

## Staggering Hubris with Rafe Hubris BA (Oxon)

**Ross:** Welcome to Renegade Inc. This week's guest is a man who single handedly steers the Tory government through the high seas of politics. Based in Clapham, but with a global perspective, Rafe Hubris, via Oxon, is here to discuss politics, writing, his memoir and himself.

**Rafe Hubris:** Actually a pretty good introduction. You're off to a flying start. Well done.

**Ross:** Rafe Hubris, BA Oxon, always good to have you back on the programme. Welcome to Renegade Inc.

**Rafe Hubris:** Ashcroft, very, very, good to see you again. Very good to be back. I know it's not Newsnight.. Welcome to the show.

**Ross:** We rarely get negative inbound. Last time you were on the programme, we got a lot of it. One viewer writing, 'Arguably the most obnoxious half wit I've ever had to endure'.

**Rafe Hubris:** I mean, that's probably an old flame..

**Ross:** Someone else wrote in, 'Stereotypical Tory, more front than Harrods, but the brains of a rocking horse'.

**Rafe Hubris:** Still, more than Gavin Williamson.

**Ross:** Finally, this is Off the Reservation: 'Who is this smug \*\*\*\*?'"

**Rafe Hubris:** Well, mate, the last thing I am is smug. I was pretty hung over mate. I had been at Blo Jo's blow blow blow and ho ho ho Christmas shindig.

**Ross:** So you had a party did you?

**Rafe Hubris:** Yeah, yeah, yeah, yeah, yeah. He had a party, sure.

**Ross:** Who organized that party?

**Rafe Hubris:** Well, it was a team effort, obviously. You know, I did sort of drinks and intoxicants. You know, those are the fun old days before Lindsay Hall ruined it with all those sniffer dogs. And Carrie Symonds, sort of the Secret Santa.

**Ross:** Who was there?

**Rafe Hubris:** All kinds of people. But the most exciting thing was we had all these midgets, right, that we got from the dark lab and it was absolutely classic. Basically, if you pay these chaps enough, like in the Wolf of Wall Street, they'll come and you can just throw them at

targets. We have this massive target of like Ursula von de Leyen's face, which is just so classic like, yeah, they love me. They absolutely love being thrown.

**Ross:** So you're throwing midgets at the Christmas party in Downing Street?

**Rafe Hubris:** Yeah. Yeah, yeah, yeah. Yeah, yeah, it was so classic, yeah.

**Ross:** The other criticism that we had was that people watch the interview and they had no clue what you did and they know that your taxpayer funded. You work with the Prime Minister to advise him, What's your actual job, Rafe Hubris?

**Rafe Hubris:** Yeah, yeah, yeah, yeah, yeah, no. It probably is quite complicated for a lot of people to understand especially if you haven't been to Oxbridge, which I have. I think the best way to describe what I do is I sort of look after minor things. I make sure the government is a well oiled machine.

**Ross:** When we look over the last year, where would you put it in sort of recent modern history? Have you had a good year?

**Rafe Hubris:** To be honest, I've absolutely smashed it. I mean, 2020 was such a good year, but I think I've gone even better, I mean, all the stuff I've sort of been across, for example, putting all the poo in the rivers, maow, classic. Afghanistan, the whole evacuation, you know, prioritising the dogs over children. And of course, you know, suing the RNLI for being massive whackies.

**Ross:** So they're picking migrants out of the channel and you're taking legal action to stop them doing it?

**Rafe Hubris:** Virtue signalling, yeah, yeah, yeah. It's disgusting. It's a disease.

**Ross:** So the RNLI are metaphorically taking the knee?

**Rafe Hubris:** Sure, it's the moral Covid of our time.

**Ross:** We've heard that you have set your ambitions on also going into frontline politics, not just being an adviser to the current government.

**Rafe Hubris:** Yeah, yeah, yeah, yeah, yeah,

**Ross:** But also being front line.

**Rafe Hubris:** Yeah, yeah, yeah, yeah, yeah, yeah, yeah, yeah, no, no, no, no, no, big time.

**Ross:** And you've made a film?

**Rafe Hubris:** Mate, you're not wrong. Show the film.

**Video clip:** Team player, lone wolf charmer, ruthless. Rafe Hubris is one of the most high functioning man. He's a political strategist, owns a PR agency. He's an early stage tech investor and future British Prime Minister. For all the latest professional insight, classic chat and frequent reaching out, touching base and circling back in, it all starts with a connection with Rafe Hubris on LinkedIn.

