



A  
Liberal Democrat  
Vision for Liverpool

# Richard Kemp for Mayor of Liverpool

...Because Liverpool  
Deserves Better!

The Liberal Democrat Manifesto for the Mayoral  
and Council Elections in Liverpool May 2016

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Liberal  
Democrats



# **Richard Kemp - Real vision for the future of our great city**

**“I want us to create a green and vibrant city for our children & grandchildren”**

Page 4 **A green and pleasant city**

Page 5 **A well run City Council**

Page 6 **A business friendly city**

Page 8 **A city with decent homes**

Page 9 **A lifelong learning city**

Page 10 **A healthier city**

Page 11 **A connected city**



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Dear Friend,

If ever changes were needed in Liverpool, that time is now. For 6 years we have had a Labour controlled council that has ranted (and rightly so) about the huge cuts from the Government and have then capitulated to every Tory demand. There is no doubt that Liverpool has suffered from central government cuts but the response from the Council has been inadequate. Instead of looking in totality at how the Council does and should do business it has snipped here and slashed there.

There are huge questions that need answering about how Liverpool needs to react to the changing environment around it. Technological changes, cultural changes and business changes will all have far more effect on our City than the Tories. Liverpool has failed to think ahead and take advantage of the changes. Almost all the success it has had is the aftermath of the last Lib Dem administration. Of course there are more hotels and cultural activities. So there should be on the back of the 16,000,000 visitors we brought to the city as part of Capital of Culture Year, 2008.

Liberal Democrats have a guide for what we seek to achieve – a handful of words set out in our Constitution and engraved on our membership cards. ***“The Liberal Democrats exist to build and safeguard a fair, free and open society, in which we seek to balance the fundamental values of liberty, equality and community and in which no-one shall be enslaved by poverty, ignorance or conformity”.***

These words put us at odds with much of what the current administration is doing. They have abolished devolved decision making processes. They are threatening our green spaces. They take decisions in secret, only facing public scrutiny when they legally are forced to. We would look holistically at the services we provide in the face of constant and worsening government cuts and looking at new ways of doing things. They have simply chopped services.

One of the first things we want to do is to set up a ‘Think and DO Tank’ in the city with representatives of each of the Universities, the Voluntary Sector and the Business Sector. We need to future proof our city. Society will be subject to massive change in the next 20 years for technological, climatic and cultural reasons. We need to be looking intelligently to the future and ensuring that our city can rise above and take advantage of those changes, not be drowned by them.

We promise a step change in the way Liverpool is run. We hope that you agree that such a change is needed. Here are our key areas. We would be delighted to answer your queries via social media, on the doorstep or by e-mail.

Richard

Councillor Richard Kemp CBE,

Liberal Democrat Candidate for Mayor of Liverpool



# Protecting the green and physical heritage of Liverpool

**Liverpool is a unique city. Some of our key strengths are our buildings and green spaces.**

With over 900 listed buildings and 45 conservation areas our built heritage is second to none. But it is under threat. Liverpool has some of the finest parks in the Country, which are one of the major reasons people choose to live here. They are increasingly under threat:

## **Liberal Democrats will:**

- Guarantee to stop the sell off of all council owned Parks & green spaces used by the community. Unless legally committed, Sefton Park Meadowlands, The Harthill and other sections of Calderstones Park and Walton Hall Park will be removed from sale.

- Wherever possible all parks will become none profit making, community led social enterprises. They will be managed to maximise income from commercial, semi-commercial and grant making bodies.
- All other parks will be transferred to a Liverpool-wide none-profit making body to manage them to maximise income from commercial, semi-commercial and grant making bodies.

## **To promote and support Liverpool's unique cityscape**

Part of Liverpool's unique offer for its residents, visitors and prospective investors is its urban landscape with our commercial area listed as a UNESCO World Heritage site.

## **Liberal Democrats will:**

- Work with UNESCO to ensure we

take all necessary actions to defend our "World Heritage Status" which draws so many visitors to our City and which has been under threat for the past 3 years.

- Establish a private sector Task Force to review all vacant listed and prominent buildings with a view to working with their owners to develop them in a sympathetic way.
- Seek partnerships with organisations like the Merseyside Civic Society & The National Trust and SAVE to advise on new and appropriate development. Ensure that new buildings reflect Liverpool's unique cityscape and are of quality design.
- Create a local listings process using the community assets section of the 2011 Local Government Act to help residents preserve much loved buildings.



