

# HATE HOPE

FOR MEDIA USE – PATRIOTIC ALTERNATIVE:  
WHAT YOU NEED TO KNOW

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## FOR MEDIA USE – PATRIOTIC ALTERNATIVE: WHAT YOU NEED TO KNOW



**Patriotic Alternative is the UK's most active fascist organisation. Here's what you need to know about the group, its extremism, its links to the now-proscribed terror group [National Action](#) and its association with violent individuals.**

### WHAT IS PATRIOTIC ALTERNATIVE?

- Despite being the UK's most active fascist organisation, PA remains fringe with an active membership numbering in the low hundreds. While heavy media coverage at the start of 2023 has raised the group's profile, it still lacks the name recognition of the BNP and Britain First.
- PA suffered a [heavy split](#) in April 2023, when dozens of activists, led by PA's National Admin Officer Kenny Smith, left to form the new [Homeland Party](#). This included the large majority of its Scottish and West Midlands branches, severely diminishing PA's capacity to organise in these regions and damaging the group nationally. Homeland, which remains highly fringe, is currently seeking to register as a political party, something PA has tried and failed to do seven times.
- PA is desperate for relevance, and so performs stunts in the hope of provoking outrage and gaining coverage in local and national press. PA's public output carefully conceals its core Nazi ideology, meaning that coverage does not always relay the true

extent of the group's extremism. Such coverage can help to grow the PA brand and is celebrated by the group.

### CO-OPTING LOCAL ISSUES

- PA opportunistically co-opts local issues, aiming to ingratiate itself with local activists and community groups. While PA is small, it is highly active, meaning that it is able to exert an outsize influence and sometimes hijacks existing campaigns.
- Mimicking other far-right groups, over the past year PA has latched onto two key issues in the hopes of cutting through to the public:
  - PA exploits cross-Channel migration, in particular by targeting hotels, other accommodation centres and places where there are new plans to house asylum seekers. It does this by:
    - disseminating targeted leaflets in surrounding areas
    - infiltrating local community Facebook groups and residents' meetings
    - attending protests organised by locals, or organising its own protests
    - claiming credit if plans are eventually scrapped
  - PA campaigns against Drag Queen Story Hour, a series of storytelling sessions for children organised at public libraries. It does this by:
    - Stoking fear online, including smearing performers and LGBT+ people in general as paedophiles and "groomers"
    - leafleting areas scheduled to host meetings weeks in advance
    - attending or organising protests against the events
    - claiming credit if sessions are eventually scrapped

## HOW TO TALK ABOUT PA WITHOUT AMPLIFYING ITS MESSAGES

PA tries to get media coverage by staging stunts and provoking outrage. The group also portrays itself as “family friendly” and covers up its extremism in the hopes of gaining sympathetic or “soft” coverage, which it classes as a win.

- We recommend that coverage of PA:
  - Accurately reflects the group’s neo-Nazi ideology, rather than simply “right wing” or “far right”
  - Avoids exaggerating the group’s size
  - Avoids interviewing members of the group
  - Avoids reprinting the group’s leaflets
  - Avoids quoting from the group’s propaganda at length
  - Avoids publishing images from events that prominently display PA banners

## THE GROUP IS RIFE WITH NAZI EXTREMISTS

- An admiration for Hitler and the Third Reich runs from the top of PA to the grassroots. For example, PA leader Mark Collett, a former leading member of the BNP, has repeatedly recommended *Mein Kampf* to his audience and in 2019 described Hitler as a “simple, humble painter”, going on to state:

“when you read transcripts from people who were very close to Hitler, they say the worst things about him, his worst personality traits, is that he used to ramble on a bit [...] and if that’s the worst you can say about a politician, really can he be such a bad guy?”



PA leader Mark Collett (left) with his former girlfriend Jenna Smith

- In April 2022, [we revealed](#) that the group’s then-West Midlands Media Officer had repeatedly abused black users of video chat sites. This included making taunting references to slavery, lynching and the

Holocaust while waving a noose and dressed in Nazi apparel and black face. He also posted videos that included footage of the New Zealand mosque shooting and photo-shopped his own masked face onto pictures of racist atrocities, such as the killing of George Floyd and historical lynchings.



Three screenshots of PA’s former West Midlands Media Officer “Anglo Josh” (AKA Skelly), who has made numerous videos racially abusing people on video chat platforms

- Another example is PA Yorkshire “Fitness Officer” [Jake Bewick](#), who has stated: “Hitler Speaks About the Jews. The truth the world would be so much if he world [sic] of won. It’s coming now tho”.



