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Welsh Liberal
Democrats
Democratiaid
Rhyddfrydol Cymru

Brendan D'Cruz

for South Wales East

EXPERIENCED, DYNAMIC, HARD WORKING, IN IT TO WIN IT!

Promoted by: Dr. Brendan D'Cruz of Elim House, John Street, Treharris, CF46 5PS.

Welsh Lib Dems **CAN** win back seats in our region

Welsh Lib Dems narrowly lost out on having a South Wales East regional Senedd Member in 2011, and then fell further back in 2016. Politics has changed dramatically since then. After Brexit and the COVID-19 pandemic our lives will be very different, and we owe a debt of gratitude to all NHS, care staff and other key workers who have worked tirelessly to keep us safe and healthy during lockdown.

We know that during recovery there will be many people across the region who share our Lib Dem values of openness, tolerance and the desire for greater social justice.

We must build back better infrastructure, healthcare services, integrated transport systems and more affordable homes - but ensure we protect our environment.

We need to continue our impact in the Senedd to ensure that all children are learning effectively, and that people have the opportunity to find a good job and succeed.

A Credible and Experienced Candidate

- Worked as a Project/Programme Manager (Business Transformation) at a major housing association based in Newport.
- Education/Project Management Consultant working with professional bodies and a range of business organisations.
- Trustee at a childcare and family development charity based in Aberfan with a leading role in community development.
- Former Head of Department: Business & Computing at the University of Wales, Newport.
- Academic career including lecturing roles in Computing, Business, Management, Finance, Economics and Project Management.
- Former Chair of South Wales East Valleys Lib Dems (for 4 years) and has held a number of local party committee roles.
- Recent Chair of Finance & Management Committee and former Diversity Officer for the Welsh Lib Dems.
- Experienced campaigner and a candidate in elections since 2010.



BRENDAN D'CRUZ: No.1 CHOICE FOR SUCCESS

How Can We Win Again?

We know that people across our region are struggling to make ends meet. We know they are worried about life after the pandemic. They want things to be better.

Now We Must Give Them Hope !

We need to engage with people across the *whole region* and not just in the pockets where we think that we have strong support.

We need to **LISTEN** to people, **LEARN** about the things that matter to them, then **LEAD** on improving things that make their lives better.

We need to make sure that **DELIVERABLE** ideas and policies are enacted and associated with us, especially when they are delivered such as when we called for scrapping the Severn Bridge tolls, more money for early years, more nurses in wards, parity of mental health, tackling the climate emergency. We can make a real **DIFFERENCE**.

[#LibDemsontheList](#)

NONE OF US IS AS GOOD AS ALL OF US, WORKING TOGETHER

I will campaign with members of every local party to ensure that our liberal voice is heard across the region.

I will work with campaign organisers to create the best platform to give all of our candidates a fighting chance.



Brendan D'Cruz can be your regional champion

Cymraeg I Bawb ...

Dysgwyr Gymraeg ydw i (lefel Sylfaen) a byddaf yn hapus iawn i gyfathrebu trwy gyfrwng y Gymraeg.

To encourage learners, I would like us to communicate with people in both English and Welsh. More campaign literature should be bilingual, our spokespeople more varied, and we need to show voters that there is more than one party that cares about our Welsh language, heritage and culture.



It's time to select somebody different!

If selected, and then elected, I would be the *first ever* Welsh Lib Dem candidate from a BAME background to become a Senedd Member. Both Labour and the Conservatives (including a candidate first elected for Plaid) have achieved this, and so it is time that the Welsh Lib Dems stood up for diversity by selecting a leading candidate from an ethnic minority. **I believe that I can be that competent, capable and confident candidate.**

I am a passionate about our region with a commitment to win, not just to make up the numbers once again. Politics has changed so much and we can't just keep doing what we did before and then expect different results. We need to engage with communities at all levels and get ourselves noticed. We need to dare to be different and distinctive. And we need to *really be* the open, progressive party that fights for social justice and opportunity for all. We **CAN WIN** back a South Wales East regional seat in the Senedd. Please choose me to lead the charge and be your Liberal Democrat voice for the whole of South Wales East.

VOTE BRENDAN D'CRUZ AS YOUR 1st PREFERENCE FOR SOUTH WALES EAST