## **“ My first job as Mayor will be to halt Labour's sale of our city's parks ”**

**“Walton Hall Park, Calderstones Park & Sefton Park Meadows WILL NOT BE SOLD. Liberal Democrats will protect our city's green spaces”**

# Creating open, transparent, & accountable government

Liverpool currently has a highly centralised system of local government with all power vested in one person - the Elected Mayor.

There is no effective scrutiny of what the Mayor does and the Mayor makes few efforts to meet the taxpayers of the City.

## Liberal Democrats will:

- Seek to abolish the Position of Elected Mayor as soon as is legally possible.
- Return the Council to a simple committee system of 7 committees plus legally required committees. This will allow all councillors a hand in the decision making process and enable maximum access to decision makers for the people of Liverpool.
- We will reduce the top levels of highly paid council staff by deleting the post of Chief Executive and create a new City Manager.

**“ I will take a 50% pay cut ”**

**“I will slash the mayor’s salary in half & cut the number of highly paid managers - including the £200,000-a-year Chief Executive.”**

**“I will axe the job of elected mayor as soon as it’s legally possible”**

- We will slash the use of consultants currently being employed, at great expense, to fill gaps in the council's management.

## Whilst an elected mayoralty exists:

- The title of Mayor will be changed to Leader of the Council.
- The Leader of the Council will hold monthly 'open house' public meetings at the Town Hall to answer any questions from any citizen, organisation or business based in Liverpool, on any aspect of life in the city.

- The Leader of the Council will hold fortnightly advertised sessions in communities throughout the City.
- All of the Select Committees of the Council will be composed of 50% none-voting members to maximise expertise, knowledge and interest from amongst Liverpool residents and organisations.

**“ I’ll answer to the people of Liverpool ”**

**“I won’t hide away in the Mayor’s £15 Million ‘Waterfront Palace’! I’ll hold fortnightly meetings in communities around our city, to answer questions & hear your views on how our city should be run”**



# To create high quality, high paying jobs in the City

A recent publication from the *National Statistical Office* highlighted that over the past 10 years *Liverpool's Gross Value Added (GVA)* was the lowest of any major UK city, and was actually a negative figure - showing that jobs in our economy are largely low paid & low skilled.

## Liberal Democrats will:

- Set up a Task Force with the Chamber of Commerce, *UKTI* & *CBI* to find Small and Medium Enterprises capable of rapid growth and mentor, finance and support them.
- Establish a *Graduate Enterprise Centre* to enable graduates from our three Universities to establish their own businesses or work with existing businesses using their new skills.



- Establish an applied research development centre to harness the research of our Universities, as Manchester is doing with Graphene.
- Work with *UKTI* to develop the key sectors we should be encouraging to come here or remain here.
- Review all work of the Council and its partners to ensure that where a social enterprise or other none-profit making route can be used for service delivery, local operations can be built up to take advantage of them.
- Develop a peer-to-peer lending mechanism whereby local people can invest in local businesses.
- Support local initiatives such as the Independent Liverpool Card and Rex Liverpool to expand and support more home-grown businesses.

- Develop local supply chains so that we buy wherever possible from local firms.
- Develop joint activities in which small, local businesses can combine their strengths and knowledge to compete locally, nationally and internationally.

## An outward facing city

To present Liverpool both nationally and internationally as an outward facing, confident city to encourage inward investment, trade and city-break tourism.

## Liberal Democrats will:

- Recreate *Liverpool Vision* as an independent body with private sector involvement to encourage investment.
- Develop Liverpool as a centre of high end tourism, building on our cultural, musical and architectural heritage.
- Use the alumni of our Universities as

“ I will promote a positive image for Liverpool, nationally & internationally to bring jobs & investment to our great city ”

# Attracting investment & preparing our city for the future

ambassadors for our City.

- Use the contacts of diaspora communities in Liverpool back in their former countries for trade, education and cultural purposes.
- Piggy back visits and tours from EFC, LFC; the Phil and successful companies with strong Liverpool connections to promote the city brand.
- Appoint 'Ambassadors for Liverpool' from Scousers all over the World.
- Support the work of the Chamber of Commerce in mentoring small firms and sending trade missions around the World.

## Build on our cultural heritage

No other city in the UK and not many in the world have a cultural heritage like ours. 7 museums in or around the City; the best known pop group in the World; two

world class football teams; a renowned Philharmonic Orchestra; 4 theatres and more than 900 listed buildings. Much has been done in this field starting with the 2008 European Capital of Culture which really placed Liverpool on the map but more can be done:

### Liberal Democrats will:

- Work with all outward facing companies, private & public to develop a joint marketing strategy to encourage local, national & international take up of our cultural offer.

