

I've got what it takes to get us to...



...and be a strong voice for Cardiff Central

“I want to do you proud as your Liberal Democrat Member of the Senedd – and I have the experience, record and vision for us to win here again.

In my first manifesto, I shared some information about me, my policy priorities and the issues I am already out there actively campaigning on. You can view it online at: www.rodney4cardiffcentral.com

On the back of this manifesto, you can read how I've already hit the ground running – as well as my plan to make sure we win next May.

I want to level with you. I'm focusing on policies where the Welsh Lib Dems can make a real difference in the Senedd from next May – not on issues that need to be determined in Westminster.

My campaign priorities are designed to make us relevant to the real issues voters are facing here and now. And they are in areas where my vision is backed up by real experience.

With me as your candidate, we'll build a team to talk to voters in Cardiff with conviction, credibility and clear purpose.”

My policy vision and experience...

	Greener	Healthier	More equal
Vision	Champion “20-minute neighbourhoods” where services are a short walk, cycle or bus ride away. Create jobs in the green economy, install electric vehicle charging points and make homes more energy efficient.	Make it a priority to address inequalities in health outcomes for BAME and poorer communities, as highlighted by Covid-19. Accelerate action to tackle obesity and promote healthier lifestyle choices.	Place tackling inequality at the heart of all Welsh policies. Invest in skills, training and support for lifelong learning to minimise impact of changing jobs market due to both the pandemic and increased automation.
Experience	Secured electric vehicle charging points in Roath and Penylan. As council leader, made Cardiff the first city in the UK to provide a weekly food waste collection for every street. Commissioned the Radyr Weir hydro scheme.	Secured key changes to Welsh health policy and Welsh legislation in my current work role. Promoted active travel as council leader, including by introducing a dedicated annual fund for cycling facilities.	Massively increased spending on schools when council leader, and significantly expanded Welsh medium education. Received an award from Stonewall Cymru in recognition of council's support for LGBT employees.

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Laying the foundations for success...

This election is a marathon, not a sprint.

In the year since members put their faith in me to be your lead candidate for the wider South Wales Central region, I have been working to get us ready for next year by:

Finding new ways to connect with voters – lockdown has accelerated the drive to digital campaigning that was already underway. I've established a regular email newsletter to voters, set up a Facebook page to support my candidacy and initiated a number of successful online petitions on hot topics to help us connect with new contacts.

Cutting through the media – I've used my position as a councillor and candidate to help us get coverage in the press and online.

Surprising our opponents – I coordinated a highly targeted campaign across Cardiff for last year's European Parliament elections that helped us overtake Labour, the Tories and Plaid Cymru to come within a whisker of topping the poll in Cardiff, and getting the pundits and opinion formers to sit up and take notice.

Showing we can win again – As agent and campaign manager for the 2019 council by-election in Cyncoed, I led a team to deliver a 15% swing from the Tories, increasing our majority there from 22 votes to over 1,000.

I'm already out of the starting blocks...

Getting us over the finishing line...

I'll go the extra mile to give us our best chance in nine months' time. Here's my plan:

Further develop our digital campaigning – the latest digital techniques are working for us, but there's more we can learn from what has worked well for the party elsewhere. Online campaigning will be crucial with 16 and 17 year-olds voting for the first time, as well as any ongoing disruption due to Covid-19.

Build our capacity on the ground – as and when we can get out on the doorsteps again, a key priority for Cardiff Central will be to support activists who want to help make the Lib Dems competitive again in Cathays and Plasnewydd at the 2022 council elections.

Increase our resources – I will work with my campaign team to secure donations to fund our campaign, whilst recruiting new members and helpers to build up our strength on the ground.

Maximise contact with voters – as both constituency candidate and lead list candidate, we can run a fully integrated campaign. We can have two leaflets delivered free by the Royal Mail to every voter, one for our regional campaign and one for the constituency campaign. Having me featuring on both increases our chances of winning here. The same strategy helped Jenny Randerson to win this constituency in 1999, and again in 2003.

...let me run to win!



Follow my campaigns on Facebook at: www.facebook.com/rodneybermanwld/

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