



Merry Christmas



2023 confirmed that making the case for high standards and strong protections matters more than ever. Although the impacts of deregulation have seldom been far from the headlines, efforts to weaken standards and drive down protections have been as strong as ever.

But we should take comfort from the fact that the public isn't buying it. Whether it's in Stevenage or Hastings, [people](#) understand that rules and their enforcement matter. Indeed, this year we established that UK [business](#) shares many of the same concerns as the wider public.

2024 will be an election year. We will continue to show that there is a real political dividend for whichever party opts to make the case for high standards and strong protections during the campaign. We also want to work with others on developing concrete ideas for how we fix the crisis which has resulted from the cumulative impact of deregulation [policies](#) and [cuts](#).

To make the alternative possible, however, we need to ensure that those of us who care about high standards double down on developing a common narrative. Core to this will be our growing network of civil society [supporters](#) (which now numbers almost 80), our [advisors](#) and the pool of protections champions which support this agenda across business, academia, the media and politics. Ultimately, we need to tell the best story.

The team would like to thank you for all your support this year and wish you a wonderful Christmas. We look forward to working with you in 2024!

Phoebe, Emma, Carum, Max, Gareth and Jon.