



# Values and Key Themes shaping the behaviour of UK Nationals

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- Foundation
- Values & Beliefs
- Communication
- Behavioural Norms and Etiquette
- Traditions and Celebrations

# Some pictures of British life



# Basic Facts

- Population 60m.
- England, Scotland, Wales & N Ireland + some overseas territories. EU Member. NATO. The Commonwealth.
- Total area: 250,000 sq Km.
- Density/Sq Km: UK 240, England 383, London & South-East England higher.
- In terms of the business day, UK has a central position between Asia and the Americas.
- UK has been populated by wave after wave of immigrants over the centuries.
- 2010: UK 6<sup>th</sup> largest GDP in World.

# Mega-trends: past, present and future.

- 1000-1600: Forming a Nation: Anglo-Saxons/Vikings, Normans, Scots, Welsh, Irish . N.b the rights from “Magna Carta” 1215
- 1650/ 1700: Sovereignty transferred to Parliament. “Bill of Rights”
- 1700–1900: Industrial Revolution. Huge Empire (though we lost USA)
- 1900 -1975: European rivalries, world conflict & loss of Empire. Industrial decline. Accession to EC 1973.
- 1975-2025 Seeking its new place – financial globalisation
- 2050: ??

# 1975 to 2025:

- “The Welfare State”. Left of Centre? Right of Centre?
- Economic and social transformation (Margaret Thatcher 1979-1990). The cults of the individual and of “celebrity”
- Evolution of the UK towards “multicultural and devolved”.
- London, financial services and the English language as drivers of UK’s prosperity.
- Fashion/pop/music capital of Europe – maybe the World.
- But now the economic crash.....
- .....and a confused sense of what comes next
- What are our real values? What is our place in the new terms with the “New World Order”? (especially Europe and “BRIC”).

# Some of Britain's familiar faces



# Blair and Brown Cameron and Clegg



# Political System

- Government/Parliament/Judicature/HM The Queen.
- “No written constitution.”
- Most voting is “first past the post”. Some proportional representation. Referendum on this soon.
- UK Parliament: House of Commons (Elected 646/596 seats), House of Lords (Unelected).
- First coalition since World War II. Conservative/Liberal Democrat Coalition (59.1% of popular vote) Labour Opposition (29%): Ed Miliband.
- But there are also governments of: Europe/EU, Scotland, Wales, Northern Ireland, Regions, several levels of Local Government – including a Mayor of London (Boris Johnson).

# Foundation: major themes

- Island nation with an imperial past
- Developed, vibrant and creative.
- English language.
  - *“World language/our language”*
  - *“The English are masters of the indirect statement.”*
- London
- Alternative descriptions:
  - “Four nations, dominated by England, but with their own specific culture”.
  - Multi-cultural “tribes” in a country, and new world order, experiencing fundamental change.

# Core values and beliefs

- **“Freedom and liberty”**
  - “Englishman’s home is his castle”. No ID cards, but a lot of CCTV and databases..
  - Lack of “deference” to those in power. Not just “leaders” but also police, adults/older people.
  - Religious, sexual and political freedom
  - Fierce independence from EU.
- **“Sense of Community”**
  - Family and public service
  - Charitable giving
  - Protection of the weak and unfortunate.
- **“Fair Play”**
  - Acceptance of difference. Strong laws on equality.
  - Tolerance.. but unease that it is “all one way”
  - “Fury” at people abusing the system.
- *Fault lines*
  - *Public sector has gone above 50%. Should the State provide so many services?*
  - *Strong sense of “rights”.....but many people believe these are not properly balanced by “responsibilities and obligations”.*
  - *Unfortunately the desirability of “respect and manners” often get lost in people’s new-found freedom from “deference”*
  - *Unease that tolerance is “a one way street” and undermining traditional culture.*

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