## To develop a 'Think and Do Tank' for Liverpool

Liverpool has tremendous intellectual and entrepreneurial resources. We have cutting edge businesses and three leading, top flight universities. But we don't put them to together to future proof both our public and private sector services and enable them to meet

ongoing challenges and opportunities.

### Liberal Democrats will:

- Ask the three Universities, the Chamber of Commerce, representatives of small businesses, especially in the creative industries, and leading voluntary sector organisations such as Local Solutions, Nugent Care and Age Concern to come together to:
  - Seek ways of commercialising and creating businesses from research work at the Universities.
  - Provide technical and business help to existing businesses.
  - Look at new and innovative ways of providing services to local residents.



**“I will make Liverpool an innovation city - helping local businesses to grow and keep more money in our local economy”**

# Improving the quantity & quality of housing in our city

According to the figures from the Council's own planning Department we have enough brown field land to develop homes for more than 70,000 people.

That is enough for our needs for the next 30/40 years at the current rate of population growth.

## **Liberal Democrats will:**

- Promote the concept of inner city urban villages to encourage developers to use the brown field land.
- Bring forward sites like the former Garden Festival which have been empty with planning permission for housing for more than 10 years.
- Work with North West Housing to

encourage more cooperatives in the social housing sector.

- Encourage housing associations to develop local and not national or regional deliver mechanisms so that decision making stays local.
- Establish a self-build agency where local people can build their own homes on serviced sites.

## **Delivering decent services**

**The greatest vision for Liverpool will count for little if our city isn't delivering effective basic services.**

- Without clean streets, working street lights, bins emptied regularly and pot holes repaired it becomes impossible to attract investment, retain and grow our city's population, or give residents pride in their city and communities.

## **Liberal Democrats will:**

- Stop any further cuts to Liverpool's bin collection services. We will reject the increasing moves towards three weekly or monthly purple bin

collections, or the reduction of recycling opportunities for residents.

- Review collection schedules to tackle the problem of overflowing litter bins on our main roads.
- Restore night patrols to identify & repair faulty street lights on our main thoroughfares.
- Ensure pot holes and damaged pavements are repaired, not just circled with white paint and forgotten.
- Crackdown on the destruction of our pavements and grass verges by inconsiderate motorists by introducing a ban on pavement and grass verge parking, either through a city-wide by-law or "Traffic Regulatory Orders" applied to individual streets after consultation with local residents.
- Encourage greater involvement by local communities in the development of neighbourhoods and the planning of services by supporting the creation of Neighbourhood Planning Groups.



**“ I will build new homes on brownfield sites protecting our green spaces from development ”**



# Helping all of our children to succeed

**In 1998 Liverpool's education service was so badly run by the previous Labour Council that the Labour Government wanted to privatise it.**

Between 1998 and 2010 the Liberal Democrats transformed education in Liverpool - making it better than the national average. Since then Liverpool has regressed and our exam performance is falling. It is now 5% below the national average.

## **Liberal Democrats will:**

- Work within the National Curriculum to ensure all children have access to relevant help with regard to literacy and numeracy and that full advantage is taken of the cultural and historical significance of the North West to provide inspirational learning for pupils
- Introduce measures to improve literacy in schools. Build on best practice throughout the city to encourage *Reading Breakfast Clubs* to promote literacy, enjoyment of reading and sensible nutrition for all children
- Ensure that children, parents & carers have access to local Sure Start Centres to provide advice, support & opportunities for pre-school children.
- Work with schools to ensure effective targeting of the Pupil Premium.
- Work with organisations like The Reader to create a "Reader Hub" in every school in conjunction with teachers and school librarians to encourage the joy of reading from primary through to sixth form
- Establish a not-for-profit central agency to co-ordinate supply teaching to ensure that children without their usual teacher are taught by staff qualified in that subject and to offer the best value to pupils, schools and supply teachers
- Work with schools and teaching unions to investigate and tackle the problem of both newly qualified and experienced teachers leaving the profession which is leading to a recruitment and retention crisis.
- Promote innovative technical and vocational courses, working with City of Liverpool College and the parks to look at courses, training and apprenticeships as a meaningful alternative to university education
- Work with providers of Adult Education services to provide accessible further education for adults who wish to improve their opportunities for work and health through education.
- Safeguard our libraries as a precious community asset and learning resource from cradle to grave. Work with user groups to encourage innovations like community cafes and reading groups to help safeguard them as a resource and improve facilities.

