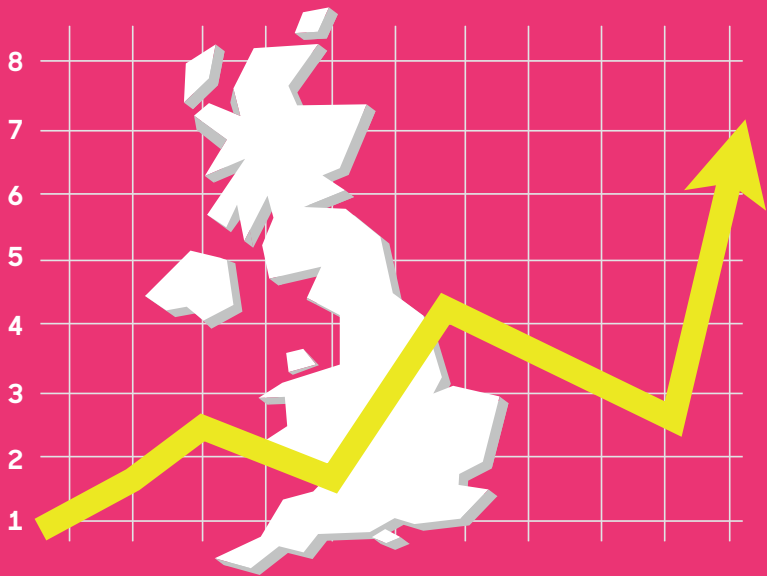




**Rolls-Royce boss pledges  
its future in the UK**

*The Guardian 9/1/17*





# Economy

# Robust post-Brexit growth

Since the referendum to leave the EU, the Bank of England, the Treasury and the vast majority of economists have rowed back on their doom-mongering predictions.

In 2016, Britain was the fastest growing economy in the G7, dispelling fears of a recession and banishing George Osborne's mooted punishment Budget to the recesses of history.

After Brexit, UK firms will be able to capitalise more freely on the country's highly educated workforce and strong manufacturing expertise.

**"UK economic growth is gaining momentum despite concerns over Britain's future EU trade deal" says the Organisation for Economic Co-operation and Development**

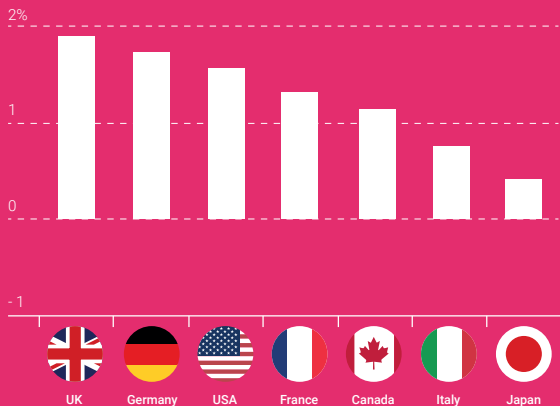
*City A.M. 8/2/17*



# #DespiteBrexit Britain was the fastest growing economy in the G7 in 2016

## Fastest growth in the G7

2016 GDP growth rates from the IMF & independent forecasters



Source: IMF World Economic Outlook October 2016 / HM Treasury Forecasts for the UK economy October 2016

*The Guardian 4/10/16*

# ...and now the Bank of England predicts the same again for 2017...

# The Governor of the Bank of England U-turns on his gloomy growth predictions...



Mark Carney: "The risks of leaving [the European Union] could possibly include a technical recession."

*The Guardian 12/05/16*



Mark Carney: "Consumers have not been affected by any of the associated uncertainty around Brexit."

*Daily Telegraph 2/2/17*

# A stronger economy



**pwc** report: Britain will have the **fastest**  
**growing economy out of the G7 nations**

# until 2050

*John Hawsworth, PwC report 6/2/17*

# WTO trade continuity

The World Trade Organisation boss said that he did not believe the Brexit vote was “anti-trade” and dismissed fears that Britain could suffer a sudden seizure of trade during or after its negotiations with the EU.

**Roberto Azevedo of the  
World Trade Organisation**

*Sky News 26/10/16*





BURBERRY  
*London England*

# Record retail sales

**UK retail sales growth  
surged to a 14-year high**

Financial Times 17/11/16



# TheCityUK U-turns on Brexit

The City's top lobby group has performed a dramatic U-turn on Brexit, scrapping its previous campaign to remain in the EU and instead hailing the vote to leave as an "unprecedented opportunity" for the UK to develop a powerful new set of trade and investment policies.

## TheCityUK

"TheCityUK is a strong believer in the potential opportunities that the UK's departure from the European Union will offer."

Daily Telegraph 31/1/17



# Record-breaking tourism boost:

**There were 3.1 million inbound visits to the UK in November 2016, up 17% on the same month in 2015. Overseas visitors spent £1.7 billion, up 14%**

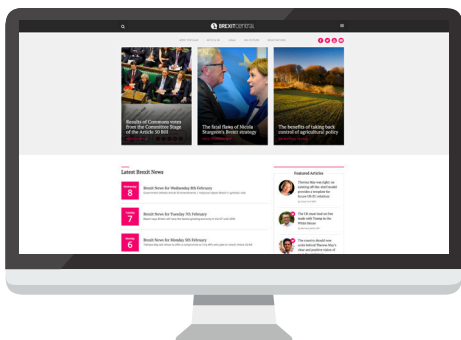
Travel Daily 29/1/17



For further details, please visit  
[www.brexitcentral.com/project-cheer/](http://www.brexitcentral.com/project-cheer/)

Listen to our latest podcast on iTunes  
by searching for 'BrexitCentral', or by  
visiting our Soundcloud page at  
[www.soundcloud.com/brexitcentral](http://www.soundcloud.com/brexitcentral)

You can also sign up to our  
daily Brexit Briefing by visiting  
[www.brexitcentral.com/#subscribe](http://www.brexitcentral.com/#subscribe)





Bringing you news and analysis of the UK's  
departure from the EU and promoting a  
positive and optimistic vision of Britain  
after Brexit

[www.BrexitCentral.com](http://www.BrexitCentral.com)