

## BUSINESS EYE

# The irony of Boris

WRITTEN BY

ALEX PRATT



Founder of Serious Readers in Birtton and chairman of Institute of Directors South

www.bucksherald.co.uk  
@bucks\_herald

**T**his week's incredulity comes to you from Harrogate where I have travelled to try to find more business to help buttress our position in surviving Boris and Brexit.

Make no mistake, just the prospect of a no-deal Brexit is already costing all of my company's net profits, has led to a 10 per cent staff redundancy cull last week and threatens the viability of the entire business.

It's really heating up now. These sunny uplands don't

feel quite as comfortable as when sold to us by the Brexiteers who told us it would be all easy and we'd all be better off.

As if on cue, last week saw the hottest temperature the UK has ever seen, or at least recorded.

38.7C was measured at the Cambridge University Botanic Centre on Thursday, beating the previous high set in 2003 in Kent.

It seems that even the planet is in accord with the rising political and business temperatures.

The heat was very much at odds with Boris Johnson's "welcome" in Scotland where he is somehow seeking to shore up the union.

It was not so much hot up north as frosty and dreich.

The irony of Boris, who led the campaign for Brexit and introduced the biggest risk to the fragmentation of the country with Scotland, Northern Ireland and now even Wales at

risk of leaving is ironic in the extreme.

Boris trying to shore up the union now is like sending Nigel Farage to rescue the EU.

The first meeting of the cabinet's new no-deal operations committee has happened, and the new Government is planning its communications campaign to attempt to improve readiness and awareness for the disaster scenario.

It's all part of the brinkmanship with the EU but feels like taking a peashooter to a tank fight. We have had our fourminute warning so you'd best enjoy that great sex you've been imagining and tell your loved ones how much you care before the mushroom cloud descends.

According to The Times, the campaign will focus on digital channels, flagging up guidance notices for businesses.

Apparently, it will leverage materials from a comms



Alex says the prospect of a no-deal Brexit is already costing businesses

effort from 30 years ago – the one that aimed to prepare us for entering the single market.

There is too much irony to this car crash.

The trouble is that much of the guidance remains generic and comes way too late.

As businesses, we have specific needs and questions, many of which require legal, accounting and other professional advice.

The Government's notices on how it will mitigate the impact of a no deal scenario have

in many cases not been properly road-tested.

This is a disaster waiting for you to be unable to get your fresh veg, medicines or flight to Alicante.

We have much to do in Boris's first 100 days.