



Liberal Democrats

Change that works for the North West



Building A Fairer Britain

Elections that can really make a difference don't come along very often. But this is one of them.

This May, you have an opportunity to shape the future of the North West for the better. We've had 65 years of Labour and the Conservatives: the same parties taking turns and making the same mistakes, letting you down. Back in 1997, many people hoped things would get better, especially here, one of Labour's heartlands. But Labour has let down the people of the North West and failed to deliver fairness. And everyone knows the new, airbrushed Conservative party can't be trusted to change things.

It is time for something different. Something better.

Doesn't it make you angry that after 65 years of red-blue government, the life chances of a child born here are still more determined by their parents' bank balance than by their own hopes and dreams? Doesn't it make you angry that the banks have been allowed to ride roughshod over our economy, while local businesses are starved of credit and farmers in Cumbria are driven into poverty? That politics is still the plaything of wealthy donors and corrupt MPs? That despite endless warm words from politicians, our climate is in danger? That the poorest are the ones who pay the biggest chunk of their income in tax?

I was brought up to believe that the way things are is not the way they have to be. I was brought up to believe that you should fight for what you believe in, and fight for change. So my message for the people of the North West in this election is simple.

Don't settle for low politics and broken promises: be more demanding. Don't settle for a Labour government that will let you down again. Set your sights on the way you want your neighbourhood, and your country, to be and use your vote to make it happen.

Only Liberal Democrats have the big ideas for changes that will finally deliver fairness for the North West. Only Liberal Democrats will shake up the tax system to put at least £700 back in the pockets of tens of millions of low and middle income families, paid for by ensuring the wealthy pay their fair share. Only Liberal Democrats will break up the banks and get us building things again to create growth that lasts, protecting our environment. Only Liberal Democrats will invest in our schools to give every child, no matter their background, a fair start in life. And only Liberal Democrats will clean up politics for good.

A strong vote for the Liberal Democrats means the end of red-blue, blue-red politics. It means the end of the stitch-up between the two old parties. It means opening up of our rotten political system. It means the beginning of real change that works for you.

So don't hope for the best: vote for the best. Choose the Liberal Democrats.



Nick Clegg, Leader of the Liberal Democrats

Change that works for the North West

- Thousands of people in the North West freed from paying any income tax at all, while nearly everyone else gets £700 back each year
- £390m extra for local schools to cut class sizes and provide more one-to-one tuition
- 375+ extra police on your streets
- Investment in new, green industries, creating thousands of jobs in the North West

Fair taxes that put money back in your pocket



Vince Cable and Mark Hunter, Liberal Democrat deputy spokesperson for Transport and candidate for Cheadle

We propose the most radical tax reform in a generation, cutting taxes for millions paid for by closing loopholes at the top and increasing taxes on polluting aviation.

At around £13,000 a year, residents in the North West get by on some of the lowest incomes in the country. Our plans will make sure thousands of local people pay no income tax at all, and the vast majority of low and middle earners won't pay a penny of tax on the first £10,000 they earn, saving them £700 each year.

We'll help pensioners too, by restoring the link between pensions and earnings immediately. It's just not right that people work hard all their lives only to have their

living standards slip behind everyone else's once they get to retirement, so Liberal Democrats will change it.

And we'll make a special promise to young people too. They have been hit hard by a recession they didn't cause. So we will make sure that no young person will spend more than 90 days on Jobseekers Allowance before they get more get more training, education, an internship or a place on a work programme.

A fair chance for every child

"Lib Dem plans to provide extra financial support to the most disadvantaged children will mean hundreds of thousands of pounds extra for Manchester schools, giving head teachers the chance cut class sizes and add extra support to those who need it most." – John Leech, candidate for Manchester Withington

We will give every child in the North West the fair start they deserve by reducing class sizes and increasing one-to-one tuition. This the best way to ensure, over the long term, that every child has opportunities, no matter their background, their home town or their parents' bank balance.

More of the children here are growing up in deprived households than across the rest of the country. And out of every five teenagers in the North West, two don't get five good GCSEs. Under the Liberal Democrats' Pupil Premium local schools will receive a **£390m** cash boost every year. That will pay for smaller classes and more one-to-one support, so that every child gets the attention they need.



John Leech candidate for Manchester Withington

We'll help students too. There are 215,000 students in the North West. The Liberal Democrats are the only party with a plan to scrap the tuition fees they pay and cut their debt.

A fair future creating jobs by making Britain greener

“Cumbria has a wealth of expertise and a proud tradition of producing green energy yet successive governments have failed to take advantage of this valuable resource. Liberal Democrats will make green energy, especially hydro-energy, a top investment priority, providing hundreds of jobs in Cumbria and protecting the environment.” – Tim Farron, candidate for Westmorland and Lonsdale



Candidate for Warrington South, Jo Crotty at Fiddlers Ferry's new sulphur capture plant

As Chancellor, Vince Cable will break up the banks, taxing their profits until that process is complete, and making sure they lend to local businesses.

We'll be honest about what the country can and can't now afford, and instead of wasting taxpayers' money we'll only spend it on the things you need. Like jobs. At 8.6%, unemployment in the North West is well above the national average. But there is so much potential in the region, especially in new, green technologies like renewable energy, where the North West is already leading. In our first year in office we will invest in green industry, creating thousands of

jobs here. Now is our chance to create a new, sustainable economy, where instead of following the booms and busts of the financial markets we help businesses, protecting the environment at the same time, and spreading growth across the whole country.

As part of our jobs package, we'll help the local construction industry. 64,000 houses stand empty across the North West, whilst almost a quarter of a million families wait for a home. We will begin dealing with the housing shortage by bringing empty homes back into use.

A fair deal by cleaning up politics

“Liberal Democrat demands for a fresh start in politics are certainly resonating in Manchester. We have a long way to go but at least as far as North West voters are concerned, we are moving in the right direction.” - Qassim Afzal, our candidate for Manchester Gorton

The final change is the one that makes the others possible: cleaning up politics. We will give people in the North West the power to sack corrupt MPs, we'll get big money out of politics and we'll introduce fair votes to end MPs' jobs for life.



Nick Clegg and candidate for Liverpool Wavertree, Colin Eldridge, meet PC John Erskine

Liberal Democrats will reverse decades of centralisation from Labour and the Conservatives, putting the people of the North West back in charge of what happens in their region. That means a much greater say in policing, through locally elected police authorities. And we'll also put **375+ extra police** on your streets to help with the higher than average crime rate in the region. We'll create elected local health boards too, so that you can better protect the NHS services you rely on.