**Ross:** Interesting film. Did you write it?

**Rafe Hubris:** Yeah, wrote, starred, conceived, directed. All the big \*\*\*\*\*.

**Ross:** In the video description for it, you call yourself a political Jesus with features of Leonardo DiCaprio, the athleticism of a young Rafa Nadal and the sexual stamina of Sting.

**Rafe Hubris:** Oh, did I?

**Ross:** Yes.

**Rafe Hubris:** God, I don't know if I wrote that. But if I did, I mean, it holds up.

**Ross:** So another Oxford politician doing PPE.

**Rafe Hubris:** I did go to Oxford. You're correct to say that. I have a degree from Oxford University. I studied at Oxford.

**Ross:** A lot of people have looked...

**Rafe Hubris:** I studied at Oxford.

**Ross:** A lot of people look at those Oxford politicians who've done PPE....

**Rafe Hubris:** Yeah. And I am one of them because, as I say, and I'm really from Oxford.

**Ross:** And they're in the government. They don't have any real world experience..

**Rafe Hubris:** Ox...ford.

**Ross:** And they have fundamentally failed in most of their roles.

**Rafe Hubris:** Yeah. well, mate, where did you go to university if you are so chipper?

**Ross:** Cirencester.

**Rafe Hubris:** Farming school. I've got I've got a load of cows you can muck out back on the estate. Are you keen? No, no mate, honestly are they even capable of language there? That's amazing.

**Ross:** You are also a self-styled.....

**Rafe Hubris:** What's the stage below a polytechnic?

**Ross:** You are also a self-styled man of the people?

**Rafe Hubris:** You could really help my parents. You seem like you'd be really great on a farm. When inevitably this inevitably crashes and burns, I'd be happy to give you gratis, but it'll be really good for your XP.

**Ross:** Self-styled man of the people....

**Rafe Hubris:** Yeah, yeah, yeah...

**Ross:** You made another film. Shall we have a look at it?

**Rafe Hubris:** Yeah, absolute moir.

**Clip Rafe:** How are you doing? Good to see you working, or hardly working. Yeah, yeah, yeah. Hey, I'll just have the regular please - a chicken salad and four double espressos. Yeah, cheers, cheers.

**Clip Rafe:** Why do you want me on Love Island? Why?

**Clip, Ilam:** Because you are romantic, your looks. You're handsome.

**Clip Rafe:** I am very handsome.

**Clip, Ilam:** And very cute.

**Clip Rafe:** Yes, I am very cute as well.

**Clip, Ilam:** Just enough to be liked on Love Island.

**Clip Rafe:** The problem is, all the girls on Love Island are all working class. Lovely to meet you. Thanks very much. Lovely to meet you. Yeah. Thank you very much. See you later. Cheers, cheers.

**Clip Rafe:** We spend so much time in politics trying to make a difference. And it's moments like that, specifically that moment with that member of the working class, that makes it all worth it. You know, I have studied those people with the ferocity of someone halfway through a Plato's Republic tutorial essay crisis with two hours to write an essay. And I know what makes them tick. And they love me.

**Ross:** I think one thing that we can absolutely agree on, absolute man of the people.

**Rafe Hubris:** What do you want? Christmas turkey or ham?

**Ross:** If that doesn't connect with voters. I'm not sure what will. It makes Ed Miliband look like Ghandi.

**Rafe Hubris:** I wasn't listening to you. Oh, you mean the video?

**Ross:** Yeah.

**Rafe Hubris:** It's classic, yeah. People love me. They're drawn to me. You know, I have a charisma.

**Clip Rafe:** Chaps, how are we? I hope you're feeling positive for testing negative. I, Rafe Hubris, have come to my spiritual home, Clapham in furnace to announce I've written a book. It's available on Amazon. It's already a number one best seller so it must be strong given though it's not even out yet. I would try and get a copy for Christmas, but they've sold out at most places. It's like gold dust. What am talking about? Very Clapham. It's like white dust getting one of these books. Classic. No, but seriously, do buy one because it's very strong. And let's connect very soon on Tinder.

