



**GARETH SNELL'S  
PLAN FOR THE POTTERIES  
2017**

 **Labour**

# THE POTTERIES PLAN – MY POSITIVE VISION FOR STOKE-ON-TRENT

For too long, Stoke-on-Trent has been a forgotten city. We have always had strong local representation in Parliament, standing up for our interests and advertising our strengths, but the money has too often gone to our neighbours.

Even now, Stoke-on-Trent is at the edge of the 'Northern Powerhouse' and the 'Midlands Engine', but bypassed by big projects like High Speed 2. Even when money was provided to improve the A50, it went on the stretch near Uttoxeter rather than on solving our serious transport problems.

This has to stop, and that is why I am launching my Potteries Plan.

We are a proud city in our own right, not a suburb of Birmingham or Manchester, and it is this fact that will influence everything I do for you in Westminster.

Below are five key priorities that will form the basis of what I promise to do for you if you elect me on 23rd February.



Ceramics is a huge part of our city's past, but it is also its present and future. Gareth is right to seek a proper deal for ceramics as part of the Brexit process, because without it all the progress that has been made in recent years could be lost.

**Rob Taylor**



## 1: A special Brexit deal for ceramics

Brexit will happen - Britain will leave the European Union. So the key now is to win a good deal for Stoke-on-Trent. We have heard that special consideration will be given to the steel industry and the automotive industry as part of Brexit negotiations, but we've heard nothing about ceramics.

Our ceramics industry may employ fewer people than in its heyday, but it continues to employ thousands of people in the city and is a source of Stoke-on-Trent pride, a success story known worldwide for its fine products. Making use of cutting edge technology, in recent years manufacturing has gone from strength to strength.

Ceramics companies trade with EU members and EU regulations provide vital protection and support for the industry. A Brexit deal which does not protect the ceramics industry could be catastrophic.

## 2: Ceramics at our heart, but Stoke-on-Trent has much more to offer

Stoke-on-Trent really struggled after we lost some of our traditional industries, with our mines, our steel industry and many ceramics factories all being destroyed under a Conservative government. They barely helped us then, and it has taken us a long time to recover.

Now we see an increase in good jobs in the logistics sector, we have a number of businesses that are involved in the defence supply chain, and big companies like Vodafone, Bet365 and Goodwin employ thousands of people in Stoke-on-Trent.

We will always be The Potteries, but we need to build on our strengths and attract investment in new businesses and industries.

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I remember a time when Stoke-on-Trent was a city of industry. It wasn't perfect, but there were jobs if you wanted them. Gareth is right to prioritise jobs – we can't bring our old ones back, but Stoke-on-Trent has so much potential.

**Fran Hill**

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Too many Stoke-on-Trent families struggle to make ends meet. We also need to make sure that our young people stay in the city rather than going elsewhere. We have two great universities locally now, but we need to have jobs for them too.

**Danny Flynn**

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## 3: Stoke-on-Trent needs a pay rise

Stoke-on-Trent is one of the worst performing areas in terms of wages. The average weekly pay in the UK is £530 and across the West Midlands it's £490, yet in our city it's only £440. We work just as hard as anyone else, why should we be paid less for it?

Across the country we see more people on zero hours contracts and millions of people working fewer hours than they would like, on shift patterns that do not suit them, or working on temporary contracts.

When Labour ran the City Council we introduced the Living Wage, ensuring that hundreds of staff were earning a fair wage for a day's work, but this should be extended. Everyone has a right to earn enough to live well. We need to attract quality jobs to our city and ensure that Stoke-on-Trent gets a pay rise.

## 4: Making our city a fantastic place to live

When you speak to most people, especially those who may have moved here from elsewhere, they say that Stoke-on-Trent is a wonderful place to live. We are a green city, we are a friendly city, and we are a city with great new schools, children's centres, nursery schools and medical facilities – including a brand new hospital - all built under the last Labour Government.

There is still a lot to do, though. It is unacceptable that life expectancy in the city varies widely from one area to another and that some areas have a really good bus service while others have nothing at all. I can't accept that some areas have good schools while others struggle, or that waiting times at GP surgeries can be so variable.

I want a flourishing city, clean and green in all areas, for all the people of Stoke-on-Trent, not just minor improvements that only benefit the few.

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I love Stoke-on-Trent and it is a great place to live. But in the last few years we have lost libraries, swimming pools and other community facilities, things that we really value. I hope Gareth can help us to get them back.

