

## UNISON GENERAL ELECTION CAMPAIGN

### Mobilising for May 2015

For UNISON Members

**WE'VE CAMPAIGNED ON THE STREETS – NOW LET'S FINISH THE JOB**



### GENERAL ELECTION 2015 – THE MOST IMPORTANT IN OUR LIFETIME

Con-Dem cuts are not half way through. Public service workers have been blamed and punished for a global financial crisis. Councils in deprived Northern towns and cities will not be able to provide essential services. Our NHS, after a costly reorganisation, faces privatisation beyond repair. Wages have fallen to the level they were in 2000. Employment rights are threatened and most new jobs are low paid and insecure.

**HOW CAN YOU FIND OUT MORE? MOBILISING MEETINGS AS FOLLOWS:**

**SATURDAY 10<sup>TH</sup> JANUARY 2015, 10.00am – 3.00pm with lunch provided at:**

**UNISON North West, Regional Office, Arena Point, 1 Hunts Bank, Manchester M3 1UN. Open to members of other unions.**

## **WE HAVE JUST SIX MONTHS TO MAKE A DIFFERENCE**

The media largely ignores these problems. The Conservatives and UKIP seek to blame deep seated problems on migrants or Europe. Yet trade unionists, voting together for change, can swing this election. Turn out will be extremely important and we need to vote, urge our family and friends to vote. We have marched against austerity and we have taken strike action to protect pensions and pay. Yet all this falls short if we let the government off the hook by not voting.

## **NORTH WEST ON THE FRONT LINE**

The General Election will be decided in key marginal seats. There are 15 in the North West. UNISON will be engaging in direct campaigning amongst members. This election is so important to all our bargaining, negotiating and organising of members. However, we will also urge members, as citizens, to get involved in the Labour Party campaign to change our country's direction at this crucial stage.

## **WHY LABOUR?**

Long gone are the days when the Labour Party can take for granted votes of working people. This must be earned by policies and by listening to our members. However, since defeat in 2010, Labour has listened to UNISON, a number of key policies mirror our campaigns and goals. They are selecting more candidates who have lived in the real world. That you do not hear this in the media is partly because powerful interests, like the Murdoch empire, fear a Labour Government and partly because journalists are as obsessed with the Westminster bubble as many politicians.

## **LABOUR - MORE RADICAL POLICIES THAN FOR MANY YEARS**

Labour recognises there can be no return to business as usual before the crash. We need to change our economy from one which protects the wealthy few to one which once again shares growth widely across all people. They plan to tackle low pay, rescue our NHS, build 200,000 houses per year and control housing costs, create apprenticeships for our young and good, well paid jobs for all, and fairly distribute public finance.

## **WE CAN MAKE THE DIFFERENCE – WHAT YOU CAN DO!**

Here in the North West we can make such a difference to the results in May 2015. Therefore we are setting up a network of UNISON activists who support getting Labour back into power to prevent the Tory-led coalition from wreaking any more damage upon the economy and our NHS and further attacking trade union and workers' rights. We are working with other unions on this important work. You do not need to be a Labour Party member or a lead workplace representative to share the aim of getting Labour elected. Our goal will be to build the Labour vote across our constituencies and workplaces across the region and we hope you will join us.

If you cannot make a meeting but still want to get involved then also let us know. This can be telephone canvassing, leafleting, hold street stalls or arranging events to help get out the vote. We need to win in 2015 so please get involved as we need your help to deliver the most effective regional strategy.

**Let's not wake up on 8 May and have Cameron, Clegg or Farage deciding our future!**

If you wish to attend please contact [j.hunter@unison.co.uk](mailto:j.hunter@unison.co.uk)