**Ross:** Bestseller no less. You've got a tiny bit of.....

**Rafe Hubris:** It's not the first time I've had a dirty nose. Yeah, yeah, yeah, no, no, no, yeah, best seller.

**Ross:** When you say bestseller - New York Times, Sunday Times, Amazon?

**Rafe Hubris:** No.

**Ross:** A lot of authors write books and they say that books change them, have really changed how they think about the world. How did this book change you, Rafe Hubris?

**Rafe Hubris:** To be honest, it made me realise like, well, I can literally do anything I put my mind to.

**Ross:** So you're a versatile man?

**Rafe Hubris:** Yeah, exactly. A lot of authors whinge. I wrote it in a weekend. It was so easy. I wrote whilst managing a PR company on the side. It's not hard.

**Ross:** You've also got a PR business?

**Rafe Hubris:** Yeah, yeah, yeah, yeah, yeah, no, yeah. Hubris PR, yeah, yeah.

**Ross:** Which sector do you focus on?

**Rafe Hubris:** Kind of all of them. Yeah, I mean, I did a lot of work advising Randy Andy, Prince Andrew.

**Ross:** How did that go?

**Rafe Hubris:** Well, you saw the interview.

**Ross:** You advised her?

**Rafe Hubris:** Yeah, I think we'd all agree, it went pretty well. At the moment, I'm trying to accumulate some work myself. I hope that Ghislaine Maxwell gets off, legally, of course, not sexually. She got off with too much sex to begin with which is why she's in court in the first place. That's the problem. Well, yeah, but you know, if she can get off, then I think I'll be able to help her out..

**Ross:** We have some incredible footage, Rafe Hubris, that you shot on a very special charity challenge that you did earlier this year - exclusive footage, first time seen on British television. In fact it's the first time it's been shown, globally. It's a global exclusive. We also have some other footage of your book signing. This was shot about a week ago and our audience will find it fascinating. Let's have a look at the clip. Show the clip.

**Clip Rafe:** How's my hair looking?

**Clip, Rafe's girlfriend:** The outfit brings out your forehead. It's really nice.

**Clip Rafe:** OK, are there people in? Are people coming to watch?

**Clip, Rafe's girlfriend:** Yeah, loads of people. My mummy said she was coming.

**Clip Rafe:** Your mummy? Why is your mummy coming?

**Clip, Rafe's girlfriend:** I've talked a lot about you and she just want to meet you. I told her that you might not speak to her, so that's why I think you....

**Clip Rafe:** Do you have water? If you haven't got any, just go.

**Clip, Rafe's girlfriend:** Good luck. And I love you. I'll be in the front row.

**Clip Rafe:** Ok Rafe, believe and achieve. Believe and achieve. Believe and achieve. Oxford. Here we go. Friday, the 12th of June. I'm doing some essential work with Blow Jo over lunch. I say, essential work. We're playing tennis at the Hurlingham club, but occasionally we do refer to the office, so we are working, essentially. The meeting ends with Carrie explaining how she's organised a Secret Santa this year and that everyone has to pick a name out of the Louis Vuitton bag as they leave. I look up at the sky and smile. For the first time in a long time, I feel very, very well.

**Clip, Rafe's girlfriend:** Really good event. He read his book, and I really recommend his book if you like books, because it's clever. It's insightful. It's moving. It's a classic book. The chat is classic. He talks about really interesting things about himself. He's a very clever man. He went to Oxford University. Very strong jawline. Really wonderful, very strong. Very

strong. Very approachable. Very sweet. Really good body but not in an overworked way, more in a sort of it's good but I don't do things to it.