**“ I will prioritise education and lifelong learning as a vital part of our city. ”**



# Action to create a healthy city

**To promote radical action to address the appalling health inequality that exists both inside Liverpool and between Liverpool and the rest of the Country.**

**On average Liverpool people die TEN YEARS younger than the average UK resident.**

Inside Liverpool, the residents of places like Allerton will live ten years longer than those of places like Vauxhall.

Our aim is to prioritise health inequality in the city, and ensure that areas such as housing, green space and nutrition are part of a drive towards a healthier city.

**Liberal Democrats will:**

- Recognising that 30% of our children are obese (5% clinically obese) establish a multi-agency programme led by schools to deal with the problems of child obesity.
- Review all drug; alcohol and domestic violence agencies and create a one stop system for people with these often related problems
- Work with sports clubs and facilities (professional and voluntary) and other sports facilities to create 'taster' programmes to encourage people of all ages into sport. Develop walking regimes and centres at all our Parks and community centres.
- To reintroduce the free leisure passes for children - brought in by the previous Liberal Democrat Council to promote physical fitness
- Help people cook better, more nutritious food by encouraging local chefs, restaurants and supermarkets to engage in a range of fun but educational activities like Adam Franklin's 'Fed Up' programme to encourage people to eat better.
- Work with GPs, doctors, churches, community groups and businesses to develop Dementia Friendly Communities throughout Liverpool such as the one being developed in Liverpool 18.
- Bid to take over leadership and strategic planning of all primary care as in the Manchester model.
- Provide support for money advice centres and credit unions to help problems of debt which are a major source of mental illness and stress.

**“ I will work with the Health Service, charities & voluntary groups to end Liverpool's health inequalities ”**



# Developing Liverpool as a “Connected City”

**From our early days as a fishing port, Liverpool has seen the benefit of good connections; from canals to the first passenger railway. We must continue to build on our communications now to thrive as a 21<sup>st</sup> century city.**

The port of Liverpool remains important to the future of our city and is undergoing a £300,000,000 deep water expansion. But just as the port needs to connect to the UK and Europe better, our city needs to improve its global, national and regional connections.

Transport, health and economic development have many shared goals so we need to pool resources from these budgets to ensure maximum effect from the money that we use.

## **Liberal Democrats will:**

- Establish a Commission with the Chamber of Commerce; media outlets; social media and marketing

companies and the Universities to review future IT trends and current opportunities.

- Ensure targets in Liverpool's strategies for both Physical Activity & Sport and Cycling are realised.
- Support Merseytravel & Combined Authority plans & strategies such as the Bus Alliance & Transport Plan for Growth, collaborating with all partners concerned.
- Review all taxi and private hire services in Liverpool to ensure that they are headquartered in Liverpool and wherever possible employ Liverpool residents to undertake Liverpool business.
- Improve safety for pedestrians, cyclists and bus users by cracking down on dangerous parking on pavements and bus stops.

- Review the ill-thought out removal of bus lanes and consider their reintroduction where there has clearly been deterioration in travel times for buses, cars and cyclists.
- Work with Merseytravel and the city region to enhance the local rail network by reopening railway stations, the Bootle Branch Line, Wapping Tunnel and exploring the opportunities for creating a tram-train link to Liverpool John Lennon Airport.
- Continue to campaign for Liverpool's inclusion in the HS2 and HS3 high speed rail networks.

**“ I will fight for Liverpool's connection to the HS2 & HS3 rail networks and for a Tram-Train link to Liverpool Airport ”**



# Richard Kemp's funding pledge

"I won't accept any donation over £250,  
or campaign funds from big businesses"

"My election campaign is  
being funded by small  
donations from local people  
across Liverpool.

I won't accept money from any

business with council contracts,  
or any donations over £250.  
That way you can be sure that  
I'm only working for the people  
of Liverpool, owing favours to  
no-one else.

You can help by joining us,  
volunteering or by making a  
(small) donation online at  
[www.richardkemp.org.uk](http://www.richardkemp.org.uk) or  
by returning the form below.



## Help make a difference



NAME(S) \_\_\_\_\_

ADDRESS \_\_\_\_\_

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- ☐ I will be voting for Richard Kemp for Mayor
- ☐ I would like a postal vote for the election
- ☐ I can help deliver leaflets in my area
- ☐ I can make a donation to the campaign.  
*I enclose a cheque (payable to Liberal Democrats) for £\_\_\_\_\_*  
Donations over £12 qualify for Liberal Democrat  
Membership. Tick here ☐ if you would like to join

**Return to: Liverpool Lib Dems, 509 Smithdown Road, L15 5AE  
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