**Elaine Carter**

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A decent home is the least that someone should be able to expect, but there seems to be a constant shortage. I am a student now, but it really worries me that I'm going to struggle to ever be able to buy a house of my own once I finish my studies. Housing on some of our old industrial sites would solve this, and also make our city look better, too.

**Richard Lancaster**

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## 5: Homes to buy and rights for tenants

Our young people should not be forced to live with mum and dad until they are in their thirties, and we shouldn't have families forced to live in houses that are too small or that are unsafe.

We need to massively increase the number of homes that are being built, and ensure that plenty of these are affordable homes and homes fit for first-time buyers. Houses to buy, houses to rent, and a new generation of Council homes. Stoke-on-Trent is not short of land to build these on, but all we seem to attract are developers seeking to build on our green belt land.



**MY FIRST**  
**100**  
**DAYS**

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## So how will I put this plan into action? If I am elected on 23rd February, I will be getting straight to work on this.

### MARCH

By the end of the next financial year, Stoke-on-Trent City Council will have lost out to the tune of almost three quarters of a billion pounds as a result of this Government. This is an eye-watering sum of money which could have been used to fix our social care system, mend our roads and provide services that residents need. Instead it is sitting in Government coffers in Westminster, ready to be used to prop up wealthy areas of the south.

I will mount a campaign in the build up to the Budget, pushing the Government to put Stoke-on-Trent first in the queue for investment in crucial public services. I will fight in Parliament for proper funding for our local health services, schools and police. We've been let down by Westminster for too long and it's time for that to change – we need a fair deal for Stoke-on-Trent.

### APRIL

I will bring together a summit of all the organisations that are likely to play a part in this plan and seek to identify who can help, what resources are available to us, and where the Government need to listen to us and give us what we need. I will give particular attention to those key industries in the city that are most vital to our economy, and establish precisely what they need to ensure their future success.

Most importantly though I want to involve you, drawing on the wisdom of local people to see where I can really make a difference.

I will launch a Brexit plan for the Potteries, mapping out what the Government needs to do to protect ceramics and drive investment in newer industries. This will be a powerful call from the people of Stoke-on-Trent, requiring a serious response from the Government.



I will make sure that those in power take notice, drawing in UK Trade & Investment, Brexit Minister David Davis and the Department for Business, Energy and Industrial Strategy, and I will lead a delegation from Stoke-on-Trent to meet with the Prime Minister to insist she treats our city with the importance it deserves.

## MAY

I will bring together a housebuilding summit, working with the City Council and developers to put together a plan for Stoke-on-Trent, identifying where houses can be built and what standards we expect. I will engage local builders and tradespeople to ensure that the construction of these houses, and not just the finished product, are of benefit to our city. Not only can we provide good quality homes, but whilst doing so we can also provide good jobs, apprenticeships for our young people, and improvements to residents' health.



The local health service will be launching its consultation on community hospital beds and I will be at the forefront of the campaign to ensure that everyone in Stoke-on-Trent has access to the local facilities that we need. I will by now be meeting regularly with local health services to establish where the problems lie and what can be done to solve them – we simply cannot continue to lurch from one crisis to another. The NHS is simply too important to the people of Stoke-on-Trent for that.



People in Stoke-on-Trent are dying as a direct result of this Government's neglect of our NHS; I will do everything I can to stop this.

I have ideas but I don't have all the answers – that's where I need you. Together we can make this fine city with great traditions a great place to live and work. I hope to have the chance to work with you after February 23rd.

# WE'RE BACKING GARETH



"If you want to know what a UKIP or Tory MP would be like, just look at how they

behave on the council. They're cutting our childrens' centres and leaving our streets in disrepair. I don't trust either of them to speak up for us."

**Eileen Harris**  
(Pensioner)



"Gareth is a local family man and has a track record of delivering for local people.

I think he'd make a great MP for Stoke-on-Trent Central."

**Sam Warburton,**  
(Pottery worker and mother)



"I've known Gareth and his family for 5 years. He is a man of integrity and intellect,

rooted in his local community and passionate about making it better. He will make a great advocate for our city."

**Reverend Geoffrey Eze**



"Gareth has impressed me with his commitment to the local area and his track record as a campaigner. He is a man who clearly cares deeply about our city.

Stoke-on-Trent needs strong voices in Westminster who know what we need and will go the extra mile to deliver for the local area.

In Gareth, I'm confident that our city would have such a champion."

**Peter Coates,**  
**Chairman Stoke City FC**

## A plan for the future of Stoke-on-Trent Central



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