**Clip, director:** Is Rafe your boyfriend?

**Clip, Rafe's girlfriend:** Yes.

**Clip Rafe:** Sorry, no, no, no. We're not together. She's just here...

**Clip, Rafe's girlfriend:** We haven't put a label on it.

**Clip, Rafe:** We won't be putting a label on it ever. We're not together.

**Clip, Rafe's girlfriend:** Yet.

**Ross:** Rafe Hubris, welcome back to part two.

**Rafe Hubris:** No. Welcome back to you.

**Ross:** The books out.

**Rafe Hubris:** The book is tray out.

**Ross:** Did you send it to anyone in Westminster for them to have a look at?

**Rafe Hubris:** Yeah, yeah, yeah, man. Big time. Yeah, loads of people. Yeah, particularly Matt Hancock, who he loved it. I mean, he said it was incorrigible, but he's very dyslexic. So I think he meant incredible.

**Ross:** Self-published. I see.

**Rafe Hubris:** Yeah. Well, it was published by an individual who happens to be myself. Yeah, but the problem with publishing is it's run by leftie shoppers. If you stick your head above the parapet, say something reasonable, like, say, Laurence Fox does, you know, you've got no chance these days? I mean, look how badly his career has gone since he started speaking out.

**Ross:** You say that you don't go to football games, you do go to the rugby?

**Rafe Hubris:** Yeah.

**Ross:** And you say about rugby fans that you like them because they've got better manners, better teeth and they know who Chaucer is?

**Rafe Hubris:** That does sound like something I would say.

**Ross:** If you are a man of the people, do you think going to a football game might be a good idea?

**Rafe Hubris:** Well, mate, the thing is, I sort of think, can you imagine talking about the merits of the Miller's Tale with the, you know, someone who smells of Bovril with a face full of soot. I mean, you know, that's not going to go very well. I mean, they're very difficult to understand the northerners because, you know, because they've been in the mines so often, you literally cannot discern their faces.

**Ross:** A face full of soot brings us to something which is.....

**Rafe Hubris:** It's soot. You said sut. It's not sut, it's soot.

**Ross:** It brings us to probably the most important bit to this interview. There is a photograph circulating on the internet of you in blackface whilst burning a £50 note in front of a homeless man doing a thick Jamaican patois. Do you want to apologise for that?

**Rafe Hubris:** Let me be absolutely clear...

**Ross:** Is this an apology?

**Rafe Hubris:** Let me be absolutely clear, I would like to vociferously deny that I black faced, burned a £50 note in front of a homeless chap and did a Jamaican accent. If that is something that I could have done, then I would be sorry for having been filmed. But as I say, that isn't something I did. And if I hadn't done it, let me just say that might have been also the sort of thing that a lot of other people would do.

**Ross:** So you're not going to apologise.

**Rafe Hubris:** Well, don't come after me, go after Trudeau.

**Ross:** Justin Trudeau?

**Rafe Hubris:** Yeah, Justin Trudeau. Yeah, he did it. You know, I didn't even do it. I only kind of actually did it. But he definitely did do it. Say, go after him, cancel him, mate. Thing is, sometimes people do classic things that are a bit risque, but they are classic like, for example, last night I was at Bluebird, classic rave on a Tuesday night. That was an absolutely wild evening. It was going very well. She gets back from the loo, I just decide to flick a pea into her ample vag and it settles in there definitively because I've strapped her with the contaga of Tiger Woods in the 18th at Augusta, and she gets the hump and then leaves. Anyway, five minutes later, I match with an absolutely wildly antenna. Fifteen minutes later, she's there and within the hour we \*\*\*. Has Rafe been classic? Yes, he has. But yeah, yeah, no it's classic Rafe written all over that. You see, that's a bit risqué, but it is also cruel.

**Ross:** Aside from politics, you funded an incubator. It's a Start-Up incubator. You're funding a clutch of start-ups predominately in the tech space. Walk me through a few of the apps-Cafrica.

**Rafe Hubris:** Yeah, yeah. Cafrica. As you know, people always talk about giving water over to people in Africa, but they never talk about giving flat whites. Say such and such lives in Kenya, they're three miles from the well, therefore three miles from water, I always think move closer to the well, but that's by the by. We care about giving them flat whites, so we take the coffee from Kenya, bring it back to the UK and give it back to them all at a price, but a discounted price, you know, like three fifty, which is actually pretty, pretty cheap.