PA Deputy Leader Laura Towler posing with a picture of Oswald Mosley

- Yet another example is Keith McFarlane, who has been active for PA in the North East, and wrote in August 2021:

“Adolf Hitler, who art in Valhalla, Sacred is thy name. Give us this day, your strength [sic], courage, conviction, and wisdom, that we may continue your struggle to save our race and secure a future for White children. This we beseech you. Hail Hitler!”



Keith McFarlane (left) leafleting for PA

## PA HAS LINKS TO THE NOW-BANNED NAZI TERROR GROUP, NATIONAL ACTION

- A number of prominent PA figures have been linked to National Action (NA), an extreme, violence-obsessed Nazi group that was banned under anti-terror legislation in December 2016. This includes:
  - A former NA insider has [gone on record](#) to state that PA leader Mark Collett collaborated with the group prior to its ban, and even attempted to take a leadership role. Collett was also photographed running a stall with NA activists during the 2016 Brexit campaign, and in 2017 attended a small [far-right training camp](#) alongside the well-known former NA activist Garron Helm and former NA associate James Mac (also now involved in PA).



Mark Collett (second left) alongside NA members Jack Coulson and Wayne Bell, Leeds, 2016.

- HOPE not hate has revealed that [Alex Davies](#), NA co-founder and co-leader, was active in PA's Welsh branch for over two years, attending numerous demonstrations and writing for the PA website.



Mark Collett (in black) next to Alex Davies (grey shirt), 2016. Picture: HOPE not hate

- HOPE not hate has also revealed that [Sam Melia](#), PA's Yorkshire Regional Organiser and husband of PA Deputy Leader Laura Towler, was photographed by HOPE not hate marching with NA in November 2016. He

was also photographed with leading NA members months after the group's ban.



Melia (fourth from right) alongside leading NA members Christopher Lythgoe and Mark Jones, July 2017

- HOPE not hate has revealed that [James Mac \(AKA James Costello\)](#), one of PA's most active campaigners in the North West, also attended NA demonstrations. This included posing with a NA banner and even delivering the opening speech at an NA rally in 2015. He also appeared on a NA podcast.



Mac (with microphone) addresses NA's "White Man March" in Newcastle, 21 March 2015. Picture: HOPE not hate

- [Kris Kearney](#), formerly PA's national "Fitness Officer" and former co-host of the official "PA Talk" podcast, was a NA member, claiming he left the group "one minute before" its proscription. He was active in NA's North West branch, and has since been [imprisoned](#) for terror-related offences.



Kris Kearney (left) saluting with NA members

- [Jake Bewick](#), the Yorkshire branch fitness officer, was also previously involved in NA.



*Bewick (circled) at a National Action march in Darlington, County Durham, in November 2016.*

## **PA HAS LINKS TO OTHER VIOLENT ACTIVISTS AND GROUPS**

- PA has also drawn activists from and established links to violent far-right groups. This includes Jeff Marsh (AKA Joe Butler), PA's key activist in Wales. Marsh has decades of violent hooliganism under his belt, initially as part of the Cardiff City Soul Crew firm and later as part of the Welsh Defence League the fascist Pie N Mash Squad. He has at least three convictions for violence under his belt, his offences including stabbing two men in a drunken brawl and throwing a female protester down a flight of stairs.



*Marsh at a demo in Long Eaton, 23 April 2023.  
Picture: HOPE not hate*

- PA activists have also stood shoulder-to-shoulder with the violent neo-Nazis of the North West Infidels and its sister group, the North East Infidels. This includes Tommy Allan

of Sunderland, who has a dizzying list of criminal convictions to his name. In 2016, he was sentenced to 22 months in prison for violent disorder at the Dover riots, which included a suspended sentence for selling drugs one year previously.



*PA Yorkshire members (right) pose with "infidels" activists including Tommy Allan. Leeds, 28 January 2023*

- PA has also collaborated with the British National Socialist Movement (BNSM), a group with a history of violence. This includes taking part in a series of joint demonstrations in Leeds in 2021.

**Read our in depth report on Patriotic Alternative [here](#).**

**For more information please contact HOPE not hate at [media@hopenothate.org.uk](mailto:media@hopenothate.org.uk).**