

THE CONTEXT

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THE CONTEXT

Our Mission

In an age of clickbait and oversimplified commentary, The Context offers clear, authoritative political and economic analysis. We deliver rigorous, contextualised reporting that links breaking news to broader narratives—helping decision-makers, professionals, and the public make sense of today's fast-moving world. Our Political Editor Frank Millard brings extensive experience in political journalism alongside Creative Director Eliot Lord.

Reach Influential Audiences

The Context is distributed through major UK think tanks, political events, across Westminster and Holyrood, via our website, and amplified across social media platforms.

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Our readers include:

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Economists, academics, and business leaders
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An engaged general readership seeking in-depth, objective news analysis

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Our esteemed contributors include:



David Starkey



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Adel Darwish



Kate Jones



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Alan Sked



Andrew Dwyer



Vince Cable

A contextual overview of and insight into Britain, its constitution, what went wrong and how to make it all work again by **Dr David Starkey**; An analysis of Britain's economic inequality by **Lord Prem Sikka**; Insightful economic commentary by **Catherine McBride MBE** and **Eamonn Butler** discussing the health of UK finances and the medicine required; **Adel Darwish** on the global issues that affect politics closer to home; Our White House Bureau Chief **Kate Jones** on how we should react to the politics of Trump; **Ben Habib** on political direction and what that means; **Chris Larn** speaking about how science impacts us all in daily life; and **Alan Sked** on a Conservative Identity Crisis; Future editions include **Dr Andrew Dwyer** and **Sir Vince Cable**.

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