**Ross:** A unicorn, if ever I've heard of one. A dating app for high end worldies called VIP Rubs.

**Rafe Hubris:** Ross, you know, as well as I do. Obviously, you're married and miserable so you know but in the dating sphere, mate, a big problem if you take your back to infernos, she's trade fit, but her grammar is disgustingly bad. So she will say something like does you want to go to bed? And you know, all arousal just completely evaporates. So what we try to with VIP Rubs is get sort of women who are sufficiently high end with good semantic awareness. So they sit an entrance exam, you know, write an essay and all that kind of stuff.

**Ross:** So you put these people on the app with a grammar test?

**Rafe Hubris:** With a grammar test. Obviously they don't have to be worldies, but, you know, make sure that they are sort at the right kind of school. So then you never run the risk of sort of arousal completely going because they said something that's just glaringly semantically disgusting.

**Ross:** One world, one voice, because like, well, pronunciation should be received.

**Rafe Hubris:** Yeah, yeah, yeah, yeah. yeah, no it's absolutely true. I mean, I would divide the UK basically into deux accents. OK, one accent is correct and the other incorrect. A big cultural decline in the UK. You know we don't want people in our Prets in Westminster, Islington and Fulham saying, Hello, can I have a bacon sandwich please? You know, we want people who are saying it properly.

**Ross:** So it's an app built on accent prejudice?

**Rafe Hubris:** It's not prejudice. It's an app built on accent hierarchy.

**Ross:** You're touring the book. Let's talk about that.

**Rafe Hubris:** Yeah, yeah. Yeah.

**Ross:** Where are you going?

**Rafe Hubris:** Here is the book, by the way. Here's my gorgeous mug on the front. Classic.

**Ross:** Where is the tour?

**Rafe Hubris:** All the big places. So I'll be starting off in Clapham, then going to North Kensington and South Kensington, then Clapham. Chelsea, Clapham, Islington for the last few and then finish up with a few more dates in Clapham. Finish off in the Clapham Grand.

**Ross:** The tour sounds fascinating. Are you going to the North?

**Rafe Hubris:** No.

**Ross:** One of the themes in the book that comes through quite strongly, is you address the recreational drug taking in Westminster.

**Rafe Hubris:** Yeah, yeah, yeah, yeah, yeah, yeah, yeah, yeah, yeah, yeah.

**Ross:** Is it as bad as you make out?

**Rafe Hubris:** Possibly worse? I mean, yeah, I worry that we don't do enough sometimes - big problem. I mean, obviously, you know, all the wetty dogs have come in now. The Met actually sent two of their best dogs and there's so much that one of them died.

**Ross:** Sniffer dogs?

**Rafe Hubris:** Yes. Sniffed him out and the other one ended up in rehab. He's currently on two grams a day, and that's taxpayer funded. I mean, two grams, that's a lot for a cocker spaniel. It's absolutely classic.

**Ross:** [00:20:16] The other thing I find fascinating is the causes that you pick. This isn't a charity, but you make it out to be a charity cause.

**Rafe Hubris:** Listen, you don't pick your causes, your causes pick you.

**Ross:** You did a bike ride for a company called Pret.

**Rafe Hubris:** Don't pretend like you never go there every day.

**Ross:** This is a business owned by privately held company based in Luxembourg.

**Rafe Hubris:** All businesses are held by privately owned companies if you look deep enough?

**Ross:** [00:20:43] Why are you raising money for them?

**Rafe Hubris:** Ross, I just want to do something greater than me. You know, I just want to give back. I've been very fortunate in my life to frequently enjoy a selection of vastly delicious deli based sandwiches. And I want to give back to the organisation that facilitated that for me.

**Ross:** This is your form of philanthropy?

**Rafe Hubris:** I'm a philanthropist. Absolutely. And I view this as a sort of crusade. I mean, historically, you know, men would go and hunt, then people would go on crusades to Mecca, you know, or somewhere in the Middle East, Christianity. And now you know, you've got Hugo from KPMG, who sets his own moral quest by, you know, dressing up as a lizard and wearing some nipple tassels to raise money for people with terminal illnesses. And in a sense, that's what I'm doing with Pret.

**Ross:** Congratulations on the book. You Ok?

**Rafe:** Sorry. It's just there's so much work that's gone into this now, it just makes you proud to be British, that's all.

**Ross:** You bring seven predictions for 2022. Let's trot through them quite quickly. Are you OK?

**Rafe Hubris:** Yeah, yeah, sorry. It's just the cause is very close to my heart.

**Ross:** Seven predictions, 2022.

**Rafe Hubris:** I definitely think that Matt Hancock is going to try and keep reinventing himself with the fervour of a divorcee at a wine bar and inevitably fail and end up on Strictly or I'm A Celeb. Secondly, I think that Carrie Symonds is going to acquire a lot more power and use that power from the Prime Minister to assemble a big cadre of Afghan dogs that she sets on anyone who disagrees with her spending plans.

**Ross:** Three?

**Rafe Hubris:** I think Liz Truss is definitely going to join my high end dating app, VIP Rubs.

**Ross:** Four?

**Rafe Hubris:** Gavin Williamson will become an academic. I know it is funny, isn't it, but geography needs academics.

**Ross:** Five?

**Rafe Hubris:** Lindsey Dawes is going to keep being a massive waffer matter. Scotland is hopefully going to go independent. And, seven, very excitingly, very big news, is that I, Rafe Hubris, will become Youth Minister.

**Ross:** That is big news.

**Rafe Hubris:** That is huge news, and I'm very happy to give it here.

**Ross:** So you gave us the exclusive on that?

**Clip Rafe:** Yeah, I didn't give it to Newsnight. I didn't give it to Mavis, whereas as I feel like you and I have a bit of repore. Where are we going after this? Strippers? Pub then strippers. He's got a little glint in his eye. Yeah, yeah, yeah. Yeah, yeah, yeah. Yeah, yeah, yeah, no, no classic.

**Ross:** As contractually agreed, we said that we give the last word of the show to you, having given us the exclusive that you are going to go into parliament that none of us can wait. If you use this camera here, then you can...We're running out of time.

**Rafe Hubris:** Wait a second. Chaps, I hope you enjoy that episode. I'd now like to present exclusive footage of the video we made for all the investors, for my Pret bike ride. Enjoy it. It's Trey strong as ever, a humble servant to Pret. Rafe Hubris, over and out.

**Clip Rafe:** How we doing? I'm about 30K into the 100K Pret bike ride, a bike ride to help raise funds for Pret. I'm feeling pretty strong. To be honest, I'm aiming for about three hours on the bike. It's going to be tough but luckily I'm very fit so I think I'll be tres strong. Let's go Rafe. Come on. Yeah, yeah, yeah, yeah. It's just an important cause. Do they have Pret in the North? I feel like I've had 20 minutes in the dungeon with Bully Patel. When you're doing something like this, diet and nutrition is absolutely essential. I've got a whole load of Pret products. What the f\*\*\*k am I going to do with a salad? Waste of space. Right, muesli, yah. Okay, a lot of Going to do with solid waste of space? I'm using, yeah, they get a lot of people in this situation might use a spoon but my energy needs are such, I'm just gonna chin it. Come on, Rafe, let's go. Let's go, Hubris. Let's go Rafe. I'm so cheered up right now, I could sleep with a northern girl. Oh my God, is that Prince Andrew's PA? Hi, it's Rafe. I do a lot of work at Number 10. Listen, I've just had a few ideas on WattBike. Stop it. Turn it off. 90k. Last 10K to go. God, now I can see why Lance Armstrong did all those drugs. That wasn't just giving, that was elites giving. And I did that, not for myself. I did that for something greater than me. I did that for Hugo at KPMG, for Tilly at Ernst and Young and Jaunty at Slaughter and May who couldn't feel the zing of a Pret Mango Smoothie on the taste buds for the last 12 months, who couldn't feel the joy of a dark chocolate rice cake. I did that for something greater than myself and no young urban professional should live their life without having to receive a flat white from a white woman with dreadlocks and a slip disk. I felt like Hancock must of felt after all those trips to the store cupboard.

**Ross Outtake:** We have exclusive rights. Just carry on. Please repeat. We have exclusive rights at the end of this programme to play really incredible footage that... We have some incredible footage to play at the end of this programme, incredible charity journey that you went on. Oh God. God, help us.